



FIRST.

Searching for a Cruise Holiday Online

Which websites are maximising their market share?



Calculating share of search

- Rankings Based Reach (RBR)* provides a simple way to compare a website's search engine rankings with its competitors.
- RBR is an estimate of the percentage of available search traffic a website will receive for a set of phrases – this gives the sites share of search or reach.
- It is weighted based on the popularity of each search phrase and the relative click through rate (CTR) of each ranking position.

Selected sites

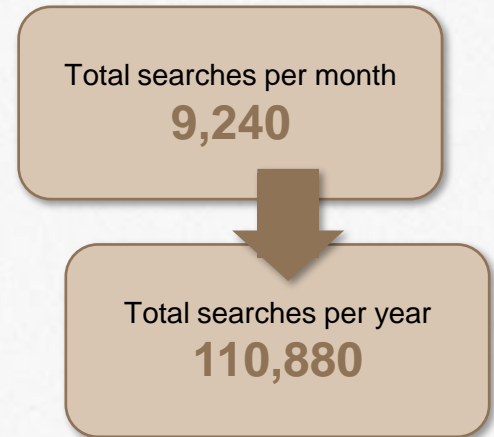
Leading New Zealand cruise holiday providers were selected for Ranking Based Reach (RBR) performance analysis.

Sites	
celebritycruises.com	harveyworld.co.nz
cruiseabout.co.nz	houseoftravel.co.nz
cruisecompany.co.nz	icruise.co.nz
cruisecompete.com	letsruise.co.nz
cruiseholidays.co.nz	pocruises.co.nz
cruisesalefinder.co.nz	princess.com
finetravel.co.nz	seeya.co.nz
flightcentre.co.nz	unitedtravel.co.nz
goholidays.co.nz	webjet.co.nz

What are people in NZ searching for?

In order to investigate which websites are leading in search we researched frequently used “cruise holiday” - related phrases.

Search Phrase	Searches per month in NZ	Search Phrase	Searches per month in NZ
cruise holidays	2900	cruise deals	260
cruises from auckland	1000	pacific cruises	260
oceania cruises	720	cruises from nz	210
mediterranean cruises	590	cruises from new zealand	170
caribbean cruises	480	greek island cruises	170
cheap cruises	390	royal caribbean cruises	170
cruise finder	390	south pacific cruises	140
cruise ships	390	new zealand cruises	110
cruises nz	390	cruise lines	90
last minute cruises	320	hawaiian cruises	90



Google: Search engine results page 1 (NZ)

What the consumer sees: The top of the Google search results page for a search on “cruise holidays”

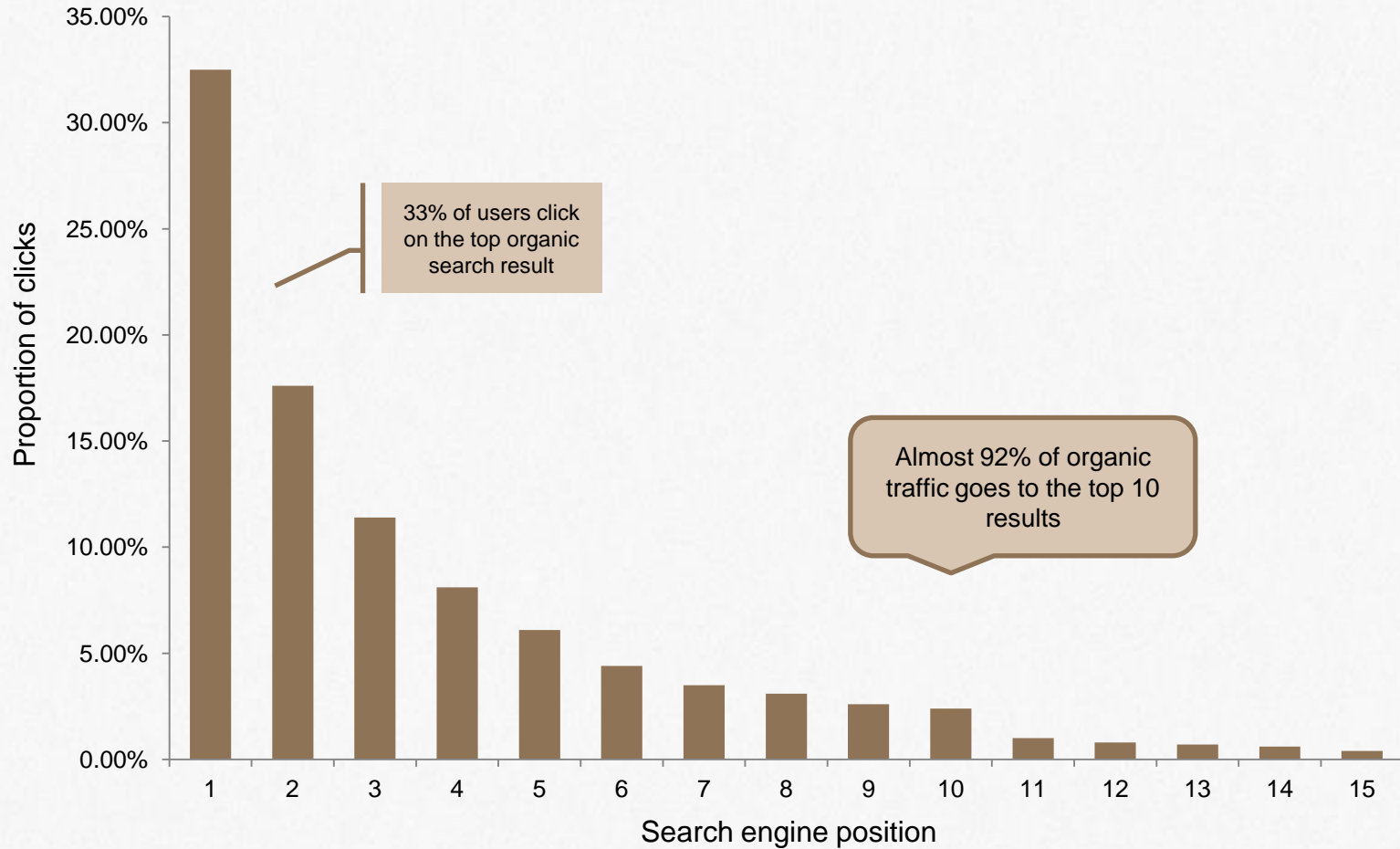
Search results for "cruise holidays" (NZ). The page shows organic search results and paid advertisements. Organic results include Cruiseabout, P&O Cruises, Cruise Holidays (NZ) Ltd, Harvey World, United Travel, Flight Centre NZ, and Letscruise. Paid advertisements include Cruise Ship Packages, Cruise Holiday Deals, Sale Prices On Cruises, Hot Europe Cruise Deals, Christmas Boat Cruise, Low cost cruises, Finance For Cruise Trip, and Cruises on Sale.

