

Travel Market Report's Outlook on Ocean Cruise, 2026





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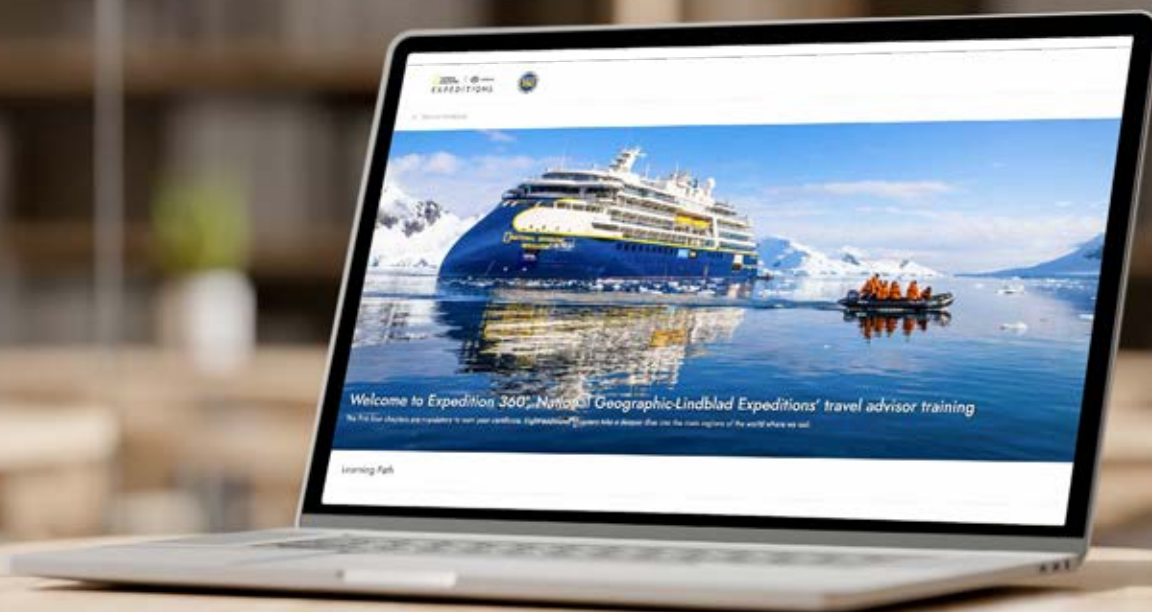
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LETTER FROM THE EDITOR



Ocean cruise remains one of the most dependable segments in the travel industry.

According to the Cruise Lines International Association's (CLIA) 2025 State of the Industry Report,¹ the North American cruise market grew 14% from 2023 and 2024, and by 2028, CLIA anticipates nearly 42 million passengers will be cruising globally.

The trade stands to benefit from this growth. The segment offers strong commissions, supportive sales teams, and a diverse range of destinations and experiences around the world. And with 75% of travel advisors expecting to see ocean cruise sales increase in 2026, the future looks bright.

This edition of Travel Market Report's Outlook on Ocean Cruise reflects a bullish industry that is ready to face its challenges head on. The following pages offer insight from over 480 frontline travel advisors across the U.S. and Canada on topics ranging from popular trends to sales figures and even the implementation of A.I. tools.

In this Outlook, advisors shared where their clients want to go; what cruise line mobile apps are best used for; and what kinds of add-on bonuses are effective in converting leads into sales.

As always, we here at Travel Market Report hope that the data we provide proves useful to our readers, whether you are just starting out on your travel industry journey or are a seasoned pro.

Sincerely,

Daniel McCarthy

VP, Editor-in-Chief

¹ <https://www.travelmarketreport.com/cruises/articles/nothing-but-clear-skies-for-the-cruise-industry>

2026

← KEY FINDINGS ↓

- ★ More than 9 out of 10 advisors sell ocean cruises.
- ★ Over half of the advisors sold between 11 and 60 cruises in 2025.
- ★ On average, advisors sold 25 vacations in 2025. This is expected to rise to 30 in 2026.
- ★ The Caribbean and the Bahamas (83%), Europe (81%), and Alaska (69%) are the top cruise destinations in 2026.
- ★ Contemporary (63%) and premium (53%) are the top segments that advisors most often sell to first-time cruisers. For repeat cruisers, advisors highlight luxury (83%) and premium (78%) segments as the preferred offerings, reflecting stronger demand for higher-end experiences.
- ★ The most commonly sold cruise duration is one week (57%), followed by 8 to 10 days (47%).
- ★ Nearly 8 out of 10 advisors book cruise vacations six to 12 months before departure.
- ★ Couples (93%), Baby Boomers (88%), Gen X (86%), and Empty Nesters (76%) are the top ocean cruise clients.
- ★ On average, clients spend \$4,444 per person per trip on ocean cruise vacations.
- ★ Itinerary/destination (81%), cost of the vacation (81%), length of the cruise (66%), and availability of dates (63%) are the most important factors in selecting a cruise.
- ★ Advisors recommend cruise brands to clients on the basis of the following factors: all-inclusive pricing inclusive of gratuities (78%), itinerary (77%), pricing/promotions (74%), and the cruise line's reputation (71%).
- ★ Restaurant reservations (81%), real-time updates (78%), and the booking of on-board activities (76%) are the mobile app features that are important to clients, said advisors.
- ★ Celebrating personal occasions (72%), crossing off a bucket list destination/experience (70%), and the convenience of a cruise vacation over a land vacation (68%) are some of the reasons why clients choose an ocean cruise vacation.
- ★ The rising cost of airfares has become a challenge in selling ocean cruises said half of the advisors. Other factors are the high cost of the total trip and fear of sea sickness.
- ★ Word of mouth/referrals (86%), current/past clientele (79%), and social media (52%) are the top three lead generation sources for advisors in the ocean cruise segment.
- ★ Advisors selling ocean cruises said A.I. has helped them with improved booking and management tools (58%), real-time flight and hotel availability (49%), and enhanced personalization (42%).
- ★ Celebrity Cruises (86%), Royal Caribbean International (83%), Princess Cruises (80%), and Norwegian Cruise Line (77%) are the brands most popular with advisors.
- ★ In addition to FAM trips (80%), advisors would like suppliers to pay commissions on NCF categories (62%) and offer better performance-linked bonus structures (57%).
- ★ The majority of advisors (75%) expect to see sales growth in the coming year.
- ★ Over half of U.S. advisors and 2 out of 5 Canadian advisors are affiliated with CLIA.

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INTRODUCTION



Ocean cruise has traditionally been a steady income segment for travel advisors, and in 2026, that trend continues.

Despite shifting geopolitical dynamics, advisors are expecting annual sales growth in 2026, with over 60% of the advisors expecting a year-over-year increase of at least 10%.

In TMR's Outlook on Ocean Cruise, 2026, we share insights from travel advisors on the ocean cruise segment, ranging from popular destinations for 2026 to what factors are influencing cruise line recommendations.

New for 2026, TMR's Outlook on Ocean Cruise also asked advisors how Artificial Intelligence (A.I.) and other booking technology has impacted sales and business operations.

The travel industry continues to attract new advisors. Our research found that the number of travel advisors who joined the industry within the last five years has risen from 28% in 2023 to 34% in this Outlook. The benefits of a long-term relationship with the travel industry are high: over half of the advisors with at least 20 years of experience had over \$1 million in sales versus just 7% of those with up to five years of experience.

In the pages ahead, we delve deeper into the ocean cruise segment, shining a spotlight on what matters most to travel advisors, including challenges, opportunities, and trends.



METHODOLOGY

This online survey was conducted by Travel Market Report in November to December 2025.

A total of 484 travel advisors from across the United States and Canada participated in the survey. Of this, 69% were from the U.S. and 31% were from Canada. The aggregated results and analysis in this report are based on the responses of these advisors, and were prepared by VIDEA Consultants for Travel Market Report.

Discrepancies or nuances in the analysis are highlighted wherever applicable. The frequent comparisons drawn are taken from Travel Market Report's Outlook on Cruise Trends, 2023² and Travel Market Report's Outlook on Ocean Cruise, 2025.³



2. https://www.travelmarketreport.com/library/TMR/TMR_Cruise_Trends_Outlook_2023/index.html?page=1

3. <https://www.travelmarketreport.com/media/Outlooks/OceanCruiseOutlook2025.pdf>



TRENDS IN OCEAN CRUISES

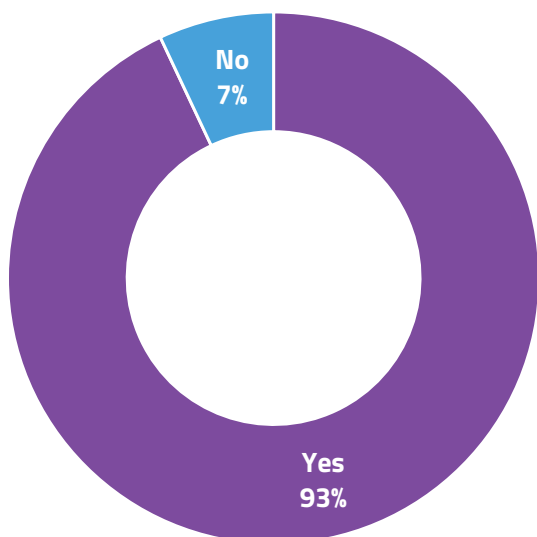


The ocean cruise sector remains the most popular among advisors, with 9 out of 10 advisors reporting that they sell ocean cruises.

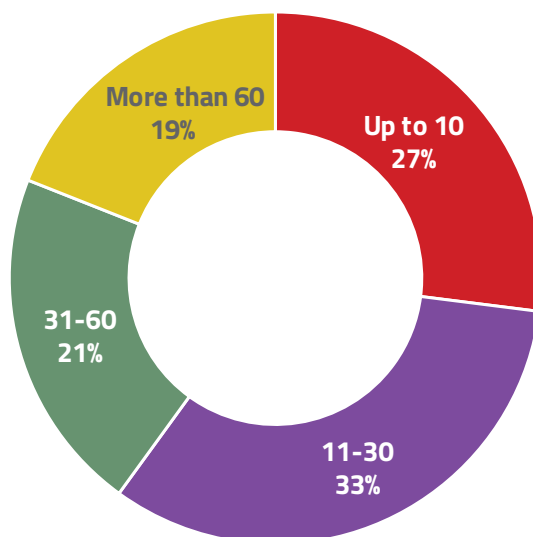
With regard to volumes, 27% of the advisors said that they sell up to 10 ocean cruise vacations a year. Thirty-three percent of the advisors said that they sell between 11 and 30 cruise vacations in a year, and 21% said that they sell between 31 and 60 vacations a year.

Nearly one-fifth of the advisors said that they sell more than 60 ocean cruise vacations a year.

ADVISORS ACTIVELY SELLING OCEAN CRUISES, SHARE (%)



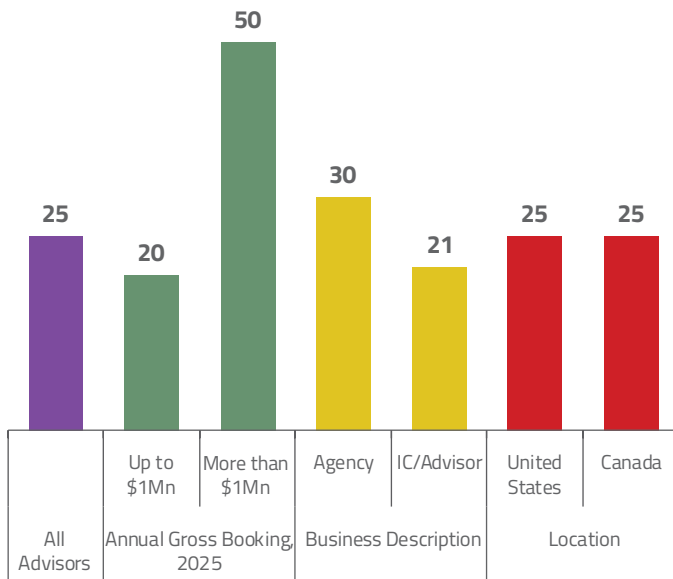
NUMBER OF OCEAN CRUISE VACATIONS SOLD IN 2025, SHARE (%)



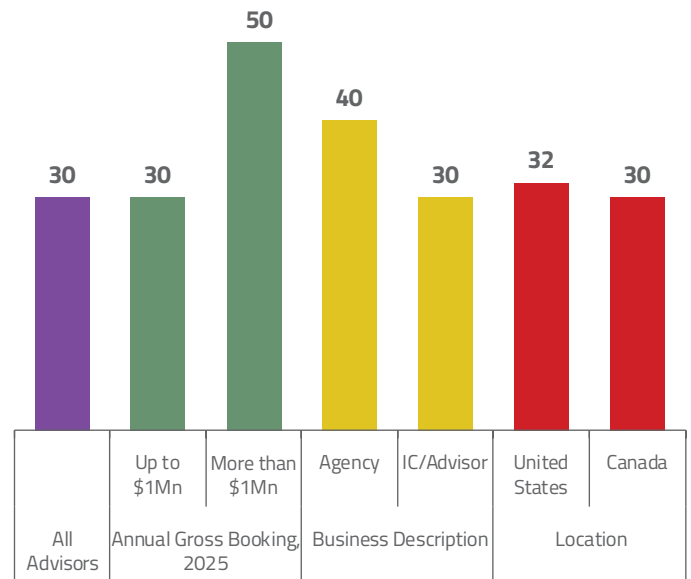


TRENDS IN OCEAN CRUISES

OCEAN CRUISE VACATIONS SOLD IN 2025



ANTICIPATED OCEAN CRUISE VACATIONS SALES IN 2026



On average, advisors sold 25 ocean cruise vacations in 2025.

