

# SPENDING TIME

*The beauty of the cruise-retail environment lies in the time available for travellers to browse, try products and get personalised advice from sales staff, allowing more opportunities for conversion, finds the latest research by mind-set*



As the global cruise industry begins its active restart, Swiss research travel retail agency **mind-set** examines the latest shopping insights from its research among cruise travellers in **North America**.

**Anna Marchesini, Head of Business Development** at mind-set says there are some interesting findings when comparing what North American travellers' purchases at airports vs onboard cruises.

Interestingly more North American travellers seem to shop onboard a cruise ship as opposed to at airports, with sales in most core categories seeing a higher share of buyers at sea.

"**Alcohol and Confectionery** remain the top two most purchased categories in both channels, however both are

presenting a higher share of buyers onboard compared with at airports," says Marchesini.

"What stands out the most is that the share of North American travellers who purchase **Jewelry & Watches** and **Skincare** is considerably higher onboard cruises.

"This is very likely to be associated with the fact that cruisers have more time to browse the assortment, try products, get personalised advice from the staff and then make their final decision to purchase any time throughout the entire trip/time spent on-board. In this way, undecided shoppers have more

chances to convert into buyers versus the airport environment where the decision must be made almost immediately."

Buying onboard cruises remains the preferred option for North American travellers versus other channels (e.g. downtown or online) mainly due to the perceived exclusivity of its products.

Other important factors refer to convenience and the authenticity of products. This highlights the extreme importance of communicating what the cruise channel has to offer and the exclusivity/uniqueness of its assortment onboard cruise ships.

Says Marchesini: "2021 has shown an overall trend of buying, not only for



mind-set's Anna Marchesini