



April 2024

State of the Cruise Industry Report





Contents

- 3 About Cruise Lines International Association
- 4 Cruise by the Numbers
- 16 Cruise Trends
- 25 Charting the Future of Sustainable Cruise Travel
- 29 The Present & Future Value of Cruise Tourism
- 33 The 2024-2028 Orderbook



About Cruise Lines International Association

Cruise Lines International Association (CLIA) provides a unified voice for the industry as the leading authority of the global cruise community. Together with its members and partners, CLIA supports:

- Policies and practices that foster a safe, healthy and sustainable cruise operations;
- Tourism strategies that maximise the socio-economic benefits of cruise travel; and
- Technologies and innovations that protect and preserve our planet.

CRUISE BY THE NUMBERS





CRUISE BY THE NUMBERS

2023 Passenger Volume

Source Region	2023	2019	% Change (2019 to 2023)
Global	31.7 million	29.7 million	+6.8%
North America	18.1million	15.4 million	+17.5%
Europe	8.2 million	7.7 million	+6.5%
Asia	2.3 million	3.7 million	-37.7%
Australasia	1.4 million	1.35 million	-1.0%
South America	996 k	935 k	+6.6%

CRUISE BY THE NUMBERS

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

- 12% of cruise travelers cruise twice a year.
- 10% of cruise travelers take three to five cruises a year.

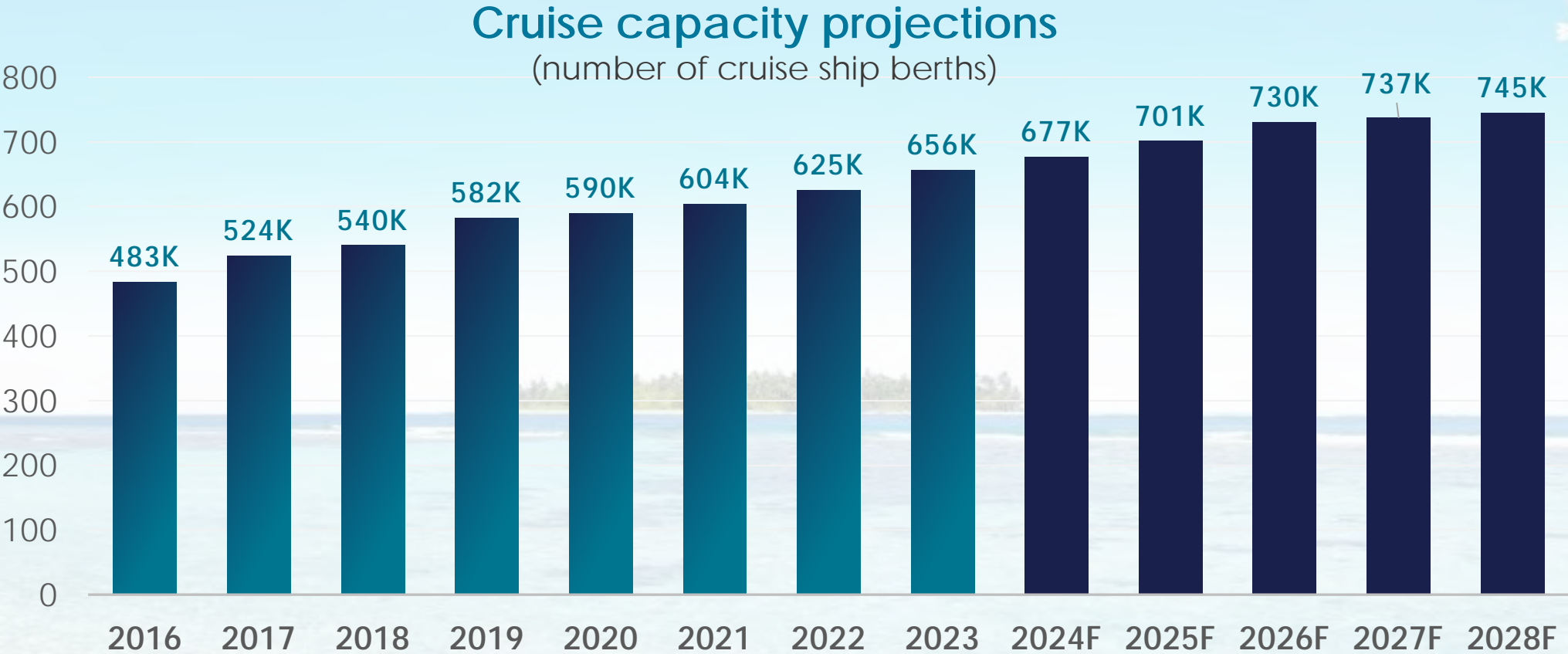
82% of those who have cruised will cruise again

71% of international travelers are considering taking their first cruise

Source: CLIA Sentiment Perception and Intent Survey (March 2024)

CRUISE BY THE NUMBERS

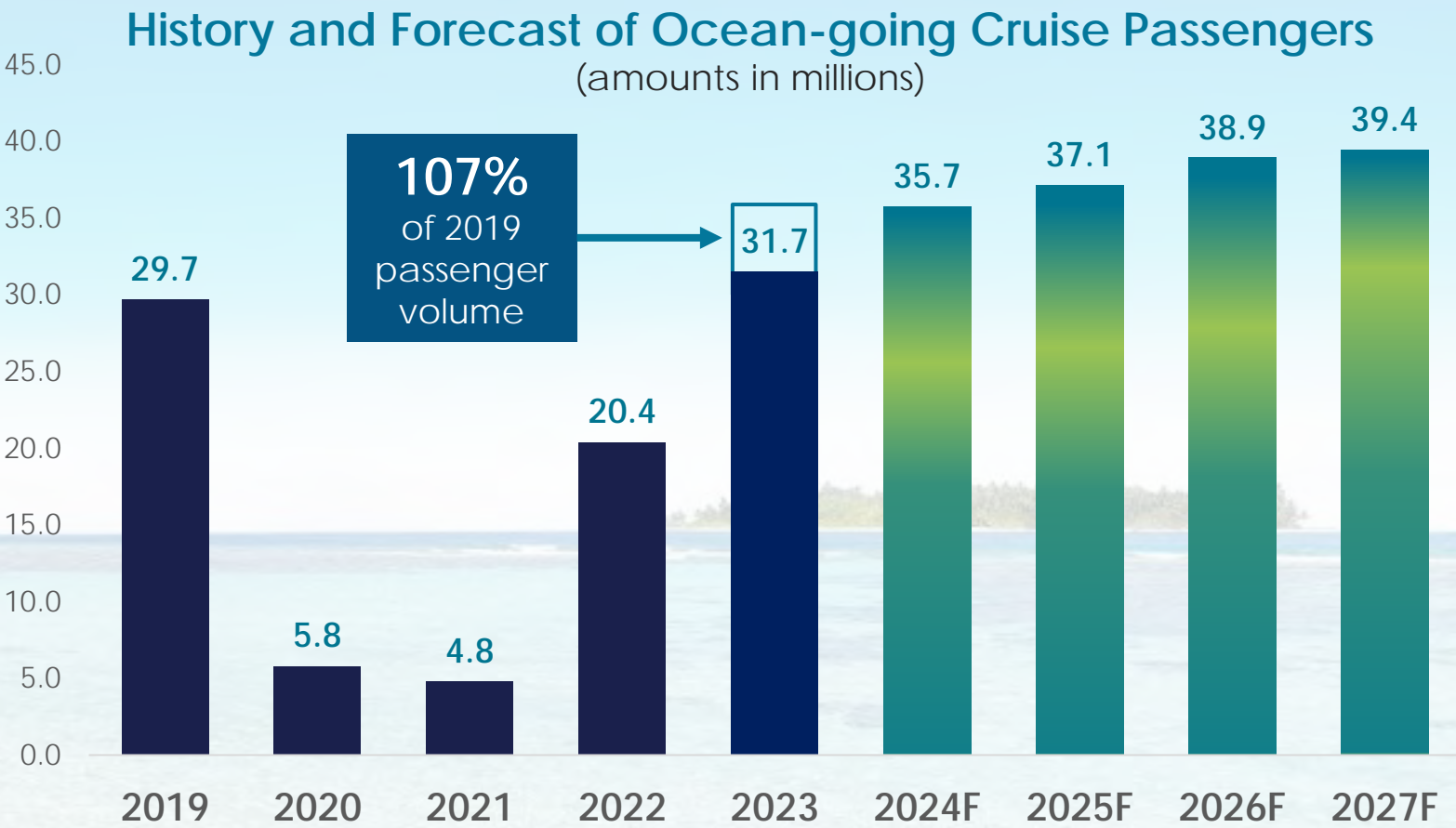
Global cruise capacity is forecast to grow at least 10% from 2024 to 2028



Source: CLIA Forecast

CRUISE BY THE NUMBERS

Cruise Tourism is Resilient—Rebounding Faster than Other Forms of Travel and Tourism



Cruise travel reached 107% of 2019 levels in 2023—with 31.7 million passengers sailing.