Cruiseabout and P&O Cruises are leading the field in paid search.

In organic search most of the analysed companies rank in prominent positions. Despite ranking well for organic listings for this specific search term, Cruiseabout is still investing heavily in paid advertising which allows them to dominate the first page with multiple listings.

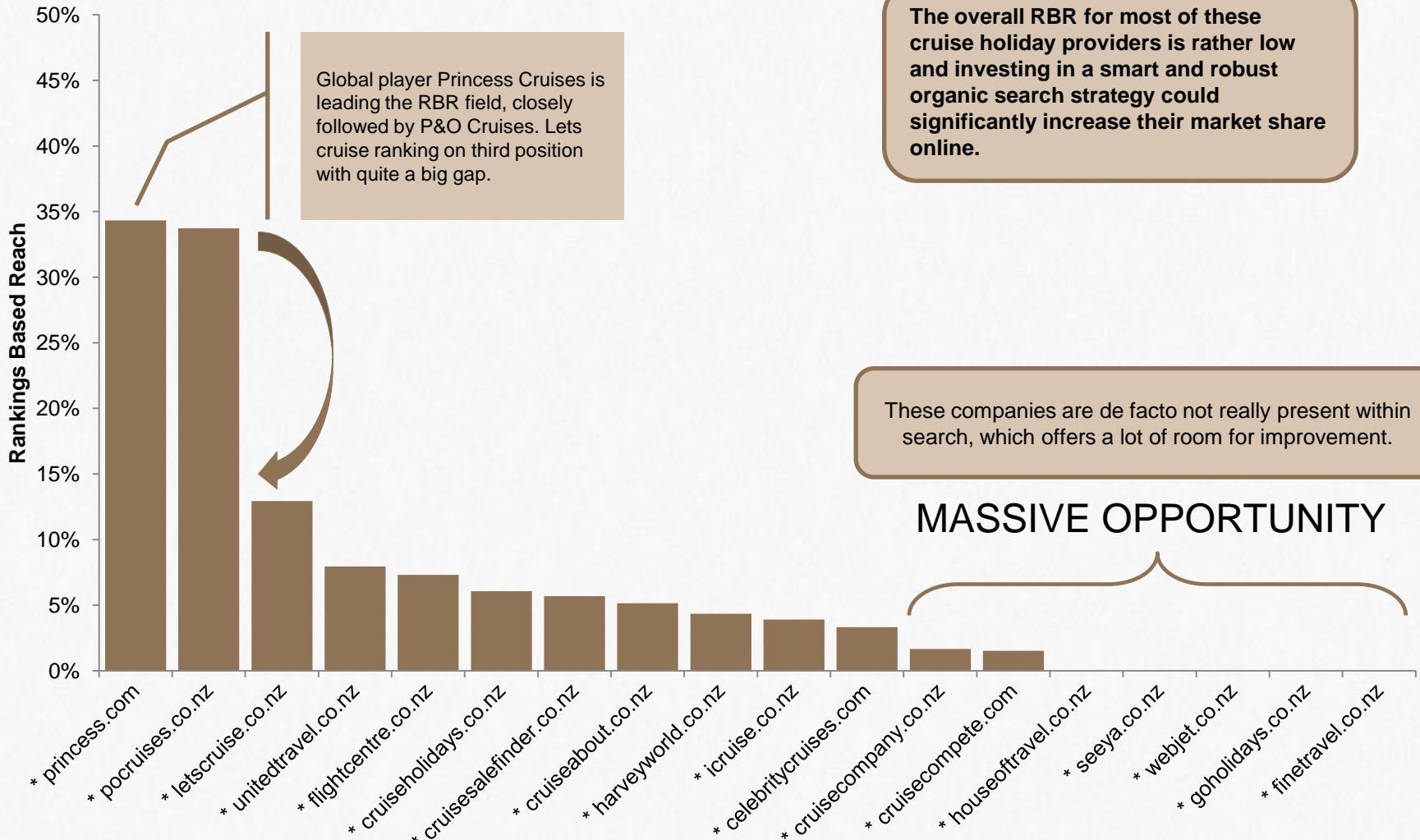
iCruise, House of Travel and Cruise Sales Finder are also very present on the first page of Google's paid search. In total there are ranking 10 companies in the paid search results, which is an indicator that this market is highly competitive.

The importance of top rankings



Source: Chikita, 2013 (Organic Search)

Rankings Based Reach: Natural Search (New Zealand)



The overall RBR for most of these cruise holiday providers is rather low and investing in a smart and robust organic search strategy could significantly increase their market share online.

These companies are de facto not really present within search, which offers a lot of room for improvement.

MASSIVE OPPORTUNITY

* includes all websites under the relevant domain name (eg, including www.)

Source of ranking data: Google New Zealand, www.google.co.nz, Oct 2014.

Search trends for 'cruise holidays' - 'cruises nz' - 'cruise ship'

