



Economic Contribution of Cruise Tourism to Canada 2024

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EXECUTIVE SUMMARY



THE CRUISE INDUSTRY IN 2024

The global cruise industry continued its strong growth trajectory in 2024, surpassing the previous year's record levels. There were nearly **186 million** passenger visits, marking a **13% increase from 2023**. Growth was driven primarily by transit volumes, which rose to just over **116 million**, supported by expanded itineraries across the United States (US) and the Caribbean. Embarkations also increased to almost **35 million**, reflecting the growing popularity of cruises during the year. North America and Europe remained the largest source markets, accounting for more than 80% of global demand. This was followed by Asia, which has been slower to recover, with demand significantly below its pre-Covid record level.

Cruise deployment in Canada and adjacent regions increased by **2%** in 2024, reaching **18.6 million** Available Passenger Cruise Days (APCDs). Growth was driven primarily by higher deployment in the Canada/New England region, while deployment in Alaska/British Columbia also increased.

Canadian ports recorded a total of around **3.7 million** passenger visits in 2024, up **7%** year-on-year. Of these, **2.3 million** were transit visits, while embarkations totaled **0.7 million** across the country. Embarkation is concentrated in Pacific and Quebec ports, while there are many Canadian coastal ports that host a growing number of transit calls. British Columbia accounted for the largest share of cruise visit activity, followed by Nova Scotia and Quebec.

Total direct cruise-linked expenditure in Canada reached approximately **CAD\$ 2.6 billion**, representing a **1%** decline compared with 2023 and around **2%** of the global total. This decline was driven by lower cruise line purchases, which include spending on port services, logistics, and cruise line operational activity.

Despite the year-on-year decline, cruise line purchases remained the largest component of direct spending at **CAD\$ 1.6 billion**. Passenger and crew spending contributed a further **CAD\$ 0.9 billion**, reflecting onshore visitor activity in ports. Ship- and capacity-building expenditure followed at just under **CAD\$ 0.1 billion**, concentrated primarily in British Columbia, while cruise line staff wages made a contribution of around **CAD\$ 30 million**.

How does the Cruise Industry Generate Economic Impact?

We assess the economic contribution of cruise tourism using a standard approach known as an economic impact analysis that quantifies the impact of the cruise industry across three "core" channels.



DIRECT IMPACT

The first channel—**direct**—relates to the economic activity supported by expenditures directly linked to the cruise industry. This includes passenger and crew spending, cruise line operational and capital purchases, and wage-linked consumption by cruise line employees. Additionally, we quantify direct cruise line employment and associated wages within this study where appropriate.



INDIRECT IMPACT

The second channel—**indirect**—captures supply chain effects that follow on from direct impacts, for example, purchases by businesses of goods and services from other businesses.



INDUCED IMPACT

The final channel—**induced**—captures the income effect and flow on to household consumption.

KEY FINDINGS FOR CANADA

Canadian ports recorded around 3.7 million passenger visits in 2024, generating significant economic benefits. Cruise-related spending totaled nearly CAD\$ 2.6 billion, driven primarily by cruise line operations and passenger and crew expenditure. This spending supported substantial economic impacts, including:



CAD\$5.1 bn

in total economic output



CAD\$2.7 bn

to gross domestic product (GDP)



24,000

jobs



CAD\$1.4 bn

in wages

Fig. 1. Summary of cruise industry activity in Canada, 2024

	Direct Cruise Line Employment	Direct Expenditure Linked	Indirect and Induced	Total
Output (CAD\$ Millions)	-	2,563	2,572	5,135
GDP (CAD\$ Millions)	-	1,279	1,381	2,660
Employment (Jobs, 000s)	1	14	10	24
Wages (CAD\$ Millions)	30	724	605	1,360

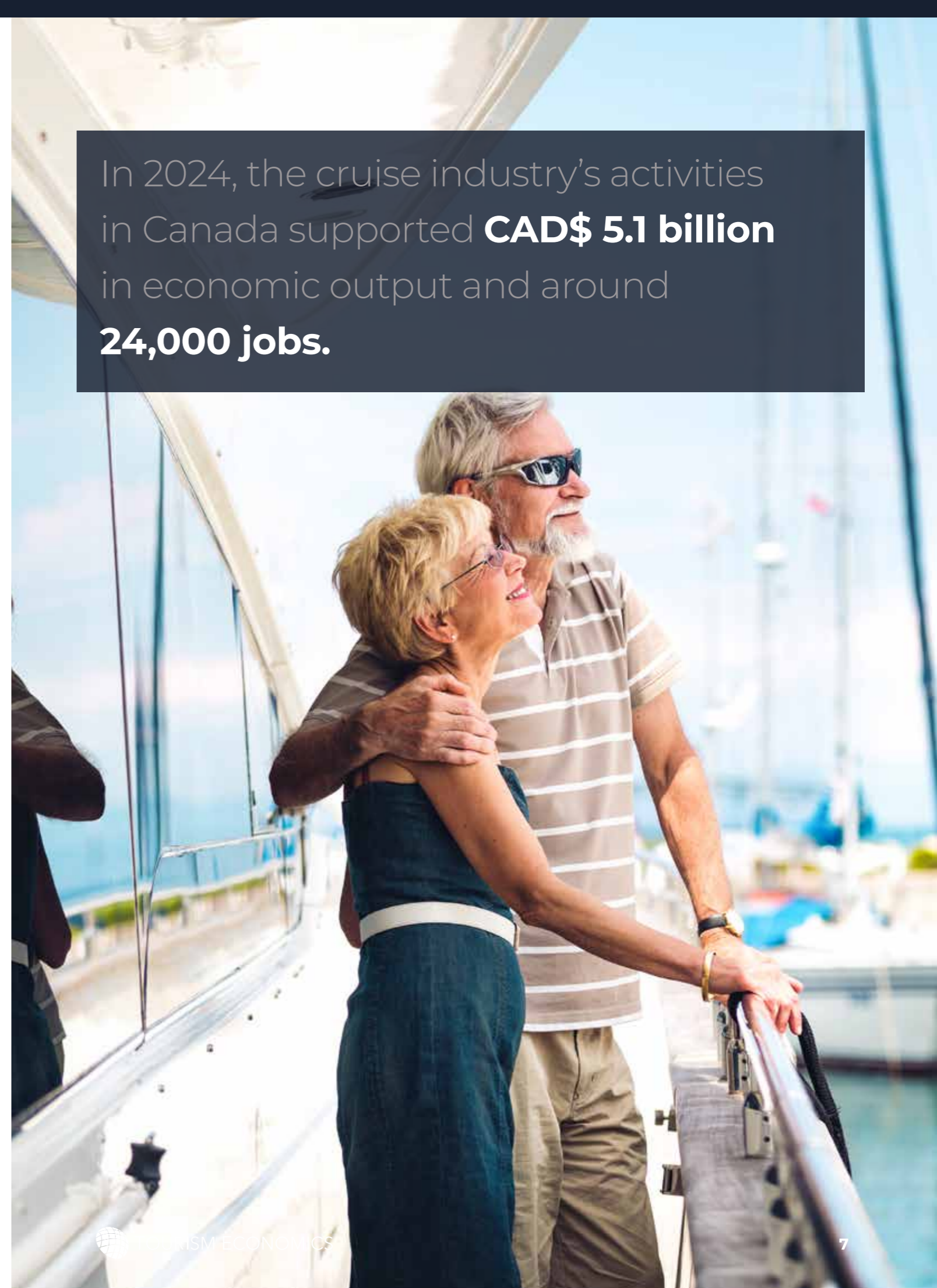
Note: Values may not sum due to rounding
Source: Oxford Economics

Fig. 2. Summary of cruise industry activity in Canada and globally, 2024

		Canada	Global
Passenger flows (000s)	Transit visits	2,271	116,415
	Embark	731	34,612
	Debark	741	34,555
	Total cruise visits	3,743	185,582
Spend (CAD\$ Billions)	Passenger and crew spend	0.9	37.1
	Cruise line purchases	1.6	62.9
	Ship- and capacity-building	0.1	15.7
	Cruise line staff wages	<0.1	12.2
	Total spend	2.6	128.0
Output (CAD\$ Billions)	Direct	2.6	123.3
	Indirect and Induced	2.6	149.1
	Total output	5.1	272.4
GDP (CAD\$ Billions)	Direct	1.3	57.2
	Indirect and Induced	1.4	77.7
	Total GDP	2.7	134.9
Employment (Jobs, 000s)	Direct (cruise line employment)	1	379
	Direct (expenditure linked)	14	713
	Indirect and induced	10	693
	Total employment	24	1,785

Note: Values may not sum due to rounding
Source: Oxford Economics

In 2024, the cruise industry's activities in Canada supported **CAD\$ 5.1 billion** in economic output and around **24,000 jobs.**



INDUSTRY OVERVIEW

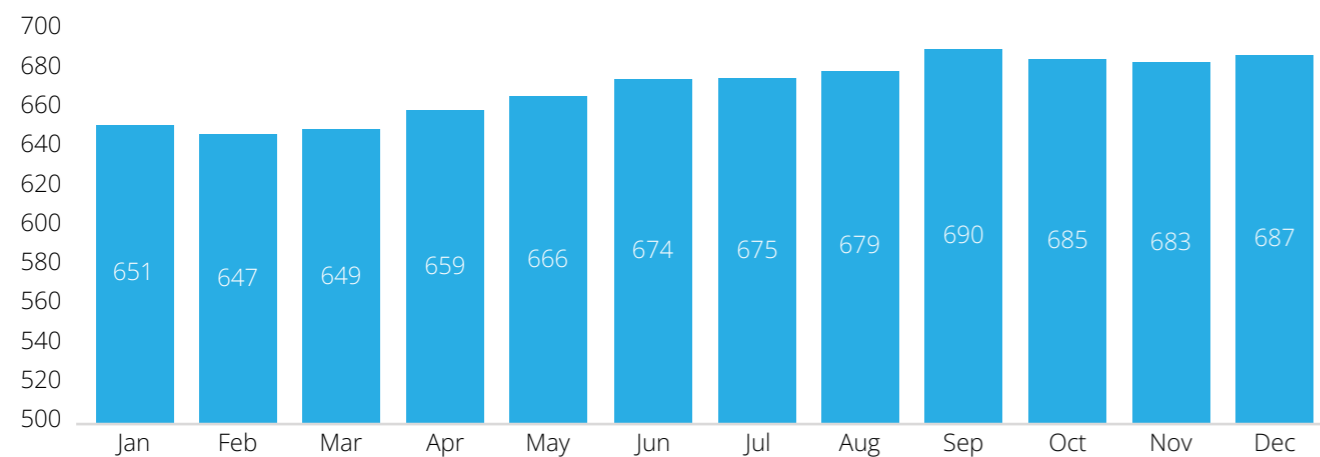


INDUSTRY OVERVIEW

In 2024, the global cruise industry continued its post-Covid rebound, reaching a new record level of passenger activity. Total passenger visits rose to nearly 186 million, a 13% increase from 2023, as the sector continued to expand its global footprint. Growth was primarily driven by transit volumes, which increased to just over 116 million, largely due to expanded itineraries across the United States and the Caribbean. Embarkations also increased to just under 35 million, reflecting increased global deployment and strong underlying demand for cruising. This volume represented 2.4% of the nearly 1.5 billion international tourist arrivals in 2024 reported by UNWTO, up from 2.0% in 2019.

Global cruise capacity grew in parallel with demand, reaching nearly 690,000 lower berths by year-end, up from 649,000 at the end of 2023. This expansion was fueled by the introduction of new vessels, including next-generation ships featuring enhanced efficiency and amenities.

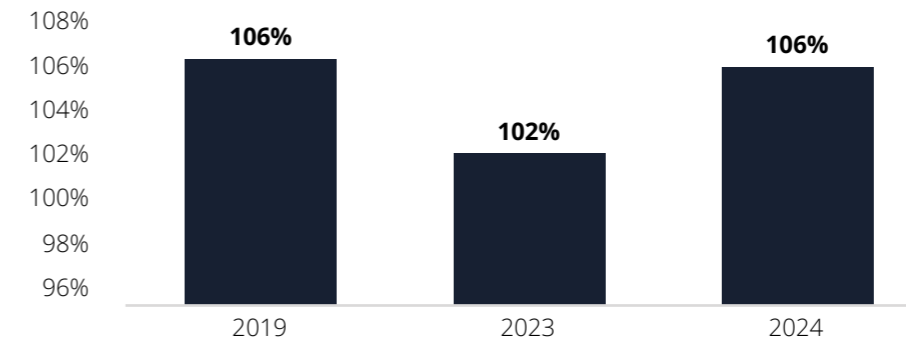
Fig. 3. Global cruise industry capacity, 2024 (000s of lower berths)



Source: Oxford Economics/Tourism Economics, Cruise-IP

Supported by steady demand across both established and emerging markets, occupancy levels also continued to rise. As a result, major cruise lines' occupancy in 2024 reached 106%, which was above 2023 (102%) and on par with 2019.

