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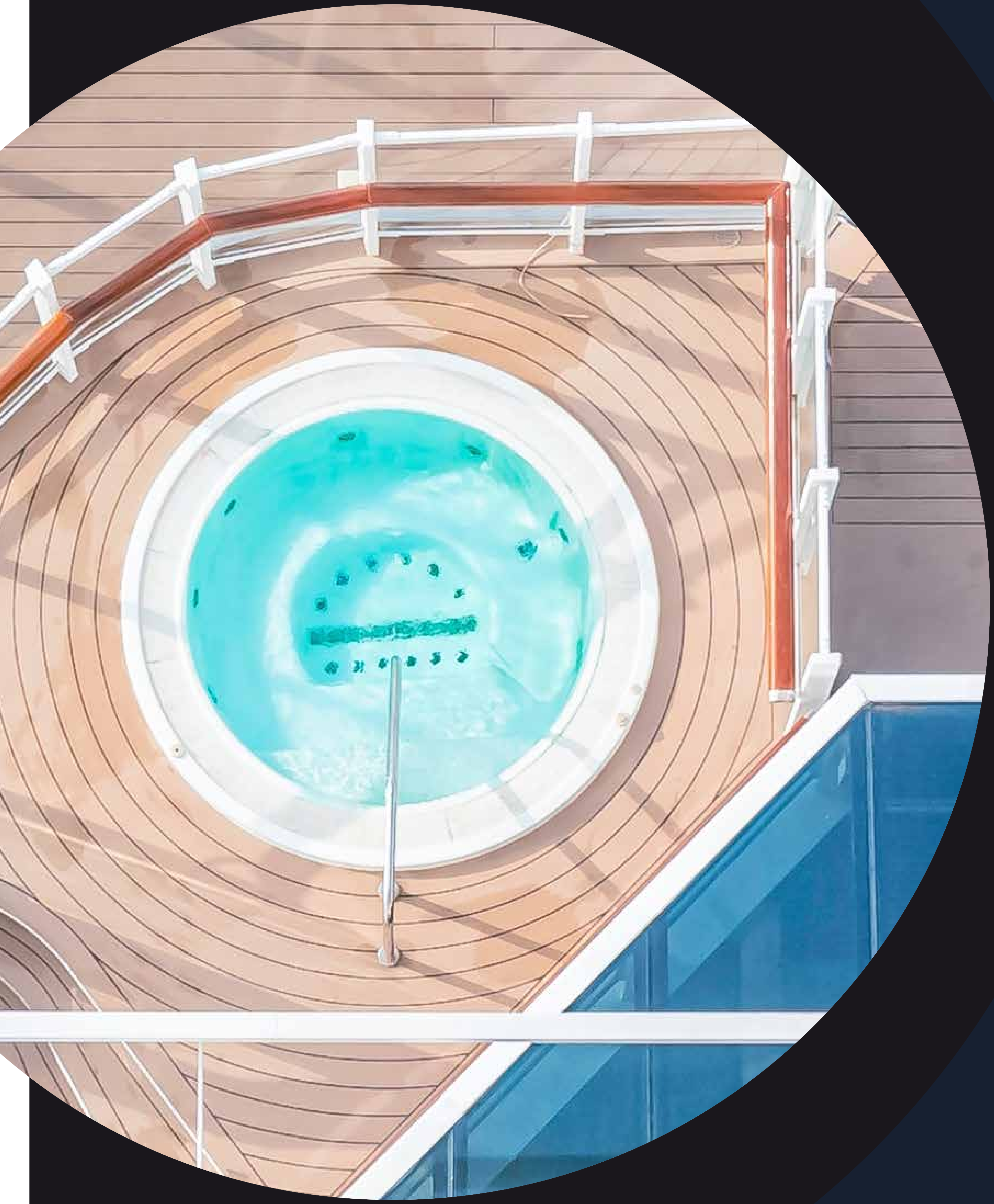
CLIA CRUISE LINES INTERNATIONAL ASSOCIATION

Contribution of Cruise Tourism to the Global Economy 2024

REPORT PRODUCED FOR CLIA BY TOURISM ECONOMICS

December 2025



CONTENTS

December 2025

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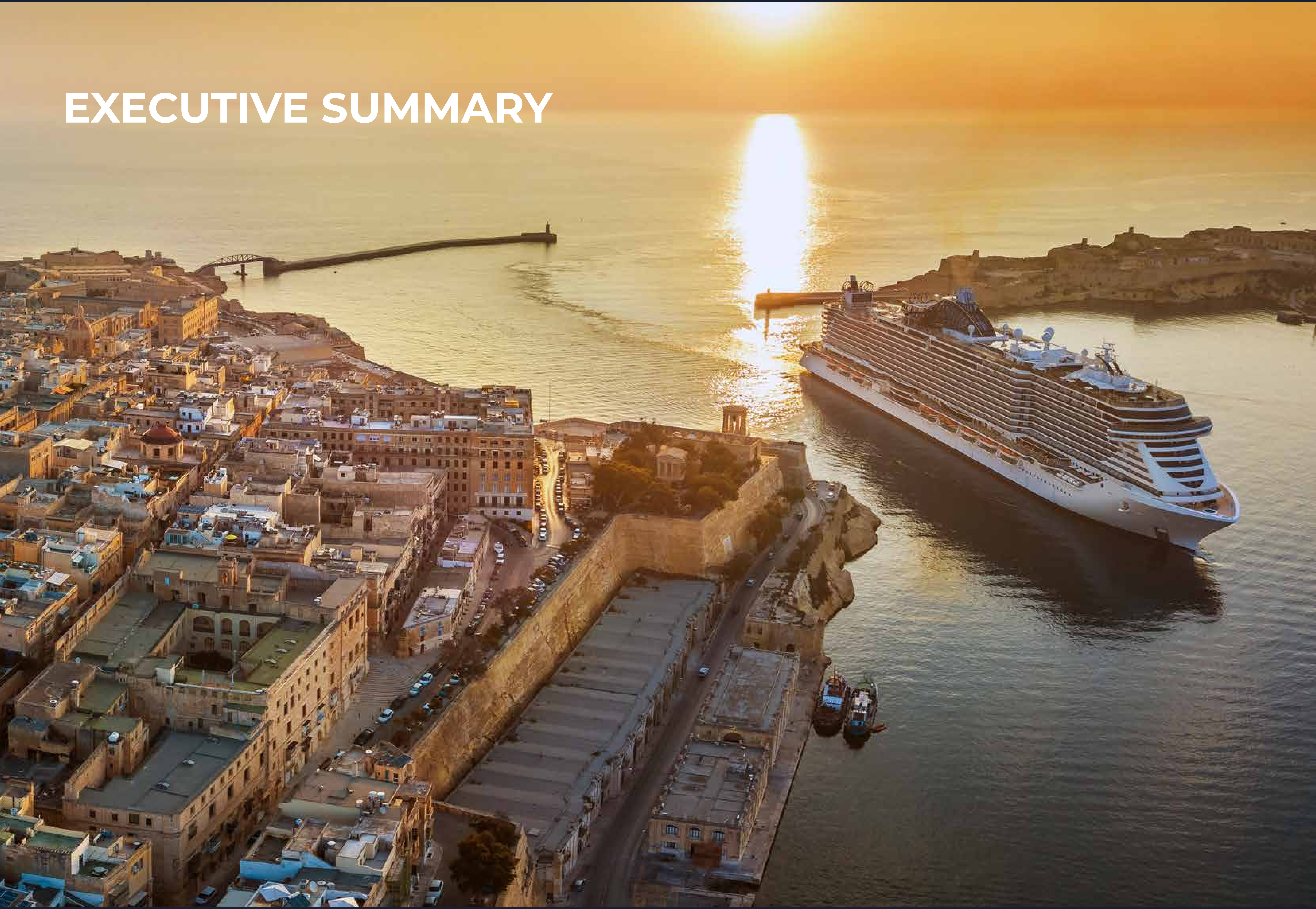
EXECUTIVE SUMMARY



THE CRUISE INDUSTRY IN 2024

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

Global cruise-related spending continued to grow in 2024, driven by higher passenger volumes and increased expenditures by cruise lines. Passenger spending increased by 23%, while cruise line purchases rose by 17%. This rise in cruise-related spending led to sustained economic impacts. In 2024, the cruise industry's contribution to global economic output reached $198.8 billion, supporting 1.8 million jobs worldwide.

