



## KEN'S MESSAGE CLOSING OUT 2025

Thank you to each of you for being part of the beginning of my Travel Advisor journey. Your trust and support have meant more than you know, and I'm truly grateful that you've allowed me to help plan your travel adventures.

For those who are new to my newsletter, welcome. I'm a travel advisor who specializes in premium and luxury, river, ocean, and expedition cruising. I love helping travellers cut through the overwhelming number of cruise options out there to find the right itinerary, and book with confidence.

I bring years of research, industry knowledge, and personal travel experience into every recommendation I make.

Travel has shaped my life, and I love helping others experience the WORLD.

## CRUISE INDUSTRY STATISTICS FOR 2025

### General 2025 Statistics:

- Global cruise passengers: ~36 million
- Demand exceeds 2019 levels by ~30%
- New to cruise travellers: 31% of all bookings
- Repeat cruisers: 69%

### Advance Booking Windows:

- Ocean: 10-18 Months
- Luxury/Premium: 18-30 months
- River: 12-18-24 months
- Expedition: 18-30 Months

### Top Growth Segments:

- Luxury +22%
- Expedition +27%
- River +14%

### Sustainability Investment:

- \$33B planned in green technologies by 2028

### Top Ocean Destinations:

- Alaska, Caribbean, and Mediterranean remain the top 3 ocean cruise destinations.

### Consumer Behaviours:

- Europe 2025 - demand was record high with most lines reporting sell-outs in premium and luxury.
- Solo cruising is up 27% year-over-year with many more cruise lines recognizing the solo traveller.
- Cabin upgrades and suites tend to sell out first.
- 70% of cruisers book through a travel advisor - up from 55% pre-pandemic.
- Expedition cruise industry is the fastest growing cruise category worldwide.
- Antarctica programs sell out 18-30 months in advance.
- Arctic demand is up 21% year-over-year.

# SPOTLIGHT - ALASKA



**For this newsletter's destination spotlight, we're focusing on Alaska, one of the most sought-after summer cruise regions and a destination where early planning makes a meaningful difference.**

**If Alaska is on your list for 2026, OR 2027, now is the ideal time to start looking at itineraries, and balcony options. YES, get in the game early for 2027 and find the best cabin options.**

## **Why Alaska is best booked early:**

- Balcony cabins and mid ship cabins sell first
- Small ship expedition options have very limited availability
- Alaska cruises have a short season which increases demand
- Airfare and pre cruise hotels in Vancouver and Seattle increase in price as the season approaches

NOTE: I have a great offering in Vancouver for a pre-cruise hotel night that includes many amenities, including a food and beverage credit, breakfast for two, Wi-Fi, and transfer to the port on the day of embarkation.

## **What to expect on an Alaska sailing:**

- Glaciers, fjords, whales, and wildlife
- Relaxed days at sea with incredible scenery
- Ports like Juneau, Skagway, and Ketchikan with walking tours, history, and culture
- Optional shore experiences such as glacier viewpoints and forest hikes

## **Who Alaska is ideal for:**

- First time cruisers wanting a major bucket list destination
- Families, couples, and multigenerational travellers
- Guests who enjoy nature and scenery
- Anyone who prefers cooler climates and beautiful landscapes

## **Why you book Alaska now:**

Alaska cruises fill very quickly because the season is short. Booking twelve to eighteen months ahead gives you the best balcony selection, better pricing, and the flexibility to add pre or post cruise stays in Vancouver or Anchorage before they sell out. We are not too late for 2026, but sailings and cabin availability may be limited.

**If you prefer to search on your own first, my own travel site has an excellent booking engine that you can access. Look here first and then let me know what you are interested in.**

<https://kengraham.travelonly.com/book-online>

Visit my YouTube Channel for new travel inspirations and content:

<https://www.youtube.com/@TravelOnlyWithKen>

# NAVIGATING CRUISE LINE OFFERS

This section highlights current cruise line offers and, more importantly, how I help you interpret them. Not every promotion delivers real value, and my role is to identify which incentives genuinely enhance your cruise experience rather than simply lowering a headline price.

Cruise fares and promotions are set by the cruise lines, so booking through me never costs more than booking direct. Where available, I may be able to secure added amenities or exclusive benefits at no additional cost, though these are not guaranteed. What is always included is personalized guidance, strategic itinerary planning, and dedicated support before, during, and after your cruise, so your decisions are informed, confident, and aligned with how you actually like to travel.

## **Current Cruise Line Offers**

### **Viking**

Viking offers river, ocean, and expedition cruises with a large, modern fleet. Its scale provides strong availability, consistent onboard experiences, and dependable scheduling.

#### **Viking Canada Current Offers:**

**(River)** <https://www.vikingrivercruisescanada.com/promotions.html>

**(Ocean)** <https://www.vikingcruisescanada.com/oceans/promotions.html>

**(Expedition)** <https://www.vikingcruisescanada.com/expeditions/promotions.html>

#### **Viking USA Current Offers:**

**(River)** <https://www.vikingrivercruises.com/promotions.html>

**(Ocean)** <https://www.vikingcruises.com/oceans/promotions.html>

**(Expedition)** <https://www.vikingcruises.com/expeditions/promotions.html>

### **AmaWaterways**

AmaWaterways is the second-largest river cruise line and a pioneer in destinations such as Cambodia & Vietnam, Colombia, and Southern Africa. Family founded, and now invested by L Catterton (a private equity firm backed by LVMH), Ama continues to expand its fleet, itineraries, and onboard experience.

#### **AmaWaterways Canada Current Offers:**

**(River)** <https://www.amawaterways.ca/ca/offers>

#### **AmaWaterways USA Current Offers**

**(River)** <https://www.amawaterways.com/offers>

### **Uniworld**

Uniworld is considered the benchmark in luxury river cruising, known for individually designed ships, highly personalized service, and a fully all-inclusive experience.

#### **Uniworld Canada Current Offers:**

**(River)** <https://www.uniworld.com/ca/current-offers>

#### **Uniworld USA Current Offers:**

**(River)** <https://www.uniworld.com/us/current-offers>

More cruise line specials will be shared in future newsletters.

## **How to Use The Offers:**

Please review the offers above, then reach out to me so I can help confirm which options best match your itinerary and travel style. I'm happy to assess whether a promotion truly adds value to your cruise and assist with planning your next voyage.