

BOOKING HOLDINGS DISTRIBUTES CRUISES IN THE USA



Booking Holdings has entered the cruise distribution market in the United States, which is unsurprising considering the country's significant share in the cruise industry. According to the Cruise Lines International Association (CLIA), 12 million out of 20.4 million cruise passengers in 2022 were from the US, or 58%.

Booking's customers now have access to over 10,000 cruises from around thirty companies. A wide range of products are available, from party mini-cruises in the Bahamas to luxurious expeditions in Antarctica and river cruises in Europe. These cruises depart from 55 different ports.

Booking guarantees the best price

Booking Holdings, similar to the hotel industry, provides access to permanent offers throughout the year, which allows you to earn sea credits worth up to \$1,000 per person. The platform also allows you to combine your cruise booking with other services, such as transportation to the departure port, pre- or post-cruise accommodation, or even experiences at a cruise port.

Booking a cruise can be done either online or over the phone with the assistance of OTA-employed cruise experts. Additionally, the best price guarantee is offered on every cruise booking. If customers find a lower price online within 48 hours of their reservation, they will receive a refund of 110% of the difference.

This functionality was launched with the cruise agency World Travel Holdings on November 9. It will be gradually rolled out throughout the United States before being introduced internationally.

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