



2017 CRUISE INDUSTRY OUTLOOK

December 2016

Cruise Lines International Association (CLIA) released the **State of the Cruise Industry Outlook 2017**, revealing global cruise travel is continuing to grow at a steady pace. The outlook provides a snapshot of the global cruise industry while also forecasting trends that will impact cruise travel and the industry.

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

60 Cruise Lines

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



300 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



15 Offices Around the World

Brasil / Alaska / Australasia / Belgium & Luxembourg / Europe /
France / Germany / Italy / Netherlands / North America / North Asia /
North West & Canada / Southeast Asia / Spain / UK & Ireland

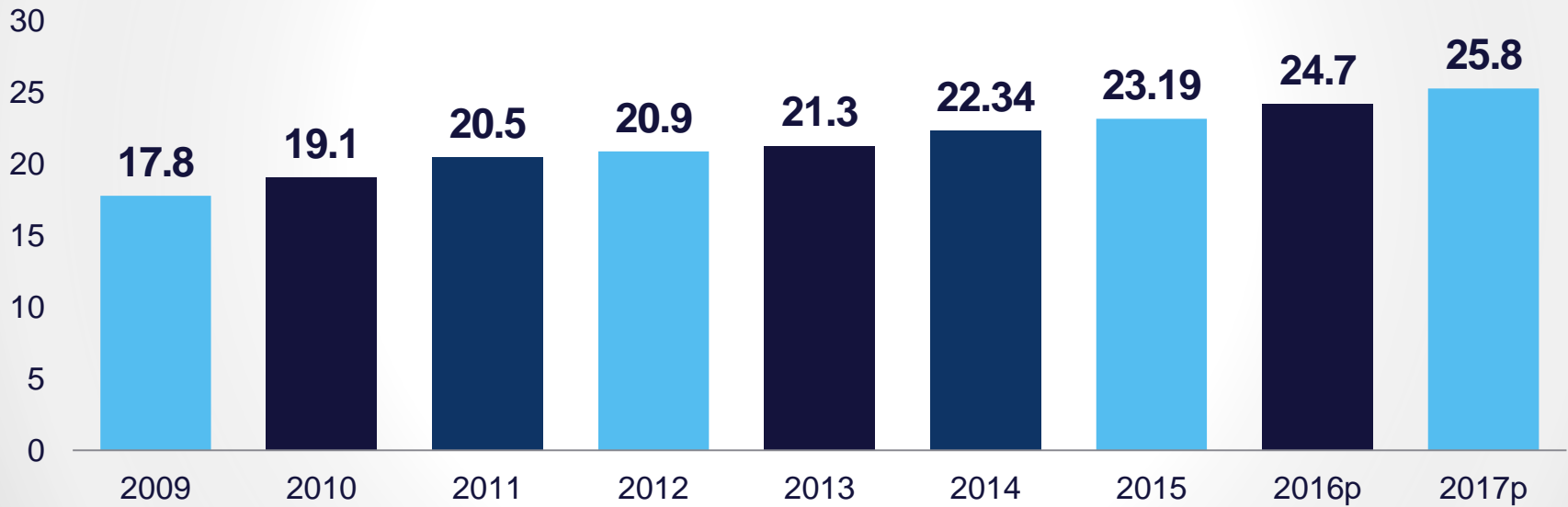


**2017
CRUISE
INDUSTRY
OUTLOOK**

2017 PASSENGER SNAPSHOT

2017 = 25.8 Million Passengers Expected to Cruise

CLIA Global Ocean Cruise Passengers (In Millions)



p = projected

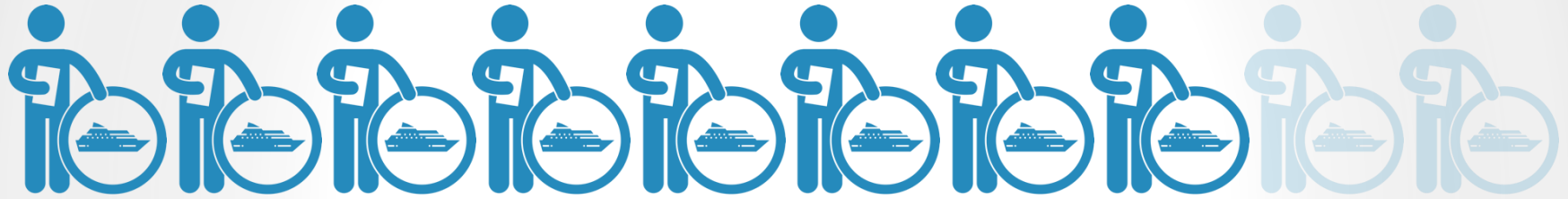
2017 NEW SHIPS

26 New Ships on Order (as of December 2016)

Total Investment of More than \$6.8 Billion
in New Ocean Vessels in 2017

Year	Ocean	River	Ships Ordered	New Capacity
2017	13	13	26	30,006
2018	15	2	17	29,448
2019	20	2	22	51,824
2020 – 2026	32	0	32	119,510
Total	80	17	97	230,788

