

# UK FERRY MARKET REPORT 2010



This authoritative report on the UK Ferry Market is an essential reference for anyone involved in the ferry and travel industries. The report combines definitive passenger, car and coach statistics from all ferry lines operating in the UK Continent, UK Ireland and Domestic ferry sectors with the results of the syndicated UK Ferry Market Survey of UK Continent ferry passengers. It is produced in cooperation with Passenger Shipping Association (PSA), the UK's trade association for passenger shipping.

Contents include:

- Latest trends - passengers, cars, coaches and sailings by sector (UK - Continent, Domestic, Ireland and Eurotunnel)
- Annual Trends in UK - Continent passengers, cars, coaches and sailings by route & sector including Eurotunnel
- Annual Trends in UK -Ireland passengers, cars, coaches and sailings by route & sector
- Annual Trends in UK - Domestic passenger, cars & coaches by route & sector
- UK Ferry Market Customer Profile – Age, gender, residency, newspaper readership and Number of Children at Home.
- UK Ferry Market Booking Behaviour - Booking lead times, booking method, booking information, choice of transport mode, booking decision factors, number in party, recency and frequency of ferry travel
- UK Ferry Market Satisfaction Ratings – By facilities and sector. Purpose of travel and duration.
- Staff and Fleet Statistics by Operator
- Safety Statistics compared by mode of transport

**Price:** UK Ferry Market Report - £500 (Plus VAT). Please note that UK Ferry Market Report is free to Monthly Ferrystat subscribers.