




2024 GLOBAL MARKET REPORT



A record-setting 34.6 million ocean-going cruise passengers sailed globally in 2024, reflecting a 9% increase over 2023's 31.7 million travelers. Set against the backdrop of approximately 1.4 billion total international arrivals worldwide, the cruise industry accounts for less than 3% of global tourism, a focused yet powerful slice of the market.

North America led the way on key performance indicators in 2024. The region generated more than half of all global cruise passengers, with 20.5 million travelers, representing a 13.4% increase from 2023. Newly deployed large-capacity vessels operating in the Caribbean, combined with shorter-than-average itineraries, enabled cruise lines to maximize passenger volume on sailings departing from U.S. ports.

Given the significant share of North American cruisers, the region also influenced global averages for both sailing duration and passenger age. The worldwide average cruise length was 7.1 days, and the average passenger age was 46.5 years. Approximately one-third of all global ocean-going cruise guests in 2024 were under the age of 40, indicating a growing interest among younger travelers.

Top source markets in 2024 followed similar patterns. The United States dominated once again, accounting for approximately 55% of global volume, followed by Germany in the second position and the United Kingdom and Ireland ranking third.

Europe showed modest growth as a source market, increasing from 8.2 million passengers in 2023 to 8.4 million in 2024, a rise of about 3%.

The Caribbean remained the most visited cruise destination globally, welcoming 43% of all passengers in 2024, or nearly 15 million cruise passengers. European destinations ranked second, with 8.8 million guests sailing in the region throughout the year.

North America-centric destinations, including Alaska, Eastern Canada and New England, the West Coast, and Hawaii, collectively welcomed a total of 3.6 million cruise passengers in 2024. When considered together, these regions experienced relatively flat year-over-year growth, at -0.7%, and held the number three position among global cruise destinations.

Global Report: 2019 to 2024 (2020, 2021 Omitted)

Passenger Volume

2019	2022	2023	2024
29.7M	20.4M (-31% ▼)	31.7M (55% ▲)	34.6M (9% ▲)