This compares to overall international tourism arrivals, which are 12% lower than 2019.

By 2027, cruise is forecast to grow to nearly 40 million passengers

Source: CLIA Passenger Data, 2019 – 2021 and CLIA Cruise Forecast (June 2023)

CRUISE BY THE NUMBERS

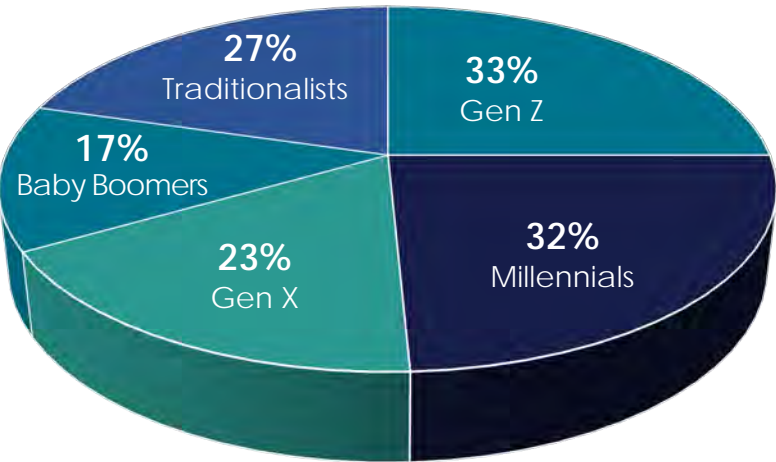
The future of cruise is the younger generation

Gen-X and Millennials are the most enthusiastic about planning a cruise holiday

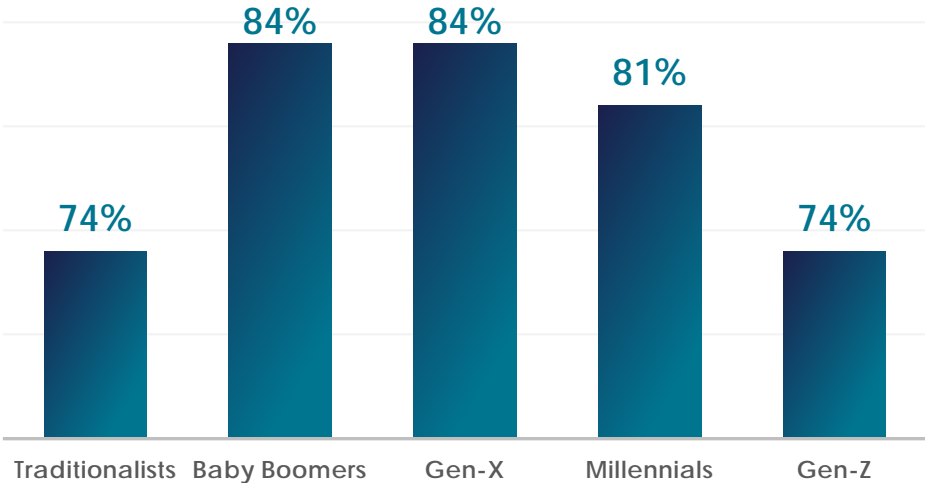
46 Average age of a cruise traveler
(36% are under the age of 40)

Millennials are the most enthusiastic
cruise travelers of the future

65% of cruise travelers are in the
youngest generations

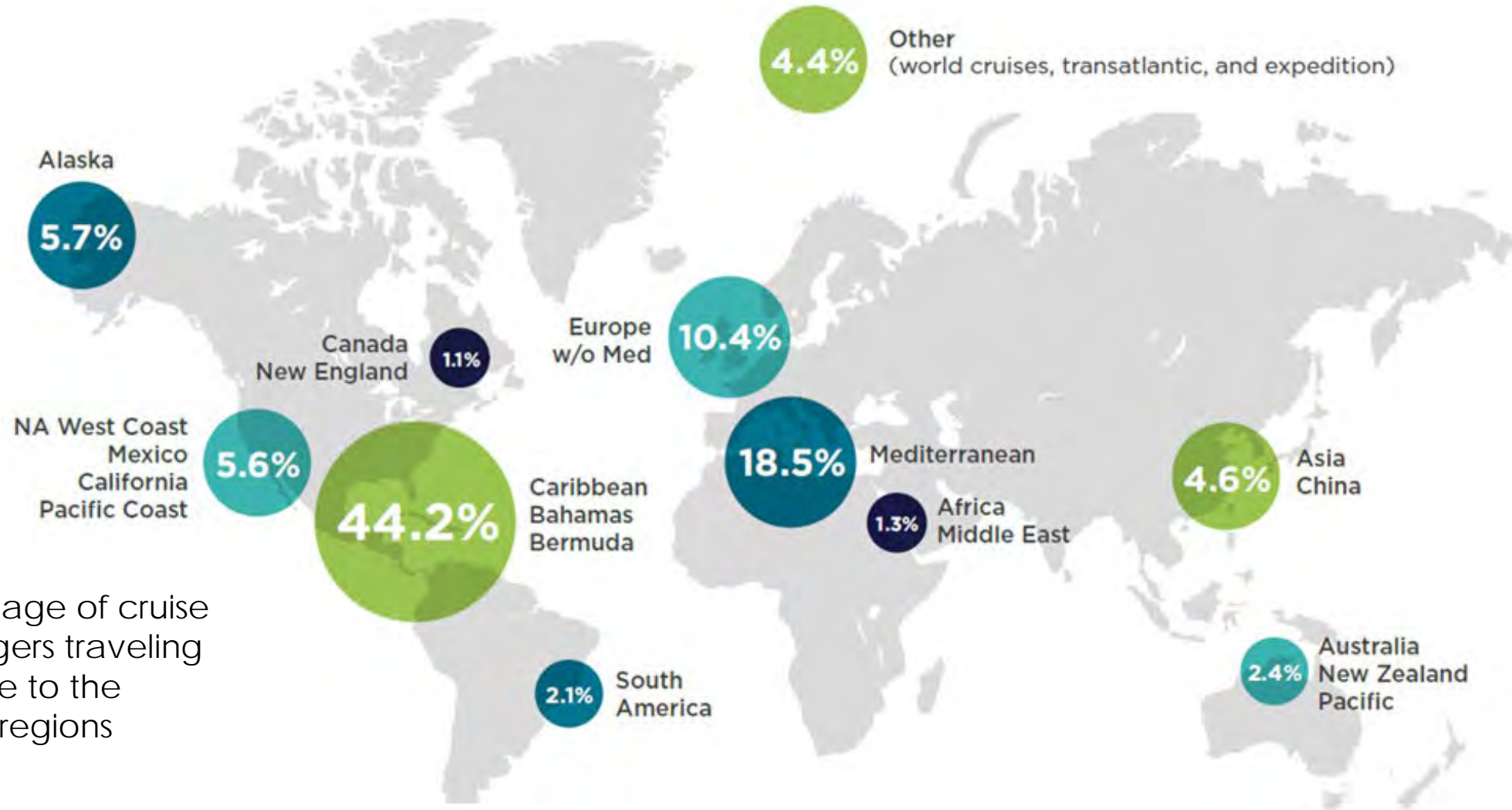


% of Cruise Travelers
who Plan to Cruise Again



Source: CLIA Cruise Traveler Sentiment, Perception, and Intent Survey (March 2024);
cruise travelers who have cruised in the past two years

