




2023 GLOBAL MARKET REPORT



The 2023 Global Passenger Report illustrates the remarkable resilience and growth of the cruise industry. Following three years of disruptions caused by the global health crisis, 2023 not only saw a return to previous growth trajectory but also set a new benchmark for passenger volume.

With 31.7 million passengers boarding an ocean-going cruise, the industry surpassed 2019 levels by 7%, which outperformed overall international visitation. CLIA-member cruise lines have seen their global average age of passengers decrease to 46.3 years.

The United States continued to be the industry's top source market, contributing 16.9 million passengers that accounted for 53.3% of the global total. As usual, Germany and UK+Ireland rounded out the top three, with 2.5 million and 2.3 million source passengers, respectively. Europe produced about 6.5% more source passengers than in 2019, marking a return to solid, managed growth.

Unsurprisingly, the Caribbean remains the cruise line industry's most dominant destination region and saw almost one million more passengers than in 2019. This destination accounts for almost 41% of the global total. Additionally, the Mediterranean region saw 23% growth compared to 2019, up to almost 5.5 million passengers. While Asia's cruise passenger total remains depressed compared to 2019, the markets have remained resilient and future growth is assured as limited deployment is set to increase.

Our cruise line members continued to drive an ambitious environmental agenda, with the CLIA-member cruise line fleet becoming more efficient and sustainable, creating positive travel experiences that inspire lifelong cruise travelers and generations of new-to-cruise travelers to sail responsibly.

Global Report: 2019 to 2023, (2020 Omitted)

Passenger Volume

2019	2021	2022	2023
29.7M	4.8M (-84% ▼)	20.4M (329% ▲)	31.7M (55% ▲)

