



# 2019 CRUISE TRENDS & INDUSTRY OUTLOOK

Cruise Lines International Association (CLIA), the world's largest cruise industry trade association, has released the **2019 Cruise Trends and State of the Cruise Industry Outlook**. The report offers a look at the trends impacting cruise travel in the coming year and beyond as well as the overall global economic impact.

Cruise Lines International Association (CLIA) is the **unified global organization** helping members succeed by advocating, educating and promoting for the common interests of the cruise community.

# CLIA MEMBER COMMUNITY

## 50+ Cruise Lines

Ocean, river and specialty cruise lines, representing more than 95 percent of global cruise capacity



## 340+ Executive Partners

Key suppliers and cruise line partners, including ports & destinations and ship development, suppliers and business services



## 15,000 Travel Agencies

Includes the largest agencies, hosts, franchises and consortia



## 25,000 Travel Agent Members Worldwide

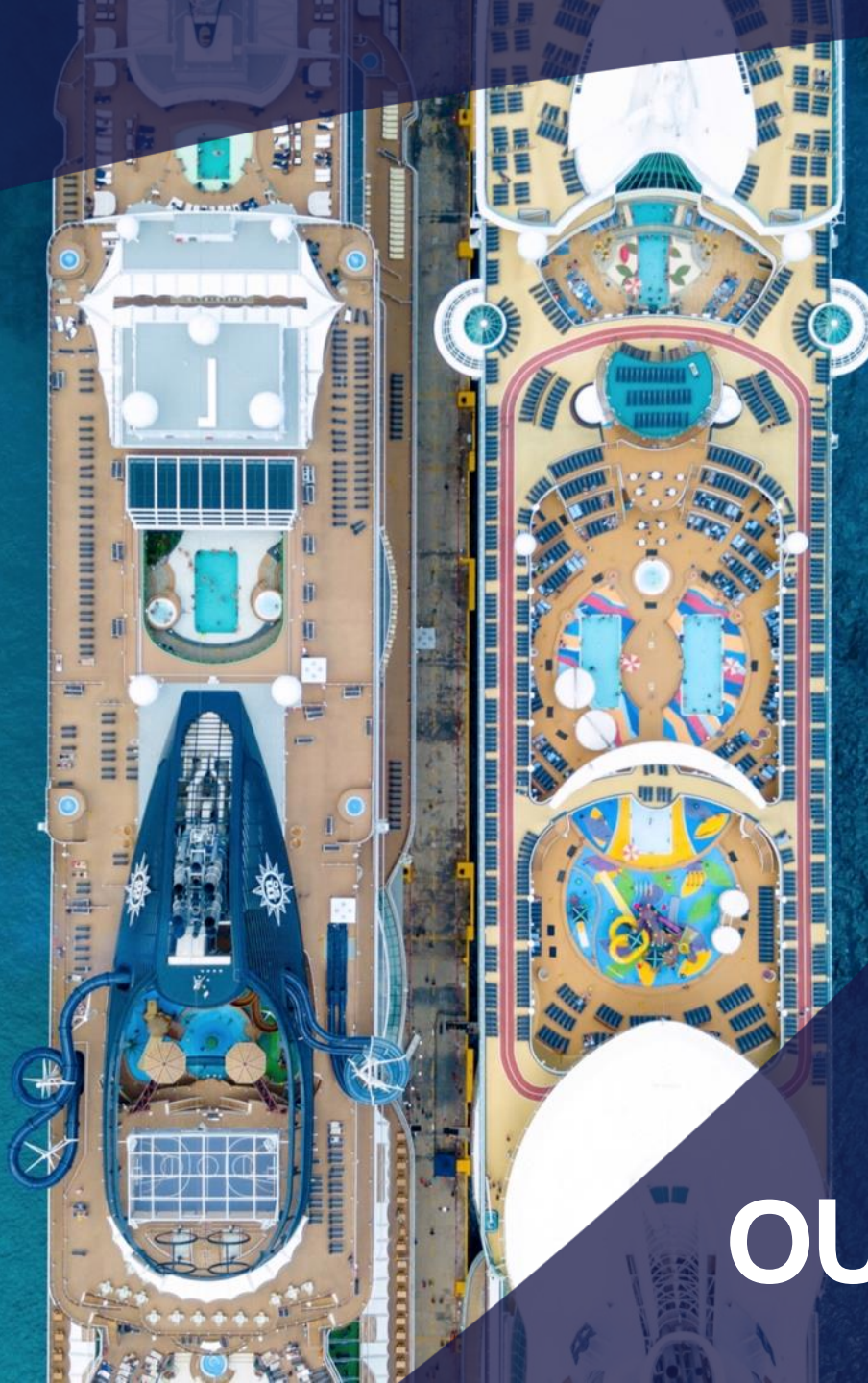


# GLOBAL VOICE



## 7 Regions Around the World

Australasia / Brazil / Europe / North America / Asia / Canada / UK & Ireland



# TREND OUTLOOK

1

# INSTAGRAMMABLE CRUISE TRAVEL

Instagram photos are driving interest in travel around the world. With onboard connectivity, cruise passengers are filling Instagram feeds with diverse travel experiences both onboard and on land from several cruise destinations.



# 2

## TOTAL RESTORATION

Stressed out from fast-paced lives, travelers are seeking ways to check out from daily responsibilities and rejuvenate more than ever before. Cruise lines are responding by offering total wellness in the form of restorative spa experiences, onboard oxygen bars, healthy menu choices for a wide variety of diets, and the latest in fitness innovations.



# 3

## ACHIEVEMENT OVER EXPERIENCES

Experiential travel has evolved into achievement travel as vacationers are looking for experiences beyond sightseeing. Bucket lists have become goal-oriented and cruise lines are meeting these demands. Passengers can conquer Machu Picchu or complete culinary workshops hosted by Le Cordon Bleu chefs.



# 4

## ON-BOARD SMART TECH

Travelers use tech in daily lives and are expecting smart tech when vacationing as well. Cruise lines have adopted technology for cruise travelers—including keychains, necklaces, bracelets, apps and more—in order to provide a highly personalized travel experience while on and off the ship.

