

# Cruise Benchmark Research - Abstract

eVOC Insights, in partnership with Keynote Systems, conducts industry benchmark research that seeks understand a user's site experience, as a combination of brand perception, website effectiveness, and performance. Specifically, the Cruise industry research uncovers the importance of the aspirational home page and certain key landing page features, most notably an engaging hero image, all of which influence perception of overall site performance and competitive rankings.

## Methodology

eVOC Insights conducts syndicated research, evaluating 10 different websites, to ascertain the industry leaders in brand affinity, user experience, and future call-to-action. For Cruise, eVOC Insights recruits 1000 respondents to evaluate one of 10 sites, including cruise providers (Carnival, Celebrity, Holland America, Norwegian, Princess, and Royal Caribbean) and online travel agencies (OTA's) (CruisesOnly, Expedia, Orbitz, and Travelocity). Studies are conducted every 6 months.

As part of the survey, users are tasked to evaluate 4 key areas of the brand site, including the home page and cruise search and booking processes. For each task, the variety of question formats generate quantitative and qualitative feedback to formulate a complete picture of the users' site interaction. All 10 sites are evaluated and ranked based on 4 key areas: brand impact, user experience, site performance, and future intent.



## Benefits



**Benchmark** your brand against other competitors in your digital space



**Measure** site according to key areas: web effectiveness, perceptions and intent, and brand strength



**Track** ratings over time to monitor changes to your site or your competitor



**Understand** key insights to help inform business priorities and focus marketing efforts

## Questions

- Who are the online leaders in the Cruise industry across, brand, user experience, and performance measures?
- What sites are the best in driving customer satisfaction, retention, conversion and loyalty?
- How does performance and user experience promote or detract from the brand?
- What are the best practices for performance and user experience in the Cruise industry?

## Insights

Insights from the Cruise syndicated research inform on a broad range of brand and site goals. Overall, the appearance and tone of a cruise site's home page are crucial components for many users, by creating a lens through which they view their site experience. Compelling site design, destination-specific promotions, quick and easy search function, and intuitive navigation labels stand out as key home page drivers. Users specifically notice the hero images, and react positively, if engaging, and negatively, if stale.

Customer expectations also give rise to top 10 cruise site recommendations and additional site best practices. Furthermore, for each brand, areas of best performance, as well as areas for improvement, provide insight into potential site enhancements.