

m1nd-set plans to invest in more cruise & ferry retail research in 2020

By **Jas Ryat** on January, 10 2020 | Industry News



A snapshot of m1nd-set's Cruise and Ferry Retail Industry Report 2020, which will deliver insights by the end of April

Swiss research agency, m1nd-set, has been invited to conduct exclusive new research and present at the two major cruise industry conferences: Seatrade, the world's leading global cruise industry event, which will take place in Miami (April 20 - 23) and the DFNI Cruise Conference, which will be held in Barcelona (June 16 - 17).

The upcoming research in 2020 is the basis for m1nd-set's third major Cruise and Ferry Retail Industry Report. Initiated following popular demand, the sector-specific research will enable brands, retailers and cruise and ferry retailers to obtain an in-depth understanding about one of the fastest growing channels in travel retail.

As well as focusing on diverse shopping patterns during the different stages of the trip, the research will provide detailed insights on the key behavioral trends such as footfall and conversion rates, drivers to visit and purchase, barriers to purchase, average spend per category, as well as planned and impulse purchase styles.

The 2020 Cruise and Ferry Retail report will also examine price and value perception, customer

engagement, overall satisfaction and the attitude towards sales associates, promotions and duty free exclusives. Furthermore, it will compare shopping trends within the airport environment across all segments and behavioral criteria.

Peter Mohn, m1nd-set Owner & CEO, says: “There is a fascinating demand for cruise and ferry retail insights in the industry; clients have shown immense interest in the previous two editions of this sector-specific research. One of the unique aspects is that we enable brands and retailers to insert their own exclusive questions into the shopper surveys so it is not just a generic report, but customized according to the requirements of each individual company. This can refer to both the on- and off-trade environments.”

The team notes that the deadline for those interested in participating is February 15. Fieldwork will be carried out in March and the insights will be delivered by the end of April.