# 5

## CONSCIOUS TRAVEL

Travelers want to see the world in a conscious, mindful way. The cruise industry is more conscientious than ever, working to local destinations to local cultures, landmarks and minimize environmental footprints.





6

# ACCESS IS THE NEW LUXURY

Travelers are setting sights on destinations that were previously out of reach – some only accessible now by cruise ship – from the Galapagos Islands to Antarctica.

# 7

## GEN Z AT SEA



Generation Z is set to become the largest consumer generation by the year 2020—outpacing even Millennials. This generation like the one before, prefers experiences over material items and is seeking out travel. The appeal of multiple destinations and unique experiences, such as music festivals at sea, is attracting this new category of cruisers.

# 8

## OFF PEAK ADVENTURES

The off-peak season is rising in popularity whether travelers want to escape the cold in a tropical locale or embrace the chill in a new destination. Cruising offers some once in a lifetime experiences during colder months including excursions to see the Northern Lights, visiting a penguin colony and touring European Christmas markets.



# 9

## WORKING NOMADS

Combining work with leisure time is on the rise. Straying far from the notion of device-free travel, many modern travelers or “digital nomads” are opting for trips where they can work remotely which cuts down on time off and lost wages. With WiFi, desks and work-friendly cafes, travelers can keep up with work while enjoying a cruise vacation.



# 10

With the number of female travelers growing, many tourism and travel companies are creating female-centered itineraries based on interests and connecting women with other women. Female-centered cruises can create a female empowerment community at sea while allowing travelers to experience the world around them, as well as famous feminist landmarks.



# 11

## GOING SOLO

With more Google searches for “solo travel” and “traveling alone” than ever before, solo traveling is rising in popularity. Cruising allows for solo travel without the worry of arranging a ton of details while visiting even the most far-reaching destinations and connecting with other travelers, forming community bonds and once-in-a-lifetime experiences.