Cruise is a global industry, with cruise lines operating in every major world region



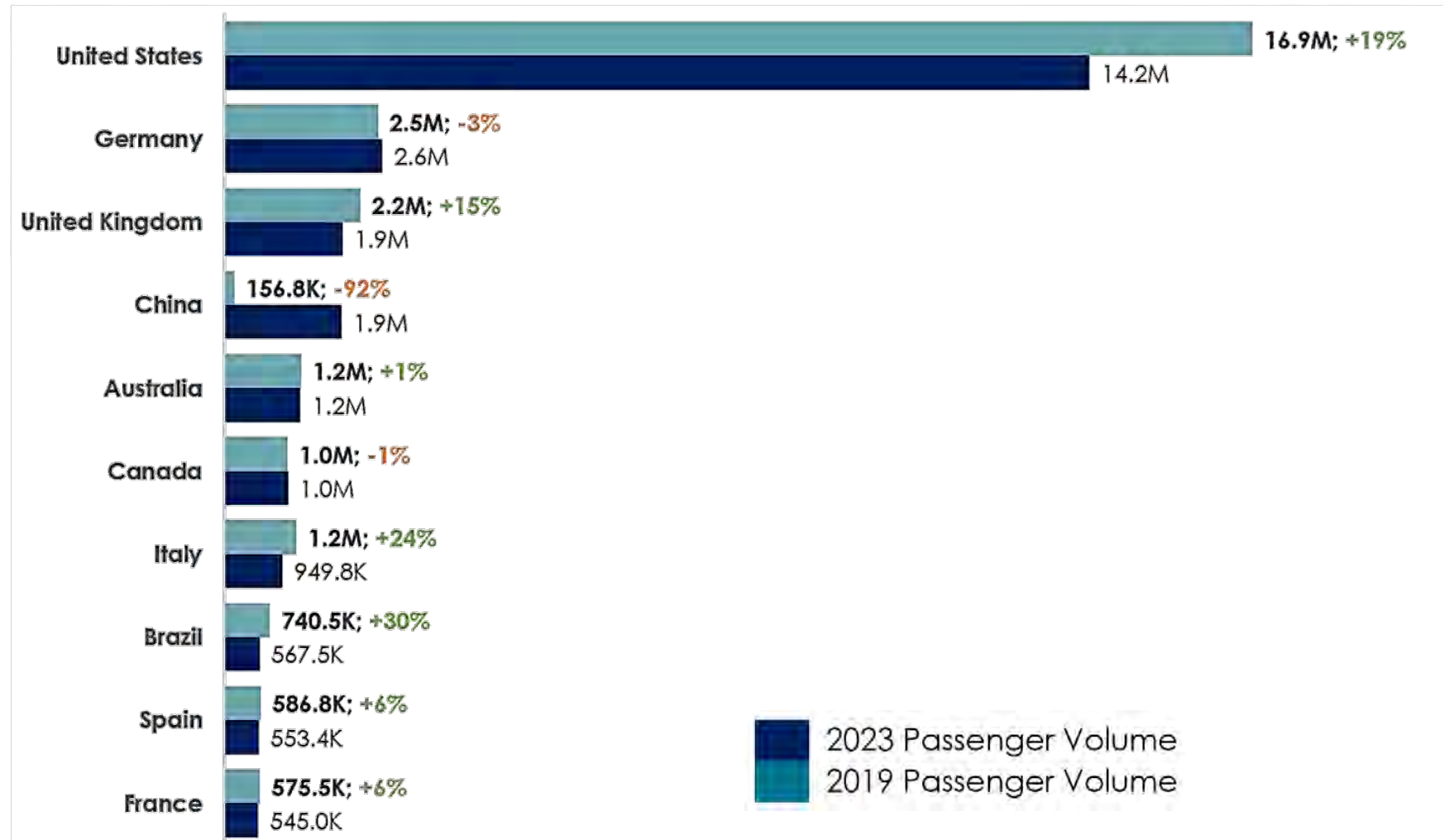
Percentage of cruise passengers traveling by cruise to the world's regions

Source: CLIA 1Resource Deployment Data (2023)

CRUISE BY THE NUMBERS

Top 10 Source Markets (2023 and 2019)

- During 2023, there were significant relative gains in passengers cruising from Brazil, Italy and the UK.
- All other markets generally returned to levels similar to 2019.
- Most increases were in the United States, with an incremental increase of 2.7 million passengers, 19% higher than 2019.

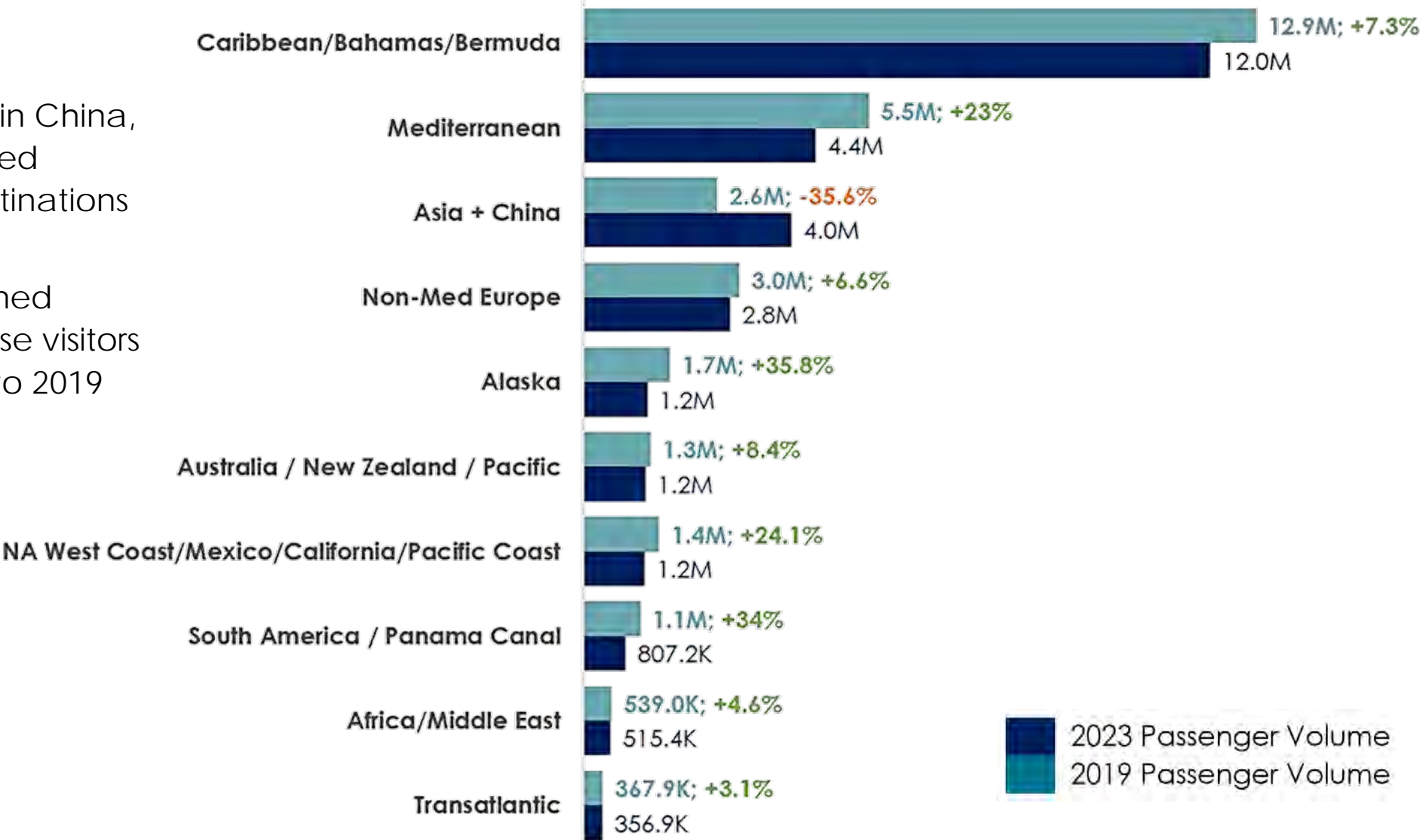


Source: CLIA 2023 Global Passenger Report

CRUISE BY THE NUMBERS

Destinations

- Aside from decline in China, gains were distributed among the top destinations unevenly.
- The Caribbean gained almost 1m new cruise visitors in 2023 compared to 2019