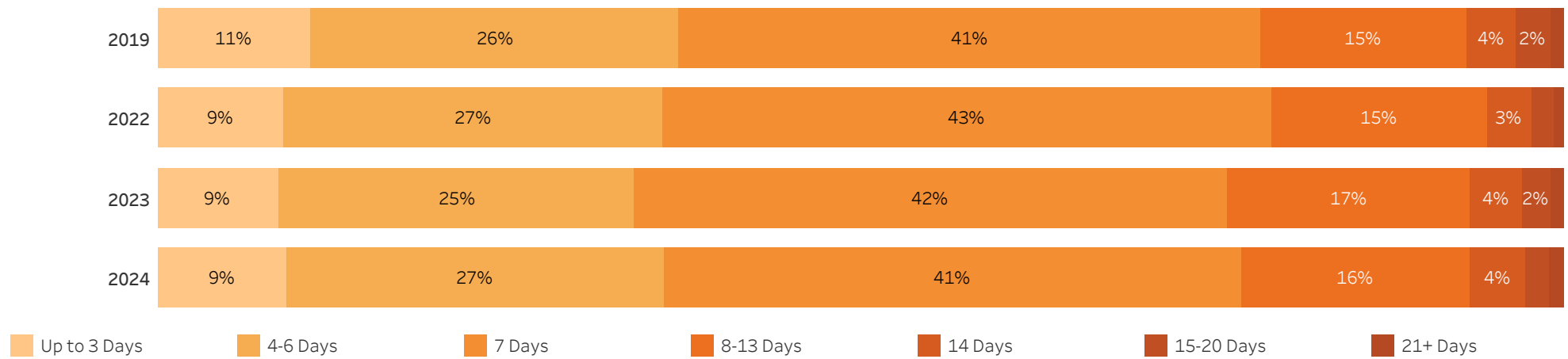
Average Duration, in Days

2019	2022	2023	2024
7.2	7.1	7.1	7.1

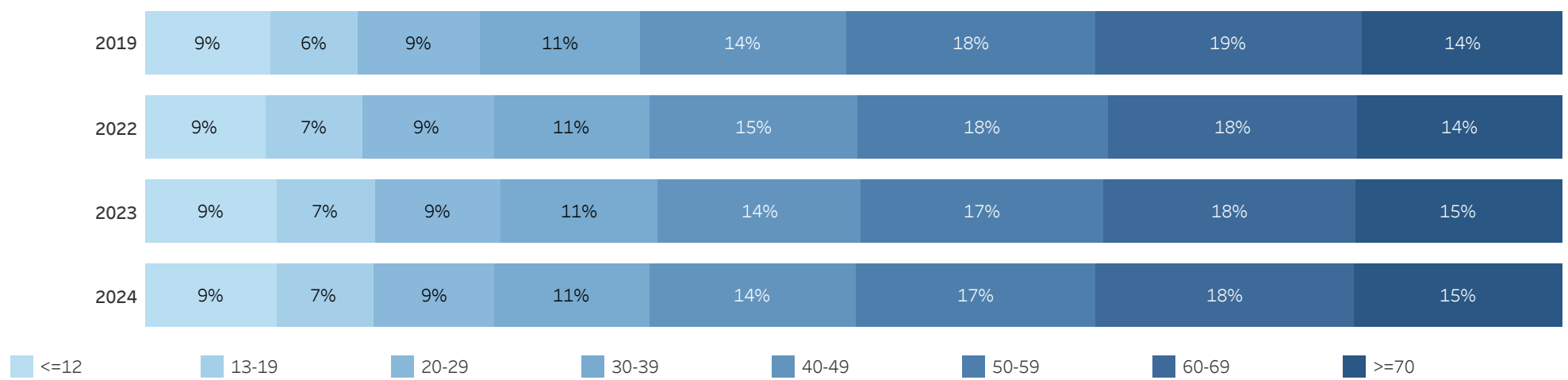
Average Age

2019	2022	2023	2024
46.8	46.5	46.3	46.5

Average Cruise Duration



Average Passenger Age Groups



Passenger Volume (K) by Source Passenger Regions

	2019	2022	2023	2024
North America	15,408	12,592 (-18.3% ▼)	18,103 (43.8% ▲)	20,525 (13.4% ▲)
Western Europe	7,226	5,434 (-24.8% ▼)	7,722 (42.1% ▲)	7,931 (2.7% ▲)
Asia	3,738	791 (-78.8% ▼)	2,329 (194.5% ▲)	2,632 (13.0% ▲)
Australia/NZ/Pacific	1,352	471 (-65.2% ▼)	1,339 (184.3% ▲)	1,408 (5.1% ▲)
South America	935	426 (-54.4% ▼)	997 (133.8% ▲)	1,075 (7.8% ▲)
Eastern Europe	263	161 (-38.9% ▼)	332 (106.2% ▲)	374 (12.7% ▲)
Middle East/Arabia	108	149 (38.3% ▲)	229 (53.4% ▲)	181 (-21.1% ▼)
Africa	168	88 (-47.4% ▼)	150 (69.5% ▲)	144 (-4.2% ▼)
Scandinavia/Iceland	218	131 (-39.8% ▼)	151 (15.2% ▲)	131 (-13.6% ▼)
Caribbean	57	30 (-47.0% ▼)	48 (59.8% ▲)	52 (9.5% ▲)
Central America	49	20 (-58.4% ▼)	35 (68.5% ▲)	43 (24.8% ▲)

