


2025 GLOBAL MARKET REPORT



Global 2025

The cruise industry continued to prove its strength in 2025, with a record-setting 37.3 million ocean-going cruise passengers sailing globally. This represents an increase of 7.7% from 2024, adding about 2.7 million cruise guests.

As in years past, North America accounted for a large portion of 2025 cruisers. With just over 22 million travelers from the region, North America accounted for about three in five global cruisers. This represents a 7.5% increase from 2024.

The worldwide average cruise length fell slightly from 7.1 days in 2024 to 7.0 days, while the average cruiser age increased to 46.7 years from 46.5 in 2024. About 35% of all global ocean-going travelers in 2025 were under the age of 40, while 34% were over 60.

The top three source countries in 2025 remained the same as in 2024. The United States dominated with 20.6 million cruisers, once again accounting for approximately 55% of global volume. Germany ranked second as a source

market with 2.8 million travelers, followed by the United Kingdom and Ireland with 2.5 million.

Almost 9 million passengers came from Europe, an increase of about 6% from 8.4 million in 2024. Asia, as a source market, has not yet returned to its 2019 peak but recorded a healthy 17.1% increase in 2024, with nearly 3.1 million global cruisers in 2025.

The Caribbean remained the most visited cruise destination globally, welcoming 44% of all 2025 passengers, more than 16 million guests. European destinations, and particularly the Mediterranean, ranked second, with more than 9 million travelers sailing in Europe throughout the year.

Alaska ranked sixth as a destination, welcoming just over 1.7 million passengers and remaining flat year over year. The North American West Coast experienced 18% growth over 2024, with 1.6 million cruisers sailing the area in 2025. It ranked seventh among destinations for the year.

Global Report: 2022 to 2025

Passenger Volume

2022	2023	2024	2025
20.4M	31.1M (52.7% ▲)	34.6M (11.3% ▲)	37.3M (7.7% ▲)