New Zealand = Jan 2007 - Sep 2014 = All categories = Web Search =

Topics Subscribe

cruise holidays

Search term

cruises nz

Search term

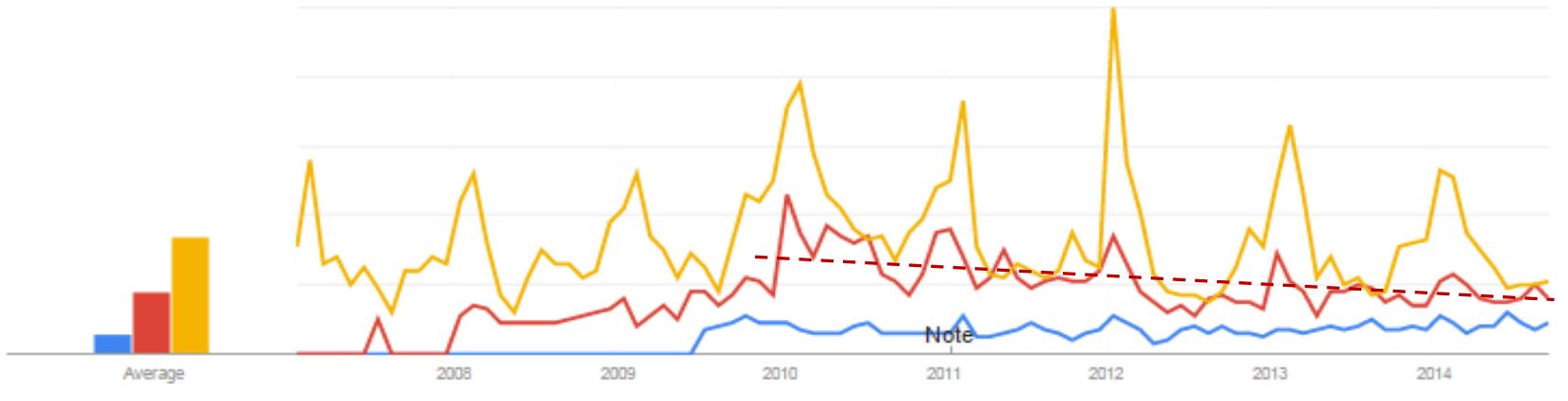
cruise ship

Search term

+Add term

Companies not ranking for “cruise holidays” in the search engine are limiting their possibilities for sales. The volume for the search term “cruises nz” has been falling till mid of 2012 but is now increasing slightly again. Cruise ship searches show peaks in January and February.

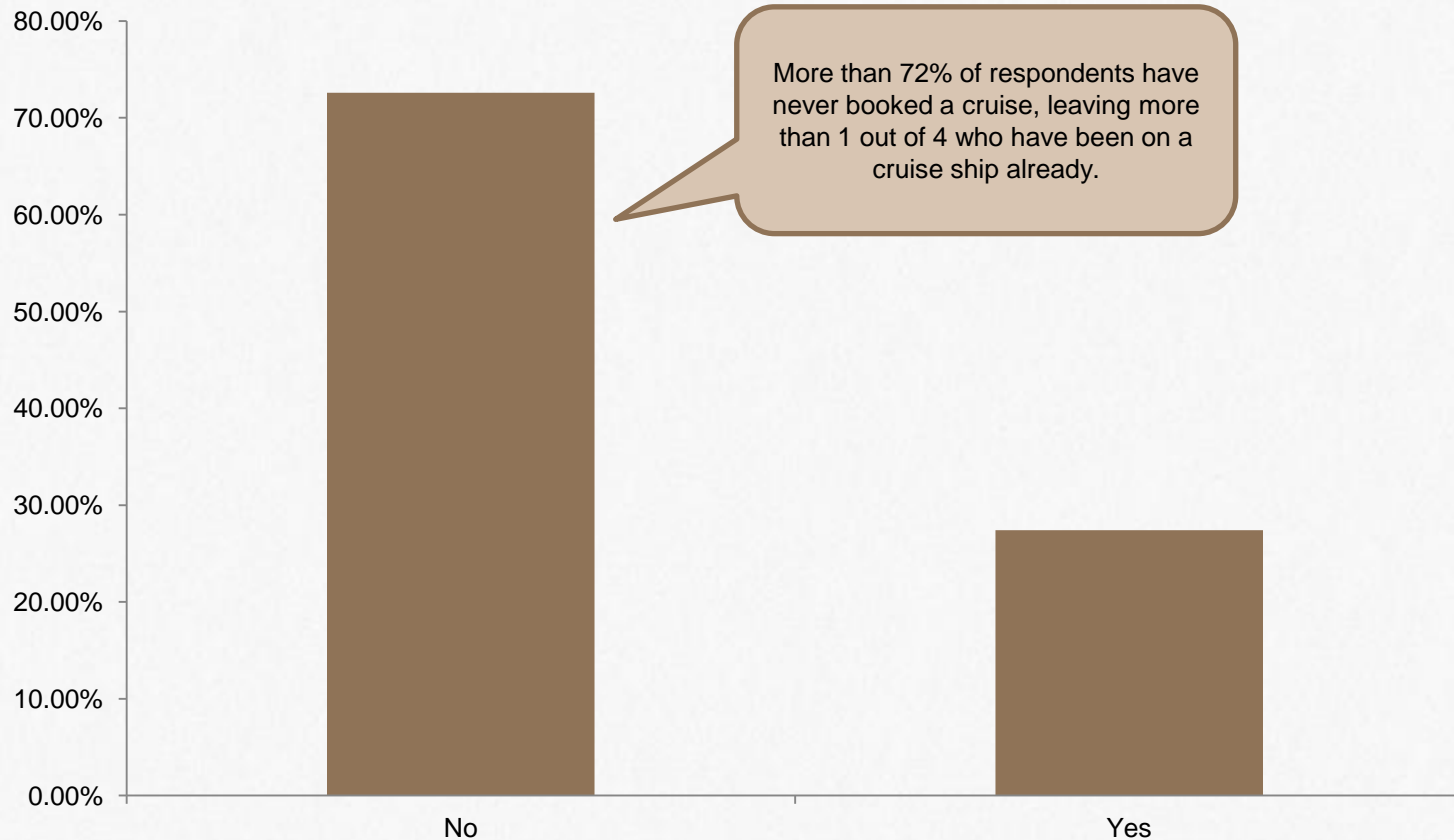
To leverage the increasing search volume for specific keywords, companies have to built a robust and smart SEO strategy to be competitive.



Source: Relative total keyword performance on a normalised scale 1 to 100, Google Trends, New Zealand, Oct 2014