Advisors with annual gross bookings of more than \$1 million in 2025 sold 50 vacations. Agencies sold more cruise vacations than advisors/independent contractors (ICs) did (30 versus 21). There was no difference in sales volumes between U.S. and Canadian advisors.

On average, advisors expect sales to increase. ICs/Advisors, in particular, are optimistic that they will sell nearly 50% more ocean cruise vacations in 2026, compared to 2025.



TRENDS IN OCEAN CRUISES



While a larger share of advisors (81%) have picked Europe as a popular destination for ocean cruising compared to the previous Outlook (71%), the Caribbean and the Bahamas (83%) remains the most popular choice for vacationers, with Alaska coming in third (69%).

Mexico and Central America were identified as popular destinations by just under one-third of the advisors, and there is continuing interest in South Pacific (20%), Hawaii (19%), and Canada (18%).

POPULAR DESTINATIONS FOR OCEAN CRUISING

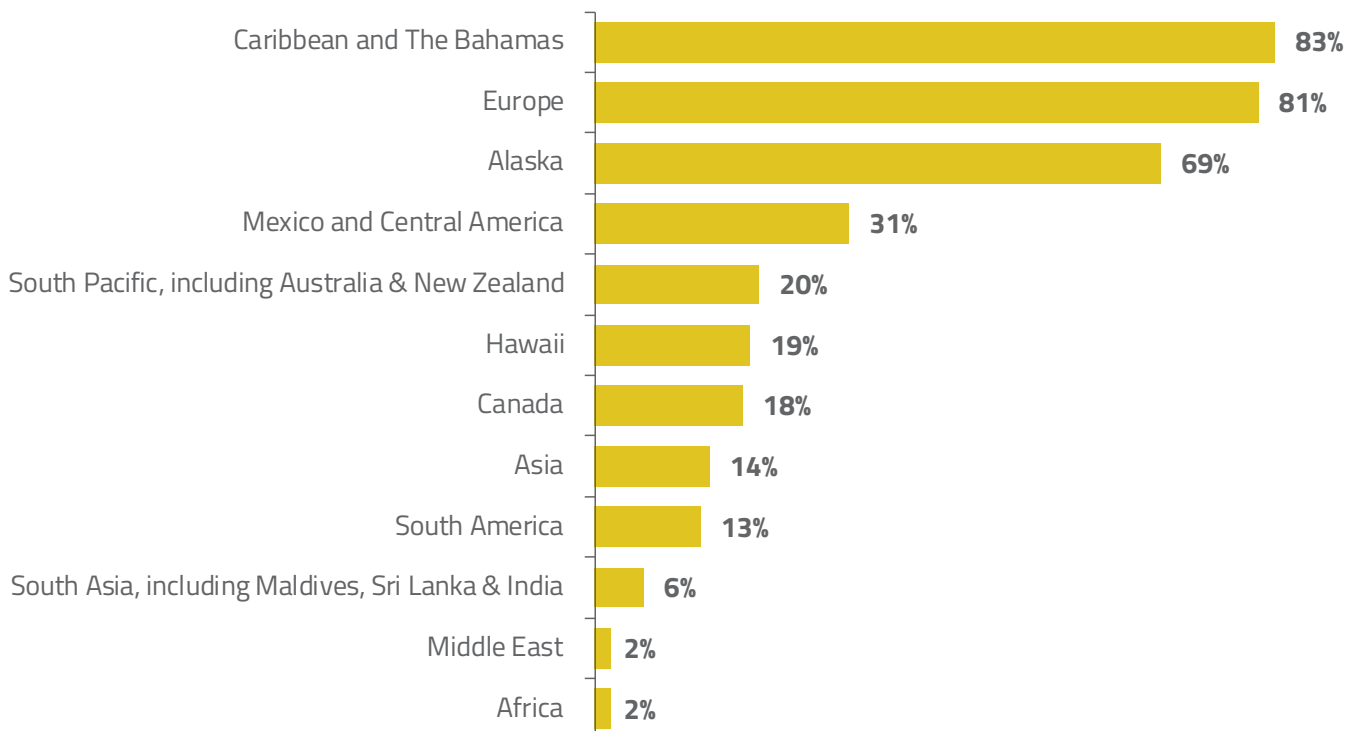


CHART 5



TRENDS IN OCEAN CRUISES

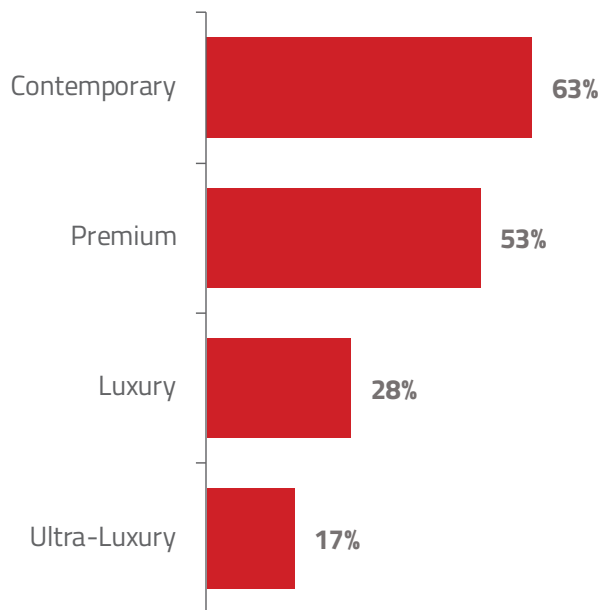
When it comes to first-time cruisers, advisors are more likely to offer them contemporary (63%) and premium (53%) segments. However, more advisors sell/offer luxury (83%) and premium (78%) segments to repeat cruisers.

Seventeen percent of the advisors offer ultra-luxury vacations to first-time cruisers, while 56% of the advisors offer this segment to those who have taken cruise vacations previously.

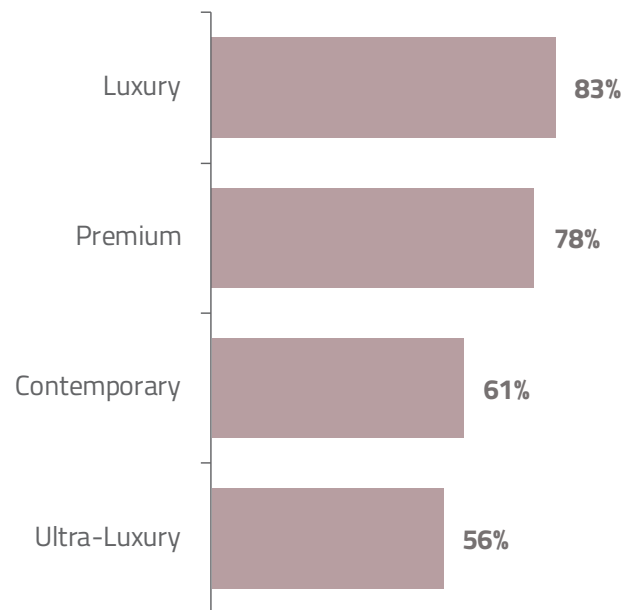


CRUISE SALES AND OUTLOOK BY CRUISE SEGMENT

FIRST-TIME CRUISERS



REPEAT CRUISERS



EMERALD[◇]

CRUISES & TOURS



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TRENDS IN OCEAN CRUISES



With work and business demands, the average length of an ocean cruise trip tends to be between a week (57%) and 10 days (45%). While there are those who are booking longer trips, it's a smaller share, with only 8% of the advisors saying that their clients take trips between 15 and 21 days long.

One advisor shared,

“ One week is common, but [also] longer, with farther away destinations becoming more popular.

AVERAGE LENGTH OF OCEAN CRUISE TRIP

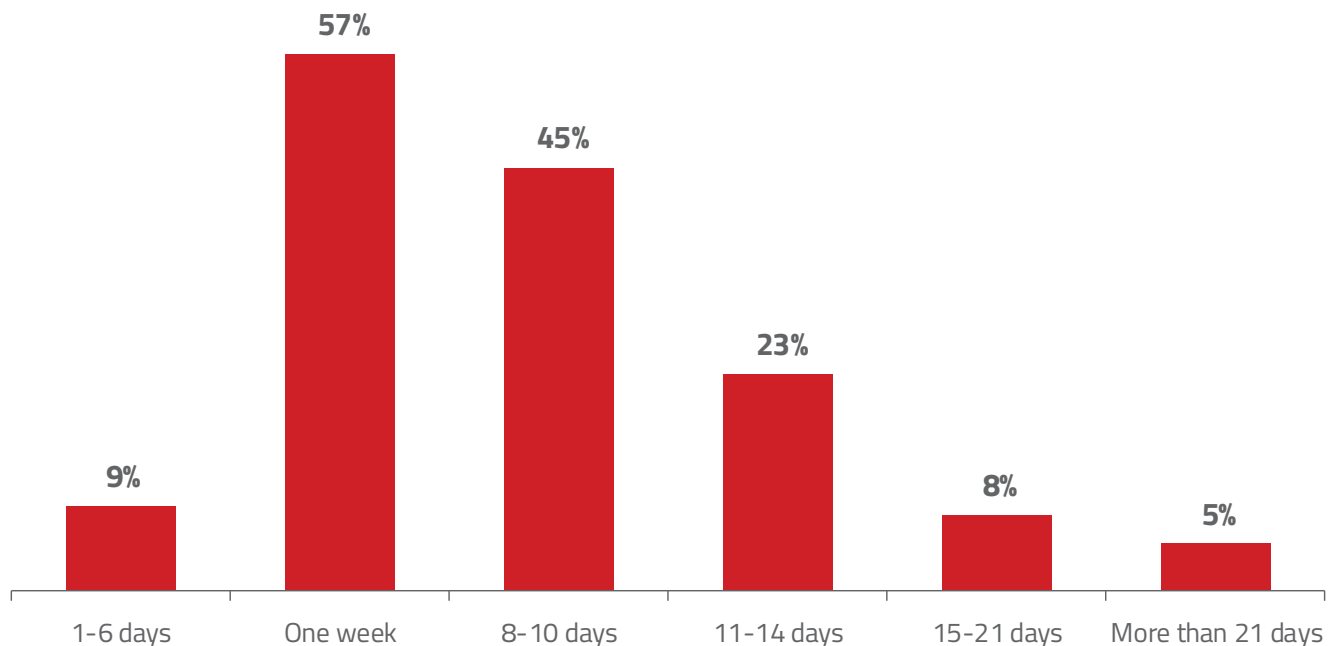


CHART 7



TRENDS IN OCEAN CRUISES



How far ahead of a cruise vacation should advisors reach out to clients? With a great demand for ocean cruising, booking ahead actually helps advisors get their clients good deals, better airfares, and the itineraries of their choice.

Nearly 8 out of 10 advisors said that their clients book vacations six to 12 months before the trip. Forty-five percent said that clients booked their cruise three to six months ahead of the trip, and a similar share said that clients booked an ocean cruise more than a year in advance.

One advisor shared, "I try to encourage booking early, but often within six months."