How does the Cruise Industry Generate Economic Impact?

We assess the economic contribution of cruise tourism globally using a standard approach known as input-output modelling that quantifies the impact of the cruise industry across three "core" channels.

DIRECT IMPACT > **INDIRECT IMPACT** > **INDUCED IMPACT**

DIRECT IMPACT

The first channel—**direct**—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, 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

Global cruise activity remained strong in 2024, despite financial pressures which impacted consumers due to elevated inflation. The overall impact of cruise industry activity across the globe generated the following sizable economic benefits during the year:

$198.8bn in total economic output

$98.5bn to global gross domestic product (GDP)

1.8mn jobs worldwide

$60.1bn in wages

Fig. 1. Summary of cruise industry activity globally, 2024

	Direct Cruise Line Employment	Direct Expenditure Linked	Indirect	Induced	Total
Output ($ bn)	-	90.0	63.6	45.2	198.8
GDP ($ bn)	-	41.8	31.8	24.9	98.5
Employment (Jobs, 000s)	379	713	410	283	1,785
Wages ($ bn)	9.7	23.1	15.3	12.0	60.1

Source: Oxford Economics.

Fig. 2. Summary of cruise industry activity by global region, 2024

		Global	USA	Canada	Europe	ASEAN	RoW
Passenger flows (000s)	Transit visits	116,415	11,308	2,273	44,824	1,993	56,016
	Embark	34,612	17,194	730	9,951	865	5,871
	Debark	34,555	17,228	740	9,993	751	5,842
	Total cruise visits	**185,582**	**45,731**	**3,743**	**64,768**	**3,610**	**67,730**
Spend ($ Billions)	Passenger and crew spend	27.1	10.0	0.7	6.9	1.0	8.5
	Cruise line purchases	45.9	20.1	1.1	14.8	1.9	7.9
	Ship- and capacity-building	11.5	<0.1	0.1	10.4	0.5	0.6
	Cruise line staff wages	8.9	2.8	<0.1	1.8	2.1	2.1
	Total spend	**93.4**	**33.0**	**1.9**	**33.8**	**5.6**	**19.2**
Output ($ Billions)	Direct	90.0	31.8	1.9	33.0	4.9	18.5
	Indirect	63.6	21.8	1.2	24.1	3.5	13.0
	Induced	45.2	21.8	0.7	12.2	1.7	8.9
	Total output	**198.8**	**75.5**	**3.7**	**69.2**	**10.0**	**40.4**
GDP ($ Billions)	Direct	41.8	16.6	0.9	13.1	2.1	9.0
	Indirect	31.8	12.3	0.6	11.0	1.6	6.3
	Induced	24.9	12.5	0.4	6.5	0.8	4.7
	Total GDP	**98.5**	**41.4**	**1.9**	**30.6**	**4.5**	**20.0**
Employment (Jobs, 000s)	Direct (cruise line employment)	379	23	1	45	170	139
	Direct (expenditure linked)	713	151	14	189	195	165
	Indirect	410	71	6	139	107	87
	Induced	283	87	4	72	57	63
	Total employment	**1,785**	**333**	**24**	**445**	**529**	**454**

Source: Oxford Economics.

The cruise sector generated **$198.8 billion** in global economic output and supported **1.8 million** jobs in 2024.

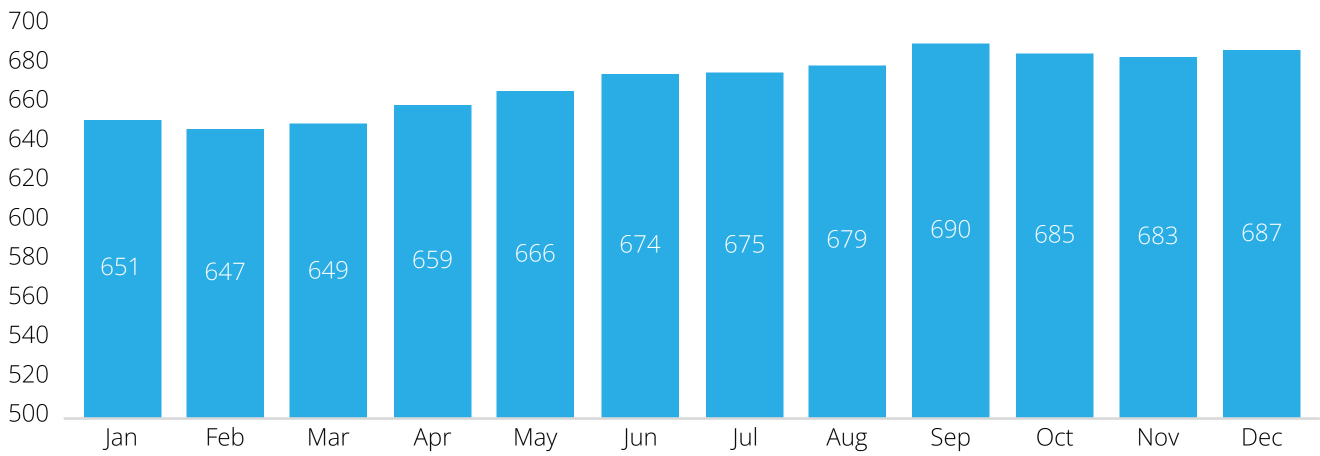
INDUSTRY OVERVIEW

INDUSTRY OVERVIEW

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

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

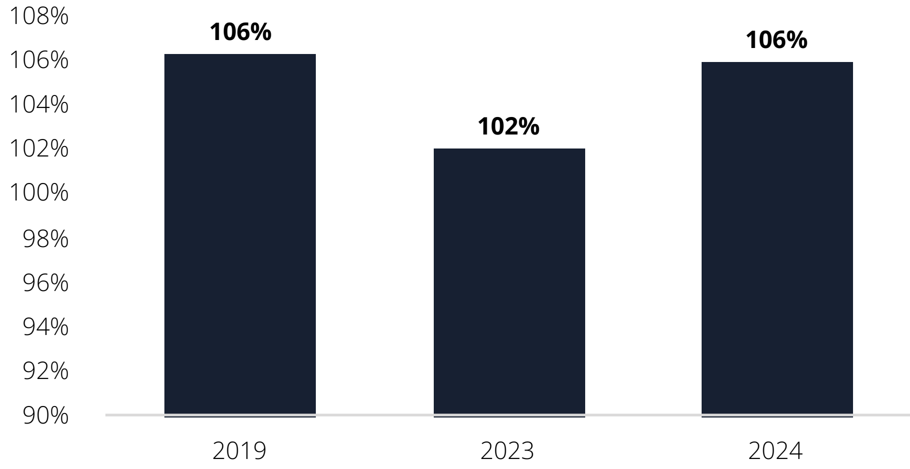
Fig. 3. Global cruise industry capacity, 2024 (000s of lower berths)