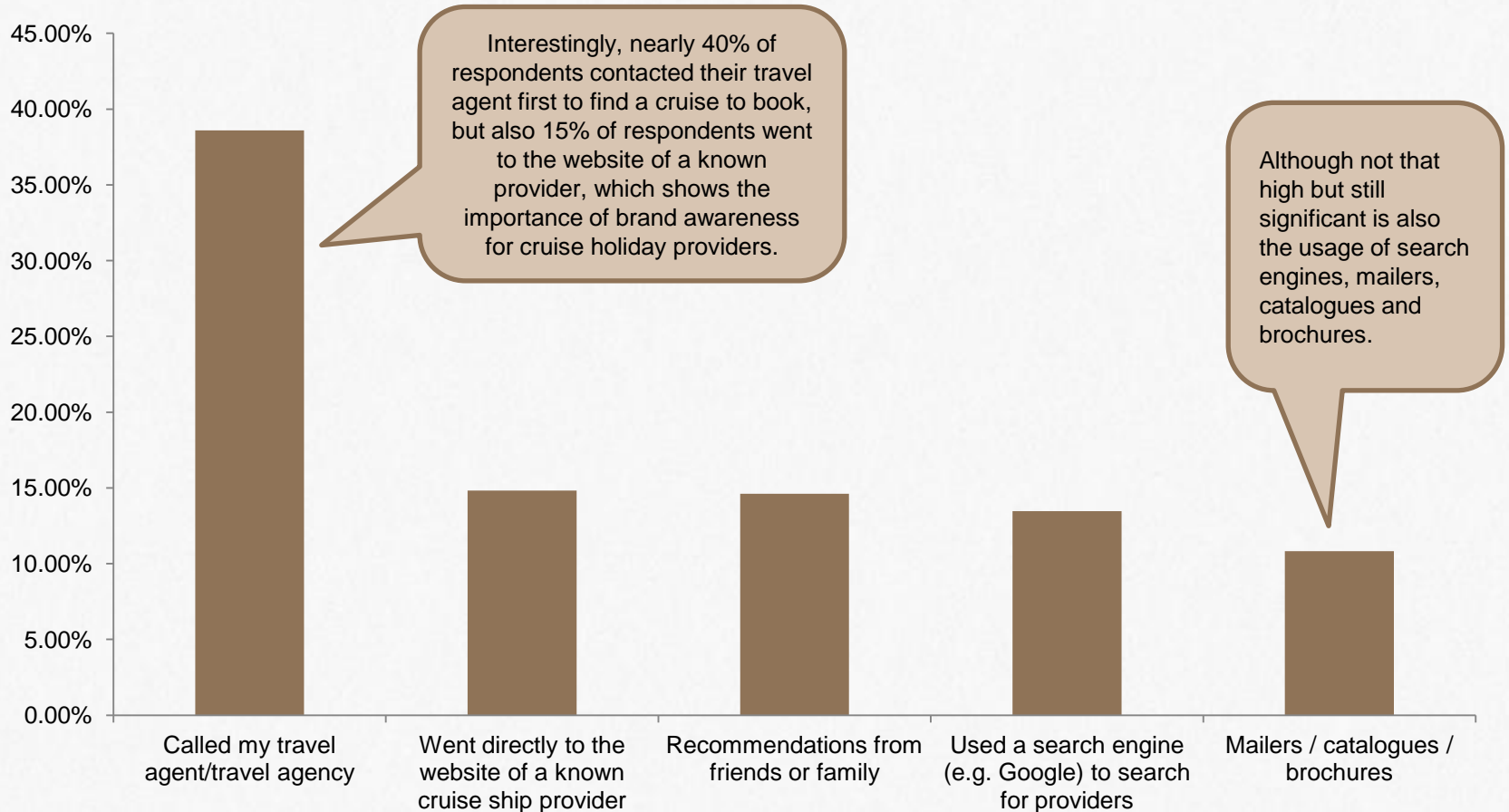
Consumer Research: 7 out of 10 have not booked a cruise holiday

Question 1: Have you ever booked a holiday on a cruise ship?



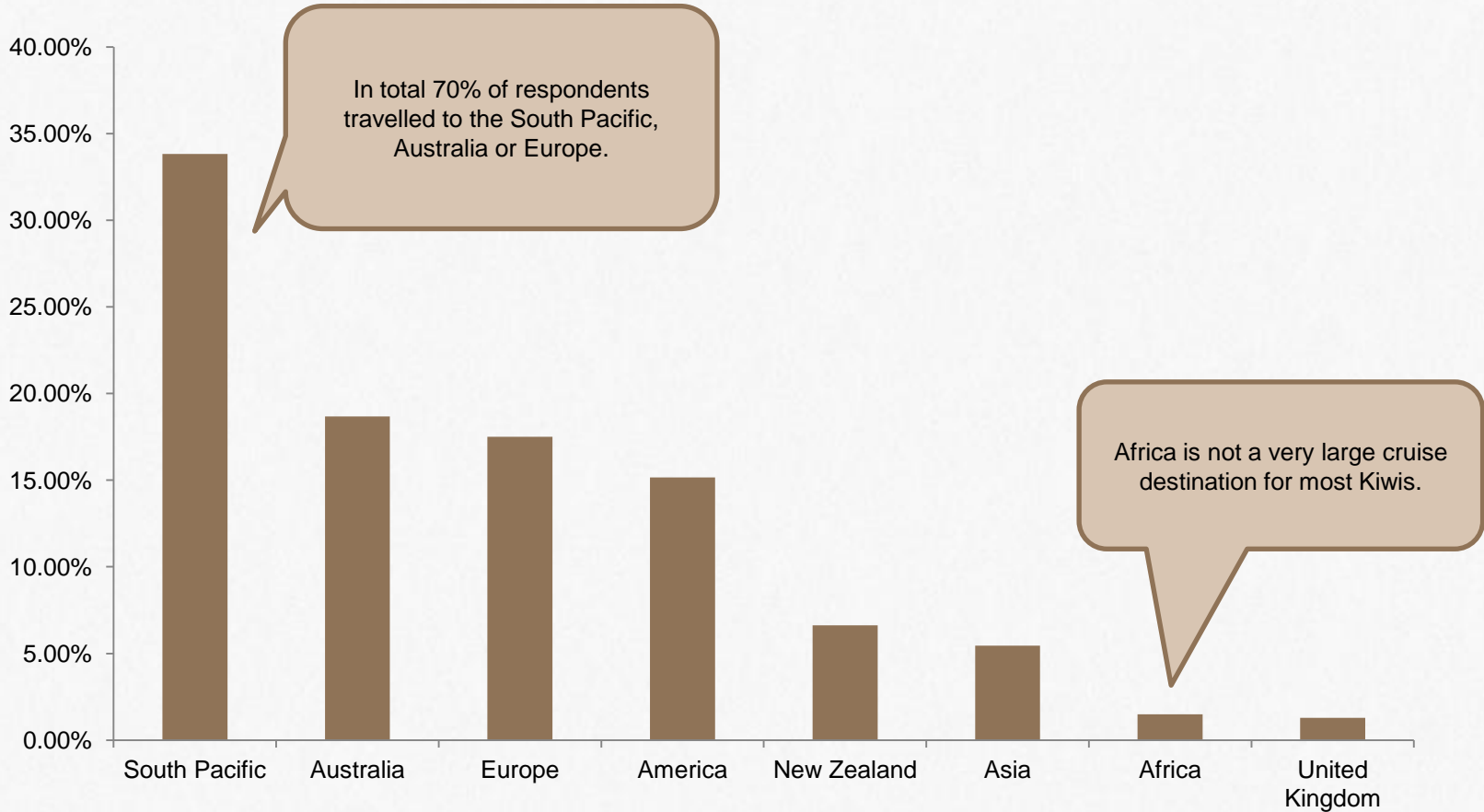
Consumer Research: Finding information

Question 2: Where did you go first to find a cruise to book?