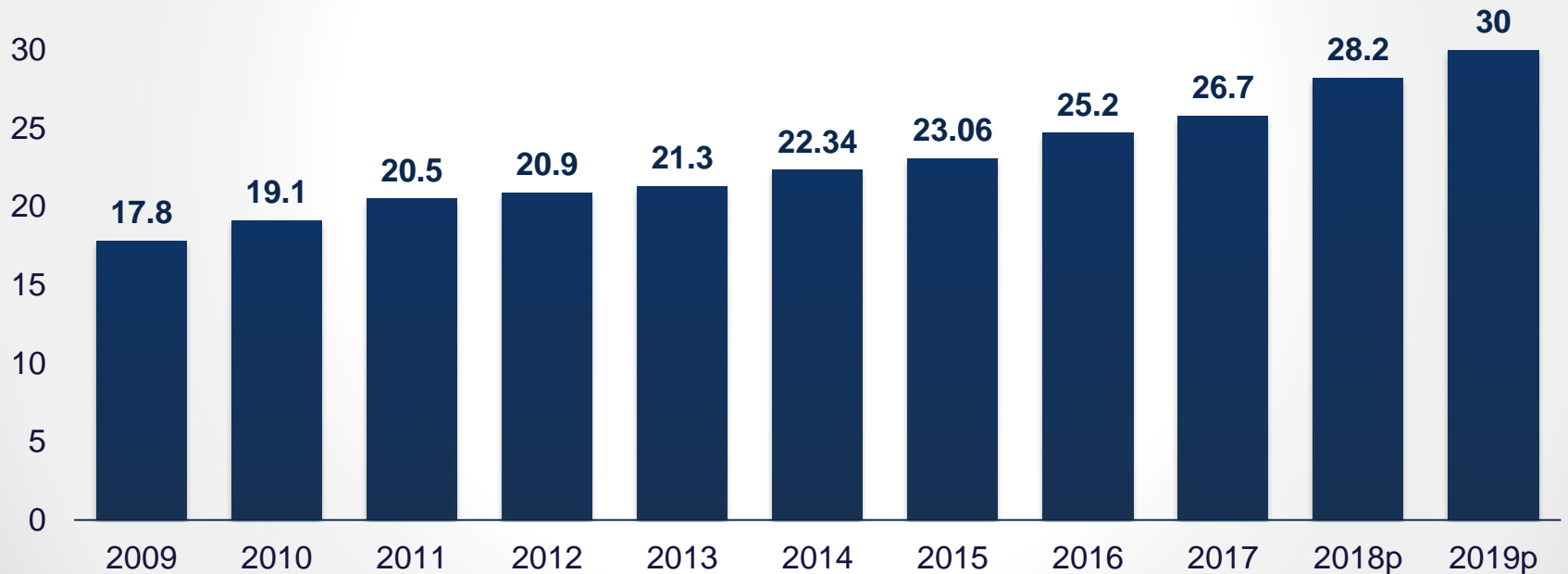
A man wearing a tan hat and a dark blue jacket is seen from behind, looking out over a vast ocean from the deck of a ship. The background shows a hazy coastline with mountains under a clear sky. The image is framed by dark blue geometric shapes in the corners.