Source: CLIA 2023 Global Passenger Report

CRUISE BY THE NUMBERS

Cruise Demand by Region
(2019 – 2023 + Forecast 2024 – 2028)
passenger volume to destinations (in 000s)

Cruise Market						Forecast				
	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028
Caribbean	11,983	2,986	1,727	9,004	12,496	14,554	15,279	15,859	16,177	16,386
Mediterranean	4,437	285	995	3,762	5,245	5,677	5,901	6,046	6,184	6,223
Asia	3,977	643	656	946	1,622	2,406	3,184	3,806	4,344	4,834
Europe (including Atlantic Islands)	2,798	232	728	2,119	3,222	3,393	3,568	3,692	3,805	3,856
Australasia	1,178	366	12	482	1,268	1,490	1,598	1,684	1,714	1,729
Alaska	1,215	0	121	1,162	1,473	1,528	1,545	1,570	1,618	1,629
Africa / Middle East	515	267	38	264	607	604	642	683	705	723
Other	3,571	1,018	476	2,651	4,119	4,482	4,675	4,805	4,872	4,895
WORLD TOTALS	29,674	5,797	4,753	20,390	30,052	34,134	36,392	38,143	38,419	40,274

Source: CLIA 2023 Global Passenger Report and Forecast



About the Industry

Plenty of room for growth:

Cruise is currently only 2% of the travel and tourism sector.

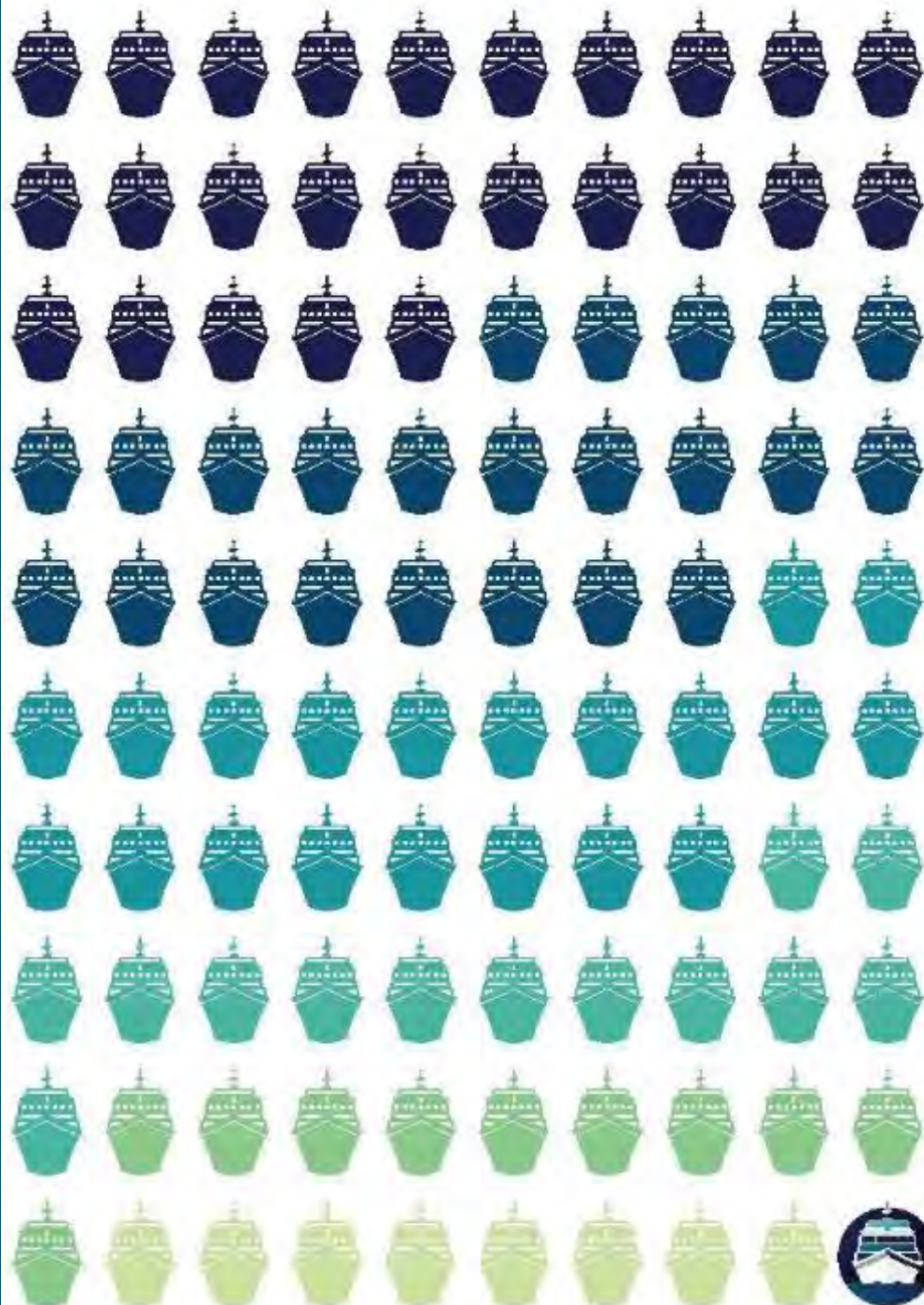
Strong and resilient:

Consistent and steady growth over the past 50 years—with cruise 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.

Cruise ships
comprise
< 1%
of the world's
commercial fleet



25% general cargo ships

23% bulk carriers

20% ferry/ro-ro passenger ships

13% oil and LNG tankers

10% container ships

8% chemical tankers

<1% **cruise ships**
(300 total)

CRUISE TRENDS



Welcome Aboard: There is an increasing number of new-to-cruise travelers.

27%

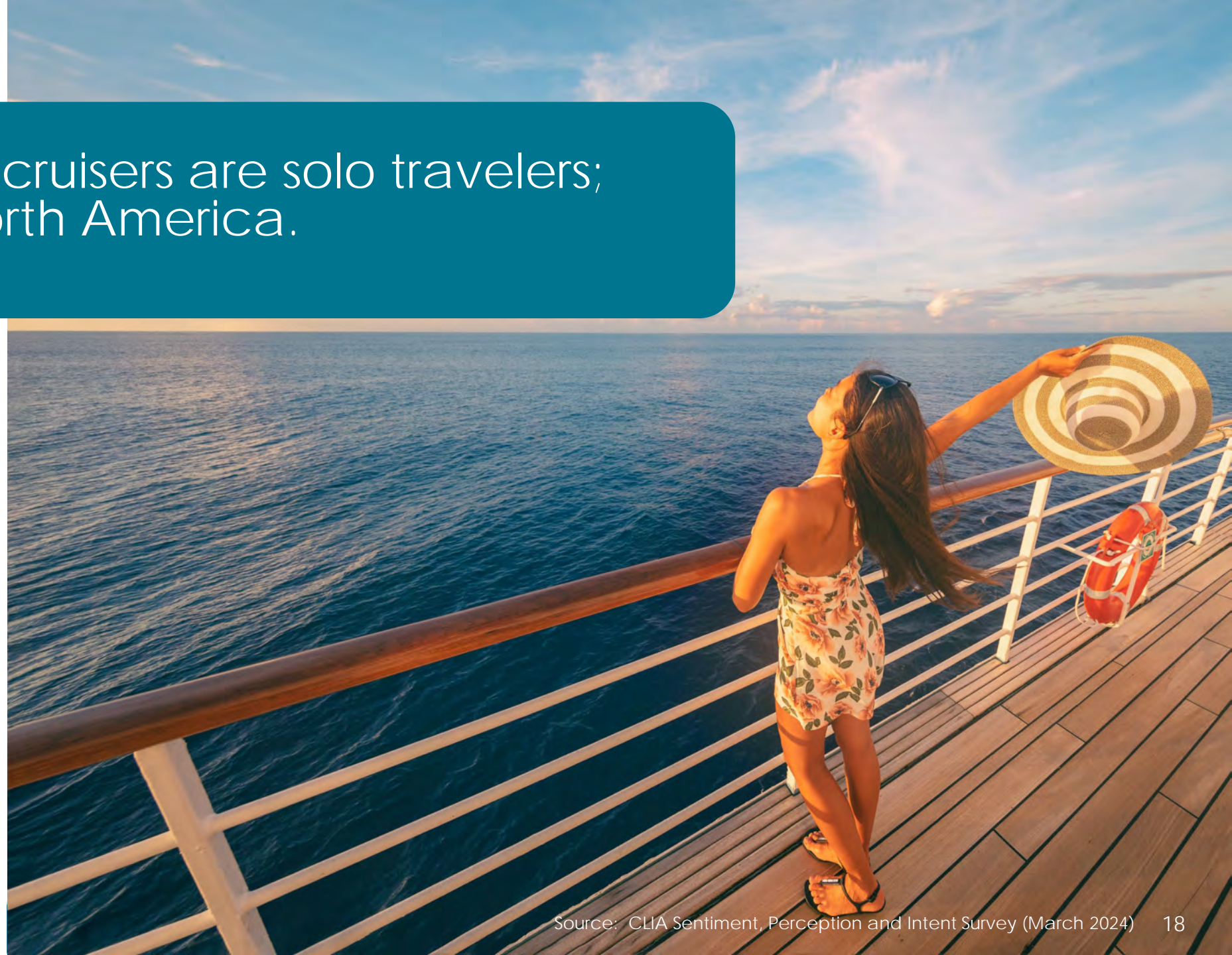
of cruisers over the past two years are new-to-cruise, an increase of 12%