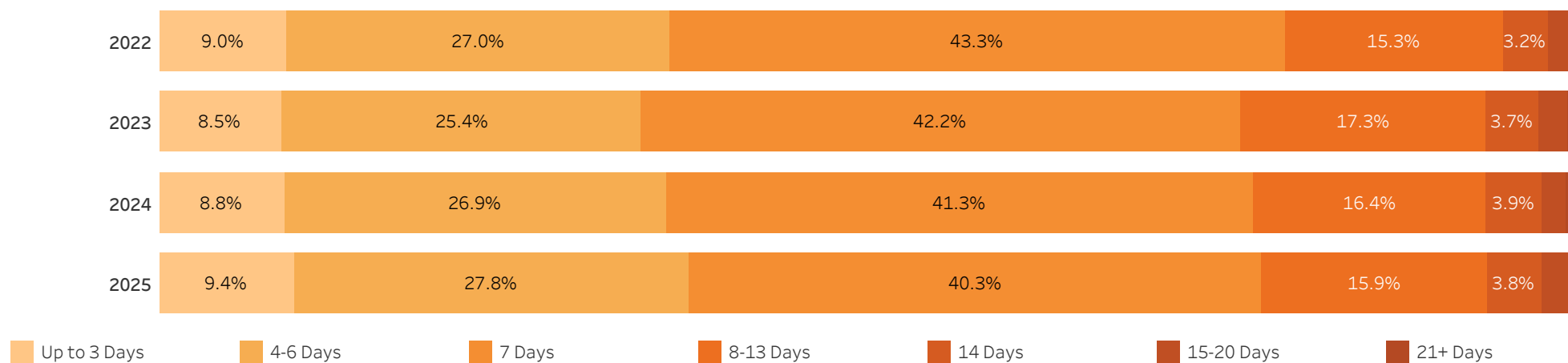
Average Duration, in Days

2022	2023	2024	2025
7.1	7.2	7.1	7.0

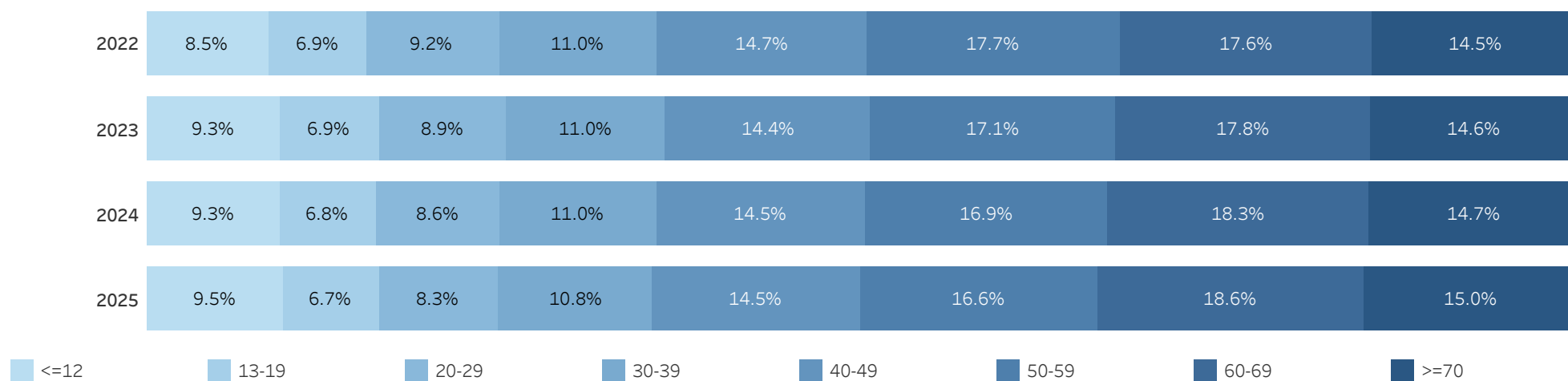
Average Age

2022	2023	2024	2025
46.5	46.3	46.5	46.7

Average Cruise Duration



Average Passenger Age Groups



Passenger Volume (K) by Source Passenger Regions

	2022	2023	2024	2025
North America	12,592	18,103 (43.8% ▲)	20,525 (13.4% ▲)	22,062 (7.5% ▲)
Western Europe	5,434	7,722 (42.1% ▲)	7,931 (2.7% ▲)	8,345 (5.2% ▲)
Asia	791	1,802 (127.8% ▲)	2,632 (46.0% ▲)	3,082 (17.1% ▲)
Australia/NZ/Pacific	471	1,337 (183.9% ▲)	1,408 (5.3% ▲)	1,512 (7.5% ▲)
South America	426	997 (133.8% ▲)	1,075 (7.8% ▲)	1,120 (4.2% ▲)
Eastern Europe	161	332 (106.2% ▲)	374 (12.7% ▲)	434 (16.2% ▲)
Middle East/Arabia	149	229 (53.4% ▲)	181 (-21.1% ▼)	198 (9.6% ▲)
Africa	88	150 (69.5% ▲)	144 (-4.2% ▼)	110 (-23.1% ▼)
Scandinavia/Iceland	131	151 (15.2% ▲)	131 (-13.6% ▼)	103 (-21.2% ▼)
Caribbean	30	48 (59.8% ▲)	52 (9.5% ▲)	53 (1.6% ▲)
Central America	20	35 (68.5% ▲)	43 (24.8% ▲)	49 (13.9% ▲)

