



CLIA

2024

NORTH AMERICA MARKET REPORT



North America remained the world’s largest source market for ocean-going cruise passengers in 2024, sending more than 20 million travelers to sea. That represents a 13.4 % year-over-year increase, reinforcing the region’s role as a powerful engine of global cruise demand.

Out of 34.6 million cruise guests that sailed worldwide in 2024, the United States alone accounted for approximately 19 million, or more than half of the global total. Among those American travelers, nearly two-thirds chose the Caribbean as their preferred destination.

With such a strong representation among global cruise travelers, North America helped shape key benchmarks for the industry. Passengers from the region averaged 45.7 years of age and spent an average of 6.8 days at sea. By comparison, global averages were slightly higher at 46.5 years and 7.1 days.

Within the United States, the three most populous states were also the top three source states for cruise guests.

Florida led with 3.3 million resident cruisers, exceeding even Germany, the second-largest source country globally, which recorded 2.6 million cruisers. Texas followed with 1.76 million cruise guests, up 9% over 2023 numbers. California contributed 1.54 million passengers, exhibiting relatively flat growth with a modest 0.2% increase from 2023.

The Caribbean remained the most popular destination by a wide margin, attracting 13.8 million North American cruise guests in 2024. Alaska followed as the second most visited region, with approximately 1.6 million passengers sailing north. The Mediterranean came in third, drawing 1.4 million North American travelers and accounting for about 7% of cruisers from the United States, Canada, and Mexico.

Regional Overview: North America

Passenger Volume (K)

2019	2022	2023	2024
15,408	12,592 (-18.3%)	18,103 (43.8%)	20,525 (13.4%)