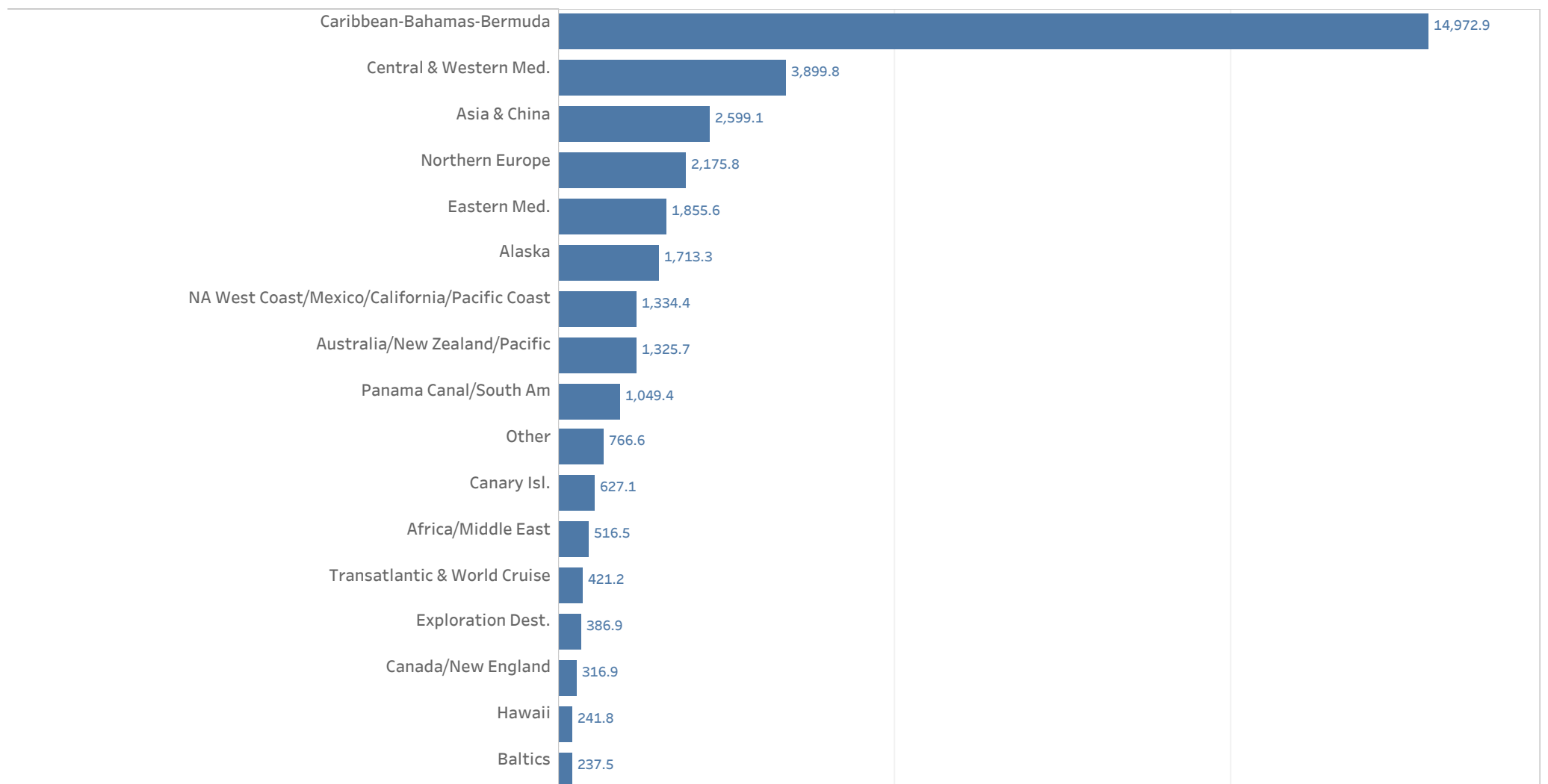
Global Report (Continued)

