



# 2021 STATE OF THE CRUISE INDUSTRY OUTLOOK



Cruise Lines International Association (CLIA), the leading voice of the global cruise industry, has released the annual 2021 State of the Cruise Industry Outlook.

Following a year unlike any other in the history of the industry, this report offers a look at the trends and analytics propelling the cruise industry forward in the coming year and beyond.

# OUTLOOK SNAPSHOT

MESSAGE FROM THE PRESIDENT AND CEO.....	4
2020 INDUSTRY TRENDS.....	5
SPOTLIGHT ON RESPONSIBLE TOURISM.....	11
THE FLEET OF THE FUTURE.....	16
2019 PASSENGER DATA.....	20
ECONOMIC IMPACT.....	23
ABOUT CLIA.....	28



# MESSAGE FROM KELLY CRAIGHEAD

## PRESIDENT AND CEO



In a year marked by hurricanes, wildfires, and the worst public health crisis the world has experienced in over 100 years, we have seen our industry and our communities challenged in ways we could have never imagined.

The reality of 2020 sits in stark contrast to the year that immediately preceded it. In 2019, the global cruise industry welcomed nearly 30 million passengers, creating jobs for 1.8 million people around the world and contributing over \$154 billion to the global economy. With this growth came increased recognition of cruising as one of the best ways to experience the world, and our industry was focused on achieving previously unthinkable milestones to pave the path for a brighter and more sustainable future.

As with the rest of the world, our plans for 2020 were turned upside down at the emergence of the COVID-19 pandemic, culminating in the voluntary suspension of cruise operations worldwide in mid-March. In the months that followed, our industry wasted no time engaging leading experts and government authorities to strengthen already robust public health measures and to put people and communities first. With enhanced measures in place, an initial resumption of cruising began in Europe and some other parts of the world, building confidence in the industry's new protocols and inspiring hope for the future.

As we turn the page on 2020, the 2021 State of the Cruise Industry Reports highlights the progress that we have made over the last 12 months and underscores the leadership of the cruise industry and its constant drive to innovate and lead the way in responsible tourism.

On behalf of CLIA and all of our members, we look forward to building on all that we have achieved together in 2020 and to reaching new heights in 2021.

# 2020 INDUSTRY TRENDS



# PUTTING PEOPLE FIRST

The cruise industry took immediate and aggressive action in response to the emergence of the COVID-19 public health crisis, working under the guidance of international and national health authorities at every step.



### **IMMEDIATE RESPONSE**

CLIA announced the first changes to its public health policy at the end of January, within 24 hours of the WHO's initial declaration of a public health emergency.



### **SUSPENSION OF OPERATIONS**

By mid-March, CLIA members voluntarily suspended cruise passenger sailings worldwide, making the cruise industry one of the first and only industries to temporarily pause commercial operations in the interest of public health.



### **CREW REPATRIATION**

CLIA cruise lines defied the odds and overcame unprecedented challenges to repatriate over 100,000 crew members, often via ship due to commercial air travel restrictions and other barriers.

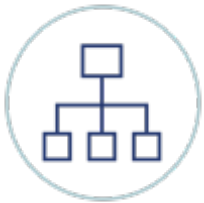
## 2020 INDUSTRY TRENDS

# THOUGHTFUL PLANNING



### EXPERT ENGAGEMENT

The cruise industry sought the insights and guidance of leading scientists and public health experts to help plan for a responsible return to passenger service.



### ENHANCED PROTOCOLS

The recommendations of outside experts helped inform a mandatory set of enhanced protocols for CLIA ocean-going members that address the entirety of the cruise experience.



### CONTINUOUS EVALUATION

The cruise industry will continue to engage with leading experts and public health authorities to make appropriate adjustments as conditions change and new advancements are made.



## 2020 INDUSTRY TRENDS

# FOLLOWING THE SCIENCE

CLIA members embraced rigorous and science-backed measures to help protect passengers, crew and destinations and support a phased resumption of passenger operations during the health emergency.



### EMBARKATION & TESTING

- 100% Passenger Testing
- 100% Crew Testing
- Additional Screenings



### ONBOARD PROCEDURES

- Mask Requirements
- Physical Distancing
- Ventilation Strategies



### MEDICAL & PUBLIC HEALTH

- Enhanced Communications
- Health Evaluations
- Pre-arranged Response Logistics



### SHORE EXCURSIONS

- Strict Protocols
- Coordination with Destinations
- Denial of Boarding for Violations



# PHASED RESUMPTION

With strict protocols in place, and with the approval and support of local and regional authorities, cruise ships are gradually resuming operations around the world.

