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Research Shows Over 40s Prefer Going On A Cruises

Few cruise lines did a research done in the UK shows that people over the age of 40 like going on **luxury cruises** than people from other ages. Seems like all of M4 corridor likes going on cruises. I am just kidding. This research has been going since 2008 June because the cruise lines wanted to figure their target audience out for marketing purpose. They have been able to figure out their target market from this research.

In those two years they have had 80% of people who were the age of 40 going on a cruise. 20% included people under 40 and children. From that 20% there were only 0.25% of people who were in the age circle of 20 to 30, not surprising really. People between 20 and 30 they like to go on different types of holiday and also most of them 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 of us are on debt after University because of the loans we borrowed from the Local Education Authority, so cannot afford a cruising holiday.

People over 40 have had few years to save money or they are obviously doing well in your life. As you build up experience the salary goes up and you climb up the career ladder. It was quite good to see the research done by **MSC cruises** and **Windstar Cruises** , to figure out their target market.

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 [Research Shows Over 40s Prefer Going On A Cruises](#), and on the tag pages [cruises](#), [holiday](#), [local education authority](#), [luxury](#), [m4 corridor](#), [target audience](#).