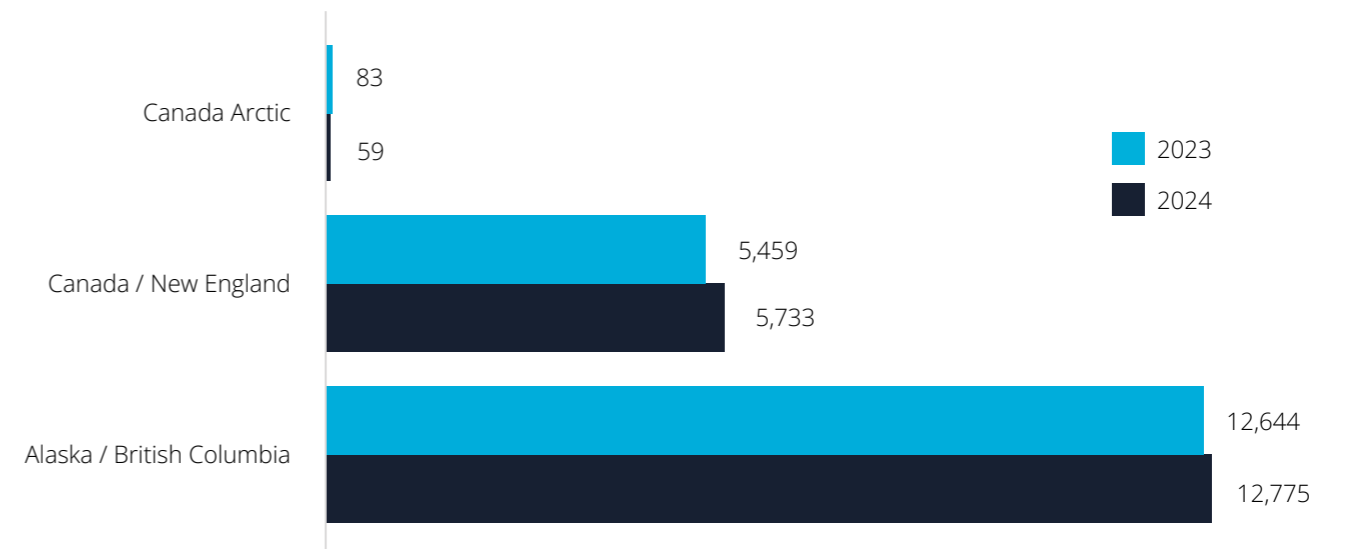
Fig. 4. Occupancies for major cruise lines



Source: Major cruise lines financial reports

Cruise deployment in Canada and adjacent cruise regions rose 2% to 18.6 million Available Passenger Cruise Days (APCDs) in 2024. Higher deployment in the Canada/New England region was the main driver of this growth, with capacity increasing 5%, equivalent to an additional 274,000 APCDs. Meanwhile, deployment in Alaska/British Columbia, Canada's main cruise region, rose 1%, adding a further 131,000 APCDs in 2024. Although deployment in the Canada Arctic region declined sharply by nearly 30%, this segment represents a very small share of total deployment, limiting its impact on overall cruise activity in Canada.

Fig. 5. Available Passenger Cruise Days by region (000s)



Source: Oxford Economics/Tourism Economics, Cruise-IP

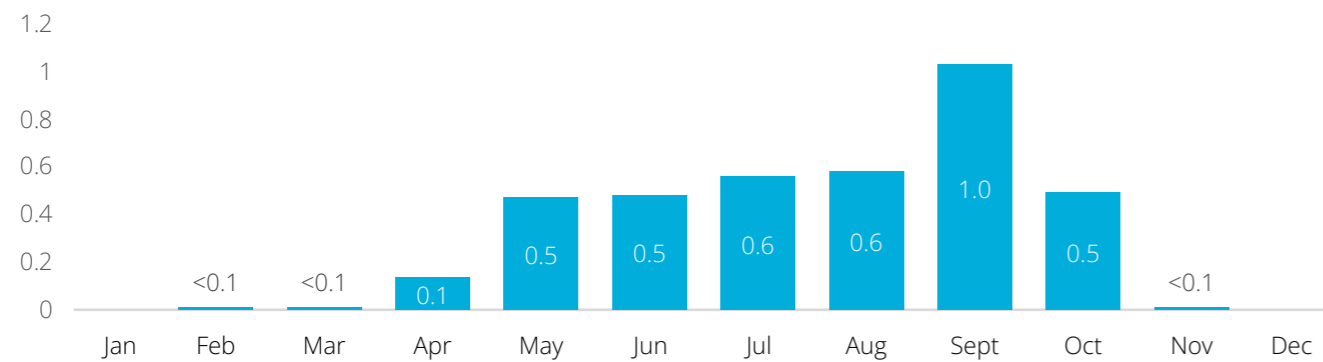
Canadian ports achieved around 3.7 million passenger visits in 2024, according to data provided by ports and our modeled estimates. This represented a 7% increase compared to around 3.5 million passenger visits in 2023.

Leveraging supply-based data from Tourism Economics' Cruise-IP, the most comprehensive cruise industry database available based on planned itineraries, enables an estimate of the monthly distribution of passenger visits to Canadian ports in 2024.

These estimates show that passenger visits to Canadian ports peaked in September at 1.0 million visits, significantly above other months during the main cruise season between May and October. This peak reflects increased activity in eastern Canada, as fall foliage drives additional demand for cruising along the Atlantic coast. By contrast, Canada's west coast experienced relatively steady cruise activity throughout the core cruise season, although passenger visits declined significantly in October due to reduced deployment linked to colder weather in the region.

Highlighting the highly seasonal nature of cruising in Canada, there were minimal passenger visits at Canadian ports outside the core season of May to October, with some months recording no visits due to winter reductions in deployment.

Fig. 6. Estimated Canada total passenger visits by month, 2024 (millions)

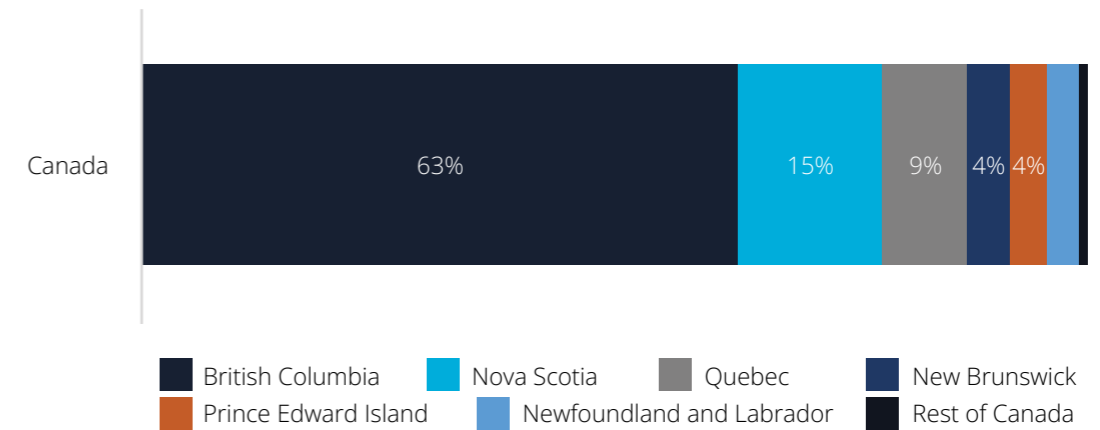


Source: Oxford Economics/Tourism Economics, Cruise-IP

British Columbia accounted for the highest share of passenger visits in 2024 at 63%, based on data from ports and our modeling. This reflects the province's importance as a gateway to Alaska cruises and high visitation to major transit and turnaround hubs such as Victoria and Vancouver. Ports in Nova Scotia recorded the second-highest share at 15%, followed by Quebec with 9% of passenger visits. The remaining eastern Canadian provinces captured a relatively small share of total visitation.

Cruise embarkation activity in Canada is concentrated in a few ports with Vancouver alone capturing 90% of total embarkations in 2024. Among the provinces studied, only British Columbia and Quebec ports hosted a mix of transit and turnaround visits, while the others recorded transit visits only.

Fig. 7. Total passenger visits by Canadian province, 2024 (% of visits)



Note: Values may not sum due to rounding
Source: Oxford Economics



British Columbia recorded the highest number of passenger visits in 2024, accounting for **63% of all visits** to Canadian ports.

CRUISE INDUSTRY'S ECONOMIC IMPACT IN CANADA



CRUISE INDUSTRY'S ECONOMIC IMPACT IN CANADA

Overview of Economic Impact Analysis

In this report, we examine how the cruise industry in 2024 generated economic impacts in Canada. This includes analysis of the cruise industry's impact on six provinces with ocean-going cruise itineraries, namely, British Columbia, Quebec, Nova Scotia, New Brunswick, Newfoundland and Labrador, and Prince Edward Island.¹

We assess the economic impact of cruise tourism in Canada using a standard approach known as an economic impact analysis that quantifies the impact of the cruise industry across three "core" channels:

- **Direct impact**—this relates to the economic activity supported by expenditure directly linked to the cruise industry. This includes visitor spending at ports, cruise line operational and capital purchases, wage-linked consumption by cruise line employees. Additionally, we quantify direct cruise line employment and associated wages within this study where appropriate.
- **Indirect impact**—captures supply chain effects that follow on from direct impacts. For example, purchases by businesses of goods and services from other businesses.
- **Induced impact**—captures the income effect and flow on to household consumption. Direct and indirect impacts generate employment and wages among businesses, and these employees then spend elsewhere in the economy.

This approach enables us to present the economic impact of the cruise tourism in Canada across four key metrics:

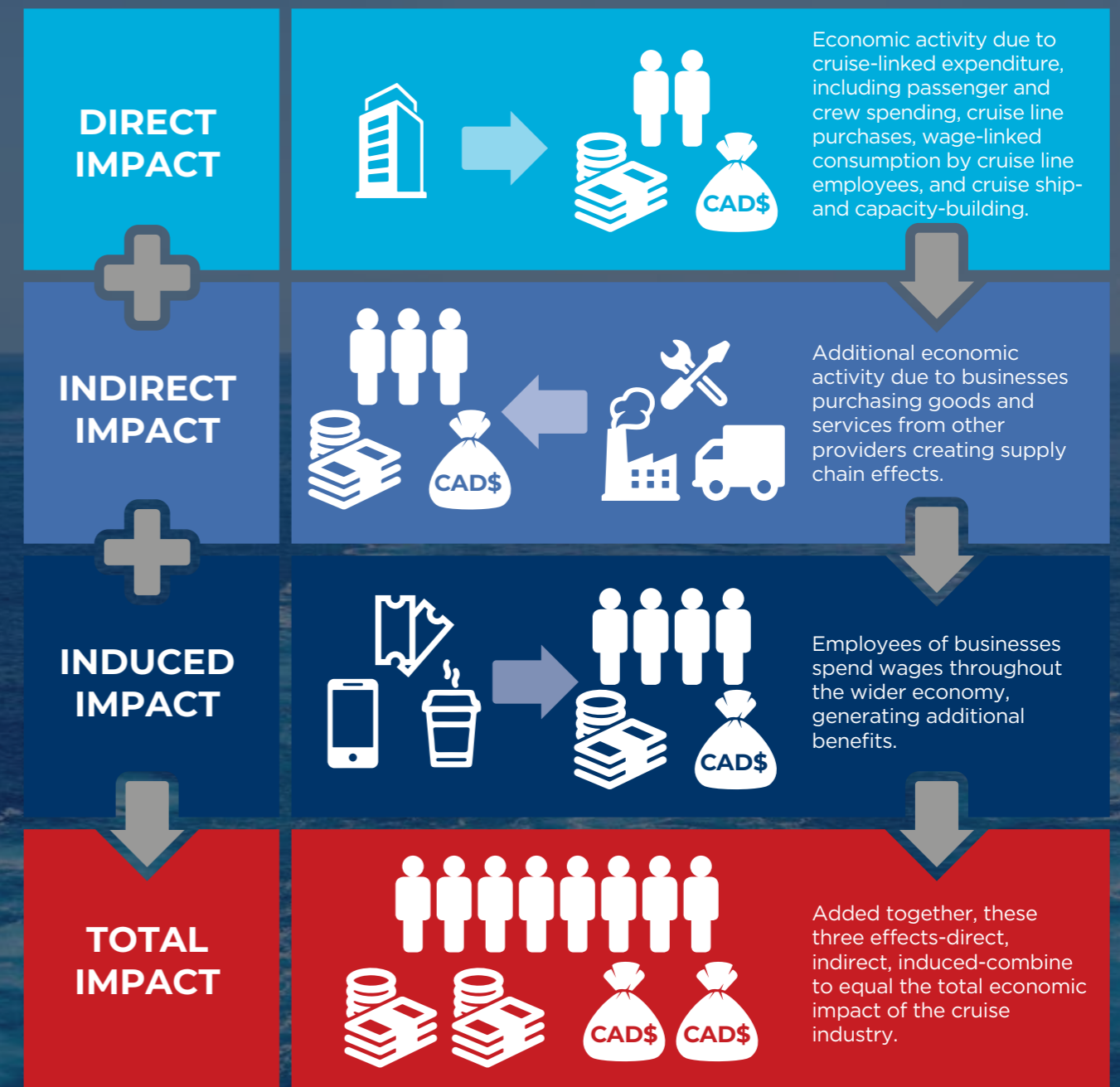
- **Output**—this consists of those goods or services that are produced by a company or industry. To calculate output, we add together the value of the inputs used in the production process including labor, capital, and intermediate goods and services. Output is closely linked to turnover.²
- **GDP**—the gross-value added contribution to GDP. This reflects the value (after accounting for costs) that a business or sector receives for producing goods and services. This value is distributed between wages and profits.³
- **Employment**—the number of jobs supported.
- **Wages**—which includes the gross wages paid to workers but also includes benefits in-kind and employer social security contributions (including pensions).

¹ Note: Analysis of the economic contribution of cruise tourism in all provinces and territories has been undertaken. However, the province level profile section of the report includes analysis relating to the top 6 provinces.

² Source: OECD

³ Source: OECD.

Channels of economic impact



Source: Oxford Economics

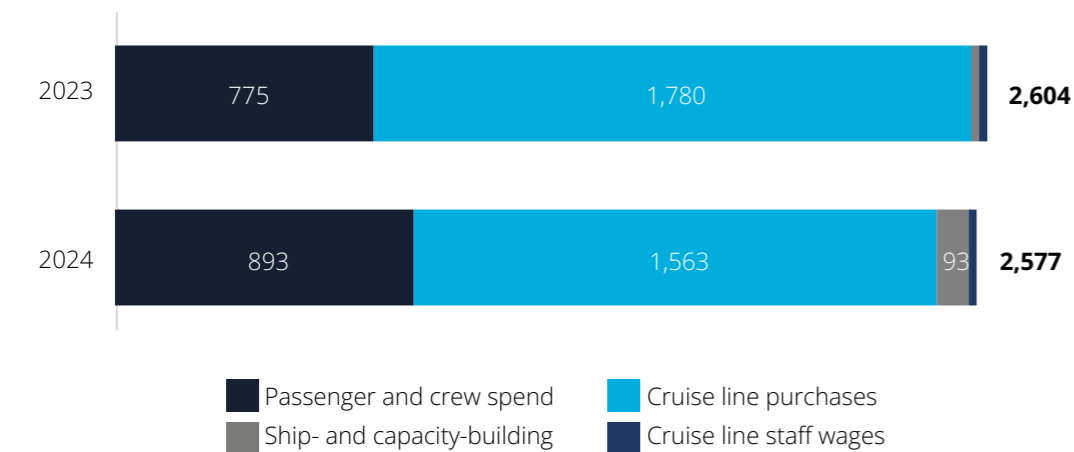
Direct Cruise-Linked Spending

The cruise industry's direct economic impact in Canada is assessed through four main expenditure channels.



