

Published based on [Target Audience For Cruise Lines](#)

# Target Audience For Cruise Lines

The latest research done by few cruise line companies in the UK shows that people over 40 like going on **luxury cruises** than people from other ages. Seems like people from West Sussex and M4 corridor go on luxury cruises. I am just kidding. The research has been ongoing since June 2008, because they wanted to get to know their target audience and see people from what age like to go cruising. Yes the research did take 2 years but now they know and understand their market and their target audience.

80% of the audience had been people who were aged 40 and over in last two years. Remaining 20% were the combined of people aged under 40 and children. 0.25% from that 20% were people from age 20 to 30, which is very surprising to be honest. Between 20 and 30 people are generally looking to work and some are still in University. This is certainly the time period when we decided to do something with our lives and also at this age we look to make money and not spend. Most people are under debt after University life so I am sure they cannot afford a cruising holiday till they repay their debt and save some money.

Normally people over 40 have a good job with good earning and they have had few years to save some money. As you grow older your career ladders builds with you and the salary too hence you can save for cruises. The research was very interest, which was done by **MSC cruises** and **Windstar Cruises** , to find their target market and audience.

I work in a travel industry so this knowledge is great for me. Now I know who to recommend luxury cruises and who to recommend short trips. Hope this post was useful for you too.

You can also find this article published on [Target Audience For Cruise Lines](#), and on the tag pages [career ladders](#) , [cruise](#), [luxury](#), [m4 corridor](#), [Target](#), [target audience](#).