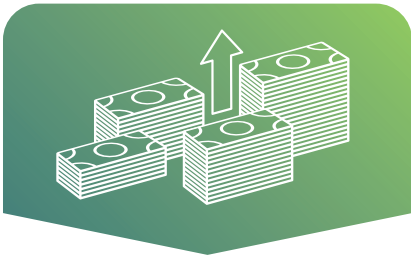




THE PRESENT & FUTURE VALUE OF CRUISE TOURISM

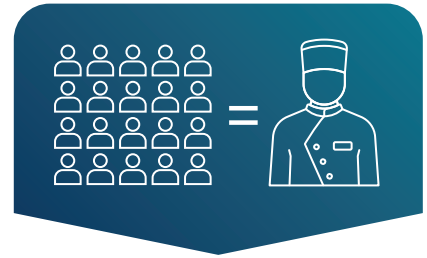
Did you know that the cruise industry is a vital artery for local and national economies around the world?



In 2023, cruise tourism was responsible for **\$168.6 billion** in total economic impact and **1.6 million incremental jobs**.

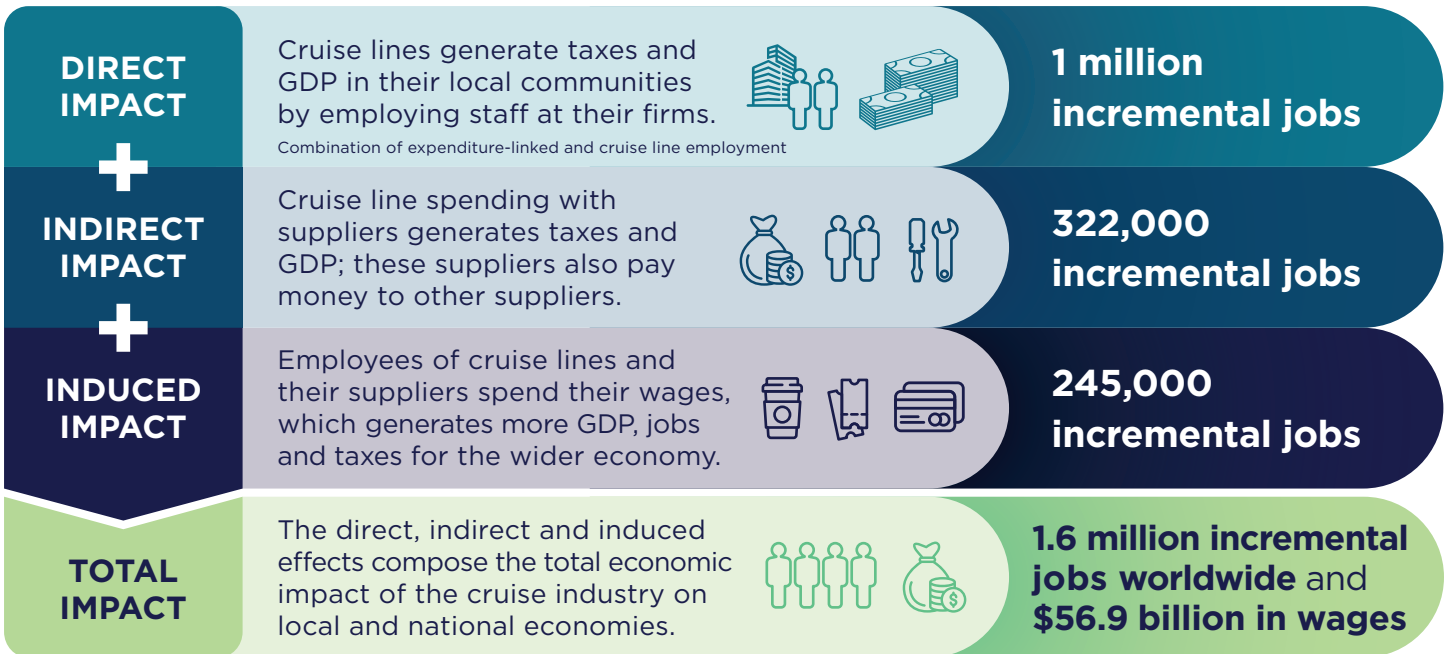


77% of this was attributable to **onshore activities**, which supported **1.2 million incremental jobs**.



Every **20 cruisers** worldwide support **one full-time equivalent incremental job**.

Channels of Economic Impact



The cruise industry is an essential contributor to the global economy, generating billions of dollars in economic output and supporting millions of jobs.