Another added,



We encourage our guests to book river cruises 18 months in advance and ocean cruises 12 to 18 months in advance, but we have seen a much shorter window post-COVID.

AVERAGE BOOKING WINDOW FOR OCEAN CRUISE VACATIONS

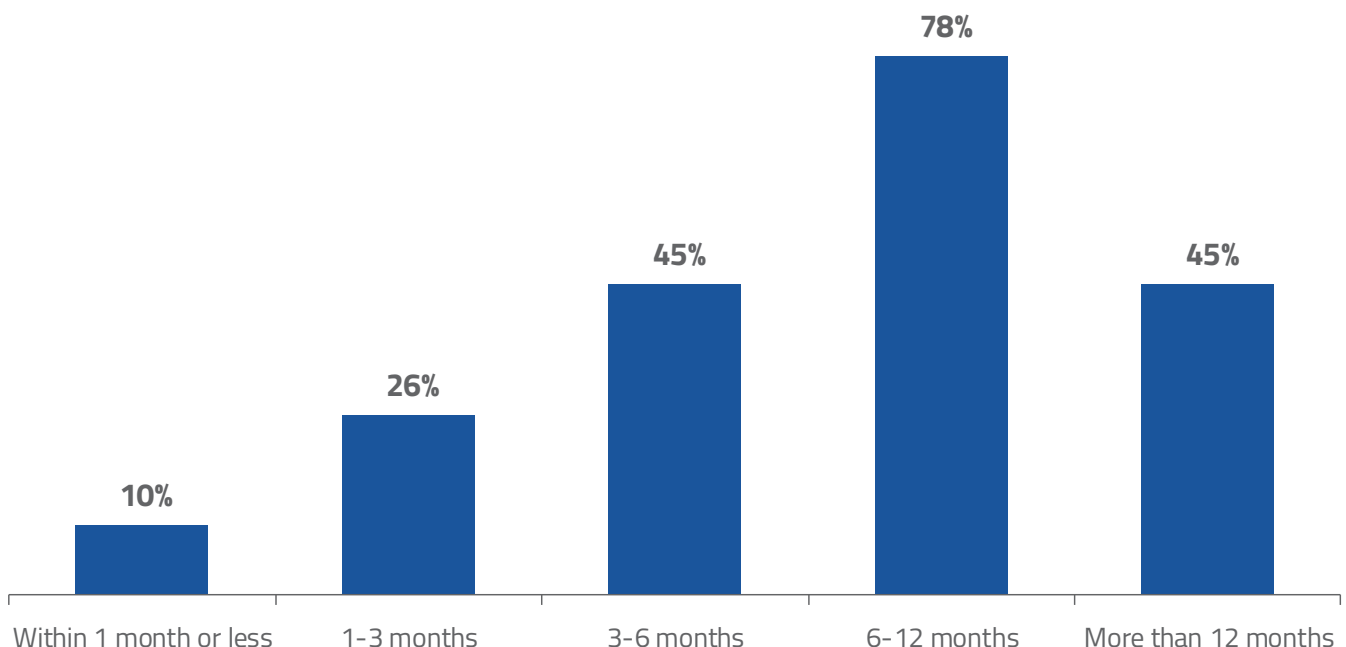


CHART 8



TRENDS IN OCEAN CRUISES

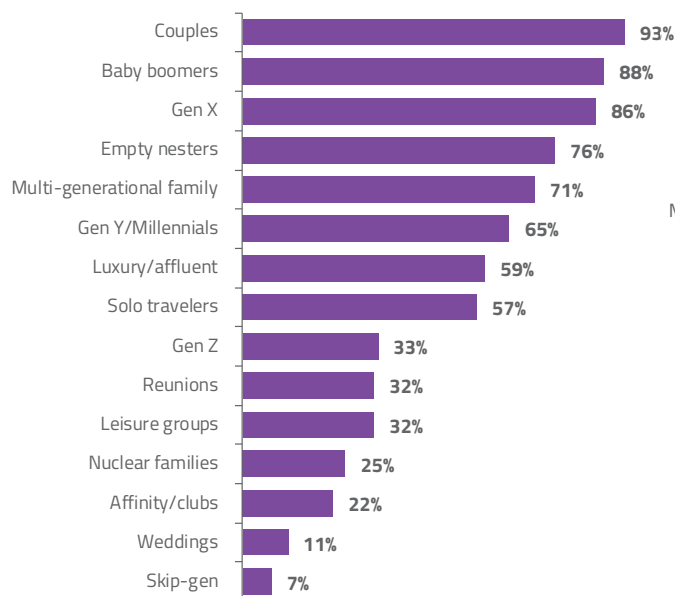


Who is going on ocean cruise trips?

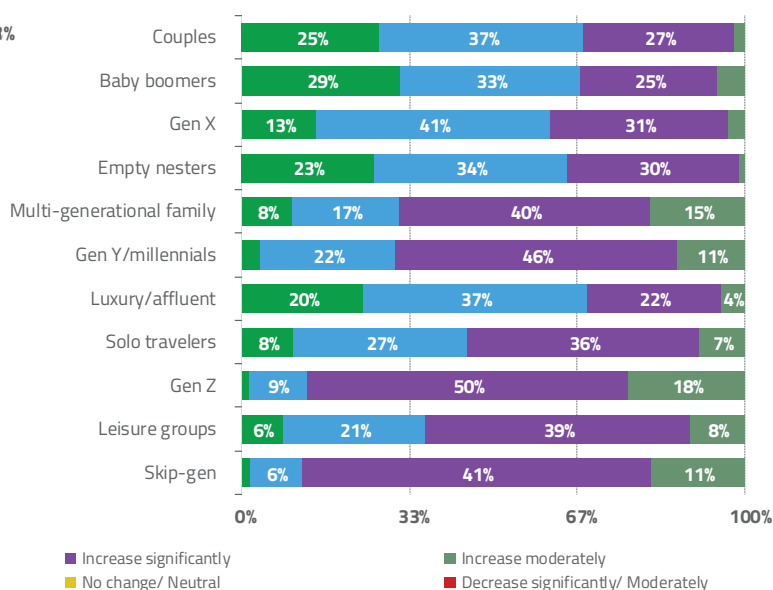
Couples, Baby Boomers (those born between 1946 and 1964), Gen X (born between 1965 and 1980), and Empty Nesters are most likely to go on ocean cruise vacations, said over three-fourths of the advisors. It makes sense then that advisors expect to see sales growth from these client groups, predicting a significant increase in sales from Baby Boomers (29%), Couples (25%), and Empty Nesters (23%).

Advisors are also looking at bringing in more luxury and affluent clients, which approximately 3 out of 5 travel advisors expect to increase in the next 24 months.

OCEAN CRUISE SALES ACROSS CLIENT SEGMENTS



OUTLOOK FOR OCEAN CRUISE SALES BY CLIENT SEGMENT, SHARE (%)





TRENDS IN OCEAN CRUISES



The average spend on a cruise vacation is \$4,444 per person. Advisors and agencies with annual gross bookings of less than \$1 million in 2025 said their clients spent an average of \$3,874 and this share was almost 50% more at \$5,859 for those with annual gross bookings of more than \$1 million in 2025. In 2025, the average per person per trip spend was \$4,662.

Canada-based advisors shared that their clients spent an average of \$3,741, compared to American advisors who said that their clients' average spend was \$4,722.

An advisor shared,



This number [client spend] varies greatly, and can range from \$800 per person for a quick weekend trip, to \$10,000 per person for an extended journey in a premium cabin.

AVERAGE SPEND ON OCEAN CRUISE VACATIONS (\$)

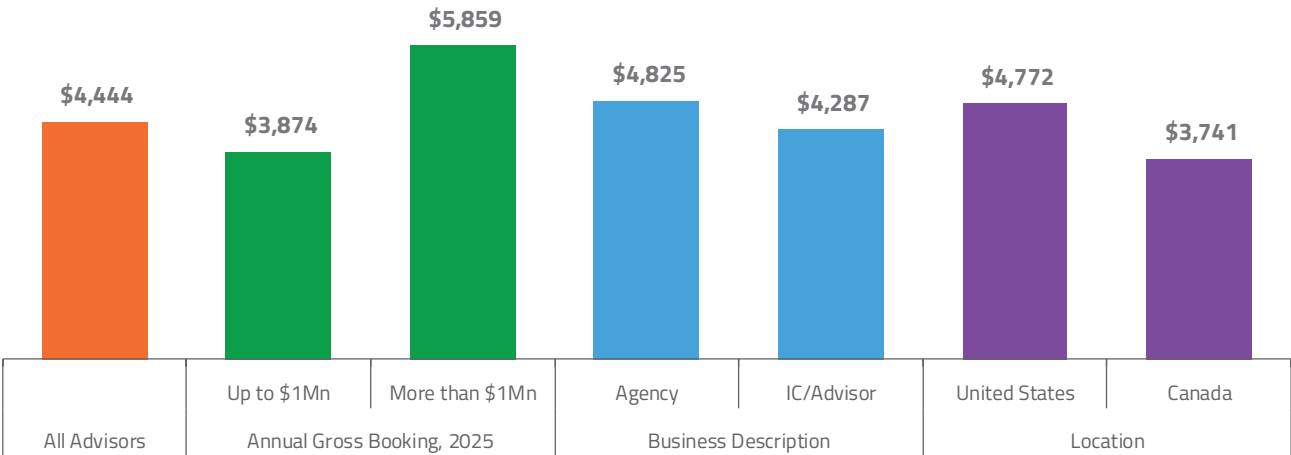


CHART 11



TRENDS IN OCEAN CRUISES



Why do clients select specific ocean cruises?

As one advisor shared, “Itinerary is the most important factor.” When booking an ocean cruise, the most important factors to clients are the specific itineraries/destinations (81%), the cost of the cruise (81%), and the length of the cruise (66%).

Clients are also looking for availability on certain dates (63%) and all-inclusive pricing that includes gratuities and alcohol (62%). The advisor’s recommendation also influences clients (60%).

IMPORTANT FACTORS IN SELECTING AN OCEAN CRUISE VACATION

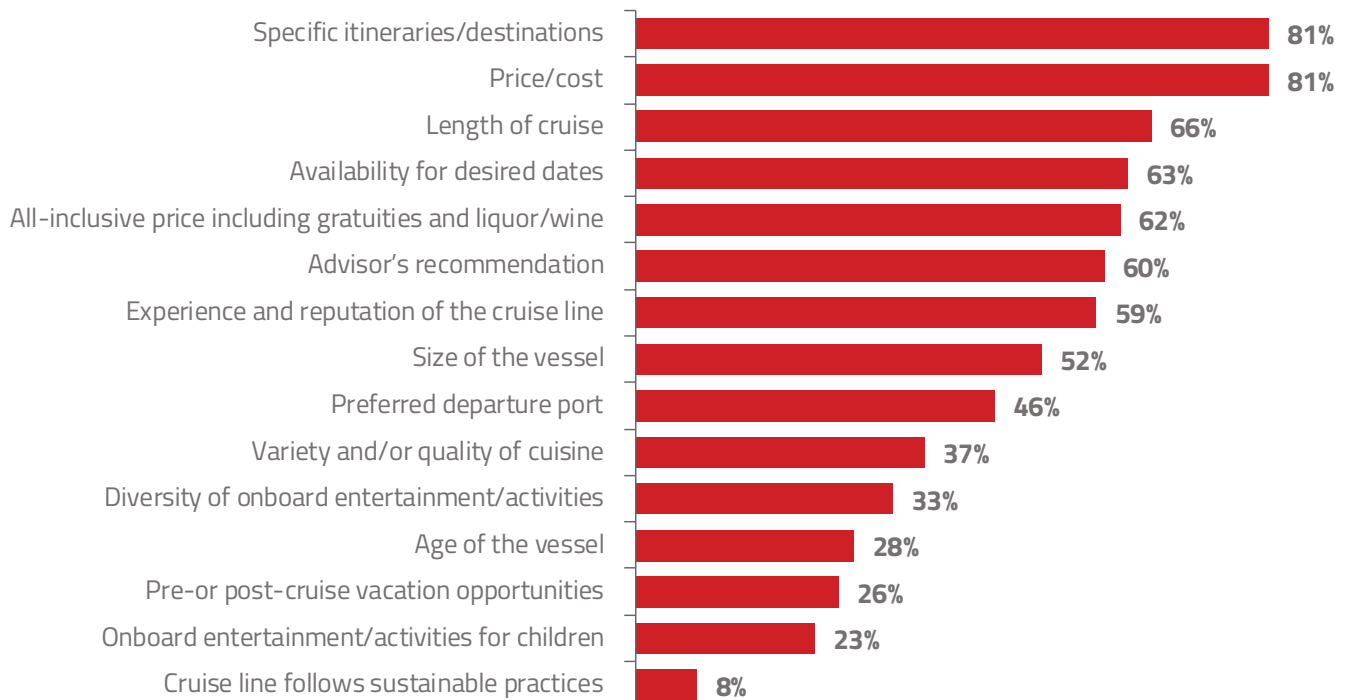


CHART 12



TRENDS IN OCEAN CRUISES



What factors influence which ocean cruise brands advisors recommend to clients?