Source: Oxford Economics/Tourism Economics, Cruise-IP

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

Fig. 4. Occupancy for major cruise lines

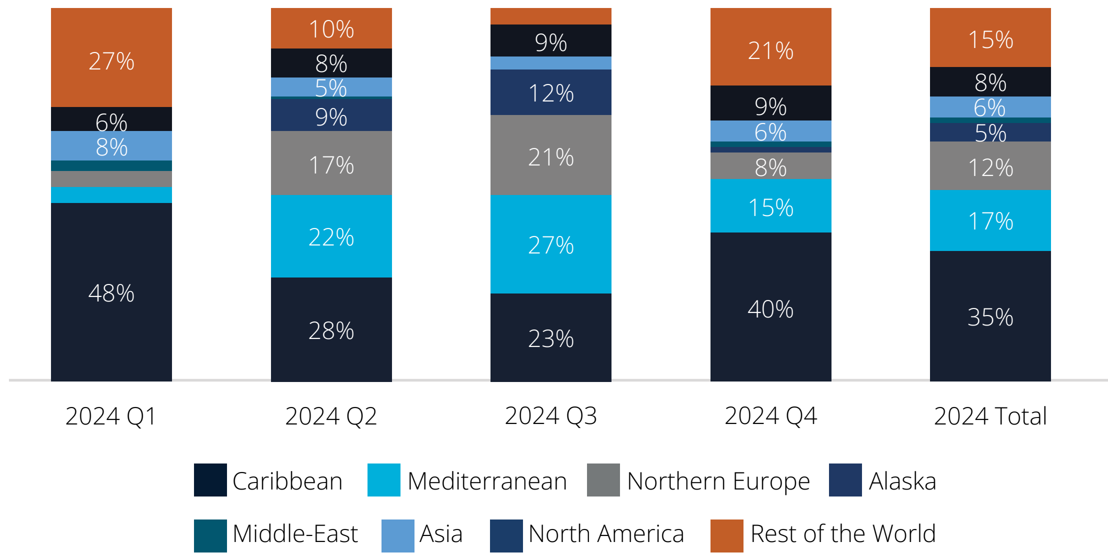


Source: Major cruise lines financial reports

Cruise activity remains concentrated in three core regions—the Caribbean, the Mediterranean, and Northern Europe—which together account for over 60% of global deployment. Deployment of cruise vessels across regions is highly seasonal, with activity concentrated in the warmer Caribbean over the winter season (Q1 and Q4). The warmer months from April to September (Q2 and Q3) see higher activity in the Mediterranean and Northern Europe. Asia exhibits a similar seasonality pattern to the Caribbean, as many of its destinations stay warm year-round. On the other hand, Alaskan cruises tend to take place during the late spring and summer months.

These deployment patterns play a key role in shaping passenger and crew spending, and to some extent cruise line purchases, as higher capacity in specific regions translates into greater onshore passenger activity and operating expenditures by cruise lines in those areas.

Fig. 5. Deployment, 2024 (% of total capacity)



Note: Values may not sum to 100% due to rounding
Source: Oxford Economics/Tourism Economics, Cruise-IP

CRUISE INDUSTRY'S GLOBAL ECONOMIC IMPACT

CRUISE INDUSTRY'S GLOBAL ECONOMIC IMPACT

Overview of Economic Impact Analysis

In this report, we examine how the cruise industry in 2024 generated economic impacts across the world. This includes analysis of the cruise industry's impact on the United States, Canada, Europe, and countries in the Association of Southeast Asian Nations (ASEAN).

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

- **Direct impact**—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.

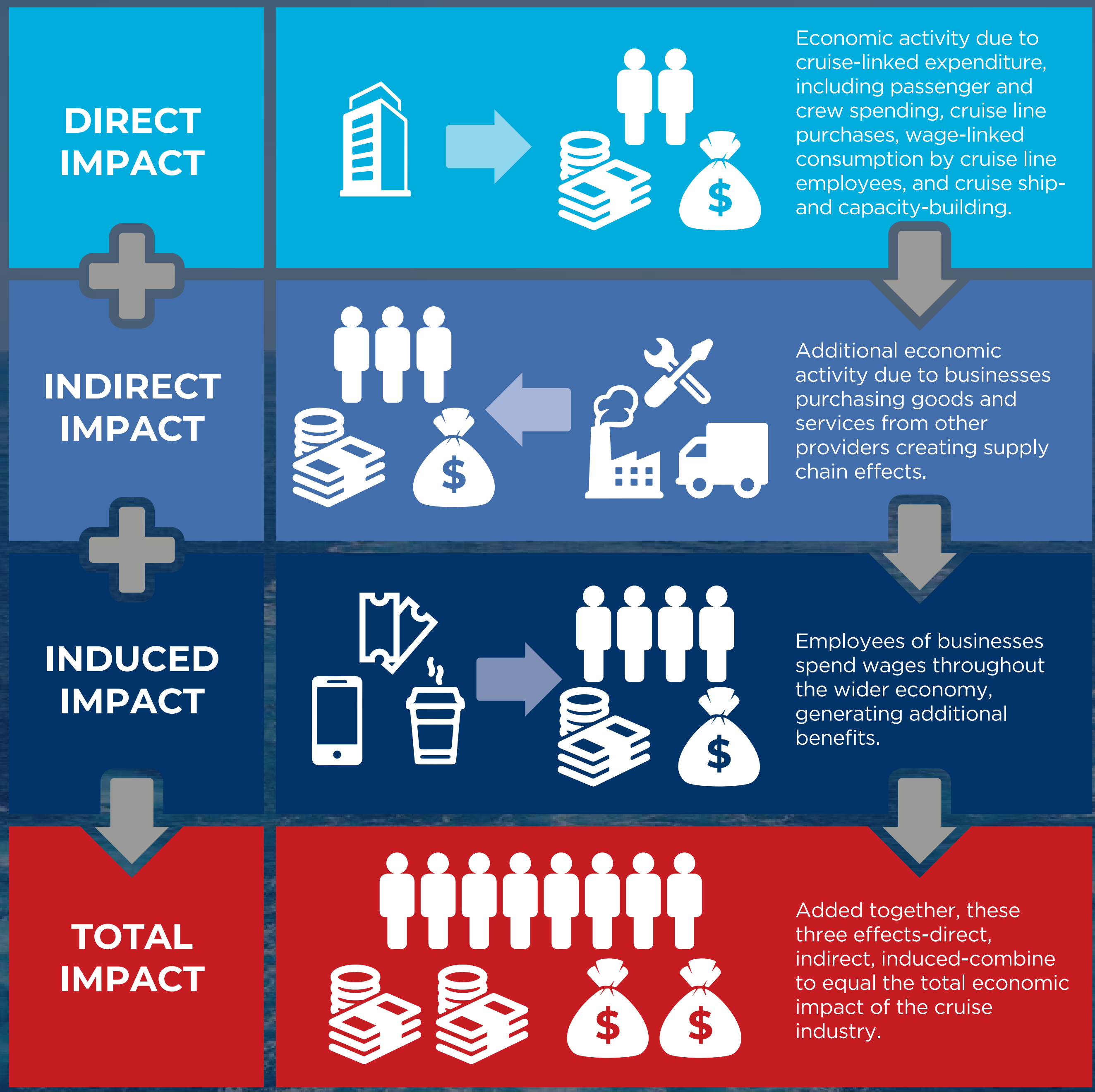
This approach enables us to present the economic impact of cruise tourism across four key metrics:

- **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.[1]
- **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.[2]
- **Employment**—the number of jobs supported.
- **Wages**—which includes the gross wages paid to workers but also includes benefits in-kind and employer social security contributions (including pensions).

[1] Lequiller, F. and D. Blades (2014), Understanding National Accounts: Second Edition, OECD Publishing.

[2] Ibid.

Channels of economic impact



Source: Oxford Economics

Total spend linked to global cruise tourism in 2024 was **$93 billion,** up from **$79 billion** in 2023.