Expenditure through each of these channels supports economic activity and employment throughout Canada. The direct cruise-related spending associated with these four channels in 2024, with comparisons to 2023, is shown below.

Fig. 8. Direct cruise-linked spending in Canada (CAD\$ millions)



Note: Values may not sum due to rounding
Source: Oxford Economics

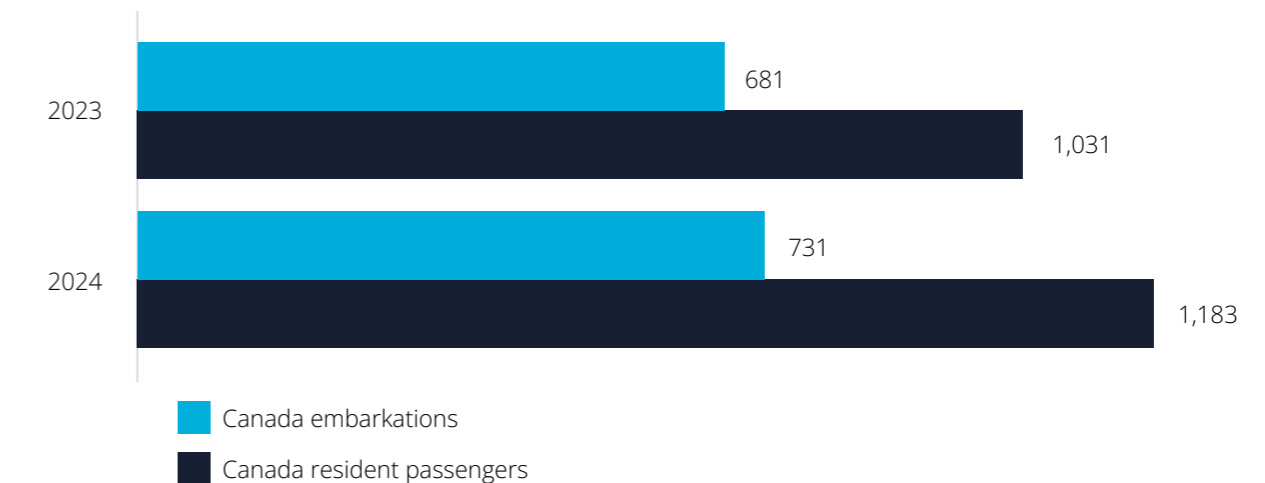
Direct expenditure linked to the cruise industry's activities fell 1% to just under CAD\$ 2.6 billion in 2024. This figure represents around 2% of global cruise-linked direct spending. The largest component of this spending was cruise line purchases at 61% of total spend. Passenger and crew spending followed at 35%, while ship- and capacity-building made up 4% of the total. Cruise line staff wages accounted for the smallest share of direct spending at 1%.

Cruise line purchases accounted for CAD\$ 1.6 billion in direct spending in 2024. This represented a 12% decline compared to 2023, linked to adjustments in cruise line procurement.

Passenger and crew spending was around CAD\$ 0.9 billion in 2024, a 15% increase compared to 2023, reflecting higher passenger visits and increased average spend at Canadian ports.

Canadian residents are an important source market for cruising, accounting for around 3% of global cruisers in 2024. Some of this demand benefits Canadian turnaround ports, which represented 2% of the global total in 2024. Highlighting growing opportunities for the cruise industry in Canada and elsewhere, the number of Canadian residents who undertook a cruise rose 15% to almost 1.2 million in 2024, while embarkations from Canadian ports increased by 7% to over 0.7 million.

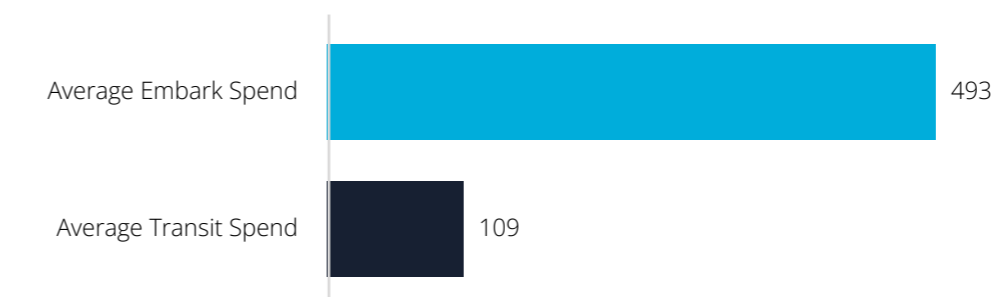
Fig. 9. Canada cruise passengers (000s)



Source: Oxford Economics/ CLIA One reSource passenger data

In 2024, the average spend of transit passengers visiting Canadian ports was CAD\$ 109, while spending by embarking passengers was significantly higher at CAD\$ 493. This reflects their typically longer dwell time in ports, as well as additional costs such as accommodation.

Fig. 10. Canada transit and embark spend per passenger, 2024 (CAD\$)



Source: Oxford Economics

Ship- and capacity-building expenditure totaled CAD\$ 93 million in 2024. This marked an increase of around CAD\$ 65 million from 2023 due to more drydocking activity in British Columbia. While direct spending on ship- and capacity-building tripled compared to 2023, Canada's share of the global total remained below 1% in 2024, reflecting the country's limited infrastructure for building large cruise ships.

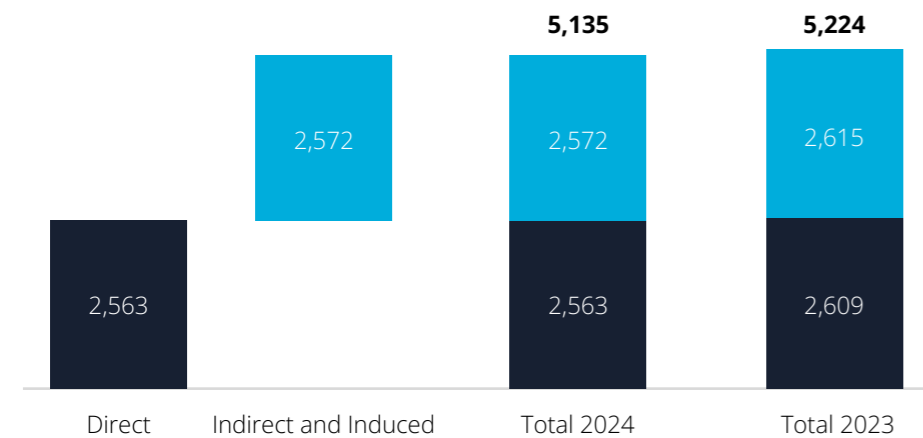
In 2024, cruise line staff wages were estimated at CAD\$ 28 million, a 34% increase compared to 2023. Canadian residents remain under-represented in the global cruise workforce, accounting for less than 1% of cruise line employees, while generating around 3% of global cruise demand. Staff wages generally do not move in step with passenger visits, as workforce adjustments tend to occur more gradually, reflecting longer-term investment decisions by cruise lines. In addition, variations in staff wages influence the global distribution of the cruise industry workforce.

Economic Impact

Output

Total output generated directly by the cruise industry, together with ancillary impacts, was estimated at CAD\$ 5.1 billion in 2024. Cruise-linked spending supports the production of goods and services (output) through direct, indirect, and induced channels. Of this total, CAD\$ 2.6 billion was generated through direct effects with a further CAD\$ 2.6 billion arising from indirect and induced effects. Overall, Canada's total output impact was 2% lower compared to 2023.

Fig. 11. Cruise industry output in Canada (CAD\$ millions)



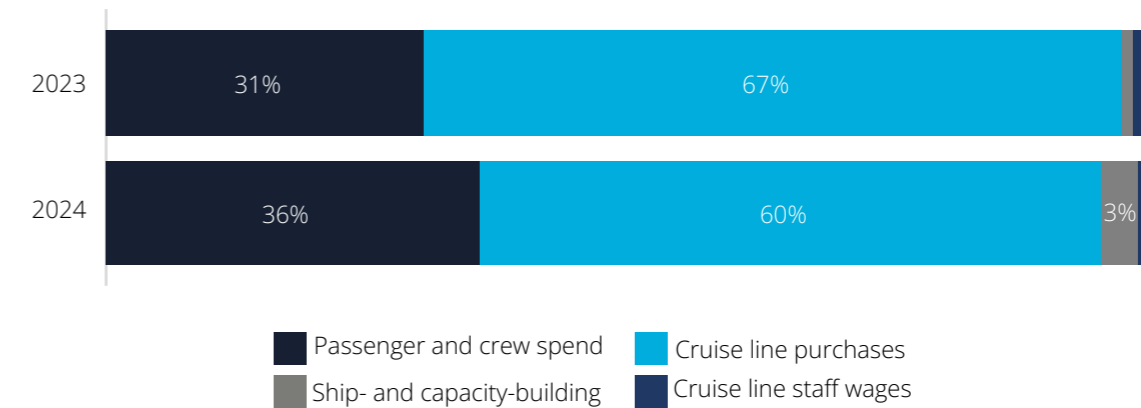
Note: Values may not sum due to rounding
Source: Oxford Economics

Cruise line purchases remained the largest component accounting for 60% of total output in 2024. However, this represented a smaller share than in 2023 as spending in this category fell in 2024, whereas other spend components exhibited growth.

The share of total output attributable to passenger and crew spending increased significantly, rising by five percentage points to 36%. This growth reflects higher passenger volumes and increased average spend by passengers in Canadian ports during the year. Ship-and capacity-building also expanded its share of output to 3%, a two-percentage-point increase driven by higher maintenance activity. Meanwhile, cruise line staff wages remained a very small driver of output impacts, at less than 1% of the 2024 total.

Cruise industry activities generated total output of **CAD\$ 5.1 billion** in Canada in 2024, with British Columbia recording the largest contribution of **CAD\$ 2.8 billion**.

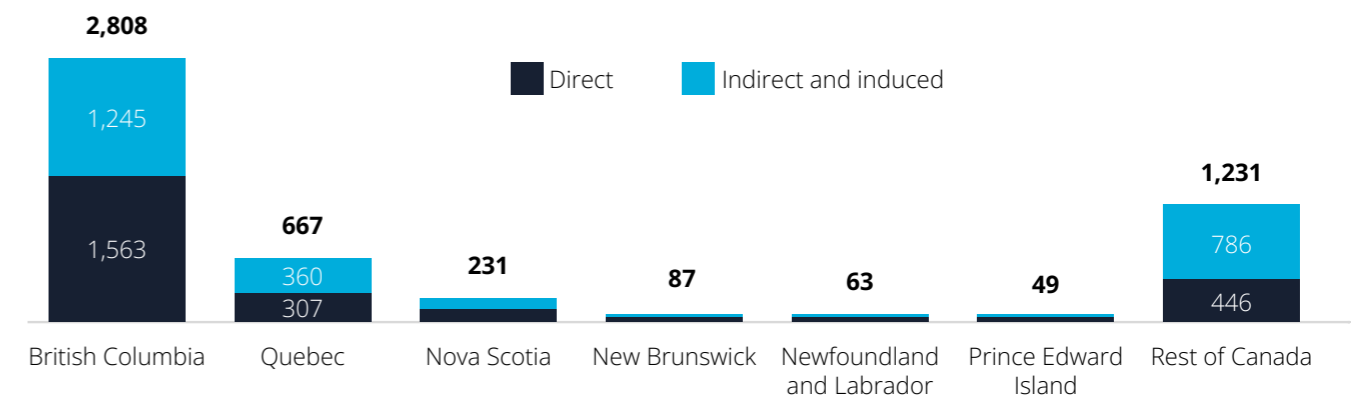
Fig. 12. Share of cruise industry's output impacts by channel in Canada (% of total)



Note: Values may not sum due to rounding
Source: Oxford Economics

British Columbia had the largest output impact among all provinces, at around CAD\$ 2.8 billion, representing 55% of Canada's total output. This was followed by Quebec, with CAD\$ 667 million (13% of the national total), and Nova Scotia, which rounded out the top three with CAD\$ 231 million. The remaining provinces each generated under CAD\$ 100 million, while a further CAD\$ 1.2 billion was attributable to other provinces and territories across Canada.

Fig. 13. Cruise industry output impacts in Canada by province, 2024 (CAD\$ millions)

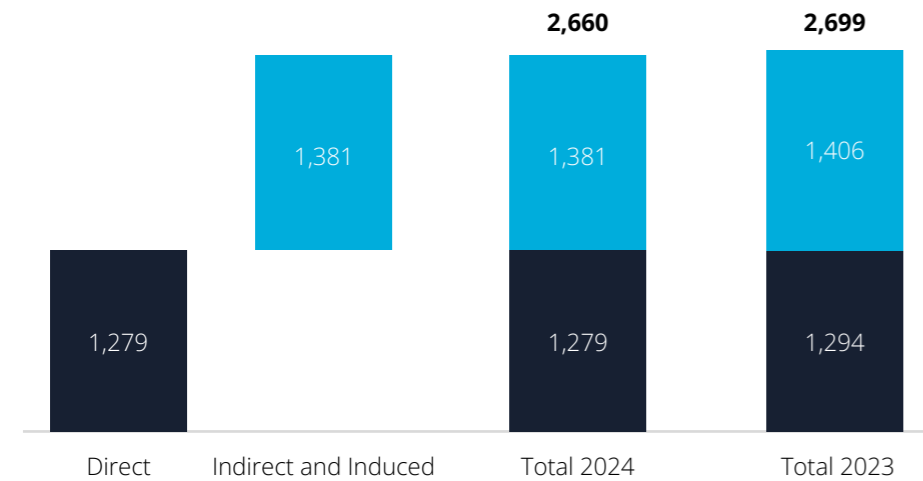


Note: Values may not sum due to rounding
Source: Oxford Economics

GDP

In 2024, the cruise industry is estimated to have contributed **CAD\$ 2.7 billion in gross domestic product (GDP) to the Canadian economy**, representing a 1% decrease from 2023. Of this total, CAD\$ 1.3 billion resulted from direct effects, while CAD\$ 1.4 billion arose from indirect and induced effects.