Average Duration, in Days

2019	2022	2023	2024
6.9	6.6	6.8	6.8

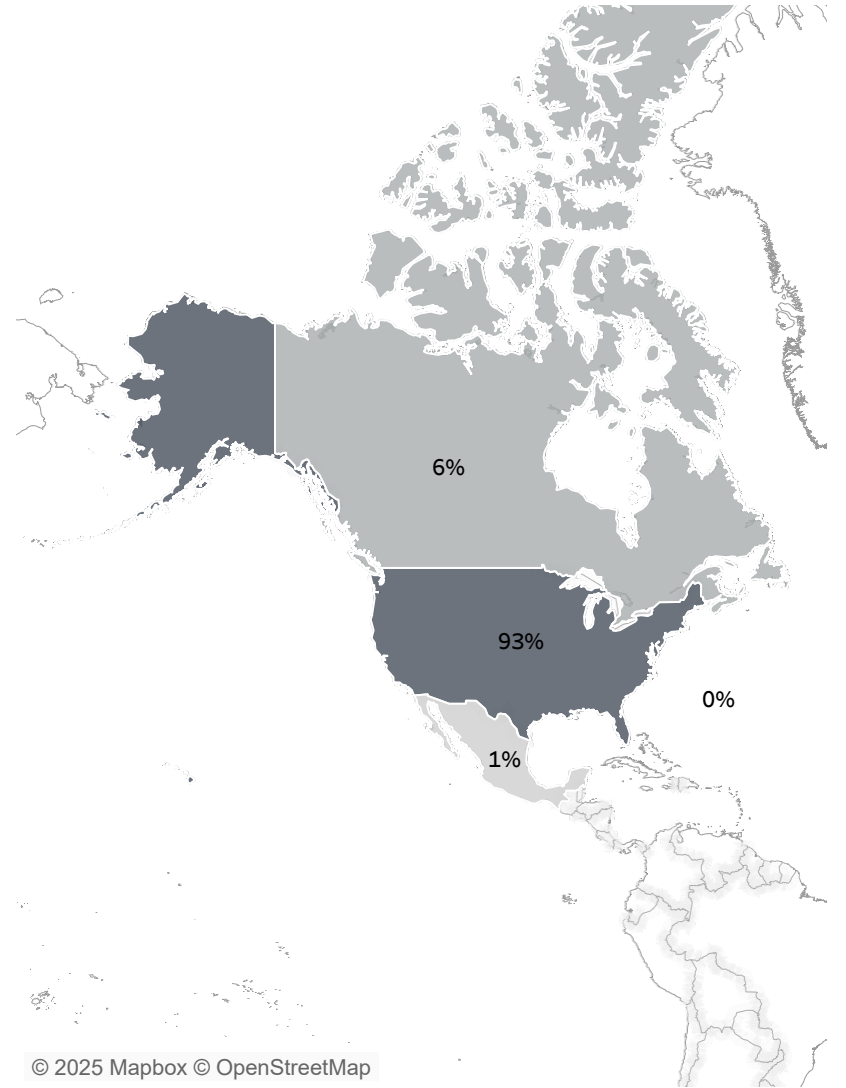
Average Age

2019	2022	2023	2024
45.7	46.0	45.4	45.7

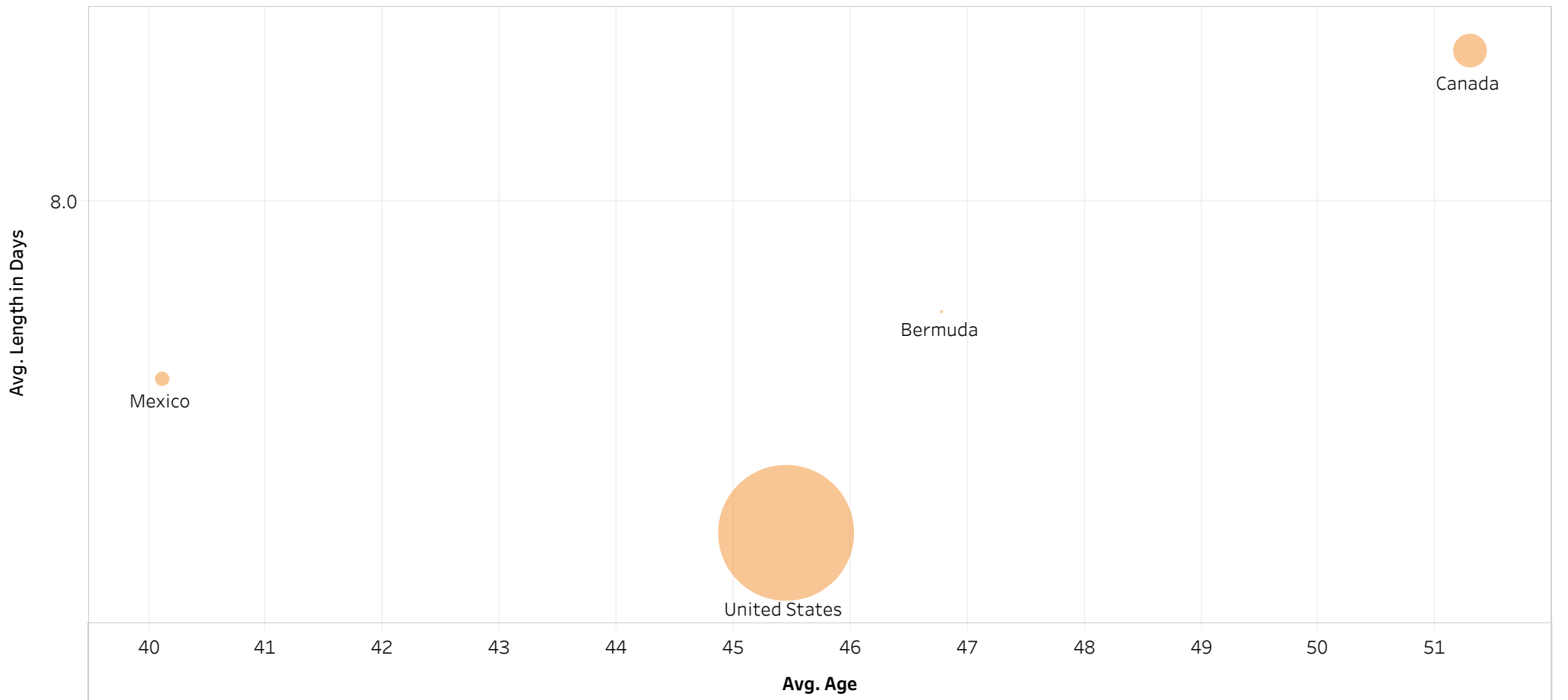
Passenger Volume (K) for Top Countries

	2019	2022	2023	2024
United States	14,199	11,890 (-16.3%)	16,875 (41.9%)	19,122 (13.3%)
Canada	1,037	567 (-45.3%)	1,031 (81.6%)	1,183 (14.8%)
Mexico	167	133 (-20.4%)	191 (43.5%)	214 (12.2%)
Bermuda	5	(-100.0%)	7	4 (-35.6%)

