



# Economic Contribution of Cruise Tourism to the United States 2023

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December 2024



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## December 2024

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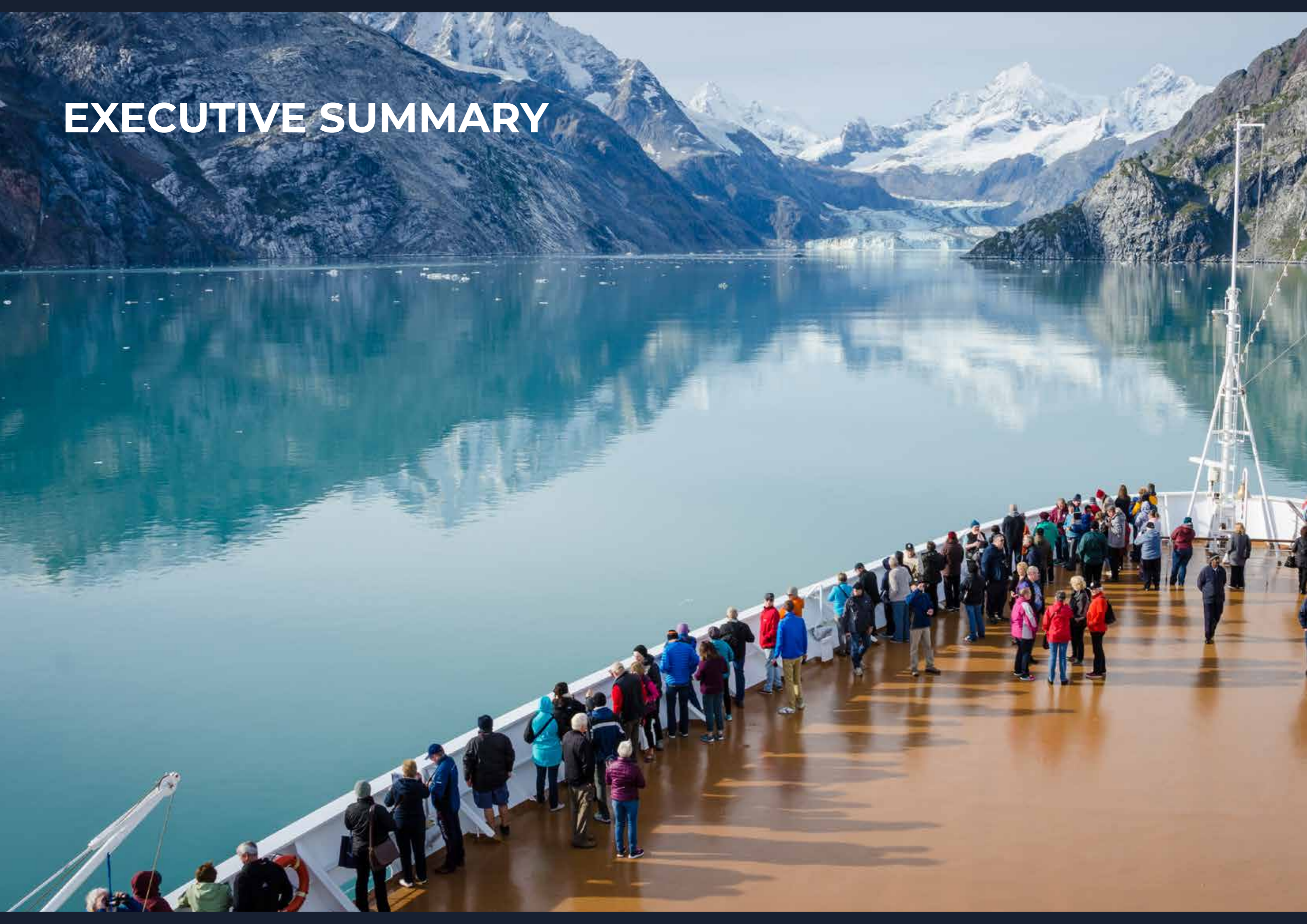
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# EXECUTIVE SUMMARY



## THE CRUISE INDUSTRY IN 2023

In 2023, the global cruise industry experienced record activity, marking its first year of full recovery from the pandemic. Overall occupancy rates improved throughout the year, approaching pre-COVID levels by the second quarter of 2023. As a result, a record 31.7 million passengers embarked on cruises in 2023, representing a 55% increase from 2022 and a 7% increase compared to 2019. This growth was fuelled by strong demand for cruise vacations accompanied by an increased capacity. This included the introduction of new vessels, including the largest ever built, which helped attract a broader audience.

In 2023, overall spending on cruising in the US increased by approximately 30%. This growth was mainly due to a higher number of cruise guests compared to previous years, which led to increased spending at ports. Although purchases from cruise lines also rose, the rate of growth was slower. The increase in passenger numbers often filled existing capacity, resulting in many cruise lines operating at over 100% occupancy in 2023.

**Cruise Lines International Association (CLIA)** commissioned Oxford Economics to assess the economic contribution of cruise activity in the US in 2023.

## How does the Cruise Industry Generate Economic Impact?

We assess the economic contribution of cruise tourism to the United States 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 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 THE UNITED STATES

The restart of cruise in 2023 yielded significant economic benefits to the United States. Cruise line-linked spending totalled \$28.7 billion in 2023 in the US, primarily consisting of cruise line operational spending and passenger spending. This spending supported substantial broader economic benefits, including:



**\$65.4 bn**

worth of total economic output



**\$36.0 bn**

worth of gross domestic product (GDP)



**290,000**

total jobs



**\$25.3 bn**

worth of wages

**Fig. 1. Summary of cruise industry activity in the United States, 2023**

	Direct Expenditure	Direct Cruise Line Employment	Indirect	Induced	Total
Output (\$ bn)	27.7	-	18.8	18.9	65.4
GDP (\$ bn)	14.5	-	10.7	10.8	36.0
Employment (000s)	142	21	57	70	290
Wages (\$ bn)	10.7	2.6	6.0	6.1	25.3

Source: Oxford Economics.

**State Results**

Ten key US states that benefitted from cruise related activities in 2023 are listed below in terms of the industry's impact on economic output, GDP, and employment.

**Fig. 2. Summary of cruise industry activity in the United States by state, 2023**

	Total Output (\$ bn)	Total GDP (\$ bn)	Total Employment (000s)
1 Florida	24.0	13.7	130
2 California	7.3	4.4	23
3 Texas	5.8	3.1	20
4 Washington	3.0	1.8	12
5 Alaska	2.1	1.2	11
6 New York	2.9	1.8	9
7 Louisiana	1.4	0.7	6
8 New Jersey	1.6	1.0	6
9 Georgia	1.2	0.7	4
10 Maryland	1.0	0.5	4
<i>Rest of United States</i>	15.2	7.1	66
<b>United States</b>	<b>65.4</b>	<b>36.0</b>	<b>290</b>

Source: Oxford Economics.



# INTRODUCTION



# INTRODUCTION

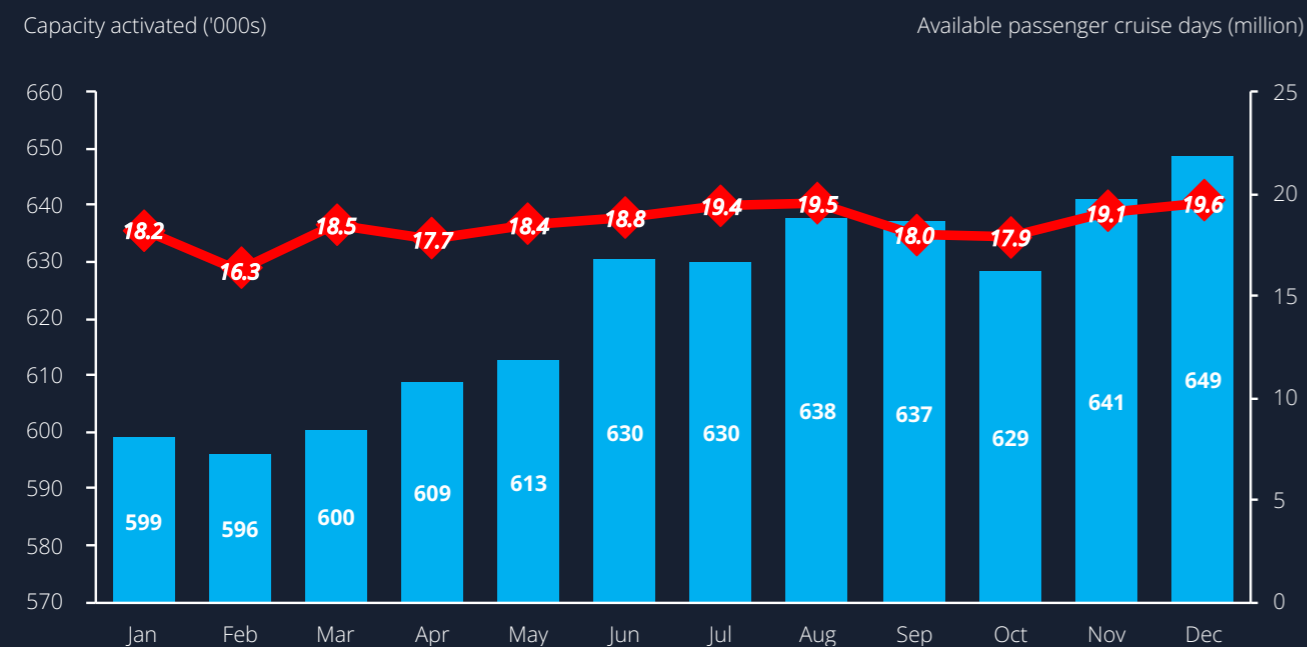
In 2023, the global cruise industry experienced record activity, marking its first year of full recovery from the pandemic. Overall occupancy rates improved throughout the year, approaching pre-COVID levels by the second quarter of 2023. As a result, a record 31.7 million passengers cruised in 2023, representing a 55% increase from 2022 and a 7% increase compared to 2019. This growth was fuelled by strong demand for cruise vacations accompanied by an increased capacity. This included the introduction of new vessels, including the largest ever built, which helped attract a broader audience.

The United States is the largest cruise market in the world with about 53% of global cruise passengers and home to seven of the top twenty ports in the world in 2023. Ports in the United States primarily service cruise destinations such as the Caribbean, Alaska and British Columbia, and Canada's New England or West Coast itineraries. As a result, close to 50% of worldwide cruise passengers embark and disembark on their cruise from US based ports. Furthermore, Alaska is one of the top cruise destinations and home to three of the top ten ports worldwide in terms of transit activity.

Besides high passenger activity, some of the largest cruise operators in the world have their headquarters in Florida, Washington State and California. These further contribute to economic activity in the country, and as a result the US is one of the countries that benefits the most from the world cruise industry.

In 2023, overall spending on cruising in the US increased by approximately 30%. This growth was mainly due to a higher number of cruise guests compared to previous years, which led to increased spending at ports. Although purchases from cruise lines also rose, the rate of growth was slower. The increase in passenger numbers often filled existing capacity, resulting in many cruise lines operating at over 100% occupancy in 2023.

**Fig. 3. Global cruise industry restart in 2023**



Source: Oxford Economics/Tourism Economics, Cruise-IP

## An Overview of Economic Impact Analysis

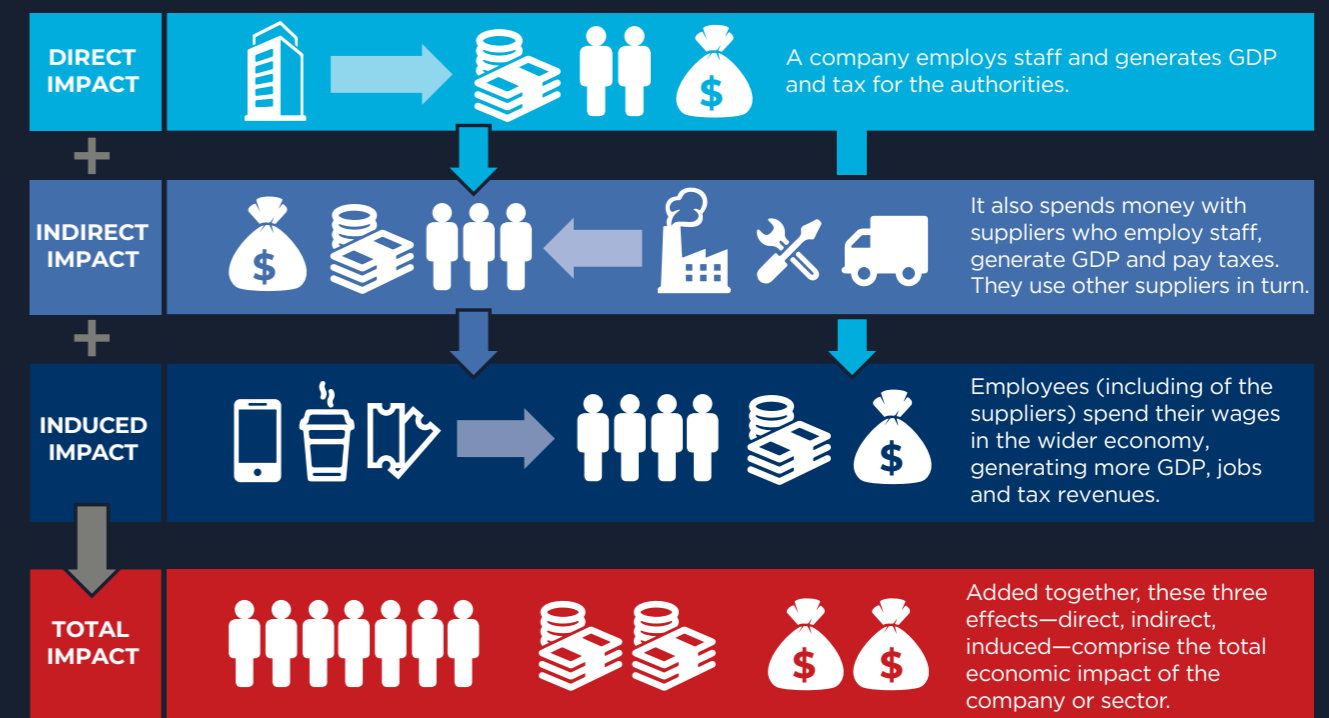
We assess the economic impact of cruise tourism in the United States using a standard approach known as an economic impact analysis that quantifies the impact of the cruise industry across three “core” channels:

- **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 cruise tourism in the United States 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 labour, capital, and intermediate goods and services. Output is closely linked to turnover.<sup>1</sup>
- **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.<sup>2</sup>
- **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).

## Channels of economic impact



<sup>1</sup> Source: OECD

<sup>2</sup> Source: OECD

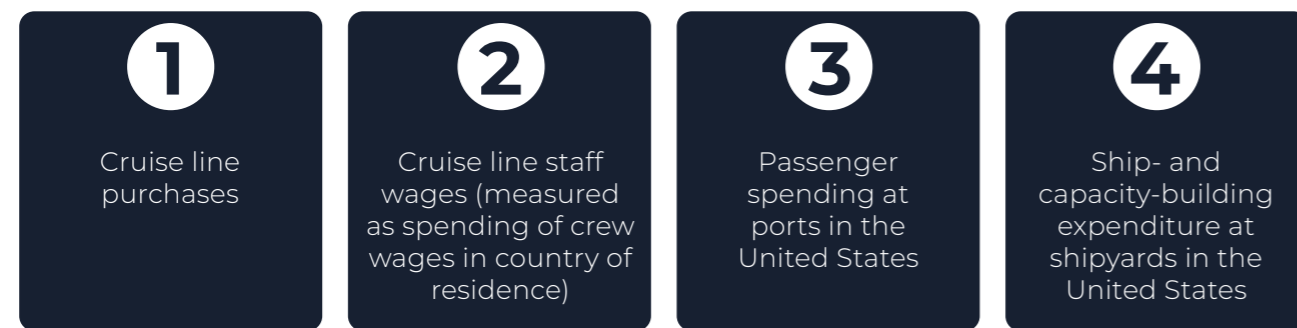
# CRUISE INDUSTRY'S ECONOMIC IMPACT IN THE UNITED STATES



# CRUISE INDUSTRY'S ECONOMIC IMPACT IN THE UNITED STATES

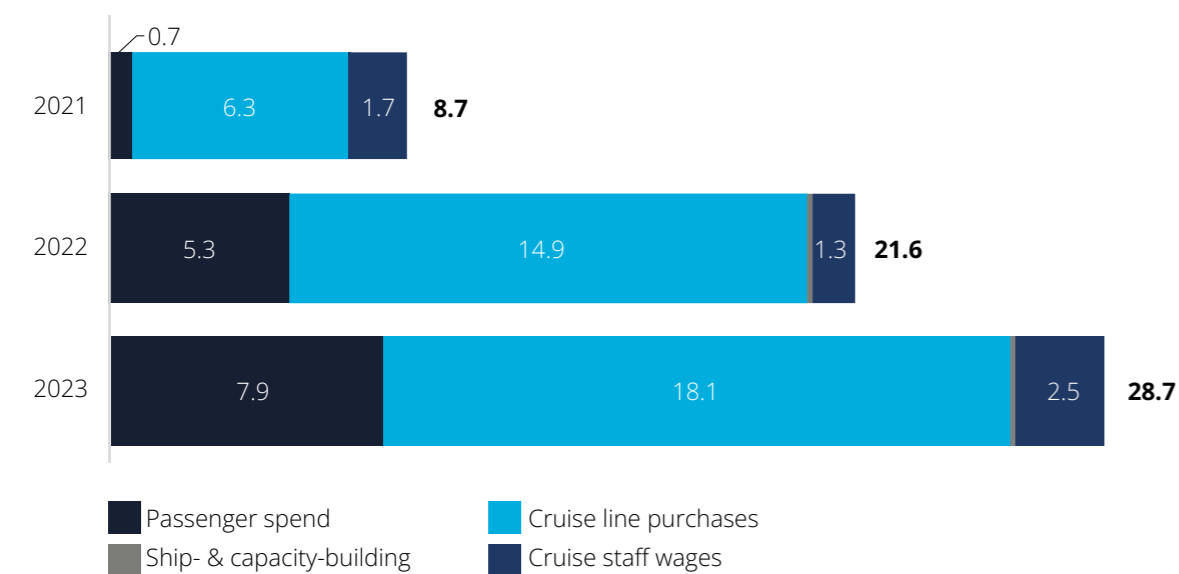
## 2.1 Direct Cruise-Linked Spending

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



Expenditure through each of these channels supports economic activity and employment throughout the United States, to a greater or lesser degree depending on the amount of spend. The figure and commentary below summarise the spending performance of these four channels in 2021, 2022 and 2023. Florida was the biggest beneficiary of the passenger volume increase in 2023 as new large vessels were launched there to serve the Bahamas and the wider Caribbean region.

**Fig. 4. Direct cruise-linked spending in United States, 2021, 2022 and 2023 (\$ billions)**



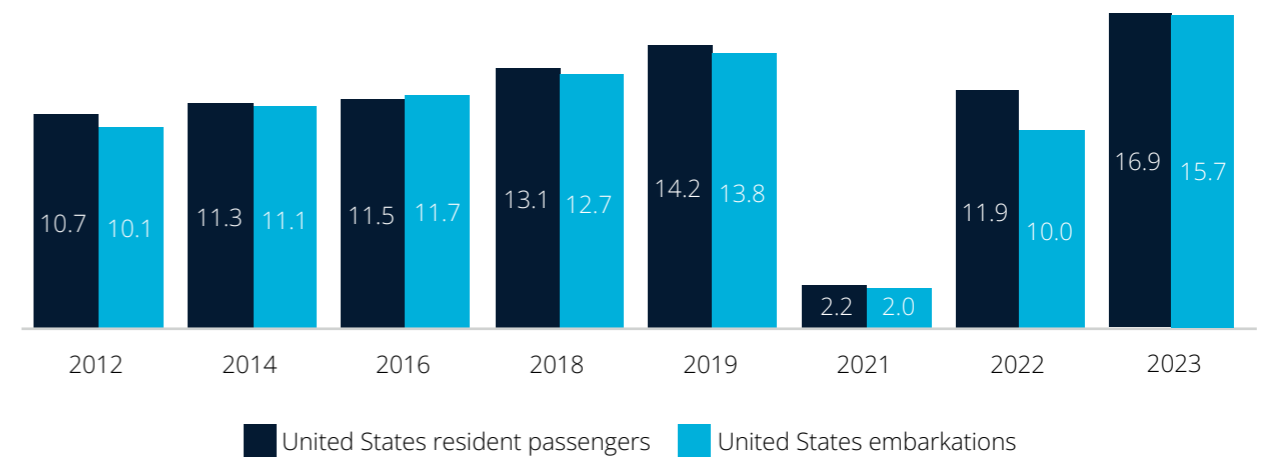
Source: Oxford Economics

During 2023, cruise lines supported \$28.7 billion of spending. Cruise line purchases were by far the biggest generator of direct cruise-linked spending with \$18.1 billion worth of spending, accounting for 63% of all direct cruise-linked spending. An additional \$7.9 billion was spent by passengers and crew ashore, while \$2.5 billion worth of spending came through cruise line staff wages – i.e., money earned by cruise line workers and spent in their place of residence.<sup>3</sup>

Ship- and capacity-building activities accounted for a smaller portion of direct spending impacts with just \$133 million worth of spending coming through this channel in 2023, equivalent to 0.5% of all direct cruise-linked spending. Most new vessels are built in shipyards in Europe.