All-inclusive pricing with gratuities and liquor and wine is the most important factor, said 78% of advisors. The other top factors are the itinerary/ports visited (77%), price and promotions (74%), and the experience and reputation of the cruise line (71%).

The advisors' own familiarity with the product comes into play for 61% of the advisors. Interestingly, less than one-third said that the age of the vessel (31%) and the variety of shore excursions (29%) influence their recommendations.

FACTORS INFLUENCING ADVISORS' RECOMMENDATIONS OF CRUISE BRANDS TO CLIENTS

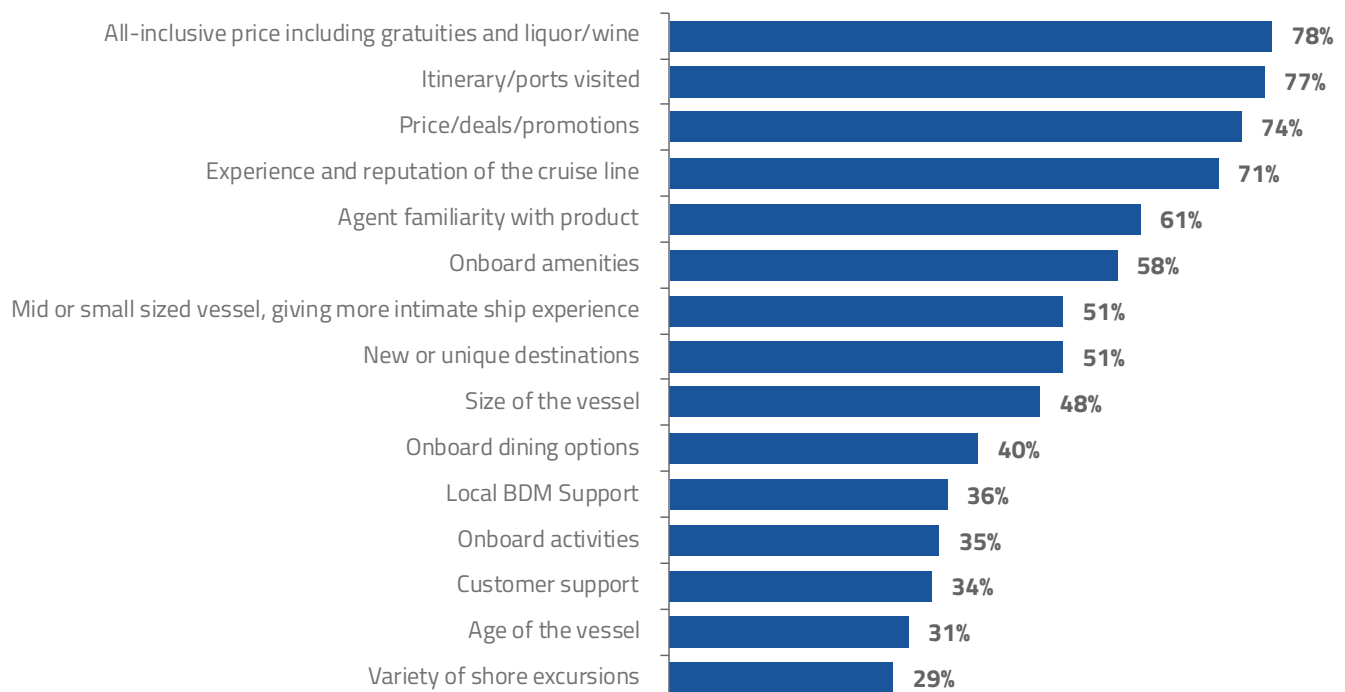
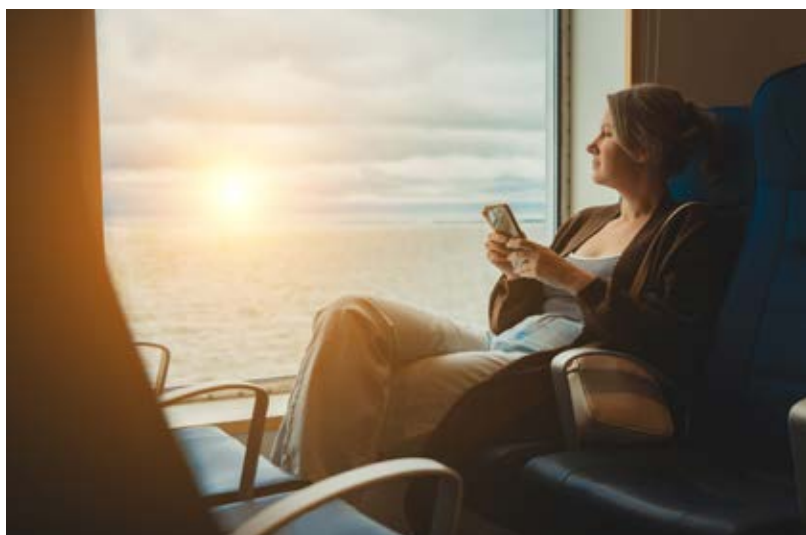


CHART 13



TRENDS IN OCEAN CRUISES



When it comes to inclusive pricing, Wi-Fi (87%), alcohol and beverages (76%), gratuities (74%), and onboard attractions (73%) are the most important amenities to clients.

One advisor reflected this sentiment and shared, “Our clients are sick and tired of being nickel and dimed on cruises. They want a clear price inclusive of all their priorities.”

Another advisor had an interesting amenity to add:



Unlimited self-laundry is requested, or at least one bag of laundry per person during a seven-day cruise.

IMPORTANT AMENITIES OF AN ALL-INCLUSIVE ONBOARD CRUISE EXPERIENCE, SHARE (%)

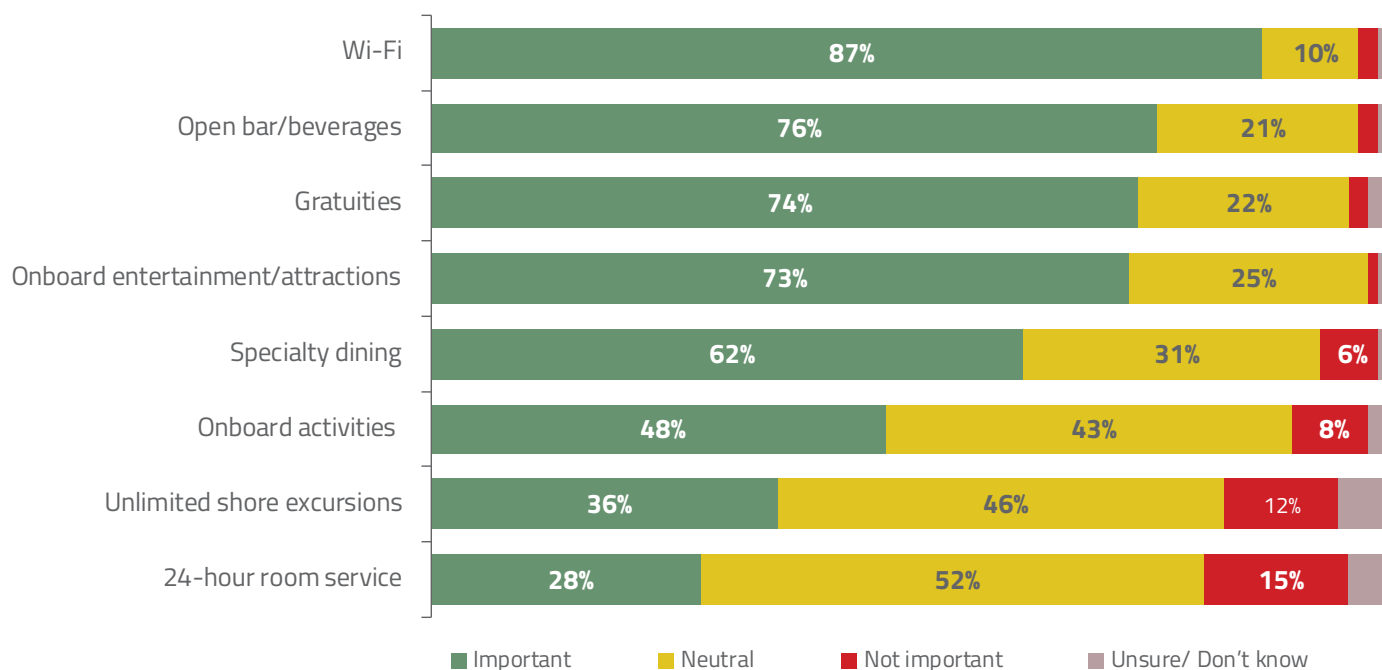


CHART 14



TRENDS IN OCEAN CRUISES

Do free add-ons help drive cruise sales? The answer is yes, but it does depend on the add-on.

While drinks and Wi-Fi help convert leads into sales, according to 2 out of 3 advisors, free add-ons like specialty restaurants, ground transfers, and pre- or post-cruise hotel stays are less effective.

One advisor pointed out,



Ground transfers are limited to the day of [boarding the cruise]. When all clients have to fly in a day prior, [ground transfers] are never used.

EFFECTIVENESS OF FREE ADD-ONS IN IMPROVING CRUISE SALES (%)

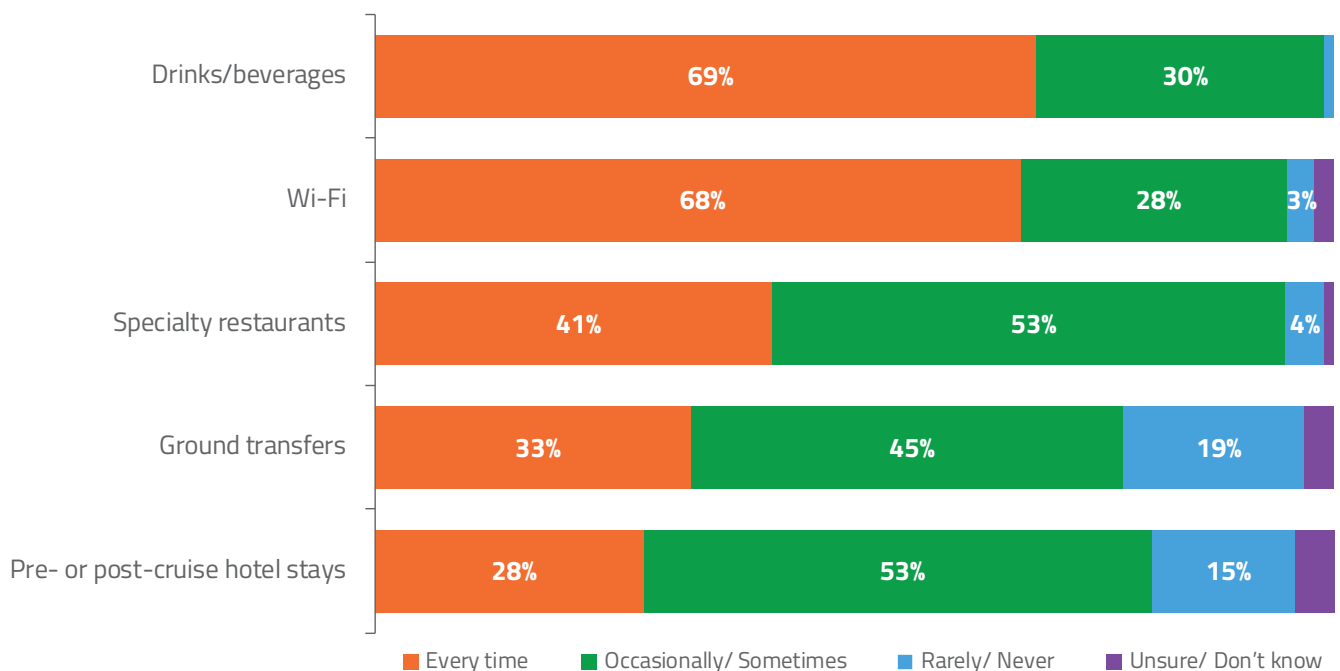


CHART 15

SCENIC°

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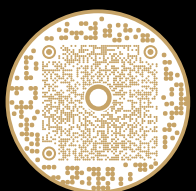
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TRENDS IN OCEAN CRUISES



The most important app features for clients are those that help make their cruise experience seamless. The top five include restaurant reservations (81%), real-time updates (78%), booking of onboard events and activities (76%), checking in/out (72%), and booking shore excursions (69%).

