



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

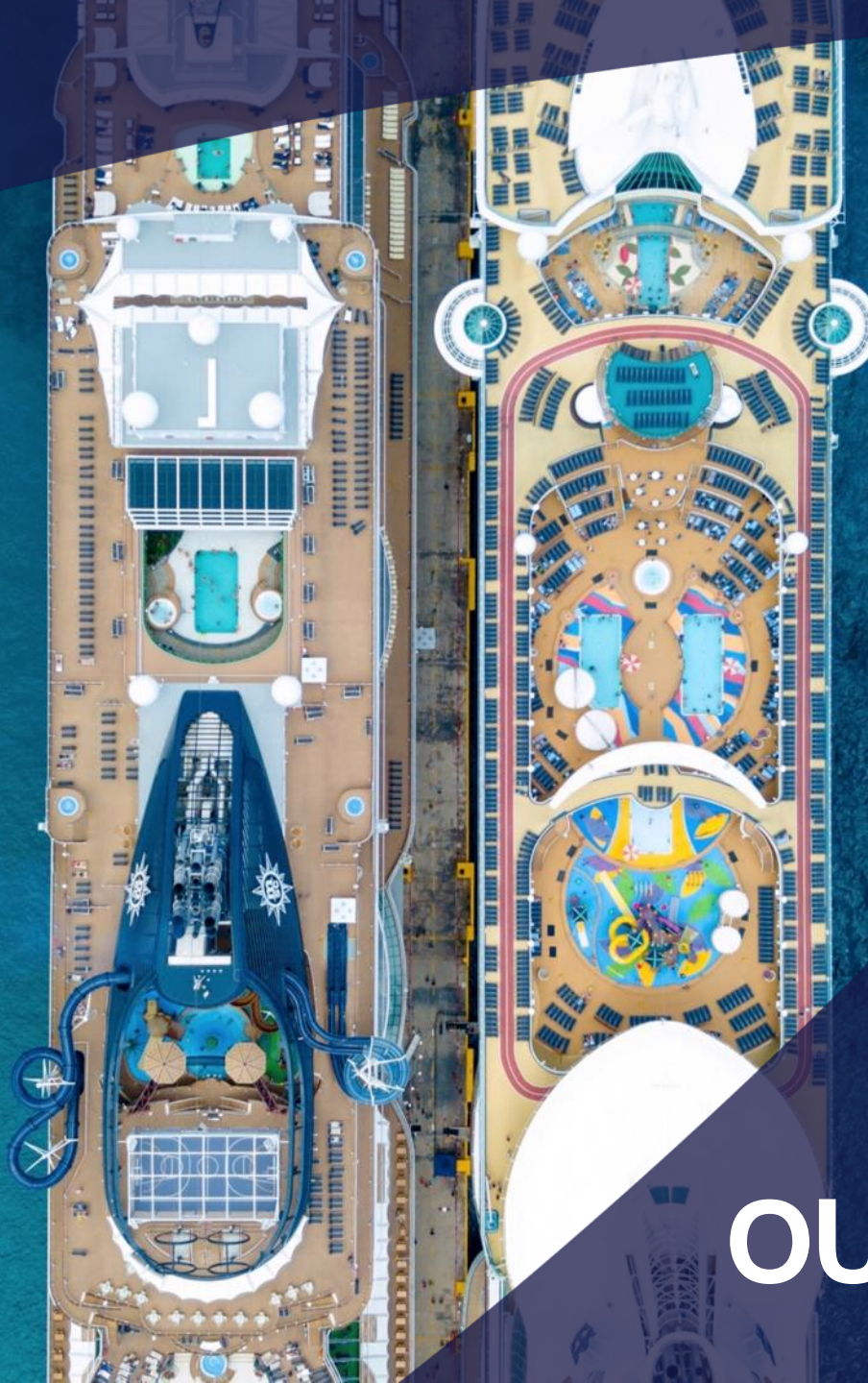


GLOBAL VOICE



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

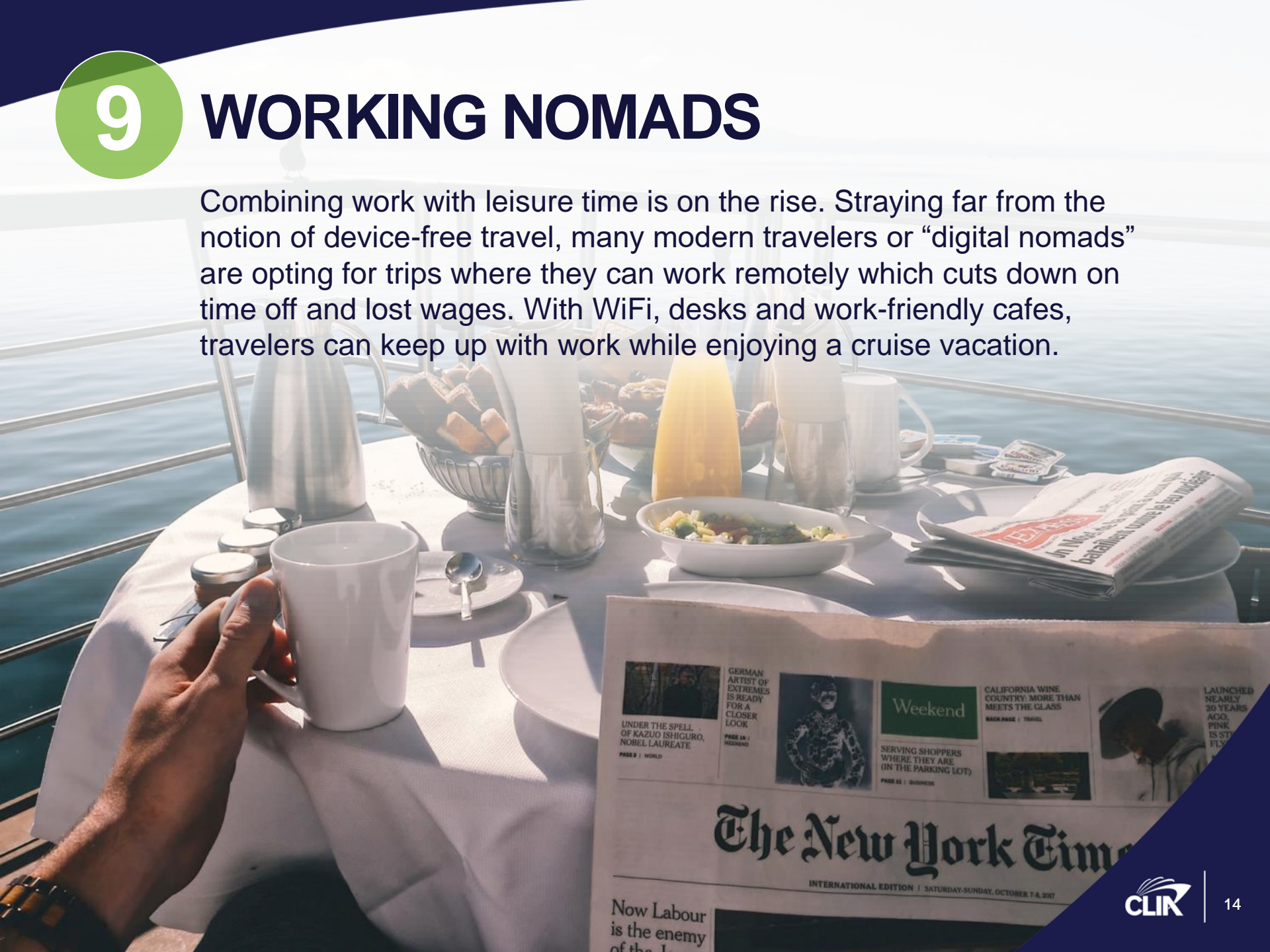
The off-peak season is rising in popularity whether travelers want to escape the cold in a tropical locale or embrace the chill in a new destination. Cruising offers some once in a lifetime experiences during colder months including excursions to see the Northern Lights, visiting a penguin colony and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