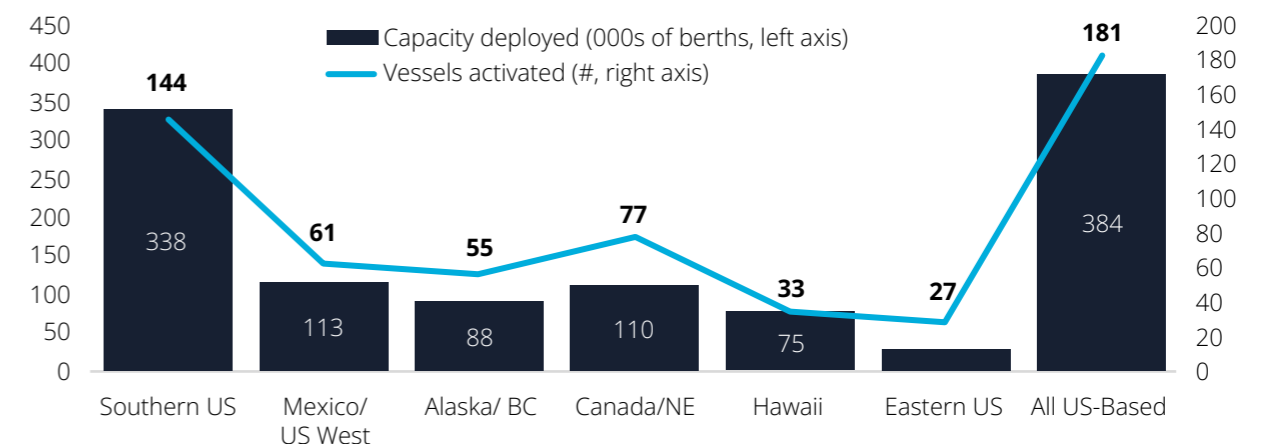
With the full resumption of cruise in 2023, there was a large increase in passenger spending and cruise line purchases – the items most sensitive to passenger traffic. This is reflected in the number of embarkations from the US, which increased fivefold from two million in 2021 to ten million in 2022 and then to 15.7 million in 2023. US-resident cruise passenger numbers experienced a similar growth rate and now exceeds the record-setting numbers seen in 2019.

**Fig. 5. United States cruise passengers, 2012-23 (millions)**



Source: Oxford Economics

**Fig. 6. Capacity deployed in the US and its adjacent regions, 2023**



Source: Oxford Economics / Cruise-IP

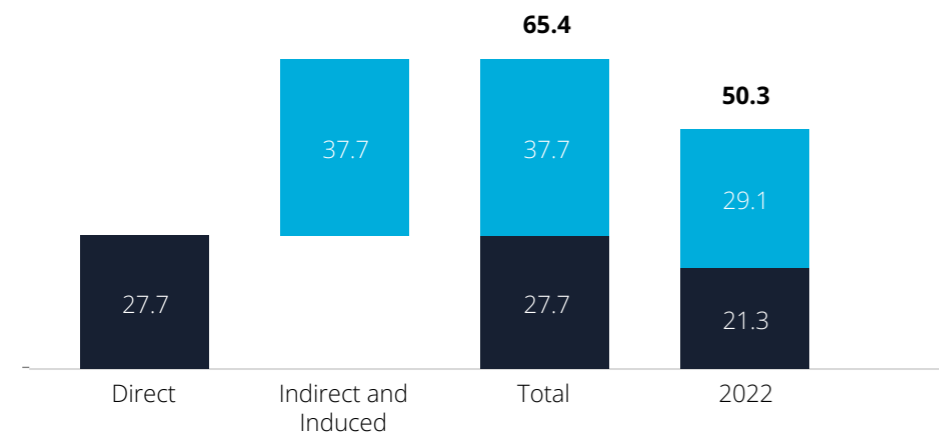
<sup>3</sup> There was a change in the allocation method of crew income between 2021 and 2022. In 2021 it was fully allocated to the country of residence of the crew members. In 2022, a portion was allocated at ports of call, and spent alongside passenger

## 2.2 Economic Impact

### 2.2.1 Output

Cruise-linked spending supports the production of goods and services (output) through direct, indirect, and induced channels. **Total output generated by the industry equalled \$65.4 billion in 2023. This included \$27.7 billion in direct impacts, and \$37.7 billion in indirect and induced impacts.**<sup>4</sup>

**Fig. 7. Cruise industry output in the United States, 2023 (\$ billions)**



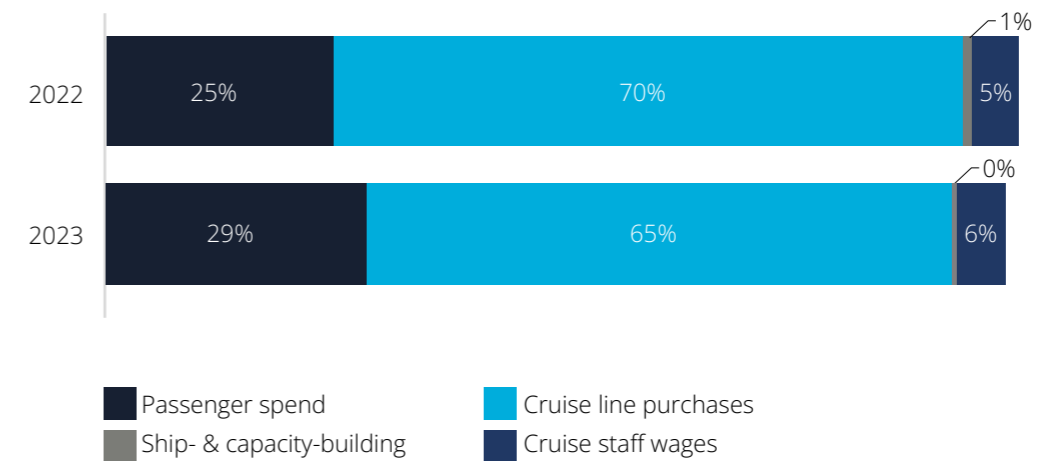
Source: Oxford Economics

<sup>4</sup> Input-output analysis produces three types of impacts – direct, indirect, and induced – as well as a total impact figure, which is the sum of these three components. As an example, cruise lines supported \$28.7 billion of spending in the US during 2021. This

Most of the industry's overall output in 2023 was linked to cruise line purchases, equivalent to \$42.3 billion (65% of the total output impact). The US is the largest single source market for worldwide cruise, while Florida and Texas are key embarkation points for cruises in the Caribbean. As a result, purchases by cruise lines is a more important driver of economic impact of cruise in the United States than passenger and crew spending. The same pattern was also true in 2022, with cruise line spending driving 70% of total output impact.

Onshore passenger spending accounted for 29% of the industry's overall output with impacts from this channel equating to \$19.1 billion in 2023. This is a large jump from the \$12.8 billion in 2022. Ship- and capacity-building accounted for a negligible proportion of the industry's overall impact – just 0.49% or \$322 million.

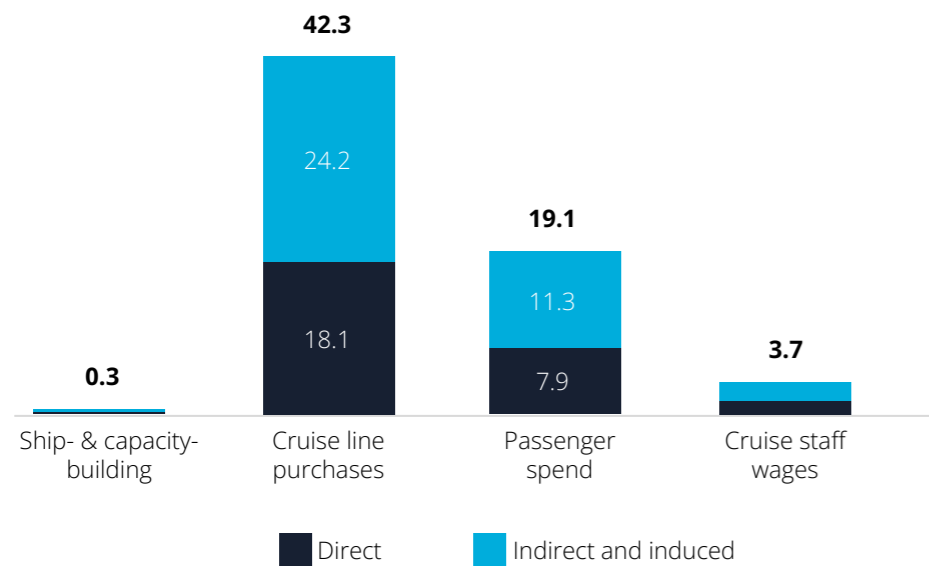
**Fig. 8. Composition of cruise industry's overall output impact in the United States, 2022 and 2023 (share of total)**



Source: Oxford Economics



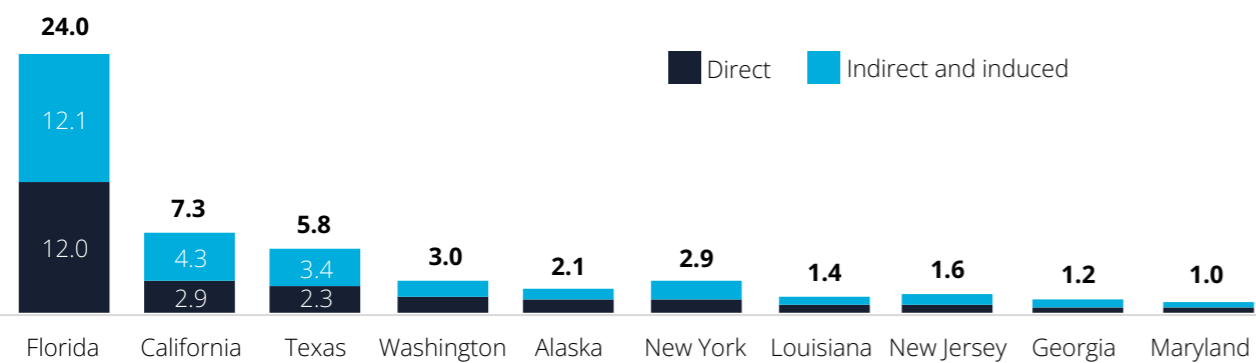
**Fig. 9. Composition of cruise industry's output impacts by channel, 2023 (\$ billions)**



Source: Oxford Economics

The industry's contribution varied by state, with some states seeing greater output generated by cruise compared to others. Florida enjoyed the highest contribution from the cruise industry by far, with the total output linked to the industry's activities at \$24 billion in 2023. California and Texas rounded out the top three with total output stemming from the cruise industry's activities equating to \$7.3 and \$5.8 billion respectively.

**Fig. 10. Composition of cruise industry's output impacts by state and channel, 2023 (\$ billions)**



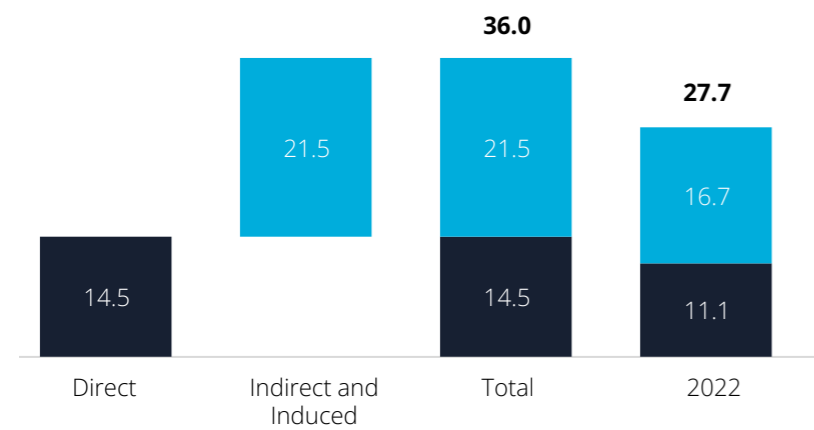
Source: Oxford Economics

Cruise line spending supported the majority **(65%)** of the cruise industry's impact. It was followed up by passenger spending **(29%)**.

## 2.2.2 GDP

The cruise industry is estimated to have contributed **\$36 billion in gross domestic product (GDP) to the United States economy in 2023**. Of this, \$14.5 billion was delivered through direct effects, and the remaining \$21.5 billion through indirect and induced effects. Indirect effects include spending further down the supply and induced effects include household consumption from wages earned.

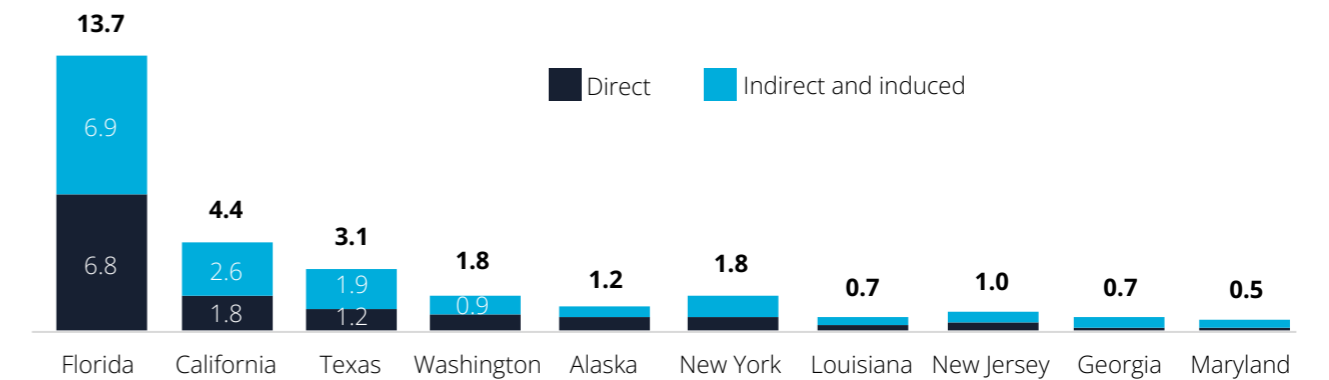
Fig. 11. Cruise industry GDP in the United States, 2023 (\$ billions)



Source: Oxford Economics

The GDP impacts across the United States varied by state but tended to mirror the rankings based on industry output. Again, Florida was the chief beneficiary based on GDP generated by the industry's activities. In 2023, cruise-linked GDP in Florida totalled \$13.7 billion; with similar shares coming through direct and indirect and induced channels. Again, California and Texas rounded out the top three with the industry's total GDP contribution coming to \$4.4 and \$3.1 billion for each, respectively.

Fig. 12. Cruise industry GDP by state, 2023 (\$ billions)



Source: Oxford Economics

Florida was the chief US beneficiary with a total GDP impact of **\$13.7 billion**. It was followed by California and Texas, at **\$4.4** and **\$3.1 billion** respectively.

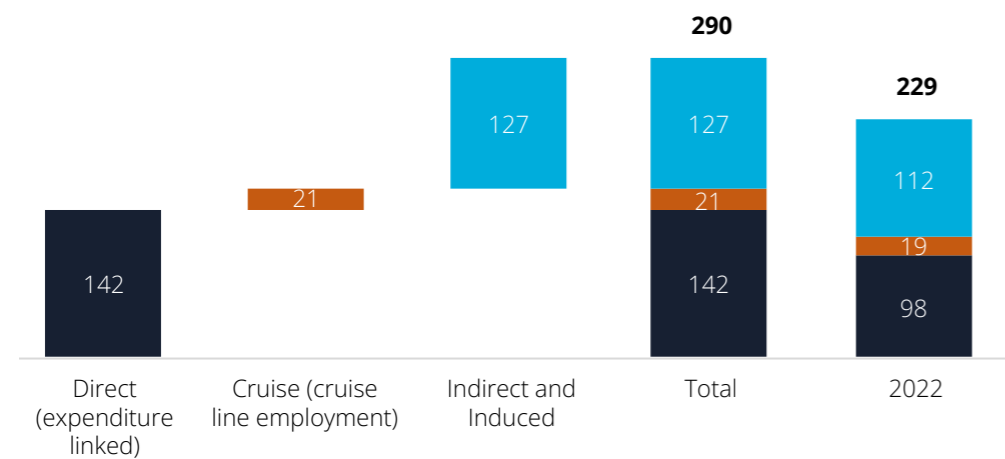


### 2.2.3 Employment

The industry's presence in the United States required a workforce to sustain it. **In total, the cruise industry supported 290,000 jobs across the United States in 2023.** When assessing the impact of employment, we include the employment supported by the expenditure channels linked to cruise (through direct, indirect, and induced channels) as well as the employment sustained by the cruise lines themselves.

It is estimated that 290,000 jobs were attributable to the industry's activities in the country, including direct, indirect, and induced employment effects. Almost 142,000 jobs were generated through direct effects (linked to cruise industry expenditure) with an additional 21,000 provided directly by the cruise lines. A further 127,000 came through indirect and induced effects.

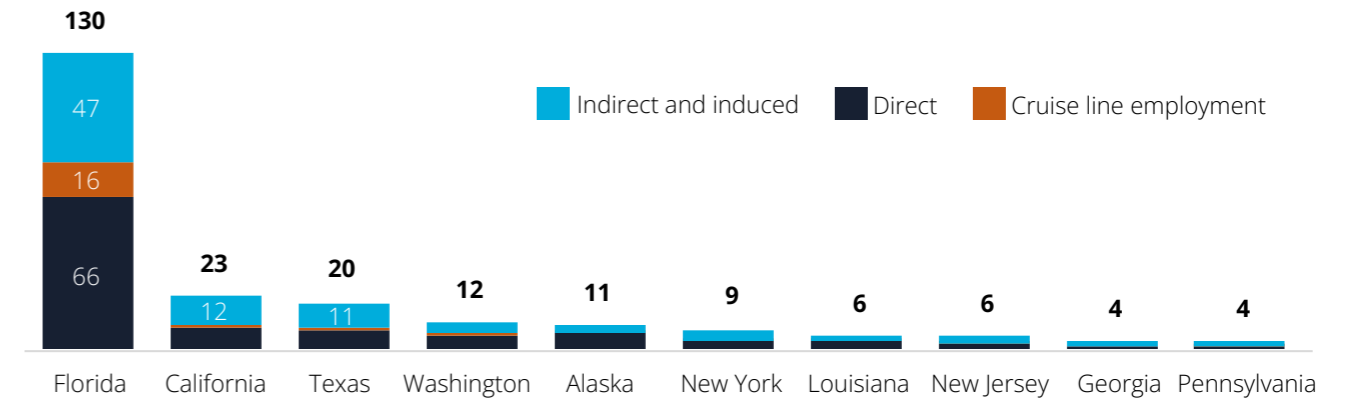
**Fig. 13. Cruise industry employment in the United States, 2023 (000s of jobs)**



Source: Oxford Economics

The industry supported the greatest volume of jobs in Florida with an estimated 130,000 jobs generated through cruise and its related activity in 2023. 51% of these jobs were generated directly, either through employment with the cruise lines or through activities linked to direct expenditure. California enjoyed the second greatest volume of jobs through the industry and its activities, which supported over 23,000 jobs in 2023. Texas was third with more than 20,000 jobs supported by the industry and its activities.

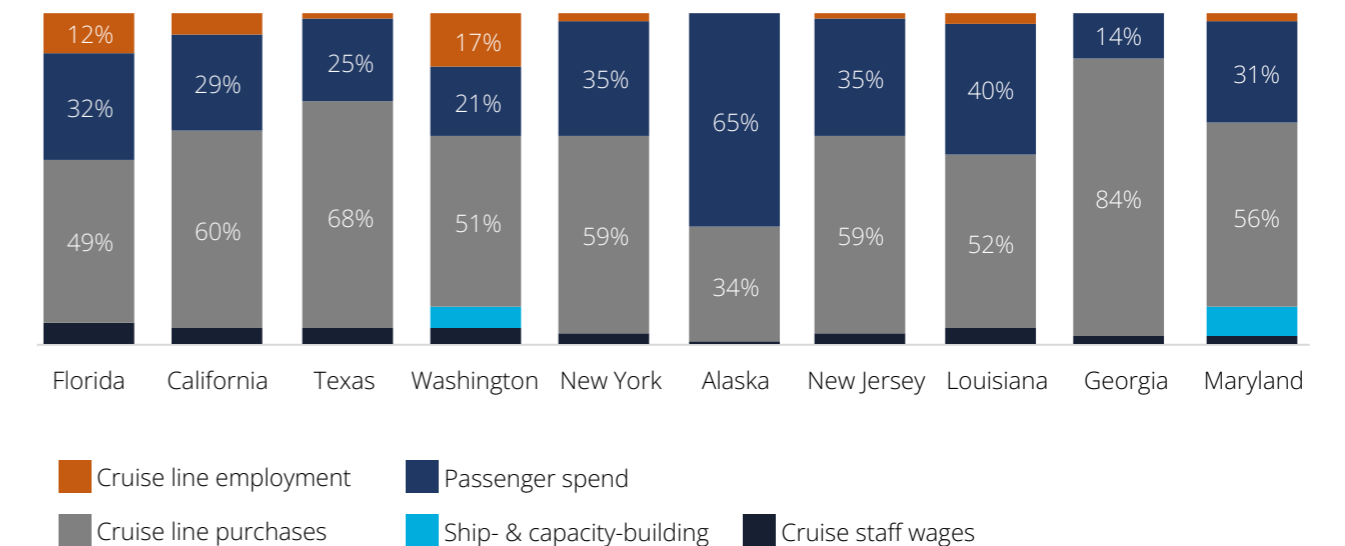
**Fig. 14. Cruise industry employment by state, 2023 (000s of jobs)**



Source: Oxford Economics

The biggest proportion of jobs created and supported by the industry and its activities tended to come through cruise line purchases. Alaska is an exception to this rule, as passenger spending supported the greatest volume of jobs (65%) there. This is because it is a popular cruise destination for transit but not embarkation, where a large part of cruise line purchases occur. Washington has the largest share of employment generated coming directly from cruise line employees (17%). This is because a few large cruise lines have their headquarters in Seattle.

**Fig. 15. Employment generated by cruise industry by channel and state, 2023 (% of total jobs)**

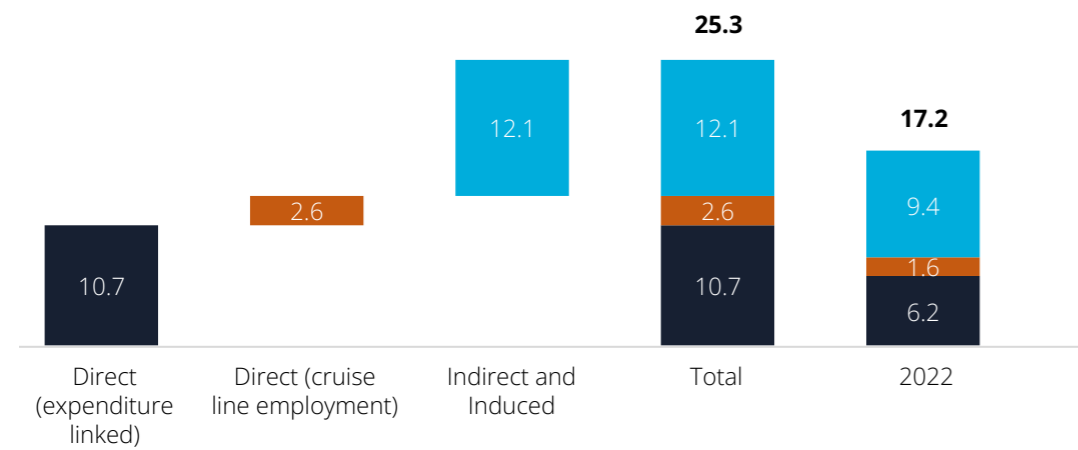


Source: Oxford Economics

## 2.2.4 Wages

The cruise industry provided significant wages for US workers through direct cruise line employment and additionally through direct, indirect, and induced effects related to the industry's activities at US ports<sup>5</sup>. **Total wages provided or supported by the industry in the United States overall equated to an estimated \$25.3 billion in 2023**, with \$2.6 billion provided directly through cruise line employment, \$10.7 billion direct (expenditure-linked), and \$12.1 billion through indirect and induced channels.