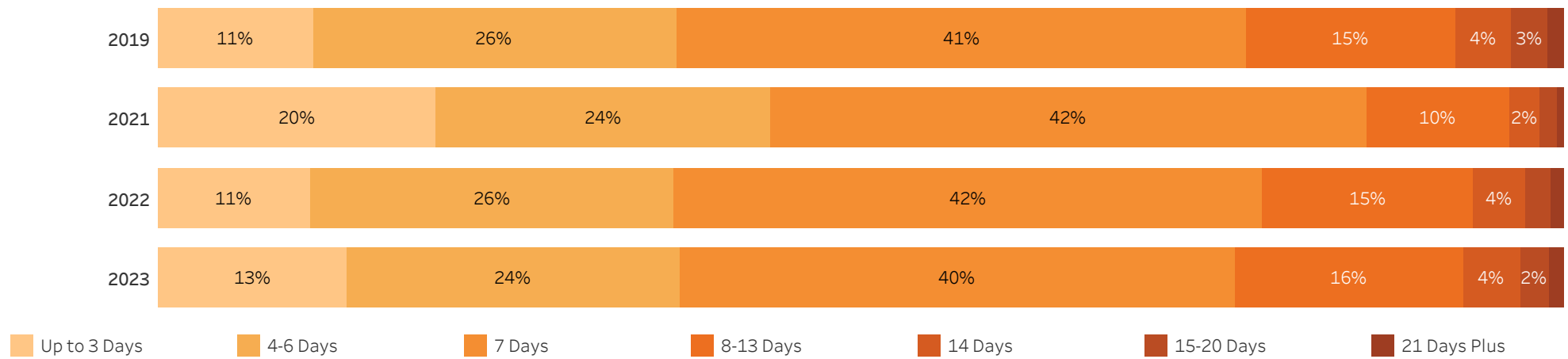
Average Duration, in Days

2019	2021	2022	2023
7.1	6.5	7.0	7.3

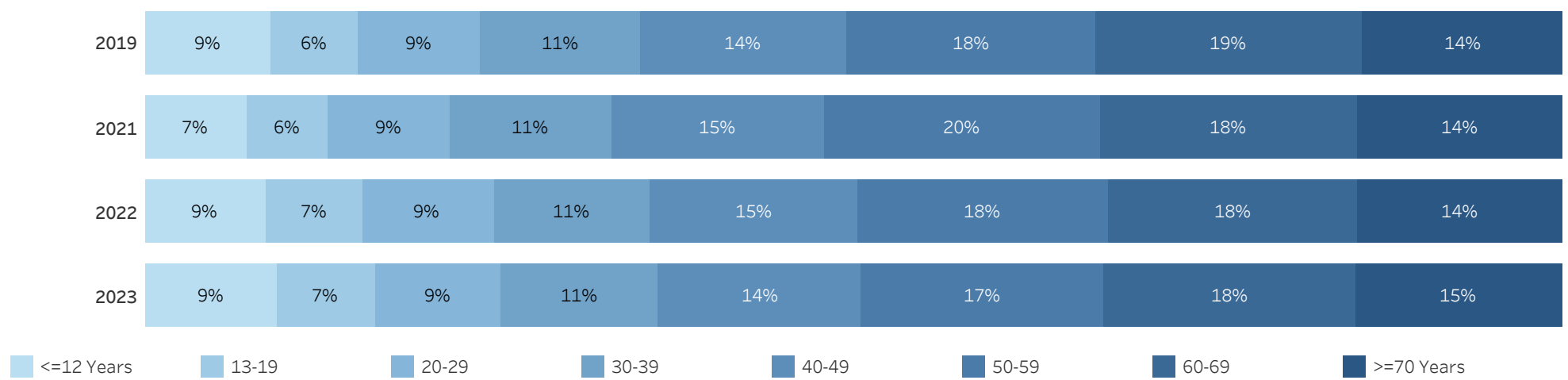
Average Age

2019	2021	2022	2023
46.8	47.7	46.5	46.3

Average Cruise Duration



Average Passenger Age Groups



Passenger Volume (K) by Source Passenger Regions

	2019	2021	2022	2023
North America	15,408	2,218 (-85.6% ▼)	12,592 (467.6% ▲)	18,103 (43.8% ▲)
Western Europe	7,226	1,671 (-76.9% ▼)	5,433 (225.2% ▲)	7,722 (42.1% ▲)
Asia	3,738	626 (-83.2% ▼)	791 (26.3% ▲)	2,329 (194.5% ▲)
Australia/NZ/Pacific	1,352	7 (-99.5% ▼)	471 (7132.3% ▲)	1,339 (184.3% ▲)
South America	935	89 (-90.5% ▼)	426 (381.3% ▲)	997 (133.8% ▲)
Eastern Europe	263	32 (-87.7% ▼)	161 (397.6% ▲)	332 (106.2% ▲)
Middle East/Arabia	108	22 (-79.4% ▼)	149 (571.0% ▲)	229 (53.4% ▲)
Scandinavia/Iceland	218	45 (-79.3% ▼)	131 (190.1% ▲)	151 (15.2% ▲)
Africa	168	(-100.0% ▼)	88	150 (69.5% ▲)
Caribbean	57	(-100.0% ▼)	30	48 (59.8% ▲)
Central America	49	(-100.0% ▼)	20	35 (68.5% ▲)