TRANSLATING TO BOOKINGS



Eight Out of Ten

CLIA-Certified Travel Agents Stated They are Expecting an Increase in Sales in 2017 Over Last Year



ECONOMIC IMPACT

2015 GLOBAL ECONOMIC IMPACT

**23
Million**

PASSENGERS

**956,597
Jobs**

**FT EQUIVALENT
EMPLOYEES**

**\$38
Billion**

WAGES + SALARIES

\$117 Billion

TOTAL OUTPUT WORLDWIDE

CRUISE PASSENGERS COME FROM AROUND THE WORLD*

Canada
.75

US
11.52

Brazil
.49

Spain
.49

UK
1.89

Germany
2.02

France
.57

Italy
.75

China
2.1

Australia
1.29

Demand for Cruising has **Increased 62%**
in the Last Ten Years (2005-2015)

*Represents 2016 total ocean cruise passengers (Millions)



**STEADY
CRUISE
INDUSTRY
GROWTH**

RISE OF THE RIVER CRUISE

184

River Cruise Ships
in 2015

18

New River Cruise Ships
on Order for 2017, an
Increase of about 7%

MORE SHIPS, MORE OPTIONS

448

Cruise Ships
in 2016

26

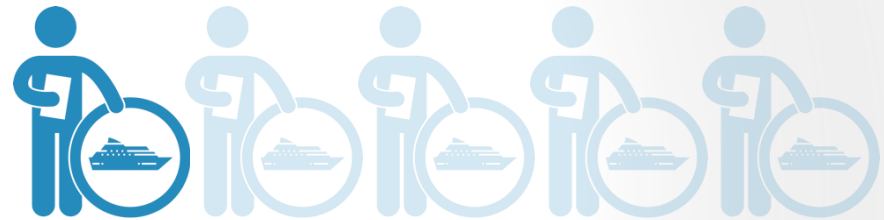
New Ocean, River
and Specialty Ships
Scheduled to Debut in 2017



CRUISE SPECIALISTS

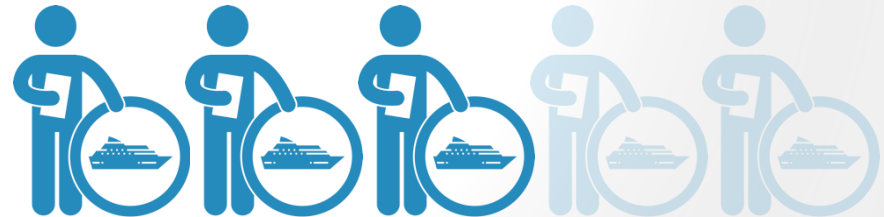
Then: 2010

12,000 CLIA Travel Agents



Now: 2016

More than 25,000
CLIA Travel Agents Globally



A woman with long dark hair, wearing a red sleeveless top, is sitting on a ship's deck. She is looking out over a harbor at sunset. The water is calm, and there are buildings and a boat visible in the distance. The sky is a mix of orange and blue. The overall mood is serene and peaceful.

TREND OUTLOOK



1

NEW GENERATION TAKES TO THE WATER

Younger generations—including **Millennials and Generation X** — will embrace cruise travel more than ever before.

2

TRAVEL AGENT USE INCREASES

Travel agents will continue to be the matchmakers between travelers and cruise lines in 2017.

An aerial photograph of a Norwegian fjord. The water is a deep blue, and the surrounding mountains are covered in green forest with patches of snow on the peaks. A winding road is visible on the left side of the image. In the distance, a small town is situated at the base of the mountains. The sky is clear and blue.

3

RIVER CRUISE DEMAND INCREASES

CLIA Cruise Line Members currently deploy **184 river cruise ships** with 13 new river cruise ships on order for 2017, an increase of **about 7 percent**.



4

MORE PRIVATE ISLANDS ON CRUISE ITINERARIES

In 2017, cruise lines offer ports on a total of seven private islands.

5

NEW CRUISERS WILL TAKE TO THE SEA

Interest in ocean cruising is projected to remain strong in 2017 – **nearly half** (48 percent) of non-cruisers expressed interest in taking an ocean cruise.



6

DRIVABLE PORT LOCATIONS IN FAVOR

Cruisers like the convenience
and cost of driving to a cruise port.



7

LURE OF CELEB CHEFS

Several cruise lines feature restaurants and dishes created by famous chefs.



8

DEMAND FOR EXPEDITION CRUISES

Adventure travel is growing at a record pace and cruise expeditions are seeing the impact.

THANK YOU

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

Sarah Kennedy

202.759.9313

skennedy@cruising.org