# 2019 CRUISE INDUSTRY OUTLOOK

# 2019 PASSENGER CAPACITY SNAPSHOT

2019 = 30 Million Passengers Expected to Cruise

## CLIA Global Ocean Cruise Passengers (In Millions)



p = projection

# MORE SHIPS

**272** CLIA-Member Cruise  
Ships Projection in  
Operation in 2019

**18** New CLIA-Member  
Ocean Ships Scheduled  
to Debut in 2019



# NEW SHIPS DEBUTING IN 2019

## CLIA Ocean Member Cruise Lines Represented

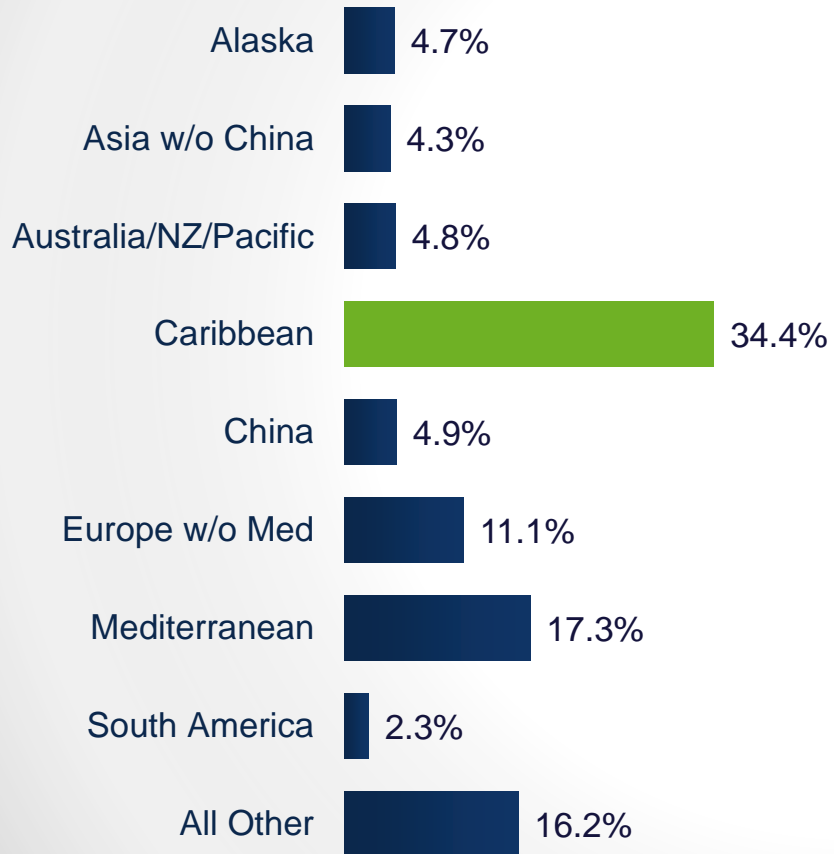
### CRUISE LINE

### SHIP NAME

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<b>Aurora Expeditions</b>	Greg Mortimer
<b>Carnival Cruise Line</b>	Carnival Panorama
<b>Celebrity Cruises</b>	Celebrity Flora
<b>Costa Cruises</b>	Venezia   Smeralda
<b>Coral Expeditions</b>	Coral Adventurer
<b>Hapag-Lloyd</b>	Hanseatic Nature   Hanseatic Inspiration
<b>MSC Cruises</b>	MSC Grandiosa   MSC Bellissima
<b>Norwegian Cruise Line</b>	Norwegian Encore
<b>PONANT Yacht Cruises and Expeditions</b>	Le Dumont-d'Urville   Le Bougainville
<b>Princess Cruises</b>	Sky Princess
<b>Royal Caribbean International</b>	Spectrum of the Seas
<b>Scenic Luxury Cruises and Tours</b>	Scenic Eclipse
<b>Saga Cruises</b>	Spirit of Discovery
<b>TUI Cruises</b>	Mein Schiff 2

