

Two-Thirds of Cruisers Say Recent News Will Not
Change Their Future Cruise Vacation Plans,
Says New Survey by *Luxury Cruise News*

Cruisers More Aware of Safety Procedures

NEW YORK, NY (February 2, 2012) – Although cruise line safety is making news headlines, more than two-thirds (69%) of cruisers indicate that the recent cruise incident has not affected their future cruise plans, according to a survey released today by *Luxury Cruise News**.

The new “Cruise Safety” study of *Luxury Cruise News* subscribers indicates that past and future cruise vacationers intend to continue their plans to enjoy cruising, while they have renewed commitment to safety procedure awareness.

Little Effect on Future Cruises

The survey revealed that future cruise plans remain mostly intact. When asked how the incident has affected future cruise planning, responders indicated that:

- 34% will be more aware of cruise lines’ safety procedures before they book
- 39% indicate that this has no effect whatsoever
- 1% of survey participants canceled an existing cruise and do not plan to cruise in the future

Safety Remains an Issue and Emergency Procedures Are a Hot Topic

Only half of cruise passengers have become *more* worried about safety – indicating a confidence in the cruise industry’s long track record of safety. When asked if they are worried about cruise ship safety more now than before the recent incident, more than half responded no 55%, while 45% indicated that they are more worried now than before the incident.

While 82% feel that enough time was spent reviewing emergency and evacuation procedures *on their recent* cruise, many commented that safety drills were “noisy and not organized well” and “thorough but fast” and procedures “could be tightened.”

Vacationers are now thinking about their future cruise experiences. Some 80% of respondents feel that *even more emphasis* should be placed on making sure everyone on board is aware of emergency procedures.

“It is encouraging that the greatest insights gained from our ‘Cruise Safety’ survey show that cruise vacationers will remain loyal to the cruise industry while renewing their vigilance regarding safety procedures,” said Angela James Vogel, Vice President of *Luxury Cruise News*.

For more information about *Luxury Cruise News* e-newsletter, go to www.LuxuryCruiseNews.com.

****Survey Methodology***

Conducted by *Luxury Cruise News*, this study is based on (469) responses to a survey conducted via email to adult subscribers of *Luxury Cruise News*. Some 90% of respondents are from the U.S. and Canada, with 10% international. The survey consisted of seven (7) questions. The survey was conducted between January 26, 2012 and February 1, 2012.

About *Luxury Cruise News*

Luxury Cruise News is an e-newsletter published by *Your Travel Insider*, a digital publisher specializing in email and database marketing for the travel industry. Readers of *Luxury Cruise News* are frequent travelers with a passion for cruising. *Luxury Cruise News* brings readers the latest in cruise tips, reviews, itineraries, new ships and special offers. Editorial focuses on specific cruise destinations, types of cruises and highlights various itineraries, ships and ports of call. Learn more at www.LuxuryCruiseNews.com and www>YourTravelInsider.com.