- Following the global pause in cruise operations in mid-March, cruises resumed sailing in parts of Europe, Asia and the South Pacific beginning in July 2020.
- From early July through mid-December 2020, there were more than **200 sailings**.
- The success of these initial sailings demonstrates that the new protocols are working as designed—to mitigate the risk of COVID-19 among passengers, crew and the destinations cruise ships visit.
- The industry is on a path to resumption in the United States, Canada, Mexico, the Caribbean and elsewhere in 2021.

## 2020 INDUSTRY TRENDS

# RESILIENCY AND OPTIMISM

One of the defining characteristics of the cruise industry is its resiliency. Despite a challenging year in 2020, there is reason for hope and optimism heading into 2021.

# 74%

of cruisers are likely to cruise in the next few years

# 2 out of 3

cruisers are willing to cruise within a year

# 58%

of international vacationers who have never cruised are likely to cruise in the next few years

*Source: CLIA-Qualtrics Survey December 2020- 4,000 International vacationers each, eight countries, U.S, Canada, Australia, UK, Germany, France, Italy and Spain*



# SPOTLIGHT ON RESPONSIBLE TOURISM



# SPOTLIGHT ON RESPONSIBLE TOURISM

## SUSTAINABILITY

Even as CLIA members worked tirelessly to address the impacts of COVID-19, the cruise industry remained focused on its commitment to a cleaner, more sustainable future.



**\$23.5 BILLION**

Invested in ships with new technologies and cleaner fuels to reduce carbon emissions.



**40% TARGET**

Rate of reduction in carbon emissions by 2030, compared to 2008.



**24 SHIPS**

On orderbook through 2027, committed to be powered by liquified natural gas (LNG).



# SPOTLIGHT ON RESPONSIBLE TOURISM

## INNOVATION

The cruise industry continues to lead the way in the adoption of cutting-edge maritime environmental technologies.



### **LIQUIFIED NATURAL GAS (LNG)**

Virtually zero sulfur emissions and up to a 20% reduction in greenhouse gas emissions



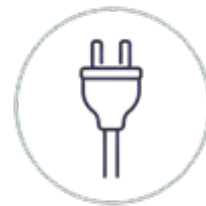
### **ADVANCED WATER TREATMENT SYSTEMS**

Advanced waste treatment technologies that rival the best and most sophisticated shoreside treatment plants



### **EXHAUST GAS CLEANING SYSTEMS (EGCS)**

Removes 98% of sulfur content from exhaust and significantly reduces particulate matter



### **SHORESIDE ELECTRICITY**

Enables cruise ships to “plug-in” and turn off their engines in the 14 ports worldwide where this capability is provided and clean power is available

# SPOTLIGHT ON RESPONSIBLE TOURISM

## PROGRESS

CLIA's annual 2020 Environmental Technologies and Practices Report highlights the progress that the cruise industry continues to make in the adoption of new environmental technologies.

### **LIQUIFIED NATURAL GAS (LNG)**

49% of new capacity on order will rely on LNG for primary propulsion

### **EXHAUST GAS CLEANING SYSTEMS (EGCS)**

More than 69% of global capacity utilizes EGCS and 96% of non-LNG new builds will have EGCS installed