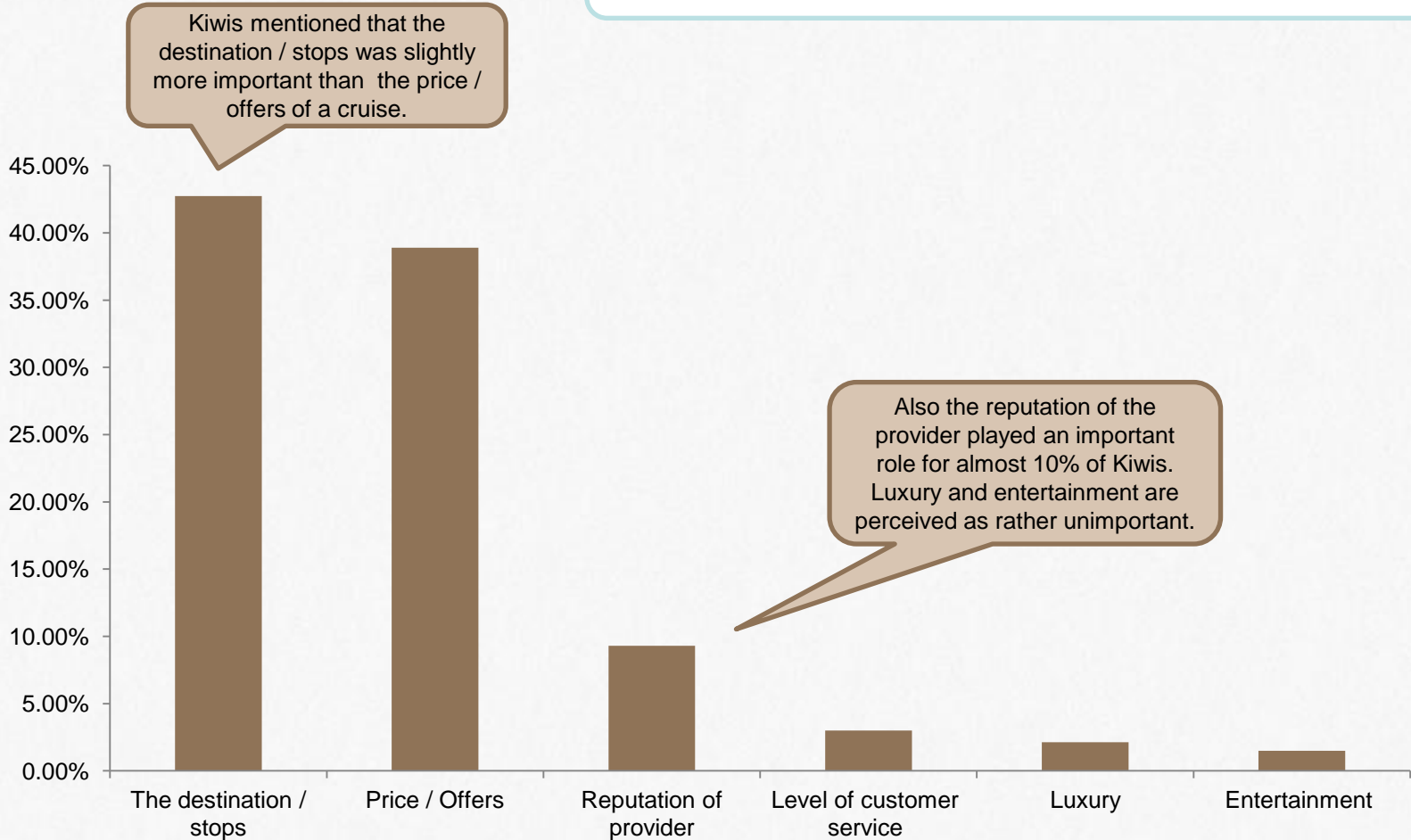
Consumer Research: Preferred destinations

Question 3: What was the destination of your (last) cruise?



Consumer Research: Important when booking a cruise

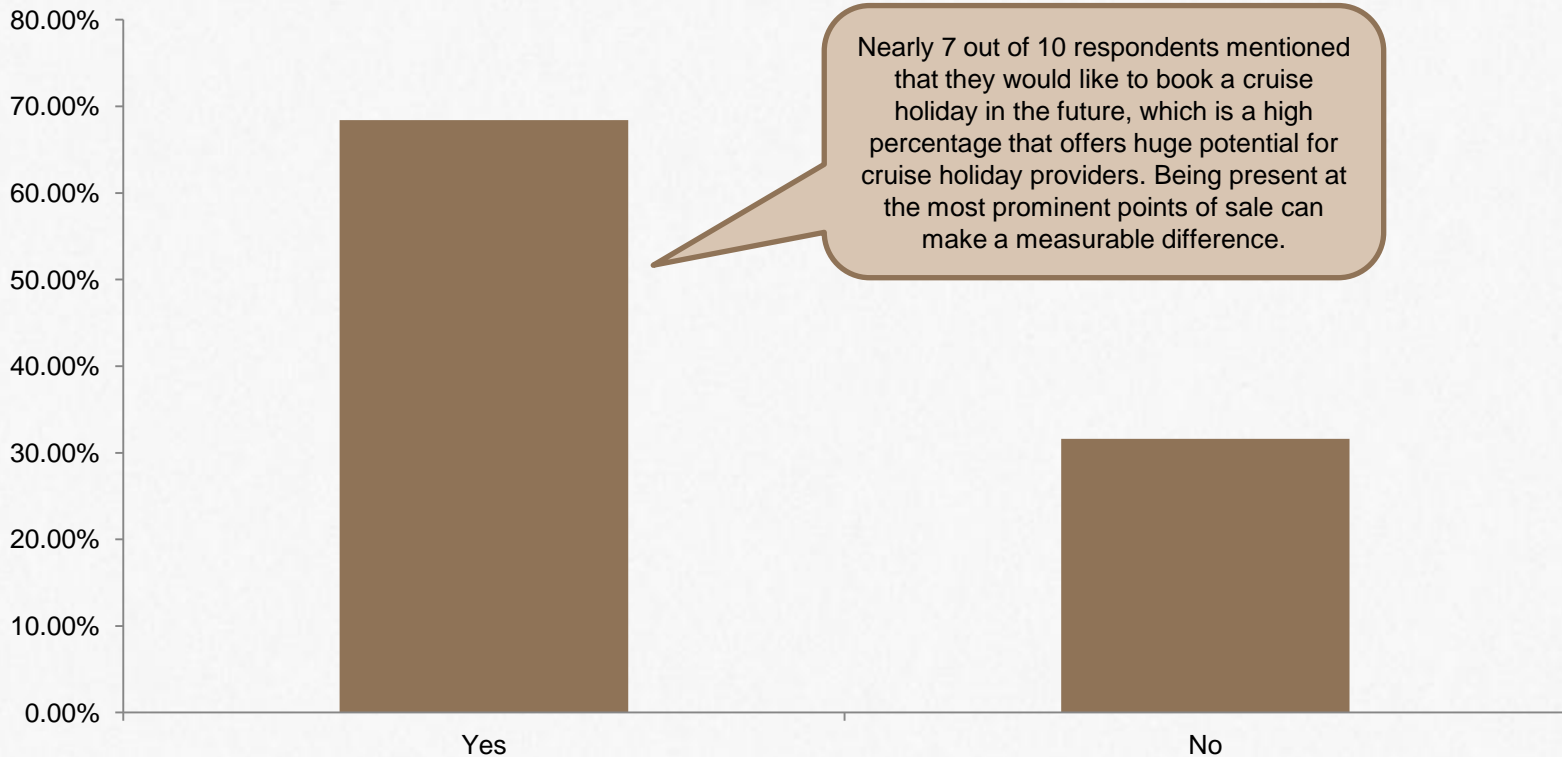
Question 4: What is most important for you when booking a cruise?