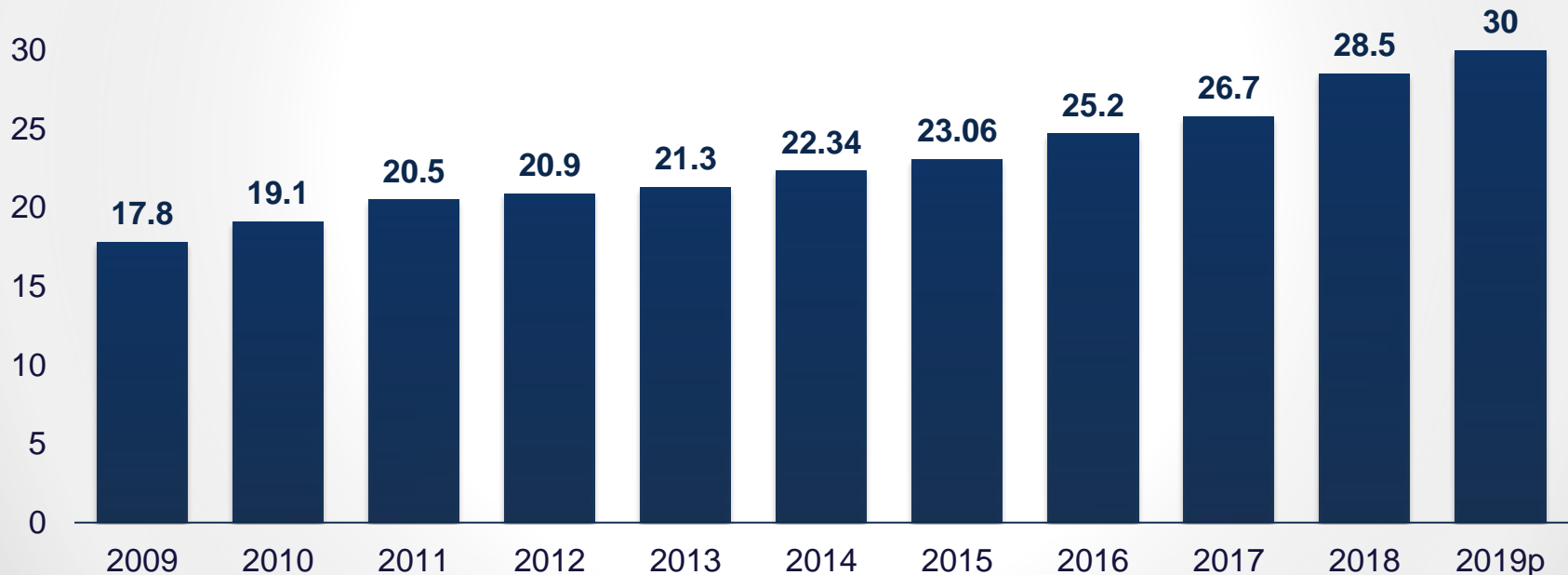


**2019
CRUISE
INDUSTRY
OUTLOOK**

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

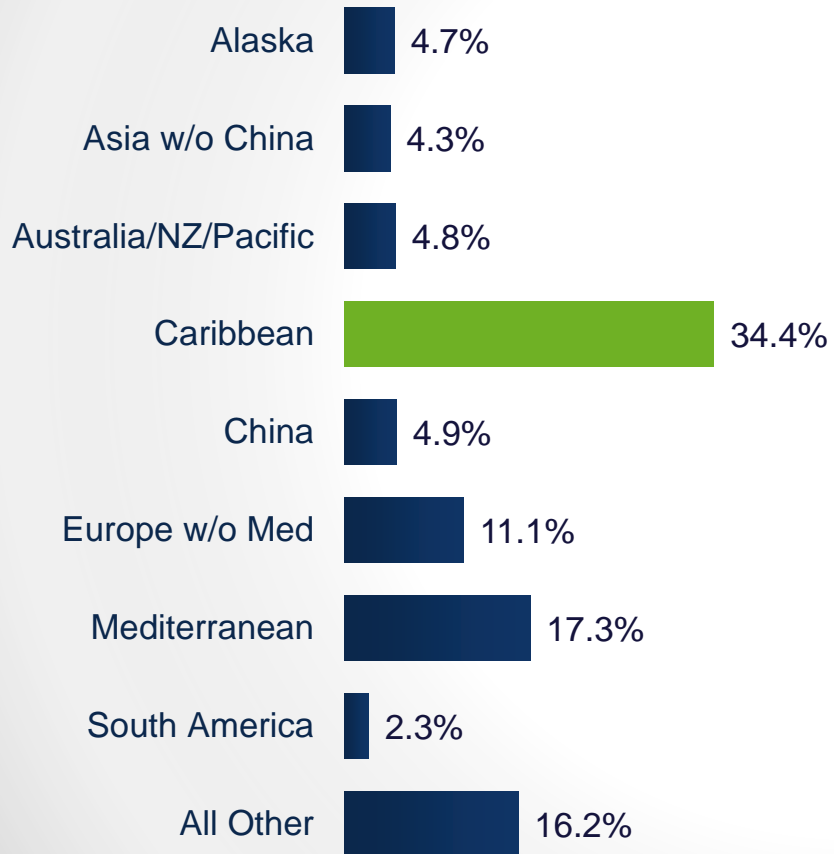
CLIA Ocean Member Cruise Lines Represented

