



# 2021 North America Market Report



The cruise industry has proven its resilience throughout its more than 50-year history—as is evident in the industry’s responsible return to operations beginning in July 2020 in Europe. Since then, more than 10 million people have cruised, and intent to cruise is higher than it was prior to the global health crisis.

The combination of robust health and safety protocols implemented by cruise lines, along with the passion of cruise travelers, has created tremendous momentum for a successful restart in about 100 markets worldwide. Importantly, the cruise industry is supporting both an economic and societal recovery as more and more people are able to reconnect with family and friends during a cruise holiday.

With cruise well on its way to full resumption in 2022, our cruise line members are building on an ambitious environmental agenda, which cruise lines initiated well before the global health crisis and continued during the pandemic, for the long-term sustainability of the industry. CLIA cruise line members are committed to sailing toward a better future, and as part of that effort are pursuing the goal of net zero cruising by 2050.

## Regional Overview: North America

### Passenger Volume (K)

2019	2020	2021
15,408	3,008 (-80.5%)	2,215 (-26.4%)

### Average Duration, in Days

2019	2020	2021
6.9	6.8	6.4

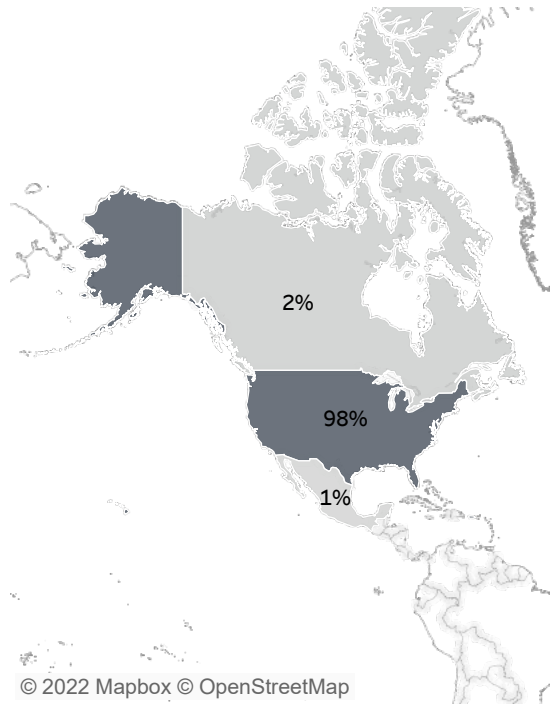
### Average Age

2019	2020	2021
45.7	47.4	49.1

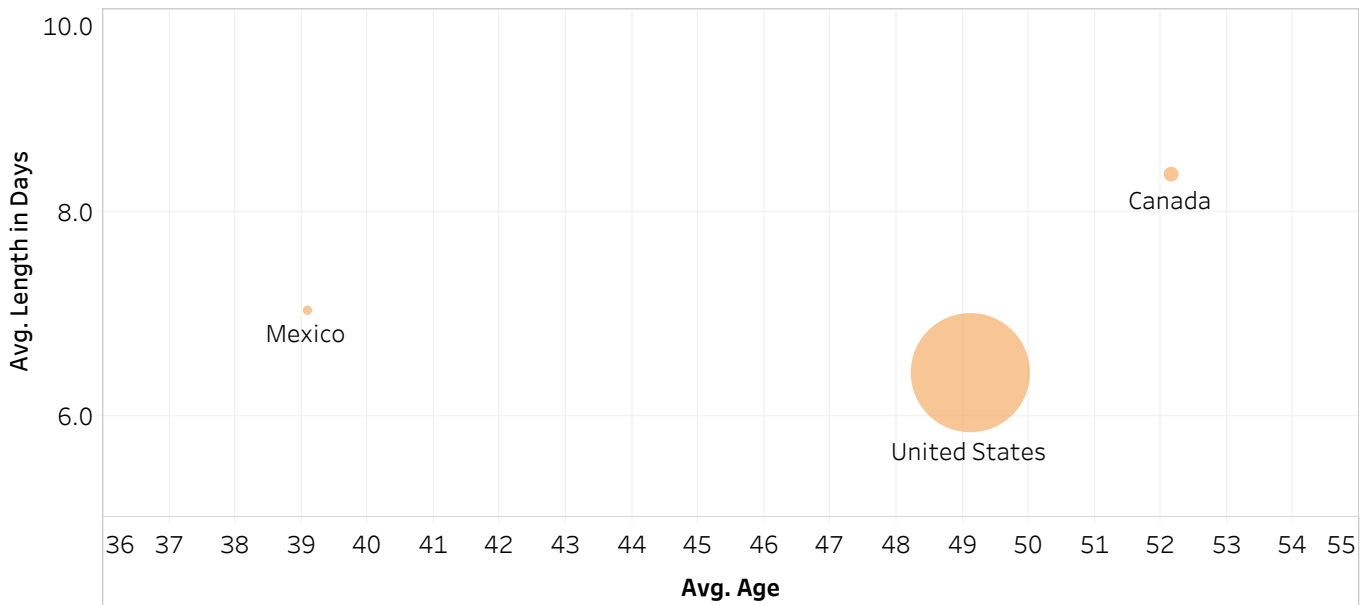
### Passenger Volume (K) for Top Countries