Share of Source Passengers, 2024 Geographic Projection

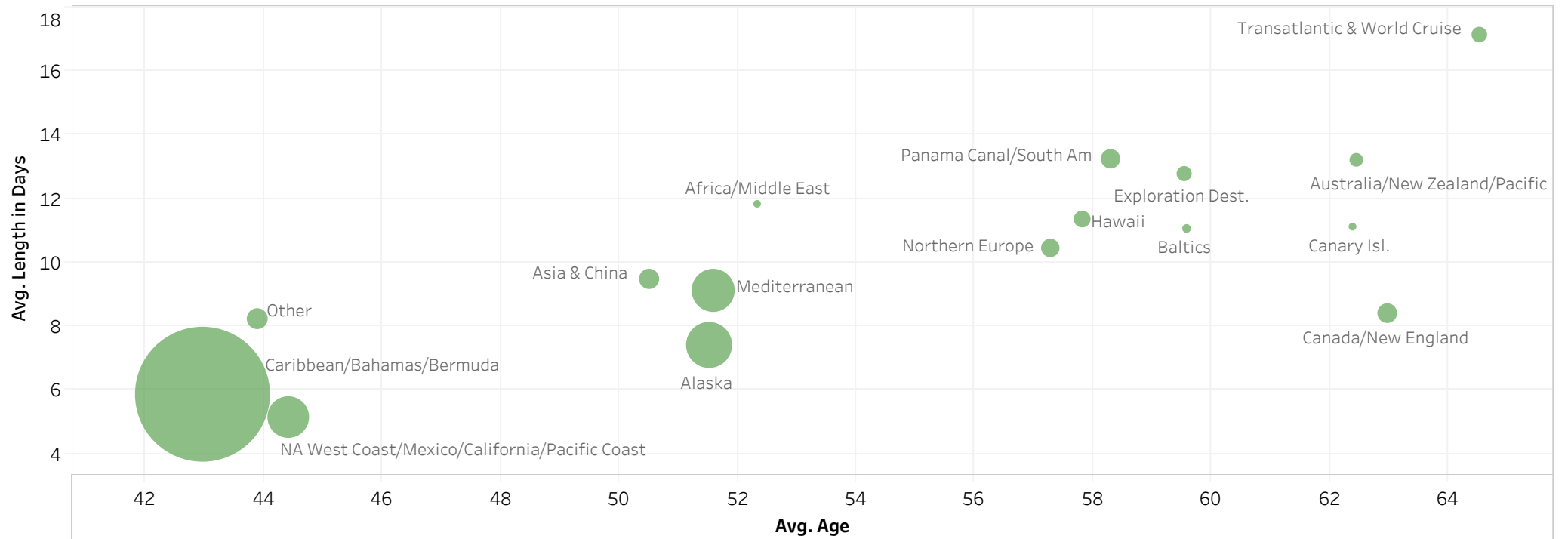


Average Age and Cruise Length for Top Source Markets, 2024

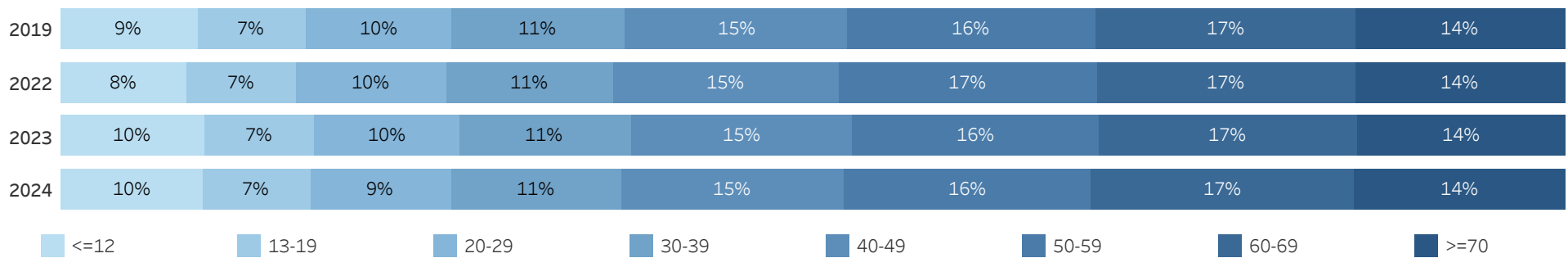


Regional Overview: North America (Continued)