Passenger Volume (K) for Top Countries

	2019	2022	2023	2024
United States	14,199	11,890 (-16.3% ▼)	16,875 (41.9% ▲)	19,122 (13.3% ▲)
Germany	2,587	1,876 (-27.5% ▼)	2,513 (34.0% ▲)	2,574 (2.4% ▲)
UK & Ireland	1,992	1,664 (-16.5% ▼)	2,281 (37.1% ▲)	2,400 (5.2% ▲)
Australia	1,241	457 (-63.2% ▼)	1,250 (173.3% ▲)	1,324 (5.9% ▲)
Canada	1,037	567 (-45.3% ▼)	1,031 (81.6% ▲)	1,183 (14.8% ▲)
Italy	950	791 (-16.7% ▼)	1,176 (48.7% ▲)	1,148 (-2.4% ▼)
Mainland China	1,919	(-100.0% ▼)	157	931 (493.8% ▲)
Brazil	567	284 (-50.0% ▼)	740 (160.9% ▲)	776 (4.8% ▲)
Spain	553	414 (-25.3% ▼)	587 (41.9% ▲)	610 (3.9% ▲)
Singapore	325	425 (30.5% ▲)	817 (92.4% ▲)	576 (-29.5% ▼)
France	545	325 (-40.4% ▼)	576 (77.3% ▲)	573 (-0.4% ▼)
India	313	201 (-35.8% ▼)	374 (86.2% ▲)	308 (-17.5% ▼)
Japan	296	42 (-85.7% ▼)	203 (380.5% ▲)	227 (11.7% ▲)
Mexico	167	133 (-20.4% ▼)	191 (43.5% ▲)	214 (12.2% ▲)
Taiwan Region	389	(-100.0% ▼)	137	198 (44.9% ▲)
Hong Kong	191	4 (-97.7% ▼)	79 (1732.3% ▲)	148 (87.0% ▲)
Argentina	151	41 (-72.6% ▼)	130 (213.7% ▲)	145 (11.6% ▲)
South Africa	158	82 (-48.2% ▼)	140 (70.7% ▲)	133 (-4.6% ▼)
Netherlands	123	82 (-32.8% ▼)	120 (46.0% ▲)	128 (6.8% ▲)
Austria	136	55 (-59.3% ▼)	109 (97.7% ▲)	113 (3.0% ▲)
Switzerland	140	70 (-50.3% ▼)	101 (45.7% ▲)	111 (9.3% ▲)
Malaysia	121	74 (-38.3% ▼)	350 (370.4% ▲)	86 (-75.4% ▼)
New Zealand	106	12 (-88.7% ▼)	86 (618.5% ▲)	80 (-7.1% ▼)
Norway	98	60 (-39.0% ▼)	72 (20.4% ▲)	56 (-22.7% ▼)