**Fig. 16. Cruise industry wages in the United States, 2023 (\$ billions)**

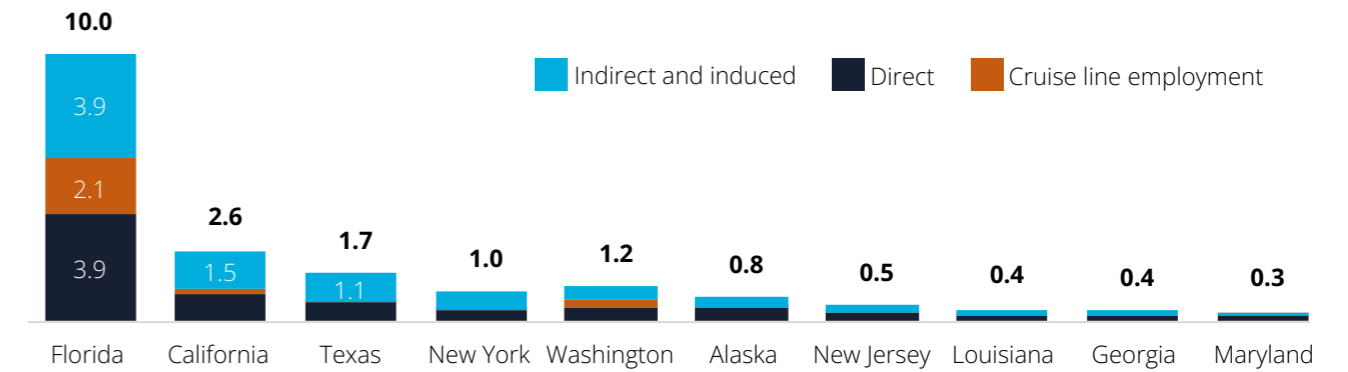


Source: Oxford Economics

<sup>5</sup> 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.

The volume of wages generated via cruise activity within a given state will be a function of the level and composition of cruise activity in that country. Further, average (and statutory minimum) wage rates vary by state which means that while two states might enjoy similar levels and composition of cruise activity, different wage rates could yield higher total wages for one state compared to the other.

**Fig. 17. Cruise industry wages by state, 2023 (\$ billions)**



Source: Oxford Economics

The cruise industry provided and supported wages worth **\$25.3 billion** in the US in 2023.



## 2.2.5 Sectors

Cruise-linked spending supports economic activity across all major industry sectors in the US. Cruise line purchases, as well as ship- and capacity building spending, totalling \$18.2 billion represent purchases from a range of US businesses. In particular, cruise lines spent \$2.9 billion on the output of manufacturing businesses, including \$1.5 billion on providers of petroleum and coal products, and \$500 million on transportation equipment producers. This supported 4,500 direct jobs in the manufacturing sector, earning \$359 million of wages. Also, cruise lines spent an estimated \$3.2 billion on information services and another \$3.1 billion on administrative and support services, among other sectors.

Cruise passengers spent \$4.2 billion on transportation, such as air fares, and \$1.9 billion on accommodations and food services. The rest went towards retail and entertainment activities.

**Fig. 18. Cruise industry direct impacts by sector, 2023**

	Spending (\$ mn)	Employment (000s)	Wages (\$ mn)
<b>Passenger spending</b>			
Transportation	4,234	19.7	1,257
Accommodation and food service	1,866	12.9	541
Arts, entertainment and recreation	442	3.0	141
Retail	1,348	6.7	258
<b>Total</b>	<b>7,890</b>	<b>42</b>	<b>2,197</b>
<b>Cruise line purchases, ship- and capacity-building</b>			
Agriculture, forestry, mining, construction	91	0.5	30
Manufacturing	2,864	4.5	359
Petroleum & coal products	1,471	1.0	88
Transportation equipment	496	1.6	85
Food	288	0.8	47
Machinery	138	0.2	38
Computer and electronic product	101	0.2	20
Electrical equipment and component	90	0.2	17
Fabricated metal product	84	0.2	17
Other	195	0.4	46
Wholesale trade	604	1.2	139
Retail trade	908	7.5	340
Transportation and warehousing	1,847	12.5	616
Information	3,213	3.6	771
Finance, insurance, real estate	1,065	7.6	618
Professional, scientific and technical services	2,562	10.9	992
Administrative and support services	3,062	13.4	855
Accommodation and food services	175	2.1	92
Other	1,824	15.9	1,236
<b>Total</b>	<b>18,217</b>	<b>80</b>	<b>6,049</b>
<b>Staff income</b>			
Cruise line employment	2,546	20	2,432
<b>Total</b>			
<b>Total</b>	<b>28,654</b>	<b>142</b>	<b>10,677</b>

Source: Oxford Economics

Direct cruise-linked spending has a wider total economic impact across US sectors. For example, as direct cruise line suppliers purchase inputs, this supports further purchases and activity across sectors further down the supply chain, including additional manufacturing outputs, information sector outputs such as publishing and broadcasting, and additional services from the finance, real estate, and professional services sectors. Also, as employees in directly supported jobs spend a portion of their wages on goods and services, it supports activity in a variety of US businesses, who in turn make purchases from other US businesses.

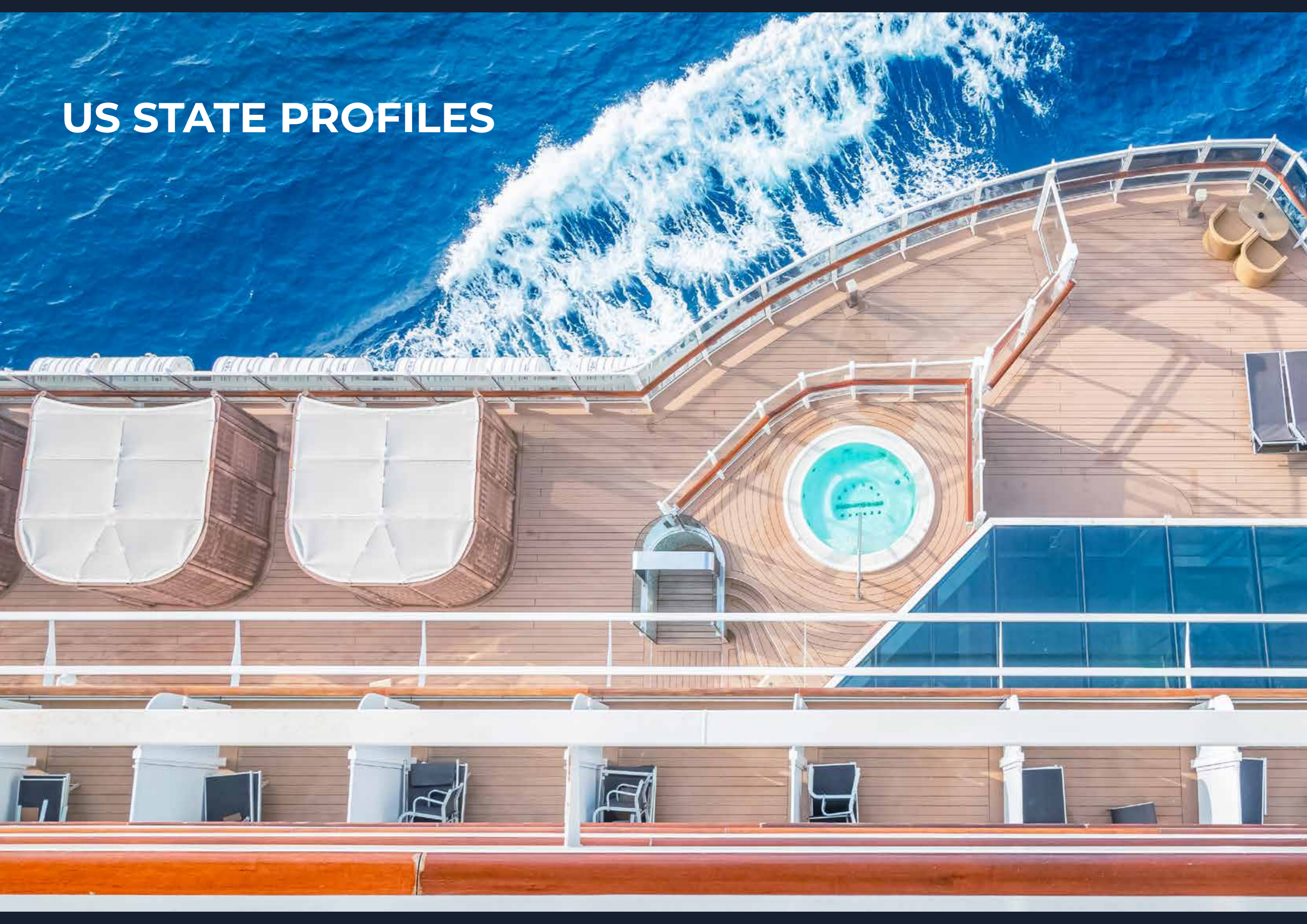
Some of the largest overall output impacts were in manufacturing, transportation and warehousing, and information services at \$7.7, \$8.2 and \$7.0 billion respectively.

**Fig. 19. Cruise industry total impacts by sector, 2023**

	Spending (\$ mn)	Employment (000s)	Wages (\$ mn)
<b>Cruise line purchases, ship- and capacity-building, passenger spending</b>			
Agriculture, forestry, fishing and hunting	522	3	121
Mining, quarrying, oil and gas extraction	947	0.6	131
Utilities	888	0.6	139
Construction	310	1.1	91
Manufacturing	7,689	10.6	1,125
Wholesale trade	2,543	5.1	677
Retail trade	3,217	24.2	1,229
Transportation and warehousing	8,182	45.1	3,259
Information (e.g. publishing, telecommunications)	6,976	7.3	1,738
Finance and insurance	4,624	16.1	1,824
Real estate, rental and leasing	4,216	9.3	473
Professional, scientific and technical services	5,328	20.9	2,546
Management of companies	1,159	4.0	715
Administrative, support services	4,779	25.7	1,818
Educational services	241	2.6	167
Health care and social assistance	2,126	15.2	1,339
Arts, entertainment and recreation	1,010	8.9	478
Accommodations and food service	3,792	30.5	1,439
Other services (except public administration)	2,303	18.1	1,369
Government	898	5.0	608
<b>Total</b>	<b>61,751</b>	<b>253</b>	<b>21,287</b>
<b>Staff income</b>			
Cruise line employment	3,666	37	4,055
<b>Total</b>			
<b>Total</b>	<b>65,417</b>	<b>290</b>	<b>25,342</b>

Source: Oxford Economics

# US STATE PROFILES



# US STATE PROFILES

## 3.1 FLORIDA

In 2023, the cruise industry supported close to **130,000 jobs** and generated a total output impact of **\$24.0 billion** in Florida.

Florida was the main beneficiary of the cruise activity in the US as it represented around 59% of total embarkation activity in the country in 2023. Florida ports, three of which are included in the top ten in the world, are the main gateway to the Caribbean, the largest cruise region in the world. Moreover, the state hosts the headquarters of multiple leading international cruise line operators, providing jobs directly and indirectly. The launch and deployment of new large vessels in 2023 further consolidated Florida as the main cruise region in the world for embarking passengers.

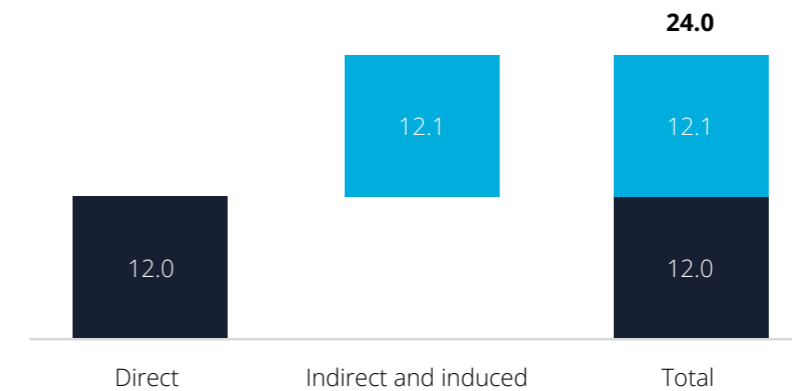
Florida residents represented about 18% of US cruisers in 2023, compared to 17% in 2019. Most of them (80%) travel to the Caribbean.

In 2023, Florida's cruise industry supported close to **130,000 jobs** and generated a total output of **\$24.0 billion**.

### 3.1.1 Output

In Florida, activities related to the cruise industry's presence generated a total output impact of \$24.0 billion in 2023. Of this, \$12.0 billion was generated directly, with the remaining output (\$12.1 billion) coming through indirect and induced effects.

Fig. 20. Cruise industry output in Florida, 2023 (\$ billions)

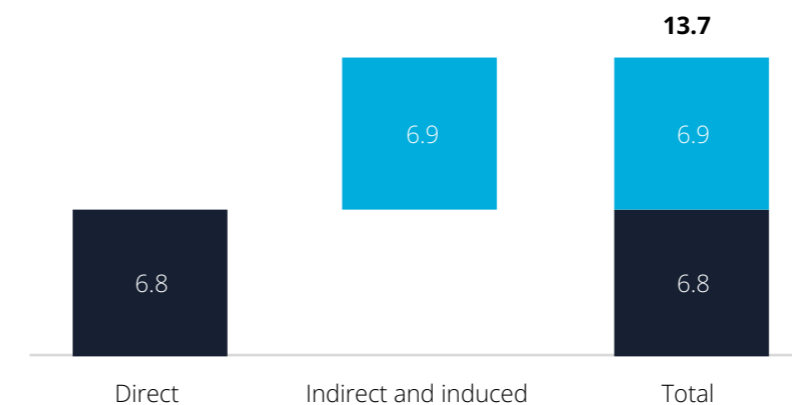


Source: Oxford Economics

### 3.1.2 GDP

Total GDP generated by the cruise industry equated to \$13.7 billion, of which \$6.8 billion came through direct effects and an additional \$6.9 billion coming through indirect and induced effects.

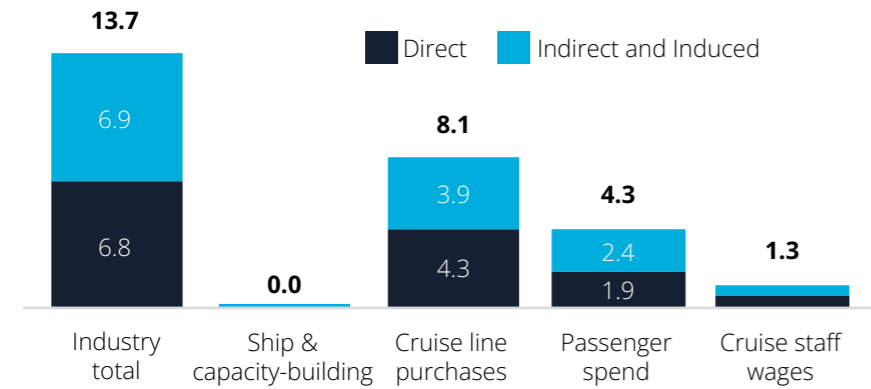
Fig. 21. Cruise industry GDP in Florida, 2023 (\$ billions)



Source: Oxford Economics

The cruise industry's impact on Florida's economy was delivered through three key activities: cruise line purchases, on-shore passenger spending, and the wage-linked spending of crew that reside in Florida. Cruise line purchases contributed \$8.1 billion to GDP, and passenger spend an additional \$4.3 billion. Crew wage-linked spend made a smaller contribution of around \$1.3 billion. Ship- and capacity-building activities were not significant.

**Fig. 22. Composition of cruise industry GDP and impact channel in Florida, 2023 (\$ billions)**



Source: Oxford Economics

**Fig. 23. Cruise industry GDP in Florida versus other US states, 2023**

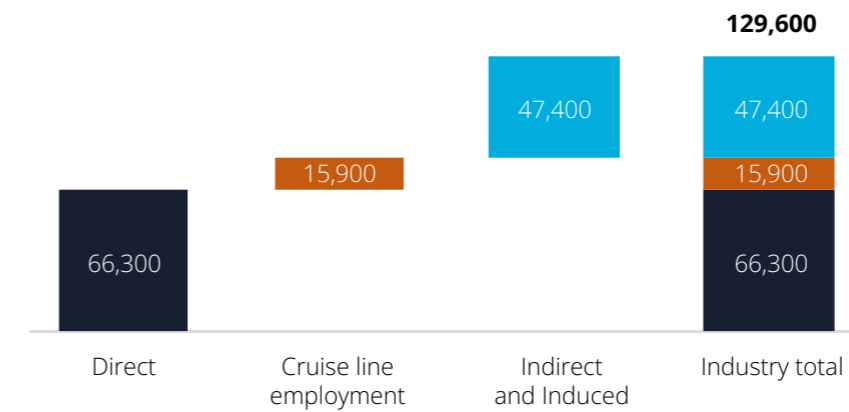
Rank	State	Total GDP (\$ mn)	% US Total
1	Florida	13,670	38.0%
2	California	4,438	12.3%
3	Texas	3,097	8.6%
4	Washington	1,827	5.1%
5	New York	1,808	5.0%
6	Alaska	1,205	3.3%
7	New Jersey	957	2.7%
8	Louisiana	697	1.9%
9	Georgia	666	1.8%
10	Maryland	548	1.5%
	Rest of United States	7,095	19.7%
	<b>United States</b>	<b>36,009</b>	<b>100.0%</b>

Source: Oxford Economics.

### 3.1.3 Employment

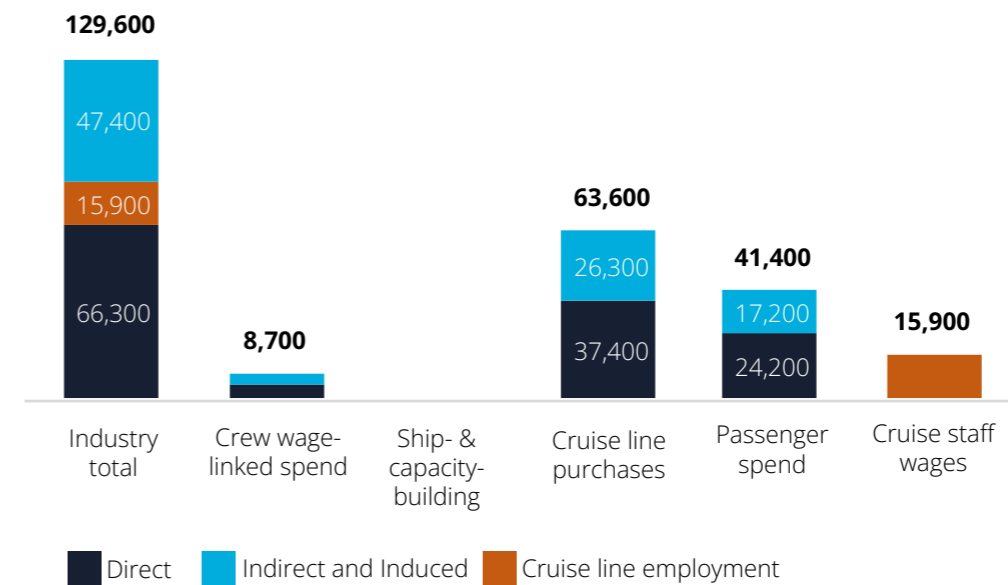
Cruise line employment (i.e., employees based on cruise ships and cruise line office staff) of Florida residents equated to an estimated 15,900 jobs in 2023. In addition, cruise lines also created jobs in the wider economy, with a total of 113,700 jobs created through direct, indirect, and induced expenditure effects. A large portion of these jobs (49%) were created via cruise line purchases and related activities.

**Fig. 24. Cruise industry employment in Florida, 2023 (number of jobs)**



Source: Oxford Economics

**Fig. 25. Composition of cruise industry employment and impact channel in Florida, 2023 (number of jobs)**



Source: Oxford Economics

### 3.1.4 Summary of Impacts

Fig. 26. Summary of cruise industry activity and impacts in Florida, 2023

		Florida	United States
<b>Passenger flows (000s)</b>	Transit visits	1,024	8,895
	Embark	9,202	15,689
	Debark	9,171	15,645
	<b>Total cruise visits</b>	<b>19,398</b>	<b>40,228</b>
<b>Spend (\$ Millions)</b>	Passengers	3,693	7,890
	Cruise line purchases	7,613	18,084
	Shipbuilding	-	133
	Staff income	2,130	2,546
	<b>Total spend</b>	<b>13,436</b>	<b>28,653</b>
<b>Output (\$ Millions)</b>	Direct	11,982	27,703
	Indirect and induced	12,057	37,713
	<b>Total output</b>	<b>24,039</b>	<b>65,417</b>
<b>GDP (\$ Millions)</b>	Direct	6,790	14,469
	Indirect and induced	6,880	21,540
	<b>Total GDP</b>	<b>13,670</b>	<b>36,009</b>
<b>Employment (000s)</b>	Direct (expenditure linked)	66	142
	Direct (cruise line employment)	16	21
	Indirect and Induced	47	127
	<b>Total employment</b>	<b>130</b>	<b>290</b>

Source: Oxford Economics

In 2023, the cruise industry generated a total output impact of **\$24 billion** in Florida, including **\$12 billion** in direct output and **\$12 billion** in indirect and induced output.



### 3.2 CALIFORNIA

In 2023, the cruise industry supported almost 23,400 jobs and generated a total output impact of nearly \$7.3 billion in California.

California was also a key state supporting cruise activity in 2023. Los Angeles and Long Beach are central to cruises in the West Coast, Mexico and Hawaii. They are supported by San Francisco and San Diego. Californian ports represented 10% of the embarkation activity in the U.S. in 2023, higher than their pre-pandemic market share.