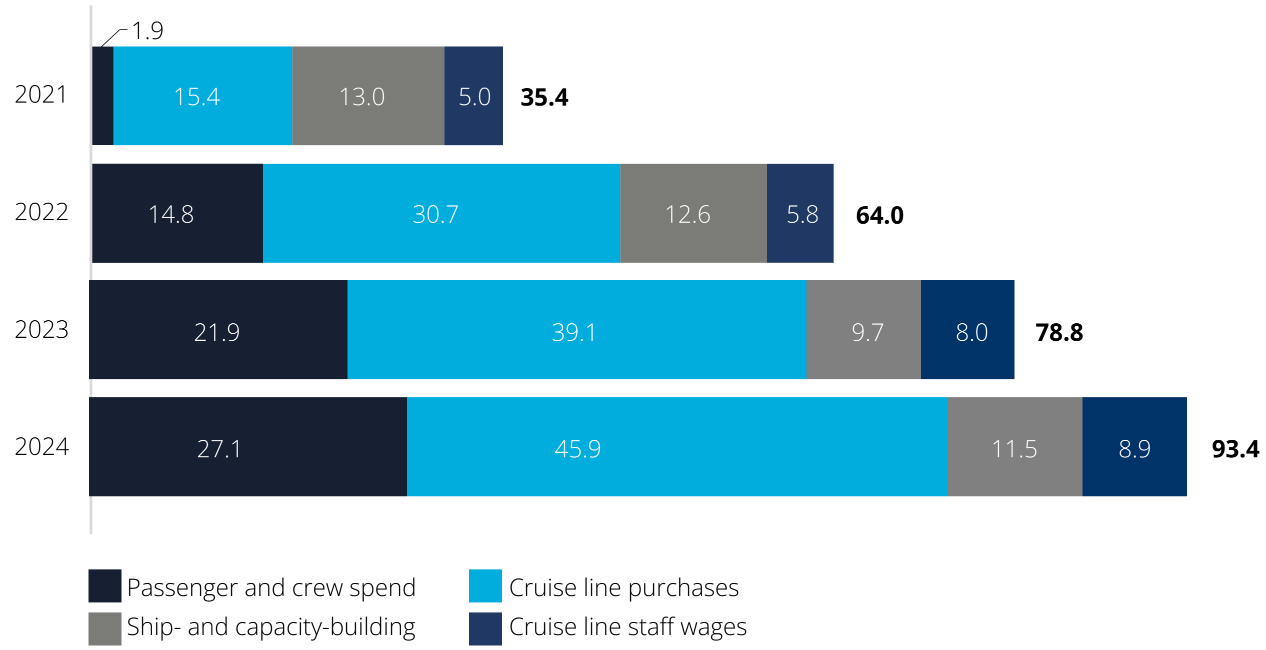
Direct Cruise-Linked Spending

The cruise industry's direct economic impact globally is assessed through four main expenditure channels. These are:

1. Passenger and crew spending at ports
2. Cruise line purchases at destinations
3. Ship- and capacity-building expenditure at shipyards
4. Cruise line staff wages

Expenditure through each of these channels supports economic activity and employment throughout the world in varying degrees of magnitude. The spending impacts of these four channels between 2021 and 2024 is summarised below.

Fig. 6. Direct cruise-linked spending globally ($ billions)



Source: Oxford Economics

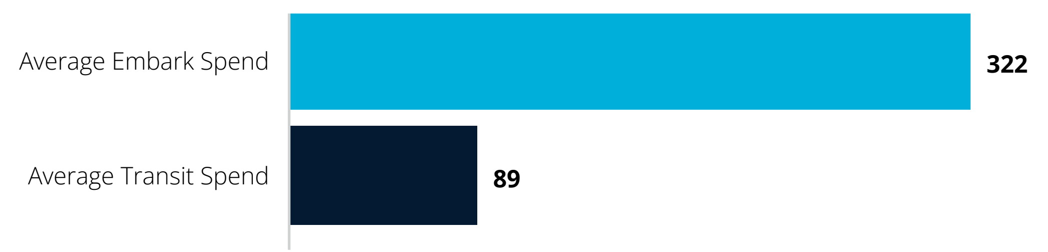
In 2024, total cruise-linked spending reached $93.4 billion, up from $78.8 billion in 2023 and $64.0 billion in 2022. The largest component was cruise line purchases, followed by passenger and crew spending, shipbuilding, and cruise line staff wages. Expenditure increased across all four channels relative to 2023, reflecting significant growth in cruise activity. This included growth in shipbuilding which recorded reduced direct spending in 2023 due to fewer orders being placed during the pandemic.

Cruise line purchases reached $45.9 billion in 2024, the largest contributor to total cruise-linked spending. The record level of global deployment and corresponding higher passenger volume resulted in a substantial increase in cruise line purchases in 2024, up 17% compared to 2023. This spending was distributed across a broad range of items such as head office and administrative costs, cost of sales (including marketing, distribution, and commissions), and operational expenditures related to ship supplies and logistics around port calls.

Cruise passengers and crew spent $27.1 billion, a considerable increase from 2023 driven by a record number of global passengers. This includes passenger expenditure arising from visits to destinations during cruise itineraries as well as visits to embark and debark ports. Passengers are the key driver of expenditure, accounting for over 95% of global passenger and crew spend.

In 2024, the average spend by transit passengers across global destinations was $89 per person, while embarkation spending was $322 per passenger. Spending at individual destinations can vary significantly as it is influenced by a range of factors, including source market spending power, local prices, and the range of activities and services on offer.

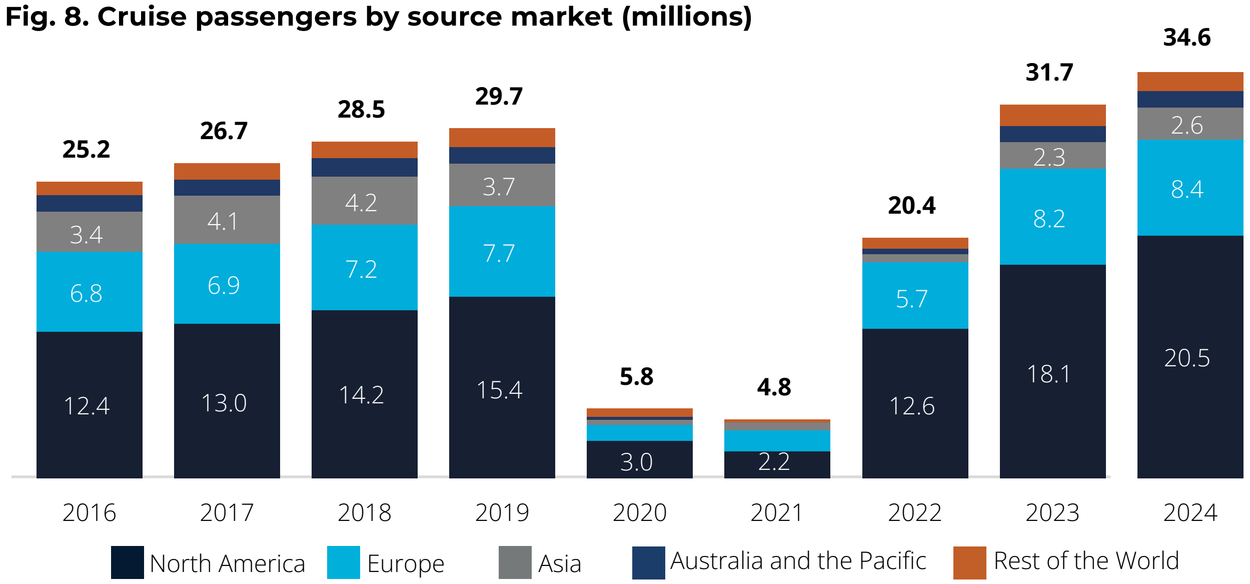
Fig. 7. Global transit and embark spend per passenger, 2024 ($)



Source: Oxford Economics

The majority of cruise passengers in 2024 came from North America, followed by Europe. These regions continued to grow in 2024, after surpassing pre-pandemic levels in 2023. Although increasing from 2023, the volume of cruise passengers from Asia in 2024 remained significantly below pre-pandemic levels.

Fig. 8. Cruise passengers by source market (millions)



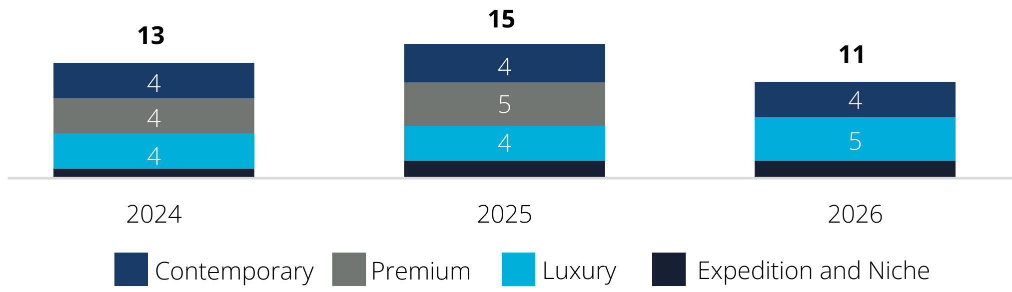
Source: CLIA One reSource passenger data

Shipbuilding expenditure accounted for $11.5 billion in 2024, making up 12% of all direct cruise-linked spending globally. This significant outlay highlights the central role of shipbuilding in the cruise ecosystem and marked a rebound in activity, following reduced shipyard expenditure in 2023.