Yet, not everyone wants to embrace mobile apps during their cruise. A few advisors shared that their clients would prefer to stay away from smartphones. One advisor said, “[Booking on mobile apps] is important, but should not be mandatory. There are so many travelers without a smartphone, which makes it difficult and discriminatory.”

There are, however, advantages to using an app. Another advisor shared,

“Having an app is very important to my clients before, during, and after the cruise. There can be long lines on the ship to book experiences/spa etc. but if they can do from the app, it saves time and makes the experience easy and stress-free.”

IMPORTANCE OF MOBILE APP FEATURES IN CLIENTS CRUISING EXPERIENCE (%)

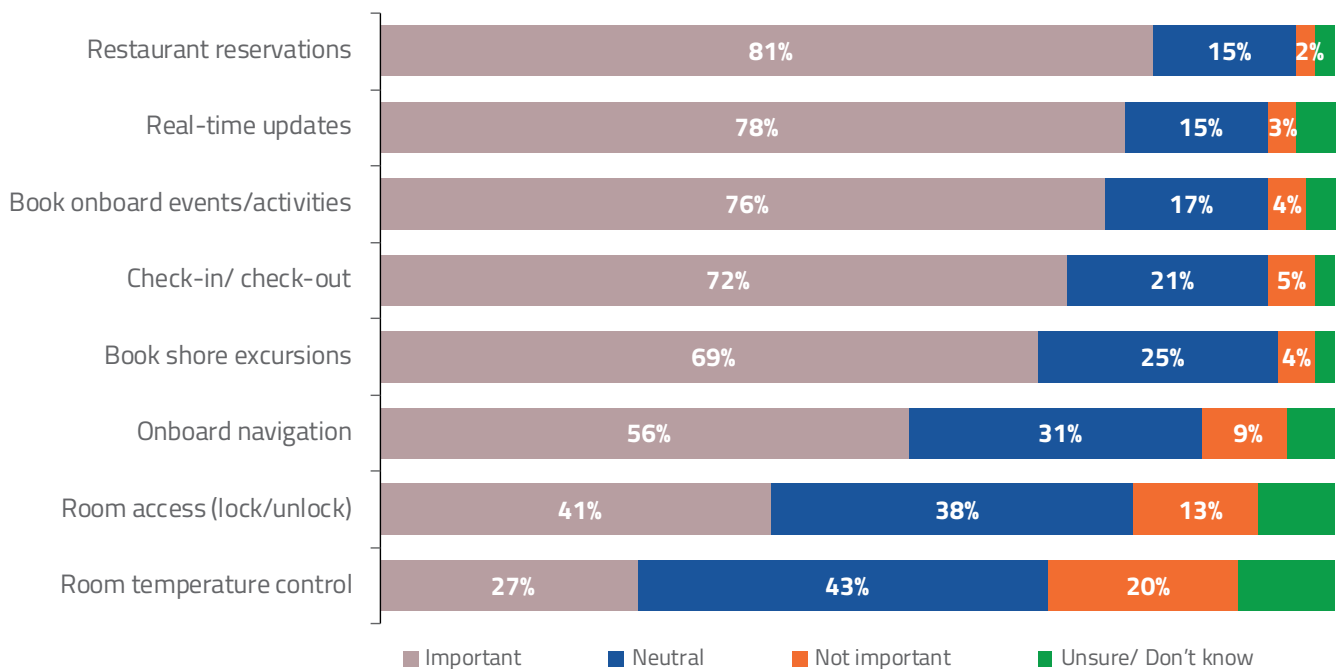


CHART 16



TRENDS IN OCEAN CRUISES

Consistently across the previous Outlooks, the top two factors for taking an ocean cruise have been celebrating personal occasions and crossing off a bucket-list destination. That remains unchanged this year, with shares of 72% and 70% respectively.

More than two-thirds of the advisors said that clients also picked ocean cruises because they preferred them over land vacations. Other contributing motivators include being able to spend more time with family (60%) and exploring unique destinations (59%).

One of the reasons a cruise vacation beats a land vacation is, as one advisor shared,



The convenience of seeing multiple destinations and unpacking only once.

KEY MOTIVATORS FOR TAKING AN OCEAN CRUISE VACATION

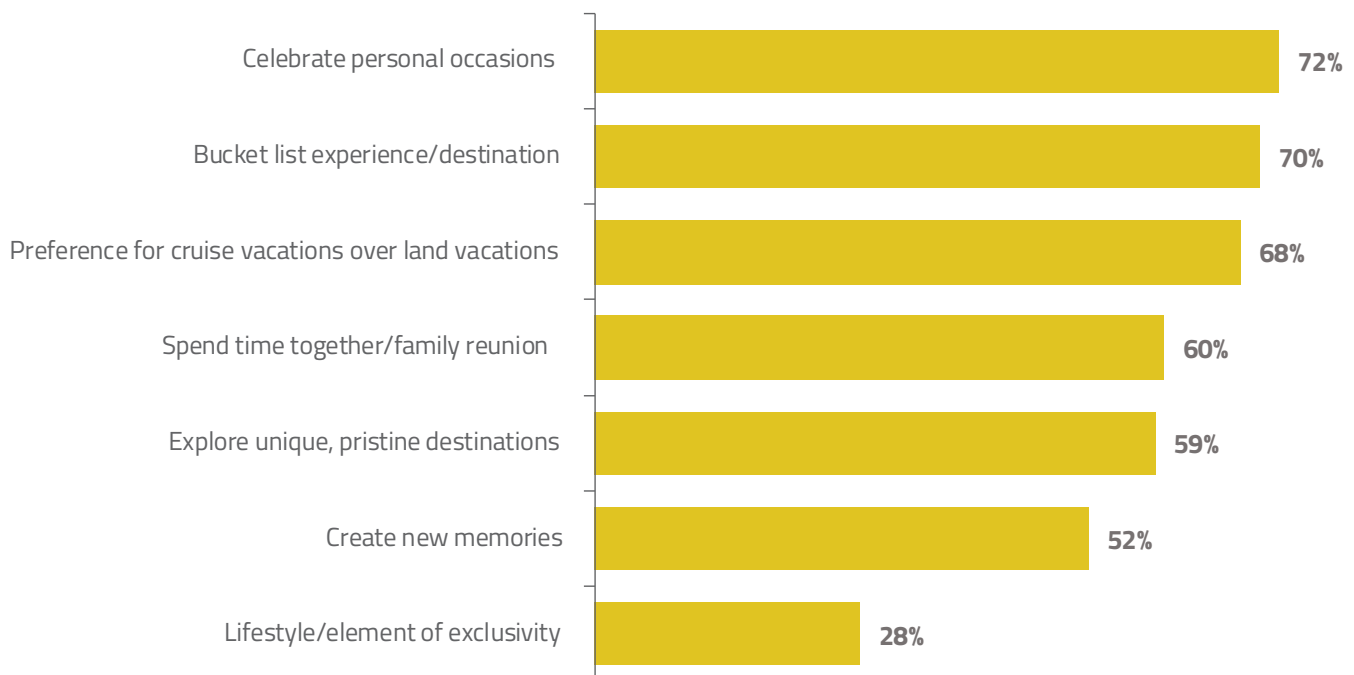


CHART 17



You just have to be there.



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7-night cruise onboard **Celestyal Journey** sailing the gems of the Greek islands & Ephesus, featuring full days in all ports, and late-night stays in Santorini & Mykonos.

2026 Sailing dates Apr 11, 25 May 9, 16, 23, 30 Jun 6, 13, 20, 27 Jul 4, 11, 18, 25 Aug 8, 22 Sep 5, 12, 19, 26 Oct 3, 10, 24 Nov 7

2027 Sailing dates Apr 10, 24 May 8, 15, 22, 29 Jun 5, 12, 19, 26 Jul 3, 10, 17, 24 Aug 7, 21 Sep 4, 11, 18, 25 Oct 2, 9, 23 Nov 6



📍 Doha

Desert Days (from Doha)

Doha • Dubai • Abu Dhabi • Sir Bani Yas Island • Bahrain • Doha

7-night inclusive cruise onboard **Celestyal Journey**, featuring two full days and an overnight stay in Dubai, with longer stays in all destinations.

2026 Sailing dates Jan 31 Feb 7, 14, 21, 28 Mar 7, 14 Nov 28 Dec 5, 12, 19, 26

2027 Sailing dates Jan 2, 9, 16, 23, 30 Feb 6, 13, 20, 27 Mar 6, 13 Nov 27 Dec 4, 11, 18, 25



📍 Dubai

Iconic Arabia (from Dubai)

Dubai • Sir Bani Yas Island • Abu Dhabi • Doha • Ras Al Khaimah • Khasab • Abu Dhabi • Dubai

7-night inclusive cruise onboard **Celestyal Discovery**, featuring full days and longer stays in Dubai & Sir Bani Yas.

2026 Sailing dates Jan 5, 12, 19, 26 Feb 2, 9, 16, 23 Mar 2, 9 Nov 30 Dec 7, 14, 21, 28

2027 Sailing dates Jan 4, 11, 18, 25 Feb 1, 8, 15, 22 Mar 1, 8 Nov 29 Dec 6, 13, 20, 27

2028 Sailing dates Jan 3, 10, 17, 24 Feb 21, 28 Mar 6





TRENDS IN OCEAN CRUISES



Traditionally, the total cost of the trip has been the biggest challenge in selling an ocean cruise vacation. However, this year, advisors said that clients are concerned about the cost of airfares, which have risen significantly.⁴

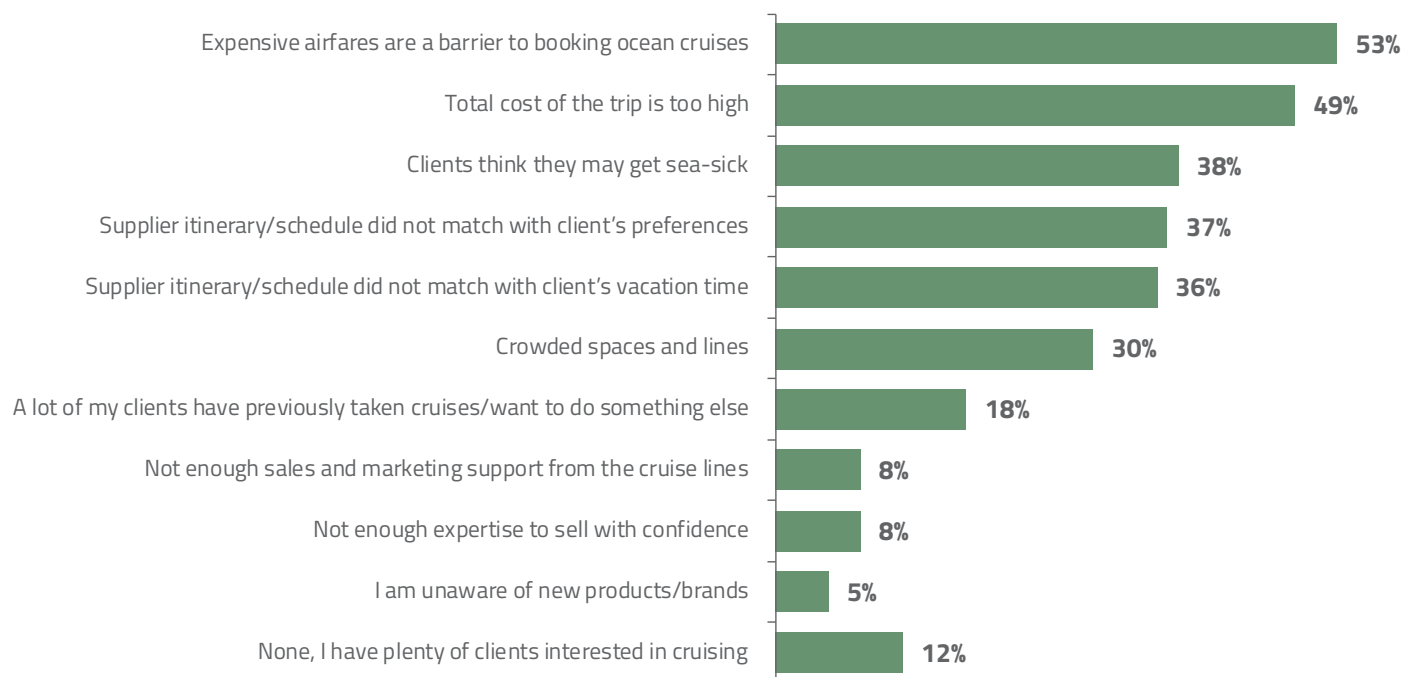
The total cost of the trip remains a challenge, said 49% of the advisors. Fear of sea-sickness (38%), the itinerary not matching the client's preferences (37%), and dates not fitting a client's vacation time (36%) were other commonly cited challenges.