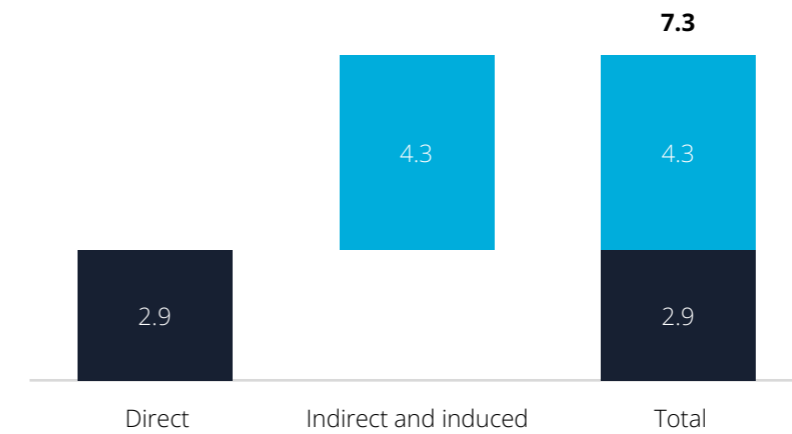
California was again a leading cruise source market in the United States, with more than 1.5 million cruise passengers in 2023. The most popular cruise destination for Californians is the West Coast and Mexico with 47% of them choosing an itinerary in the region.

In 2023, California's cruise industry supported close to **23,400 jobs** and generated a total output of **\$7.3 billion**.

#### 3.2.1 Output

In California, activities related to the cruise industry's presence generated a total output impact of \$7.3 billion in 2023. Of this, \$2.9 billion was generated directly, with the remaining output (\$4.3 billion) coming through indirect and induced effects.

Fig. 27. Cruise industry output in California, 2023 (\$ billions)

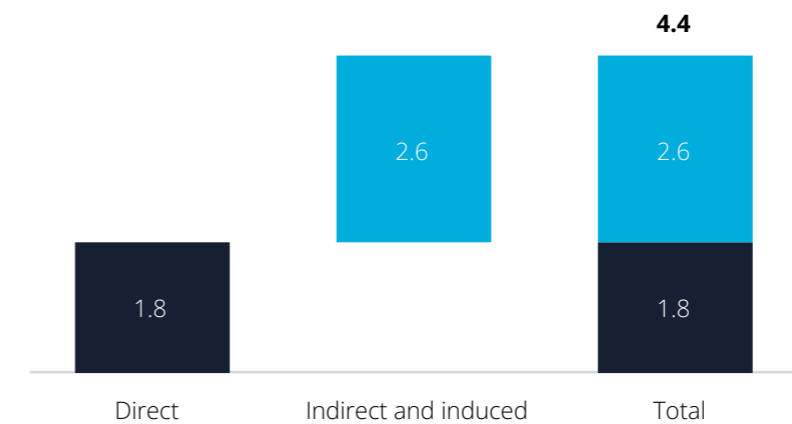


Source: Oxford Economics

#### 3.2.2 GDP

Total GDP generated by the cruise industry equated to \$4.4 billion, of which \$1.8 billion came through direct effects and an additional \$2.6 billion coming through indirect and induced effects.

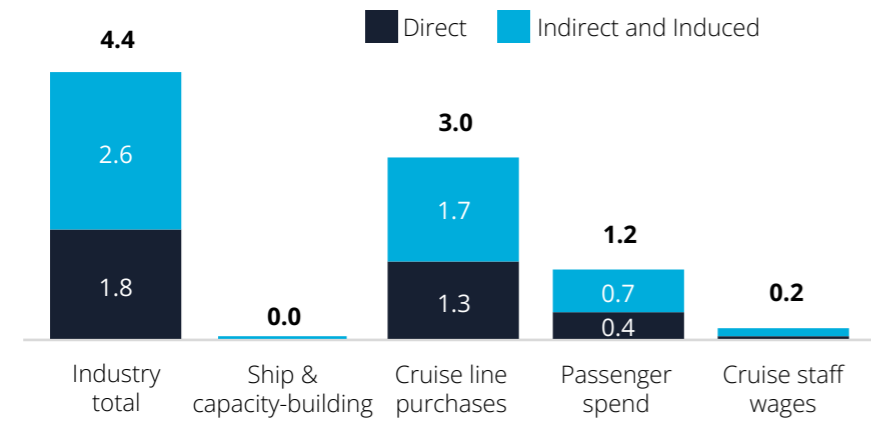
Fig. 28. Cruise industry GDP in California, 2023 (\$ billions)



Source: Oxford Economics

The cruise industry's impact on the Californian economy was delivered through three key activities: cruise line purchases, on-shore passenger spending, and the wage-linked spending of crew that reside in California. Cruise line purchases contributed \$3.0 billion to GDP, while passenger spend added another \$1.2 billion. Crew wage-linked spend made modest contributions of \$0.2 billion of total GDP, while ship- and capacity-building activities were not significant.

**Fig. 29. Composition of cruise industry GDP and impact channel in California, 2023 (\$ billions)**



Source: Oxford Economics

**Fig. 30. Cruise industry GDP in California versus other US states, 2023**

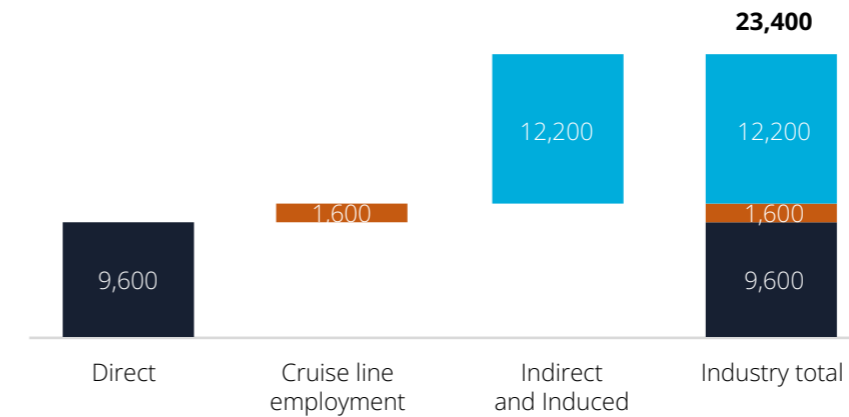
Rank	State	Total GDP (\$ mn)	% US Total
1	Florida	13,670	38.0%
2	<b>California</b>	<b>4,438</b>	<b>12.3%</b>
3	Texas	3,097	8.6%
4	Washington	1,827	5.1%
5	New York	1,808	5.0%
6	Alaska	1,205	3.3%
7	New Jersey	957	2.7%
8	Louisiana	697	1.9%
9	Georgia	666	1.8%
10	Maryland	548	1.5%
	<i>Rest of United States</i>	<i>7,095</i>	<i>19.7%</i>
	<b>United States</b>	<b>36,009</b>	<b>100.0%</b>

Source: Oxford Economics

### 3.2.3 Employment

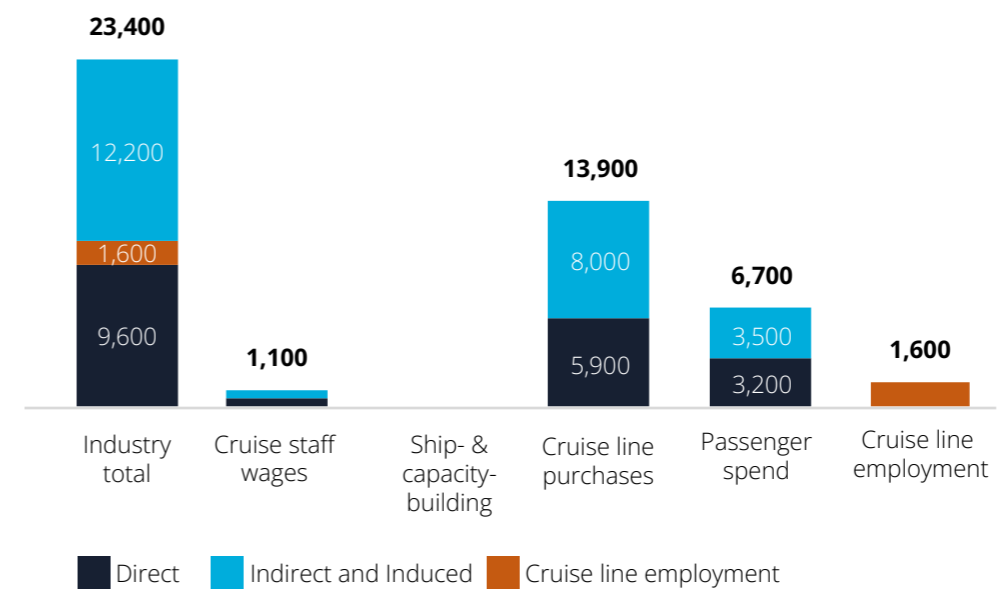
Cruise line employment (i.e., employees based on cruise ships and cruise line office staff) of California residents delivered 1,600 jobs in 2023. Cruise line activity also created jobs in the wider economy, with a total of almost 21,800 jobs supported through direct, indirect, and induced effects. Most of these jobs (59%) were created via cruise line purchases and related activities.

**Fig. 31. Cruise industry employment in California, 2023 (number of jobs)**



Source: Oxford Economics

**Fig. 32. Composition of cruise industry employment and impact channel in California, 2023 (number of jobs)**



Source: Oxford Economics

### 3.2.4 Summary of Impacts

Fig. 33. Summary of cruise industry activity and impacts in California, 2023

		California	United States
<b>Passenger flows (000s)</b>	Transit visits	232	8,895
	Embark	1,584	15,689
	Debark	1,592	15,645
	<b>Total cruise visits</b>	<b>3,407</b>	<b>40,228</b>
<b>Spend (\$ Millions)</b>	Passengers	762	7,890
	Cruise line purchases	1,850	18,084
	Shipbuilding	-	133
	Staff income	166	2,546
	<b>Total spend</b>	<b>2,778</b>	<b>28,653</b>
<b>Output (\$ Millions)</b>	Direct	2,913	27,703
	Indirect and induced	4,340	37,713
	<b>Total output</b>	<b>7,253</b>	<b>65,417</b>
<b>GDP (\$ Millions)</b>	Direct	1,829	14,469
	Indirect and induced	2,609	21,540
	<b>Total GDP</b>	<b>4,438</b>	<b>36,009</b>
<b>Employment (000s)</b>	Direct (expenditure linked)	10	142
	Direct (cruise line employment)	2	21
	Indirect and Induced	12	127
	<b>Total employment</b>	<b>23</b>	<b>290</b>

Source: Oxford Economics



In 2023, the cruise industry generated a total output impact of **\$7.3 billion** in California, including **\$2.9 billion** in direct output and **\$4.3 billion** in indirect and induced output.

### 3.3 TEXAS

In 2023, the cruise industry supported nearly 20,500 jobs and generated a total output impact of \$5.8 billion in Texas.

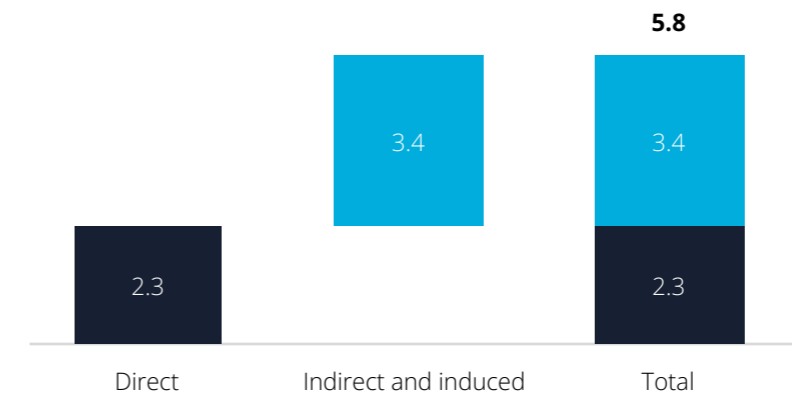
The port of Galveston represented 9.5% of United States embarkation activity in 2023 compared to 8% in 2019. The share of large vessels is increasing steadily, supported by investment in expanding the cruise port's infrastructure. Moreover, about 1.3 million Texan residents cruised in 2023, with most (77%) selecting itineraries in the Caribbean.

In 2023, Texas's cruise industry supported nearly **20,500 jobs** and generated a total output of **\$5.8 billion.**

#### 3.3.1 Output

In Texas, activities related to the cruise industry's presence generated a total output impact of \$5.8 billion in 2023. Of this, \$2.3 billion was generated directly, with the remaining output (\$3.4 billion) coming through indirect and induced effects.

Fig. 34. Cruise industry output in Texas, 2023 (\$ billions)

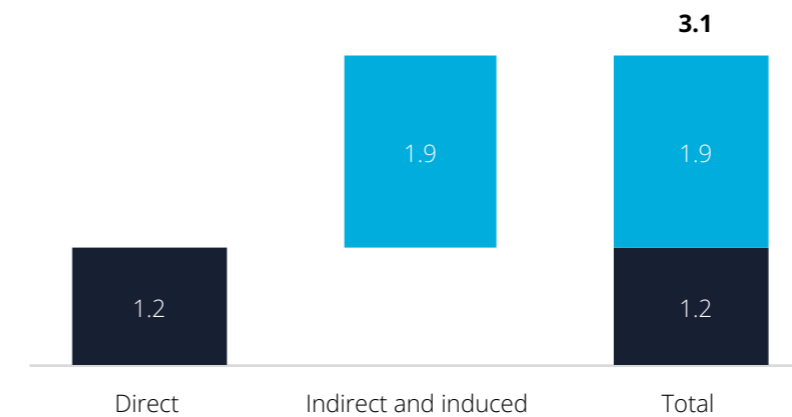


Source: Oxford Economics

#### 3.3.2 GDP

Total GDP generated by the cruise industry equated to \$3.1 billion, of which \$1.2 billion came through direct effects and an additional \$1.9 billion coming through indirect and induced effects.

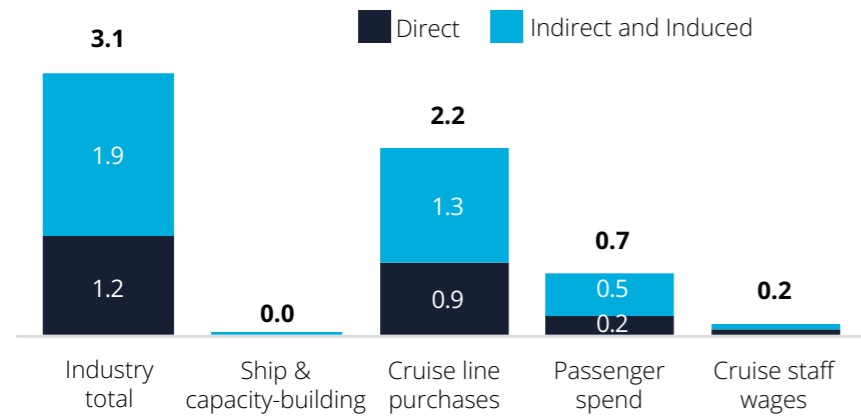
Fig. 35. Cruise industry GDP in Texas, 2023 (\$ billions)



Source: Oxford Economics

The cruise industry's impact on the Texas economy was delivered through three key activities: cruise line purchases, on-shore passenger spending, and the wage-linked spending of crew that reside in Texas. Cruise line purchases contributed \$2.2 billion to GDP, while passenger spend added a further \$0.7 billion. Crew wage-linked spend made a smaller contribution of \$0.2 billion while ship- and capacity-building activities were not significant.

**Fig. 36. Composition of cruise industry GDP and impact channel in Texas, 2023 (\$ billions)**



Source: Oxford Economics

**Fig. 37. Cruise industry GDP in Texas versus other US states, 2023**

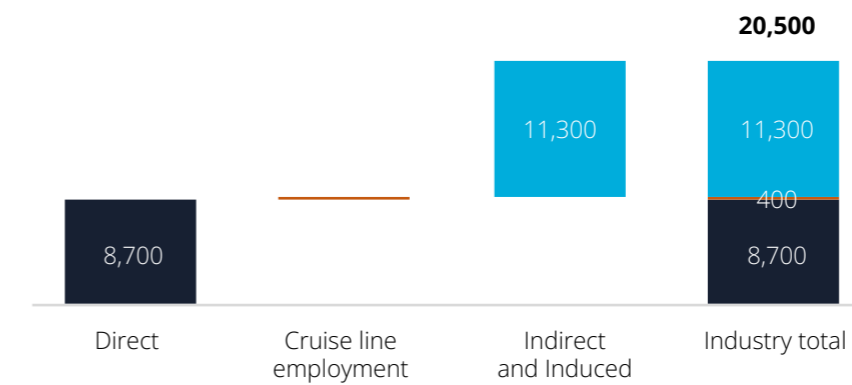
Rank	State	Total GDP (\$ mn)	% US Total
1	Florida	13,670	38.0%
2	California	4,438	12.3%
3	<b>Texas</b>	<b>3,097</b>	<b>8.6%</b>
4	Washington	1,827	5.1%
5	New York	1,808	5.0%
6	Alaska	1,205	3.3%
7	New Jersey	957	2.7%
8	Louisiana	697	1.9%
9	Georgia	666	1.8%
10	Maryland	548	1.5%
	<i>Rest of United States</i>	<i>7,095</i>	<i>19.7%</i>
	<b>United States</b>	<b>36,009</b>	<b>100.0%</b>

Source: Oxford Economics

### 3.3.3 Employment

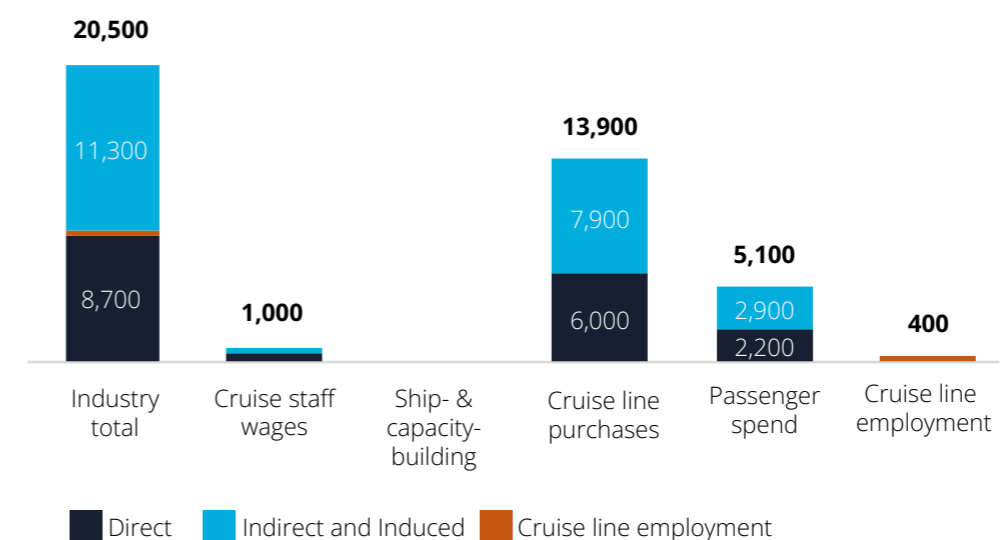
Cruise line employment (i.e., employees based on cruise ships and cruise line office staff) of Texas residents delivered a small number of jobs in 2023 (estimated at around 400). But cruise line activity created jobs in the wider economy, with a total of over 20,000 jobs created through direct, indirect, and induced effects. Most of these jobs (68%) were created via cruise line purchases and related activities.

**Fig. 38. Cruise industry employment in Texas, 2023 (number of jobs)**



Source: Oxford Economics

**Fig. 39. Composition of cruise industry employment and impact channel in Texas, 2023 (number of jobs)**



Source: Oxford Economics

### 3.3.4 Summary of Impacts

Fig. 40. Summary of cruise industry activity and impacts in Texas, 2023

		Texas	United States
<b>Passenger flows (000s)</b>	Transit visits	-	8,895
	Embark	1,492	15,689
	Debark	1,489	15,645
	<b>Total cruise visits</b>	<b>2,981</b>	<b>40,228</b>
<b>Spend (\$ Millions)</b>	Passengers	509	7,890
	Cruise line purchases	1,548	18,084
	Shipbuilding	-	133
	Staff income	9	2,546
	<b>Total spend</b>	<b>2,066</b>	<b>28,653</b>
<b>Output (\$ Millions)</b>	Direct	2,334	27,703
	Indirect and induced	3,420	37,713
	<b>Total output</b>	<b>5,754</b>	<b>65,417</b>
<b>GDP (\$ Millions)</b>	Direct	1,174	14,469
	Indirect and induced	1,924	21,540
	<b>Total GDP</b>	<b>3,097</b>	<b>36,009</b>
<b>Employment (000s)</b>	Direct (expenditure linked)	9	142
	Direct (cruise line employment)	0	21
	Indirect and Induced	11	127
	<b>Total employment</b>	<b>20</b>	<b>290</b>

Source: Oxford Economics



In 2023, the cruise industry generated a total output impact of **\$5.8 billion** in Texas, including **\$2.3 billion** in direct output and **\$3.4 billion** in indirect and induced output.

### 3.4 WASHINGTON

In 2023, the cruise industry supported over 11,600 jobs and generated a total output impact of close to \$3.0 billion in the Washington economy.

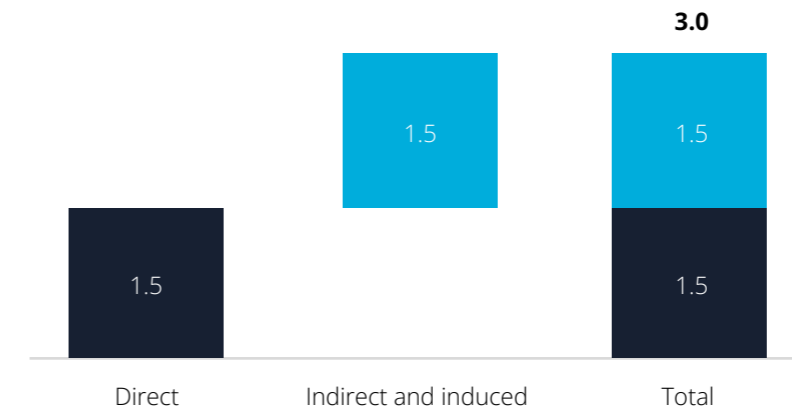
Washington State is home to the port of Seattle, which supports itineraries to Alaska and British Columbia. It attracts a high share of premium passengers - the segment represented 40% of the capacity deployed in Seattle in 2023 compared to 20% globally.