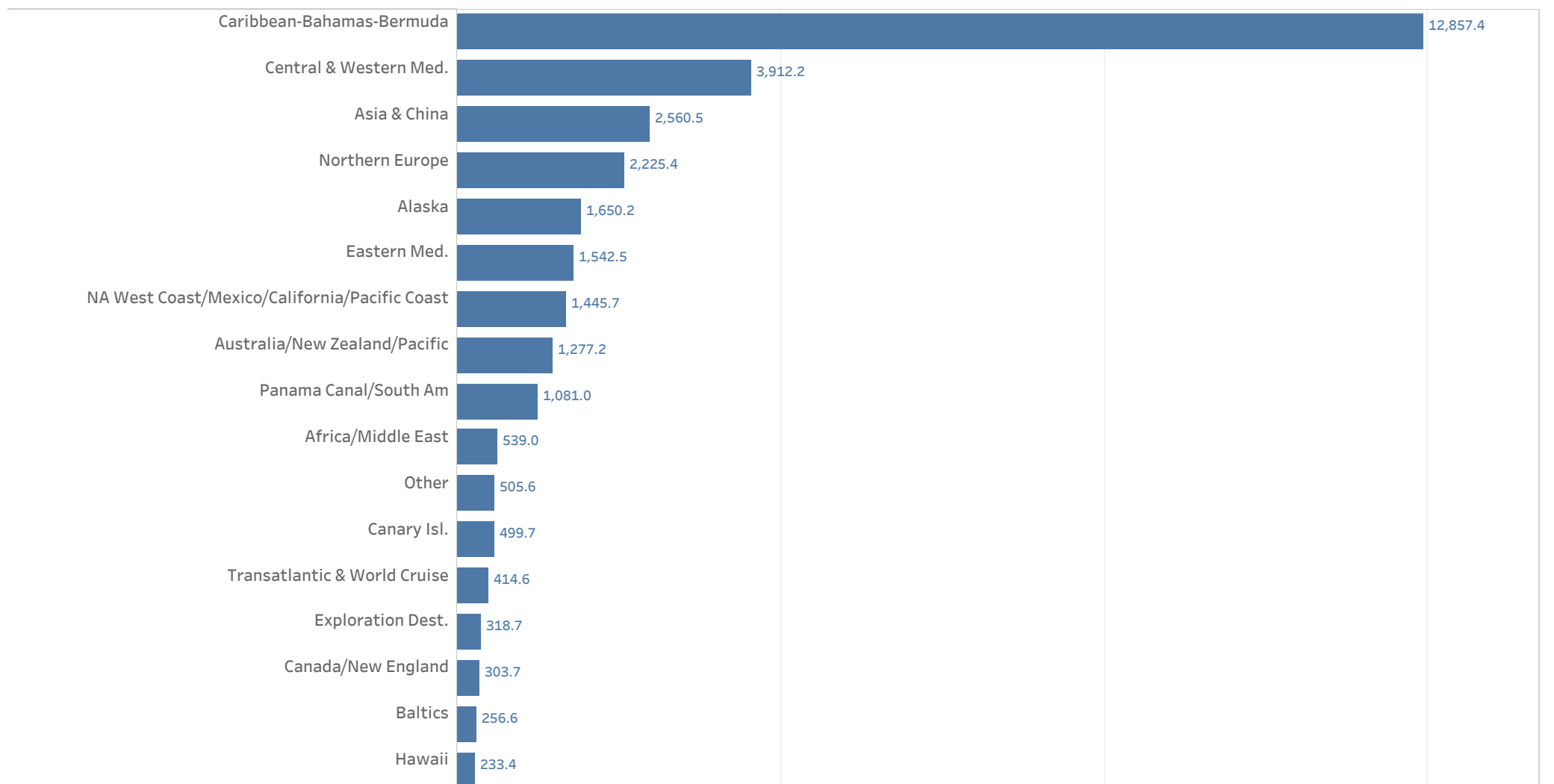
Global Report (Continued)