Volume of Passengers (in K) to Destinations, 2024

At least 4K Passengers per Destination

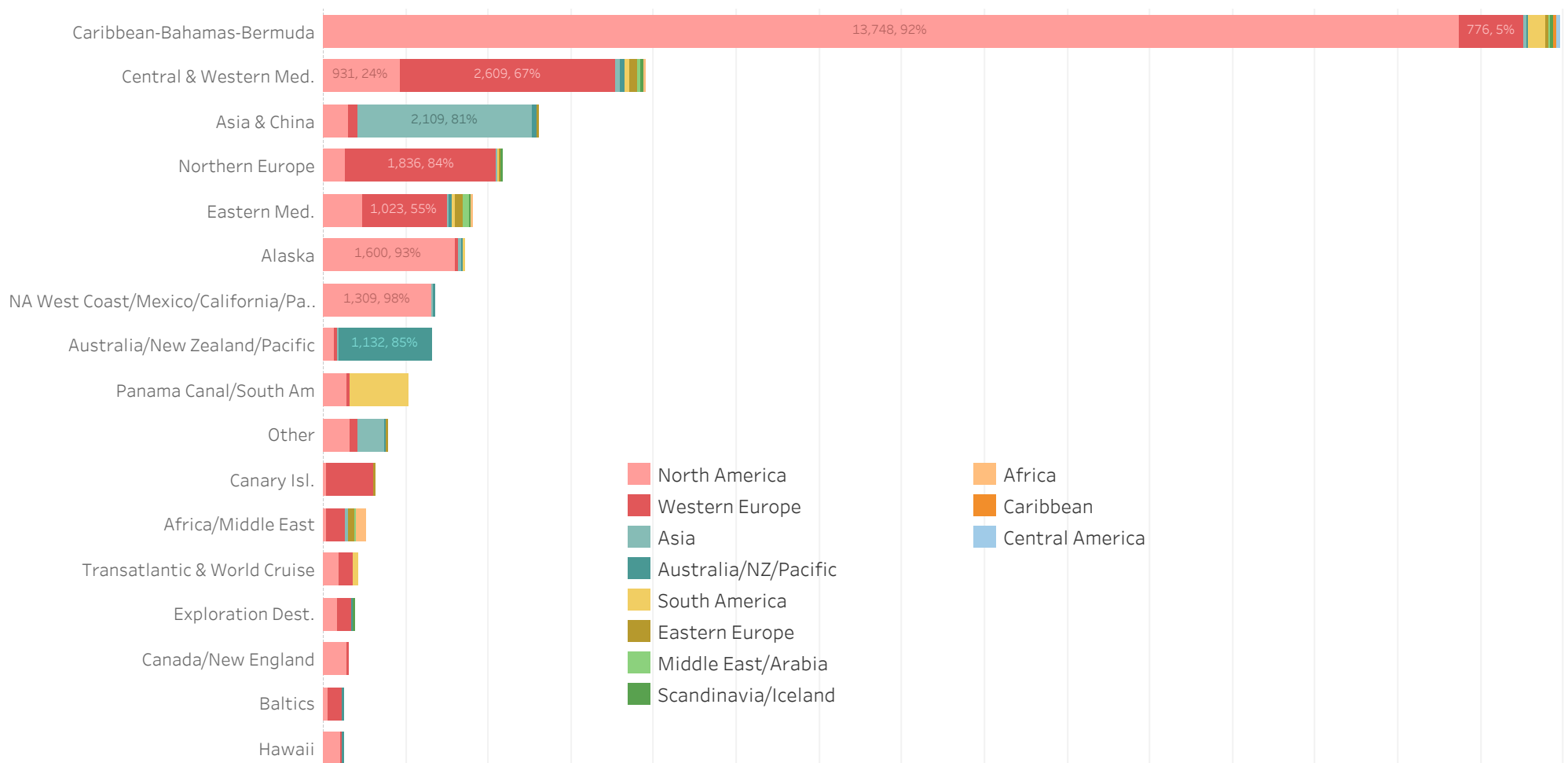


Global Report (Continued)

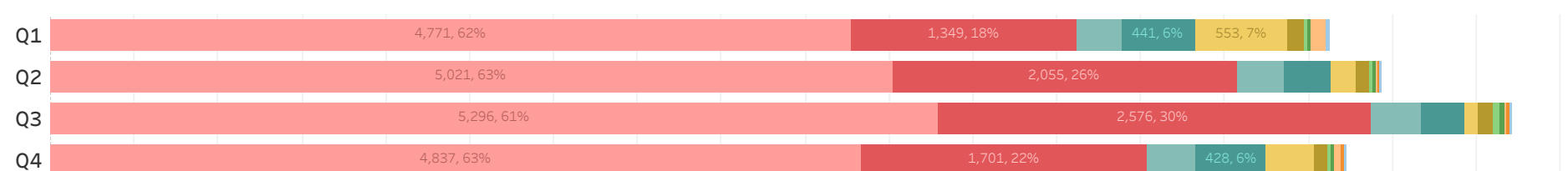
Passenger Volume by Trade (K)

	2019	2022	2023	2024
Caribbean-Bahamas-Bermuda	11,907	8,944 (-25% ▼)	12,797 (43% ▲)	14,973 (17% ▲)
Central & Western Med.	3,211	2,630 (-18% ▼)	3,914 (49% ▲)	3,900 (0% ▲)
Asia & China	3,978	946 (-76% ▼)	2,561 (171% ▲)	2,599 (2% ▲)
Northern Europe	1,708	1,561 (-9% ▼)	2,225 (43% ▲)	2,176 (-2% ▼)
Eastern Med.	1,226	1,133 (-8% ▼)	1,543 (36% ▲)	1,856 (20% ▲)
Alaska	1,215	1,162 (-4% ▼)	1,650 (42% ▲)	1,713 (4% ▲)
NA West Coast/Mexico/California/Pacific Coast	1,165	1,137 (-2% ▼)	1,446 (27% ▲)	1,334 (-8% ▼)
Australia/New Zealand/Pacific	1,178	482 (-59% ▼)	1,277 (165% ▲)	1,326 (4% ▲)
Panama Canal/South Am	807	421 (-48% ▼)	1,081 (157% ▲)	1,049 (-3% ▼)
Other	304	326 (7% ▲)	512 (57% ▲)	767 (50% ▲)
Canary Isl.	496	341 (-31% ▼)	497 (46% ▲)	627 (26% ▲)
Africa/Middle East	515	264 (-49% ▼)	539 (104% ▲)	517 (-4% ▼)
Transatlantic & World Cruise	393	226 (-42% ▼)	415 (83% ▲)	421 (2% ▲)
Exploration Dest.	187	138 (-26% ▼)	319 (132% ▲)	387 (21% ▲)
Canada/New England	302	233 (-23% ▼)	304 (31% ▲)	317 (4% ▲)
Hawaii	243	137 (-44% ▼)	233 (71% ▲)	242 (4% ▲)
Baltics	594	217 (-63% ▼)	257 (18% ▲)	238 (-7% ▼)
No Trade Identified	245	93 (-62% ▼)	118 (27% ▲)	162 (37% ▲)

