# It's official. Cruising makes you happy.



**Research on Cunard's Queen Mary 2 Highlights Benefits of Slow Travel**

Cunard Line has released results from a pioneering neuroscience study conducted aboard the Queen Mary 2, suggesting that spending five days on a Transatlantic Crossing can significantly enhance cognitive abilities. The research, carried out by the Human Understanding Agency, involved 40 international guests and aimed to explore the mental and emotional benefits of slow travel.

The findings indicate an overall average improvement of 26% in cognitive functions, including memory, logical reasoning, and problem-solving abilities. Notable outcomes include a 29% increase in short-term memory recall and a substantial 125% rise in complex problem-solving skills. Additionally, participants reported a 158% increase in perceived relaxation and a 35% reduction in physiological stress levels during the voyage.

Dr Jack Lewis, a neuroscientist involved in the research, stated that the findings align with existing literature linking high stress levels to cognitive performance issues. He suggested that the stress-relieving properties of ocean travel, coupled with the mentally stimulating activities provided on board, likely contribute to the observed improvements in cognitive function.

Cunard's Transatlantic Crossing offers a mix of enrichment programs designed to boost passenger wellbeing, such as lectures by experts as part of the Cunard Insights programme and a range of wellness treatments. These elements are complemented by the line’s renowned White Star Service, which focuses on personalised attention for each guest.

Katie McAlister, President of Cunard Line, expressed that the study underscores the idea that a Cunard voyage transcends mere holiday enjoyment, instead serving as a comprehensive experience of relaxation and enrichment.

The study's results may have broader implications for the travel industry, particularly as interest in holistic wellness and transformative travel experiences continues to grow amongst consumers. Cunard’s findings could prompt travellers to reconsider the benefits of taking time away from their busy lives to embrace slower forms of travel that allow for reflection and rejuvenation.

cunard.com

## References

* <https://www.prnewswire.com/news-releases/neuroscience-study-aboard-cunards-queen-mary-2-reveals-cognitive-benefits-of-slow-travel-at-sea-302315764.html> - Corroborates the overall study, the involvement of 40 international guests, and the improvements in cognitive functions such as memory, logical reasoning, and problem-solving.
* <https://www.prnewswire.com/news-releases/neuroscience-study-aboard-cunards-queen-mary-2-reveals-cognitive-benefits-of-slow-travel-at-sea-302315764.html> - Details the specific improvements, including a 29% increase in short-term memory recall, a 125% rise in complex problem-solving skills, and a 14% improvement in attention levels.
* <https://www.prnewswire.com/news-releases/neuroscience-study-aboard-cunards-queen-mary-2-reveals-cognitive-benefits-of-slow-travel-at-sea-302315764.html> - Supports the findings on increased relaxation and reduced stress levels, with a 158% increase in perceived relaxation and a 35% reduction in physiological stress levels.
* <https://www.prnewswire.com/news-releases/neuroscience-study-aboard-cunards-queen-mary-2-reveals-cognitive-benefits-of-slow-travel-at-sea-302315764.html> - Quotes Dr. Jack Lewis on the relationship between stress levels and cognitive performance, and the role of ocean travel and onboard activities.
* <https://boards.cruisecritic.com/topic/3037734-neuroscience-study-aboard-cognitive-benefits-of-slow-travel-at-sea/> - Reiterates the key findings of the study, including improvements in memory, problem-solving, and attention levels.
* <https://www.cunard.com/en-us/cunard-stories/wellness-waves> - Describes the wellness and enrichment programs offered during Cunard's Transatlantic Crossing, such as lectures and wellness treatments.
* <https://www.cunard.com/en-us/contact-us/media-center/wellness-waves> - Provides additional context on the wellness benefits and the significance of the study for Cunard's Transatlantic Crossing.
* <https://www.prnewswire.com/news-releases/neuroscience-study-aboard-cunards-queen-mary-2-reveals-cognitive-benefits-of-slow-travel-at-sea-302315764.html> - Mentions the involvement of the Human Understanding Agency in conducting the research.
* <https://www.prnewswire.com/news-releases/neuroscience-study-aboard-cunards-queen-mary-2-reveals-cognitive-benefits-of-slow-travel-at-sea-302315764.html> - Details the methods used in the study, including biometric tools and self-report measures.