



# 2018 CRUISE INDUSTRY OUTLOOK

Last updated June 2018



**Cruise Lines International Association (CLIA), the world's largest cruise industry trade association, has released the [2018 State of the Cruise Industry Outlook](#). The report offers an in-depth look at the continued positive trajectory of the cruise industry's global economic impact as well as the trends impacting cruise travel in the coming year and beyond.**

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

# CLIA 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



## 15 Offices Around the World

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



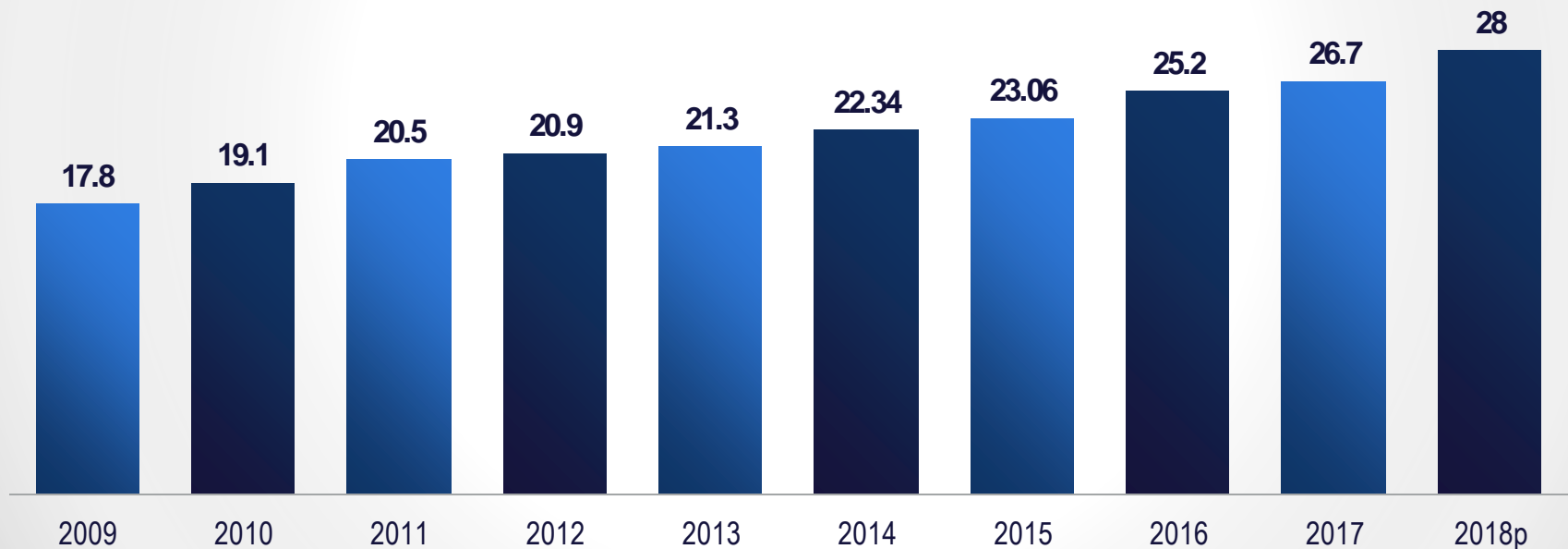


# 2018 CRUISE INDUSTRY OUTLOOK

# 2018 PASSENGER CAPACITY SNAPSHOT

2018 = 28 Million Passengers Expected to Cruise

## CLIA Global Ocean Cruise Passengers (In Millions)



p = projection

# NEW SHIPS DEBUTING IN 2018

## 27 CLIA Cruise Lines

### New Ships on Order (as of December 2017)

#### Ocean

| CRUISE LINE                          | SHIP NAME                    |
|--------------------------------------|------------------------------|
| Aida Cruises                         | AidaNova                     |
| Carnival Cruise Line                 | Carnival Horizon             |
| Celebrity Cruises                    | Celebrity Edge               |
| Holland America Line                 | ms Nieuw Statendam           |
| MSC Cruises                          | MSC Seaview                  |
| Norwegian Cruise Line                | Norwegian Bliss              |
| PONANT Yacht Cruises and Expeditions | Le Laperouse<br>Le Champlain |
| Royal Caribbean International        | Symphony of the Seas         |
| Scenic Luxury Cruises and Tours      | Scenic Eclipse               |
| Seabourn                             | Seabourn Ovation             |
| TUI Cruises                          | Mein Schiff 1                |