Consumer Research: Weren't on a cruise holiday so far...

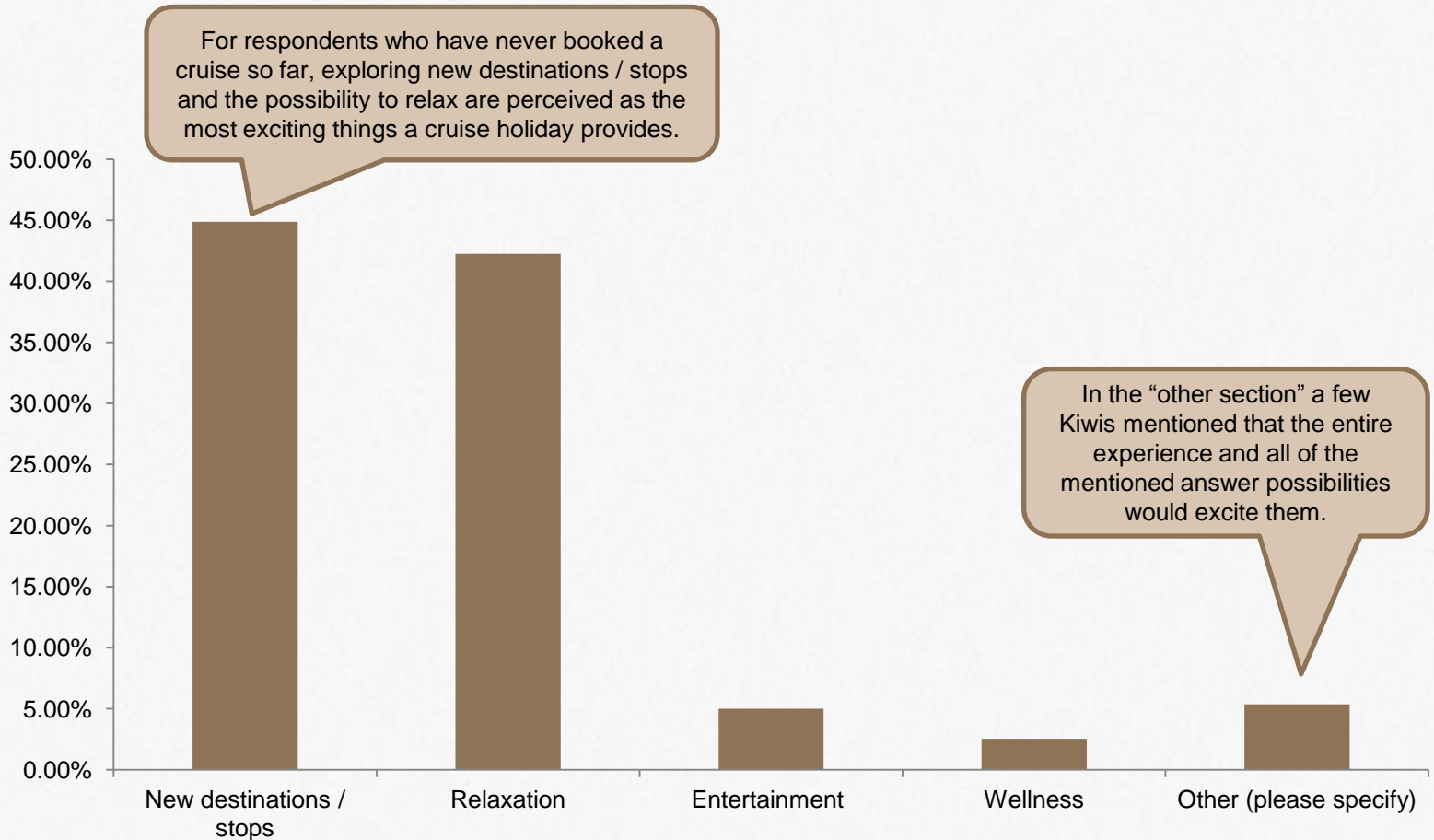
We have also directed a few questions to Kiwis who have not booked a cruise so far.

Question 1: Would you like to book a cruise holiday in future?



