

Brits Cruising Through Credit CRunch

Submitted by: Beattie Communications (Manchester)

Wednesday, 12 November 2008

Holiday makers are taking to the seas this winter as Brits choose to cruise through the credit crunch.

This year, consumers are looking to stretch their travel budget as far as possible by seeking all inclusive holiday options, rather than run the risk of overspending or returning home to nasty credit card bills.

New cruise retailer www.Cruise118.com recently launched in response to the high demand for cruises which has seen the sector thrive and the European cruise market increase by more than 20 per cent over the last three years.

Cruise118.com director James Cole said: "Going on a cruise is more popular than ever as consumers become savvier in seeking value for money deals for their holiday.

"This is why the cruise sector is actually benefiting from the current credit crunch. People are still spending on holidays and want to continue to visit new places, but are more aware than ever of how far their money will stretch."

With the average cruise costing less than a standard two week European package holiday when entertainment and food expenses are considered, the cruise market is attracting more of those who are 'new to cruise' than ever before.

More than 1.5 million people in the UK take a cruise each year, and the cruise sector is set to see this figure rise by 14 per cent this year despite the current credit crunch.

James continued: "The recent economic situation has meant that family budgets are being closely scrutinised and every penny needs to stretch as far as possible.

"The British hunger for travel has not diminished however and we've seen a number of growing cruise trends including the growing number of 'flash-packers' cruising in particular.

"Many people who have seen their children take a gap year to travel the world have decided to do the same but have chosen to do it in style.

"Cruising is the perfect option for this as you can visit lots of interesting and different destinations whilst enjoying the comfort a cruise liner offers."

As consumers feel the pinch, the cruise sector is predicting growth in a number of areas including families preferring an all inclusive option, and luxury "six-star" cruising.

Cruise118.com offers customers a unique 'cruise concierge' service, where customers benefit from having one consistent point of contact to handle their booking, as well as receiving a truly individual service whether they're new to cruising or experienced cruisers.

For more information, visit <http://www.cruise118.com> or call 0800 280 2614.

Ends

For further information contact Siobhan McGrogan at Beattie Communications on 0161 932 1027 / 07746 943 270 or Siobhan.mcgrogan@beattiegroupp.com www.beattiecommunications.com

Notes to editors:

- Cruise 118 is a new independent cruise retailer offering the full range of cruise holidays
 - The company employs 20 staff at its Chorley headquarters and 15 homeworkers in Northern Ireland
 - Cruise 118's team of cruise concierges provide each customer with an individually tailored service.
- The company's independent status means customers receive the best deals and advice when choosing and booking their cruise
- Bookings available via telephone, internet and email
 - Cruise 118 is committed to providing exceptional customer service as standard
 - Cruise118 is committed to providing exceptional customer service as standard
 - Cruise118 is ABTA bonded, offering customers complete peace of mind