#### River

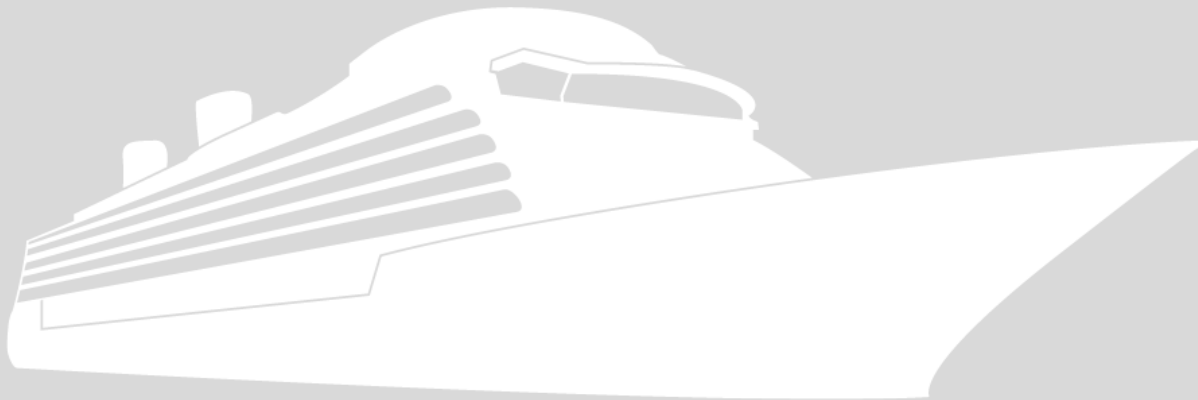
| CRUISE LINE                                  | SHIP NAME                              |
|--|--|
| AmaWaterways                                 | MS AmalLea                             |
| American Cruise Lines                        | America Song<br>American Constitution  |
| Avalon Waterways                             | Avalon Saigon                          |
| Amadeus by Luftner                           | MS Amadeus Queen                       |
| CroisiEurope                                 | Africa Dream II<br>MS Elbe Princesse I |
| Crystal Cruises                              | Crystal Debussy<br>Crystal Ravel       |
| Pandaw River Expeditions                     | Sabei Pandaw                           |
| Riviera Travel<br>River Cruises              | MS Robert Burns<br>MS Douro Splendour  |
| Tauck River Cruising                         | ms Treasures II<br>ms Esprit II        |
| Uniworld Boutique River<br>Cruise Collection | S.S. Beatrice                          |



# MORE SHIPS, MORE OPTIONS

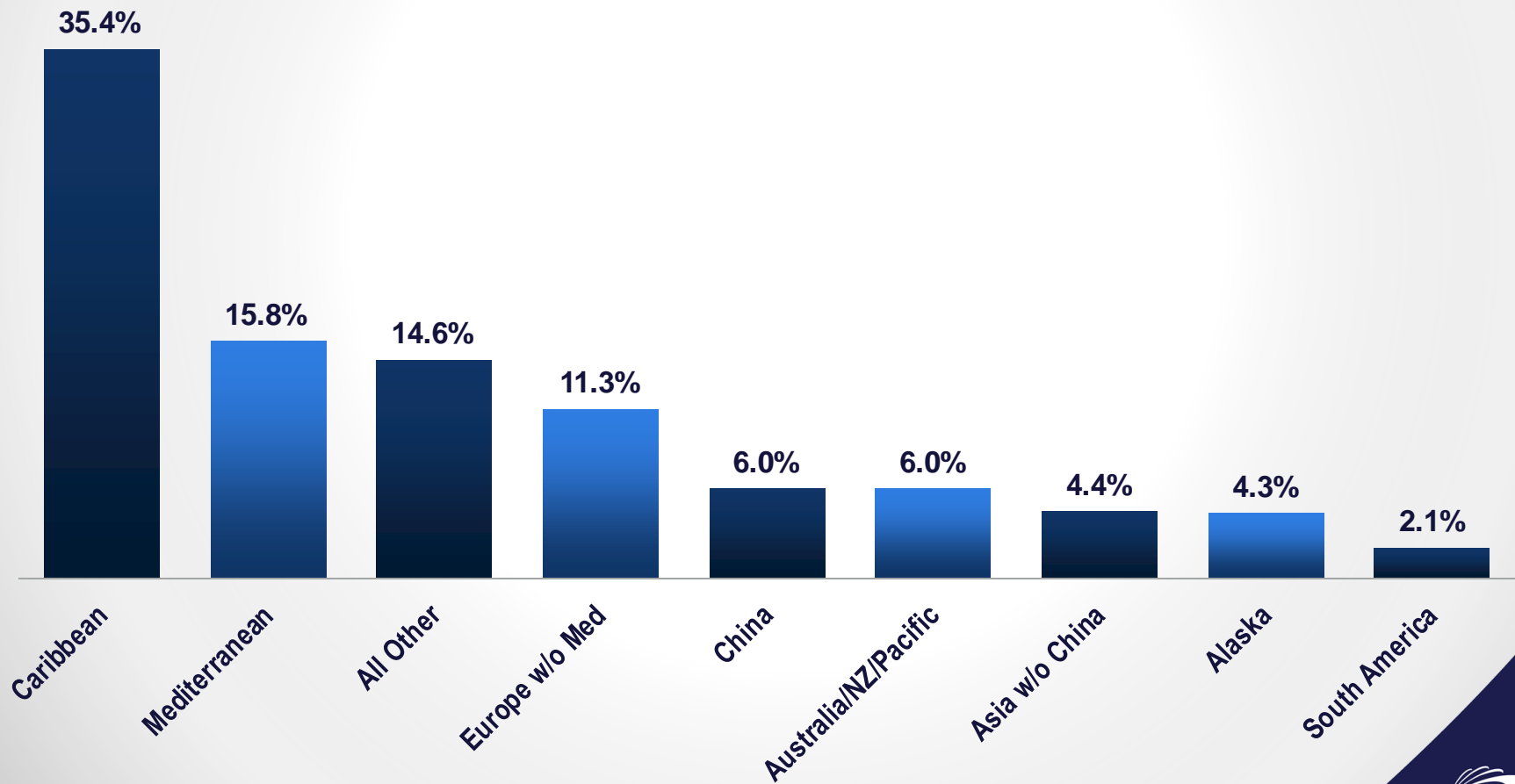
**449** CLIA Cruise Line  
Cruise Ships  
in 2017