Despite the influx of new advisors in the industry, less than 1 out of 10 advisors raised concerns about lacking expertise (8%) or sales or marketing support from cruise lines.

One advisor said,

“As I primarily sell European cruises, the airfare is costly, and the flight schedules do not always align well with the cruise departures.”

CHALLENGES FACED IN SELLING OCEAN CRUISES



4. <https://www.cnn.com/select/airline-ticket-prices-are-up-25-percent-why-and-how-to-save/>



TRENDS IN OCEAN CRUISES



The primary lead generation channels for advisors continue to be personal connections and reputation, with word of mouth/referrals (86%) and current/past clientele (79%) beating out digital channels like social media (52%) and digital marketing (33%).

While consumer events (17%) and being part of private organizations/clubs (13%) may not generate significant leads, these are important offline channels in expanding one's network and tend to pay off in the long run.

LEAD GENERATION CHANNELS FOR ADVISORS

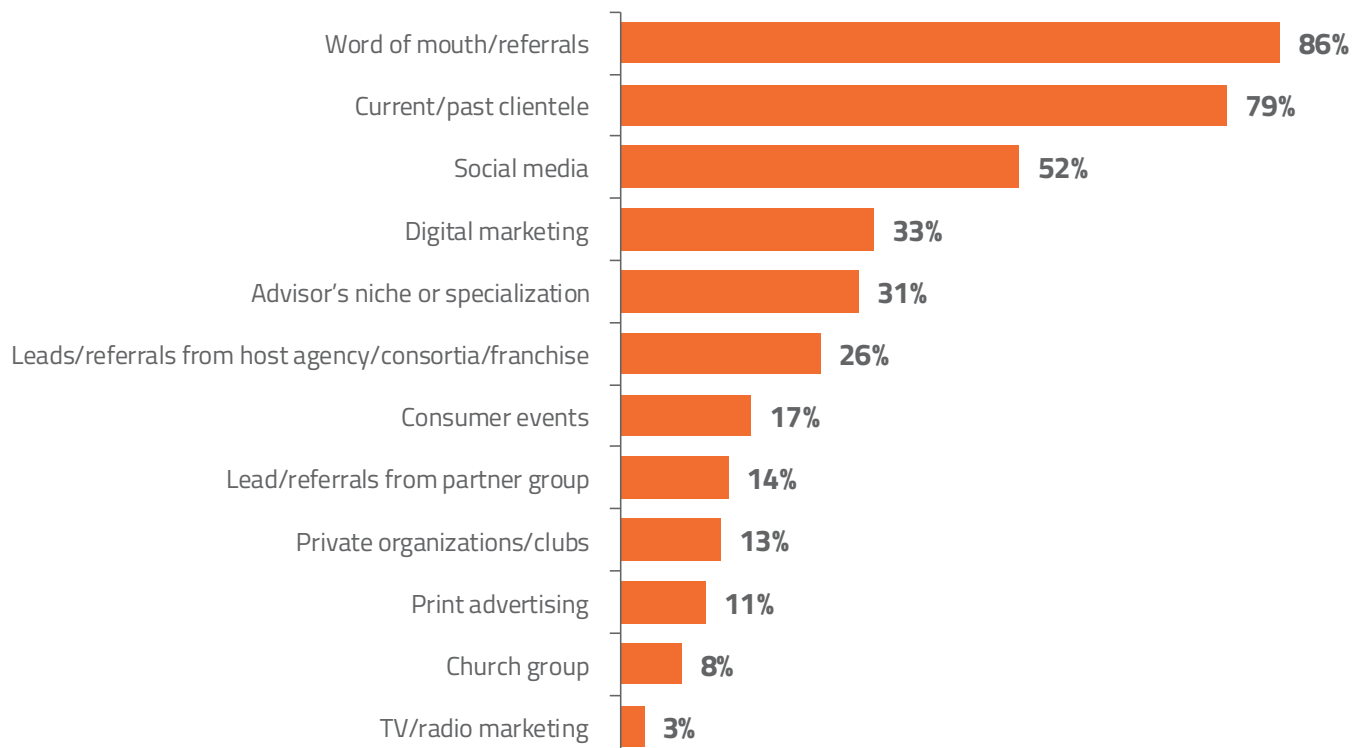


CHART 19



TRENDS IN OCEAN CRUISES

Emerging tools and technology have an impact on how travel advisors plan and sell vacations. Over half (58%) of the advisors said that they have benefited from improved booking and management tools, and nearly half (49%) rely on real-time flight and hotel availability made available by Artificial Intelligence (A.I.) tools.

In our inaugural Outlook on A.I. trends,⁵ 3 out of 4 travel advisors said they use A.I. technology. In this Outlook, A.I.-powered itinerary-building tools are being used by more than one-quarter of advisors.

In TMR's Outlook on River Cruise, 2025, 13% of the advisors said that A.I. chatbots and automation had improved response times. In the current Outlook, that share is higher at 18%.



IMPACT OF BOOKING TECHNOLOGY AND A.I. ON TRAVEL SALES & PLANNING



5. <https://www.travelmarketreport.com/library/Outlooks/TMRAI-In-Travel-2025/index.html?page=1>

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TRENDS IN OCEAN CRUISES

The top-selling cruise line brands are Celebrity Cruises (85%), Royal Caribbean International (83%), Princess Cruises (80%), and Norwegian Cruise Line (77%).



TOP SELLING CRUISE LINE BRANDS

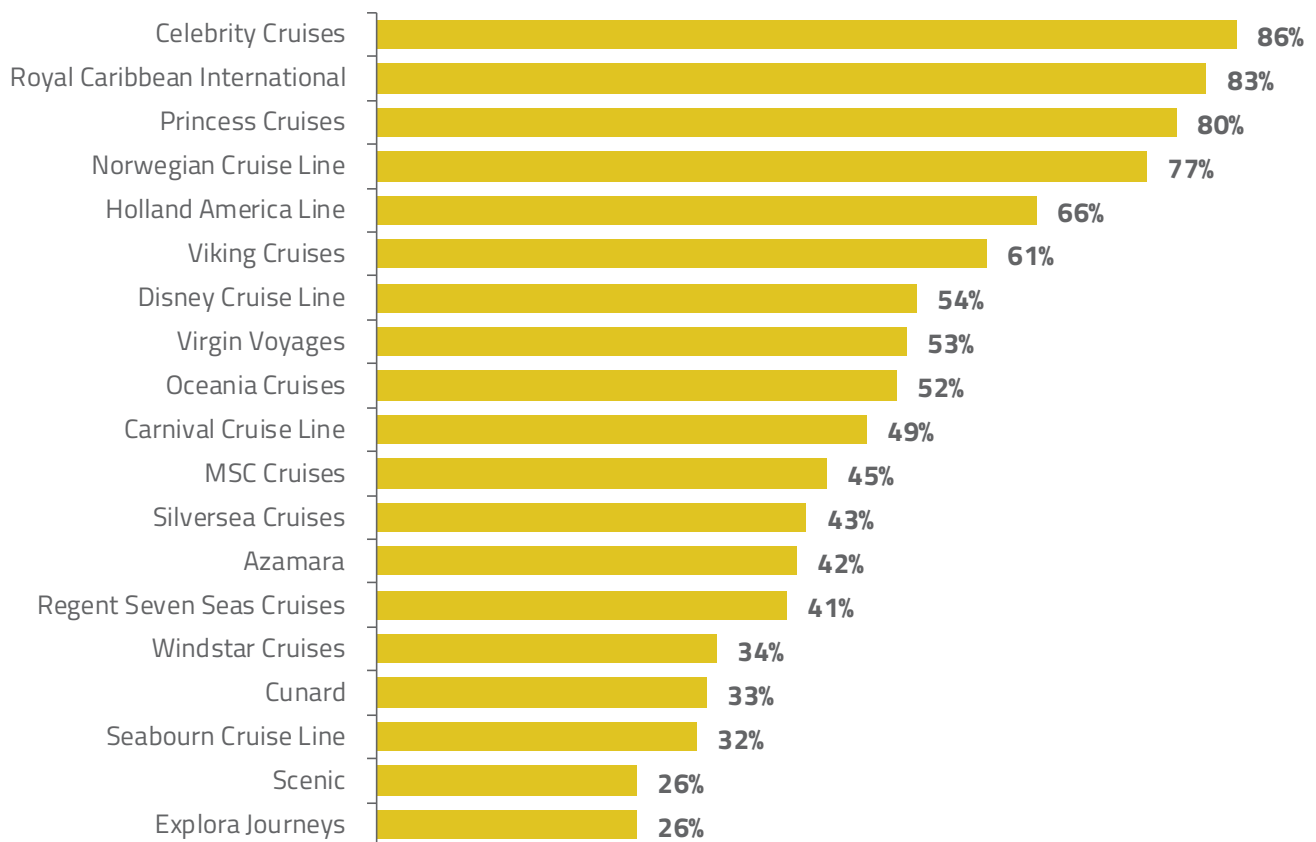


CHART 21



TRENDS IN OCEAN CRUISES



The two supplier support pillars advisors require to improve ocean cruise sales are a closer/deeper knowledge of the product and better incentives.

FAM trips (80%) are the most in-demand support, and 6 out of 10 advisors said that introducing commissions on categories currently recognized as non-commissionable fees (NCFs) would help. More than half of the advisors also said that higher commissions or better performance-linked bonus structures would be welcome.

Other requested supports include improved booking tools (52%), better supplier pricing (45%), and training programs (43%). Advisors also find it difficult to keep up with policy changes across suppliers and would like clear communication from the cruise lines.

One advisor shared,

“ [What would help is] more photos/videos updated to the destinations the ship visits. Some cruise lines don't have enough or the right photos to help me promote a trip. In such cases, I had to go to other photo sites [and] Wikipedia to obtain photos and information about the destination to help promote the cruise.