CRUISE LINE

SHIP NAME

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

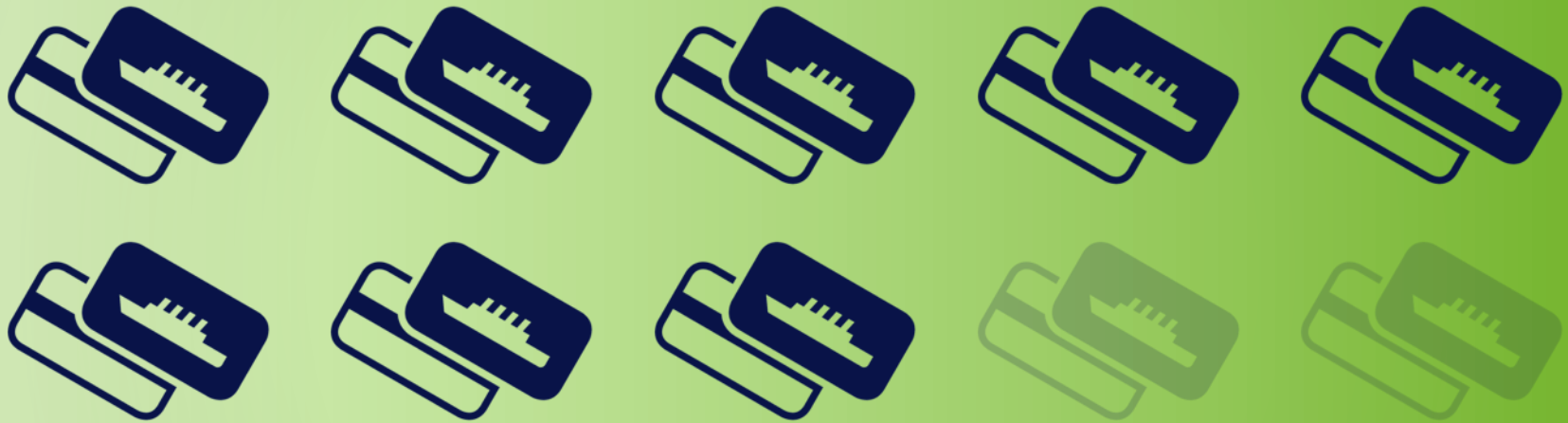
DEPLOYMENT



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

**28.5
Million**

PASSENGERS

**1,108,676
Jobs**

FT EQUIVALENT
EMPLOYEES

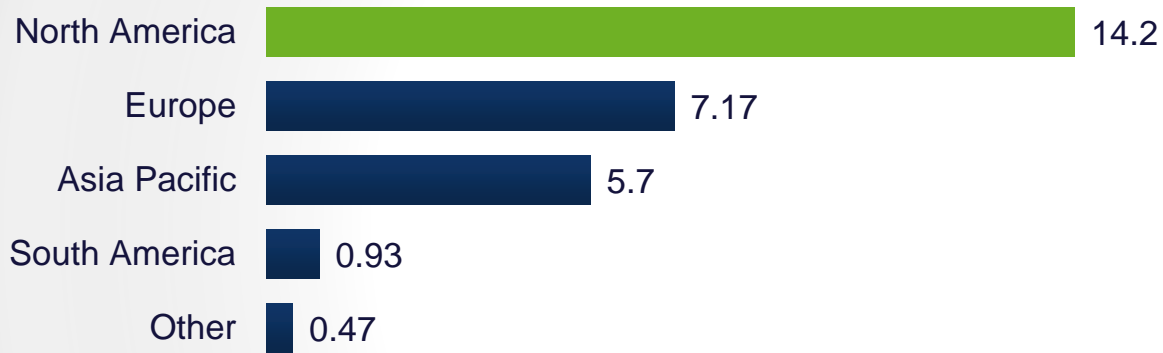
**\$45.6
Billion**

WAGES + SALARIES

\$134 Billion

TOTAL OUTPUT WORLDWIDE

WHERE ARE PASSENGERS COMING FROM?



Passengers in Millions



THANK YOU

For more information, please visit
cruising.org/research or contact:

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