There were 50 cruise ships on the orderbook at the beginning of 2024, representing a total capacity of more than 111,000 lower berths or 16% of active capacity, with European shipyards expected to capture most of this activity.

In 2024, a total of 13 vessels were launched globally, which was slightly lower than in previous years. These vessels added nearly 34,000 in passenger capacity, driven by increasing demand for larger ships from contemporary cruise lines. This trend is expected to continue in 2025, with 15 new vessels representing additional capacity of 38,000 passengers slated for delivery. Beyond 2025, there are currently fewer vessel deliveries expected, partly due to reduced orders placed during the pandemic. However, strong underlying demand for cruises is expected to continue generating significant shipyard activity in coming years.

Fig. 9. Cruise ships on the orderbook by cruise segment



Note: As of Jan 2024

Source: Oxford Economics/Tourism Economics, Cruise-IP

Cruise staff income reached $8.9 billion in 2024, growing to support a rising number of passengers.[3] The estimate includes both shoreside employees and crew working onboard. Similar to shipbuilding, the geographical distribution of cruise staff income does not depend on deployment patterns, but the country of residence of staff. It is worth noting that crew wages are adjusted to exclude any spending made in destinations while on board, which is captured separately under passenger and crew spend.

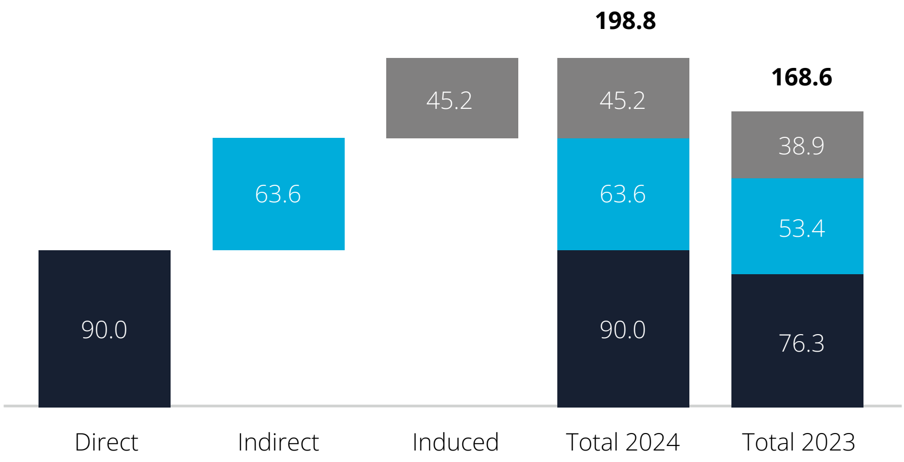
[3] Crew wages of $8.9 billion is a gross figure that includes taxes paid on income, social security payments and other benefits in-kind. When assessing the impact of wages, we account for these items and produce a net wage estimate. We then assess the spending of net wages after accounting for savings and import purchases.

Economic Impact

Output

Cruise-linked spending supports the production of goods and services (output) through direct, indirect, and induced channels. **Output generated by the industry directly along with ancillary impacts amounted to an estimated $198.8 billion in 2024.**[4] This includes approximately $90.0 billion in direct impacts, which generated a further $63.6 billion in indirect (supply-chain) impacts and $45.2 billion in induced (wage-supported) impacts.

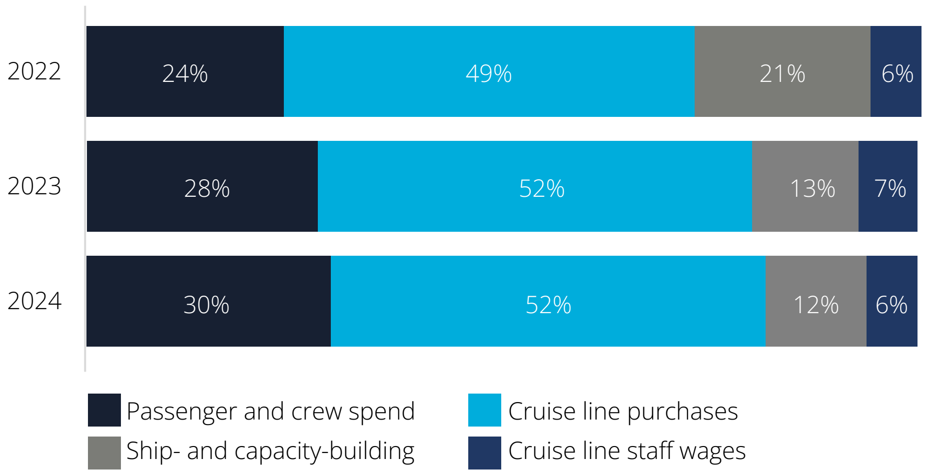
Fig. 10. Global cruise industry output ($ billions)



Source: Oxford Economics

Cruise line purchases generated an estimated $103 billion—equivalent to 52% of the industry's estimated overall output globally in 2024. Passenger and crew spending generated an additional $59.7 billion, or 30% of the industry's total output. This was higher than in 2023, driven by a rise in passenger volume. Ship- and capacity-building activities generated an additional $24.3 billion, or 12% of the industry's overall contribution to economic output in 2024. Meanwhile, staff wage-linked spending accounted for the smallest proportion of the industry's overall output at 6%, which equated to $11.8 billion.

Fig. 11. Share of cruise industry's output impacts by channel

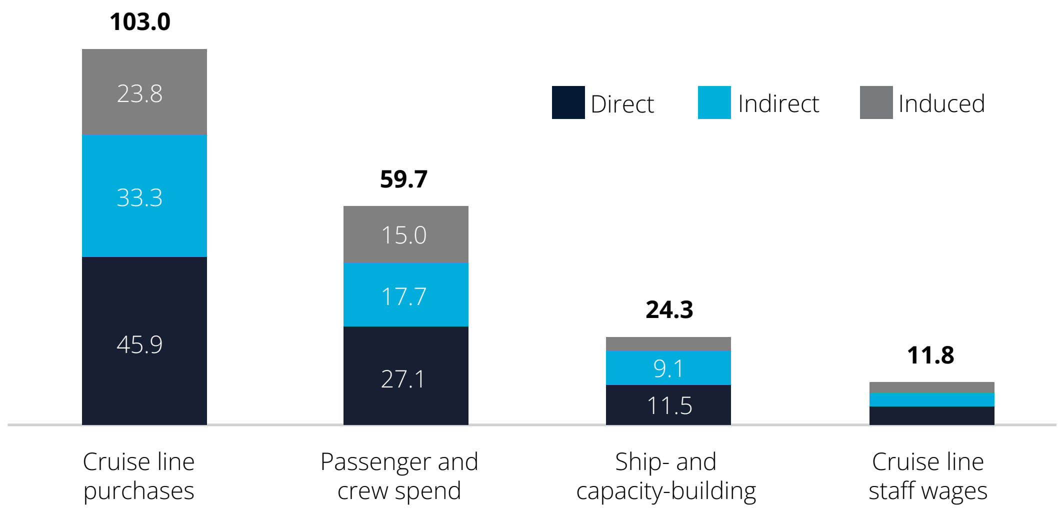


Source: Oxford Economics

[4] 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.

For each of the four main expenditure channels, the direct output impact of the expenditure outweighed the indirect and induced output impacts. The largest direct output impact was for cruise line purchases ($45.9 billion) followed by passenger and crew spend ($27.1 billion).

