



Selling a destination to the next generation





**Let me take  
you back to  
2014**



Wendy's  
First Kitchen

Wendy's  
First Kitchen

ART

カラオケ

渋谷センター街

カラオケ & パーティ

江戸前

お好み焼  
もんじや

5-6F

WILDONE  
4F

北海道  
チーズフォンデュ  
Factory  
原リッパ

12F  
10席

椿屋カフェ

2-3F

FamilyMart

2F

AirTrip

Exchange

渋谷センター街総本店  
野郎ラーメン

東武渋谷  
デング

BI

一風堂  
約10m

豚  
野郎

Cafe  
Miyama

渋谷センター街



消火栓

七セキ

McDonald's

McDonald's

McDonald's

# 30%

The average decline of website  
visitation this year



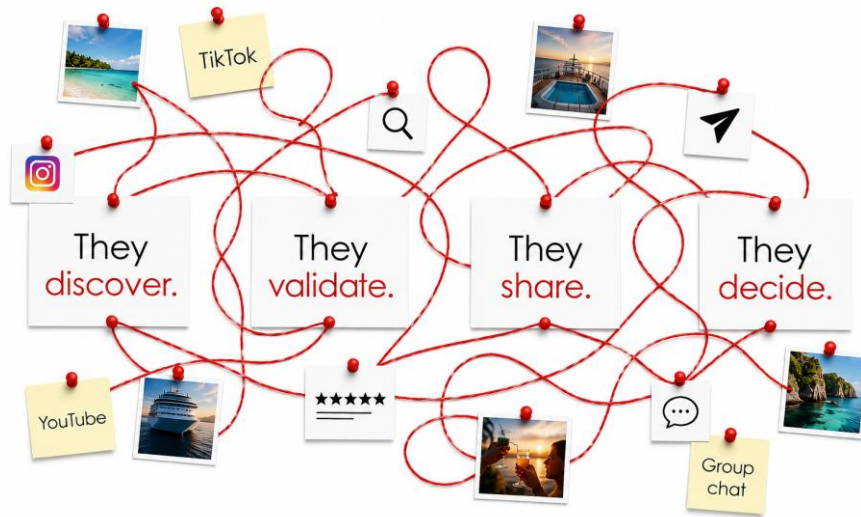
# The traveller has changed



Young travellers aren't making decisions the way we did.

They're not moving neatly from inspiration → website → brochure → booking.

Their journey is messier.



# Who are our young cruisers?



## GEN Z "First Cruise Curious"



| NAME | AGE | LOCATION |
|------|-----|----------|
| MIA  | 24  | BRISBANE |

**BIO**  
She wants a holiday that feels easy to organise, good with friends, content-worthy, social and flexible. Her barriers are outdated cruise perceptions, fear of being stuck, cost clarity and whether the onboard vibe will feel like "her people".

Will this feel like my kind of holiday?

## Gen Alpha "Family Influence Engine"



| NAME | AGE | LOCATION |
|------|-----|----------|
| LEO  | 14  | BRISBANE |

**BIO**  
He isn't booking the cruise, but he's shaping the shortlist. He's influenced by YouTube, TikTok, gaming culture, food, waterslides, activities, Wi-Fi and whether there's enough to do without feeling trapped with adults.

Will I be bored?



Looking at the 2027 horizon:  
The reality is consumer's have changed their  
behaviour.  
Have you changed your marketing?

## Step 1 Discovery

Media  
Mortar

| Younger Audiences don't search for holidays.  
| Holidays find them.



## Trend 1: Short Form Video Still Dominates

- Short form video isn't just performing well, it's where audiences are spending their time, as platforms continue to prioritise entertainment-led content to keep users engaged.
- The shift is clear, with 73% of marketers ranking it as their top content type, Reels driving 50% of time spent on Instagram, YouTube Shorts attracting over 200 billion daily views, and TikTok leading for time spent per user.



## What does this mean for you?

- Video is no longer optional – brands need a video-first content strategy
- Reduce effort by creating repeatable formats, not one-off videos.
- Relevance and relatability will beat production value

## How to get started?

- Audit your last 30 posts: how many could have worked better as video? How many media releases / announcements could have been video?
- Build 3–5 repeatable video formats (how-tos, POVs, FAQs, behind-the-scenes)
- Prioritise speed to publish over perfection

## Step 2 Validate

*Media  
Mortar*

- | Discovery gets their attention.
- | People earn their trust.



## Trend 2: EGC Dominates

- Employee posts are driving significantly higher engagement, as audiences place more trust in people than in brand-led messaging.
- While only 3% of employees actively share company content, those posts contribute to a 30% lift in overall engagement. Even more telling, employee-shared content sees double the click-through rate compared to the same content shared by the brand.