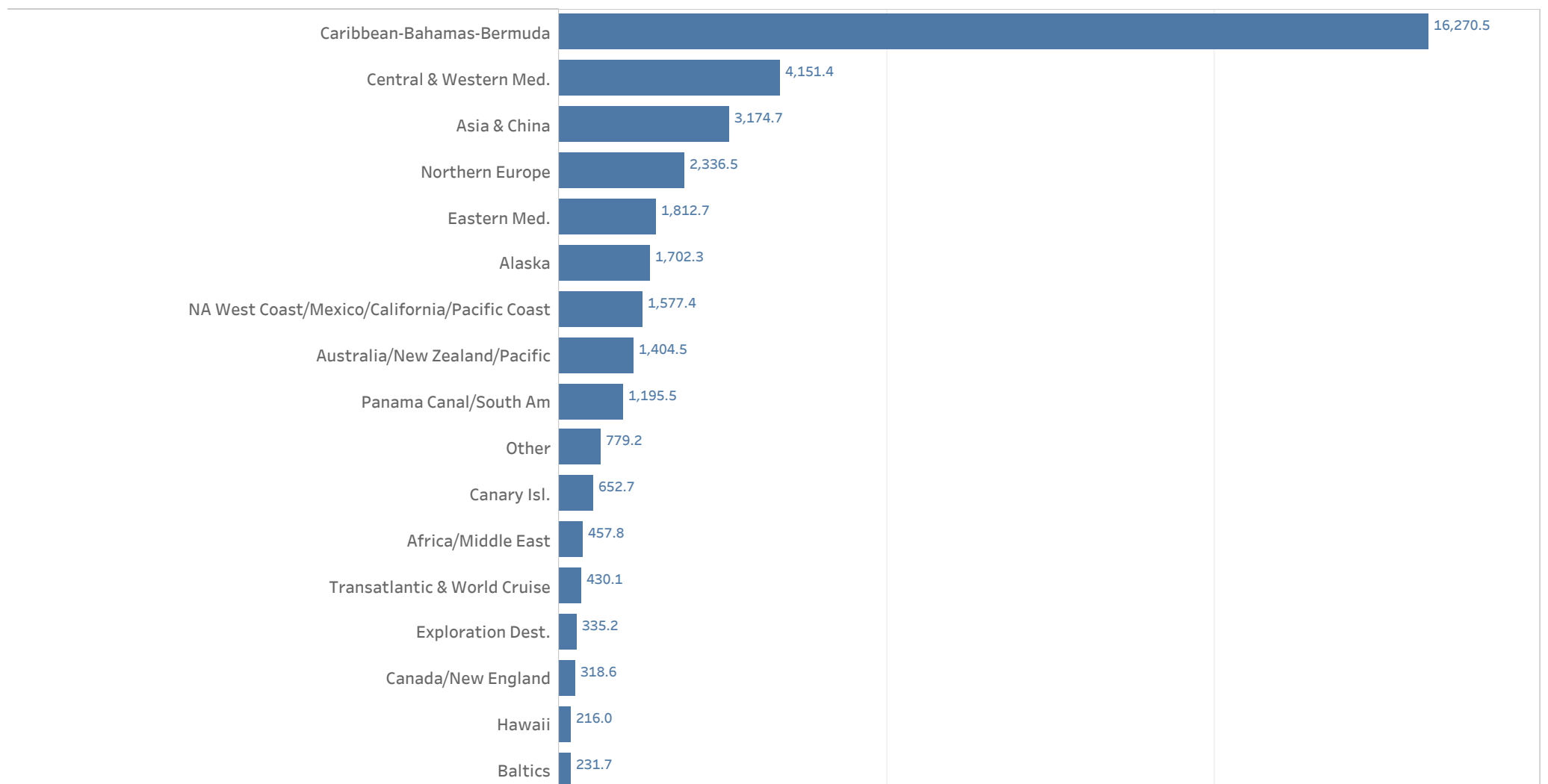
Global Report (Continued)

Passenger Volume (K) for Top Countries

	2022	2023	2024	2025
United States	11,889.9	16,874.8 (41.9% ▲)	19,122.2 (13.3% ▲)	20,568.1 (7.6% ▲)
Germany	1,875.8	2,512.9 (34.0% ▲)	2,574.3 (2.4% ▲)	2,831.9 (10.0% ▲)
UK & Ireland	1,663.9	2,281.0 (37.1% ▲)	2,400.4 (5.2% ▲)	2,538.1 (5.7% ▲)
Australia	457.2	1,247.7 (172.9% ▲)	1,323.8 (6.1% ▲)	1,449.3 (9.5% ▲)
Canada	567.5	1,030.6 (81.6% ▲)	1,183.2 (14.8% ▲)	1,273.3 (7.6% ▲)
China		146.6	931.0 (535.2% ▲)	1,145.1 (23.0% ▲)
Italy	790.8	1,176.0 (48.7% ▲)	1,147.6 (-2.4% ▼)	1,118.4 (-2.5% ▼)
Brazil	283.8	740.5 (160.9% ▲)	775.7 (4.8% ▲)	783.8 (1.0% ▲)
Spain	413.5	586.8 (41.9% ▲)	609.9 (3.9% ▲)	635.2 (4.1% ▲)
France	324.8	575.9 (77.3% ▲)	573.3 (-0.4% ▼)	583.6 (1.8% ▲)
Singapore	424.7	573.1 (35.0% ▲)	576.0 (0.5% ▲)	580.0 (0.7% ▲)