Fig. 14. Cruise industry GDP impacts in Canada (CAD\$ millions)

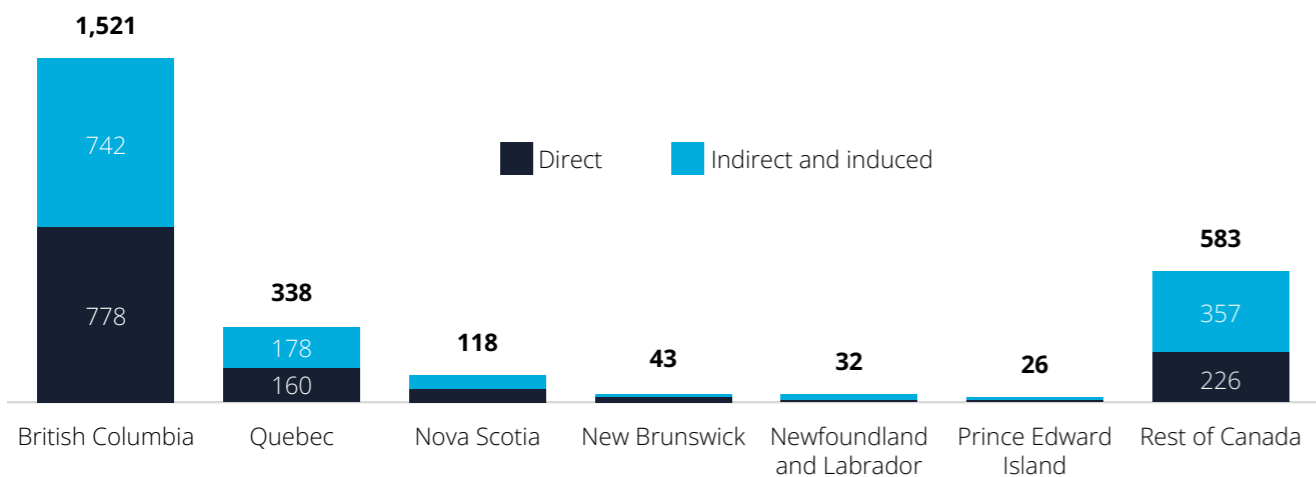


Note: Values may not sum due to rounding

Source: Oxford Economics

The provincial GDP impact rankings mirrored those for output, with British Columbia contributing the largest share of economic impact. In 2024, cruise activity in British Columbia generated CAD\$ 1.5 billion in GDP, representing 57% of the total contribution to GDP of cruise industry activities in Canada. Quebec followed with CAD\$ 338 million, while Nova Scotia ranked third with CAD\$ 118 million. The remaining provinces included in the study each contributed less than CAD\$ 50 million in GDP impact, while the rest of the country accounted for an additional CAD\$ 583 million.

Fig. 15. Cruise industry GDP impacts in Canada by province, 2024 (CAD\$ millions)



Note: Values may not sum due to rounding

Source: Oxford Economics

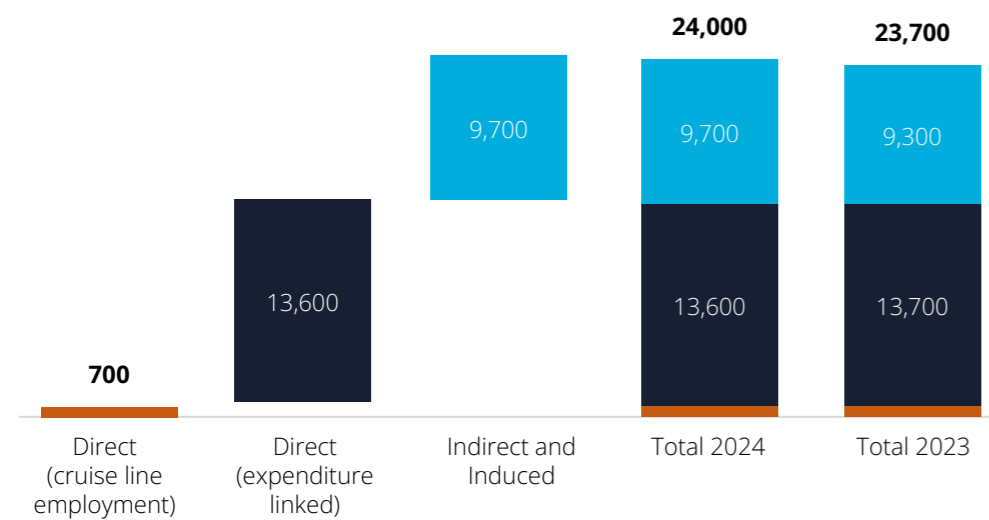
In 2024, the cruise industry had the greatest GDP impact on British Columbia at **CAD\$ 1.5 billion**, followed by Quebec at **CAD\$ 0.3 billion** and Nova Scotia at **CAD\$ 0.1 billion**.

Employment

The cruise industry supported just over 24,000 jobs overall in Canada in 2024, a 1% increase compared to 2023. Employment impacts include jobs supported through cruise-related expenditures, based on direct, indirect, and induced effects, as well as employment sustained directly by cruise lines.

Cruise lines are estimated to have directly employed nearly 700 people in Canada, while direct cruise-related spending supported around 13,600 jobs. An additional 9,700 jobs were generated through the indirect and induced effects of cruise-linked expenditure.

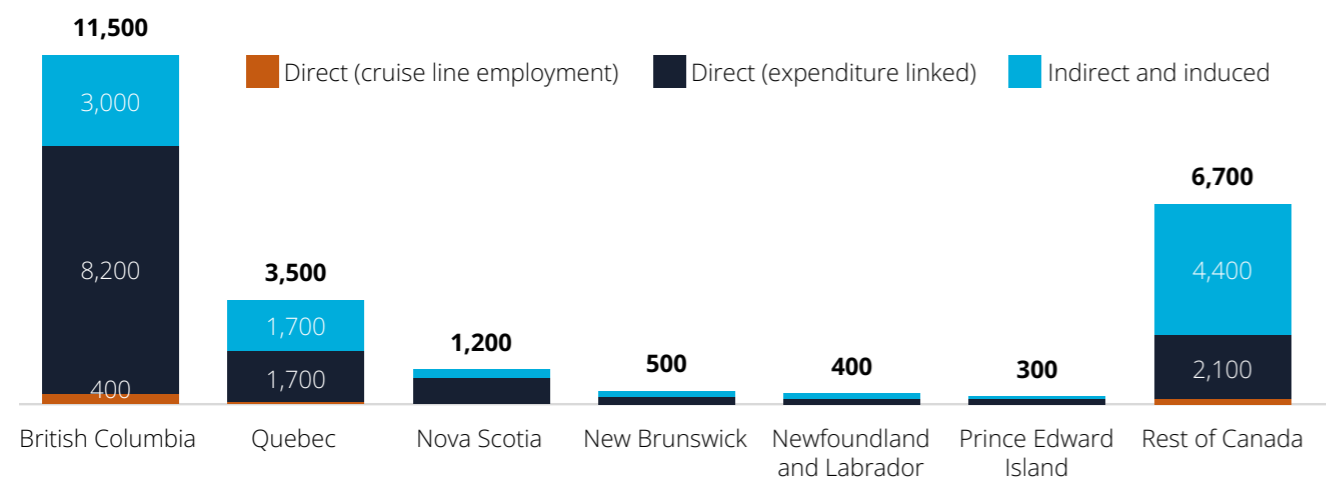
Fig. 16. Cruise industry employment impacts in Canada (number of jobs)



Note: Values may not sum on due to rounding
Source: Oxford Economics

British Columbia generated the largest employment impact, with the cruise industry supporting approximately 11,500 jobs, just under half of the national total. This included nearly 400 people directly employed by cruise lines. As with output and GDP, the next-largest impacts were in Quebec, with around 3,500 jobs, followed by Nova Scotia at approximately 1,200 jobs.

Fig. 17. Cruise industry employment impacts in Canada by province, 2024 (number of jobs)



Note: Values may not sum on due to rounding
Source: Oxford Economics

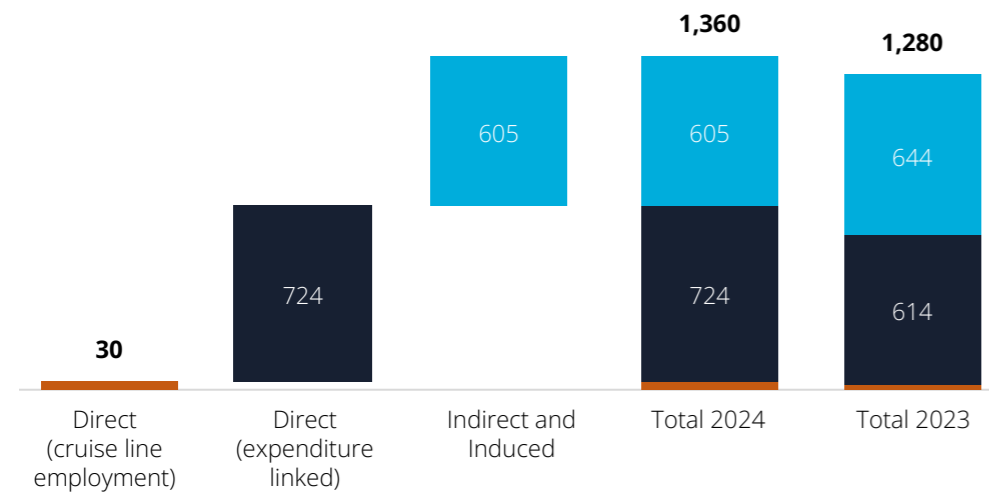
In 2024, the cruise industry supported around **24,000 jobs** in Canada, with just under half of these jobs linked to cruise activity in British Columbia.

Wages

The cruise industry generated substantial wages for workers across Canada, both through direct employment by cruise lines and through direct, indirect, and induced effects linked to the industry's onshore activities, particularly in regions surrounding major port.⁴

In 2024, total wages supported by the cruise industry in Canada were estimated at CAD\$ 1.4 billion. Of this, CAD\$ 30 million came from direct cruise line employment, while CAD\$ 724 million resulted from direct cruise-related expenditure, and indirect and induced channels contributed an additional CAD\$ 605 million in wage impacts.

Fig. 18. Cruise industry-generated wages in Canada (CAD\$ millions)

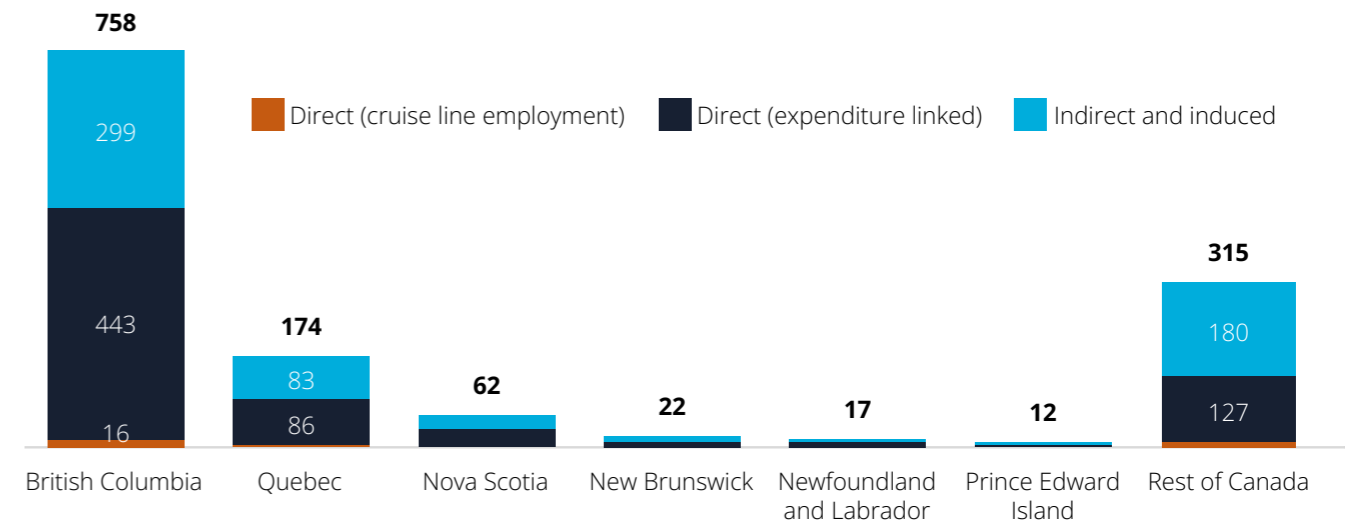


Note: Values may not sum due to rounding
Source: Oxford Economics

⁴ Unlike output and GDP, but similar to employment, we include the impact of cruise line employment in our wage analysis as well as the impact of cruise linked spending.

In 2024, British Columbia had the largest wage impact among provinces, at CAD\$ 758 million, including CAD\$ 16 million from direct cruise line employment. Quebec followed at CAD\$ 174 million, while Nova Scotia ranked third with CAD\$ 62 million in wage impacts. The remaining provinces in the study each saw significantly lower wage benefits of under CAD\$ 25 million, with the rest of the country contributing an additional CAD\$ 315 million in wages.

Fig. 19. Cruise industry-generated wages in Canada by province, 2024 (CAD\$ millions)



Note: Values may not sum due to rounding
Source: Oxford Economics

In 2024, the cruise industry generated **CAD\$ 1.4 billion** in wage impacts in Canada, with **CAD\$ 758 million** linked to activities in British Columbia.



CRUISE INDUSTRY'S ECONOMIC IMPACT IN CANADA BY PROVINCE



PROVINCE PROFILES

BRITISH COLUMBIA

In 2024, cruise-related activity in British Columbia supported approximately 11,500 jobs and generated total economic output of CAD\$ 2.8 billion.

An important gateway for Alaska cruises, British Columbia records the largest economic impacts from cruise activity of any Canadian province, accounting for 63% of all passenger visits in 2024. It was also the only province to register ship- and capacity-building expenditure during the year.

Strong demand for Alaska itineraries continued to underpin performance in 2024, with Available Passenger Cruise Days (APCDs) standing 24% above pre-pandemic levels. The premium cruise segment is well represented in the province, accounting for around 60% of passenger capacity in British Columbia, compared to 52% in Canada overall and 21% globally.

Vancouver serves as the region's primary homeport, handling the majority of embarkation and turnaround activity, while Victoria is the leading port of call for transit visits.