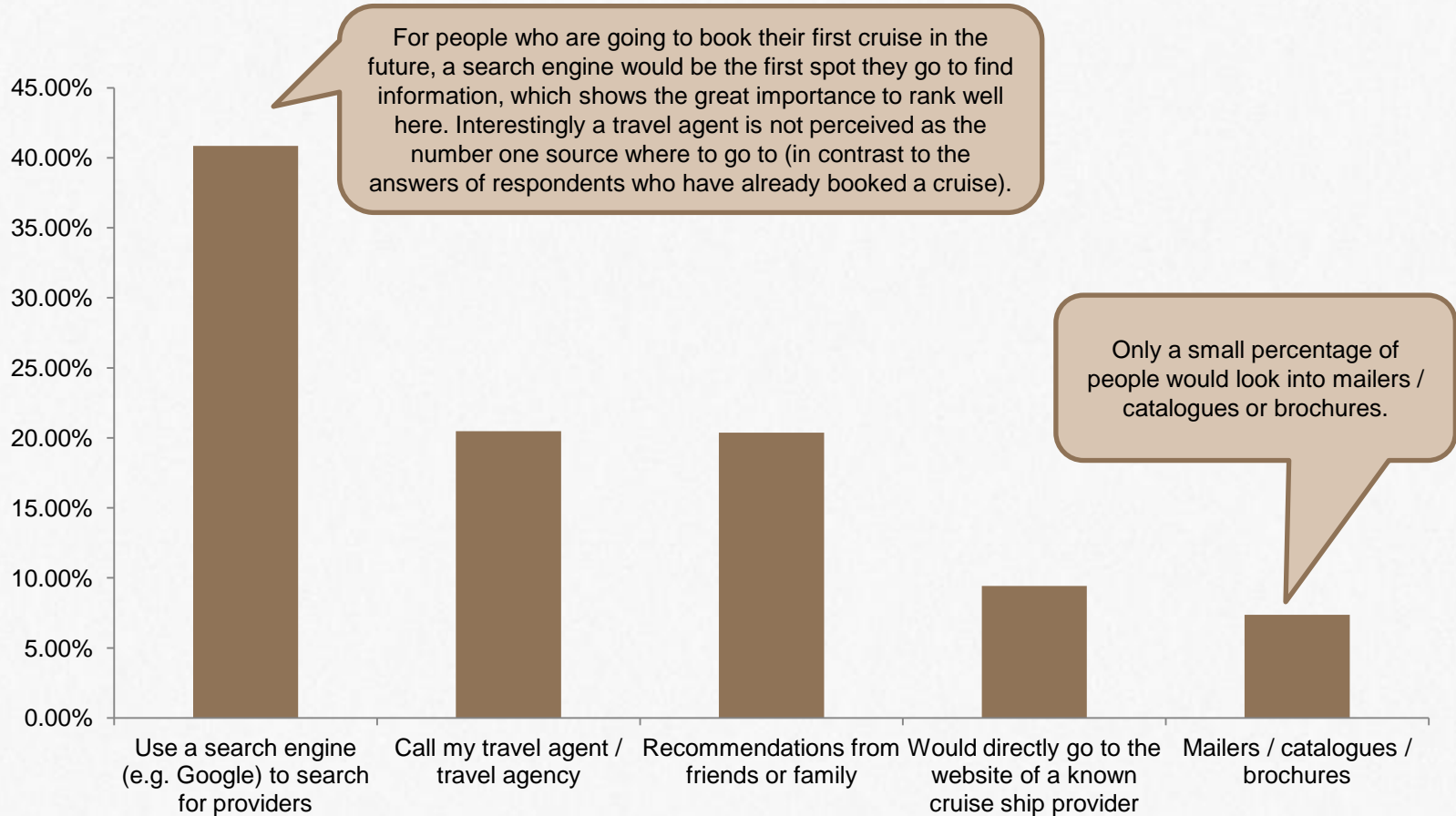
Consumer Research: The most exciting about a cruise...

Question 2: What most excites you about a cruise?



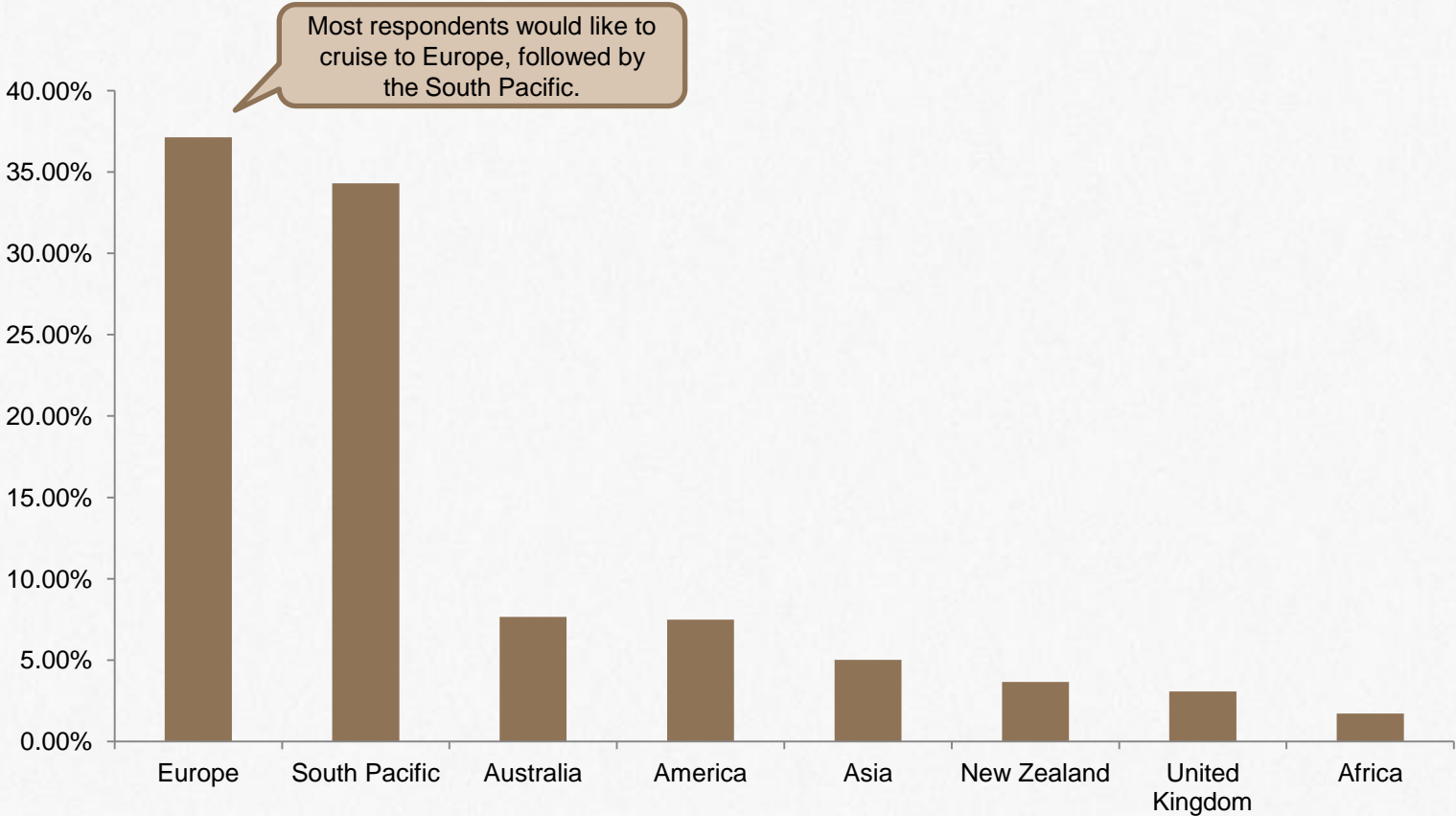
Consumer Research: Finding information

Question 3: Where will you go first to find a cruise?