## What does this mean for you?

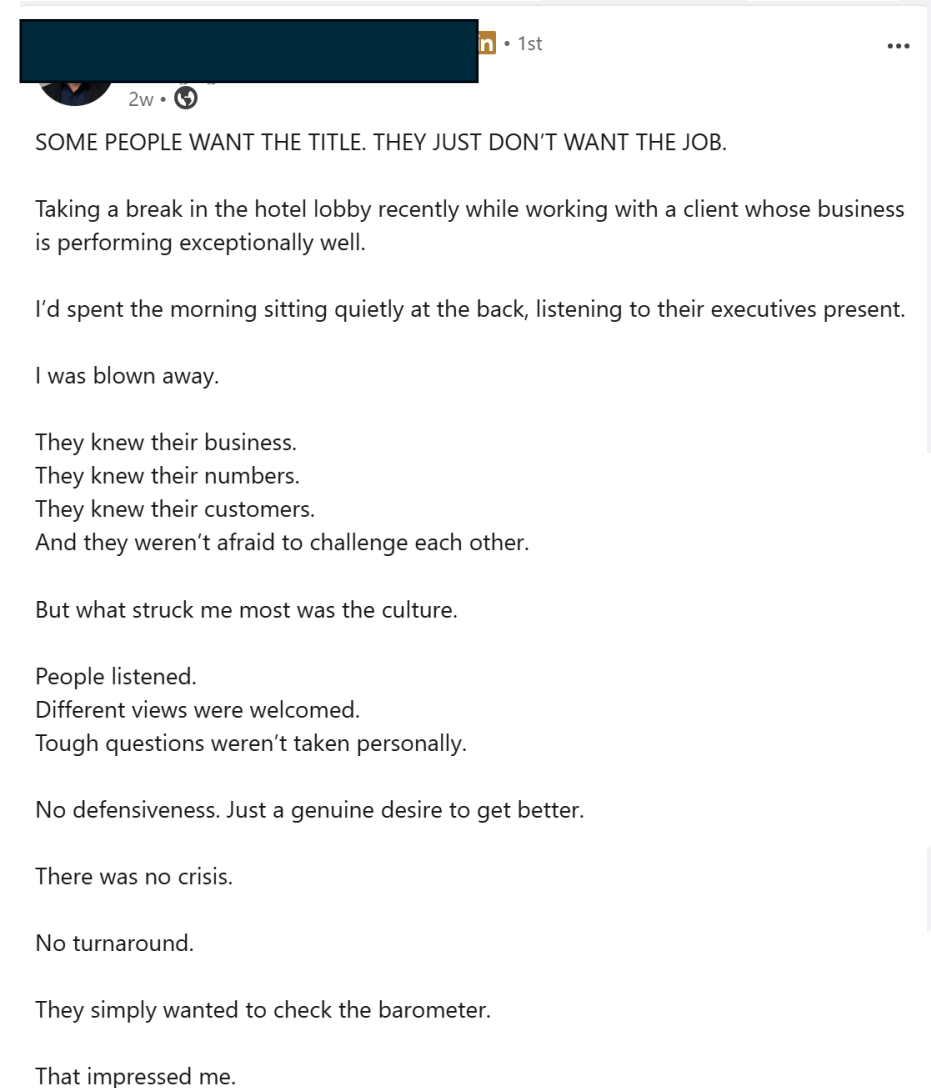
- Trust increasingly comes from people and relationships, not brands
- Silence from employees is a missed growth channel

## How to get started?

- Identify internal advocates
- Give them prompts, not scripts, checklists or content ideas
- Celebrate employee content internally to reinforce participation

## Trend 3: Authenticity is key in an era of AI slop

- “AI slop” has gone from niche internet term to mainstream critique, used to call out low-effort, generic content. Mentions have grown by more than 200%, signalling a clear shift in expectations.
- As a result, audiences are placing greater value on content that feels considered, human and genuinely engaging.



## What does this mean for you?

- AI makes average content easier – and great content rarer
- Brand personality is becoming a competitive advantage
- Use AI for drafts and structure, but add real people, local detail and lived experience.

## How to get started?

- Use AI to assist, not replace, human insight
- Double down on lived experience, opinion and specificity

## Trend 4: Nostalgia is growing in popularity

- Nostalgia isn't new in communications and marketing, but it's gaining momentum
- Brandwatch reporting an 18% rise in nostalgia-driven conversations in 2026, reaching more than 43 million mentions.



## What does this mean for you?

- History, legacy and anniversaries carry meaning
- Audiences want to be part of the story

## How to get started?

- Lean into your story
- Celebrate milestones
- Run regular flashback series
- Don't be shy about sharing where it all began