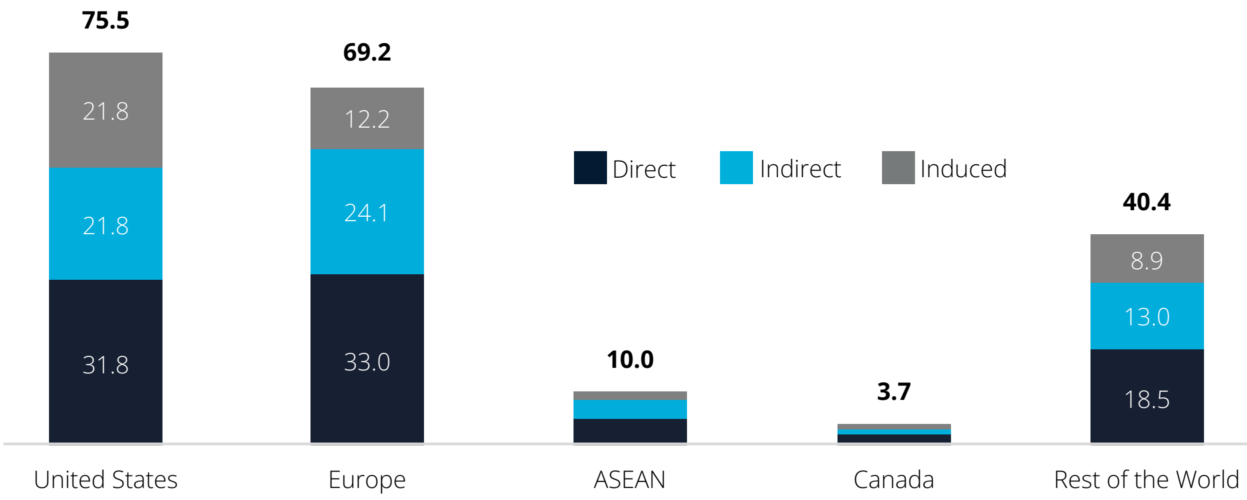
Fig. 12. Cruise industry's output impacts by channel, 2024 ($ billions)



Source: Oxford Economics

Cruise industry-linked impacts were greatest in the United States, with $75.5 billion in output impacts overall – 38% of the global total in 2024. This was closely followed by cruise industry activities in Europe, which generated $69.2 billion of output impacts, representing 35% of the global total. Among ASEAN countries, the impact reached $10 billion, while in Canada it was smaller at $3.7 billion. The remaining $40.4 billion, or 20% of the global total, was distributed across the rest of the world.

Fig. 13. Cruise industry's output impacts by global region, 2024 ($ billions)

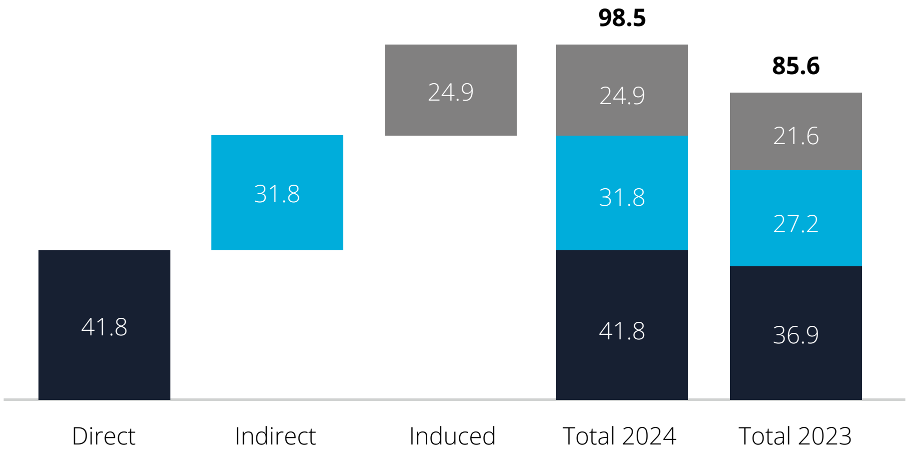


Source: Oxford Economics

GDP

The cruise industry contributed an estimated $98.5 billion in gross domestic product (GDP) to the global economy in 2024. Of this, $41.8 billion was delivered through direct effects and $31.8 billion through indirect effects, linked to the supply-chain. In addition, a further $24.9 billion was generated through induced effects, as a result of household consumption due to cruise industry income effects.

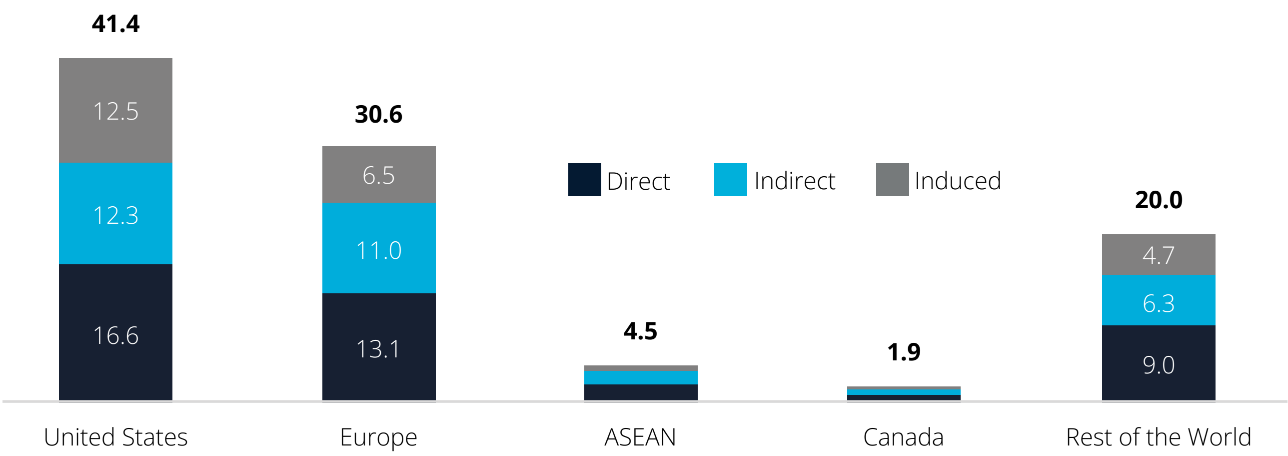
Fig. 14. Cruise industry GDP impacts globally ($ billions)



