



# CLIA 2025 NORTH AMERICA MARKET REPORT



## North America 2025

North America was, once again, the largest source market for ocean-going cruise passengers in 2025, producing more than 22 million cruisers, a 7.5% increase over 2024 and accounting for about 60% of the year's 37.3 million global ocean-going passengers.

The United States alone supplied more than 20.5 million cruise guests, remaining by far the most dominant source country in the world.

North American average ages and durations were slightly lower than their global counterparts. North Americans' average cruise duration in 2025 was 6.7 days, compared with 7 days globally, and the average age was 45.8, about a year lower than the 46.7 global average.

Florida experienced 21% year-over-year growth and recorded more than 4 million resident cruisers, surpassing all global source countries except the United States. Texas ranked second with 1.9 million passengers, followed by California with 1.7 million.

Nearly 15 million North American cruisers sailed the Caribbean, an 8% increase from 2024. Alaska was the second most visited region for North American cruisers.

## Regional Overview: North America 2022-2025

### Passenger Volume (K)

2022	2023	2024	2025
12,592.4	18,103.3 (43.8%)	20,524.7 (13.4%)	22,061.7 (7.5%)

### Average Duration, in Days

2022	2023	2024	2025
6.6	6.8	6.8	6.7

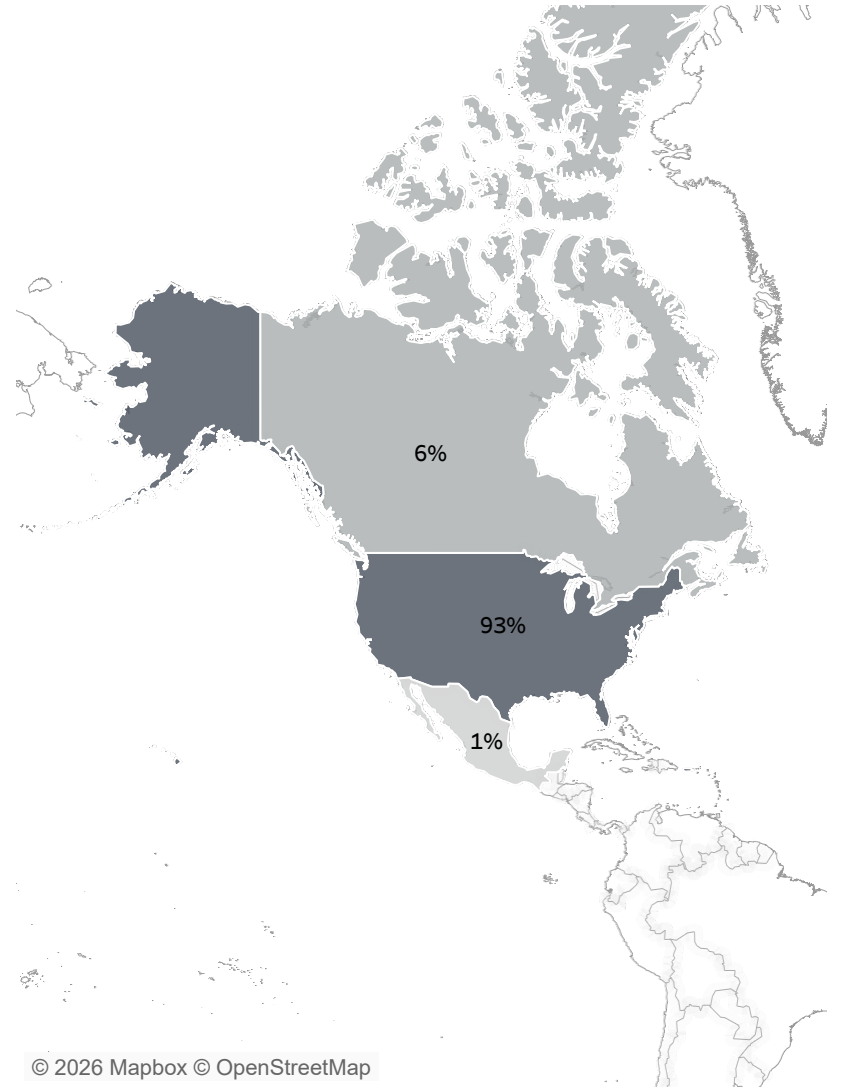
### Average Age

2022	2023	2024	2025
46.0	45.4	45.7	45.8

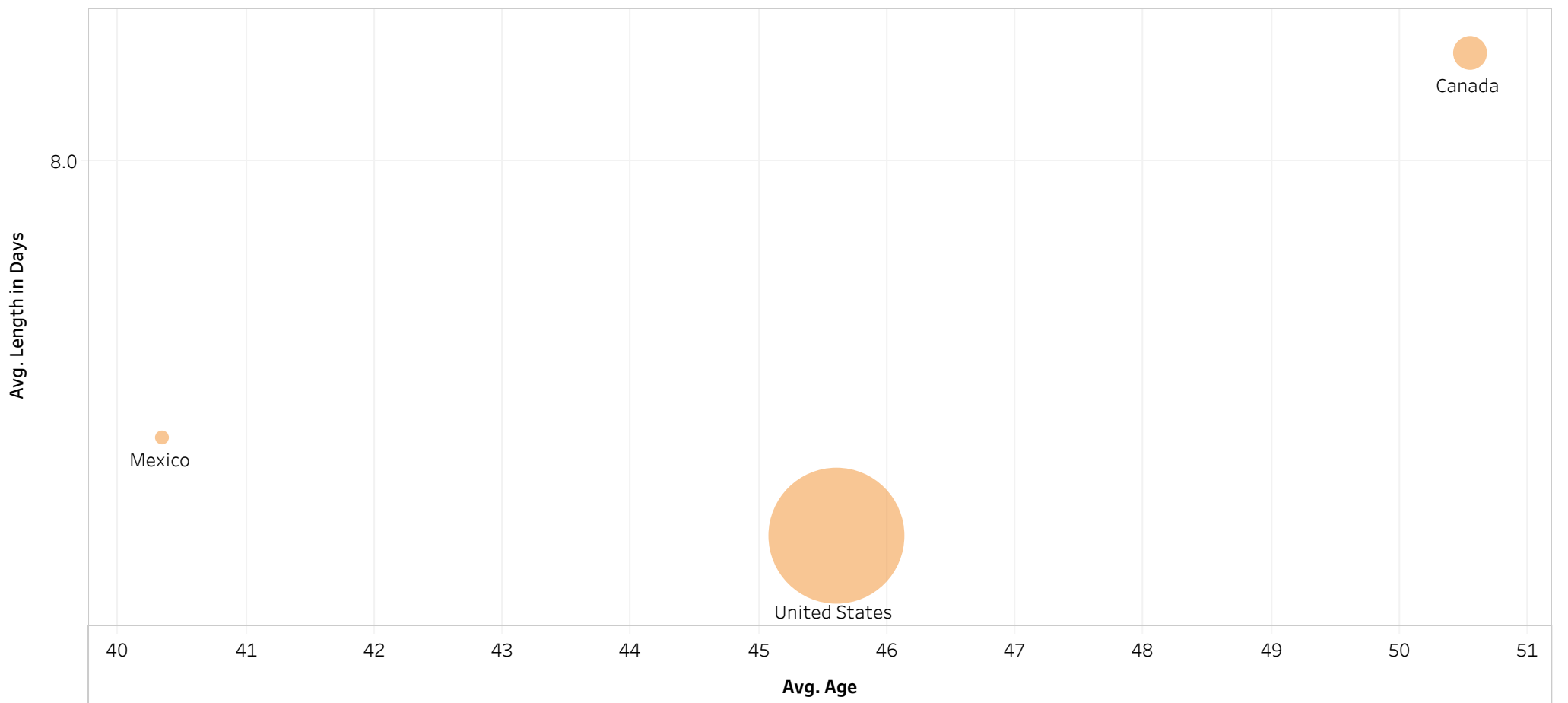
### Passenger Volume (K) for Top Countries

	2022	2023	2024	2025
United States	11,889.9	16,874.8 (41.9%)	19,122.2 (13.3%)	20,563.9 (7.5%)
Canada	567.5	1,030.6 (81.6%)	1,183.2 (14.8%)	1,273.3 (7.6%)
Mexico	133.2	191.1 (43.5%)	214.5 (12.2%)	214.3 (-0.1%)
Bermuda		6.7	4.3 (-35.6%)	(-100.0%)

