# Cruising makes you scientifically happier.



**Five Days at Sea Linked to Brain Boost in Cunard Study**

A groundbreaking neuroscience study conducted aboard Cunard's Queen Mary 2 has revealed significant cognitive benefits associated with a short duration of ocean travel. Involving 40 participants on a recent Transatlantic Crossing from Southampton to New York, the study found that just five days at sea can enhance various aspects of mental acuity, with an average improvement of 26% in cognitive abilities.

The research, spearheaded by the Human Understanding Agency, measured changes in memory, logical reasoning, attention, and overall emotional wellbeing before and after the voyage. Key findings highlighted a 29% increase in short-term memory recall, a staggering 125% boost in complex problem-solving capabilities, and a 14% enhancement in focus during visual tasks. Additionally, self-reported relaxation among participants surged by 158%, while physiological stress levels decreased by 35%.

Neuroscientist Dr Jack Lewis, commenting on the study, suggested the results underscore the relationship between reduced stress levels and improved cognitive function. He explained that the presence of the stress hormone cortisol, which is known to disrupt cognitive processes, was likely diminished due to the calming effects of the ocean environment.

The study took place during the crossing on 17th October 2024 and employed a combination of self-reports and biometric assessments to capture the participants' psychological and physiological changes. Techniques included neurofeedback to measure brain activity and a Galvanic Skin Response Recorder to assess skin resistance related to stress levels.

In light of the findings, Cunard President Katie McAlister noted that the cruise line's offerings extend beyond standard holiday experiences, emphasising the combination of enriching programmes and the tranquility of ocean travel as instrumental to guest wellbeing.

While the research adds a contemporary angle to the long-held belief in the restorative powers of sea travel, it also underscores a growing interest in wellness tourism. The Cunard voyage, enriched by lectures and wellness treatments, is framed as a holistic approach to rejuvenation, appealing to a demographic increasingly seeking meaningful travel experiences.

As the luxury cruise industry continues to evolve, studies like this may redefine perceptions of ocean travel, enhancing its reputation not only as a mode of transport but as a vital contributor to mental and emotional health.

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## References

* <https://www.sovereigncruise.co.uk/blog/study-aboard-queen-mary-2-reveals-cognitive-benefits-of-slow-sea-travel/> - Corroborates the cognitive benefits of ocean travel, including improvements in memory, problem-solving, and attention, as well as the reduction in 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> - Supports the findings of the neuroscience study, including the 26% average increase in cognitive abilities and the specific improvements in memory, problem-solving, and attention.
* <https://www.stocktitan.net/news/CUK/neuroscience-study-aboard-cunard-s-queen-mary-2-reveals-cognitive-xt3c716q7n2t.html> - Confirms the key findings of the study, such as the 29% improvement in short-term memory recall, 125% increase in problem-solving ability, and 14% improvement in attention levels.
* <https://www.sovereigncruise.co.uk/blog/study-aboard-queen-mary-2-reveals-cognitive-benefits-of-slow-sea-travel/> - Provides details on the methods used, including biometric tools and self-reports, to measure cognitive and physiological changes before and after the voyage.
* <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 involvement of the Human Understanding Agency and Walnut in conducting the research and the use of biometric assessments.
* <https://www.stocktitan.net/news/CUK/neuroscience-study-aboard-cunard-s-queen-mary-2-reveals-cognitive-xt3c716q7n2t.html> - Corroborates the significant increase in self-reported relaxation and the decrease in physiological stress levels among participants.
* <https://www.sovereigncruise.co.uk/blog/study-aboard-queen-mary-2-reveals-cognitive-benefits-of-slow-sea-travel/> - Quotes Neuroscientist Dr. Jack Lewis on the relationship between reduced stress levels and improved cognitive function.
* <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 restorative powers of ocean travel and its impact on mental and emotional wellbeing, aligning with Cunard President Katie McAlister's comments.