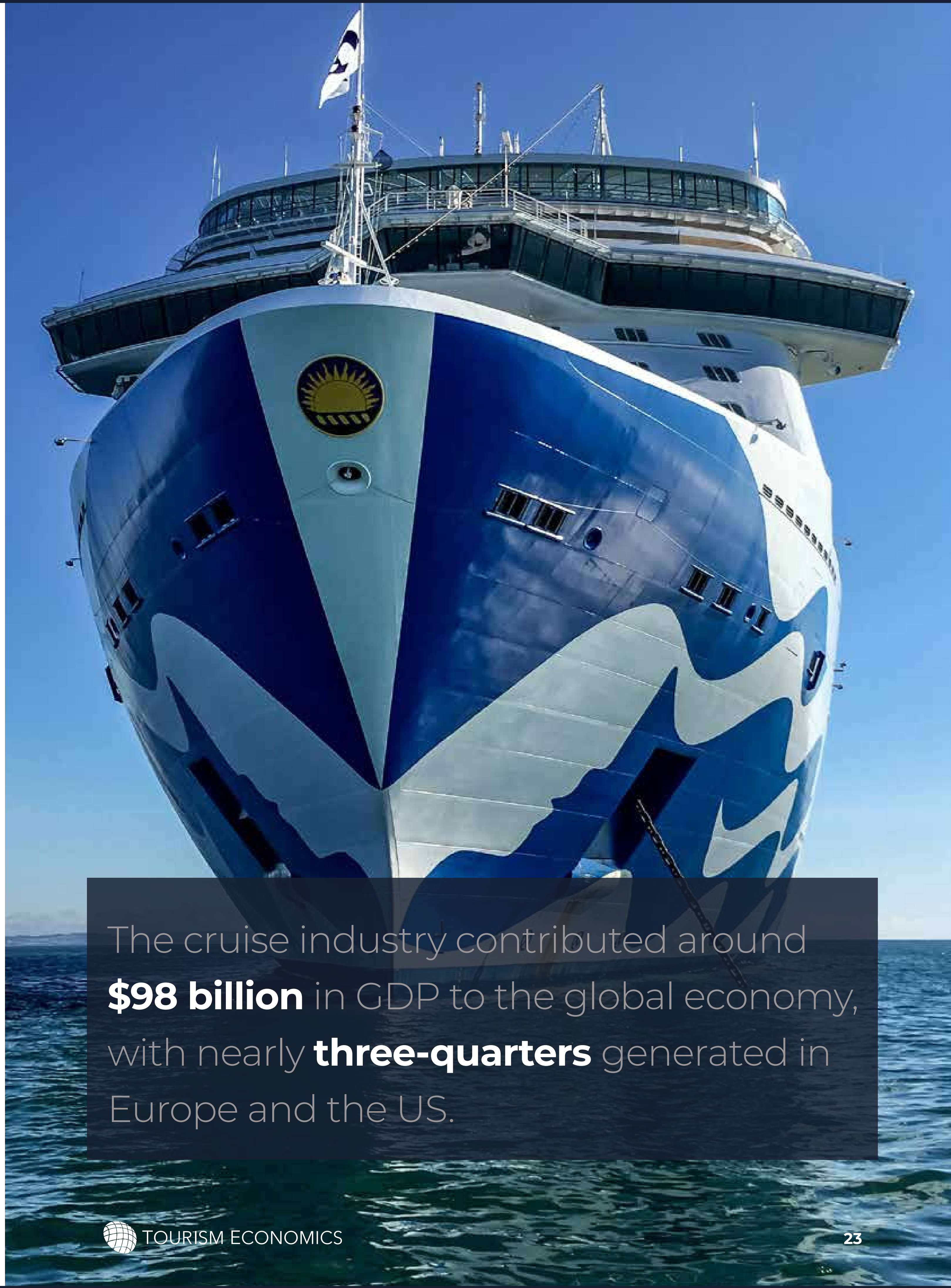
Source: Oxford Economics

The cruise industry had the highest GDP impact in the United States with $41.4 billion generated through its activities in 2024. This was followed by Europe at $30.6 billion. Countries in ASEAN achieved GDP impacts worth $4.5 billion, while Canada generated a smaller impact worth $1.9 billion. The remainder, $20 billion in GDP, was generated by cruise activities elsewhere in the world.

Fig. 15. Cruise industry GDP impacts by global region, 2024 ($ billions)



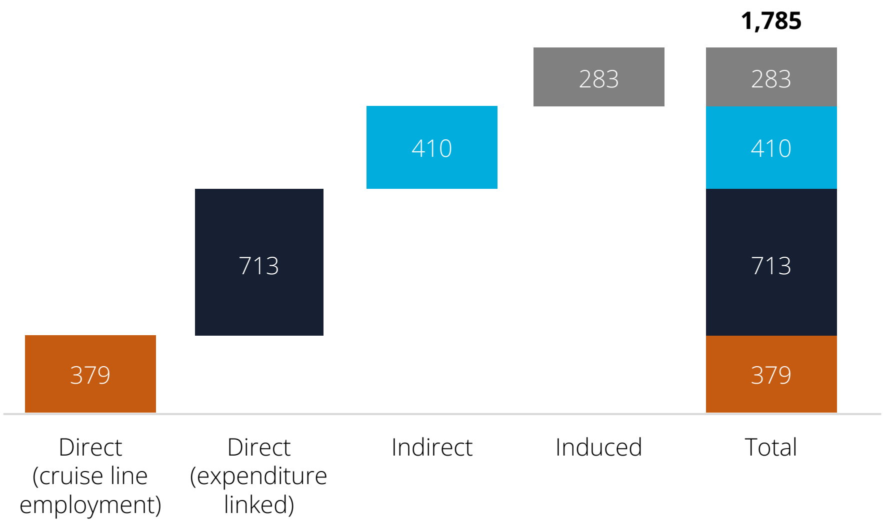
Source: Oxford Economics



Employment

Economic activity linked to cruising supports an extensive workforce across a diverse range of sectors. **In total, the cruise industry supported nearly 1.8 million jobs globally in 2024.** When assessing the impact of employment, we include the employment supported by the expenditure channels linked to cruise through direct, indirect, and induced channels. In addition, we consider employment sustained by the cruise lines directly. This includes staff working ashore in cruise line offices as well as crew working onboard.

Fig. 16. Cruise industry employment impacts globally, 2024 (number of jobs, 000s)

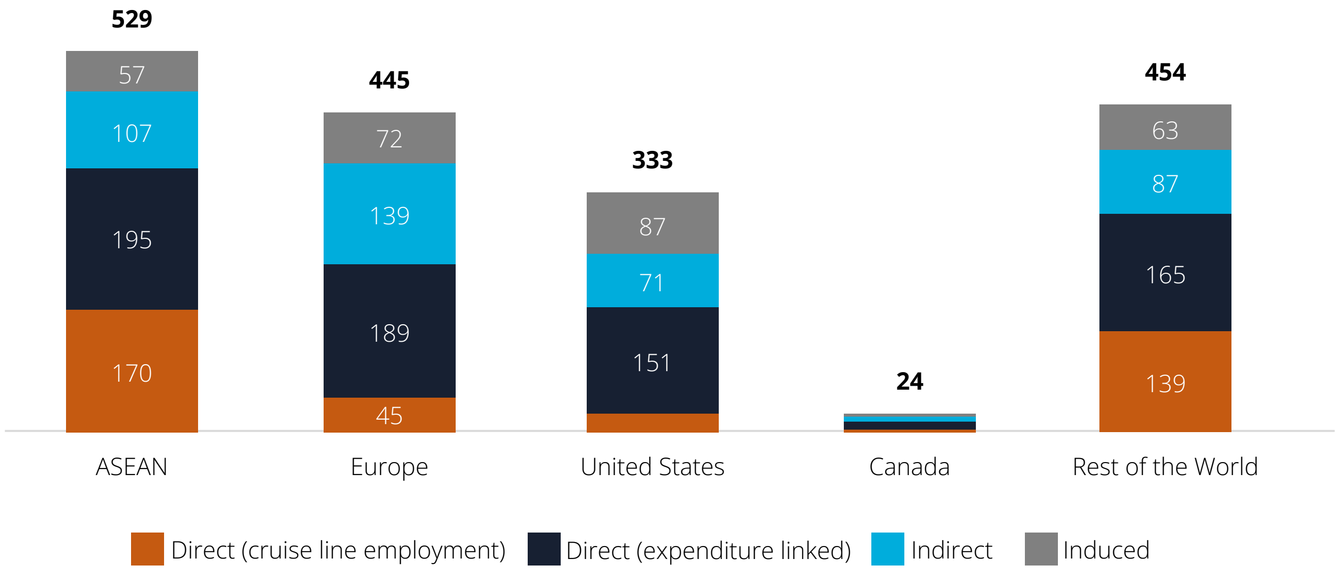


Source: Oxford Economics

In 2024, cruise lines employed an estimated 379,000 people directly, onboard their vessels and in their offices ashore. In addition, 1.4 million jobs were attributable to the industry's global activities, including direct, indirect, and induced employment effects. Of these, around 713,000 jobs were generated through direct effects, while 410,000 jobs came through indirect effects, and 283,000 jobs were supported through induced effects. The sum of jobs linked to cruise lines' economic impact at ports (1.4 million) and employment sustained by the cruise lines directly (379,000) equated to nearly 1.8 million jobs.

While the cruise industry generates significant GDP impacts worldwide, the relationship between GDP and employment varies by region. In Europe and the United States, higher productivity levels mean that each unit of output supports fewer jobs compared with lower-productivity regions. The United States is the top performer in terms of output and GDP for cruise tourism, but the impact on employment is less pronounced due to higher productivity in the market. Furthermore, many of the cruise lines' workforces are sourced from countries with lower wage levels, which explains why cruise line employment is concentrated outside of Europe and North America.