**27** New Ocean, River and Specialty  
CLIA Cruise Line Ships Scheduled  
to Debut in 2018

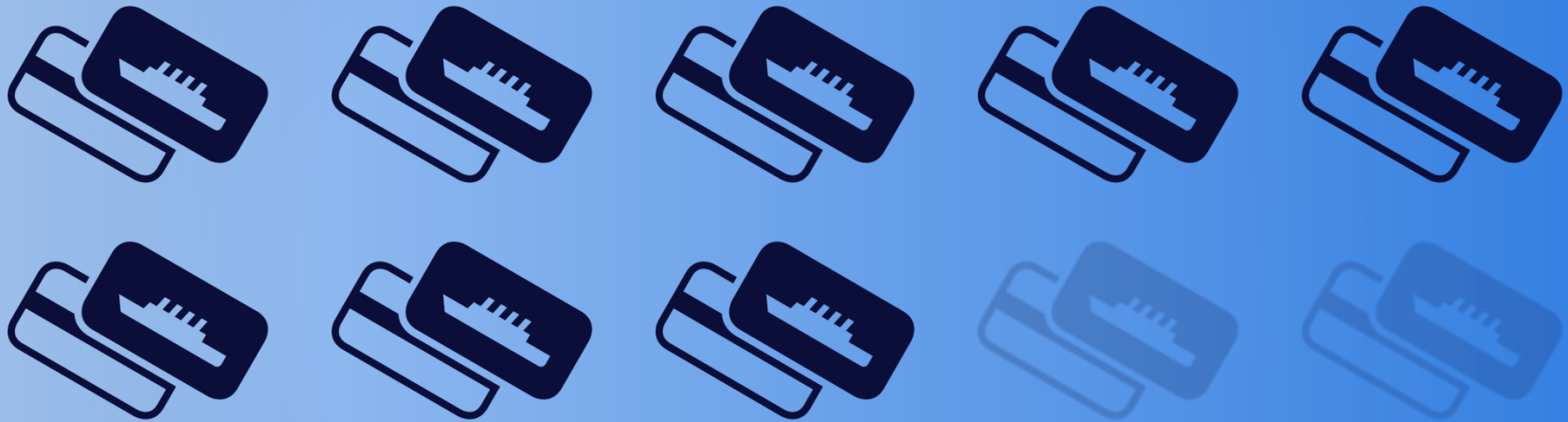


# DEPLOYMENT

## 2017 Cruise Line Deployment by Region – % ALBD\*



# TRANSLATING TO BOOKINGS



## Eight Out of Ten

**CLIA-Certified Travel Agents Stated They are Expecting an Increase in Sales in 2018 Over Last Year**





# ECONOMIC IMPACT

# 2016 GLOBAL ECONOMIC IMPACT

**24.7  
MILLION**

PASSENGERS

**1,021,681  
JOBS**

FT EQUIVALENT  
EMPLOYEES

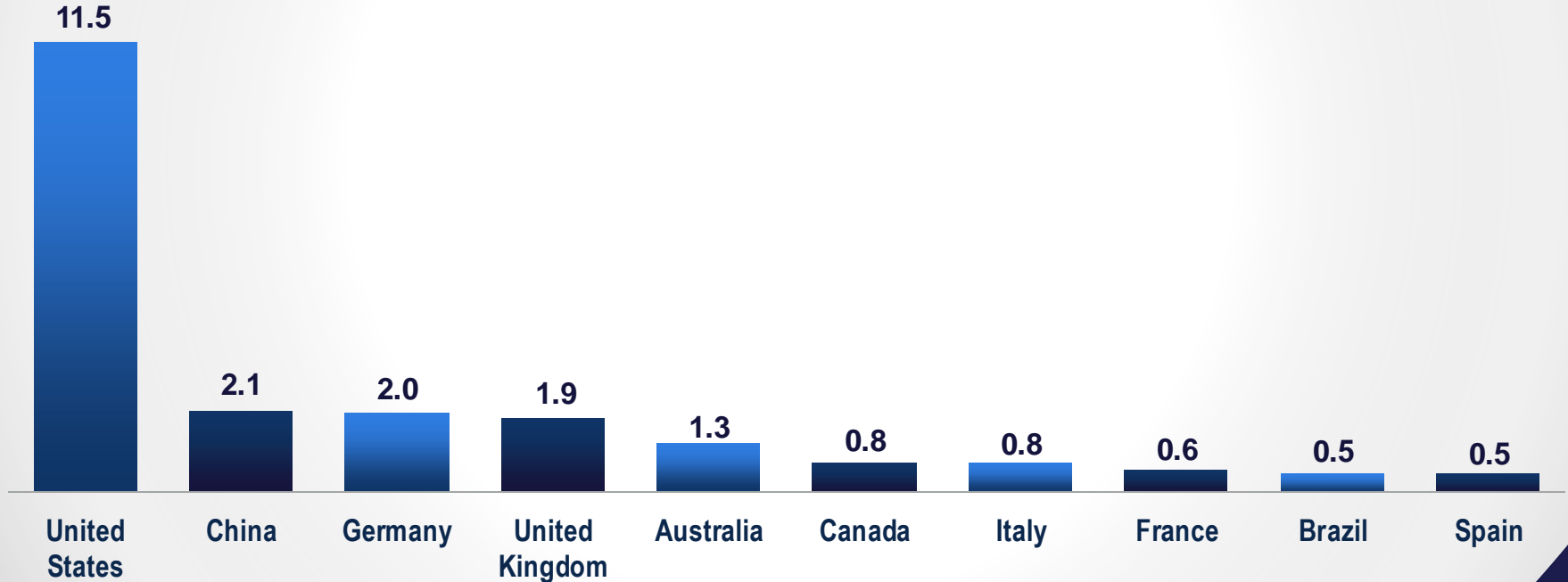
**\$41.1  
BILLION**

WAGES + SALARIES

**\$126 BILLION**  
TOTAL OUTPUT WORLDWIDE

# WHERE ARE PASSENGERS COMING FROM?

Demand for Cruising has **INCREASED 20.5%** in the Last Five Years (2011-2016 in Millions)



\*Represents 2016 total ocean cruise passengers





# 2018 CRUISE TREND OUTLOOK



1

## ALL BUDGETS WILL CRUISE

33% of cruisers surveyed who have taken a cruise within the past three years, have a household income less than \$80K.





2

# TRANSFORMATIONAL CRUISE TRAVEL

From cultural immersion and voluntourism to extreme adventures, those returning from a cruise will have shift in perspective and a sense of accomplishment.



# 3

## SUSTAINABILITY AT SEA

The coming year will most likely put an even more in-depth focus on sustainable tourism with sustainable tourism practices and procedures are predicted to be put in place.





4

## MILLENNIALS TAKE TO THE RIVER

River and small ship cruising continues to gain traction among travelers, specifically the Millennial set.



5

## SKIP- GEN CRUISING

Predicted to be highly popular in 2018 and beyond – grandparents traveling with grandchildren sans their parents.





6

# TRAVELERS WARM TO CHILLY DESTINATIONS

The coming year is projected to see an increase in popularity of colder climate destinations.



A person is running on a wooden deck on a cruise ship. The person is wearing dark shorts with red accents and colorful sneakers. In the background, there are rows of wooden lounge chairs with blue cushions. The scene is bright and sunny, suggesting a clear day at sea.

7

## HEALTHY DOSES

Cruise lines are tailoring trips for the growing number of health conscious travelers – from wellness seminars and fitness to food choices.

# 8

## SMART TRAVEL TECHNOLOGY

2018 is predicted to see a rise in traveler-friendly onboard technologies that enhance travel experiences.





9

## TAPPING TRAVEL AGENTS

Travel agents continue to see a steady demand from consumers in planning and executing vacations.

# THANK YOU

For more information, please visit [cruising.org/research](https://cruising.org/research) or contact:

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