	2019	2020	2021
United States	14,199	2,732 (-80.8%)	2,168 (-20.7%)
Canada	1,037	257 (-75.2%)	33 (-87.0%)
Mexico	167	18 (-89.2%)	14 (-24.9%)
Bermuda	5	(-100.0%)	

### Share of Source Passengers, 2021 Geographic Projection

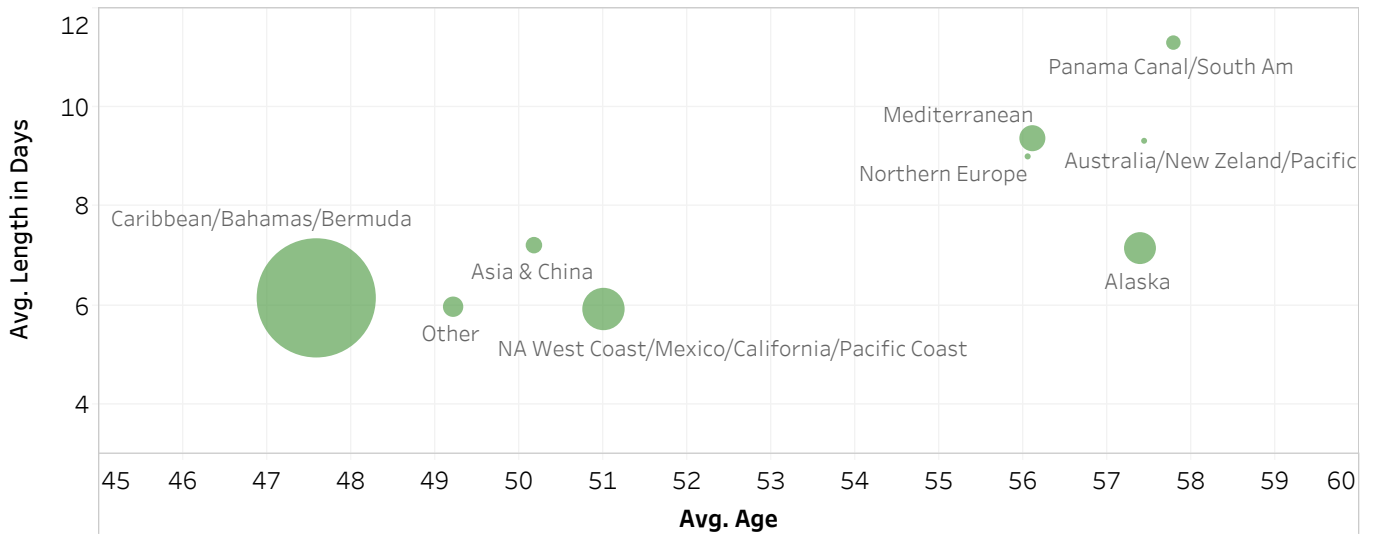


### Average Age and Cruise Length for Top Source Markets, 2021

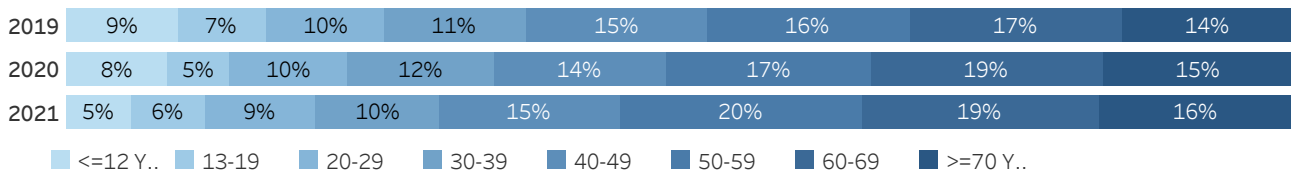


## Regional Overview: North America (Continued)

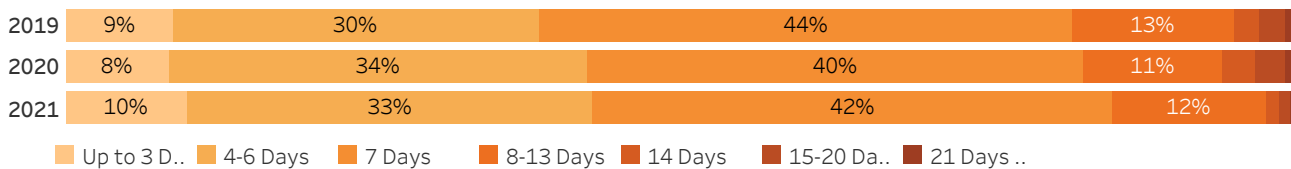
### Average Age and Cruise Length by Destination / Trade Route, 2021