## Step 3

# Create Social Proof

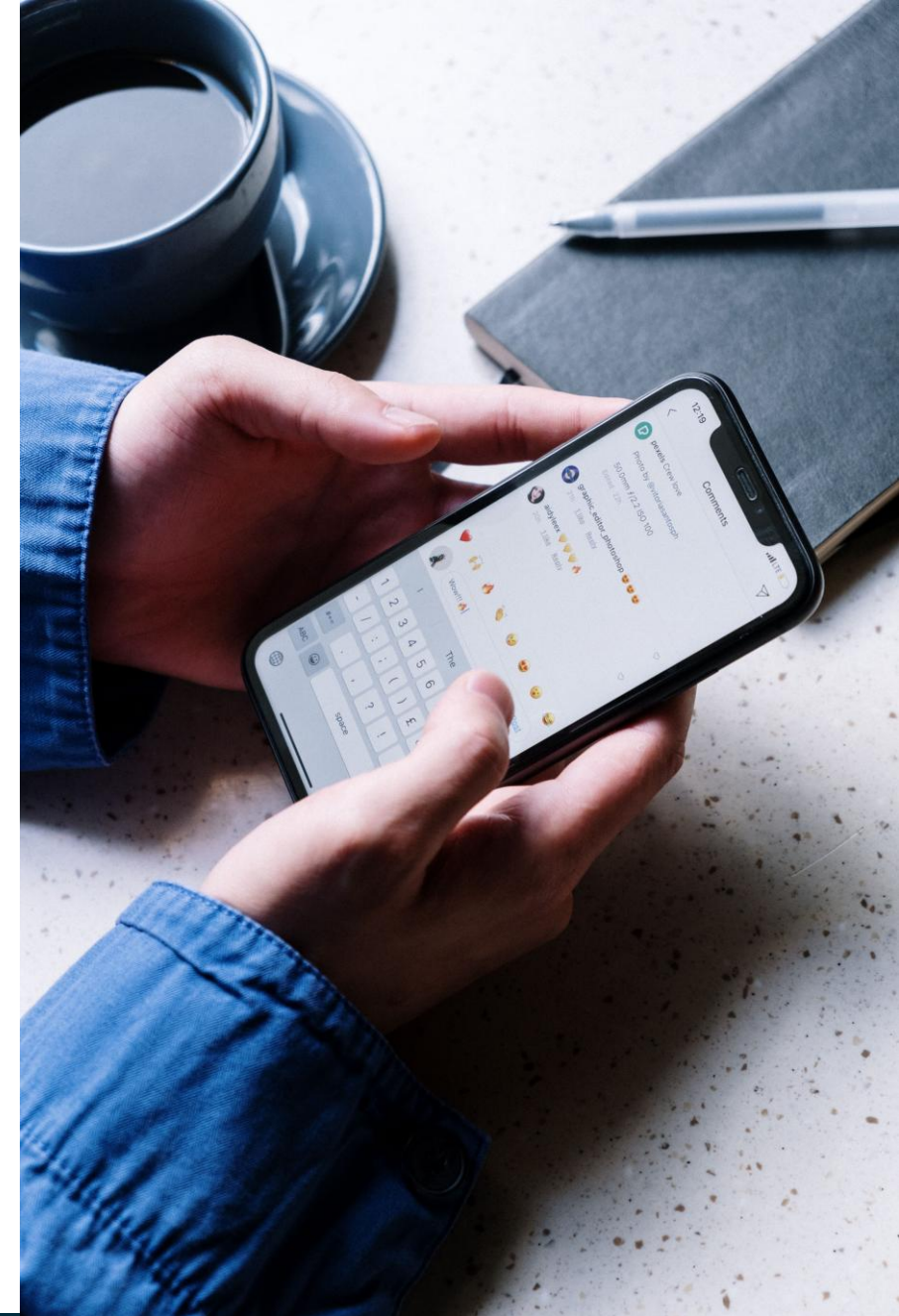


| The group chat is part of the booking funnel.



## Trend 5: Public Engagement

- We're seeing less visible engagement in feeds, but that doesn't mean people care less.
- Behaviour has shifted from public interaction to private sharing, with more content being saved, sent in DMs and discussed in closed spaces. Likes and comments no longer tell the full story of how content is performing.



## What does this mean for you?

- If content only works publicly, it dies
- If it triggers private action, it wins
- You must change your reporting metrics – you will not hit them

## How to get started?

- Shift reporting to saves, shares, DMs and watch time.
- Create content designed to be useful, not just likeable
- Ask: “Would someone send this to a friend?”
- Try a comment to direct message tool like ManyChat

## Trend 6: See myself in it

- Generic cruise marketing asks young travellers to do too much imagination
- They need to see:
  - people their age
  - the onboard vibe
  - what they'd actually do each day
  - what the group chat would say yes to
  - why cruise fits their version of travel



## What does this mean for you?

- Help younger travellers picture what *their* cruise would actually look like
- Show the onboard experience through people their age and stage of life
- Sell the trip through motivations such as food, friendship, adventure, downtime and discovery, not just the ship itself

## How to get started?

- Audit your content: who is actually represented?
- Show people using the experience, not just the product itself
- Create content for specific traveller mindsets, not one generic audience
- Use creators, customers and staff who reflect the people you want

Discovery + Validate + Social Proof  
=  
The New Cruise Funnel



## To win the next generation, we need to stop:

Assuming awareness equals relevance  
Measuring success only through visible vanity metrics  
Polishing content until the humanity disappears  
Waiting until Gen Alpha is old enough to book  
Trying to be everywhere



---

In looking at new ways  
to target the next  
generation, remember

---



# Show younger audiences why YOU belong on their travel shortlist



1

What are you trying to achieve with your marketing?

2

Who are you trying to talk to?

3

What channels are they using?