

Cruise Myths Cheat Sheet



Listen for the myth behind a client's hesitation. Acknowledge it, then reframe using the advisor language below. Most clients do not dislike cruising. They dislike outdated ideas about cruising. Help your clients understand why the myth is inaccurate and match them to the right cruise experience!

MYTH	Client Fear	Advisor Reframe	What You Can Say:
#1: Cruises are boring or too rigid	Being stuck on a schedule or forced into activities	Cruises are built around choice and customization	Cruising is one of the most flexible ways to travel. There is always something happening, but nothing is mandatory.
#2: Cruises are only for older people	The experience will not match their energy or interests	Cruising is based on lifestyle and travel style, not age	Cruising is about how you like to travel, not how old you are.
#3: Cruises are crowded and you feel trapped	No space, no privacy, no escape	The right ship offers space, variety, and control	Ship choice makes all the difference. There are always quiet spaces, open decks, and room to spread out.
#4: Cruises are cheap or mass market	Cruising is not elevated or refined	Cruising is a broad category with multiple service levels	Cruising is a category, just like hotels. There is everything from entry level to ultra luxury. It is about choosing the right level of experience.
#5: Cruises do not let you really experience destinations	Port stops are rushed or touristy	Cruises offer efficient and immersive destination access	You can explore multiple destinations deeply without constantly repacking
#6: Cruises have hidden fees and poor value	Being surprised by extra costs	Cruises provide transparency and bundled value	When you look at what is included, cruises often deliver exceptional overall value.
#7: Cruise food is mediocre	Buffets and bland meals	Dining is a highlight of modern cruising	Many cruise lines feature destination-inspired menus and partnerships with celebrated chefs. For many travelers, dining becomes one of the most memorable parts of the trip.
#8: Cruises are unsafe or unsanitary	Health and safety concerns	Cruises have highly regulated standards	Cruise lines operate under some of the strictest health and safety standards in travel
#9: Cruising is not for real or experienced travelers	Cruising feels inauthentic or unsophisticated	Experienced travelers cruise strategically	Many seasoned travelers cruise because it is one of the most efficient ways to explore multiple destinations seamlessly
#10: I will get seasick	Feeling unwell for the entire trip	Modern ships are stable and seasickness is manageable	Modern ships use advanced stabilization technology, and there are simple remedies available if needed.