

BOOK #015

Choosing the Right Cruise Line

Chapter 1 – Understanding Today's Cruise Lines

When most people think about cruising, they assume every cruise line offers a similar experience. In reality, each cruise line has its own personality, atmosphere, and target traveler. Some focus on families with endless activities, while others specialize in luxury, destination immersion, or relaxation. Understanding these differences is the first step toward choosing a cruise you'll truly love.

Contemporary Cruise Lines

Ideal for first-time cruisers, families, and travelers seeking fun, value, and plenty of onboard activities. Examples include Royal Caribbean, Carnival Cruise Line, Norwegian Cruise Line, and MSC Cruises.

Premium Cruise Lines

Offer a more refined experience with excellent dining, attentive service, and fewer crowds. Examples include Celebrity Cruises, Princess Cruises, and Holland America Line.

Luxury Cruise Lines

Focus on exceptional service, spacious accommodations, gourmet dining, and many included amenities. Popular choices include Regent Seven Seas, Seabourn, Silversea, and Viking Ocean Cruises.

Expedition & Specialty Cruises

Designed for exploration and destination immersion, with expert guides and unique itineraries to places like Antarctica, Alaska, and the Galápagos.

River Cruises

Travel through the heart of historic cities on intimate ships carrying fewer than 200 guests. Popular lines include Viking, AmaWaterways, Avalon Waterways, and Uniworld.

Choosing the Right Category

There is no single cruise line that's best for everyone. The right choice depends on your travel style, budget, who you're traveling with, and the kind of vacation you want to enjoy.

Aimee's Travel Tip

One of the first questions I ask my clients isn't *'Where do you want to go?'* It's *'What kind of vacation do you want to have?'* Once I understand your travel style, I can recommend cruise lines that are a great fit—saving you time and helping ensure you'll love your cruise experience.