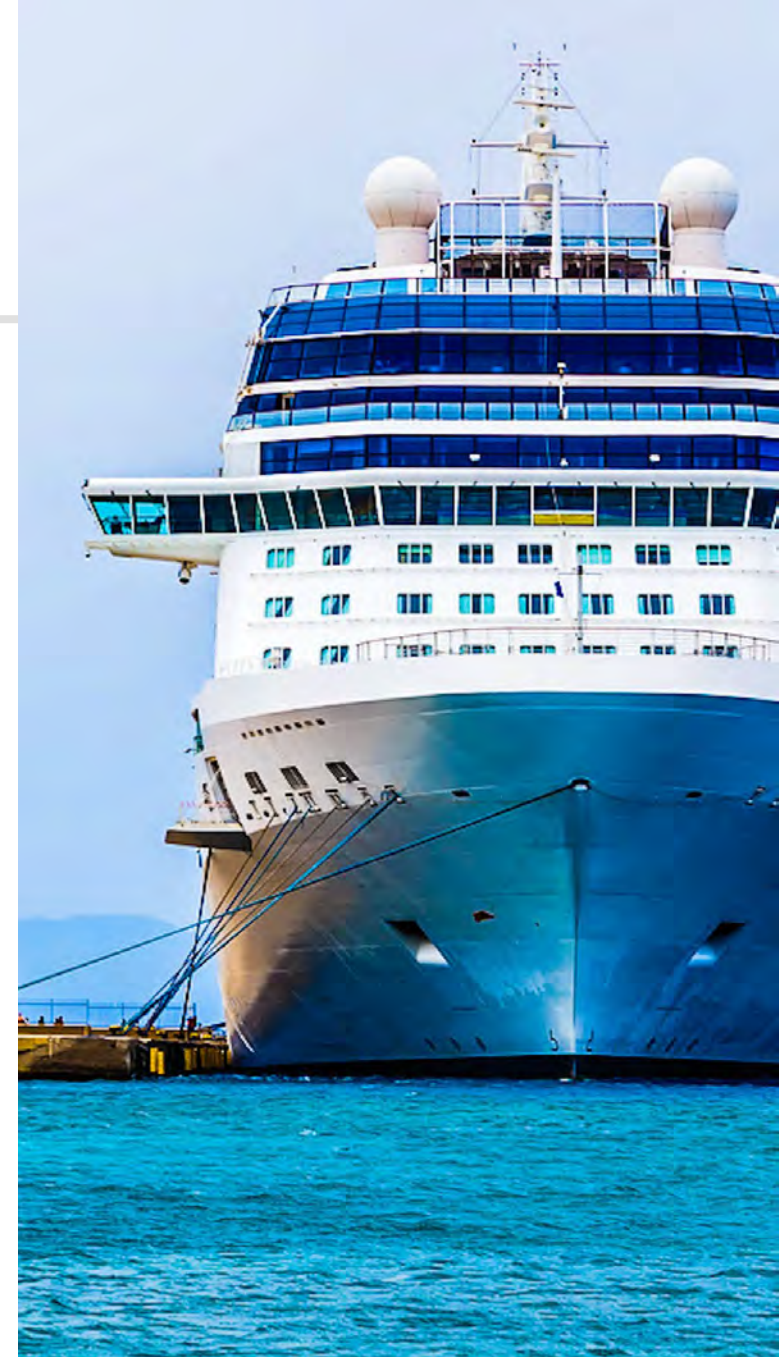
### **ADVANCED WATER TREATMENT SYSTEMS**

99% of new ships on order will have these systems in place, bringing global capacity served by these systems to 78.5%

### **SHORE SIDE ELECTRICITY**

58% of new capacity is committed to be SSE compatible

32% of global fleet capacity already capable of SSE, and 25% of existing capacity will be retrofitted to use SSE



# SPOTLIGHT ON RESPONSIBLE TOURISM

## PARTNERSHIP

The cruise industry continued to lead the way in sustainable tourism management in 2020, setting an example for how city authorities, industry and local communities can work together with a common purpose.

- As part of our Memorandum of Understanding with the city of Dubrovnik, CLIA funded a destination assessment conducted by the Global Sustainable Tourism Council (GSTC) on the sustainability of the city.
- Following the release of the Dubrovnik Sustainability Assessment, GSTC and CLIA **teamed up again to announce a new cooperation with city leaders in the Greek destinations of Corfu and Heraklion.**
- The GSTC destination assessments will provide a benchmark for cities to chart a plan for balanced and sustainable tourism.
- The initiative demonstrates the willingness of these important cruise destinations to innovate, identify best practice and establish priorities for the future benefit of residents and visitors.