SUPPLIER SUPPORT TO ENABLE HIGHER CRUISE SALES

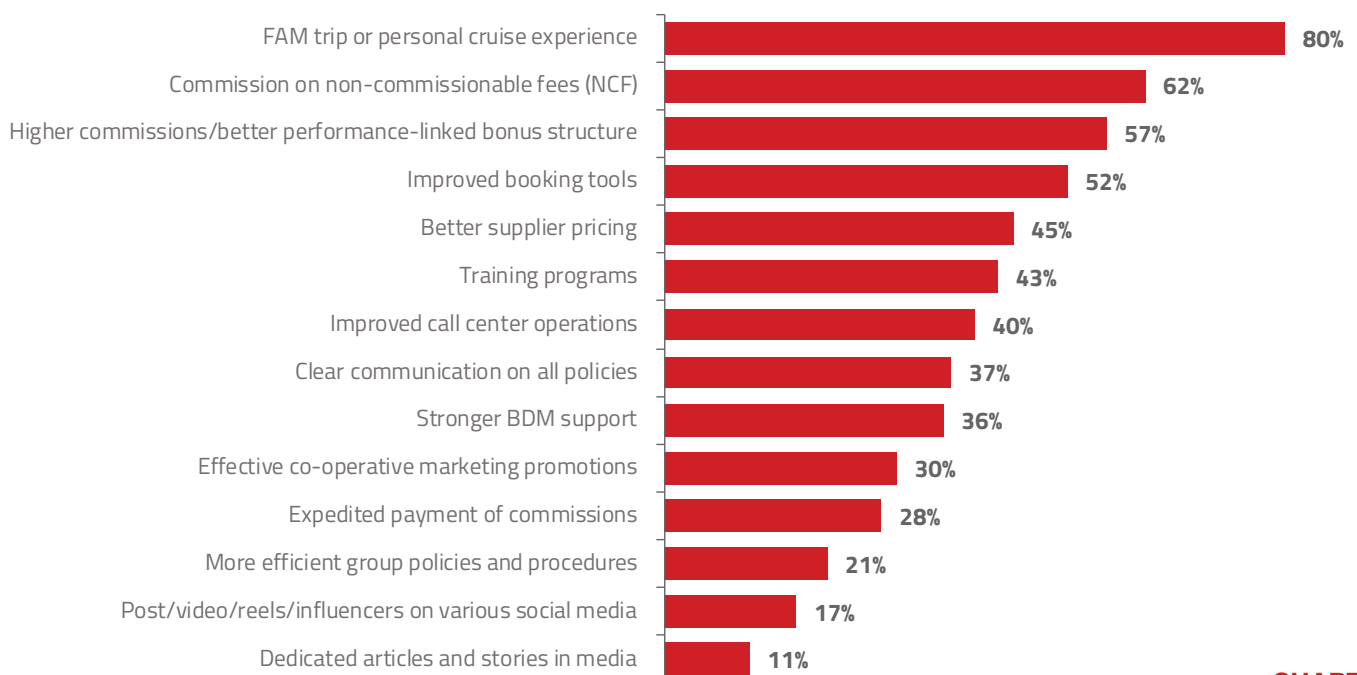


CHART 22



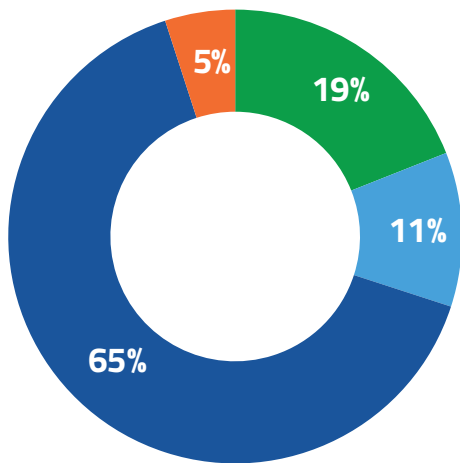
ADVISORS' PROFILE



More than 2 in 3 advisors are optimistic about the coming year and predict double-digit growth in annual gross sales. Over 1 in 6 advisors (17%) expect to see a 50% growth.

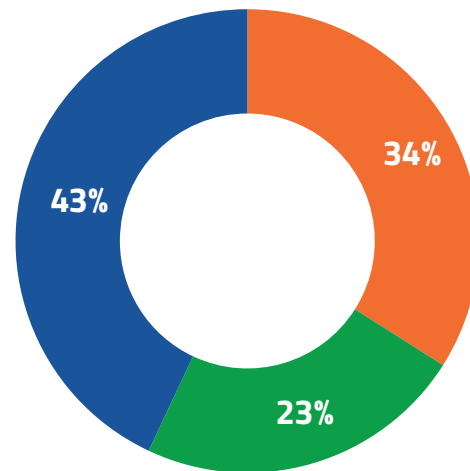
Around 70% of the advisors said that they make up to \$1 million in annual gross sales. Those with more than 20 years of experience are almost twice as likely to make more than \$1 million a year, compared to those with six to 20 years of experience.

BUSINESS CLASSIFICATION, SHARE (%)



- Retail travel agency-storefront location
- Retail travel agency-non-storefront location
- IC working with a host agency/franchise/consortium
- Owner/advisor working on your own (unaffiliated)

BUSINESS AFFILIATION, SHARE (%)



- I own the business that is affiliated with a host agency/franchise/consortium
- I work as an IC for an agency that is affiliated with a host agency/franchise/consortium
- I work as an IC directly under a host agency/franchise/consortium



ADVISORS' PROFILE

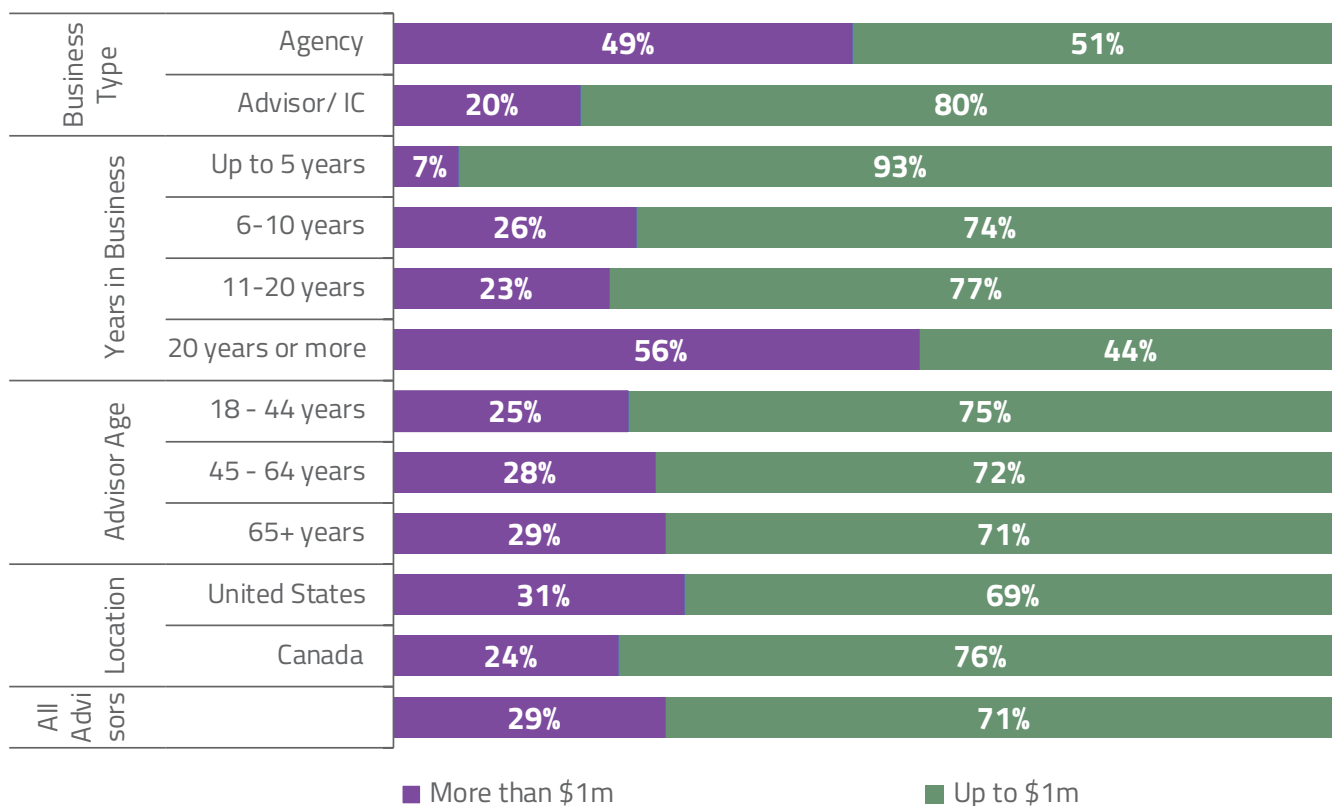


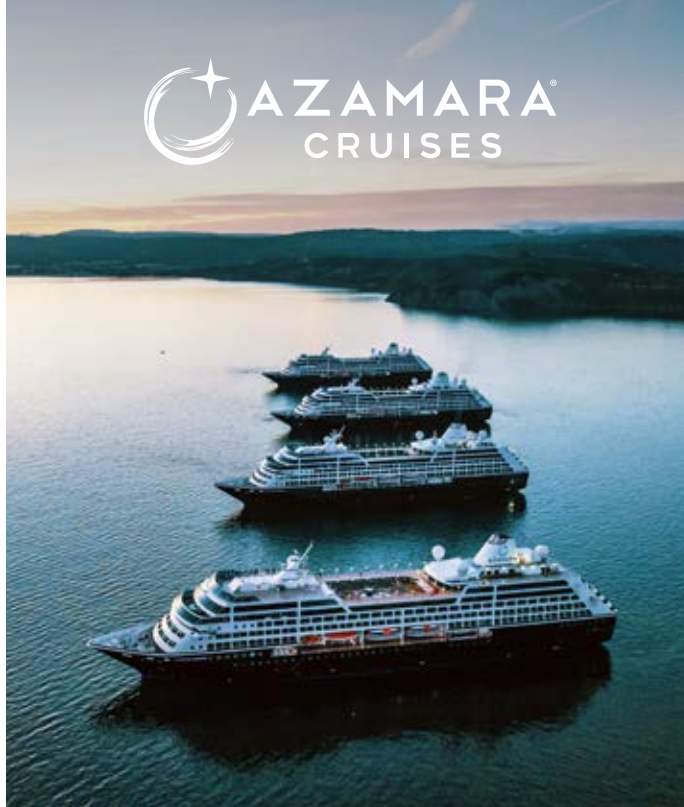
Twenty-nine percent of the advisors made over \$1 million in annual gross sales, with more agencies (49%) than ICs (20%) hitting the \$1 million mark.

Experience continues to pay off: Those with over 20 years in the industry are eight times as likely as those with less than five years of experience to make \$1 million in annual gross sales.

Over 30% of U.S. advisors drew \$1 million in annual gross sales compared to 24% of Canadian advisors.

ANNUAL GROSS SALES BY BUSINESS TYPE, YEARS IN BUSINESS, LOCATION & ADVISOR AGE





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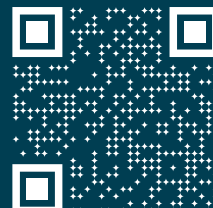
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ADVISORS' PROFILE

A majority of the advisors expect to see a growth in their sales this year.

While 51% of the advisors expect to see a 10% to 49% year-over-year increase in annual gross sales in 2026, 12% of advisors said they expect a growth of over 50% or more.

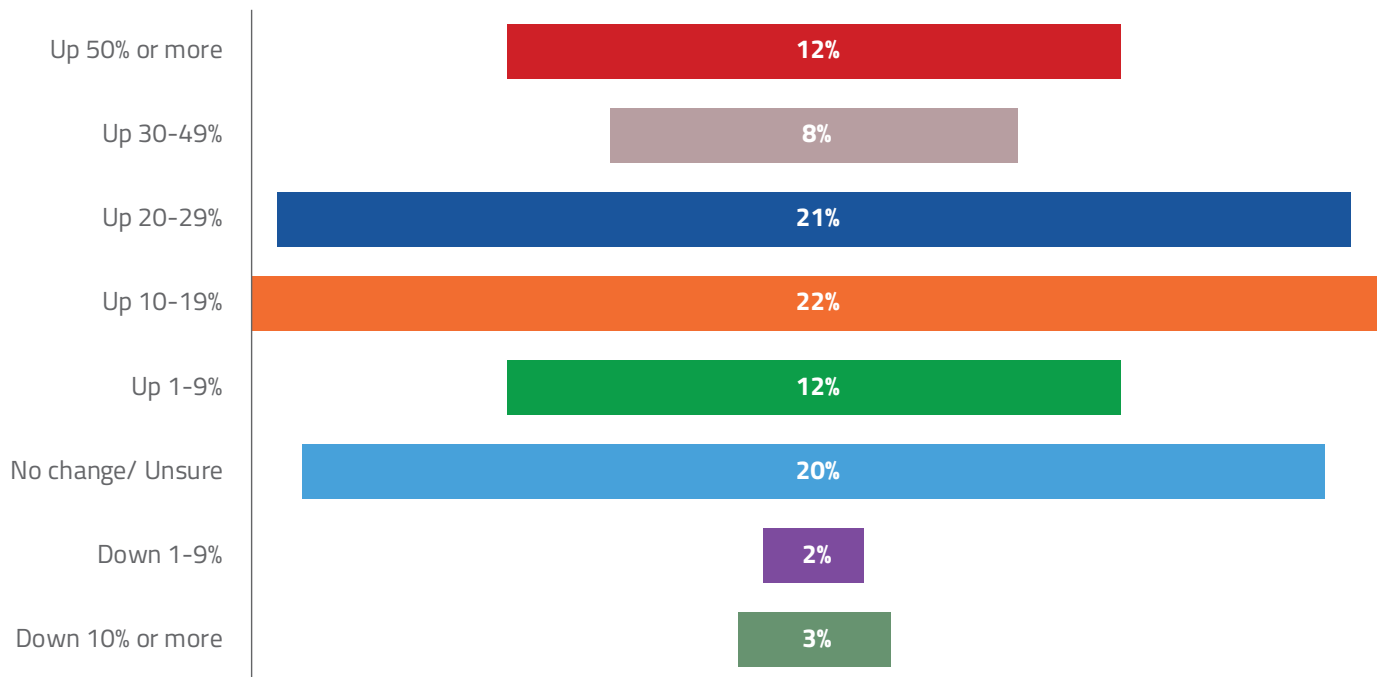
A quarter of the advisors expect to see no growth or a downside in annual gross sales in the coming year.

