



About the Industry

Plenty of room for growth:

Cruise is currently only 2.7% of the international travel and tourism sector.¹

Strong and resilient:

With consistent and steady growth over the past 50 years, the cruise industry has proven to be more resilient than other sectors through downturns.

Responsible and sustainable:

Cruise is one of the safest ways to travel—and is becoming one of the most responsible and best ways to see the world—with cruise lines advancing an ambitious sustainability agenda. Learn more in the “Charting the Future of Sustainable Cruise Travel” section of this report.

¹ Sources for international travel and tourism
CLIA One resource Passenger Data 2024: 34.6 million
UN Tourism International Arrivals Data 2024: 1.3 billion

CURRENT TRENDS - CRUISE OUTLOOK AND FORECAST

Intent to cruise continues to be strong among Forever Cruisers and Potential New Cruisers

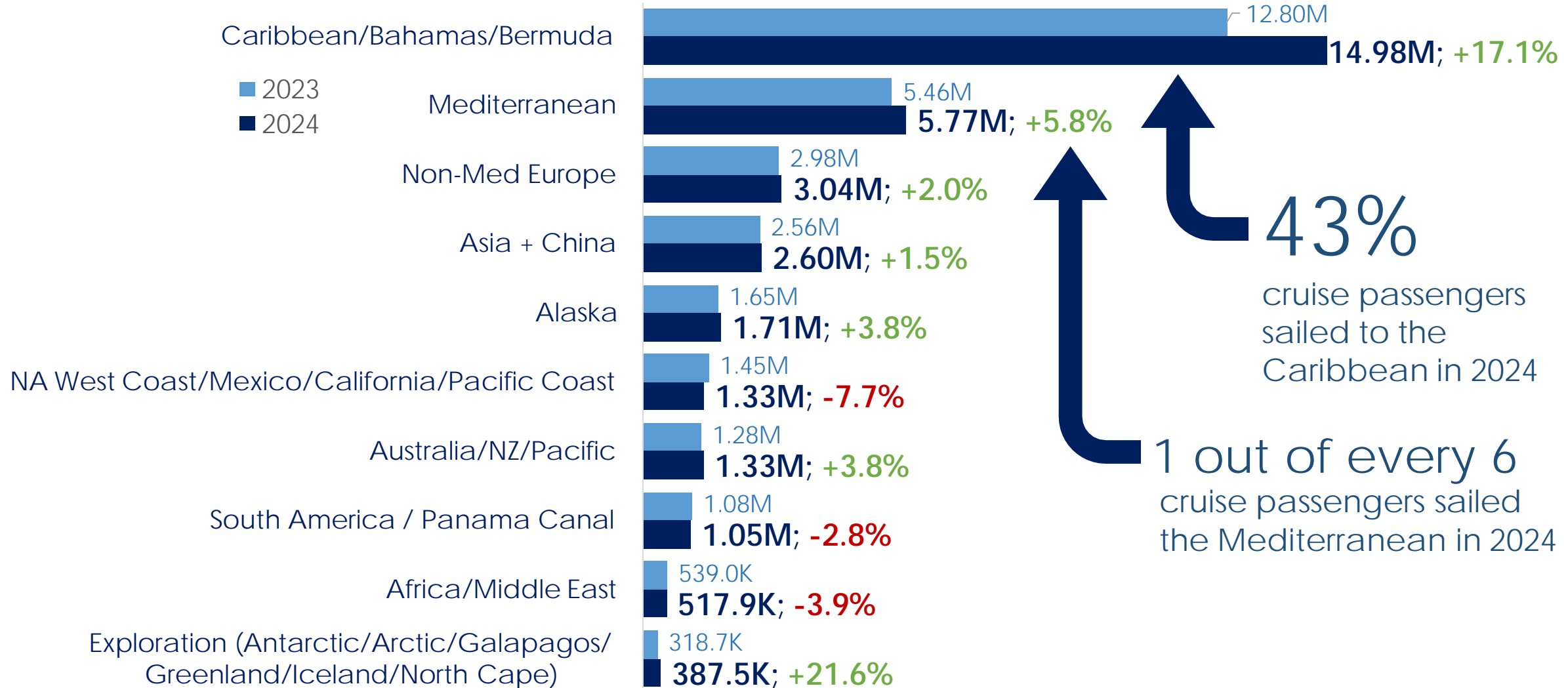
82% of those who have cruised will cruise again (and getting stronger)

68% of international travelers are considering taking their first cruise

1 out of 3 international travelers have taken a cruise



Top 10 Destination Regions in 2024 (compared to 2023)



2023 Global Economic Impact



\$168.6 billion

Total economic impact



31.7 million

Global source Passengers
(Ocean-Going)



1.6 million

Jobs supported



1 job supported

for every 20 cruisers



\$56.9 billion

in wages



\$85.6 billion

Contributed to global GDP

SAILING TO A MORE SUSTAINABLE FUTURE

Multiple pilot programs and partnerships

Shoreside electricity significantly reduces emissions in in port

The availability of renewable fuels is key to decarbonisation

Cruise lines are investing in propulsion technologies with conversion capabilities – new ships and engines that allow for fuel flexibility to use low to zero-GHG fuels, once available at scale, with little or no engine modification



Support is required for research and other efforts to accelerate development of renewable fuels so they are safe, viable, and available at scale.

Effective Port – Cruise Strategies:

- Partnerships with local authorities (security, port-city integration)
- Decarbonization support (fuel + infrastructure, shore power)
- Identify industry level policies and practices that support effective destination cruise tourism. (diversified excursions, staggered arrivals)
- Sustainable waterfront planning (passenger movement)