In 2023, Washington's cruise industry supported over **11,600 jobs** and generated a total output of **\$3.0 billion**.

#### 3.4.1 Output

In Washington, activities related to the cruise industry's presence generated a total output impact of \$3.0 billion in 2023. Of this, \$1.5 billion was generated directly, with the remaining output (\$1.5 billion) coming through indirect and induced effects.

Fig. 41. Cruise industry output in Washington, 2023 (\$ billions)

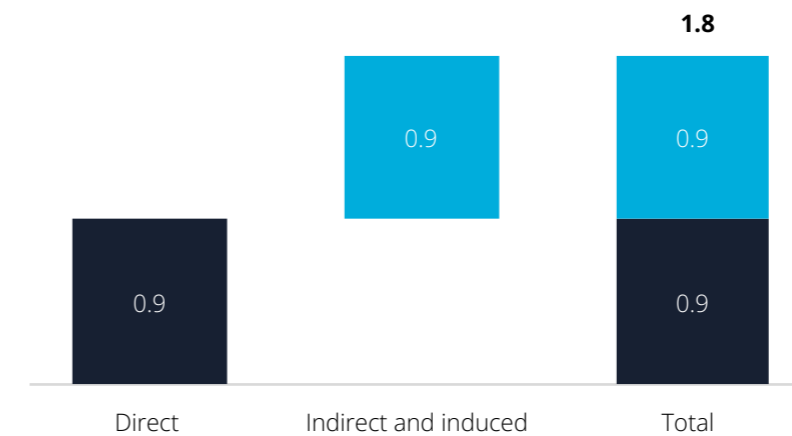


Source: Oxford Economics

#### 3.4.2 GDP

Total GDP generated by the cruise industry equated to \$1.8 billion, of which \$0.9 billion came through direct effects and an additional \$0.9 billion coming through indirect and induced effects.

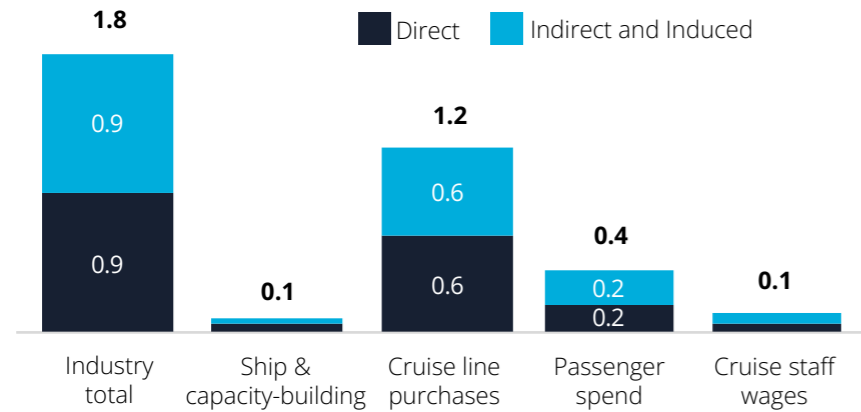
Fig. 42. Cruise industry GDP in Washington, 2023 (\$ billions)



Source: Oxford Economics

The cruise industry's impact on the Washington economy was delivered through four key activities: cruise line purchases, on-shore passenger spending, ship- and capacity-building, and the wage-linked spending of crew that reside in Washington. Cruise line purchases contributed \$1.2 billion to GDP, and passenger spend added further \$0.4 billion. Crew wage-linked spend and ship- and capacity-building activities made modest contributions - each accounting for around \$96 and \$117 million of total GDP respectively.

**Fig. 43. Composition of cruise industry GDP and impact channel in Washington, 2023 (\$ billions)**



Source: Oxford Economics

**Fig. 44. Cruise industry GDP in Washington versus other US states, 2023**

Rank	State	Total GDP (\$ mn)	% US Total
1	Florida	13,670	38.0%
2	California	4,438	12.3%
3	Texas	3,097	8.6%
4	<b>Washington</b>	<b>1,827</b>	<b>5.1%</b>
5	New York	1,808	5.0%
6	Alaska	1,205	3.3%
7	New Jersey	957	2.7%
8	Louisiana	697	1.9%
9	Georgia	666	1.8%
10	Maryland	548	1.5%
	<i>Rest of United States</i>	<i>7,095</i>	<i>19.7%</i>
	<b>United States</b>	<b>36,009</b>	<b>100.0%</b>

Source: Oxford Economics.

### 3.4.3 Employment

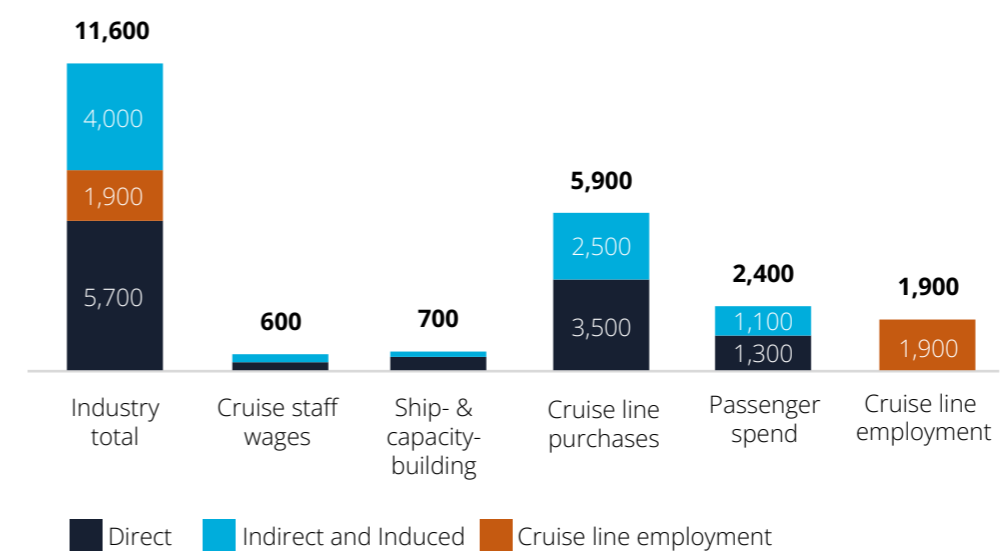
Cruise line employment (i.e., employees based on cruise ships and cruise line office staff) supported 1,900 jobs in Washington in 2023. This accounted for 17% of the total number of jobs supported in the state. But cruise line activity also created jobs in the wider economy, with a total of 9,700 jobs created through direct, indirect, and induced effects. Over half of the jobs (51%) were created via cruise line purchases and related activities.

**Fig. 45. Cruise industry employment in Washington, 2023 (number of jobs)**



Source: Oxford Economics

**Fig. 46. Composition of cruise industry employment and impact channel in Washington, 2023 (number of jobs)**



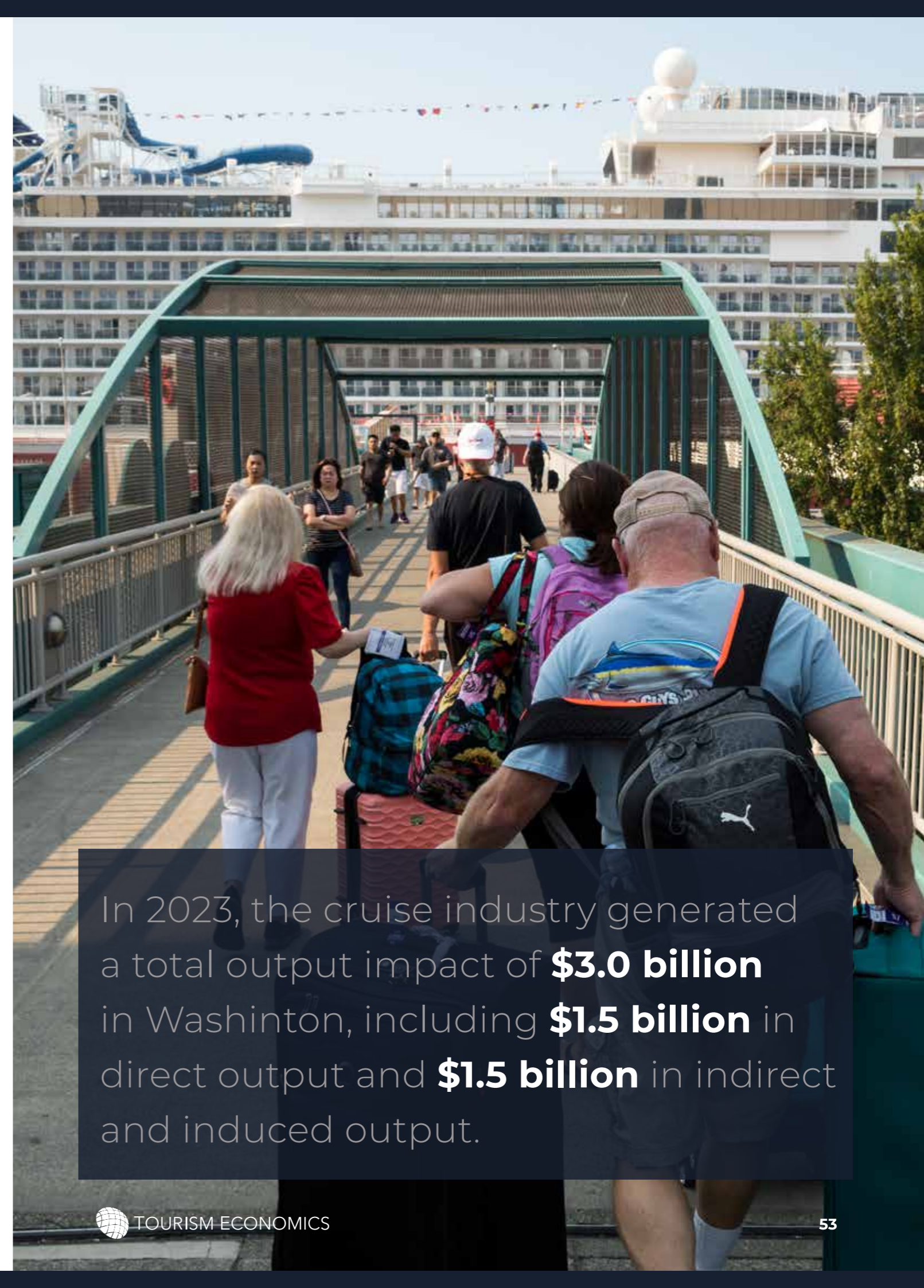
Source: Oxford Economics

### 3.4.4 Summary of Impacts

Fig. 47. Summary of cruise industry activity and impacts in Washington, 2023

		Washington	United States
<b>Passenger flows (000s)</b>	Transit visits	36	8,895
	Embark	876	15,689
	Debark	867	15,645
	<b>Total cruise visits</b>	<b>1,778</b>	<b>40,228</b>
<b>Spend (\$ Millions)</b>	Passengers	310	7,890
	Cruise line purchases	964	18,084
	Shipbuilding	96	133
	Staff income	227	2,546
	<b>Total spend</b>	<b>1,597</b>	<b>28,653</b>
<b>Output (\$ Millions)</b>	Direct	1,474	27,703
	Indirect and induced	1,487	37,713
	<b>Total output</b>	<b>2,961</b>	<b>65,417</b>
<b>GDP (\$ Millions)</b>	Direct	918	14,469
	Indirect and induced	909	21,540
	<b>Total GDP</b>	<b>1,827</b>	<b>36,009</b>
<b>Employment (000s)</b>	Direct (expenditure linked)	6	142
	Direct (cruise line employment)	2	21
	Indirect and Induced	4	127
	<b>Total employment</b>	<b>12</b>	<b>290</b>

Source: Oxford Economics



In 2023, the cruise industry generated a total output impact of **\$3.0 billion** in Washington, including **\$1.5 billion** in direct output and **\$1.5 billion** in indirect and induced output.

### 3.5 NEW YORK

In 2023, the cruise industry supported nearly 8,800 jobs and generated a total output impact of close to \$2.9 billion in New York state.

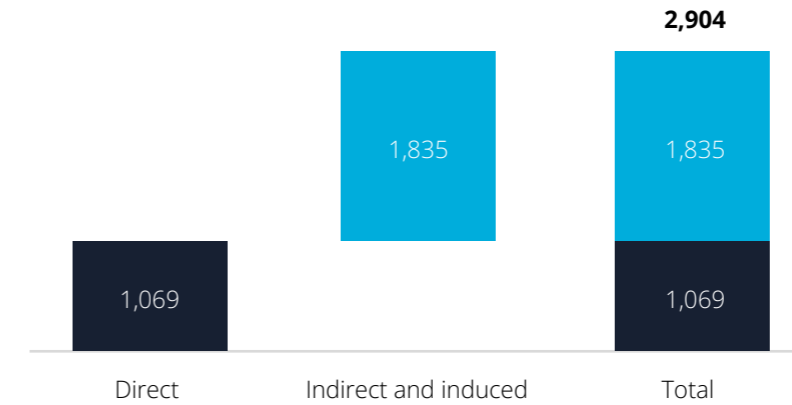
More than 720,000 New York residents cruised in 2023 with about 68% of them traveling to the Caribbean. Two terminals in New York City are providing itineraries to Bermuda, the Caribbean, and Canada-New England.

In 2023, New York's cruise industry supported nearly **8,800 jobs** and generated a total output of **\$2.9 billion**.

### 3.5.1 Output

In New York, activities related to the cruise industry's presence generated a total output impact of \$2,904 million in 2023. Of this, \$1,069 million was generated directly, with the remaining output (\$1,835 million) coming through indirect and induced effects.

Fig. 48. Cruise industry output in New York, 2023 (\$ millions)

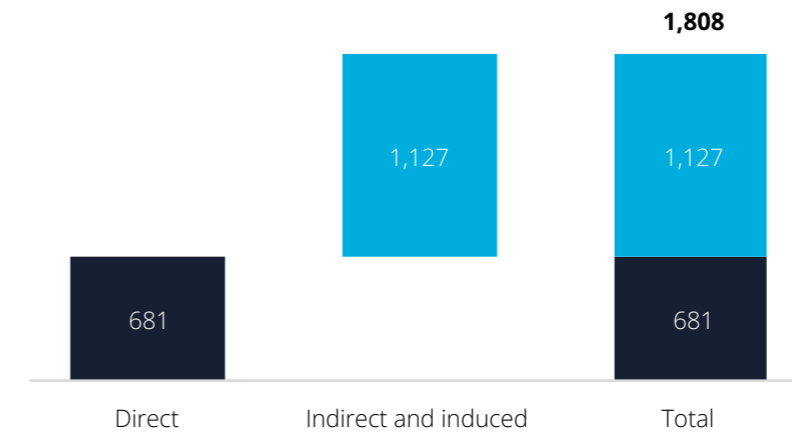


Source: Oxford Economics

### 3.5.2 GDP

Total GDP generated by the cruise industry equated to \$1,808 million, of which \$681 million came through direct effects and an additional \$1,127 million coming through indirect and induced effects.

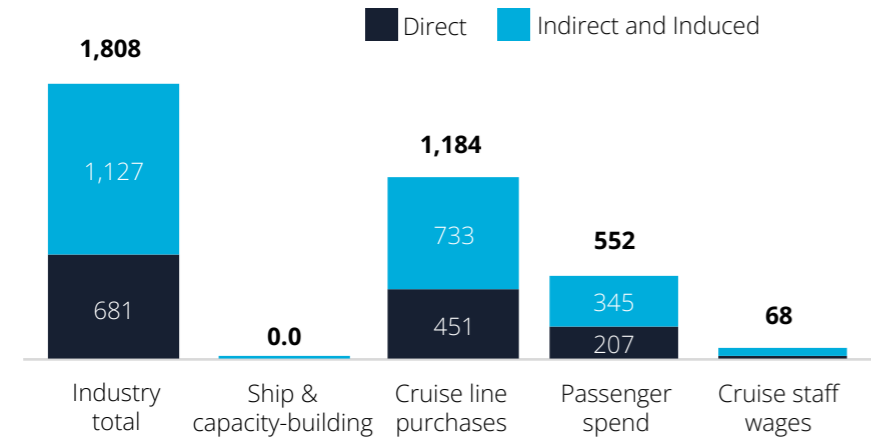
Fig. 49. Cruise industry GDP in New York, 2023 (\$ millions)



Source: Oxford Economics

The cruise industry's impact on New York's economy was delivered through three key activities: cruise line purchases, on-shore passenger spending, and the wage-linked spending of crew that reside in New York. Cruise line purchases contributed \$1,184 million to GDP, while passenger spend an additional \$552 million. Crew wage-linked spend made modest contributions of \$68 million while ship- and capacity-building activities were not significant.

**Fig. 50. Composition of cruise industry GDP and impact channel in New York, 2023 (\$ millions)**



Source: Oxford Economics

**Fig. 51. Cruise industry GDP in New York versus other US states, 2023**

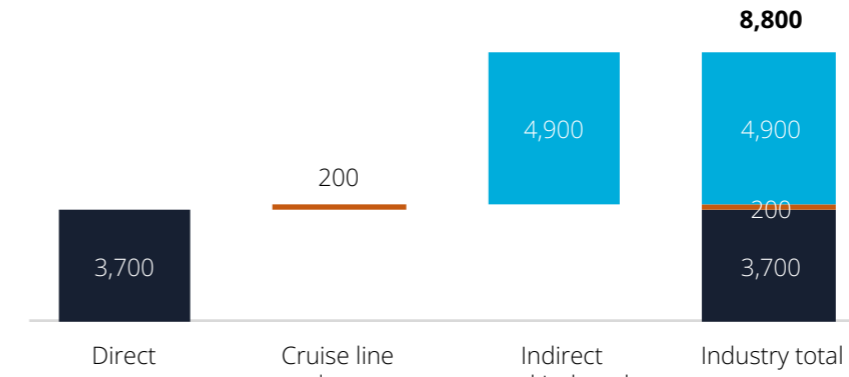
Rank	State	Total GDP (\$ mn)	% US Total
1	Florida	13,670	38.0%
2	California	4,438	12.3%
3	Texas	3,097	8.6%
4	Washington	1,827	5.1%
5	<b>New York</b>	<b>1,808</b>	<b>5.0%</b>
6	Alaska	1,205	3.3%
7	New Jersey	957	2.7%
8	Louisiana	697	1.9%
9	Georgia	666	1.8%
10	Maryland	548	1.5%
	<i>Rest of United States</i>	7,095	19.7%
	<b>United States</b>	<b>36,009</b>	<b>100.0%</b>

Source: Oxford Economics.

### 3.5.3 Employment

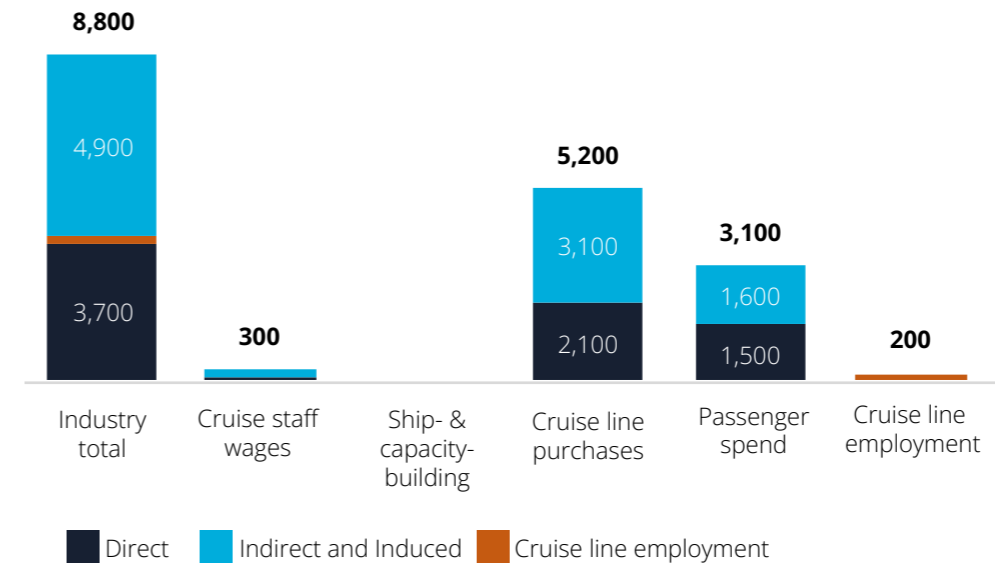
Cruise line employment (i.e., employees based on cruise ships and cruise line office staff) delivered just 200 jobs in 2023. But cruise line activity created jobs in the wider economy, with a total of 8,600 jobs created through direct, indirect, and induced effects. Most of these jobs (59%) were created via cruise line purchases and related activities.