One advisor shared,



2026 will be my third year in the industry and I am already having a better 2026 than I did for 2025 at this time last year!

ANTICIPATED CHANGE IN ANNUAL GROSS SALES, 2026 VS. 2025, SHARE (%)





ADVISORS' PROFILE

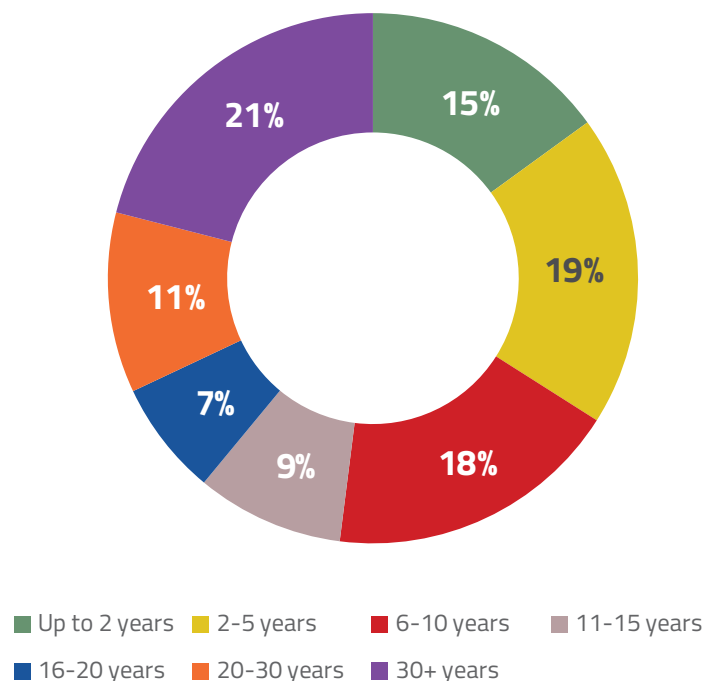


The share of new advisors (up to five years in the industry) has risen from 28% in 2023 to 34% in the current Outlook. The share of those with six to 10 years of experience has also risen from 14% in 2023 to 18% this year.

This trend shows that not only are new advisors joining the industry, but they are also staying.

At the same time, industry veterans are exiting. The share of those with over 20 years of experience has shrunk from 38% in 2023 to 32% in the current Outlook.

TRAVEL EXPERIENCE, SHARE (%)





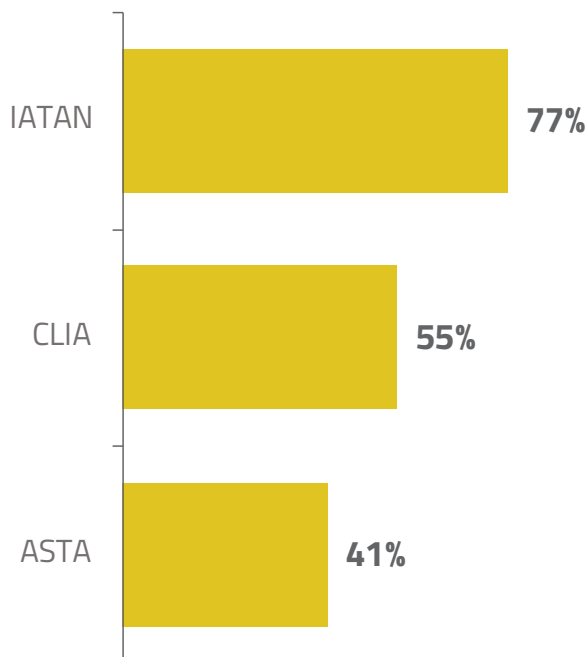
ADVISORS' PROFILE

Trade Associations continue to be important representatives of the industry. Over three-quarters of U.S. advisors said that they are affiliated with IATAN, over half said that they are affiliated with CLIA, and over two-fifths are associated with ASTA.

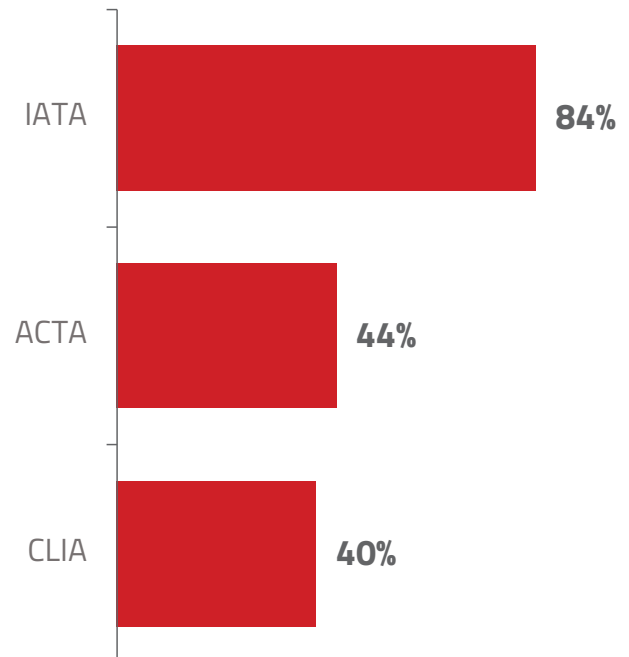
In Canada, over 8 out of 10 advisors said that they were associated with IATA, while a little over 2 out of 5 said they are associated with ACTA, and 2 out of 5 said that they are associated with CLIA.



TRADE ASSOCIATION AFFILIATION – U.S. ADVISORS



TRADE ASSOCIATION AFFILIATION – CANADIAN ADVISORS

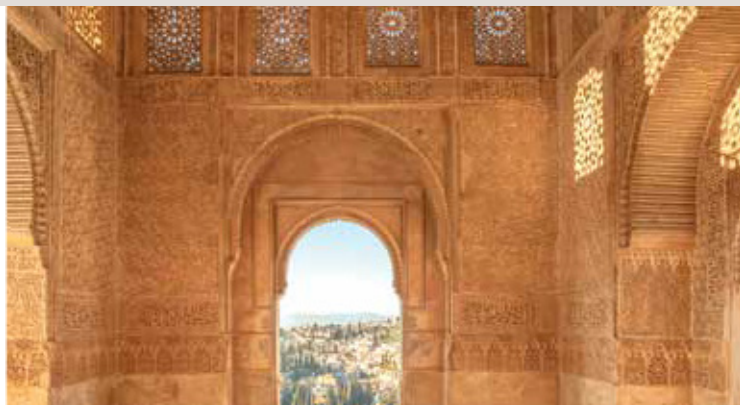


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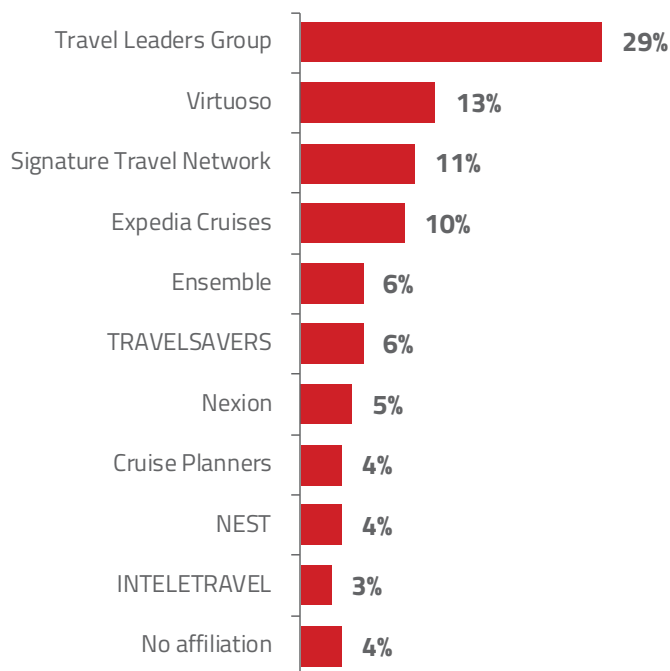
ADVISORS' PROFILE



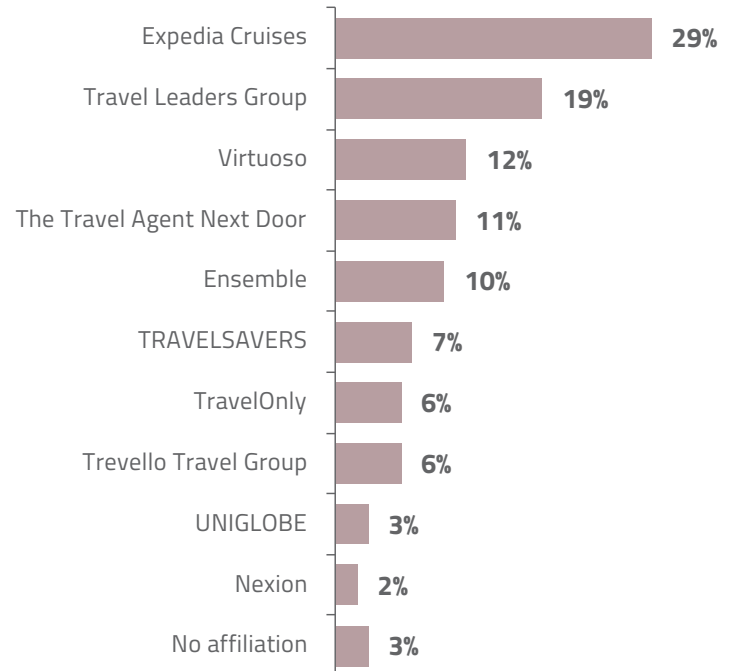
Travel Leaders Group (29%) remains the most popular consortium with U.S. advisors. Others that make it to the top four are Virtuoso (13%), Signature Travel Network (11%), and Expedia Cruises (10%).

In the Canada, the top four consortia are Expedia Cruises (29%), Travel Leaders Group (19%), Virtuoso (12%), and The Travel Agent Next Door (11%).

AGENCY/ADVISORS AFFILIATION – U.S.



AGENCY/ADVISORS AFFILIATION – CANADA



CONCLUSION



Timing and location are everything when it comes to travel.

As TMR's Outlook on Ocean Cruise, 2026 shows, clients are enthusiastic about ocean cruising, but advisors face challenges selling this segment. Increasingly, clients are worried about high airfares, and want to book ocean cruise vacations that match their itinerary interests and available vacation time.

With booking windows extending beyond 12 months before departure, travel advisors should reach out to clients early, keeping this in mind. Suppliers should also note this trend to better attract those who want to book well in advance.

As technology evolves, the role of social media in lead generation grows. Yet, advisors must remember that offline networking and relationships will pay high dividends over the years. This is a reminder to keep strengthening existing relationships and use every in-person opportunity possible to connect with suppliers and peers.

A.I. is here to stay and should not be perceived as a threat. While it cannot replace the personal touch advisors bring to planning and booking travel, the technology has demonstrated strong potential to enhance productivity and streamline workflows.

And lastly, this Outlook underscores the essential role of advisors in the travel industry. It's their ongoing relationships and network that drive their clients to ocean cruising. We hope that their concerns, shared in this Outlook, are noted by suppliers for the benefit of the industry.



Please go to the following link to view the downloadable pdf version of this Outlook:
<https://cdn.travelmarketreport.com/tmr/Outlooks/TMROceanOutlook2026.pdf>

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RESEARCH AUTHORS:

Dan McCarthy, *Editor-in-Chief, Vice President*
VIDEC Consultants

FOR MORE INFORMATION ON OUTLOOK RESEARCH PLEASE CONTACT SALES:

Brian Israel, *SVP & Publisher*, bisrael@travelmarketreport.com