Passenger Volume (K) for Top Countries

	2019	2021	2022	2023
United States	14,199	2,171 (-84.7% ▼)	11,890 (447.6% ▲)	16,875 (41.9% ▲)
Germany	2,587	576 (-77.7% ▼)	1,876 (225.8% ▲)	2,513 (34.0% ▲)
UK & Ireland	1,992	479 (-76.0% ▼)	1,663 (247.5% ▲)	2,281 (37.2% ▲)
Australia	1,241	5 (-99.6% ▼)	457 (9375.3% ▲)	1,250 (173.3% ▲)
Italy	950	340 (-64.2% ▼)	791 (132.9% ▲)	1,176 (48.7% ▲)
Canada	1,037	33 (-96.8% ▼)	567 (1599.3% ▲)	1,031 (81.6% ▲)
Singapore	325	360 (10.8% ▲)	425 (17.8% ▲)	817 (92.4% ▲)
Brazil	567	72 (-87.4% ▼)	284 (295.9% ▲)	740 (160.9% ▲)
Spain	553	74 (-86.6% ▼)	414 (458.9% ▲)	587 (41.9% ▲)
France	545	116 (-78.7% ▼)	325 (180.2% ▲)	576 (77.3% ▲)
India	313	123 (-60.8% ▼)	201 (63.8% ▲)	374 (86.2% ▲)
Malaysia	121	25 (-79.6% ▼)	74 (202.5% ▲)	350 (370.4% ▲)
Japan	296	12 (-96.1% ▼)	42 (263.7% ▲)	203 (380.5% ▲)
Mexico	167	14 (-91.9% ▼)	133 (880.5% ▲)	191 (43.5% ▲)
Mainland China	1,919	6 (-99.7% ▼)	(-100.0% ▼)	157
South Africa	158	(-100.0% ▼)	82	140 (70.7% ▲)
Taiwan Region	389	23 (-94.0% ▼)	(-100.0% ▼)	137
Argentina	151	(-100.0% ▼)	41	130 (213.7% ▲)
Netherlands	123	13 (-89.3% ▼)	82 (529.5% ▲)	120 (46.0% ▲)
Austria	136	15 (-89.2% ▼)	55 (276.4% ▲)	109 (97.7% ▲)
Switzerland	140	20 (-85.6% ▼)	70 (245.7% ▲)	101 (45.7% ▲)
New Zealand	106	(-100.0% ▼)	12	86 (618.5% ▲)
Hong Kong	191	77 (-60.0% ▼)	4 (-94.3% ▼)	79 (1732.3% ▲)
Norway	98	35 (-64.6% ▼)	60 (72.1% ▲)	72 (20.4% ▲)