Fig. 17. Cruise industry employment impacts by global region, 2024 (number of jobs, 000s)



Source: Oxford Economics

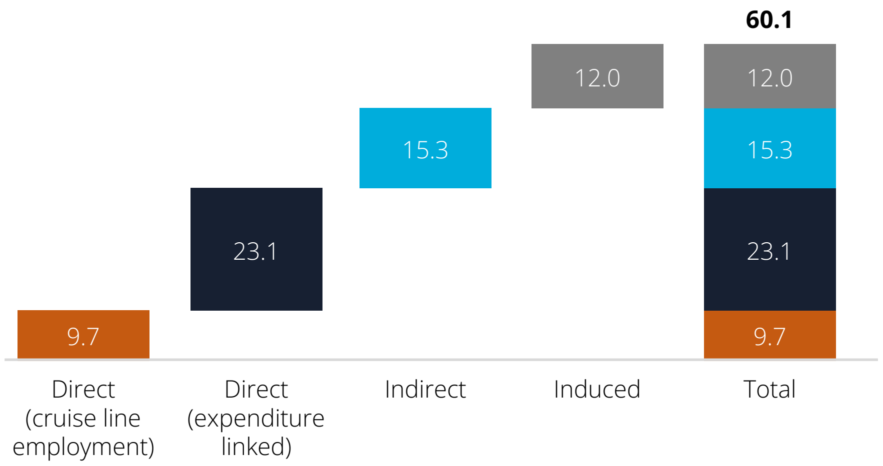
Global cruise activity supported close to **1.8 million** jobs in 2024, which led to a total wage impact of around **$60 billion.**

Wages

The cruise industry provided significant wages for a global workforce through direct cruise line employment and additionally due to direct, indirect, or induced effects related to the industry's activities around the world.[5]

Total wages supported by the industry overall equated to an estimated $60.1 billion globally in 2024. Cruise line crew and shoreside staff earned $9.7 billion. In addition, $23.1 billion in wages were linked to direct expenditure, $15.3 billion to indirect (supply-chain) channels, and €12 billion came through induced (wage-linked) channels.

Fig. 18. Cruise industry-generated wages globally, 2024 ($ billions)

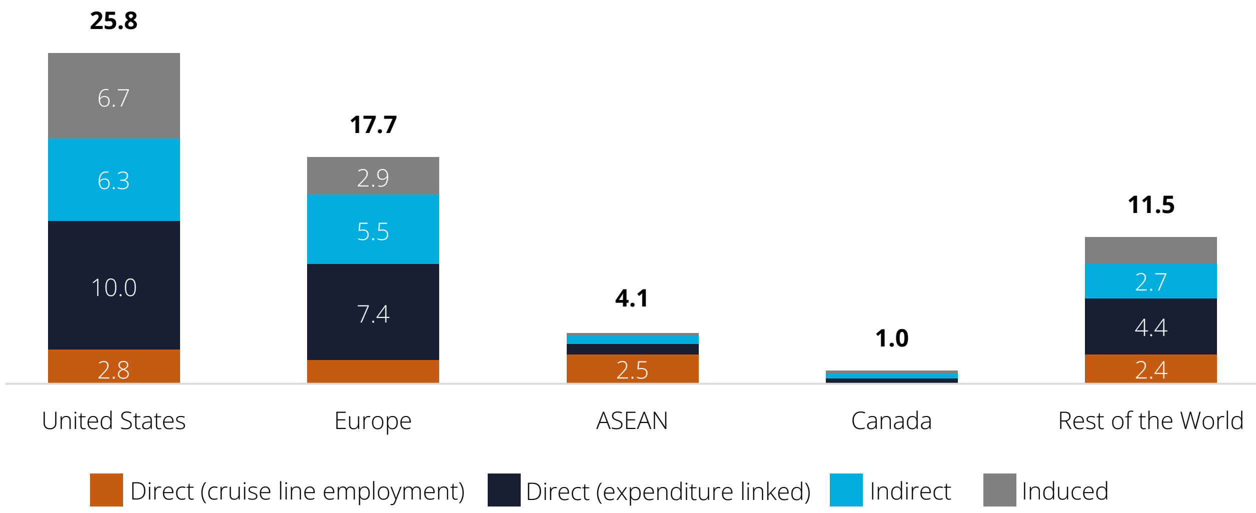


Source: Oxford Economics

The United States benefited the most from cruise industry wages in 2024, with $25.8 billion through direct (cruise line employment and expenditure), indirect, and induced impacts. This was followed by Europe which benefited from a total wage impact of $17.7 billion in 2024.

Wages accrued from cruise line employment were particularly high in ASEAN countries at $2.5 billion, despite a significantly smaller overall wage impact when compared to the United States and Europe. This reflects the large share of cruise line staff based in ASEAN countries.

Fig. 19. Cruise industry-generated wages by global region, 2024 ($ billions)



Source: Oxford Economics

[5] 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 direct impact of cruise activity, including cruise line employment, generated over **$32 billion** in wages. Including indirect and induced effects, this impact increased to **$60 billion.**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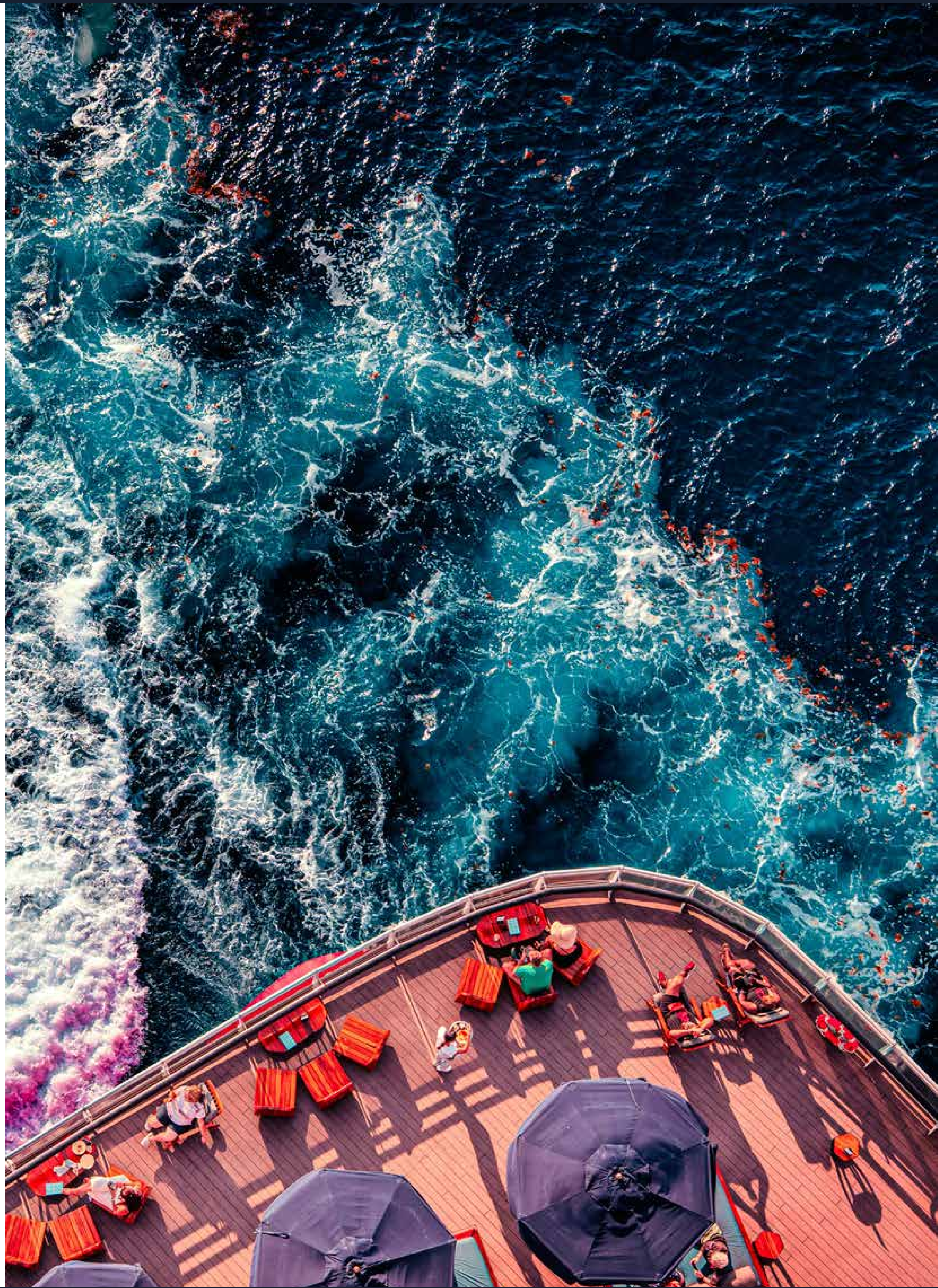

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