**Fig. 52. Cruise industry employment in New York, 2023 (number of jobs)**



Source: Oxford Economics

**Fig. 53. Composition of cruise industry employment and impact channel in New York, 2023 (number of jobs)**



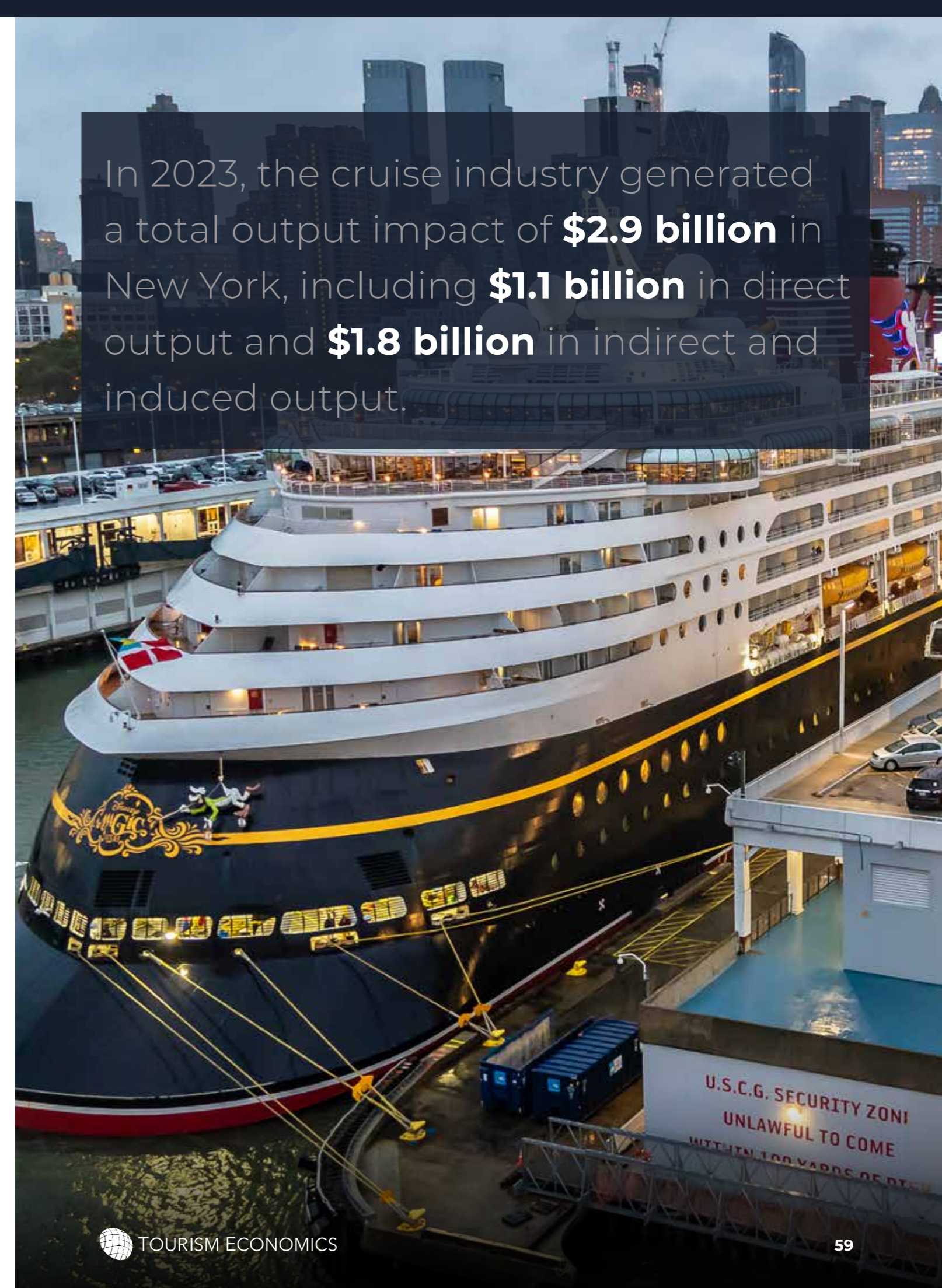
Source: Oxford Economics

### 3.5.4 Summary of Impacts

Fig. 54. Summary of cruise industry activity and impacts in New York, 2023

		New York	United States
<b>Passenger flows (000s)</b>	Transit visits	105	8,895
	Embark	640	15,689
	Debark	633	15,645
	<b>Total cruise visits</b>	<b>1,378</b>	<b>40,228</b>
<b>Spend (\$ Millions)</b>	Passengers	355	7,890
	Cruise line purchases	684	18,084
	Shipbuilding	-	133
	Staff income	4	2,546
	<b>Total spend</b>	<b>1,043</b>	<b>28,653</b>
<b>Output (\$ Millions)</b>	Direct	1,069	27,703
	Indirect and induced	1,835	37,713
	<b>Total output</b>	<b>2,904</b>	<b>65,417</b>
<b>GDP (\$ Millions)</b>	Direct	681	14,469
	Indirect and induced	1,127	21,540
	<b>Total GDP</b>	<b>1,808</b>	<b>36,009</b>
<b>Employment (000s)</b>	Direct (expenditure linked)	4	142
	Direct (cruise line employment)	0	21
	Indirect and Induced	5	127
	<b>Total employment</b>	<b>9</b>	<b>290</b>

Source: Oxford Economics



### 3.6 ALASKA

In 2023, the cruise industry supported over 10,500 jobs and generated a total output impact of \$2.1 billion in Alaska.

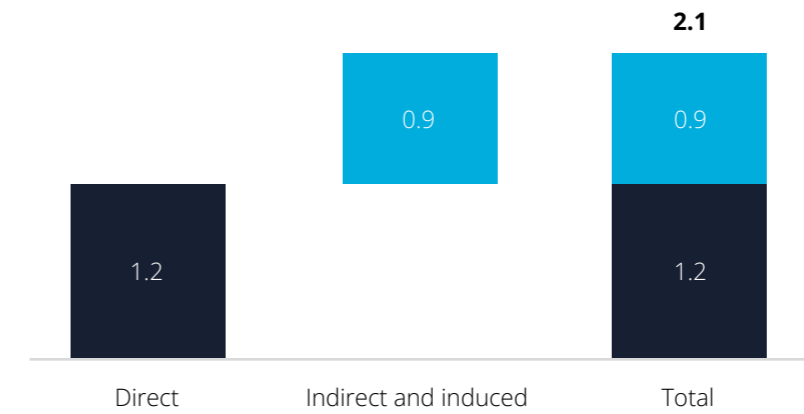
Alaska is the leading cruise destination in the US representing about 64% of transit visits in 2023. Throughout the 2023 cruise season, 1.65 million guests took an ocean-going cruise to Alaska, which translates to 5.93 million individual port visits throughout their itineraries. Three ports in the region, Juneau, Skagway, and Sitka are in the 30 largest cruise ports in the world. The premium segment plays an important role, representing 53% of the deployment in the region compared to 21% globally.

In 2023, Alaska's cruise industry supported over **10,500 jobs** and generated a total output of **\$2.1 billion.**

#### 3.6.1 Output

In Alaska, activities related to the cruise industry's presence generated a total output impact of \$2.1 billion in 2023. Of this, \$1.2 billion was generated directly, with the remaining output (\$0.9 billion) coming through indirect and induced effects.

Fig. 55. Cruise industry output in Alaska, 2023 (\$ billions)

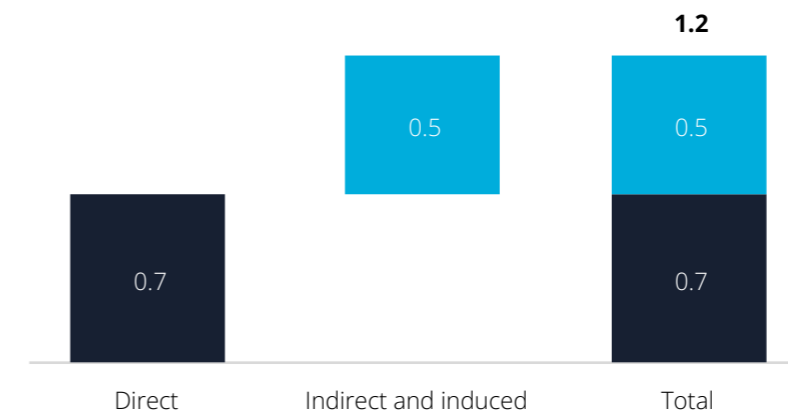


Source: Oxford Economics

#### 3.6.2 GDP

Total GDP generated by the cruise industry equated to \$1.2 billion, of which \$0.7 billion came through direct effects and an additional \$0.5 billion coming through indirect and induced effects.

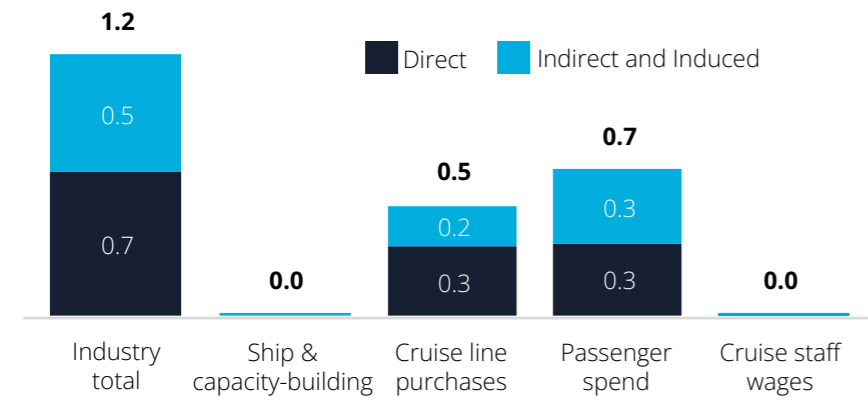
Fig. 56. Cruise industry GDP in Alaska, 2023 (\$ billions)



Source: Oxford Economics

The cruise industry's impact on the Alaska economy was delivered through three key activities: cruise line purchases, on-shore passenger spending, and the wage-linked spending of crew that reside in Alaska. Passenger spend contributed \$0.7 billion to GDP, while cruise line purchases added a further \$0.5 billion. Crew wage-linked spend made smaller contributions of around \$10 million to total GDP. Ship- and capacity-building activities were not significant.

**Fig. 57. Composition of cruise industry GDP and impact channel in Alaska, 2023 (\$ billions)**



Source: Oxford Economics

**Fig. 58. Cruise industry GDP in Alaska versus other US states, 2023**

Rank	State	Total GDP (\$ mn)	% US Total
1	Florida	13,670	38.0%
2	California	4,438	12.3%
3	Texas	3,097	8.6%
4	Washington	1,827	5.1%
5	New York	1,808	5.0%
6	<b>Alaska</b>	<b>1,205</b>	<b>3.3%</b>
7	New Jersey	957	2.7%
8	Louisiana	697	1.9%
9	Georgia	666	1.8%
10	Maryland	548	1.5%
	<i>Rest of United States</i>	<i>7,095</i>	<i>19.7%</i>
	<b>United States</b>	<b>36,009</b>	<b>100.0%</b>

Source: Oxford Economics

### 3.6.3 Employment

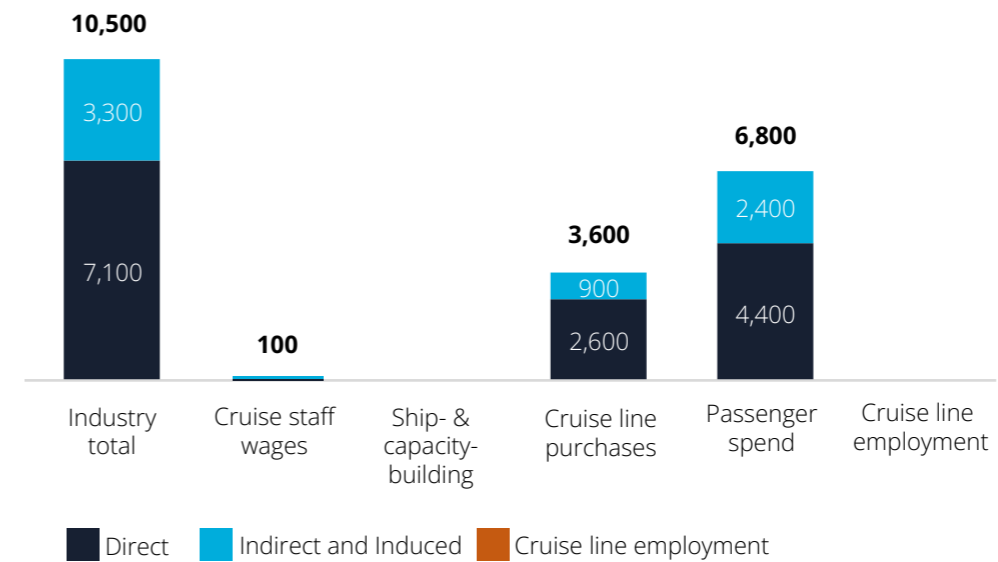
Cruise line employment (i.e., employees based on cruise ships and cruise line office staff) delivered an insignificant number of jobs in 2023. But cruise line activity created jobs in the wider economy, with a total of 10,400 jobs created through direct, indirect, and induced effects. Most of these jobs (65%) were created via passenger spend and related activities.

**Fig. 59. Cruise industry employment in Alaska, 2023 (number of jobs)**



Source: Oxford Economics

**Fig. 60. Composition of cruise industry employment and impact channel in Alaska, 2023 (number of jobs)**



Source: Oxford Economics

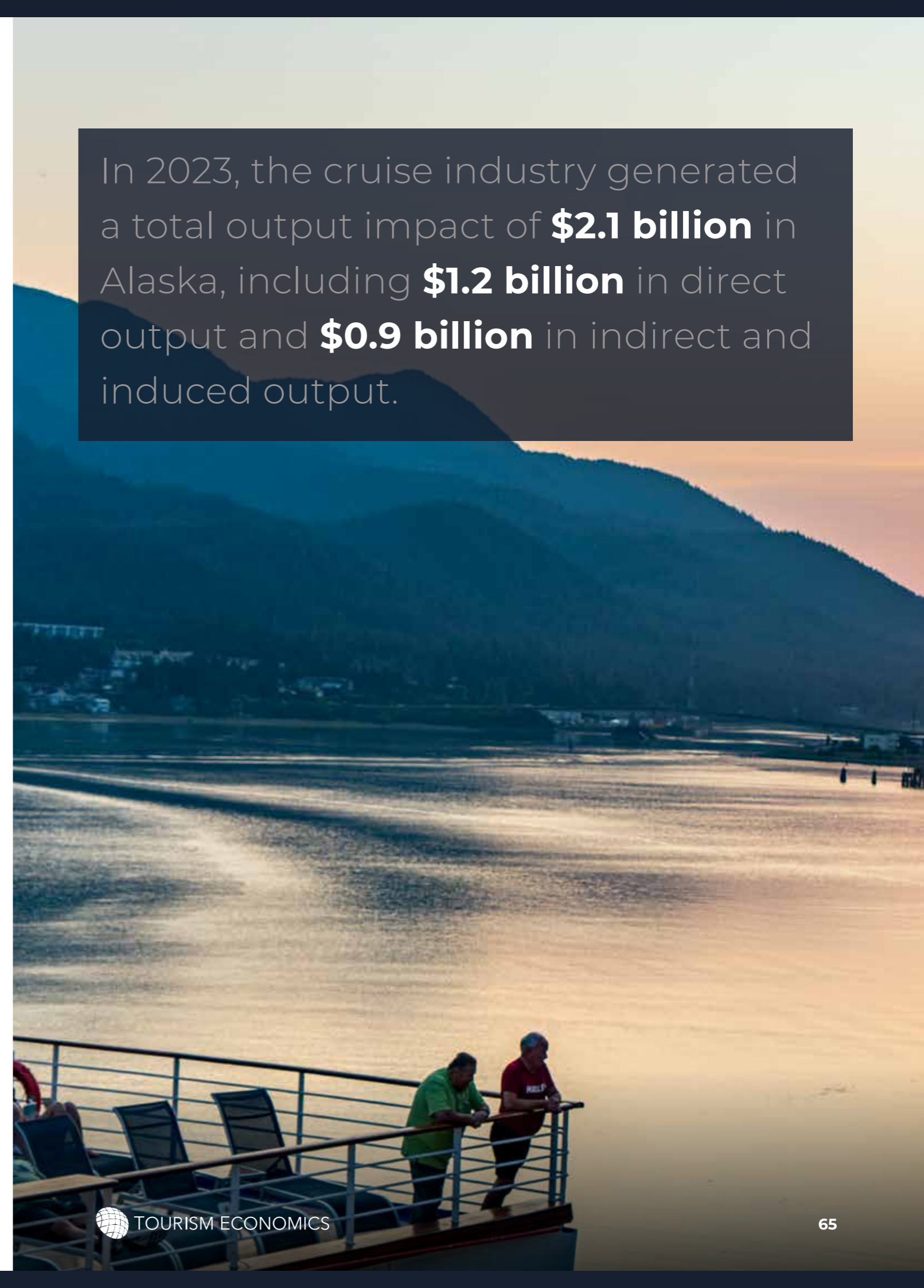
### 3.6.4 Summary of Impacts

Fig. 61. Summary of cruise industry activity and impacts in Alaska, 2023

		Alaska	United States
<b>Passenger flows (000s)</b>	<b>Unique passengers</b>	<b>1,650</b>	-
	Transit visits	5,620	8,895
	Embark	158	15,689
	Debark	149	15,645
	<b>Total cruise visits</b>	<b>5,926</b>	<b>40,228</b>
<b>Spend (\$ Millions)</b>	Passengers	617	7,890
	Cruise line purchases	578	18,084
	Shipbuilding	-	133
	Staff income	1	2,546
	<b>Total spend</b>	<b>1,196</b>	<b>28,653</b>
<b>Output (\$ Millions)</b>	Direct	1,210	27,703
	Indirect and induced	903	37,713
	<b>Total output</b>	<b>2,113</b>	<b>65,417</b>
<b>GDP (\$ Millions)</b>	Direct	665	14,469
	Indirect and induced	541	21,540
	<b>Total GDP</b>	<b>1,205</b>	<b>36,009</b>
<b>Employment (000s)</b>	Direct (expenditure linked)	7	142
	Direct (cruise line employment)	0	21
	Indirect and Induced	3	127
	<b>Total employment</b>	<b>11</b>	<b>290</b>

Source: Oxford Economics

In 2023, the cruise industry generated a total output impact of **\$2.1 billion** in Alaska, including **\$1.2 billion** in direct output and **\$0.9 billion** in indirect and induced output.



### 3.7 NEW JERSEY

In 2023, the cruise industry supported over 5,500 jobs and generated a total output impact of \$1.6 billion in New Jersey.

More than 402,000 New Jersey residents cruised in 2023, with most (64%) of them traveling to the Caribbean. The port of Bayonne, used by Royal Caribbean Group brands, is a gateway to Bermuda and the Caribbean.

In 2023, New Jersey's cruise industry supported over **5,500 jobs** and generated a total output of **\$1.6 billion.**



#### 3.7.1 Output

In New Jersey, activities related to the cruise industry's presence generated a total output impact of \$1.6 billion in 2023. Of this, \$669 million was generated directly, with the remaining output (\$926 million) coming through indirect and induced effects.

Fig. 62. Cruise industry output in New Jersey, 2023 (\$ millions)

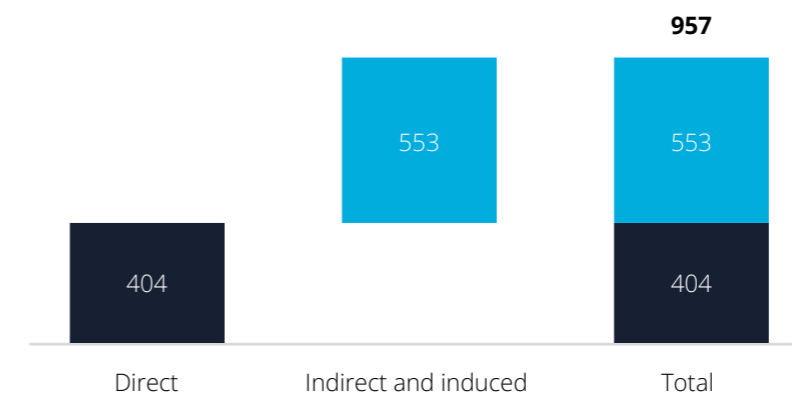


Source: Oxford Economics

#### 3.7.2 GDP

Total GDP generated by the cruise industry equated to \$957 million, of which \$404 million came through direct effects and an additional \$553 million coming through indirect and induced effects.

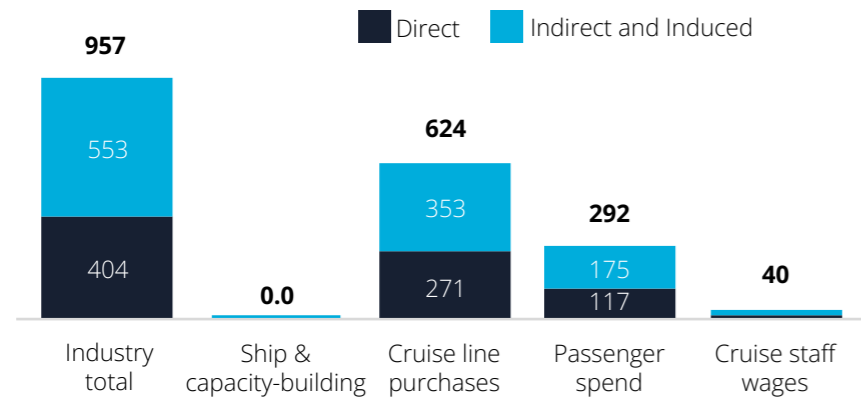
Fig. 63. Cruise industry GDP in New Jersey, 2023 (\$ millions)



Source: Oxford Economics

The cruise industry's impact on the New Jersey economy was delivered through three key activities: cruise line purchases, on-shore passenger spending, and the wage-linked spending of crew that reside in New Jersey. Cruise line purchases contributed \$624 million to GDP, while passenger spend added a further \$292 million. Crew wage-linked spend made modest contributions of around \$40 million. Ship- and capacity-building activities were not significant.

