

READY TO BUY CRUISE AUDIENCES



Target high-propensity cruise passengers by email, display & CTV

Despite the Covid-19 pandemic slump, cruise travel is well and truly back, with an estimated global passenger volume of between 27MM and 33MM cruisers*. If you're looking to reach consumers who have shown intent to book a cruise, try our Ready To Buy Cruise audiences. Unlike other types of vacations, typically 85% of those who have previously gone on a cruise have expressed their intention to do so again*. With our Ready To Buy Cruise audiences, you can reach these high-propensity audiences across direct mail, email, social, CTV, display, mobile, digital audio and other digital channels.

*Cruise Lines International Association

MAXIMIZE YOUR ROI WITH OUR READY TO BUY CRUISE AUDIENCES

Cruise Type

- Domestic Cruises
- Exploration Cruises
- Transatlantic Cruises
- World Cruises

Destination

- Alaska
- Bahamas
- Hawaii
- Mediterranean

Passenger Type

- Golf Enthusiasts
- Passengers who have sailed 3+ times
- Wine Enthusiasts
- Weekend Cruise Vacationers

Above is a snapshot of our Ready to Buy Cruise audiences. Please inquire for other categories.

DRILL DOWN FURTHER

Filter by a variety of demographics, including:



Age



Gender



Ethnicity



Homeowner



Income



Location



READY TO GET STARTED?

Our Ready To Buy Cruise audiences can be delivered to your favorite digital platform! Talk to us today about your specific data needs.

For recommendations or custom queries, contact:

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