# THE FLEET OF THE FUTURE



FLEET OF THE FUTURE

# CLIA OCEAN- GOING MEMBER CRUISE SHIPS

**270** Projected in  
operation in 2021\*

**20** Projected to  
debut in 2021

*\*In operation as of June 2021*



## FLEET OF THE FUTURE

# 2021 CLIA MEMBER DEBUTS

<b>AIDA Cruise</b>	AIDAcosma
<b>Atlas Ocean Voyages</b>	World Navigator
<b>Aurora Expeditions</b>	Sylvia Earle
<b>Costa Cruises</b>	Costa Toscana
<b>Coral Expeditions</b>	Coral Geographer
<b>Crystal Expedition Cruises</b>	Crystal Endeavor
<b>Emerald Waterways</b>	Emerald Azzurra
<b>Hapag-Lloyd Cruises</b>	Hanseatic Spirit
<b>Holland America Line</b>	Rotterdam
<b>MSC Cruises</b>	MSC Virtuosa
<b>MSC Cruises</b>	MSC Seashore
<b>PONANT Yacht Cruises and Expeditions</b>	Le Commandant Charcot
<b>Royal Caribbean International</b>	Odyssey of the Seas
<b>Scenic Luxury Cruises &amp; Tours</b>	Scenic Eclipse II
<b>Sea Cloud Cruises</b>	Sea Cloud Spirit
<b>Seabourn</b>	Seabourn Venture
<b>Silversea Cruises</b>	Silver Dawn
<b>Swan Hellenic</b>	Minerva
<b>Tradewind Voyages</b>	Golden Horizon
<b>Virgin Voyages</b>	Valiant Lady



## FLEET OF THE FUTURE

# THE NEW CRUISE EXPERIENCE



**There's an app for that** – with robust cruise line apps, cruisers are increasingly able to message each other onboard, make dining or spa reservations, and find step-by-step directions to their stateroom.



**More than a bracelet** – wearable technology allows cruisers to unlock their stateroom, swipe and pay, and even order food and drinks to their lido lounge.



**Going with the flow** – onboard venues feature integrated designs, allowing cruisers to flow from one venue to the next, creating lively, open, and engaged spaces for dining, socializing, or taking in a performance.



**Smart homes at sea** – innovative solutions create new accommodation experiences, including virtual views in interior staterooms and al-fresco living in verandah staterooms. Virtual assistants, device casting, and custom smart-lighting bring further innovation to a cruiser's home away from home.



**On island time** – private destinations become an extension of the ship, offering cruisers a seamless island getaway, featuring additional entertainment, elevated dining, and a mix of relaxed and thrilling experiences – all just steps from their stateroom.