India	200.8	289.4 (44.1% ▲)	308.4 (6.6% ▲)	325.1 (5.4% ▲)
Taiwan		123.9	198.1 (59.9% ▲)	296.7 (49.8% ▲)
Japan	42.3	202.3 (378.3% ▲)	227.2 (12.3% ▲)	254.7 (12.1% ▲)
Mexico	133.2	191.1 (43.5% ▲)	214.5 (12.2% ▲)	214.3 (-0.1% ▼)
Argentina	41.4	129.8 (213.7% ▲)	144.8 (11.6% ▲)	173.0 (19.5% ▲)
Hong Kong	4.3	159.9 (3595.6% ▲)	148.2 (-7.3% ▼)	150.3 (1.4% ▲)
Israel	111.7	174.4 (56.1% ▲)	126.8 (-27.3% ▼)	136.1 (7.3% ▲)
Netherlands	82.3	120.2 (46.0% ▲)	128.3 (6.8% ▲)	131.9 (2.8% ▲)
Austria	55.4	109.5 (97.7% ▲)	112.8 (3.0% ▲)	117.4 (4.0% ▲)
Switzerland	69.6	101.4 (45.7% ▲)	110.8 (9.3% ▲)	106.2 (-4.2% ▼)
South Africa	81.8	139.6 (70.7% ▲)	133.1 (-4.6% ▼)	100.1 (-24.8% ▼)
Malaysia	74.5	146.7 (97.0% ▲)	86.2 (-41.2% ▼)	99.1 (15.0% ▲)
New Zealand	12.0	86.0 (616.1% ▲)	80.2 (-6.8% ▼)	62.3 (-22.3% ▼)
Norway	59.7	71.9 (20.4% ▲)	55.5 (-22.7% ▼)	31.8 (-42.8% ▼)