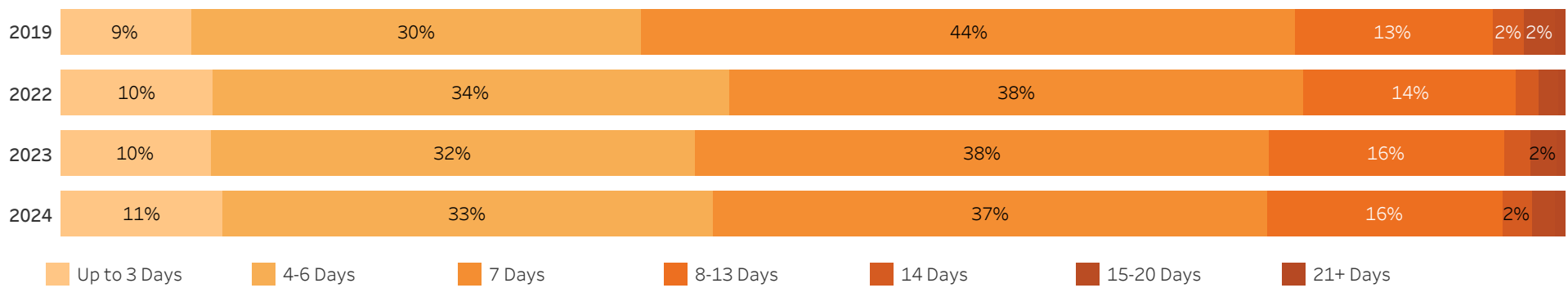
Average Age and Cruise Length by Destination / Trade Route, 2024