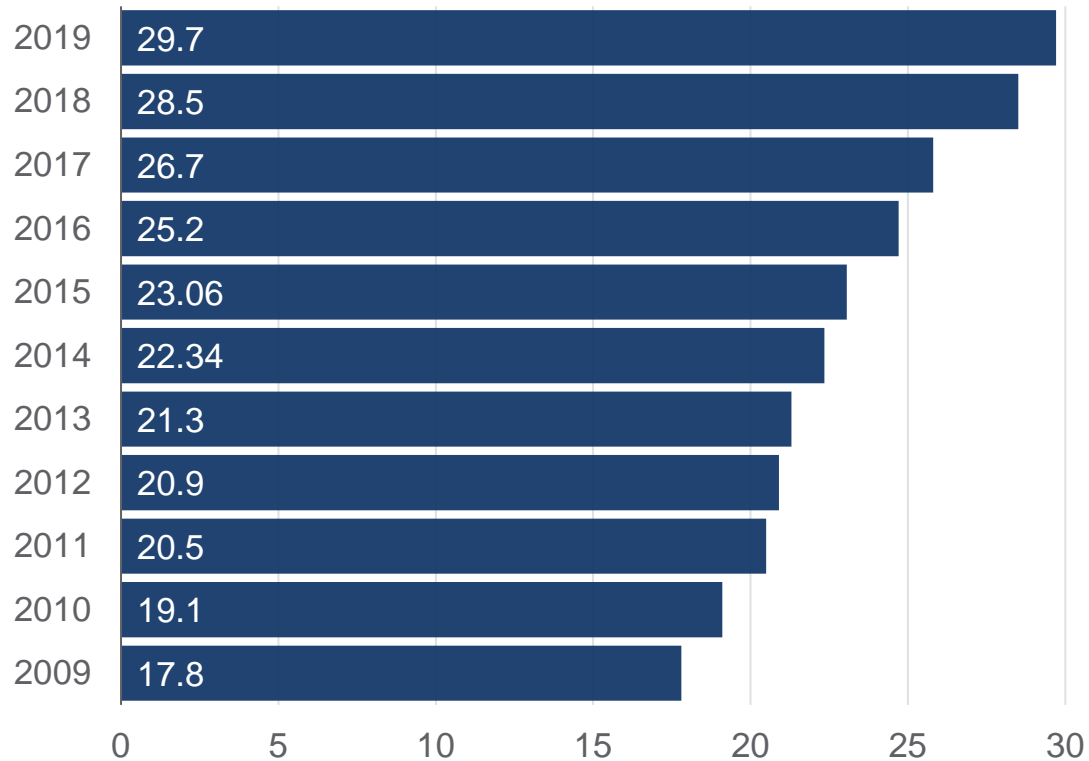
# 2019 PASSENGER DATA



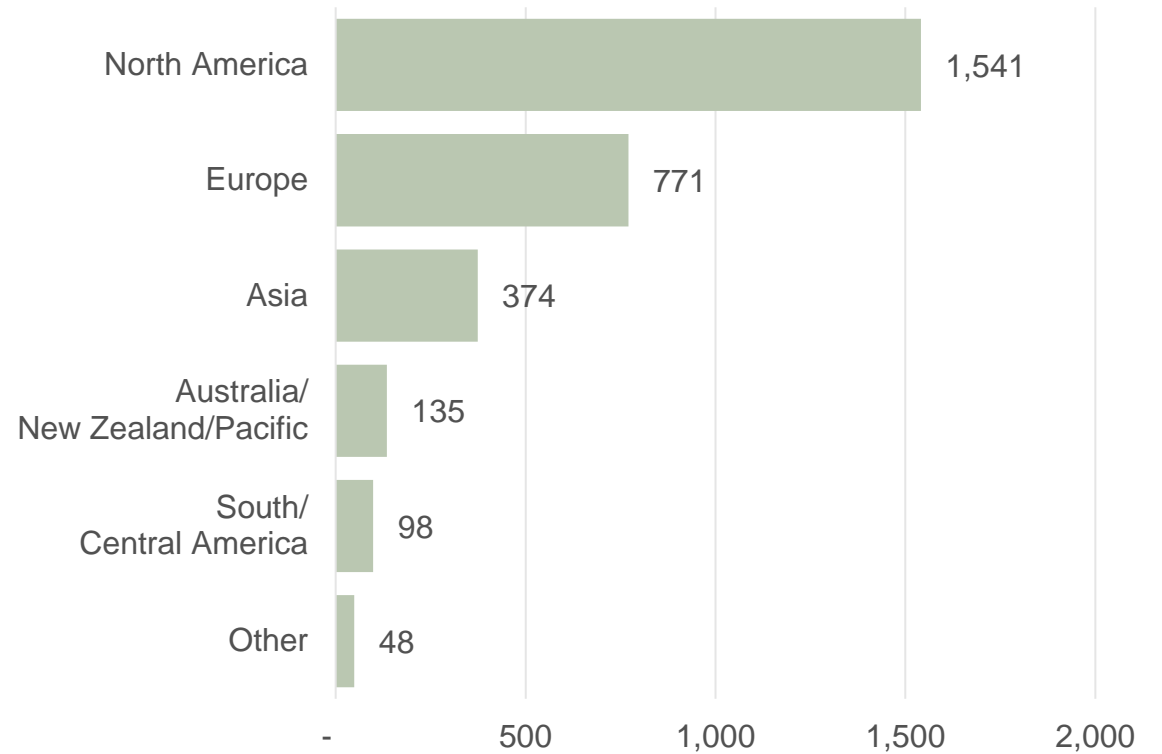
# 2019 PASSENGER DATA

## SNAPSHOT

CLIA Global Ocean Cruise Passengers  
(Millions)