Fig. 20. Passenger visits at British Columbia ports in 2024

British Columbia	Transit	Embark
1 Vancouver	16,175	657,389
2 Victoria	965,650	-
3 Prince Rupert	59,404	-
Total cruise visits	1,041,229	657,389

Note: Data ordered by highest to lowest based on total passenger visits, including debark visits (not shown)
Source: CLIA Canada

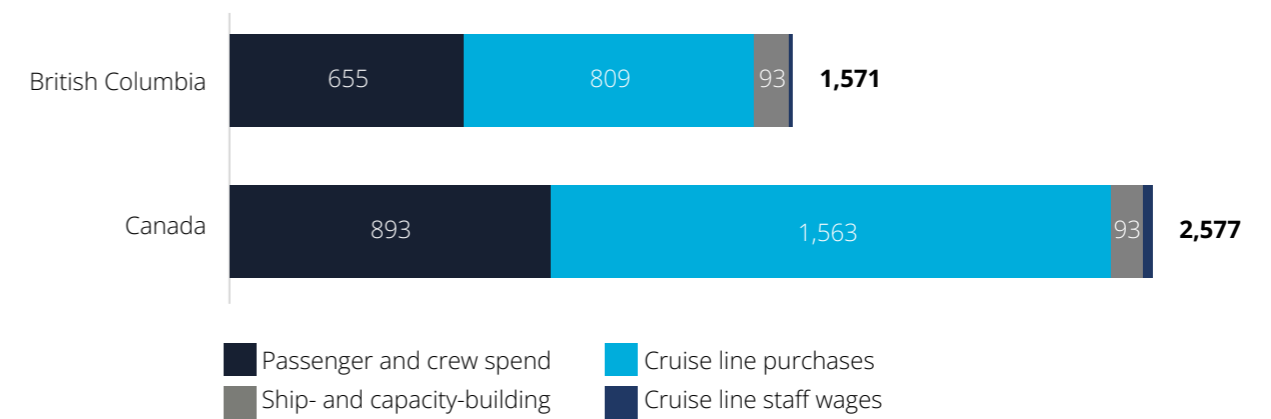


Spend

Direct cruise-linked spend in British Columbia amounted to nearly CAD\$ 1.6 billion in 2024, comprising 61% of the Canada total.

Cruise line purchases was the largest spending category in British Columbia, totaling CAD\$ 809 million and accounting for just over half of overall direct spending. Passenger and crew spending followed at CAD\$ 655 million, while ship- and capacity-building expenditure totaled CAD\$ 93 million. Cruise line staff wages represented a smaller component, contributing CAD\$ 14 million.

Fig. 21. Cruise-related direct spend by category, 2024 (CAD\$ millions)

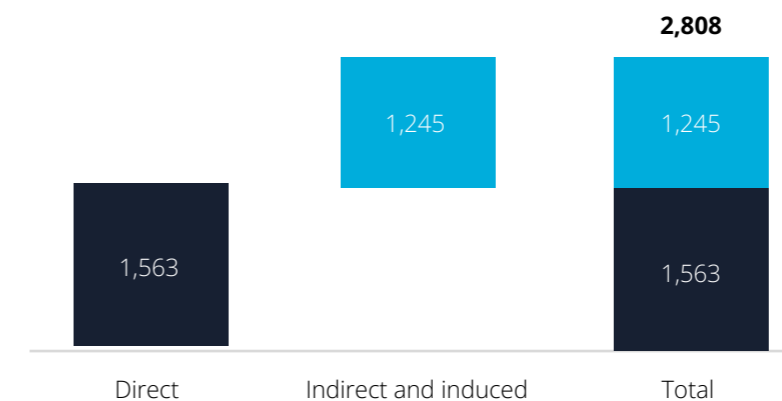


Note: Values may not sum due to rounding
Source: Oxford Economics

Output

The cruise industry generated a total output impact of CAD\$ 2.8 billion in British Columbia in 2024. Of this, CAD\$ 1.6 billion was generated through direct impacts, with the remaining CAD\$ 1.2 billion attributable to indirect and induced impacts.

Fig. 22. Cruise industry output in British Columbia, 2024 (CAD\$ millions)



Note: Values may not sum due to rounding
Source: Oxford Economics

GDP

Cruise industry-related activity supported a total of CAD\$ 1.5 billion in GDP, of which CAD\$ 0.8 billion resulted from direct impacts. Indirect and induced effects contributed an additional CAD\$ 0.7 billion. British Columbia accounted for 57% of Canada's total GDP impact from the cruise industry, the highest share among the provinces studied.

Fig. 23. Cruise industry GDP in British Columbia, 2024 (CAD\$ millions)



Note: Values may not sum due to rounding
Source: Oxford Economics

Fig. 24. Cruise industry GDP in British Columbia versus other Canadian provinces, 2024

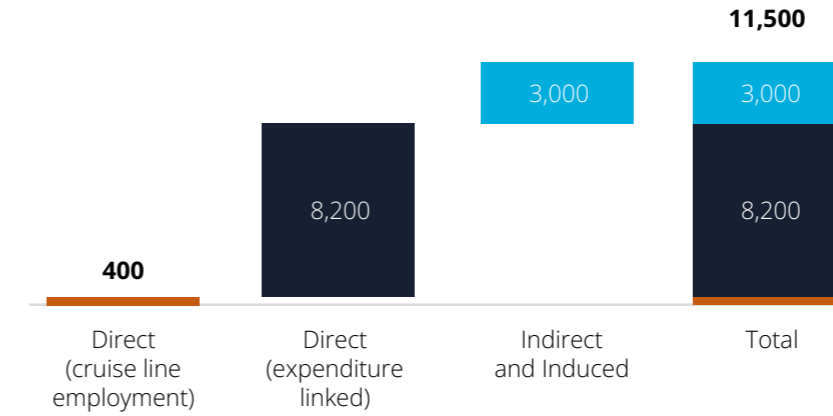
	Total GDP (CAD\$ mn)	% Canada Total
1 British Columbia	1,521	57.2%
2 Quebec	338	12.7%
3 Nova Scotia	118	4.4%
4 New Brunswick	43	1.6%
5 Newfoundland and Labrador	32	1.2%
6 Prince Edward Island	26	1.0%
<i>Rest of Canada</i>	583	21.9%
Canada	2,660	100.0%

Note: Values may not sum due to rounding
Source: Oxford Economics

Employment

Cruise line employment, which includes both crew and land-based employees, accounted for around 400 jobs in British Columbia in 2024. In addition, cruise-related direct, indirect, and induced spending supported over 11,000 jobs across the wider economy, bringing the total employment impact to 11,500.

Fig. 25. Cruise industry employment in British Columbia, 2024 (number of jobs)



Note: Values may not sum due to rounding
Source: Oxford Economics



British Columbia's cruise industry activity supported around **11,500 jobs** and **CAD\$ 2.8 billion** in total output impacts.

Summary of Impacts

Fig. 26. Summary of cruise industry activity and impacts in British Columbia, 2024⁵

		British Columbia	Canada
Passenger flows (000s)	Transit visits	1,041	2,271
	Embark	657	731
	Debark	654	741
	Total cruise visits	2,352	3,743
Spend (CAD\$ Millions)	Passenger and crew spend	655	893
	Cruise line purchases	809	1,563
	Ship- and capacity-building	93	93
	Cruise line staff wages	14	28
	Total spend	1,571	2,577
Output (CAD\$ Millions)	Direct	1,563	2,563
	Indirect and induced	1,245	2,572
	Total output	2,808	5,135
GDP (CAD\$ Millions)	Direct	778	1,279
	Indirect and induced	742	1,381
	Total GDP	1,521	2,660
Employment (Jobs)	Direct (cruise line employment)	400	700
	Direct (expenditure linked)	8,200	13,600
	Indirect and induced	3,000	9,700
	Total employment	11,500	24,000

Note: Values may not sum due to rounding
Source: Oxford Economics

In 2024, British Columbia's cruise industry generated **CAD\$ 2.8 billion** in total economic output, of which **CAD\$ 1.6 billion** was direct output and **CAD\$ 1.2 billion** was supported via indirect and induced channels.

⁵ Whilst debarkations are included in the total passengers' figure, only transit and embarkations have been taken into account for economic impact calculations.

QUEBEC

In 2024, cruise-related activity in Quebec supported approximately 3,500 jobs and generated total economic output of CAD\$ 667 million.

Quebec's cruise market is anchored by two marquee ports, Montreal and Quebec City, both handling a mix of turnaround and transit calls. Montreal is more heavily weighted toward turnaround activity, while Quebec City maintains a more balanced profile between embarkation and transit visits.

Origin ports in the United States, led by New York and Boston, account for around two-thirds of sailings to these ports, highlighting the importance of itineraries from Canada's southern neighbor. The market is oriented toward upscale cruising, with premium cruise brands representing 54% of Available Passenger Cruise Days (APCDs) and luxury brands 21% in 2024, well above the global averages of 21% and 5%, respectively.

Fig. 27. Passenger visits at Quebec ports in 2024

	Quebec	Transit	Embark
1	Quebec City	40,144	40,074
2	Saguenay	85,640	-
3	Montreal	23,424	23,226
4	Sept-Îles	10,491	-
5	Havre-Saint-Pierre	8,727	-
6	Gaspésie	7,405	-
7	Trois-Rivieres	6,920	-
8	Baie-Comeau	6,836	-
9	Îles de la Madeleine	6,288	-
	Total cruise visits	195,875	63,300

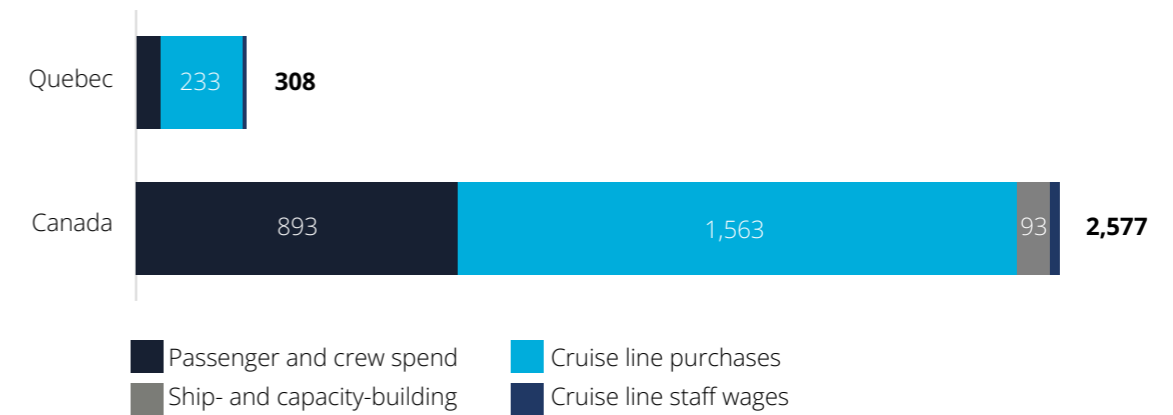
Note: Data ordered by highest to lowest based on total passenger visits, including debark visits (not shown)
Source: CLIA Canada

Spend

Direct cruise-linked spend in Quebec amounted to CAD\$ 308 million in 2024, comprising 12% of the Canada total.

Cruise line purchases was the largest spending category in Quebec, totaling CAD\$ 233 million and accounting for around three quarters of overall direct spending. Passenger and crew spending followed at CAD\$ 71 million, while cruise line staff wages totaled CAD\$ 4 million.

Fig. 28. Cruise-related direct spend by category, 2024 (CAD\$ millions)



Note: Values may not sum due to rounding
Source: Oxford Economics

Output

The cruise industry generated a total output impact of CAD\$ 667 million in Quebec in 2024. Of this, CAD\$ 307 million was generated through direct impacts, with the remaining CAD\$ 360 million attributable to indirect and induced impacts.

Fig. 29. Cruise industry output in Quebec, 2024 (CAD\$ millions)

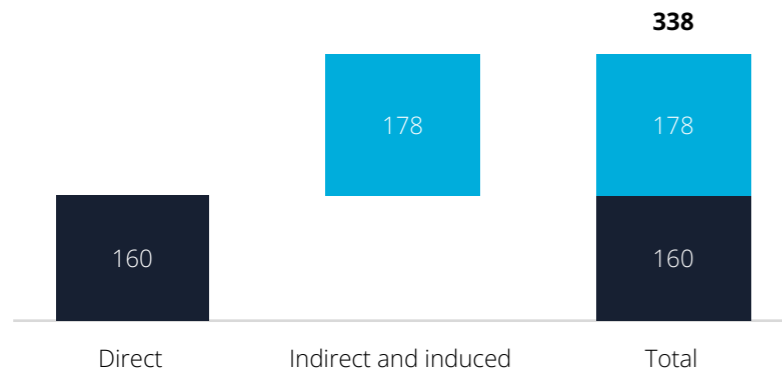


Note: Values may not sum due to rounding
Source: Oxford Economics

GDP

Cruise industry-related activity supported a total of CAD\$ 338 million in GDP, of which CAD\$ 160 million resulted from direct impacts. Indirect and induced effects contributed an additional CAD\$ 178 million. Quebec accounted for 13% of Canada's total GDP impact from the cruise industry, the second highest share among the provinces studied.

Fig. 30. Cruise industry GDP in Quebec, 2024 (CAD\$ millions)



Note: Values may not sum due to rounding
Source: Oxford Economics

Fig. 31. Cruise industry GDP in Quebec versus other Canadian provinces, 2024

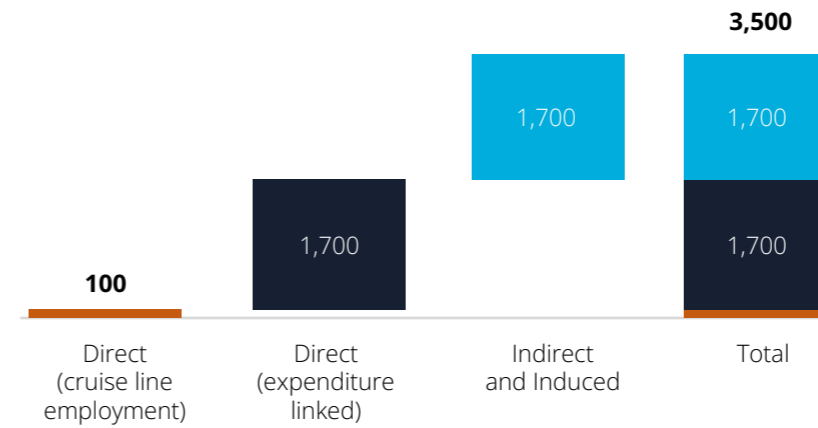
	Total GDP (CAD\$ mn)	% Canada Total
1 British Columbia	1,521	57.2%
2 Quebec	338	12.7%
3 Nova Scotia	118	4.4%
4 New Brunswick	43	1.6%
5 Newfoundland and Labrador	32	1.2%
6 Prince Edward Island	26	1.0%
<i>Rest of Canada</i>	583	21.9%
Canada	2,660	100.0%

Note: Values may not sum due to rounding
Source: Oxford Economics

Employment

Cruise line employment, which includes both crew and land-based employees, accounted for around 100 jobs in Quebec in 2024. In addition, cruise-related direct, indirect, and induced spending supported around 3,400 jobs across the wider economy, bringing the total employment impact to 3,500.