CRUISE TRENDS

Nearly 10% of all cruisers are solo travelers;
most sail from North America.

23%

of solo travelers
sail from
Canada (13%)
and the USA (10%)



Cruises are a top choice for multi-generational travelers—with one-third of families sailing with at least two generations.

28%

of cruise travelers
cruise with
Three to five
generations

CRUISE TRENDS

The ability to visit multiple destinations + value for the money are the top reasons cruisers love to cruise.

11%

of cruise travelers
only considered
cruise for the
holiday this year



Expedition and exploration are the fastest-growing cruise itineraries being sailed.

71%

The number of passengers sailing on expedition itineraries has increased 71% from 2019 to 2023

CRUISE TRENDS

Cruise lines are investing in private islands and beach clubs, including enhancing existing ones.

5

New private islands or beach clubs opening in the next two years



Travel advisors have a meaningful influence on traveler decisions to cruise; the main driver is their advisor's knowledge and experience.

73%

Cruise travelers say travel advisors have a meaningful impact on their decision to cruise

CRUISE TRENDS

Accessibility is a travel imperative, and today more than 100 accessible shore excursions are available in cruise ports of call.

45%

of cruise travelers
who booked
an accessible
shore excursion in
the past year



CHARTING THE FUTURE OF SUSTAINABLE CRUISE TRAVEL



CHARTING THE FUTURE OF SUSTAINABLE CRUISE TRAVEL

CLIA-member cruise lines are sailing to a better future—pursuing fuel flexibility by investing in propulsion technologies, infrastructure and operational efficiencies.

TECHNOLOGY



INFRASTRUCTURE



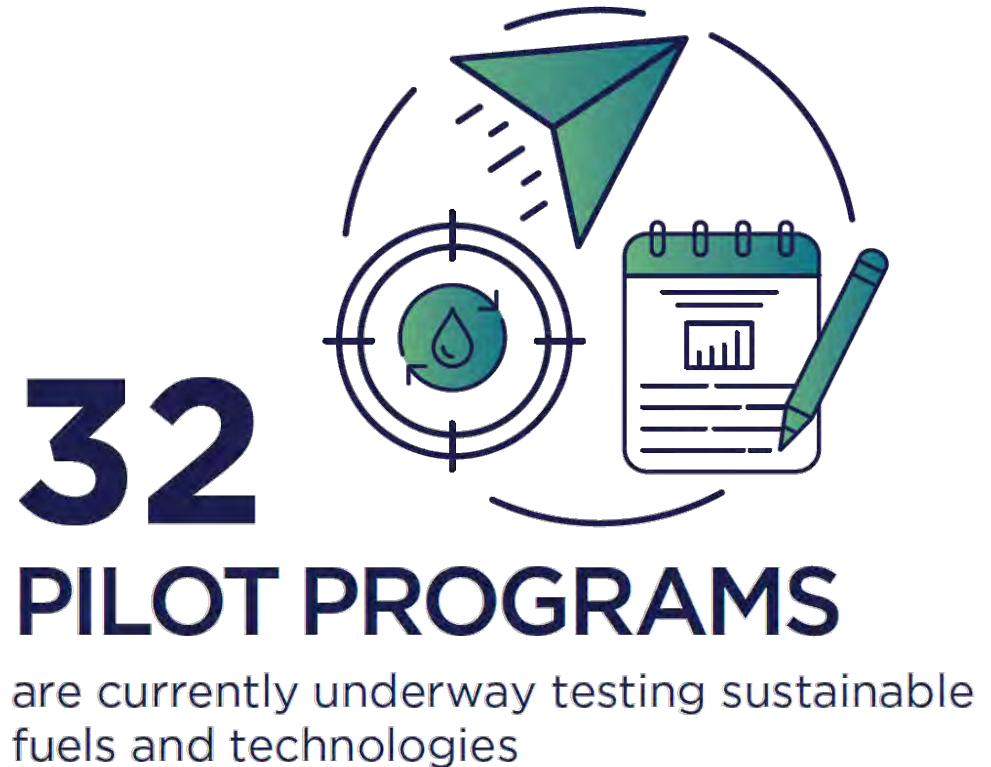
OPERATIONS



CHARTING THE FUTURE OF SUSTAINABLE CRUISE TRAVEL

Pursuing fuel flexibility by investing in propulsion technologies with conversion capabilities for the future

- Cruise lines are building the ships of the future, which will run on new, more sustainable engine technologies.
- There are 32 pilot projects testing future fuels; four ships sailing today using renewable biofuel as an energy source—with an additional four new-build ships being configured for renewable biofuels; including five ships slated to use green methanol and two slated to use green hydrogen.
- 15% of ships entering service in the next five years are being built with battery storage and/or fuel cells to allow for hybrid power generation.



Source: CLIA 2023 Environmental Technologies and Practices Report and Alternative Fuels Survey

CHARTING THE FUTURE OF SUSTAINABLE CRUISE TRAVEL

CLIA-member cruise lines utilize a range of technologies and innovations to advance their sustainability initiatives



Advanced Wastewater Treatment Systems (AWTS) — CLIA cruise line members have committed to not discharging untreated sewage anywhere in the world during normal operations. Cruise lines also utilize AWTS, which operate to a higher standard than shoreside treatment plants in many coastal cities and go well beyond international requirements.



Repurposing and Reducing Waste — Some ships are able to repurpose 100% of waste, transfer surplus heat from machinery to heat water for showers and pools, and significantly reduce food waste by using bio-digesters.



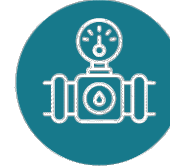
Systems Designed to Protect Marine Life — CLIA members agree to avoid or voluntarily reduce vessel speed in sensitive areas; in addition, many ships have underwater noise and vibration reduction systems, as well as scientists on board to support important ocean and marine life research.



Shoreside Electricity (SSE) — Plugging in when ships are in port allows ship engines to be switched off for significant emissions reductions. Today, 120 ships (46% of the fleet and 52% of global capacity) have SSE.



Water Conservation — State-of-the-art systems and practices enable cruise lines to produce up to 90% of water on board rather than draw from areas where resources are limited.



Fuel Flexibility — Propulsion technologies with conversion capabilities are easily adaptable for the use of bioLNG, synthetic LNG, or methanol when these fuels become available at scale.