Volume of Passengers (in K) to Destinations, 2025

At least 4K Passengers per Destination

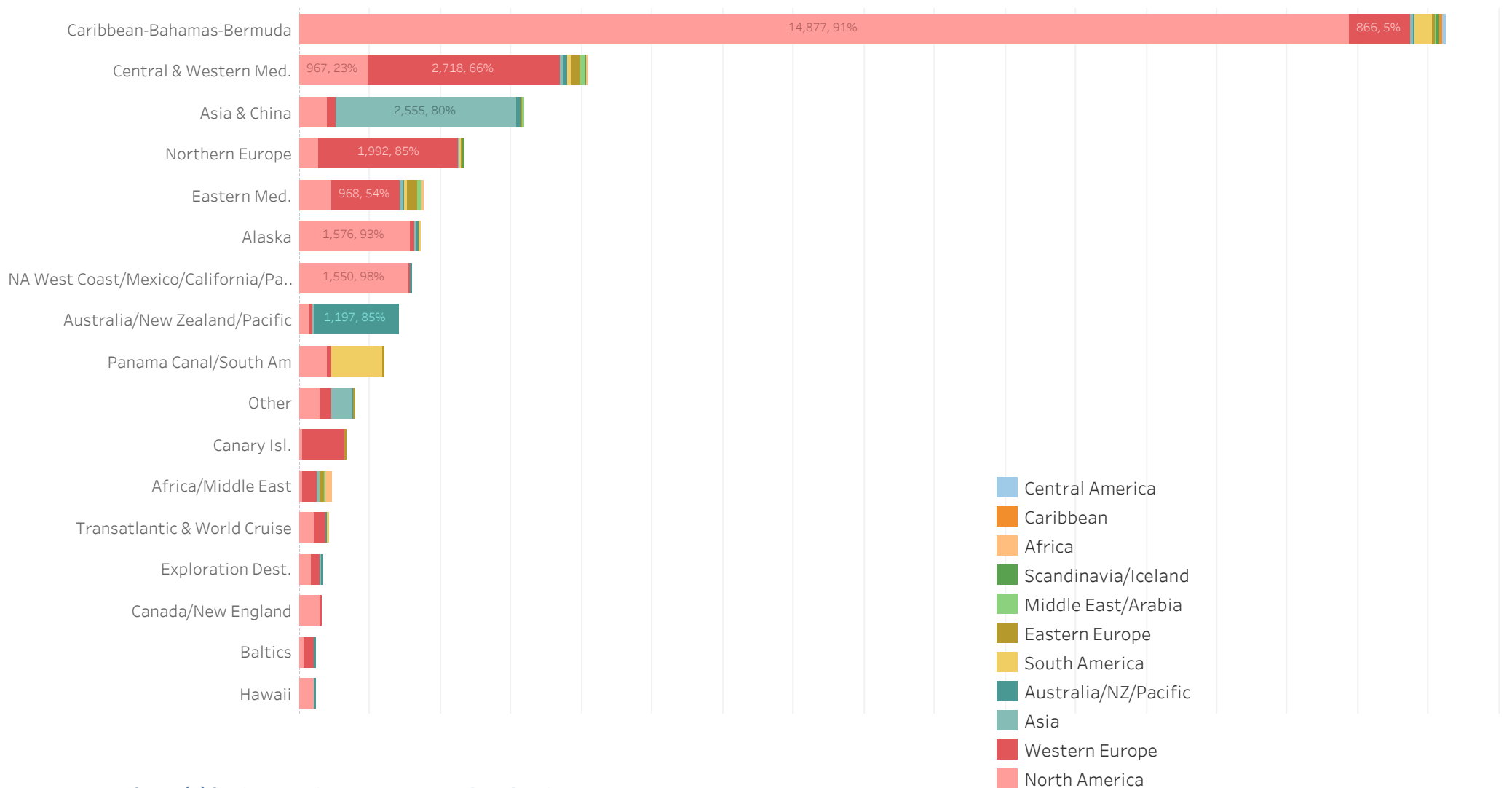


Global Report (Continued)

Passenger Volume by Trade (K)

	2022	2023	2024	2025
Caribbean-Bahamas-Bermuda	8,943.6	12,796.5 (43.1% ▲)	15,008.1 (17.3% ▲)	16,270.5 (8.4% ▲)
Central & Western Med.	2,629.6	3,914.4 (48.9% ▲)	3,910.0 (-0.1% ▼)	4,151.4 (6.2% ▲)
Asia & China	945.5	2,006.9 (112.3% ▲)	2,599.1 (29.5% ▲)	3,174.7 (22.1% ▲)
Northern Europe	1,561.3	2,225.4 (42.5% ▲)	2,178.7 (-2.1% ▼)	2,336.5 (7.2% ▲)
Eastern Med.	1,133.1	1,542.5 (36.1% ▲)	1,859.6 (20.6% ▲)	1,812.7 (-2.5% ▼)
Alaska	1,162.1	1,650.2 (42.0% ▲)	1,713.3 (3.8% ▲)	1,702.3 (-0.6% ▼)
NA West Coast/Mexico/California/Pacific Coast	1,137.1	1,445.7 (27.1% ▲)	1,334.4 (-7.7% ▼)	1,577.4 (18.2% ▲)
Australia/New Zealand/Pacific	481.6	1,277.2 (165.2% ▲)	1,325.7 (3.8% ▲)	1,404.5 (5.9% ▲)
Panama Canal/South Am	421.1	1,081.0 (156.7% ▲)	1,050.8 (-2.8% ▼)	1,195.5 (13.8% ▲)
Other	326.1	511.7 (56.9% ▲)	769.8 (50.4% ▲)	779.2 (1.2% ▲)
Canary Isl.	340.9	497.5 (45.9% ▲)	627.5 (26.1% ▲)	652.7 (4.0% ▲)
Africa/Middle East	263.6	539.0 (104.5% ▲)	517.9 (-3.9% ▼)	457.8 (-11.6% ▼)
Transatlantic & World Cruise	226.5	414.6 (83.1% ▲)	422.6 (1.9% ▲)	430.1 (1.8% ▲)
Exploration Dest.	137.6	318.7 (131.6% ▲)	387.5 (21.6% ▲)	335.2 (-13.5% ▼)
Canada/New England	232.7	303.7 (30.5% ▲)	316.9 (4.3% ▲)	318.6 (0.5% ▲)
Baltics	217.3	256.6 (18.1% ▲)	237.7 (-7.4% ▼)	231.7 (-2.5% ▼)
Hawaii	136.6	233.4 (70.8% ▲)	241.8 (3.6% ▲)	216.0 (-10.7% ▼)