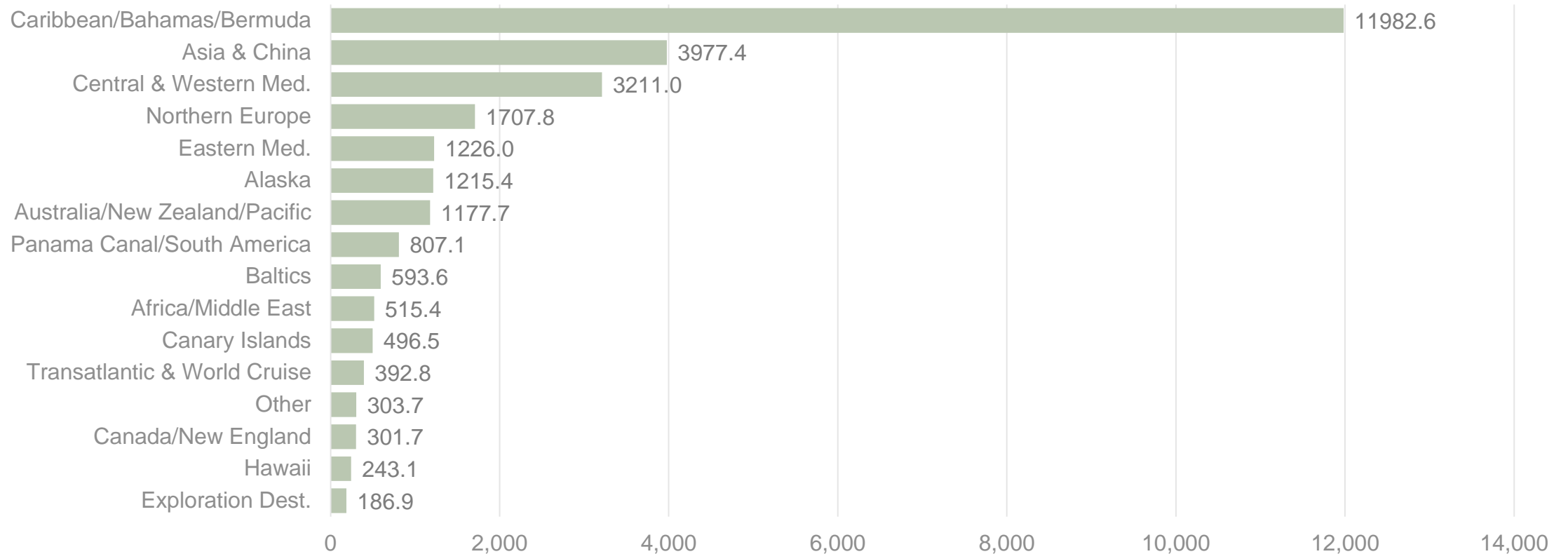
Passenger Volume by Region 2019  
(Tens of Thousands)



## 2019 PASSENGER DATA

# WHERE ARE PEOPLE CRUISING?

Most Popular Destinations in 2019 Based on Volume of Passengers (in thousands)



Source: CLIA's One reSource Global Passenger Data Repository



# ECONOMIC IMPACT

## ECONOMIC IMPACT

# 2019 GLOBAL ECONOMIC IMPACT

The latest pre-pandemic data confirms that the cruise industry plays an important role in the creation of jobs and economic opportunity for millions of people around the world.



**29.7 MILLION**  
**PASSENGERS**



**1,166,000**  
**JOBS**

*FT Equivalent Employees*



**\$50.53 BILLION**  
**WAGES AND**  
**SALARIES**



**\$154.5 BILLION**  
**TOTAL OUTPUT**  
**WORLDWIDE**





## ECONOMIC IMPACT

# 2019 GLOBAL PASSENGER SPENDING

**\$385**

Average passenger spending in port before boarding a cruise

**\$100**

Average passenger spending in port while visiting **during** a cruise



## ECONOMIC IMPACT

# GLOBAL IMPACT OF COVID-19 SUSPENSION



**30 CRUISERS =  
1 JOB**

The COVID-19 pandemic and subsequent pause in commercial cruise operations has had devastating impacts on the cruise community. Between mid-March and September 2020, it is estimated that the suspension of cruise operations has resulted in a loss of more than:



**\$77 BILLION  
IN GLOBAL  
ECONOMIC  
ACTIVITY**



**518,000  
JOBS**



**\$23 BILLION  
IN WAGES**

# ABOUT CLIA





**CLIA is the world’s largest cruise industry trade association, providing a unified voice and leading authority of the global cruise community.**

On behalf of the industry, together with its members and partners, the organization supports policies and practices that foster a secure, healthy and sustainable cruise ship environment, as well as promote positive travel experiences for the more than 30 million passengers who cruise annually. The CLIA community includes the world’s most prestigious ocean, river and specialty cruise lines; a highly trained and certified travel agent community; and cruise line suppliers and partners, including ports and destinations, ship development, suppliers and business services.

The organization's global headquarters is located in Washington, DC, with regional offices located in North and South America, Europe, Asia and Australasia.

ABOUT CLIA

# CLIA COMMUNITY



**50,000**  
**INDIVIDUAL TRAVEL AGENTS WORLDWIDE**

Who book 75% of cruise vacations around the world



**13,000**  
**TRAVEL AGENCIES**

Includes the largest agencies, hosts, franchises and consortia



**350**  
**EXECUTIVE PARTNERS**

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



**57**  
**CRUISE LINES**

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



# THANK YOU

For more information, please visit [cruising.org/research](https://cruising.org/research)  
and follow us on social media