Exhaust Gas Cleaning Systems (EGCS) — EGCS technology installed on ships is designed to remove 98% of sulphur and well over 50% of particulate matter, with a 12% reduction in NOx..



Air Lubrication Systems and Hull Coatings — Air lubrication systems and coatings for ship hulls reduce drag and, as a result, increase fuel efficiency by nearly 10%.

Source: CLIA 2023 Environmental Technologies and Practices Report and Alternative Fuels Survey

THE PRESENT AND FUTURE VALUE OF CRUISE TOURISM



ECONOMIC IMPACT

In 2022, Cruise generated 90% of economic impact compared to 2019, despite passenger volumes 70% of 2019 levels*

- The economic contribution from cruise to the economy is enormous despite cruise being just 2% of international travel.
- \$138 billion in total economic impact globally, supporting 1.2 million jobs worldwide and \$43 billion in wages
- In 2023 (results to be published in September 2024), the impact will be even greater given the 50% increase in the number of passengers sailing in 2023 compared to 2022.



* In 2019, with 29.7 million passengers sailing, the cruise sector generated \$155 billion in global economic output.

In 2022, with 20.4 million cruise passengers, the cruise industry contributed

\$138 Bn

to the global economy

1.2 M

jobs worldwide

\$43 Bn

in wages

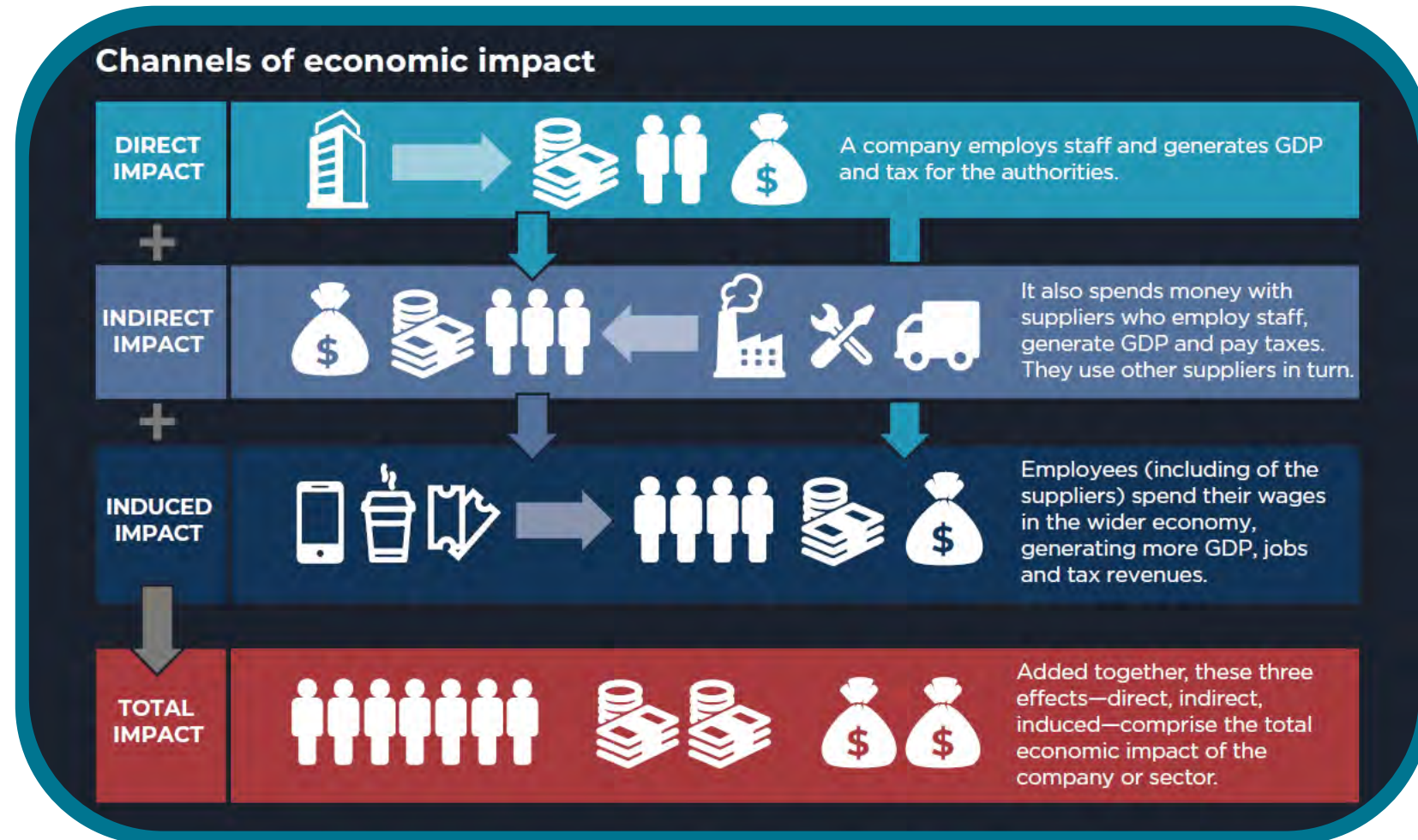
\$69 Bn

worth of Gross Domestic Product (GDP)

ECONOMIC IMPACT

More than 75% of jobs supported by cruise activity are generated by the industry's onshore activities, particularly at ports

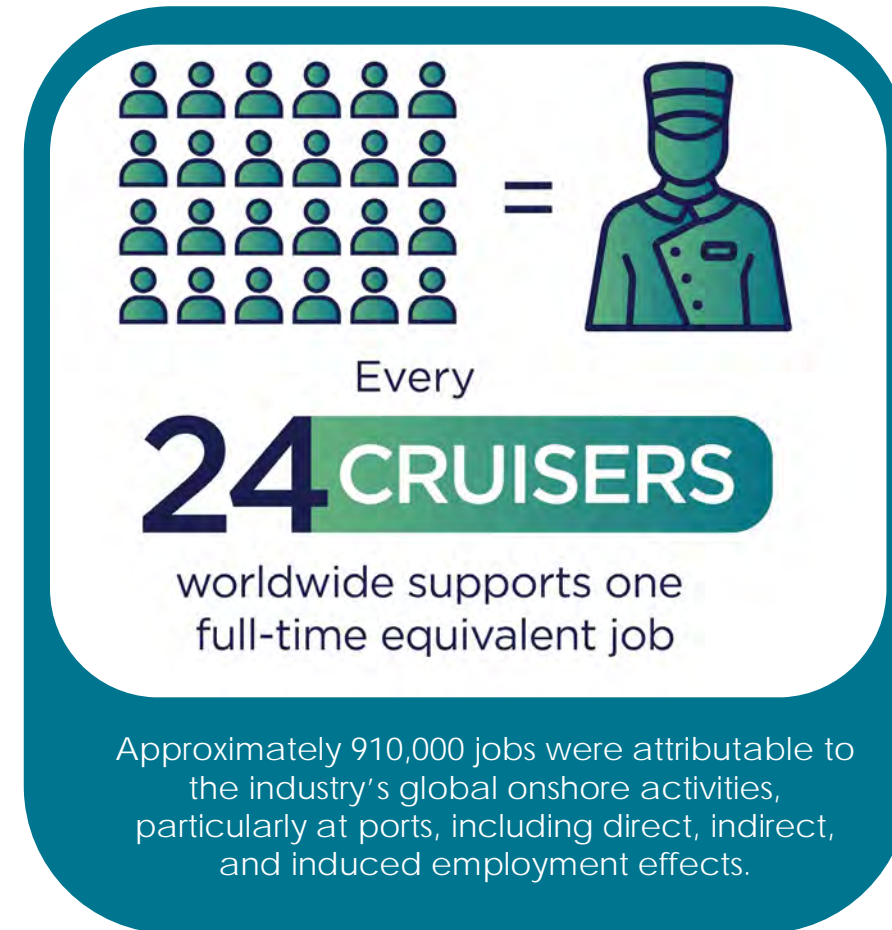
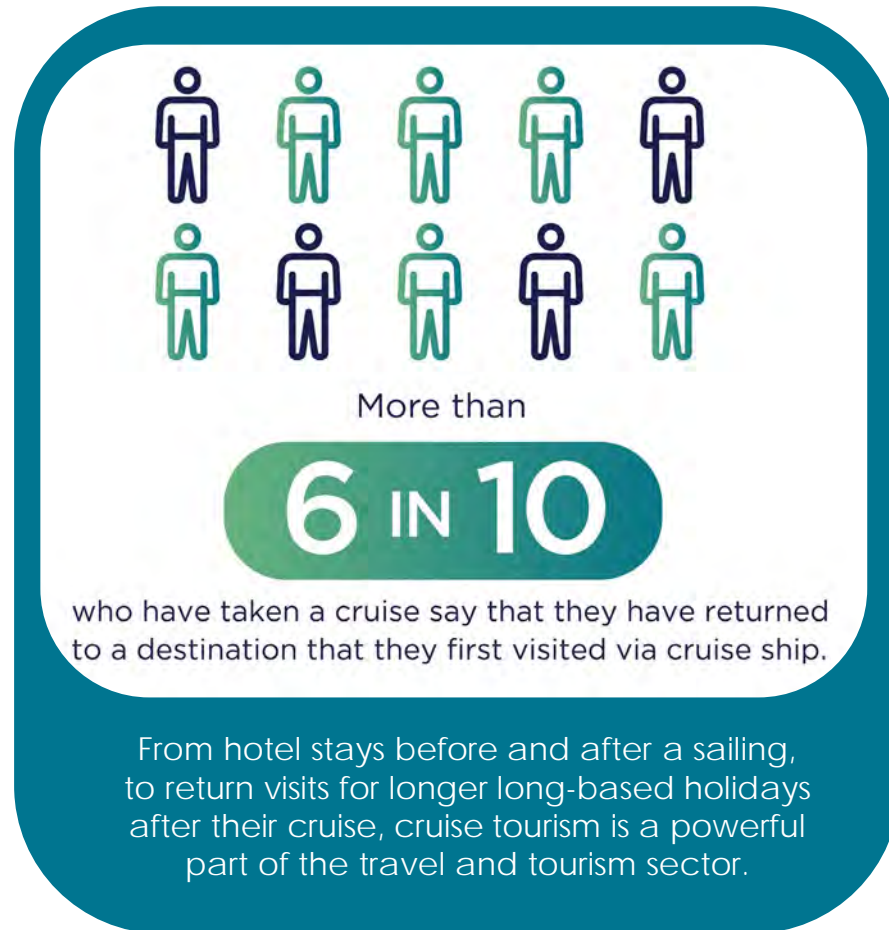
- Approximately 910,000 jobs were attributable to the industry's global onshore activities, particularly at ports, including direct, indirect, and induced employment effects.
- Almost 462,000 jobs were generated through direct effects, 257,000 came through indirect effects, and 191,000 through induced effects.
- In addition, 301,000 jobs were provided by cruise lines. The sum of jobs linked to cruise lines economic impact at ports (910,000) and employment sustained by the cruise lines directly equates to 1.2 million jobs.