Fig. 32. Cruise industry employment in Quebec, 2024 (number of jobs)



Note: Values may not sum due to rounding
Source: Oxford Economics



Quebec's cruise industry activity supported nearly **3,500 jobs** and **CAD\$ 667 million** in total output impacts.

Summary of Impacts

Fig. 33. Summary of cruise industry activity and impacts in Quebec, 2024⁶

		Quebec	Canada
Passenger flows (000s)	Transit visits	196	2,271
	Embark	63	731
	Debark	77	741
	Total cruise visits	337	3,743
Spend (CAD\$ Millions)	Passenger and crew spend	71	893
	Cruise line purchases	233	1,563
	Ship- and capacity-building	-	93
	Cruise line staff wages	4	28
	Total spend	308	2,577
Output (CAD\$ Millions)	Direct	307	2,563
	Indirect and induced	360	2,572
	Total output	667	5,135
GDP (CAD\$ Millions)	Direct	160	1,279
	Indirect and induced	178	1,381
	Total GDP	338	2,660
Employment (Jobs)	Direct (cruise line employment)	100	700
	Direct (expenditure linked)	1,700	13,600
	Indirect and induced	1,700	9,700
	Total employment	3,500	24,000

Note: Values may not sum due to rounding
Source: Oxford Economics



In 2024, Quebec's cruise industry generated **CAD\$ 667 million** in total economic output, of which **CAD\$ 307 million** was direct output and **CAD\$ 360 million** was supported via indirect and induced channels.

⁶ Whilst debarkations are included in the total passengers' figure, only transit and embarkations have been taken into account for economic impact calculations.

NOVA SCOTIA

In 2024, cruise-related activity in Nova Scotia supported approximately 1,200 jobs and generated total economic output of CAD\$ 231 million.

Nova Scotia is a key transit destination for Canadian cruise itineraries, with Halifax and Sydney serving as the province's principal ports. The market is trending upscale, with premium cruise accounting for 43% of capacity in 2024, more than double the 21% global average, while the contemporary segment remains the largest at 49% of capacity.

Most cruises calling at Nova Scotia originate from northeastern United States ports, with sailings from Boston and New York supplying over half of visitors to Halifax and Sydney in 2024. Bayonne contributed 6% to the origin mix, while Quebec City and Montreal together accounted for 18%.

Seasonality mirrors the broader Canada–New England pattern, with a pronounced peak in September and October, which captures nearly 70% of total capacity.

Fig. 34. Passenger visits at Nova Scotia (NS) ports in 2024

	Nova Scotia	Transit	Embark
1	Halifax	359,069	510
2	Sydney NS	213,297	-
3	Other ports in NS	4,892	-
	Total cruise visits	577,258	510

Note: Data ordered by highest to lowest based on total passenger visits, including debark visits (not shown)
Source: CLIA Canada

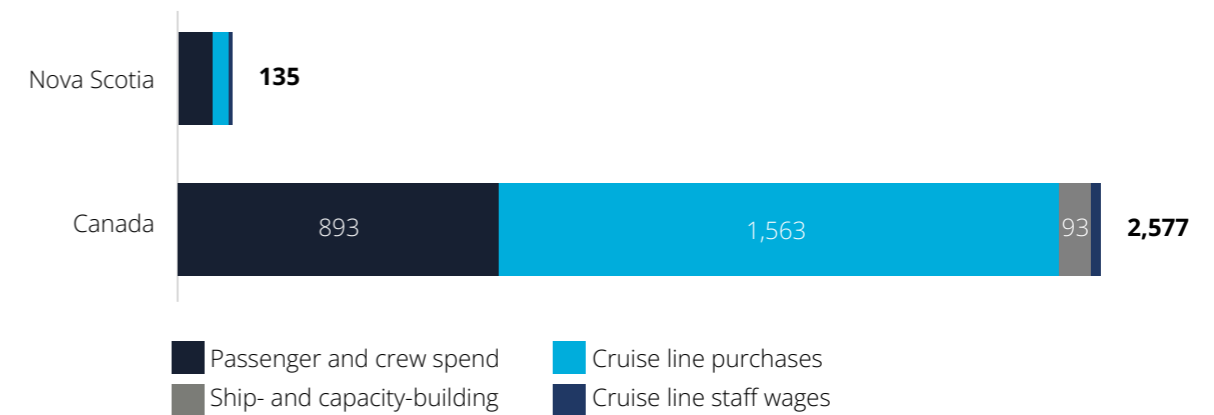


Spend

Direct cruise-linked spend in Nova Scotia amounted to CAD\$ 135 million in 2024, comprising 5% of the Canada total.

Passenger and crew spending was the largest spending category in Nova Scotia, totaling CAD\$ 91 million and accounting for around two-thirds of overall direct spending. Cruise line purchases followed at CAD\$ 44 million, while cruise line staff wages totaled CAD\$ 300,000.

Fig. 35. Cruise-related direct spend by category, 2024 (CAD\$ millions)

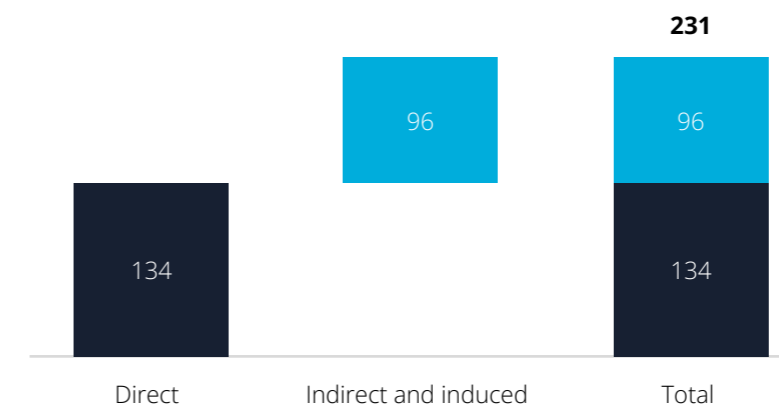


Note: Values may not sum due to rounding
Source: Oxford Economics

Output

The cruise industry generated a total output impact of CAD\$ 231 million in Nova Scotia in 2024. Of this, CAD\$ 134 million was generated through direct impacts, with the remaining CAD\$ 96 million attributable to indirect and induced impacts.

Fig. 36. Cruise industry output in Nova Scotia, 2024 (CAD\$ millions)

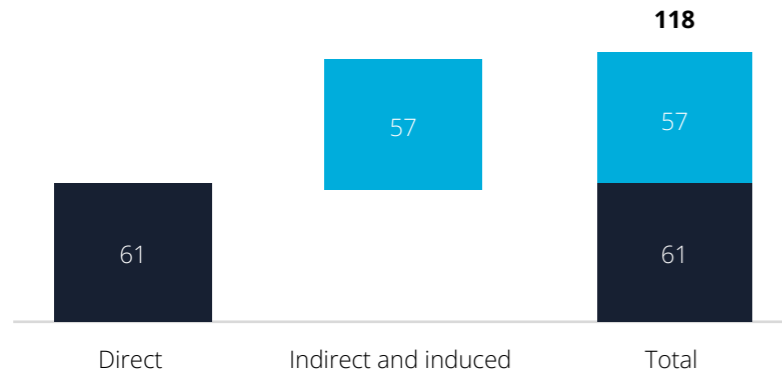


Note: Values may not sum due to rounding
Source: Oxford Economics

GDP

Cruise industry-related activity supported a total of CAD\$ 118 million in GDP, of which CAD\$ 61 million resulted from direct impacts. Indirect and induced effects contributed an additional CAD\$ 57 million. Nova Scotia accounted for 4% of Canada's total GDP impact from the cruise industry, the third highest share among the provinces studied.

Fig. 37. Cruise industry GDP in Nova Scotia, 2024 (CAD\$ millions)



Note: Values may not sum due to rounding
Source: Oxford Economics

Fig. 38. Cruise industry GDP in Nova Scotia versus other Canadian provinces, 2024

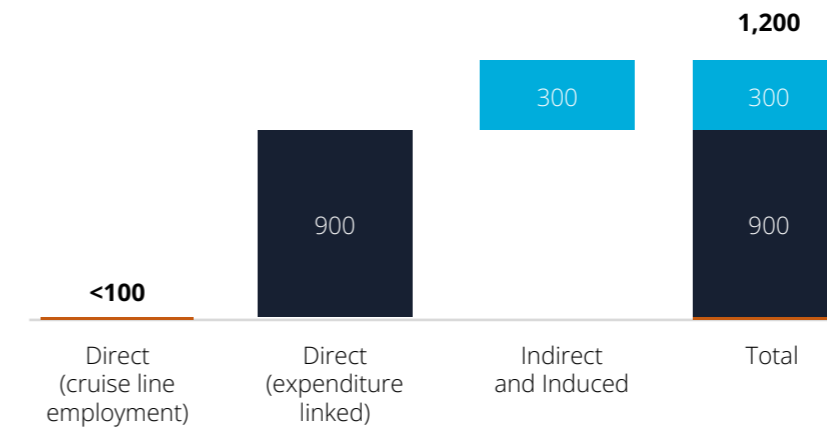
	Total GDP (CAD\$ mn)	% Canada Total
1 British Columbia	1,521	57.2%
2 Quebec	338	12.7%
3 Nova Scotia	118	4.4%
4 New Brunswick	43	1.6%
5 Newfoundland and Labrador	32	1.2%
6 Prince Edward Island	26	1.0%
<i>Rest of Canada</i>	583	21.9%
Canada	2,660	100.0%

Note: Values may not sum due to rounding
Source: Oxford Economics

Employment

Cruise line employment, which includes both crew and land-based employees, accounted for around 10 jobs in Nova Scotia in 2024. In addition, cruise-related direct, indirect, and induced spending supported an additional 1,200 jobs across the wider economy.

Fig. 39. Cruise industry employment in Nova Scotia, 2024 (number of jobs)



Note: Values may not sum due to rounding
Source: Oxford Economics



Nova Scotia's cruise industry activity supported around **1,200 jobs** and **CAD\$ 231 million** in total output impacts.

Summary of Impacts

Fig. 40. Summary of cruise industry activity and impacts in Nova Scotia, 2024⁷

		Nova Scotia	Canada
Passenger flows (000s)	Transit visits	577	2,271
	Embark	1	731
	Debark	-	741
	Total cruise visits	578	3,743
Spend (CAD\$ Millions)	Passenger and crew spend	91	893
	Cruise line purchases	44	1,563
	Ship- and capacity-building	-	93
	Cruise line staff wages	<1	28
	Total spend	135	2,577
Output (CAD\$ Millions)	Direct	134	2,563
	Indirect and induced	96	2,572
	Total output	231	5,135
GDP (CAD\$ Millions)	Direct	61	1,279
	Indirect and induced	57	1,381
	Total GDP	118	2,660
Employment (Jobs)	Direct (cruise line employment)	<100	700
	Direct (expenditure linked)	900	13,600
	Indirect and induced	300	9,700
	Total employment	1,200	24,000

Note: Values may not sum due to rounding
Source: Oxford Economics

In 2024, Nova Scotia's cruise industry generated **CAD\$ 231 million** in total economic output, of which **CAD\$ 134 million** was direct output and **CAD\$ 96 million** was supported via indirect and induced channels.

⁷ Whilst debarkations are included in the total passengers' figure, only transit and embarkations have been taken into account for economic impact calculations.

NEW BRUNSWICK

In 2024, cruise-related activity in New Brunswick supported approximately 450 jobs and generated total economic output of CAD\$ 87 million.

New Brunswick's principal cruise destination, Saint John, operates exclusively as a transit port with no turnaround activity. Cruise deployment in the province is heavily oriented towards northeastern United States, with nearly 70% of sailings in 2024 originating from New York and New Jersey homeports, including New York City, Brooklyn, Bayonne and Baltimore.

The contemporary segment dominates the market in New Brunswick, accounting for 59% of passenger capacity, although the premium segment is also well represented at 35%.

Fig. 41. Passenger visits at New Brunswick (NB) ports in 2024

New Brunswick		Transit
1	Saint John NB	163,251
Total cruise visits		163,251

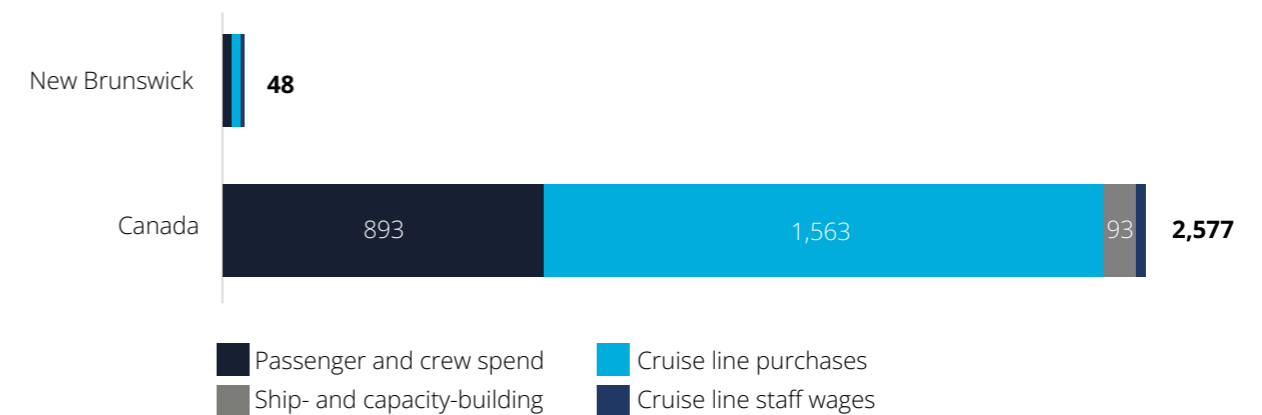
Source: CLIA Canada

Spend

Direct cruise-linked spend in New Brunswick amounted to CAD\$ 48 million in 2024, comprising 2% of the Canada total.