### Average Passenger Age Groups

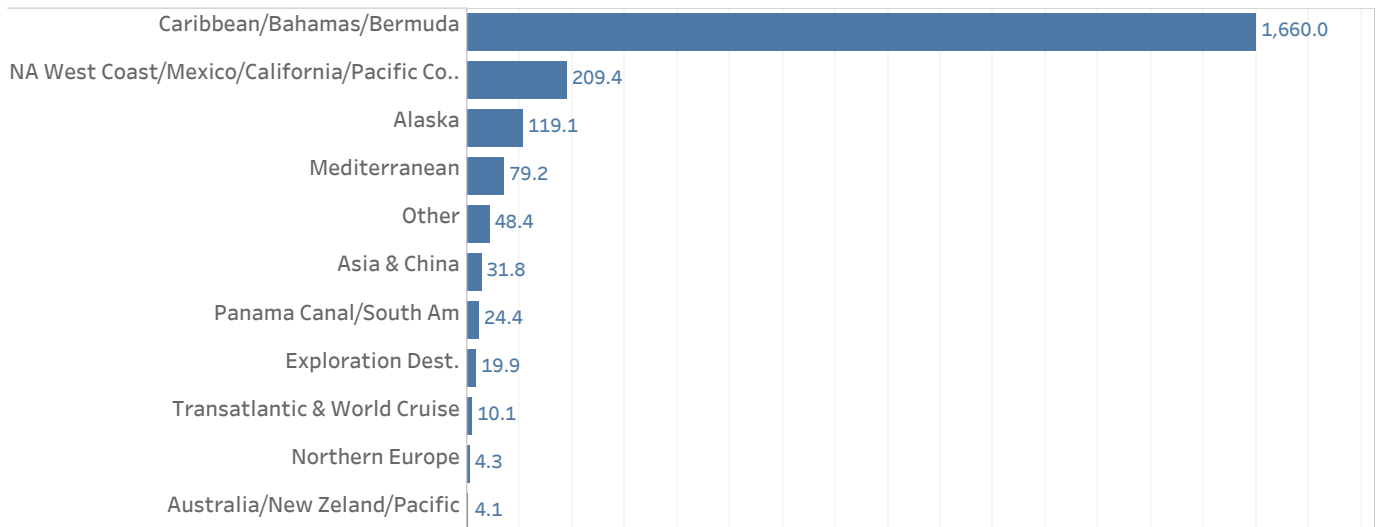


### Average Cruise Duration



### Volume of Passengers (in K) to Destinations, 2021

At least 4K Passengers per Destination

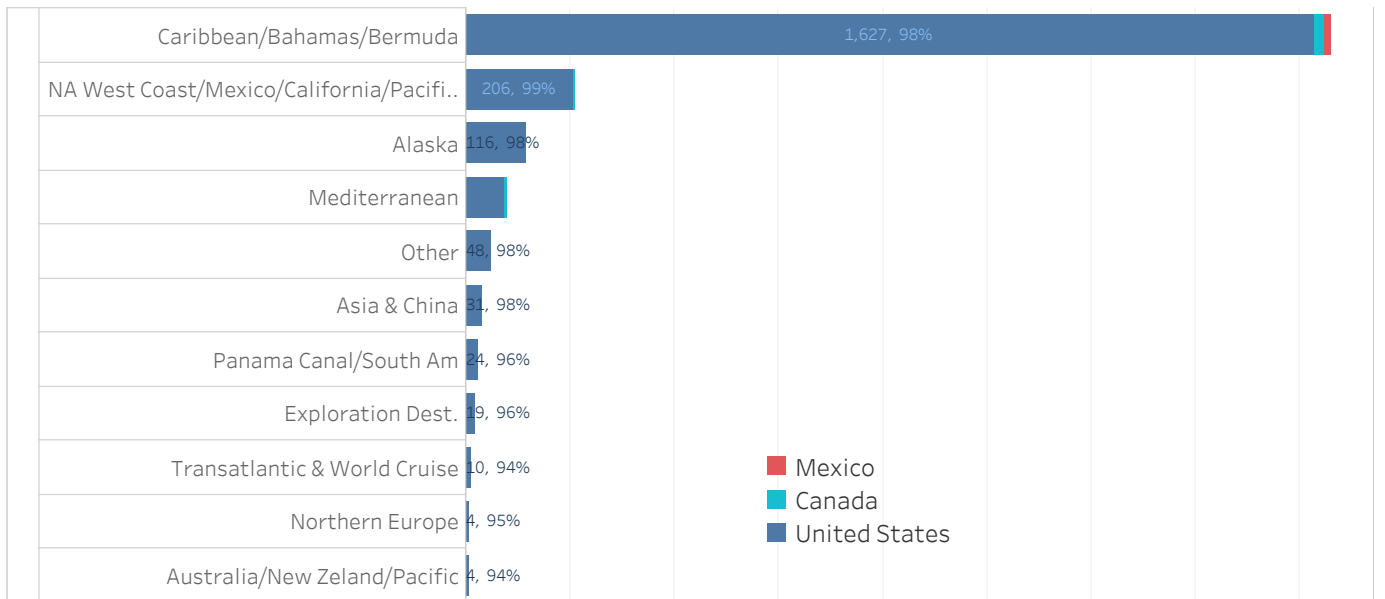


## Regional Overview: North America (Continued)

### Passenger Volume by Trade (K)

	2019	2020	2021
Caribbean/Bahamas/Bermuda	10,536	2,473 (-77% ▼)	1,660 (-33% ▼)
NA West Coast/Mexico/California/Pacific ..	1,126	227 (-80% ▼)	209 (-8% ▼)
Alaska	1,088	(-100% ▼)	119
Mediterranean	828	17 (-98% ▼)	79 (360% ▲)
Other	107	25 (-76% ▼)	48 (90% ▲)
Asia & China	188	29 (-85% ▼)	32 (10% ▲)
Panama Canal/South Am	269	101 (-62% ▼)	24 (-76% ▼)
Exploration Dest.	46	(-100% ▼)	20
Transatlantic & World Cruise	119	7 (-94% ▼)	10 (55% ▲)
Northern Europe	204	(-100% ▼)	4
Australia/New Zeland/Pacific	141	53 (-63% ▼)	4 (-92% ▼)
HAWAII	209	37 (-82% ▼)	(-100% ▼)
Canary Isl.	15	(-100% ▼)	
Canada/New England	251	(-100% ▼)	
Baltics	127	(-100% ▼)	
Africa/Middle East	27	13 (-51% ▼)	(-100% ▼)

### Passenger Volume (K) by Trade & Top Source Countries in 2021



### Passenger Volume (K) by Quarter & Top Source Countries



## GLOSSARY

This report is based on 2021 calendar year passenger statistics provided by the ocean-going cruise line members of the Cruise Lines International Association (CLIA), who represent nearly 90% of global cruise industry capacity, plus additional data collected by IRN and CHART Management Consultants from non-CLIA cruise lines. The research is based on a methodology that is used in similar studies around the world. This consistent approach facilitates comparisons with other major cruise markets. Data points below 2,000 passengers (for source markets) and 4,000 (for destinations) are not displayed.

All analyses and information exclude one-night cruises, consistent with past CLIA Asia source market reports. Destinations and trade routes are determined by the area where the ship is predominantly sailing, with the exception of the following:

- “Mainland China, Hong Kong, and Taiwan” represents sailings that embark from these markets and sail within Asia.
- “Rest of Asia” excludes sailings that embark from Mainland China, Hong Kong, and Taiwan.
- References to “Other” in the destinations/trade routes consist of transatlantic, world cruise, Africa/Middle East, Panama Canal/South America, Canada/New England, exploration, no trade route identified, and others.

