

Sustainable cruise tourism

working with the
communities we visit



CLIA is liaising with ports across the globe to combat concerns surrounding over-tourism and to plan long-term solutions

As the number of people travelling increases, popular destinations are needing to plan carefully how to manage tourism. This is important for all forms of travel and tourism, including cruise tourism.

Cruise itineraries are planned well in advance. Cruise lines plan when a ship will be arriving at a destination, how many people will be on board, and how long they are staying at this location.

This means that cruise ports can prepare for the arrival of cruise visitors many months in advance. In turn, this helps destinations to benefit from the arrival of tourists into their communities.



In 2016, CLIA signed the 'United for Wildlife' declaration committed to the elimination of routes exploited by illegal wildlife traffickers

Partnering with cruise destinations

CLIA and its members engage with cruise destinations in a variety of ways. The industry cooperates with community organisations and local authorities to carefully manage tourist volumes and avoid localised overcrowding.

CLIA has also partnered with the Global Sustainable Tourism Council (GSTC) and cruise destinations to develop sustainability assessments. These assessments help the destinations to identify priorities and risk areas to develop sustainability action plans for the long-term. CLIA and GSTC have also partnered with the Greek cities of Corfu and Heraklion, Greece.

Cruise lines and municipalities have signed a Memorandum of Understanding in the Balearic Islands, and in the French Mediterranean Ports, cruise lines have signed a Charter for Sustainable Cruising alongside the French Government.

Other activities include helping to identify new cruise destinations as well as new and alternative tours to the more well-established destinations.

DID YOU KNOW?



Cruisers spend an average of \$750 over the course of a seven-day cruise.



6 out of 10 returned to a destination first visited via cruise

The destination experience remains important for cruise guests, with the Mediterranean as the most popular destination for Brits

For more information on how the cruise industry is improving its sustainability, you can visit CLIA's sustainability toolkit at: www.cruiseinfohub.com