Average Passenger Age Groups

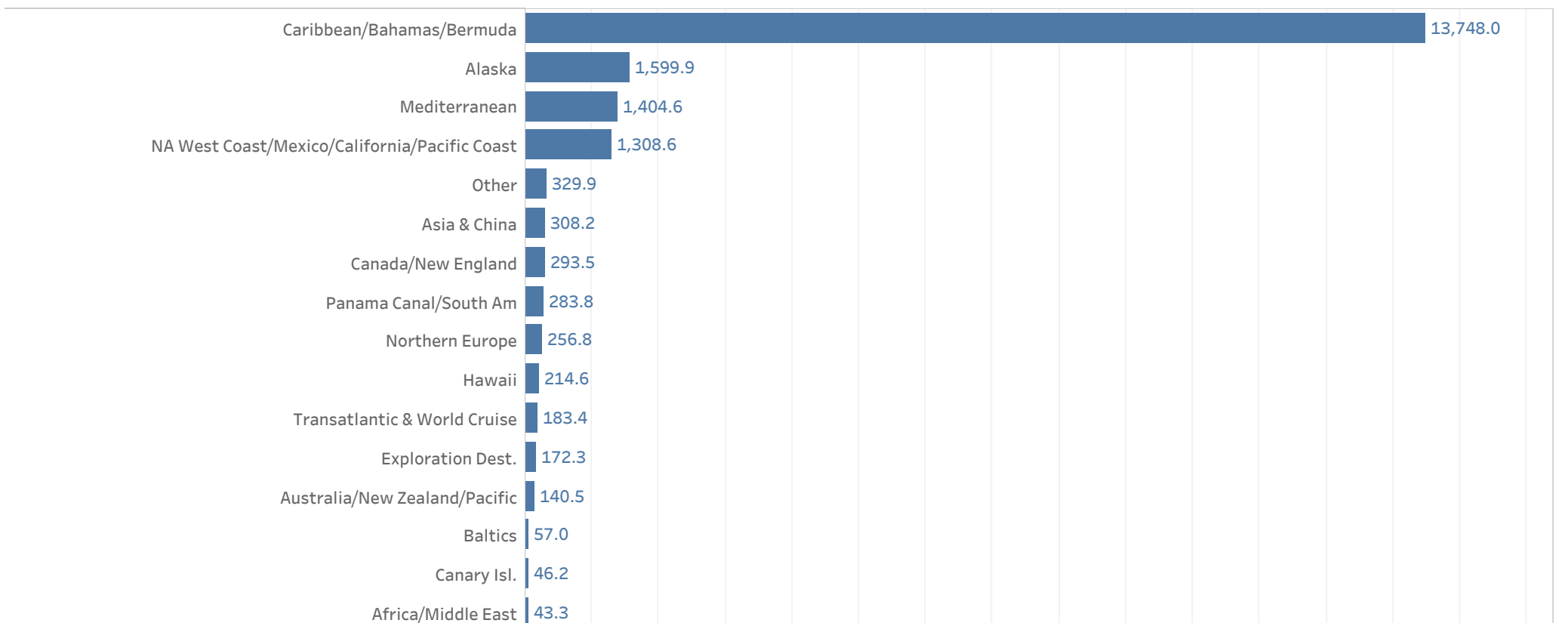


Average Cruise Duration



Volume of Passengers (in K) to Destinations, 2024

At least 4K Passengers per Destination

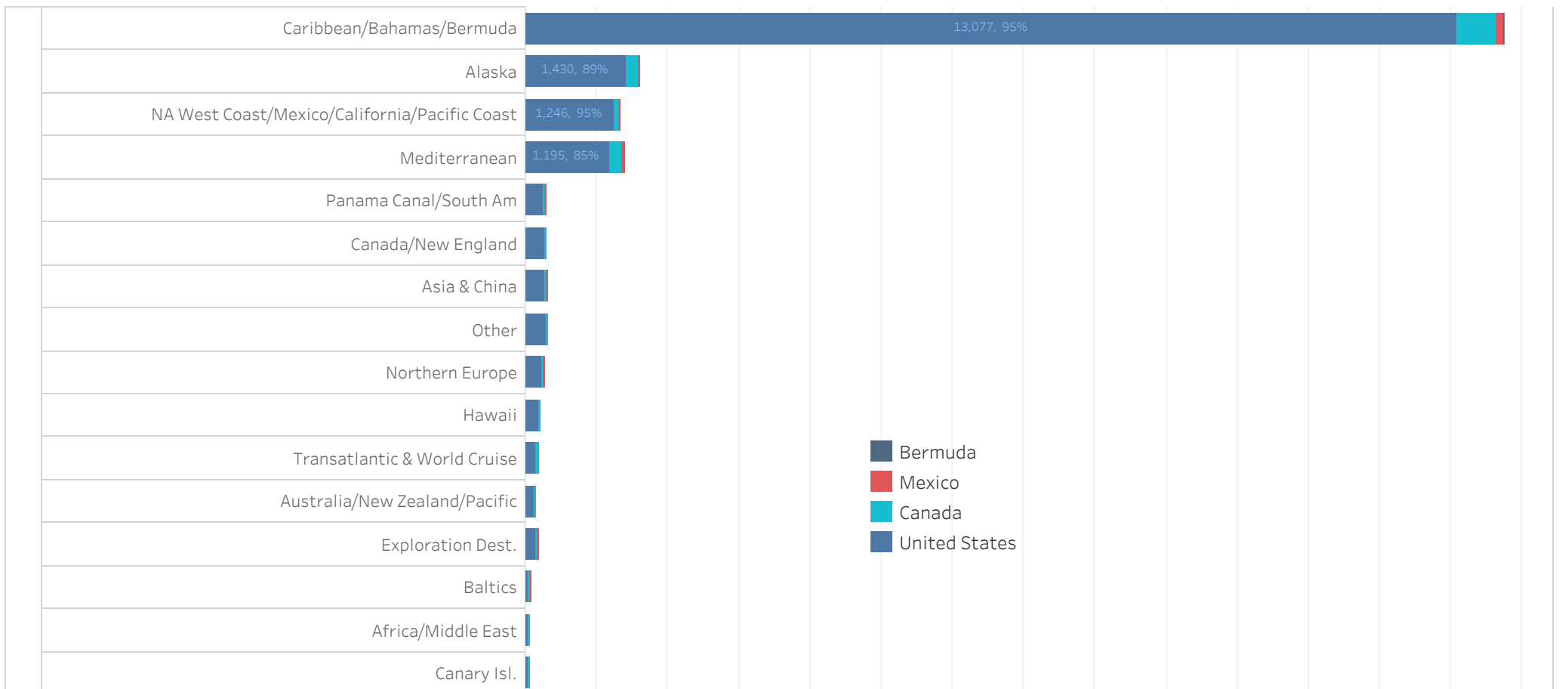


Regional Overview: North America (Continued)

