

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 iobs.



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

Channels of Economic Impact

DIRECT **IMPACT**



INDIRECT IMPACT



TOTAL

IMPACT

Cruise lines generate taxes and GDP in their local communities by employing staff at their firms.



Cruise line spending with suppliers generates taxes and GDP; these suppliers also pay money to other suppliers.

Employees of cruise lines and their suppliers spend their wages, which generates more GDP, jobs and taxes for the wider economy.

The direct, indirect and induced effects compose the total economic impact of the cruise industry on



1 million incremental jobs

322,000 incremental jobs

245,000 incremental jobs

local and national economies.



1.6 million incremental jobs worldwide and \$56.9 billion in wages

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