**Fig. 64. Composition of cruise industry GDP and impact channel in New Jersey, 2023 (\$ millions)**



Source: Oxford Economics

**Fig. 65. Cruise industry GDP in New Jersey versus other US states, 2023**

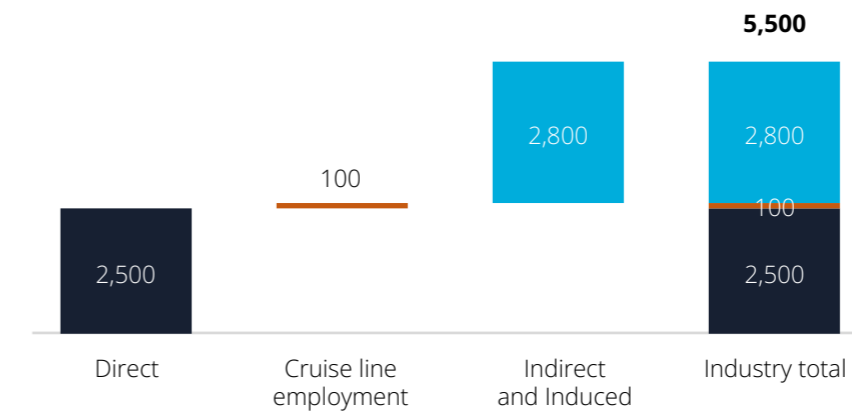
Rank	State	Total GDP (\$ mn)	% US Total
1	Florida	13,670	38.0%
2	California	4,438	12.3%
3	Texas	3,097	8.6%
4	Washington	1,827	5.1%
5	New York	1,808	5.0%
6	Alaska	1,205	3.3%
7	<b>New Jersey</b>	<b>957</b>	<b>2.7%</b>
8	Louisiana	697	1.9%
9	Georgia	666	1.8%
10	Maryland	548	1.5%
	<i>Rest of United States</i>	<i>7,095</i>	<i>19.7%</i>
	<b>United States</b>	<b>36,009</b>	<b>100.0%</b>

Source: Oxford Economics

### 3.7.3 Employment

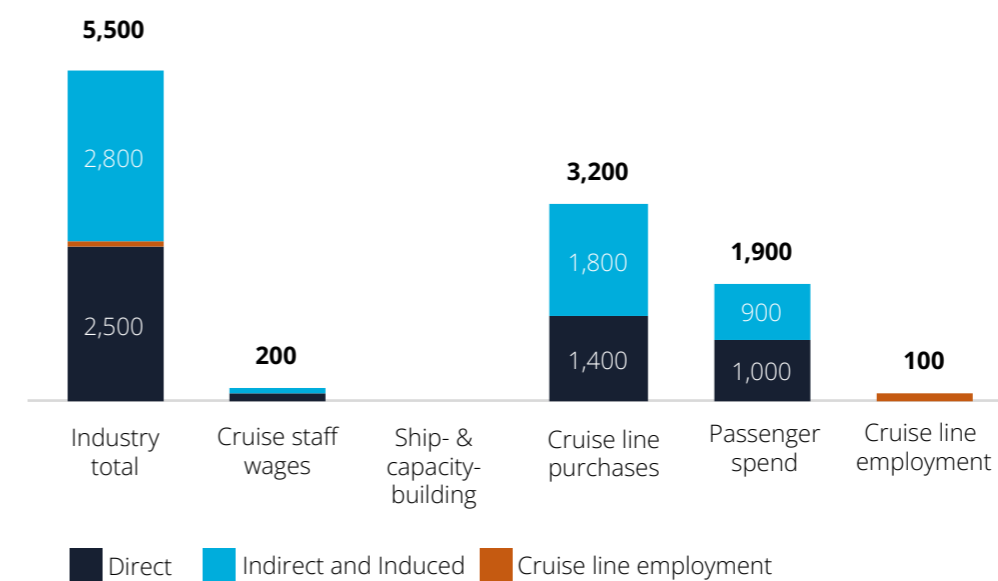
Cruise line employment (i.e., employees based on cruise ships and cruise line office staff) delivered a small number of jobs (around 100 in 2023). However, cruise line activity also created jobs in the wider economy, with a total of 5,300 jobs created through direct, indirect, and induced effects. Most of these jobs (59%) were created via cruise line purchases and related activities.

**Fig. 66. Cruise industry employment in New Jersey, 2023 (number of jobs)**



Source: Oxford Economics

**Fig. 67. Composition of cruise industry employment and impact channel in New Jersey, 2023 (number of jobs)**



Source: Oxford Economics

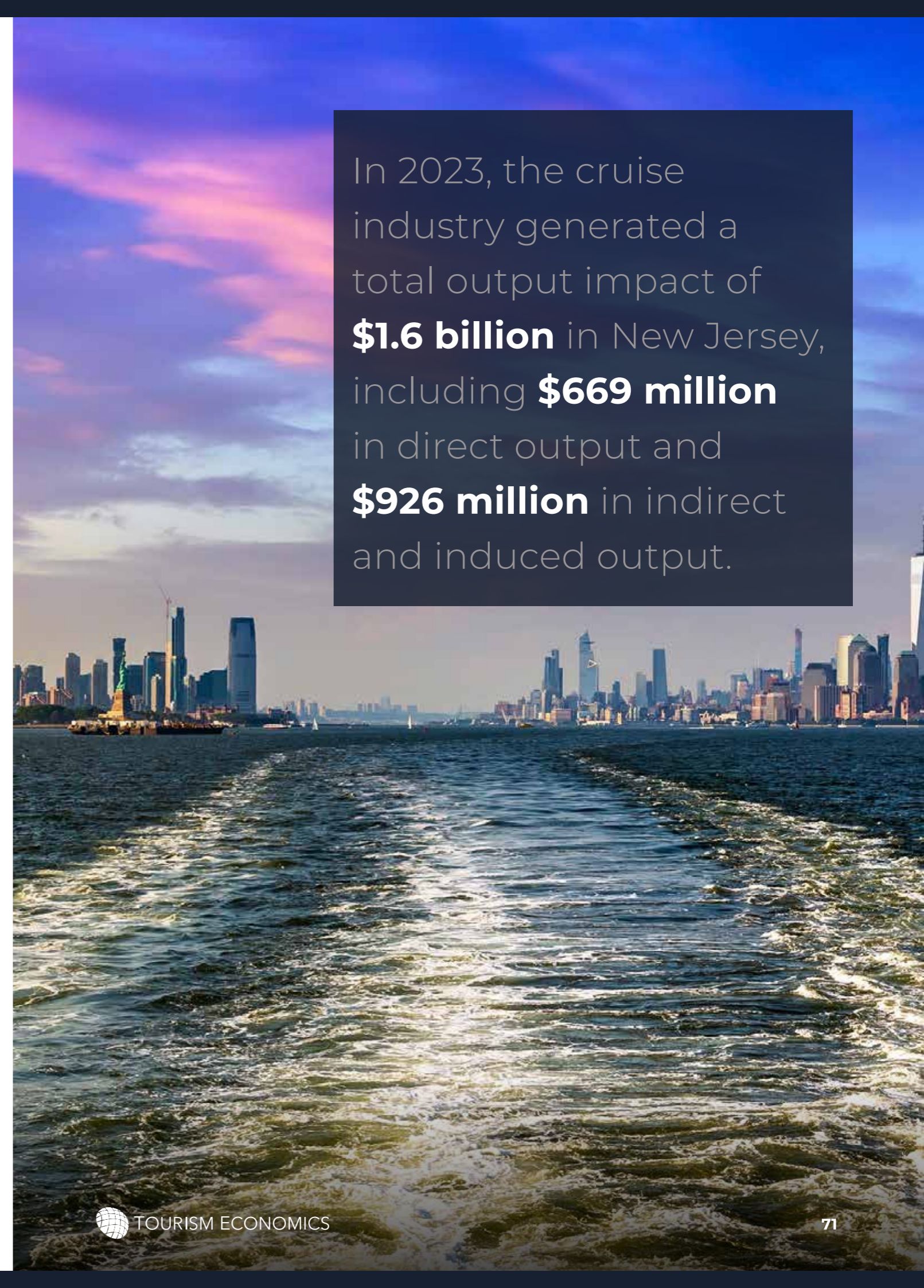
### 3.7.4 Summary of Impacts

Fig. 68. Summary of cruise industry activity and impacts in New Jersey, 2023

		New Jersey	United States
<b>Passenger flows (000s)</b>	Transit visits	-	8,895
	Embark	445	15,689
	Debark	441	15,645
	<b>Total cruise visits</b>	<b>886</b>	<b>40,228</b>
<b>Spend (\$ Millions)</b>	Passengers	206	7,890
	Cruise line purchases	426	18,084
	Shipbuilding	-	133
	Staff income	3	2,546
	<b>Total spend</b>	<b>634</b>	<b>28,653</b>
<b>Output (\$ Millions)</b>	Direct	669	27,703
	Indirect and induced	926	37,713
	<b>Total output</b>	<b>1,595</b>	<b>65,417</b>
<b>GDP (\$ Millions)</b>	Direct	404	14,469
	Indirect and induced	553	21,540
	<b>Total GDP</b>	<b>957</b>	<b>36,009</b>
<b>Employment (000s)</b>	Direct (expenditure linked)	3	142
	Direct (cruise line employment)	0	21
	Indirect and Induced	3	127
	<b>Total employment</b>	<b>6</b>	<b>290</b>

Source: Oxford Economics

In 2023, the cruise industry generated a total output impact of **\$1.6 billion** in New Jersey, including **\$669 million** in direct output and **\$926 million** in indirect and induced output.



### 3.8 LOUISIANA

In 2023, the cruise industry supported nearly 6,300 jobs and generated a total output impact of \$1,359 million in Louisiana.

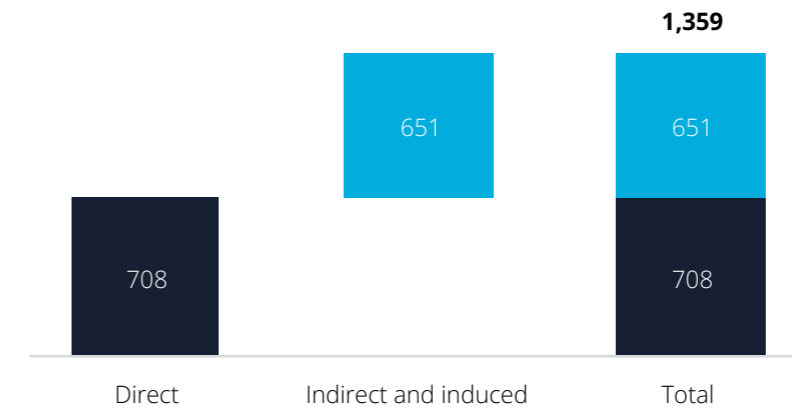
The port of New Orleans in Louisiana is a key turnaround port servicing itineraries to the Western Caribbean. Close to 560,000 cruisers embarked on a cruise from New Orleans in 2023.

In 2023, Louisiana's cruise industry supported almost **6,300 jobs** and generated a total output of **\$1.4 billion**.

#### 3.8.1 Output

In Louisiana, activities related to the cruise industry's presence generated a total output impact of \$1,359 million in 2023. Of this, \$708 million was generated directly, with the remaining output (\$651 million) coming through indirect and induced effects.

Fig. 69. Cruise industry output in Louisiana, 2023 (\$ millions)

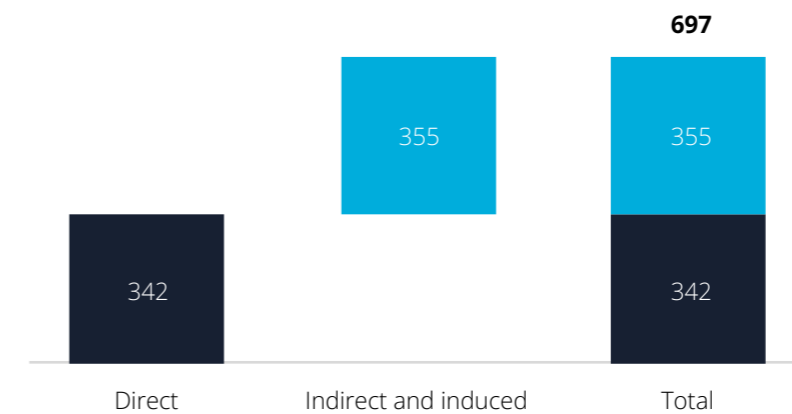


Source: Oxford Economics

#### 3.8.2 GDP

Total GDP generated by the cruise industry equated to \$697 million, of which \$342 million came through direct effects and an additional \$355 million coming through indirect and induced effects.

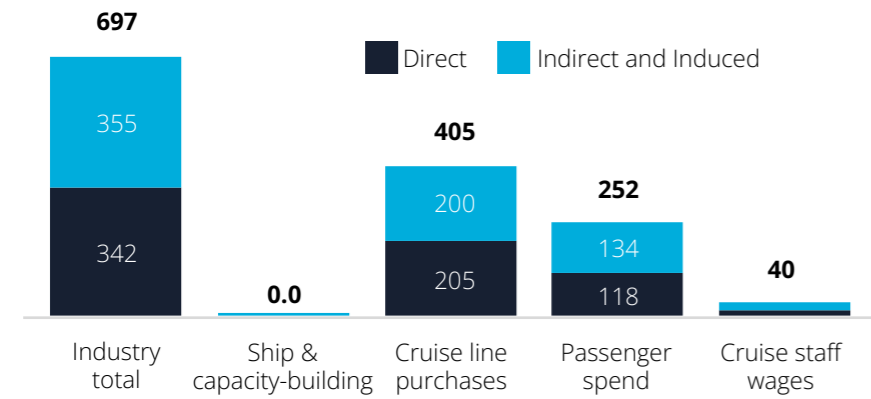
Fig. 70. Cruise industry GDP in Louisiana, 2023 (\$ millions)



Source: Oxford Economics

The cruise industry's impact on the Louisiana economy was delivered through three key activities: cruise line purchases, on-shore passenger spending, and the wage-linked spending of crew that reside in Louisiana. Cruise line purchases contributed \$405 million to GDP, while passenger spend an additional \$252 million. Crew wage-linked spend contributed less at \$40 million. Ship- and capacity-building activities were not significant.

**Fig. 71. Composition of cruise industry GDP and impact channel in Louisiana, 2023 (\$ millions)**



Source: Oxford Economics

**Fig. 72. Cruise industry GDP in Louisiana versus other US states, 2023**

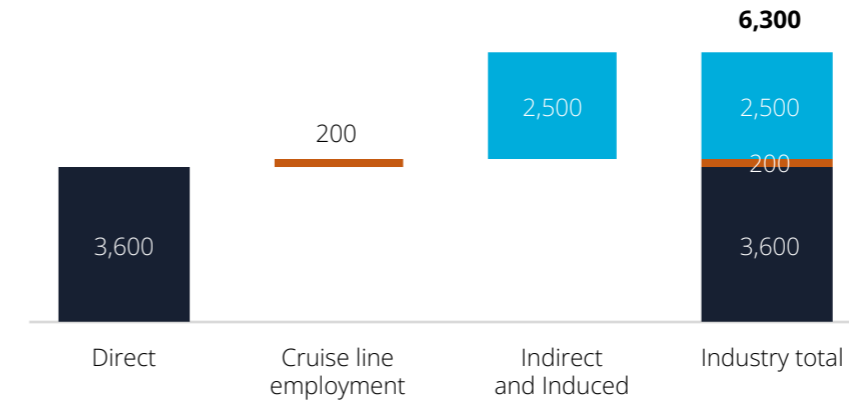
Rank	State	Total GDP (\$ mn)	% US Total
1	Florida	13,670	38.0%
2	California	4,438	12.3%
3	Texas	3,097	8.6%
4	Washington	1,827	5.1%
5	New York	1,808	5.0%
6	Alaska	1,205	3.3%
7	New Jersey	957	2.7%
8	<b>Louisiana</b>	<b>697</b>	<b>1.9%</b>
9	Georgia	666	1.8%
10	Maryland	548	1.5%
	<i>Rest of United States</i>	<i>7,095</i>	<i>19.7%</i>
	<b>United States</b>	<b>36,009</b>	<b>100.0%</b>

Source: Oxford Economics

### 3.8.3 Employment

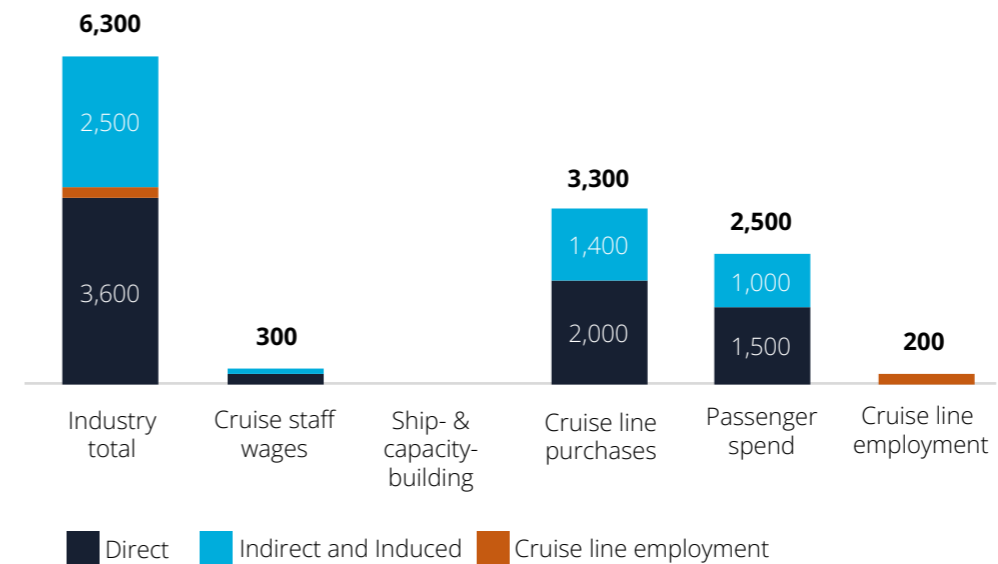
Cruise line employment (i.e., employees based on cruise ships and cruise line office staff) delivered around 200 direct jobs in 2023. Cruise line activity also created jobs in the wider economy, with a total of 6,100 jobs created through direct, indirect, and induced effects. Over half of these jobs (53%) were created via cruise line purchases and related activities.

**Fig. 73. Cruise industry employment in Louisiana, 2023 (number of jobs)**



Source: Oxford Economics

**Fig. 74. Composition of cruise industry employment and impact channel in Louisiana, 2023 (number of jobs)**



Source: Oxford Economics

### 3.8.4 Summary of Impacts

Fig. 75. Summary of cruise industry activity and impacts in Louisiana, 2023

		Louisiana	United States
<b>Passenger flows (000s)</b>	Transit visits	8	8,895
	Embark	560	15,689
	Debark	567	15,645
	<b>Total cruise visits</b>	<b>1,135</b>	<b>40,228</b>
<b>Spend (\$ Millions)</b>	Passengers	233	7,890
	Cruise line purchases	419	18,084
	Shipbuilding	-	133
	Staff income	3	2,546
	<b>Total spend</b>	<b>655</b>	<b>28,653</b>
<b>Output (\$ Millions)</b>	Direct	708	27,703
	Indirect and induced	651	37,713
	<b>Total output</b>	<b>1,359</b>	<b>65,417</b>
<b>GDP (\$ Millions)</b>	Direct	342	14,469
	Indirect and induced	355	21,540
	<b>Total GDP</b>	<b>697</b>	<b>36,009</b>
<b>Employment (000s)</b>	Direct (expenditure linked)	4	142
	Direct (cruise line employment)	0	21
	Indirect and Induced	3	127
	<b>Total employment</b>	<b>6</b>	<b>290</b>

Source: Oxford Economics

In 2023, the cruise industry generated a total output impact of **\$1.4 billion** in Louisiana, including **\$708 million** in direct output and **\$651 million** in indirect and induced output.



### 3.9 GEORGIA

In 2023, the cruise industry supported more than 3,700 jobs and generated a total output impact of \$1,223 million in Georgia.

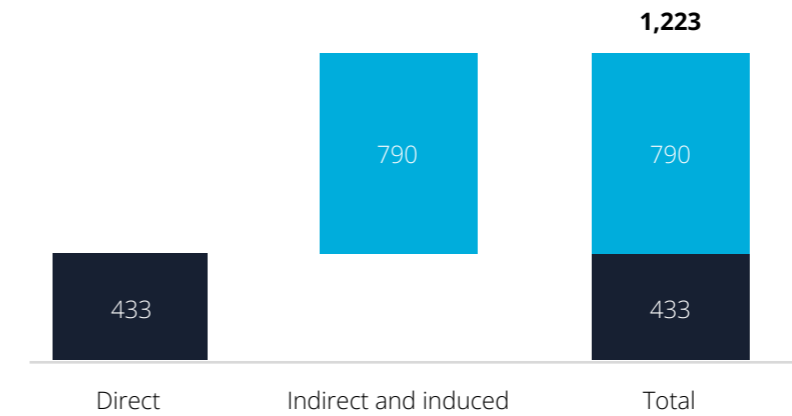
More than 680,000 Georgia residents cruised in 2023, with 82% of them traveling to the Caribbean due to easy access to multiple embarkation ports in nearby states.

In 2023, Georgia's cruise industry supported more than **3,700 jobs** and generated a total output of **\$1.2 billion**.

#### 3.9.1 Output

In Georgia, activities related to the cruise industry's presence generated a total output impact of \$1,223 million in 2023. Of this, \$433 million was generated directly, with the remaining output (\$790 million) coming through indirect and induced effects.

Fig. 76. Cruise industry output in Georgia, 2023 (\$ millions)

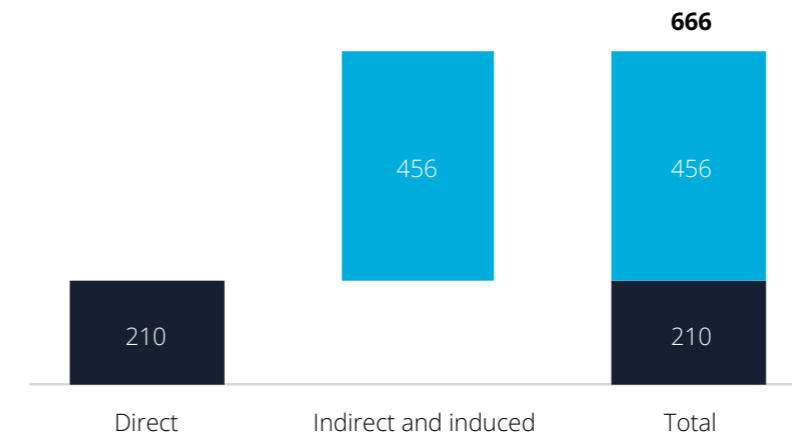


Source: Oxford Economics

#### 3.9.2 GDP

Total GDP generated by the cruise industry equated to \$666 million, of which \$210 million came through direct effects and an additional \$456 million coming through indirect and induced effects.

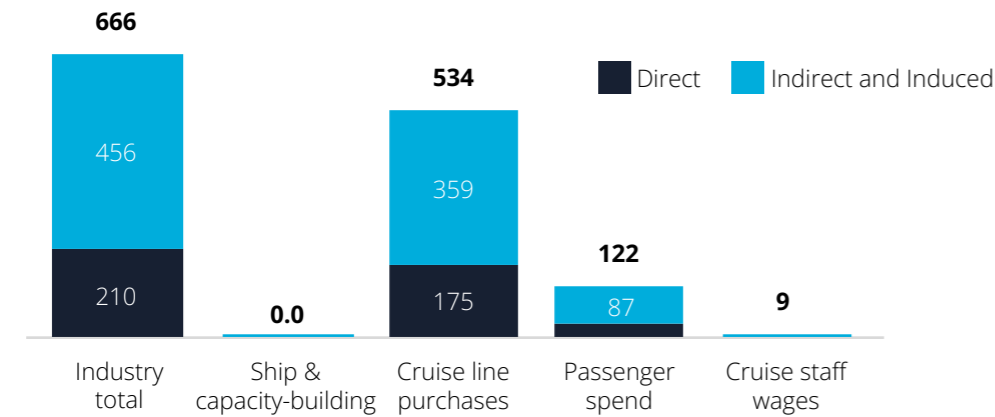
Fig. 77. Cruise industry GDP in Georgia, 2023 (\$ millions)



Source: Oxford Economics

The cruise industry's impact on the Georgia economy was delivered through three key activities: cruise line purchases, on-shore passenger spending, and the wage-linked spending of crew that reside in Georgia. Cruise line purchases contributed \$534 million to GDP, or 80% of total GDP impacts. Passenger spend added a further \$122 million to this, while crew wage-linked spend made modest contributions of \$9 million. Ship- and capacity-building activities were not significant.