Volume of Passengers (in K) to Destinations, 2023

At least 4K Passengers per Destination

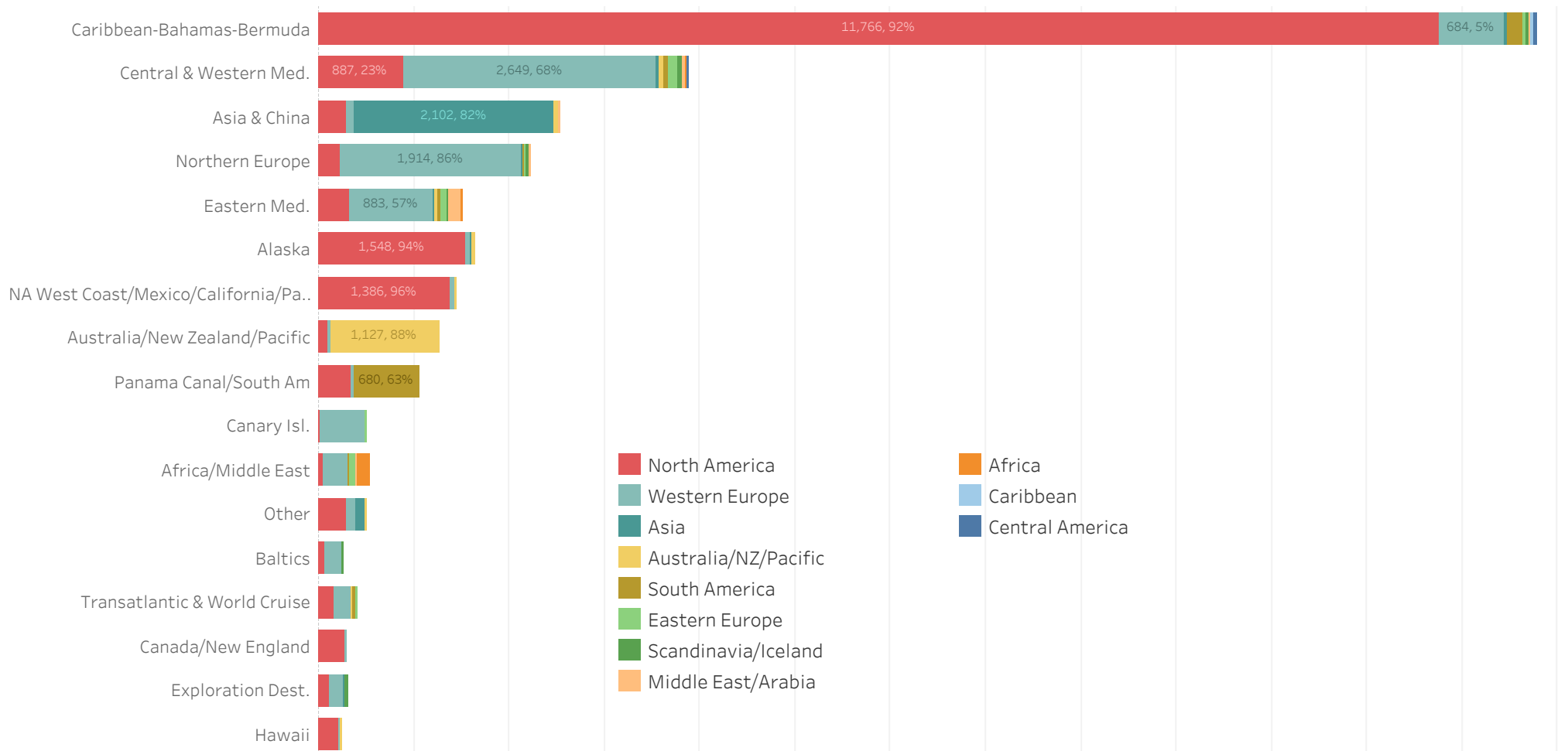


Global Report (Continued)

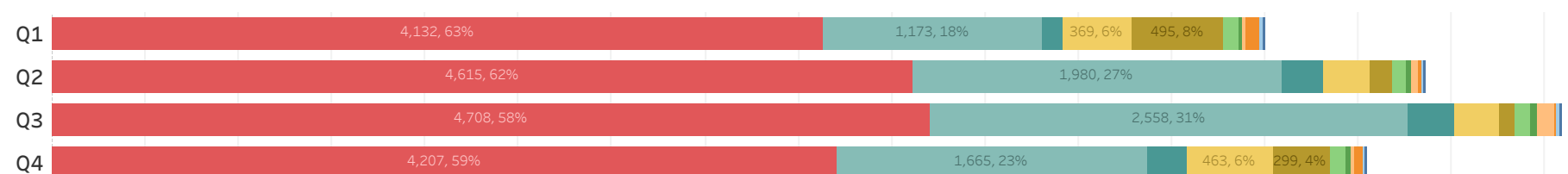
Passenger Volume by Trade (K)

	2019	2021	2022	2023
Caribbean-Bahamas-Bermuda	11,983	1,727 (-86% ▼)	9,004 (422% ▲)	12,857 (43% ▲)
Central & Western Med.	3,211	707 (-78% ▼)	2,629 (272% ▲)	3,912 (49% ▲)
Asia & China	3,978	656 (-84% ▼)	946 (44% ▲)	2,561 (171% ▲)
Northern Europe	1,708	454 (-73% ▼)	1,561 (244% ▲)	2,225 (43% ▲)
Alaska	1,215	121 (-90% ▼)	1,162 (864% ▲)	1,650 (42% ▲)
Eastern Med.	1,226	288 (-76% ▼)	1,133 (293% ▲)	1,543 (36% ▲)
NA West Coast/Mexico/California/Pacific Coast	1,165	211 (-82% ▼)	1,137 (440% ▲)	1,446 (27% ▲)
Australia/New Zealand/Pacific	1,178	12 (-99% ▼)	482 (4042% ▲)	1,277 (165% ▲)
Panama Canal/South Am	807	95 (-88% ▼)	421 (341% ▲)	1,081 (157% ▲)
Africa/Middle East	515	38 (-93% ▼)	264 (595% ▲)	539 (104% ▲)
Other	304	84 (-72% ▼)	326 (287% ▲)	506 (55% ▲)
Canary Isl.	496	133 (-73% ▼)	341 (156% ▲)	500 (47% ▲)
Transatlantic & World Cruise	393	28 (-93% ▼)	226 (703% ▲)	415 (83% ▲)
Exploration Dest.	187	37 (-80% ▼)	138 (273% ▲)	319 (132% ▲)
Canada/New England	302	(-100% ▼)	233	304 (31% ▲)
Baltics	594	141 (-76% ▼)	217 (54% ▲)	257 (18% ▲)
Hawaii	243	(-100% ▼)	137	233 (71% ▲)
No Trade Identified	168	21 (-88% ▼)	33 (58% ▲)	63 (95% ▲)