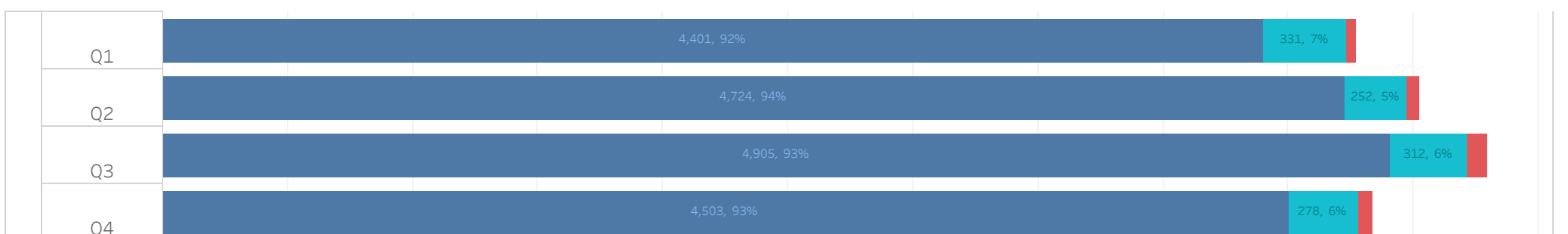
Passenger Volume by Trade (K)

	2019	2022	2023	2024
Caribbean/Bahamas/Bermuda	10,461	8,316 (-21% ▼)	11,700 (41% ▲)	13,748 (18% ▲)
Alaska	1,088	1,107 (2% ▲)	1,548 (40% ▲)	1,600 (3% ▲)
Mediterranean	828	654 (-21% ▼)	1,214 (86% ▲)	1,405 (16% ▲)
NA West Coast/Mexico/California/Pacific Coast	1,126	1,116 (-1% ▼)	1,386 (24% ▲)	1,309 (-6% ▼)
Other	107	222 (108% ▲)	298 (34% ▲)	330 (11% ▲)
Asia & China	188	173 (-8% ▼)	298 (73% ▲)	308 (3% ▲)
Canada/New England	251	220 (-13% ▼)	280 (27% ▲)	293 (5% ▲)
Panama Canal/South Am	269	190 (-29% ▼)	339 (78% ▲)	284 (-16% ▼)
Northern Europe	204	126 (-38% ▼)	220 (74% ▲)	257 (17% ▲)
Hawaii	209	126 (-40% ▼)	210 (67% ▲)	215 (2% ▲)
Transatlantic & World Cruise	119	93 (-22% ▼)	159 (71% ▲)	183 (16% ▲)
Exploration Dest.	46	62 (34% ▲)	121 (95% ▲)	172 (43% ▲)
Australia/New Zealand/Pacific	141	50 (-64% ▼)	99 (97% ▲)	141 (42% ▲)
Baltics	127	49 (-61% ▼)	64 (29% ▲)	57 (-11% ▼)
Canary Isl.	15	10 (-33% ▼)	14 (47% ▲)	46 (224% ▲)
Africa/Middle East	27	17 (-36% ▼)	42 (145% ▲)	43 (3% ▲)

Passenger Volume (K) by Trade & Top Source Countries in 2024



Passenger Volume (K) by Quarter & Top Source Countries



Regional Overview: North America (Continued)

% Passenger by Top 10 States - US

Guest State	Sail Year			
	2019	2022	2023	2024
FL	16.36%	19.86%	17.10%	17.81%
No State Provided	3.88%	3.03%	6.02%	10.25%
TX	9.24%	10.28%	9.81%	9.50%
CA	10.02%	10.27%	9.36%	8.32%
GA	4.24%	4.18%	4.14%	3.95%
NY	5.32%	4.26%	4.36%	3.94%
NC	3.23%	3.15%	3.31%	3.13%
OH	2.61%	2.34%	2.50%	2.39%
PA	2.80%	2.54%	2.54%	2.37%
NJ	2.80%	2.51%	2.45%	2.28%
VA	2.35%	2.43%	2.36%	2.04%

% Passenger by Top 5 Provinces - Canada

Guest State	Sail Year			
	2019	2022	2023	2024
ON	44.53%	43.66%	41.71%	39.39%
BC	21.35%	22.78%	20.90%	17.67%
No State Provided	4.23%	3.49%	7.08%	16.41%
QC	14.60%	14.01%	14.34%	11.79%
AB	7.88%	8.71%	8.25%	7.73%
NS	1.64%	1.75%	1.75%	1.53%



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