**Fig. 78. Composition of cruise industry GDP and impact channel in Georgia, 2023 (\$ millions)**



Source: Oxford Economics

**Fig. 79. Cruise industry GDP in Georgia versus other US states, 2023**

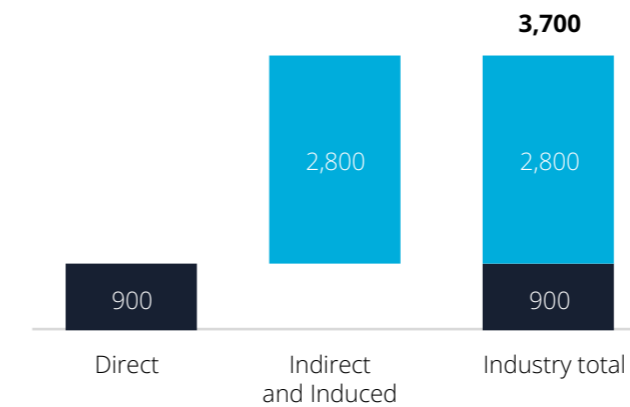
Rank	State	Total GDP (\$ mn)	% US Total
1	Florida	13,670	38.0%
2	California	4,438	12.3%
3	Texas	3,097	8.6%
4	Washington	1,827	5.1%
5	New York	1,808	5.0%
6	Alaska	1,205	3.3%
7	New Jersey	957	2.7%
8	Louisiana	697	1.9%
9	<b>Georgia</b>	<b>666</b>	<b>1.8%</b>
10	Maryland	548	1.5%
	<i>Rest of United States</i>	<i>7,095</i>	<i>19.7%</i>
	<b>United States</b>	<b>36,009</b>	<b>100.0%</b>

Source: Oxford Economics

### 3.9.3 Employment

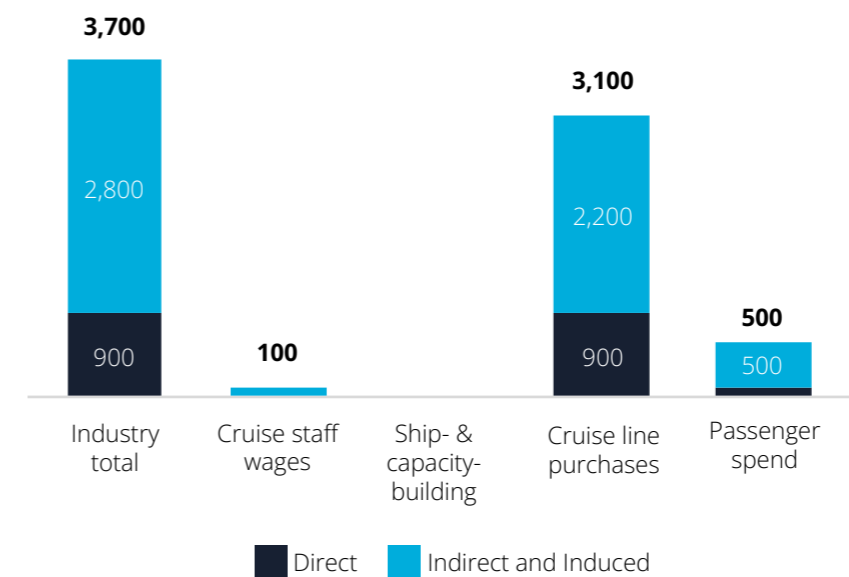
Cruise line employment (i.e., employees based on cruise ships and cruise line office staff) delivered a negligible number of jobs in 2023. But cruise line activity created jobs in the wider economy, with a total of 3,700 jobs supported through direct, indirect, and induced effects. Most of these jobs (83%) were created via cruise line purchases and related activities.

**Fig. 80. Cruise industry employment in Georgia, 2023 (number of jobs)**



Source: Oxford Economics

**Fig. 81. Composition of cruise industry employment and impact channel in Georgia, 2023 (number of jobs)**



Source: Oxford Economics

### 3.9.4 Summary of Impacts

Fig. 82. Summary of cruise industry activity and impacts in Georgia, 2023

		Georgia	United States
<b>Passenger flows (000s)</b>	Transit visits	-	8,895
	Embark	-	15,689
	Debark	-	15,645
	<b>Total cruise visits</b>	-	<b>40,228</b>
<b>Spend (\$ Millions)</b>	Passengers	70	7,890
	Cruise line purchases	310	18,084
	Shipbuilding	-	133
	Staff income	-	2,546
	<b>Total spend</b>	<b>380</b>	<b>28,653</b>
<b>Output (\$ Millions)</b>	Direct	433	27,703
	Indirect and induced	790	37,713
	<b>Total output</b>	<b>1,223</b>	<b>65,417</b>
<b>GDP (\$ Millions)</b>	Direct	210	14,469
	Indirect and induced	456	21,540
	<b>Total GDP</b>	<b>666</b>	<b>36,009</b>
<b>Employment (000s)</b>	Direct (expenditure linked)	1	142
	Direct (cruise line employment)	-	21
	Indirect and Induced	3	127
	<b>Total employment</b>	<b>4</b>	<b>290</b>

Source: Oxford Economics



In 2023, the cruise industry generated a total output impact of **\$1.2 billion** in Georgia, including **\$433 million** in direct output and **\$790 million** in indirect and induced output.

### 3.10 MARYLAND

In 2023, the cruise industry supported almost 3,600 jobs and generated a total output impact of \$967 million in Maryland. Most of these impacts came through indirect and induced channels of activity.

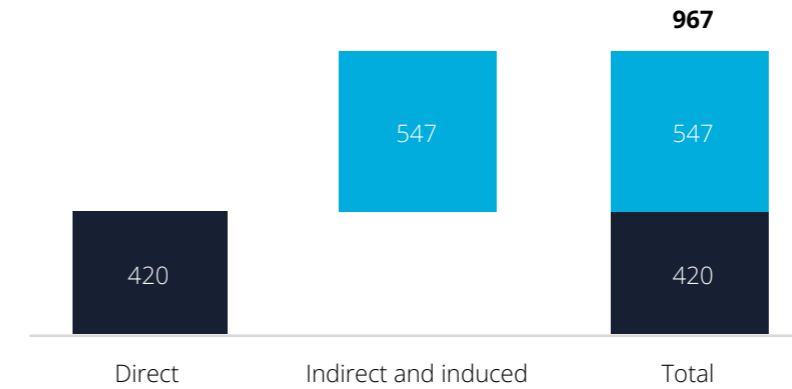
Nearly 295,000 residents from Maryland cruised in 2023. Most of these (75%) traveled to the Caribbean. The volume from the region will be impacted in 2024 due to the collapse of the bridge leading to the port of Baltimore.

In 2023, Maryland's cruise industry supported nearly **3,600 jobs** and generated a total output of **\$967 million.**

#### 3.10.1 Output

In Maryland, activities related to the cruise industry's presence generated a total output impact of \$967 million in 2023. Of this, \$420 million was generated directly, with the remaining output (\$547 million) coming through indirect and induced effects.

Fig. 83. Cruise industry output in Maryland, 2023 (\$ millions)

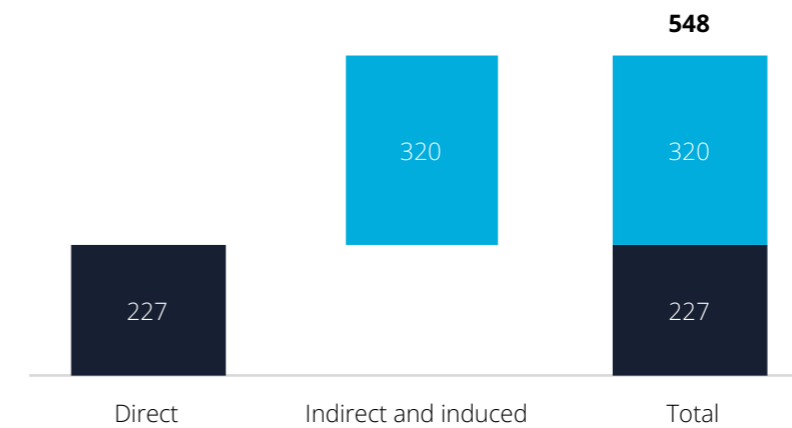


Source: Oxford Economics

#### 3.10.2 GDP

Total GDP generated by the cruise industry equated to \$548 million, of which \$227 million came through direct effects and an additional \$320 million coming through indirect and induced effects.

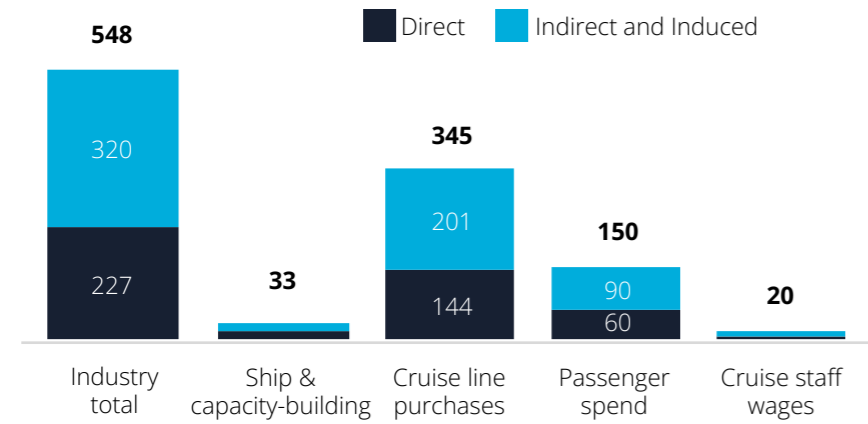
Fig. 84. Cruise industry GDP in Maryland, 2023 (\$ millions)



Source: Oxford Economics

The cruise industry's impact on the Maryland economy was delivered through four key activities: cruise line purchases, on-shore passenger spending, ship and capacity building, and the wage-linked spending of crew that reside in Maryland. Cruise line purchases contributed \$345 million to GDP, while passenger spend added a further \$150 million. Crew wage-linked spend made a smaller contribution estimated at \$20 million. Ship- and capacity-building activities added \$33 million.

**Fig. 85. Composition of cruise industry GDP and impact channel in Maryland, 2023 (\$ millions)**



Source: Oxford Economics

**Fig. 86. Cruise industry GDP in Maryland versus other US states, 2023**

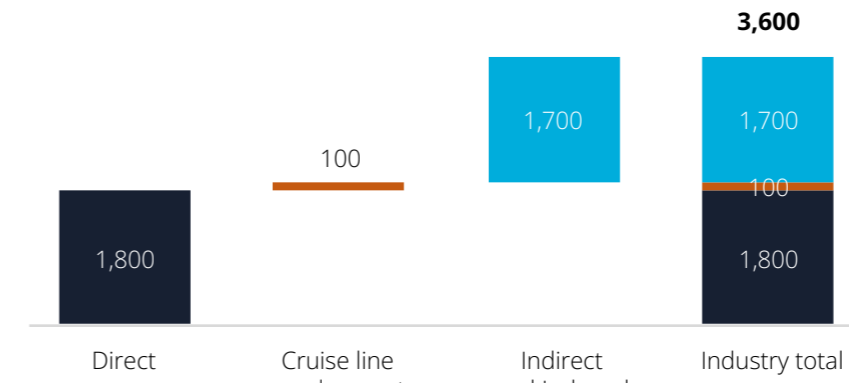
Rank	State	Total GDP (\$ mn)	% US Total
1	Florida	13,670	38.0%
2	California	4,438	12.3%
3	Texas	3,097	8.6%
4	Washington	1,827	5.1%
5	New York	1,808	5.0%
6	Alaska	1,205	3.3%
7	New Jersey	957	2.7%
8	Louisiana	697	1.9%
9	Georgia	666	1.8%
10	<b>Maryland</b>	<b>548</b>	<b>1.5%</b>
	<i>Rest of United States</i>	7,095	19.7%
	<b>United States</b>	<b>36,009</b>	<b>100.0%</b>

Source: Oxford Economics

### 3.10.3 Employment

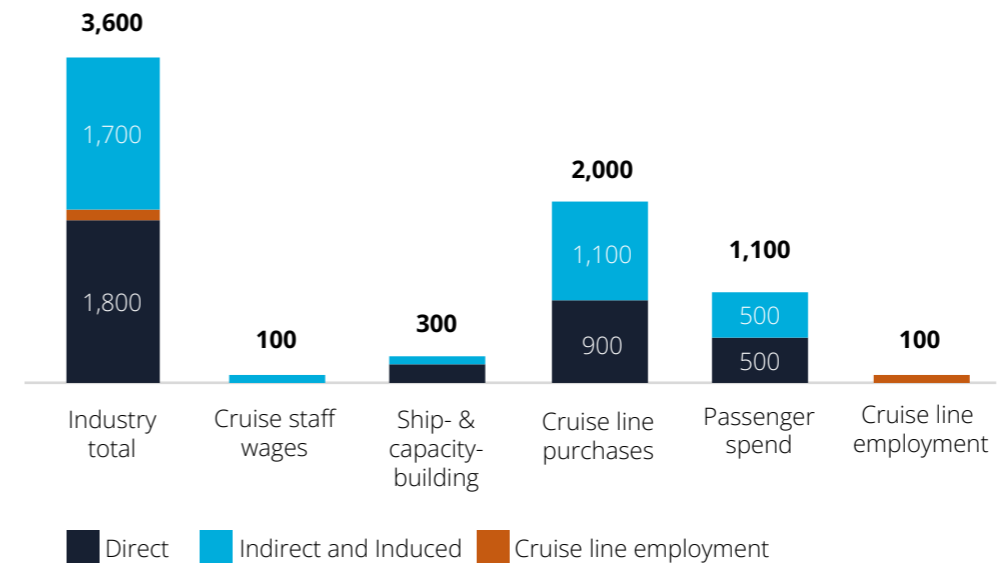
Cruise line employment (i.e., employees based on cruise ships and cruise line office staff) delivered around 100 jobs in 2023. But cruise line activity created jobs in the wider economy, with a total of 3,500 jobs created through direct, indirect, and induced effects. Most of these jobs (56%) were created via cruise line purchases and related activities.

**Fig. 87. Cruise industry employment in Maryland, 2023 (number of jobs)**



Source: Oxford Economics

**Fig. 88. Composition of cruise industry employment and impact channel in Maryland, 2023 (number of jobs)**



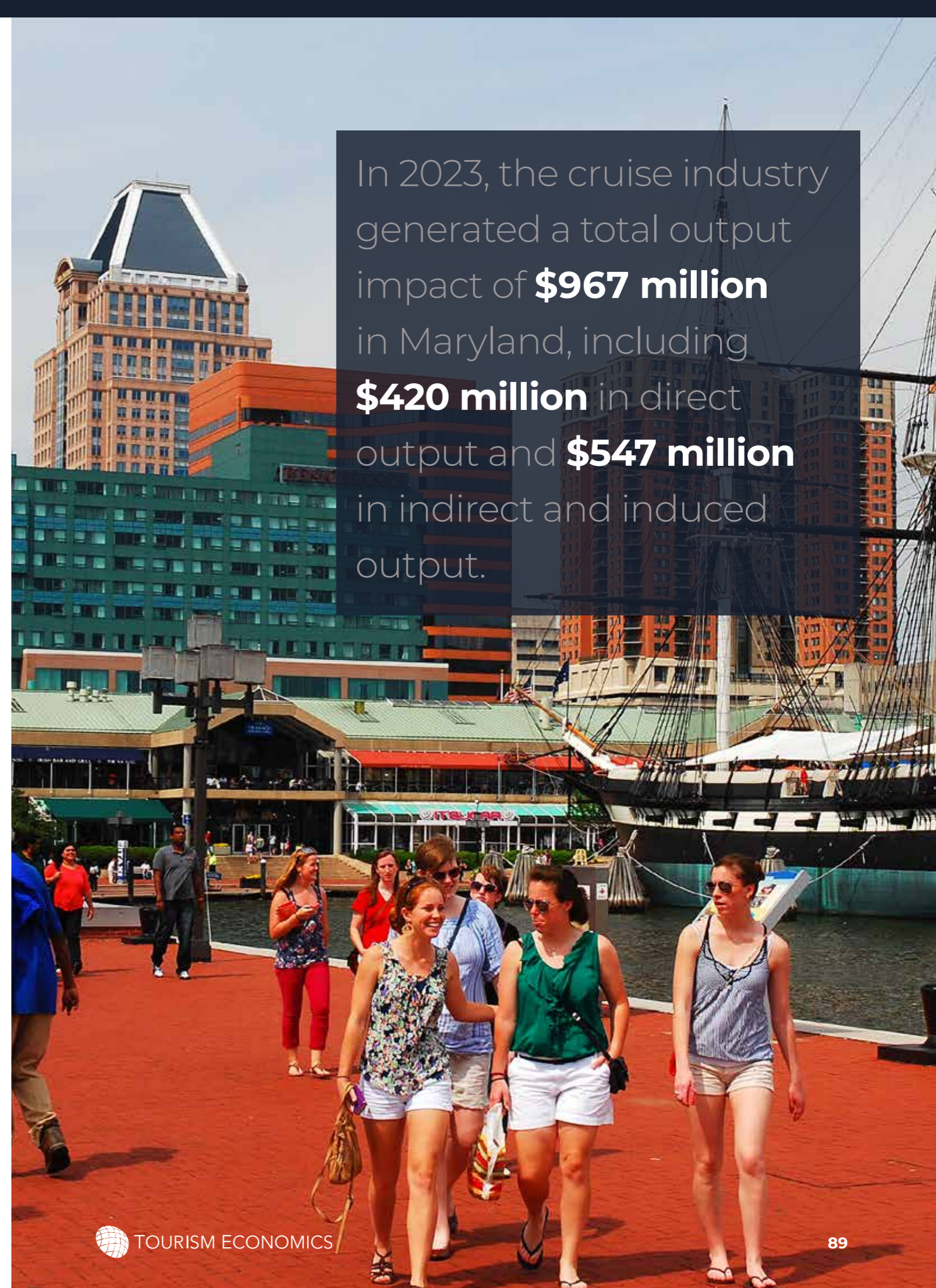
Source: Oxford Economics

### 3.10.4 Summary of Impacts

Fig. 89. Summary of cruise industry activity and impacts in Maryland, 2023

		Maryland	United States
<b>Passenger flows (000s)</b>	Transit visits	4	8,895
	Embark	220	15,689
	Debark	220	15,645
	<b>Total cruise visits</b>	<b>444</b>	<b>40,228</b>
<b>Spend (\$ Millions)</b>	Passengers	112	7,890
	Cruise line purchases	254	18,084
	Shipbuilding	37	133
	Staff income	1	2,546
	<b>Total spend</b>	<b>404</b>	<b>28,653</b>
<b>Output (\$ Millions)</b>	Direct	420	27,703
	Indirect and induced	547	37,713
	<b>Total output</b>	<b>967</b>	<b>65,417</b>
<b>GDP (\$ Millions)</b>	Direct	227	14,469
	Indirect and induced	320	21,540
	<b>Total GDP</b>	<b>548</b>	<b>36,009</b>
<b>Employment (000s)</b>	Direct (expenditure linked)	2	142
	Direct (cruise line employment)	0	21
	Indirect and Induced	2	127
	<b>Total employment</b>	<b>4</b>	<b>290</b>

Source: Oxford Economics



In 2023, the cruise industry generated a total output impact of **\$967 million** in Maryland, including **\$420 million** in direct output and **\$547 million** in indirect and induced output.

### 3.11 SUMMARY OF ALL STATES

Fig. 90. Summary impacts of cruise industry activity across all US states

	Total Output (\$ mn)	Total GDP (\$ mn)	Total Employment (000s)
1 Florida	24,039	13,670	129.6
2 California	7,253	4,438	23.4
3 Texas	5,754	3,097	20.5
4 Washington	2,961	1,827	11.6
5 New York	2,904	1,808	8.8
6 Alaska	2,113	1,205	10.5
7 New Jersey	1,595	957	5.5
8 Louisiana	1,359	697	6.3
9 Georgia	1,223	666	3.7
10 North Carolina	978	428	4.4
11 Maryland	967	548	3.6
12 Virginia	953	530	3.0
13 Pennsylvania	942	452	3.9
14 Illinois	915	433	3.7
15 Massachusetts	865	428	3.7
16 Ohio	862	380	3.9
17 South Carolina	740	325	4.2
18 Michigan	716	311	3.2
19 Hawaii	639	371	2.9
20 Tennessee	627	285	2.7
21 Arizona	622	284	2.7
22 Colorado	473	219	1.9
23 Indiana	456	199	2.1
24 Missouri	446	197	2.0
25 Alabama	427	204	1.5
26 Minnesota	406	189	1.7

27 Utah	380	165	1.7
28 Wisconsin	344	157	1.6
29 Connecticut	297	147	1.0
30 Oklahoma	294	125	1.3
31 Kentucky	290	121	1.4
32 Nevada	288	135	1.3
33 Oregon	269	123	1.2
34 Arkansas	205	85	1.0
35 Maine	192	91	1.3
36 Kansas	191	84	0.9
37 Mississippi	181	70	1.0
38 Iowa	172	77	0.8
39 Nebraska	124	56	0.5
40 Dist. of Col.	123	60	0.3
41 Idaho	123	51	0.6
42 New Hampshire	109	51	0.4
43 Rhode Island	103	47	0.5
44 New Mexico	100	43	0.5
45 Delaware	89	41	0.4
46 West Virginia	89	36	0.4
47 Montana	54	24	0.3
48 South Dakota	50	23	0.2
49 North Dakota	46	20	0.2
50 Vermont	35	16	0.2
51 Wyoming	32	14	0.2
<b>United States</b>	<b>65,417</b>	<b>36,009</b>	<b>289.9</b>

Source: Oxford Economics

# ABOUT THE RESEARCH TEAM



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 industrial sectors, and 8,000 cities and regions. Our best-in-class global economic and industry models and analytical tools give us an unparalleled ability to forecast external market trends and assess their economic, social and business impact.

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, Mexico City, Milan, Paris, Philadelphia, Stockholm, Sydney, Tokyo, and Toronto. We employ 450 full-time staff, including more than 300 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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