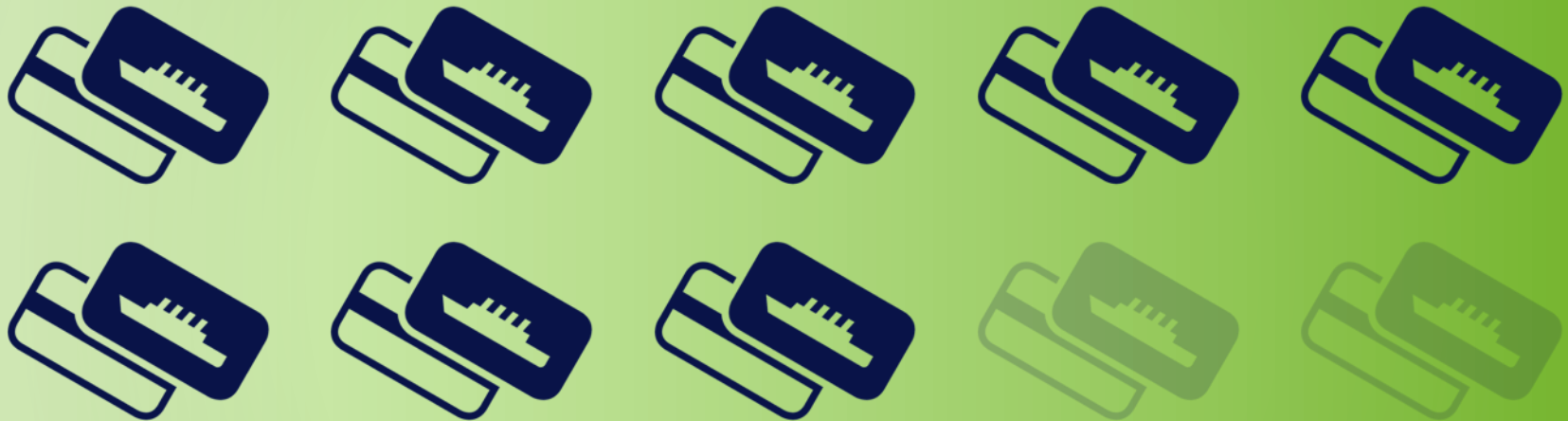
# DEPLOYMENT



Percent of Share



# TRANSLATING TO BOOKINGS



## More Than Eight Out of Ten

**CLIA-Certified Travel Agents Stated They are Expecting an Increase in Sales in 2019 Over Last Year**



# ECONOMIC IMPACT

# 2017 GLOBAL ECONOMIC IMPACT

**26.7  
Million**

**PASSENGERS**

**1,108,676  
Jobs**

**FT EQUIVALENT  
EMPLOYEES**

**\$45.6  
Billion**

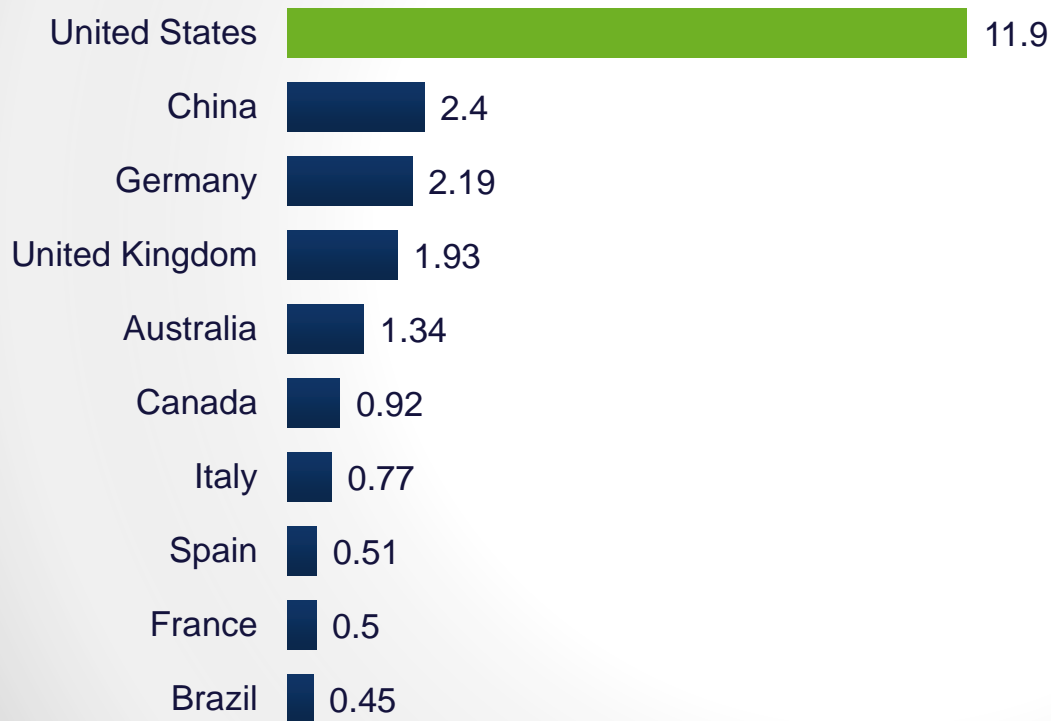
**WAGES + SALARIES**

**\$134 Billion**

**TOTAL OUTPUT WORLDWIDE**



# WHERE ARE PASSENGERS COMING FROM?



Passengers in Millions



# THANK YOU

For more information, please visit  
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