Passenger Volume (K) by Trade & Source Regions in 2023

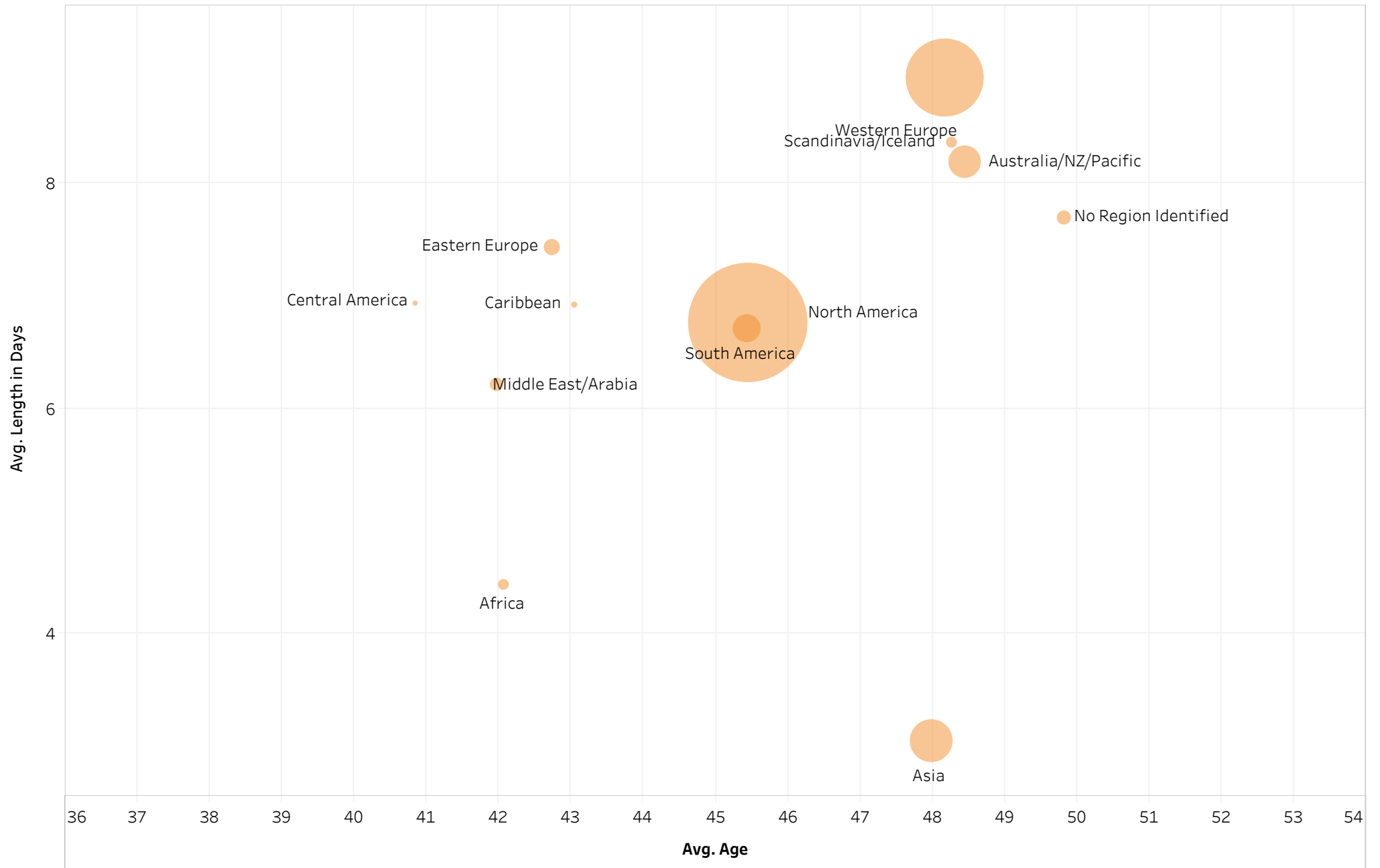


Passenger Volume (K) by Quarter & Top Source Regions in 2023

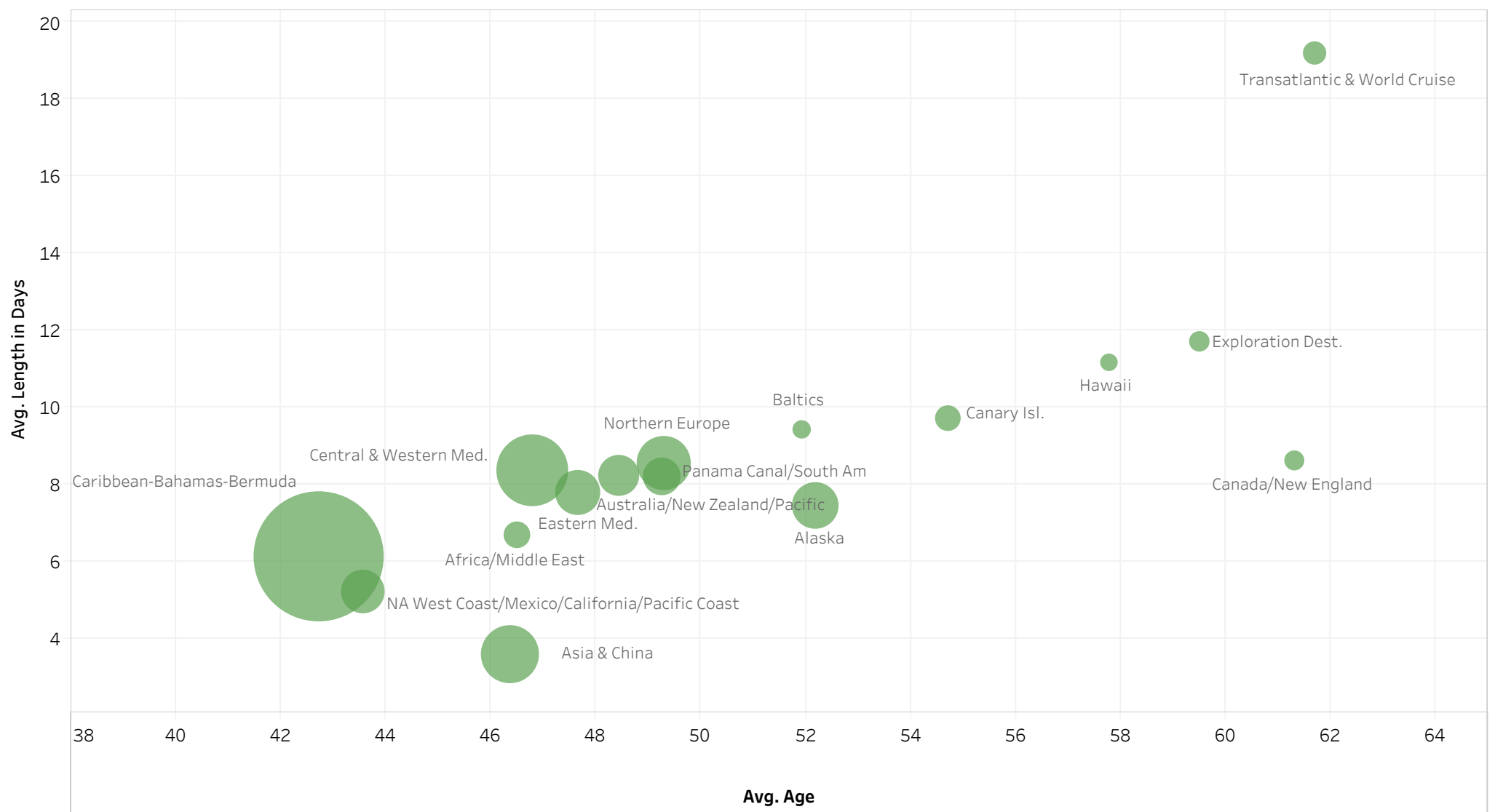


Global Report (Continued)

Average Age and Cruise Length for Top Source Markets, 2023



Average Age and Cruise Length by Destination / Trade Route, 2023





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