Passenger and crew spending was the largest spending category in New Brunswick, totaling CAD\$ 26 million and accounting for over half of overall direct spending. Cruise line purchases followed at CAD\$ 22 million, while cruise line staff wages totaled CAD\$ 240,000.

Fig. 42. Cruise-related direct spend by category, 2024 (CAD\$ millions)



Note: Values may not sum due to rounding

Source: Oxford Economics

Output

The cruise industry generated a total output impact of CAD\$ 87 million in New Brunswick in 2024. Of this, CAD\$ 48 million was generated through direct impacts, with the remaining CAD\$ 39 million attributable to indirect and induced impacts.

Fig. 43. Cruise industry output in New Brunswick, 2024 (CAD\$ millions)



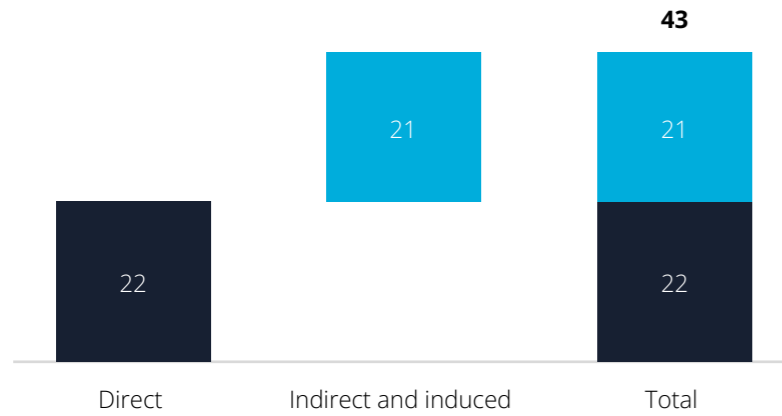
Note: Values may not sum due to rounding

Source: Oxford Economics

GDP

Cruise industry-related activity supported a total of CAD\$ 43 million in GDP, of which CAD\$ 22 million resulted from direct impacts. Indirect and induced effects contributed an additional CAD\$ 21 million. New Brunswick accounted for 2% of Canada's total GDP impact from the cruise industry.

Fig. 44. Cruise industry GDP in New Brunswick, 2024 (CAD\$ millions)



Note: Values may not sum due to rounding
Source: Oxford Economics

Fig. 45. Cruise industry GDP in New Brunswick versus other Canadian provinces, 2024

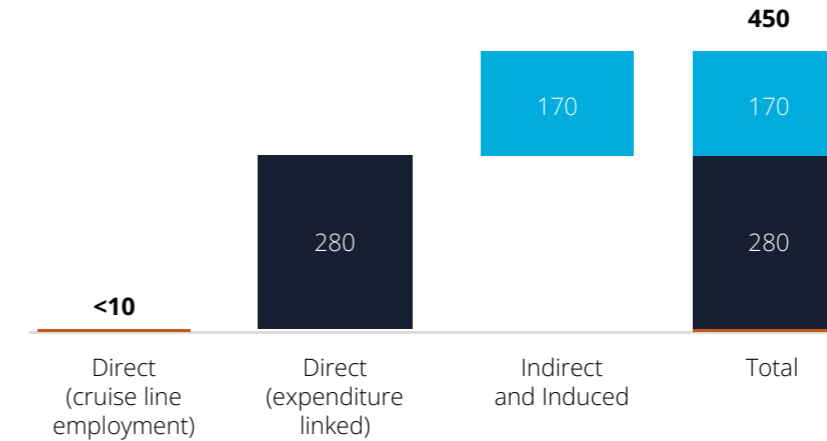
	Total GDP (CAD\$ mn)	% Canada Total
1 British Columbia	1,521	57.2%
2 Quebec	338	12.7%
3 Nova Scotia	118	4.4%
4 New Brunswick	43	1.6%
5 Newfoundland and Labrador	32	1.2%
6 Prince Edward Island	26	1.0%
<i>Rest of Canada</i>	583	21.9%
Canada	2,660	100.0%

Note: Values may not sum due to rounding
Source: Oxford Economics

Employment

Cruise line employment, which includes both crew and land-based employees, accounted for less than 10 jobs in New Brunswick in 2024. Meanwhile, cruise-related direct, indirect, and induced spending supported around 440 jobs across the wider economy.

Fig. 46. Cruise industry employment in New Brunswick, 2024 (number of jobs)



Note: Values may not sum due to rounding
Source: Oxford Economics



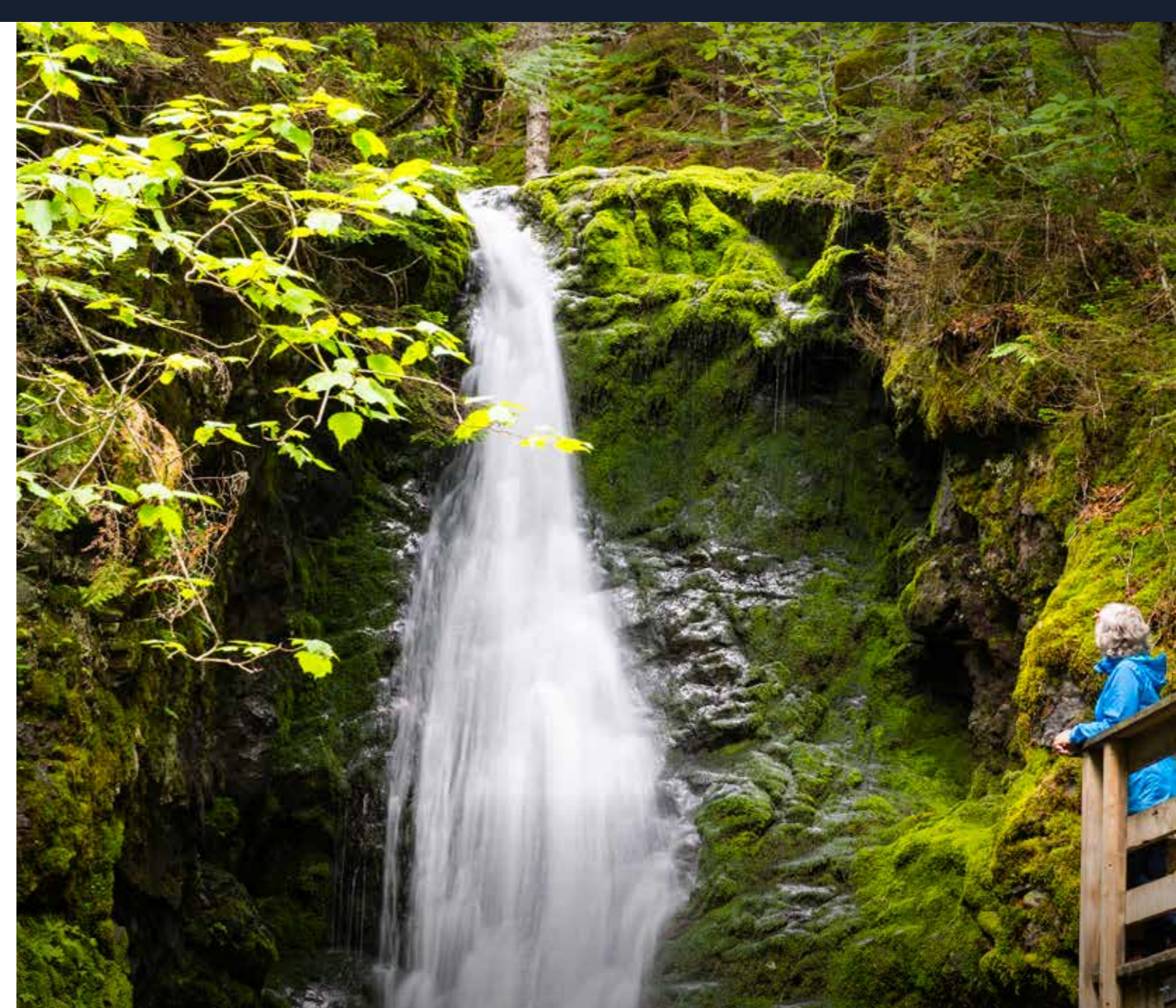
New Brunswick's cruise industry activity supported around **450 jobs** and **CAD\$ 87 million** in total output impacts.

Summary of Impacts

Fig. 47. Summary of cruise industry activity and impacts in New Brunswick, 2024^a

		New Brunswick	Canada
Passenger flows (000s)	Transit visits	163	2,271
	Embark	-	731
	Debark	-	741
	Total cruise visits	163	3,743
Spend (CAD\$ Millions)	Passenger and crew spend	26	893
	Cruise line purchases	22	1,563
	Ship- and capacity-building	-	93
	Cruise line staff wages	<1	28
	Total spend	48	2,577
Output (CAD\$ Millions)	Direct	48	2,563
	Indirect and induced	39	2,572
	Total output	87	5,135
GDP (CAD\$ Millions)	Direct	22	1,279
	Indirect and induced	21	1,381
	Total GDP	43	2,660
Employment (Jobs)	Direct (cruise line employment)	<10	700
	Direct (expenditure linked)	280	13,600
	Indirect and induced	170	9,700
	Total employment	450	24,000

Note: Values may not sum due to rounding
Source: Oxford Economics



In 2024, New Brunswick's cruise industry generated **CAD\$ 87 million** in total economic output, of which **CAD\$ 48 million** was direct output and **CAD\$ 39 million** was supported via indirect and induced channels.

^a Whilst debarkations are included in the total passengers' figure, only transit and embarkations have been taken into account for economic impact calculations.

NEWFOUNDLAND & LABRADOR

In 2024, cruise-related activity in Newfoundland & Labrador supported approximately 350 jobs and generated total economic output of CAD\$ 63 million.

Cruise activity in Canada's easternmost province is centered on the ports of Corner Brook and St. John's, with passenger visits almost exclusively generated by transit calls. The vessel mix at these ports is dominated by small and mid-sized ships, as vessels carrying fewer than 2,500 passengers account for roughly 84% of calls.

As in other eastern Canadian provinces, cruises embarking from the northeastern United States are an important source of demand for Newfoundland and Labrador. Sailings from New York and Boston accounted for 31% of passenger visits in the province in 2024. The remaining mix was more diversified, with cruise calls originating from a broad range of departure ports, including several in Europe via repositioning itineraries.

Fig. 48. Passenger visits at Newfoundland & Labrador (NL) ports in 2024

	New Brunswick	Transit	Embark
1 Corner Brook		50,342	-
2 St. John's NL		33,450	635
3 Other ports in NL		35,837	-
Total cruise visits		119,629	635

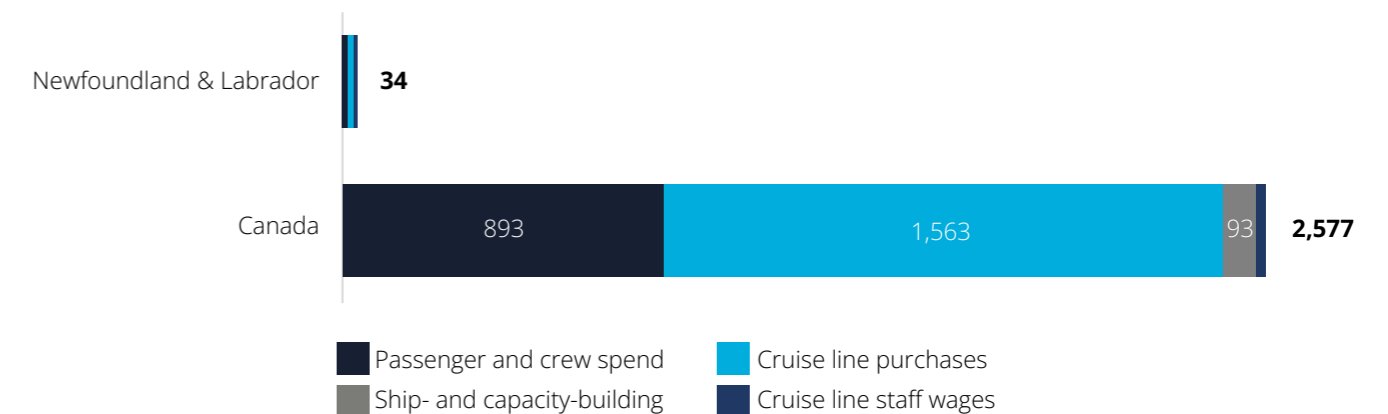
Note: Data ordered by highest to lowest based on total passenger visits, including debark visits (not shown)
Source: CLIA Canada

Spend

Direct cruise-linked spend in Newfoundland & Labrador amounted to CAD\$ 34 million in 2024, comprising 1% of the Canada total.

Passenger and crew spending was the largest spending category in Newfoundland & Labrador, totaling CAD\$ 18 million and accounting for over half of overall direct spending. Cruise line purchases followed at CAD\$ 15 million, while cruise line staff wages totaled around CAD\$ 150,000.

Fig. 49. Cruise-related direct spend by category, 2024 (CAD\$ millions)

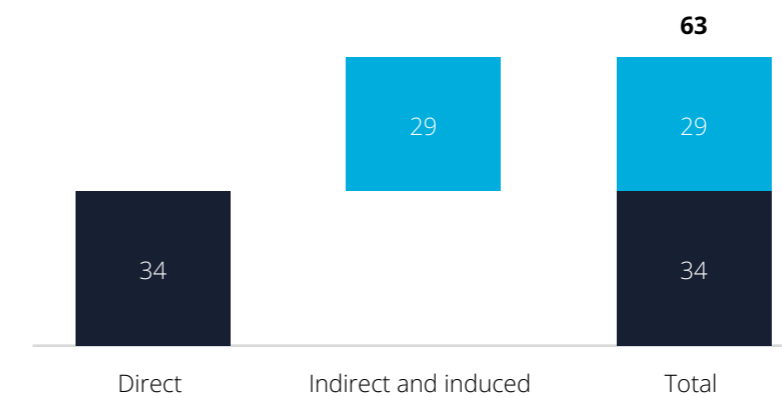


Note: Values may not sum due to rounding
Source: Oxford Economics

Output

The cruise industry generated a total output impact of CAD\$ 63 million in Newfoundland & Labrador in 2024. Of this, CAD\$ 34 million was generated through direct impacts, with the remaining CAD\$ 29 million attributable to indirect and induced impacts.