Source: CLIA Economic Impact Study | Tourism Economics

ECONOMIC IMPACT

Cruise tourism brings economic and social benefits to communities that extend beyond



Source: CLIA Economic Impact Study | Tourism Economics

2024 – 2028 ORDER BOOK



and CLIA-member cruise line fleet

THE ORDERBOOK AND CLIA-MEMBER CRUISE LINE FLEET

CLIA-member Cruise Line Ships Launching in 2024



Sun Princess

Princess Cruises
4,300 lower berths
Launched Feb 2024



Queen Anne

Cunard Line
3,000 lower berths
Launching June 2024



Disney Treasure

Disney Cruise Line
2,500 lower berths
Launching Dec 2024



Explora II

Explora Journeys
922 lower berths
Launching Aug 2024



Utopia of the Seas

Royal Caribbean Cruises
5,714 lower berths
Launching July 2024



Silver Ray

Silversea Cruises
728 lower berths
Launching Aug 2024



Mein Schiff 7

TUI Cruises
2,900 lower berths
Launching Summer 2024 (date TBA)



Brilliant Lady

Virgin Voyages
2,770 lower berths
Launching 2024 (date TBA)

THE 2024-2028 ORDER BOOK AND CLIA-MEMBER CRUISE LINE FLEET

CLIA-Member Cruise Lines Comprise 8 Ships
Entering Service in 2024

SHIP	BRAND	SHIPYARD	COUNTRY	CAPACITY	LAUNCHING
Sun Princess	Princess Cruises	Fincantieri	Italy	4,300	Launched Feb 2024
Queen Anne	Cunard Line	Fincantieri	Italy	3,000	June 2024
Disney Treasure	Disney Cruise Line	Meyer Werft	Germany	2,500	December 2024
Explora II	Explora Journeys	Fincantieri	Italy	922	August 2024
Utopia of the Seas	Oceanwide	Brodosplit	Croatia	174	July 2024
Silver Ray	Ritz-Carlton	Chantiers de l'Atlantique	France	456	August 2024
Mein Schiff 7	Royal Caribbean	Chantiers de l'Atlantique	France	5,714	Summer 2024 (TBA)
Brilliant Lady	Silversea	Meyer Werft	Germany	728	Date TBA

THE 2024 – 2028 ORDERBOOK

56

Ships

121k

Lower Berths

\$38 billion

Orderbook Value

THE ORDERBOOK AND CLIA-MEMBER CRUISE LINE FLEET

CLIA-member Cruise Lines Currently have 35 Ships on the Orderbook through 2028

YEAR	SHIPS	CAPACITY (Lower Berths)				VALUE
		Total	Average	Minimum	Maximum	
2024	8	22,834	2,854	728	5,314	\$6.4 billion
2025	10	36,041	3,604	200	6,000	\$9.6 billion
2026	6	19,703	3,284	200	5,610	\$4.9 billion
2027	7	19,694	2,813	200	5,400	\$5.7 billion
2028	4	13,486	3,72	922	5,714	\$4.2 billion