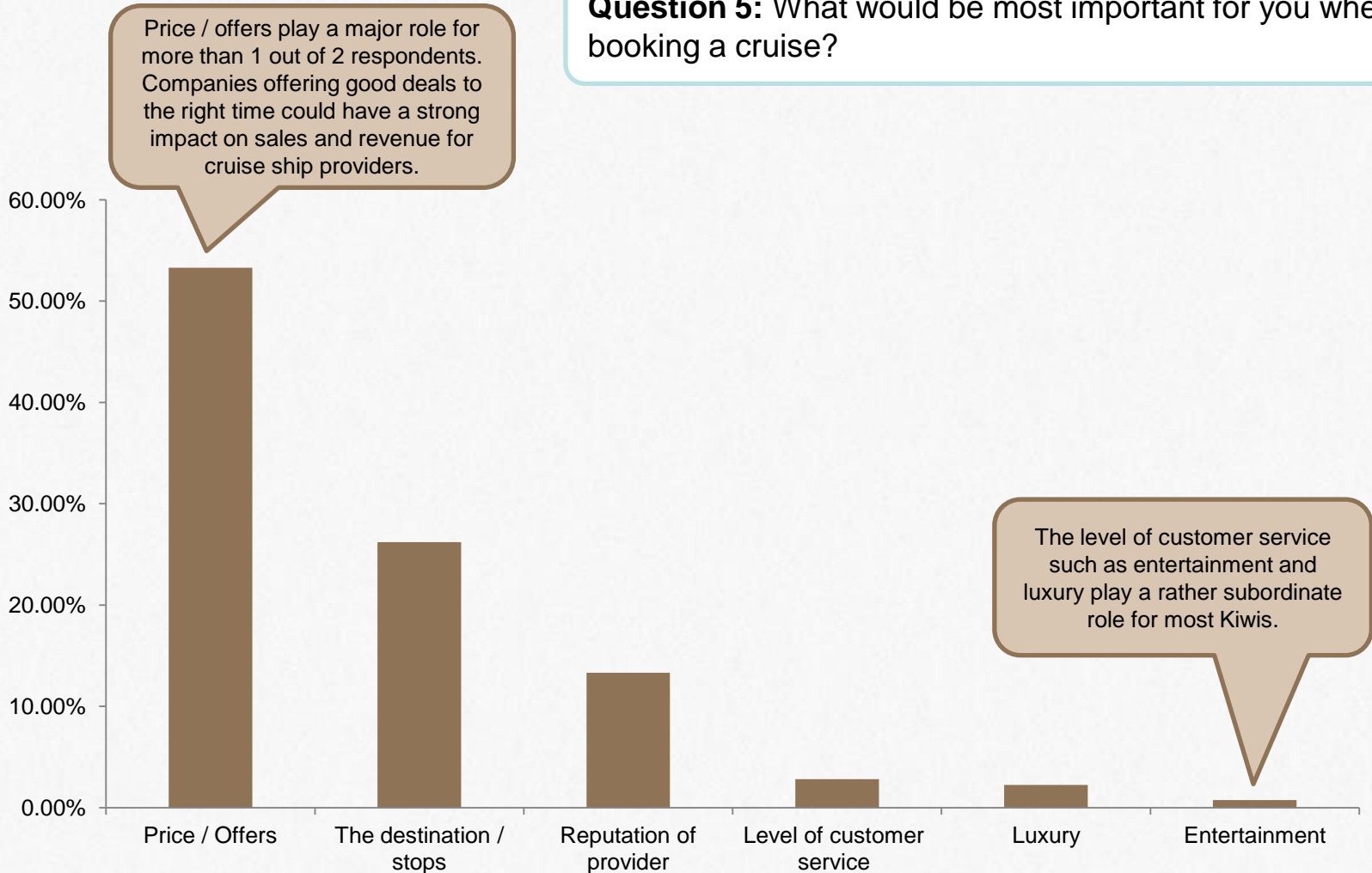
Consumer Research: Preferred destination - Europe

Question 4: Where would you like to cruise?



Consumer Research: Important when booking a cruise

Question 5: What would be most important for you when booking a cruise?



Cruise Holiday

Summary & Observations



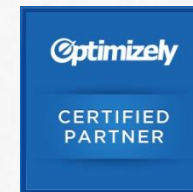
- The 2013 Cruise Industry Source Market Report shows that New Zealand cruise passenger numbers reached a record high of 59,316 in 2013, a 23 per cent increase on 2012.* Following this trend, cruise providers not ranking at prominent positions in search are missing out potential sales and should invest in a robust digital strategy to be competitive online.
- Global player Princess Cruises is leading the RBR, closely followed by P&O Cruises and quite a bit behind Lets Cruise.
- In general, search results are broadly dispersed among a wide range of competitors. In this competitive market, some cruise providers have recognized the urgency of ranking well in organic search, nevertheless there are still many companies which are not at all present within organic search.
- In our survey we revealed that of all respondents who have not booked a cruise so far, more than 40% of Kiwis would use a search engine first to find a cruise. Moreover we discovered that 72% of respondents who have never been on a cruise holiday would like to book a cruise in the future. This offers great opportunities for cruise holiday providers.
- **A digital strategy that integrates both organic and paid search should be a key customer acquisition and revenue driver for cruise holiday providers.**

About *FIRST.*

Respected digital veterans are the foundation our agency is built upon. Our expertise in digital has been built on over 14 years' experience in digital strategy, analytics, conversion, search marketing and digital campaigns.

FIRST., our award-winning team of internet marketers, has helped over 300 companies across 100 industries achieve digital success. We provide companies with a digital roadmap to success centered around a “digitally led” sales and marketing strategy.

Our services span search (SEO and SEM), email, performance media, conversion optimisation and advanced analytics. Most importantly, our work is underpinned by a focus on delivering the return on investment our clients expect.





Contact us

Contact FIRST to find out more.



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Our Vision

To be highly sought after for making a measurable difference

Our Mission

We're a team focused on transforming businesses and creating market leaders through digital marketing. We innovate, test and optimise to create a competitive advantage to dominate the digital channel. Our data-driven approach will keep things simple and make a measurable difference.

Our Focus

As a Google Certified Analytics Partner (GACP), and Certified Optimizely Partner we focus on smart customer acquisition using search and performance media, maximising conversion using best practice CRO and helping NZ businesses making the best possible decisions based on accurate, actionable web analytics.