Fig. 50. Cruise industry output in Newfoundland & Labrador, 2024 (CAD\$ millions)



Note: Values may not sum due to rounding
Source: Oxford Economics

GDP

Cruise industry-related activity supported a total of CAD\$ 32 million in GDP, of which CAD\$ 17 million resulted from direct impacts. Indirect and induced effects contributed an additional CAD\$ 16 million. Newfoundland and Labrador accounted for 1% of Canada's total GDP impact from the cruise industry.

Fig. 51. Cruise industry GDP in Newfoundland & Labrador, 2024 (CAD\$ millions)



Note: Values may not sum due to rounding
Source: Oxford Economics

Fig. 52. Cruise industry GDP in Newfoundland & Labrador versus other Canadian provinces, 2024

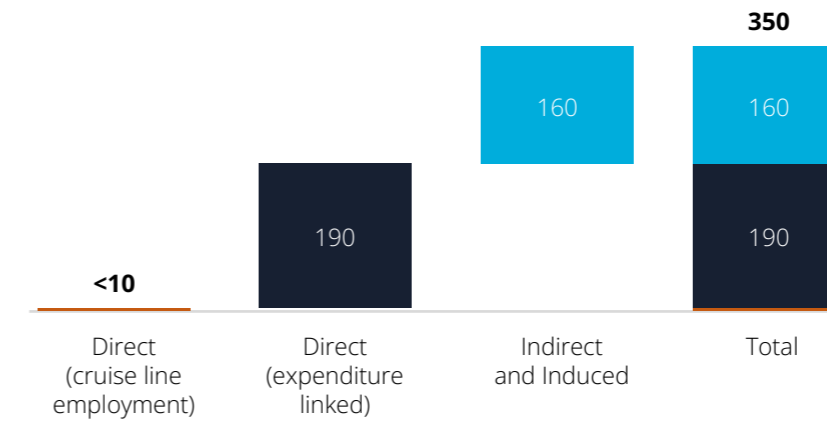
	Total GDP (CAD\$ mn)	% Canada Total
1 British Columbia	1,521	57.2%
2 Quebec	338	12.7%
3 Nova Scotia	118	4.4%
4 New Brunswick	43	1.6%
5 Newfoundland and Labrador	32	1.2%
6 Prince Edward Island	26	1.0%
<i>Rest of Canada</i>	583	21.9%
Canada	2,660	100.0%

Note: Values may not sum due to rounding
Source: Oxford Economics

Employment

Cruise line employment, which includes both crew and land-based employees, accounted for less than 10 jobs in Newfoundland & Labrador in 2024. Meanwhile, cruise-related direct, indirect, and induced spending supported around 350 jobs across the wider economy.

Fig. 53. Cruise industry employment in Newfoundland & Labrador, 2024 (number of jobs)



Note: Values may not sum due to rounding
Source: Oxford Economics



Newfoundland & Labrador's cruise industry activity supported around **350 jobs** and **CAD\$ 63 million** in total output impacts.

Summary of Impacts

Fig. 54. Summary of cruise industry activity and impacts in Newfoundland & Labrador, 2024⁹

		Newfoundland and Labrador	Canada
Passenger flows (000s)	Transit visits	120	2,271
	Embark	1	731
	Debark	1	741
	Total cruise visits	121	3,743
Spend (CAD\$ Millions)	Passenger and crew spend	18	893
	Cruise line purchases	15	1,563
	Ship- and capacity-building	-	93
	Cruise line staff wages	<1	28
	Total spend	34	2,577
Output (CAD\$ Millions)	Direct	34	2,563
	Indirect and induced	29	2,572
	Total output	63	5,135
GDP (CAD\$ Millions)	Direct	17	1,279
	Indirect and induced	16	1,381
	Total GDP	32	2,660
Employment (Jobs)	Direct (cruise line employment)	<10	700
	Direct (expenditure linked)	190	13,600
	Indirect and induced	160	9,700
	Total employment	350	24,000

Note: Values may not sum due to rounding

Source: Oxford Economics

In 2024, Newfoundland and Labrador's cruise industry generated **CAD\$ 63 million** in total economic output, of which **CAD\$ 34 million** was direct output and **CAD\$ 29 million** was supported via indirect and induced channels.

⁹ Whilst debarkations are included in the total passengers' figure, only transit and embarkations have been taken into account for economic impact calculations.

PRINCE EDWARD ISLAND

In 2024, cruise-related activity in Prince Edward Island supported approximately 280 jobs and generated total economic output of CAD\$ 49 million.

Prince Edward Island accounts for around 4% of Canadian passenger visits, with Charlottetown by far the dominant port, operating exclusively as a transit port. The largest share of cruise traffic to Charlottetown comes from itineraries embarking in Boston, which account for 44% of cruise visits. Cruises embarking from Quebec City and Montreal contribute a further 31%.

The contemporary segment accounts for the majority of cruise traffic in the province, representing 53% of passenger capacity. Premium cruise lines also hold a substantial share, accounting for 39% of capacity.

Fig. 55. Passenger visits at Prince Edward Island (PE) ports in 2024

New Brunswick		Transit
1	Charlottetown	152,674
2	Other ports in PE	113
Total cruise visits		152,787

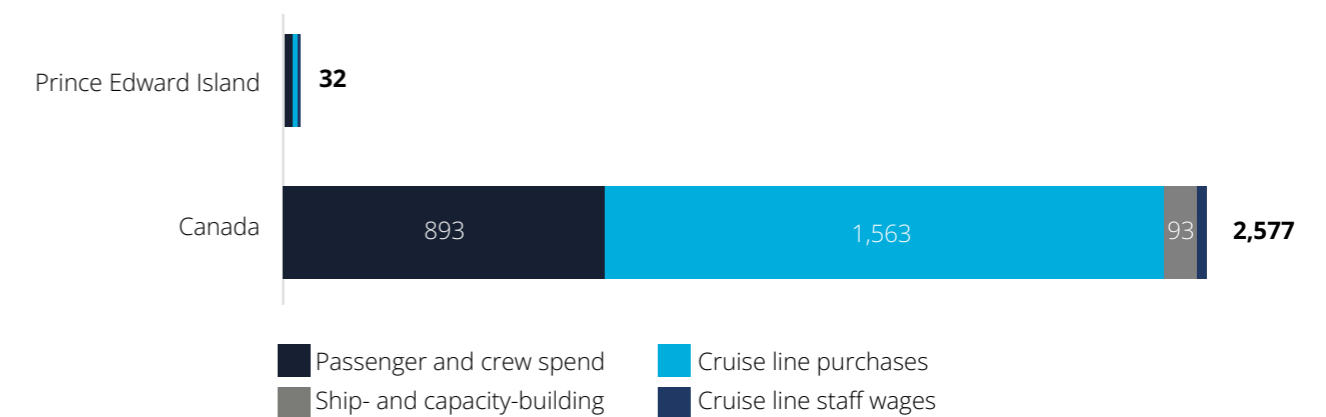
Source: CLIA Canada

Spend

Direct cruise-linked spend in Prince Edward Island amounted to CAD\$ 32 million in 2024, comprising 1% of the Canada total.

Passenger and crew spending was the largest spending category in Prince Edward Island, totaling CAD\$ 22 million and accounting for over two-thirds of overall direct spending. Cruise line purchases followed at CAD\$ 10 million, while cruise line staff wages totaled CAD\$ 50,000.

Fig. 56. Cruise-related direct spend by category, 2024 (CAD\$ millions)



Note: Values may not sum due to rounding

Source: Oxford Economics

Output

The cruise industry generated a total output impact of CAD\$ 49 million in Prince Edward Island in 2024. Of this, CAD\$ 32 million was generated through direct impacts, with the remaining CAD\$ 17 million attributable to indirect and induced impacts.

Fig. 57. Cruise industry output in Prince Edward Island, 2024 (CAD\$ millions)



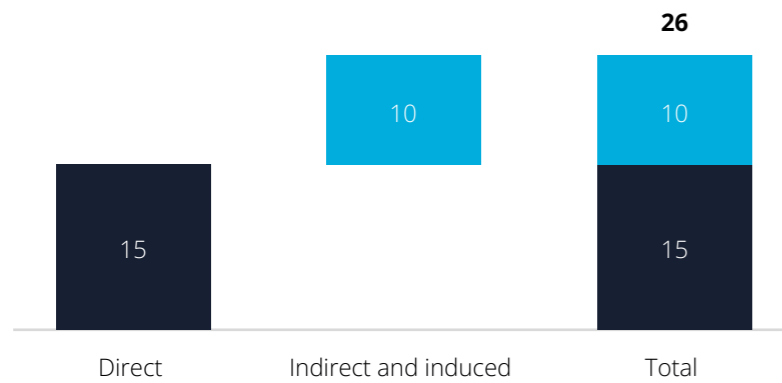
Note: Values may not sum due to rounding

Source: Oxford Economics

GDP

Cruise industry-related activity supported a total of CAD\$ 26 million in GDP, of which CAD\$ 15 million resulted from direct impacts. Indirect and induced effects contributed an additional CAD\$ 10 million. Prince Edward Island accounted for 1% of Canada's total GDP impact from the cruise industry.

Fig. 58. Cruise industry GDP in Prince Edward Island, 2024 (CAD\$ millions)



Note: Values may not sum due to rounding
Source: Oxford Economics

Fig. 59. Cruise industry GDP in Prince Edward Island versus other Canadian provinces, 2024

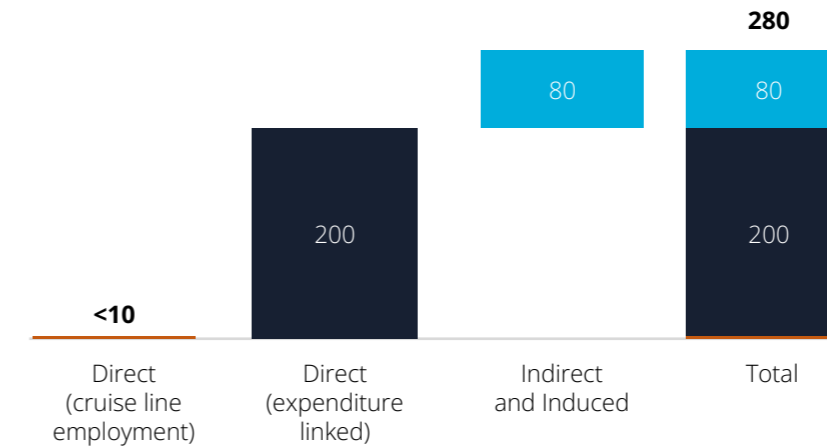
	Total GDP (CAD\$ mn)	% Canada Total
1 British Columbia	1,521	57.2%
2 Quebec	338	12.7%
3 Nova Scotia	118	4.4%
4 New Brunswick	43	1.6%
5 Newfoundland and Labrador	32	1.2%
6 Prince Edward Island	26	1.0%
Rest of Canada	583	21.9%
Canada	2,660	100.0%

Note: Values may not sum due to rounding
Source: Oxford Economics

Employment

Cruise line employment, which includes both crew and land-based employees, accounted for less than 10 jobs in Prince Edward Island in 2024. Meanwhile, cruise-related direct, indirect, and induced spending supported around 280 jobs across the wider economy.

Fig. 60. Cruise industry employment in Prince Edward Island, 2024 (number of jobs)



Note: Values may not sum due to rounding
Source: Oxford Economics



Prince Edward Island's cruise industry activity supported around **280 jobs** and **CAD\$ 49 million** in total output impacts.

Summary of Impacts

Fig. 61. Summary of cruise industry activity and impacts in Prince Edward Island, 2024¹⁰

		Prince Edward Island	Canada
Passenger flows (000s)	Transit visits	153	2,271
	Embark	-	731
	Debark	-	741
	Total cruise visits	153	3,743
Spend (CAD\$ Millions)	Passenger and crew spend	22	893
	Cruise line purchases	10	1,563
	Ship- and capacity-building	-	93
	Cruise line staff wages	<1	28
	Total spend	32	2,577
Output (CAD\$ Millions)	Direct	32	2,563
	Indirect and induced	17	2,572
	Total output	49	5,135
GDP (CAD\$ Millions)	Direct	15	1,279
	Indirect and induced	10	1,381
	Total GDP	26	2,660
Employment (Jobs)	Direct (cruise line employment)	<10	700
	Direct (expenditure linked)	200	13,600
	Indirect and induced	80	9,700
	Total employment	280	24,000

Note: Values may not sum due to rounding
Source: Oxford Economics

¹⁰ Whilst debarkations are included in the total passengers' figure, only transit and embarkations have been taken into account for economic impact calculations.

In 2024, Prince Edward Island's cruise industry generated **CAD\$ 49 million** in total economic output, of which **CAD\$ 32 million** was direct output and **CAD\$ 17 million** was supported via indirect and induced channels.

ABOUT THE RESEARCH TEAM



Oxford Economics is the world's foremost independent economic advisory firm. Tourism Economics is an Oxford Economics company with a singular objective: combine an understanding of the travel sector with proven economic tools to answer the most important questions facing our clients.

Oxford Economics was founded in 1981 as a commercial venture with Oxford University's business college to provide economic forecasting and modelling to UK companies and financial institutions expanding abroad. Since then, we have become one of the world's foremost independent global advisory firms, providing reports, forecasts, and analytical tools on more than 200 countries, 100 industries, and 8,000 cities and regions.

Headquartered in Oxford, England, with regional centres in New York, London, Frankfurt, and Singapore, Oxford Economics has offices across the globe in Belfast, Boston, Cape Town, Chicago, Dubai, Dublin, Hong Kong, Los Angeles, Melbourne, Mexico City, Milan, Paris, Philadelphia, Stockholm, Sydney, Tokyo, and Toronto. We employ over 750 staff, including more than 450 professional economists, industry experts, and business editors—one of the largest teams of macroeconomists and thought leadership specialists. Our global team is highly skilled in a full range of research techniques and thought leadership capabilities from econometric modelling, scenario framing, and economic impact analysis to market surveys, case studies, expert panels, and web analytics.

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