CLIA-member Cruise Line Ships Launching in 2024

8
Ships

23.8k
Lower Berths

\$6.4 billion
Orderbook Value

CLIA-member Cruise Line Ships on the 2024 – 2028 Orderbook

35
Ships

112k
Lower Berths

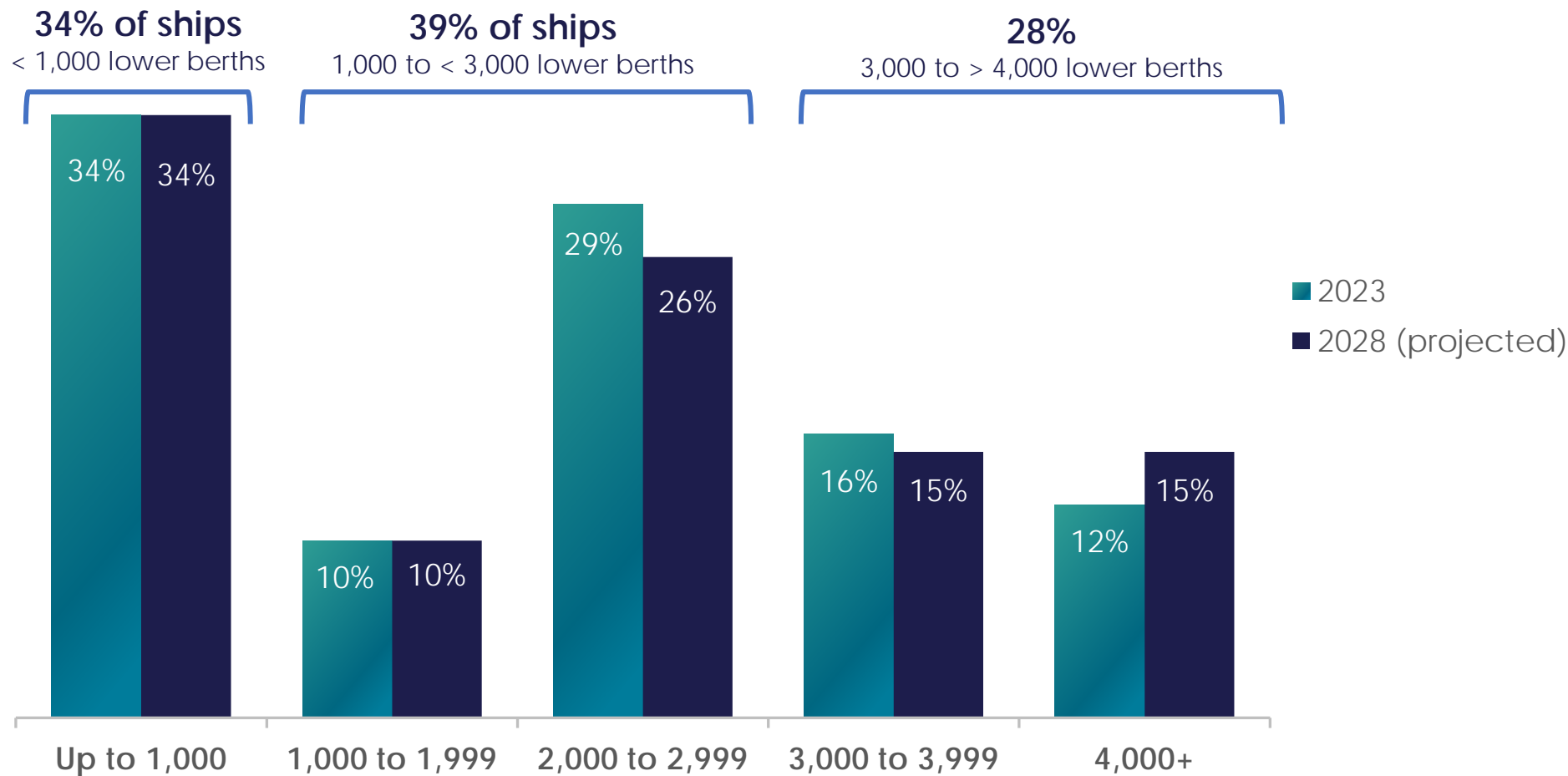
\$30.8 billion
Orderbook Value

THE ORDER BOOK AND CLIA-MEMBER CRUISE LINE FLEET

The Current and Future Fleet includes a Balance of Ship Sizes

Percentage of CLIA-member cruise line ships by ship size (2023 through 2028)

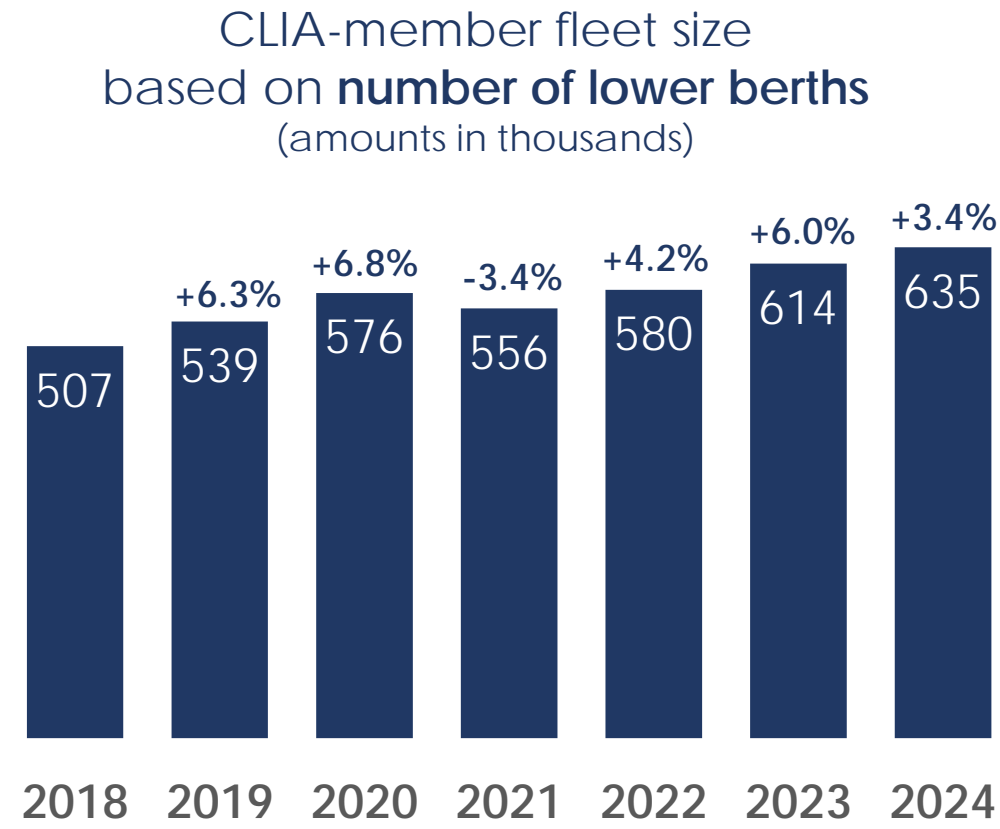
(based on passenger capacity; percentages shown in brackets are based on today's fleet)



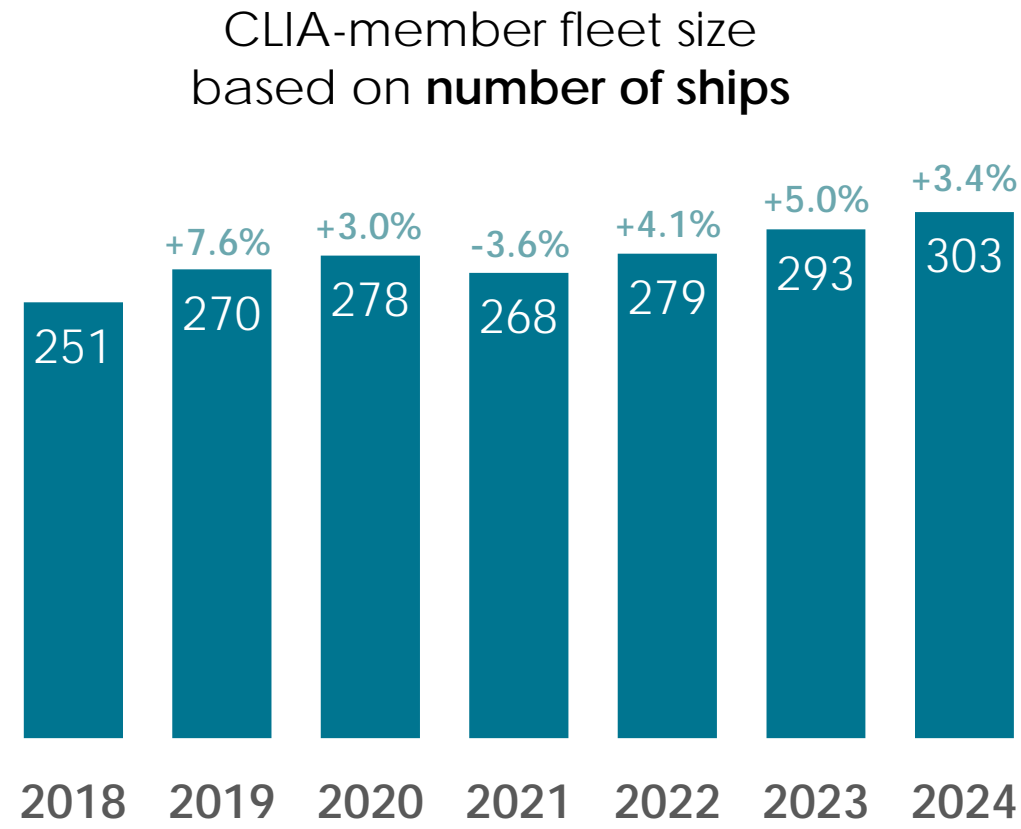
Source: CLIA analysis of cruise line member ship fleet; 2028 projected fleet profile is as of December 2023)

THE ORDER BOOK AND CLIA-MEMBER CRUISE LINE FLEET

The CLIA-member Cruise Line Fleet: Surpassing 300 ships in 2024



CLIA-member cruise line fleet capacity accounts for ~95% of global ocean-going lower berths



The CLIA-member cruise line fleet reached a record-high of 300 ships in 2024



cruising.org

#WeAreCruise