Passenger Volume (K) by Trade & Source Regions in 2024

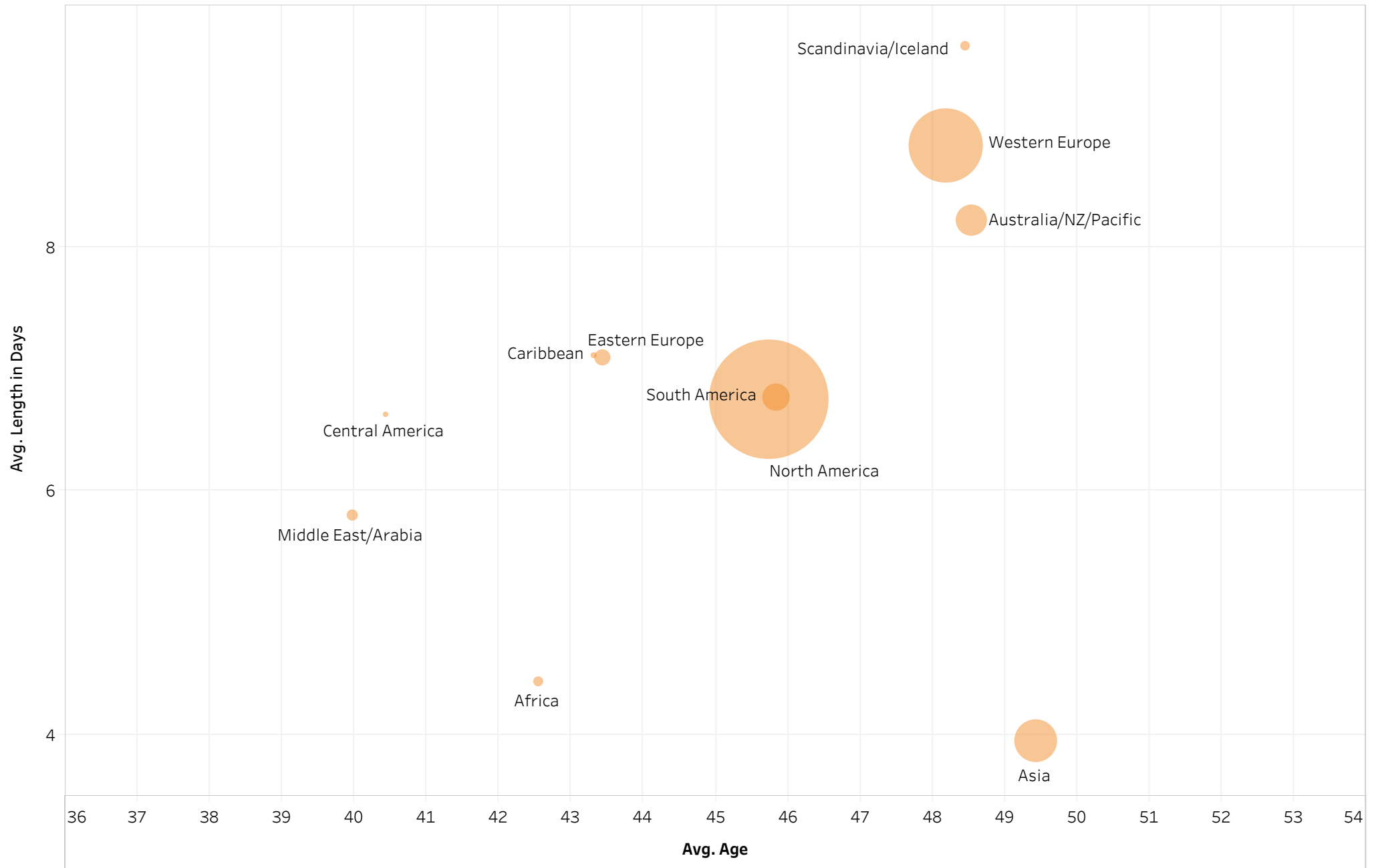


Passenger Volume (K) by Quarter & Top Source Regions in 2024

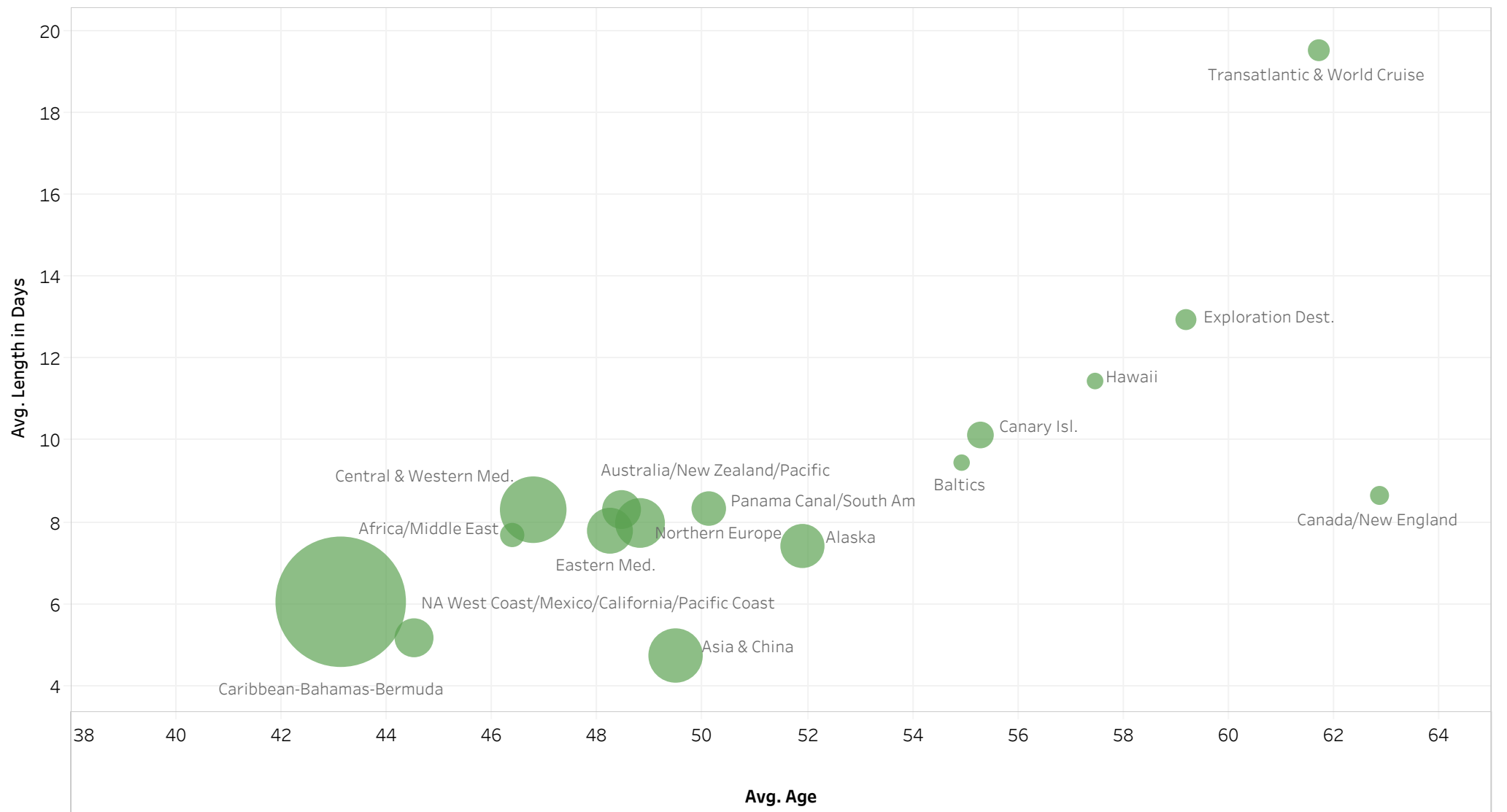


Global Report (Continued)

Average Age and Cruise Length for Top Source Markets, 2024



Average Age and Cruise Length by Destination / Trade Route, 2024





CRUISING.ORG