Passenger Volume (K) by Trade & Source Regions in 2025

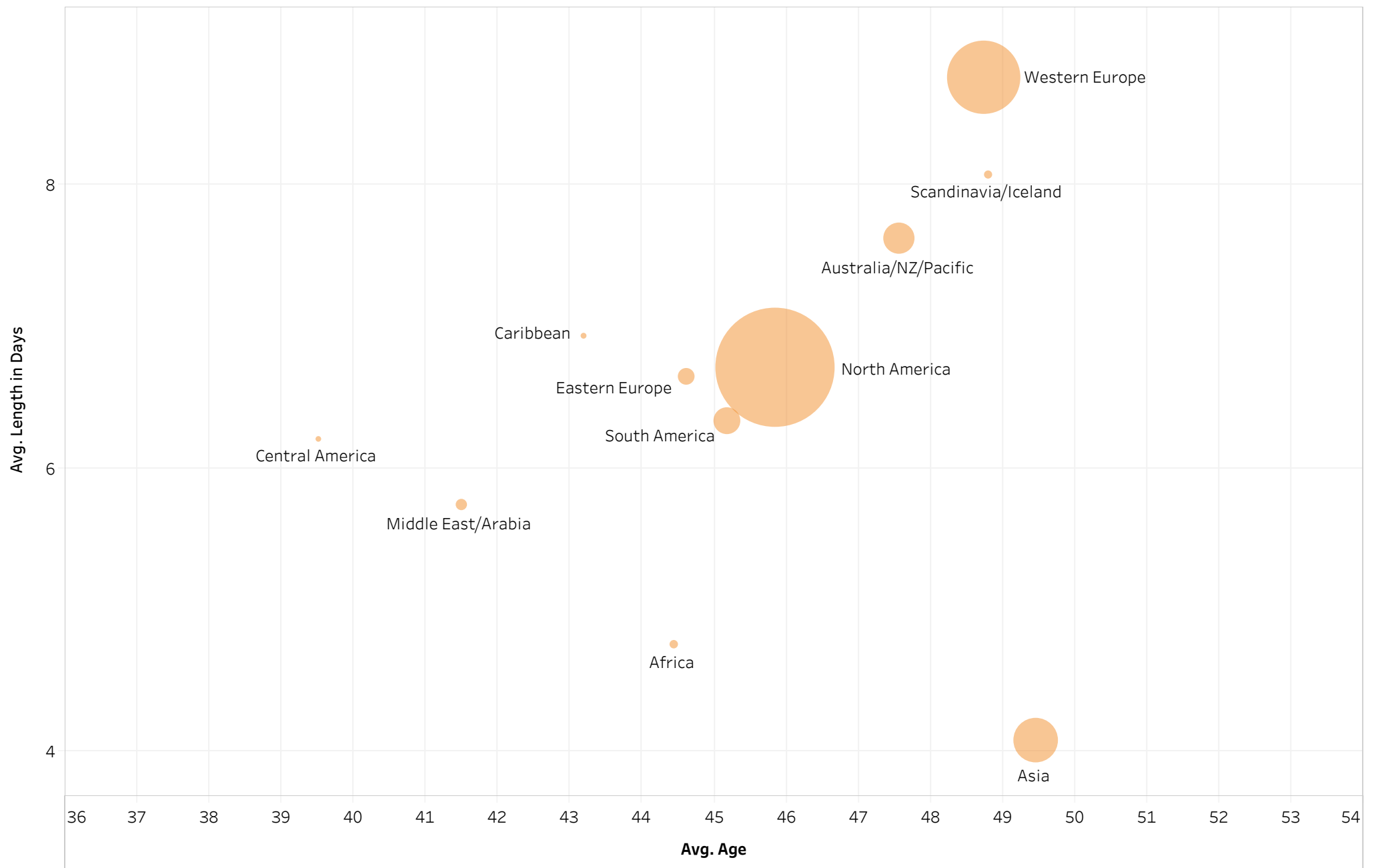


Passenger Volume (K) by Quarter & Top Source Regions in 2025

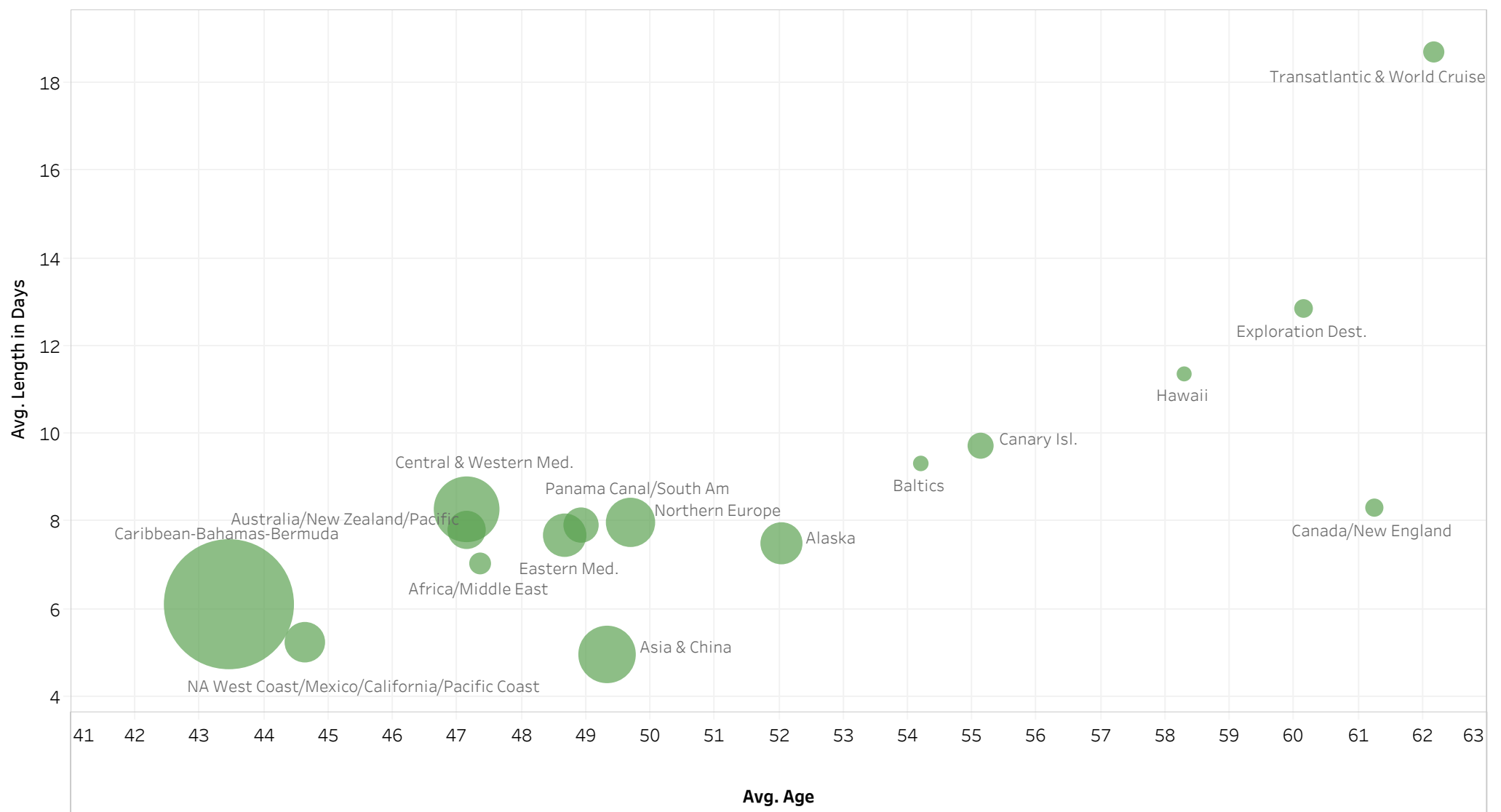


Global Report (Continued)

Average Age and Cruise Length for Top Source Markets, 2025



Average Age and Cruise Length by Destination / Trade Route, 2025



April 27, 2026: Update to previously released passenger data (originally released April 14, 2026)

In reviewing the global passenger numbers for 2025, we identified a data submission error and are revising the global passenger volume from 37.2 million to 37.3 million. This revision reflects a net increase of 67,000 passengers due to a data input error by our research partner, CHART Management Consultants, in which 2024 passenger figures for one non-CLIA member brand were inadvertently submitted in place of 2025 data. Due to rounding, the previously reported total of 37.2 million now rounds to 37.3 million (37.301 million).

In addition, during the compilation of 2024 Asia-wide source market data, we identified a variance in passenger volumes reported into our One reSource data platform for the Asia market. At our request, CHART Management Consultants conducted a validation review with the underlying data provider. Through this review, one non-CLIA member cruise line determined that a portion of its 2023 reporting had been overstated across several Asian markets and provided corrected figures. As a result, 2023 passenger totals from Asian source markets have been reduced by 553,000 passengers.

These revisions are reflected in the updated report.





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