### Share of Source Passengers, 2025 Geographic Projection

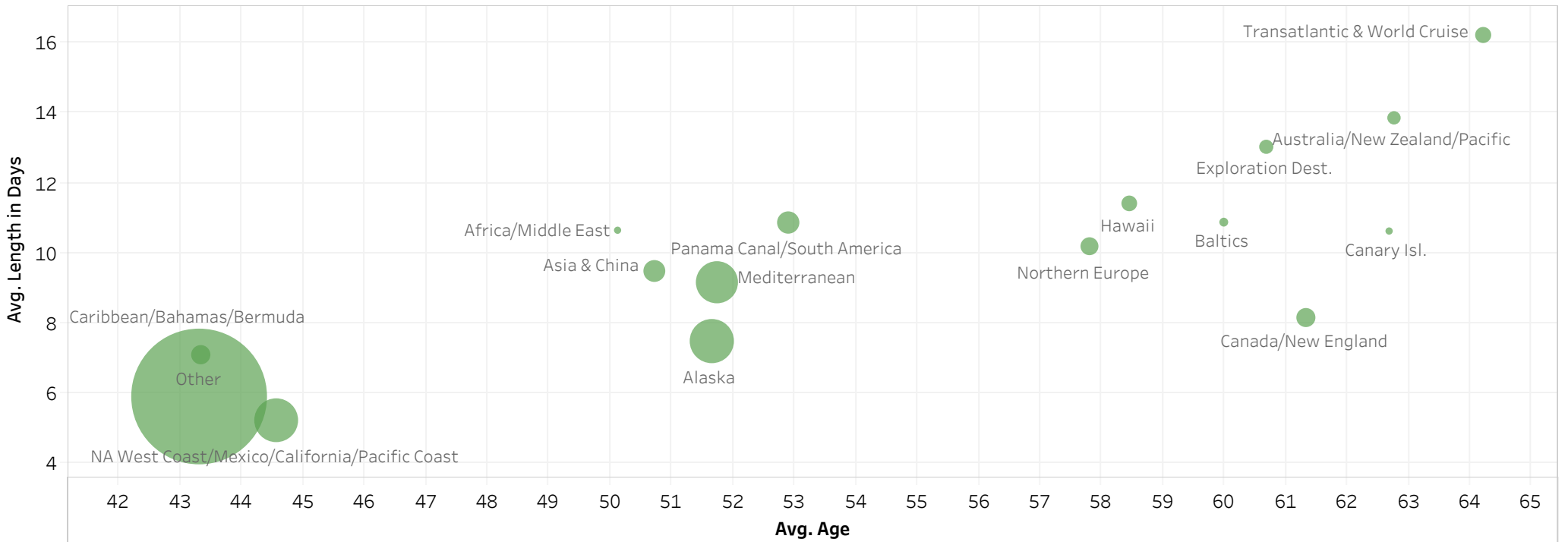


### Average Age and Cruise Length for Top Source Markets, 2025

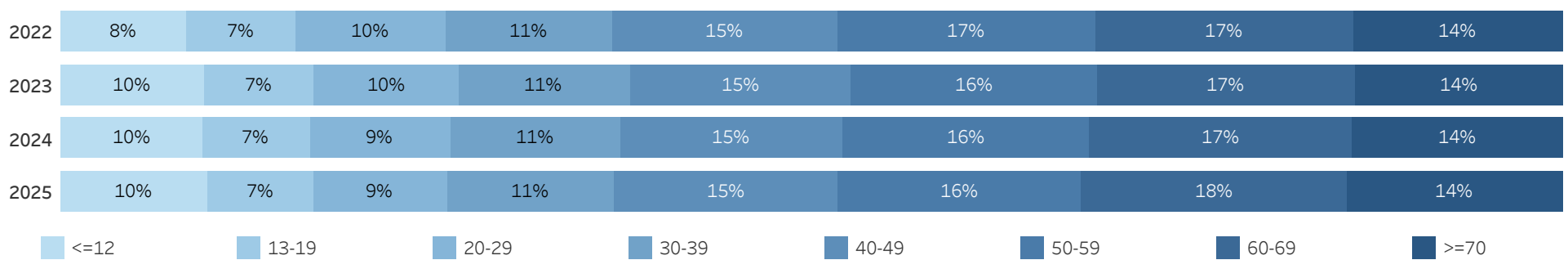


## Regional Overview: North America (Continued)

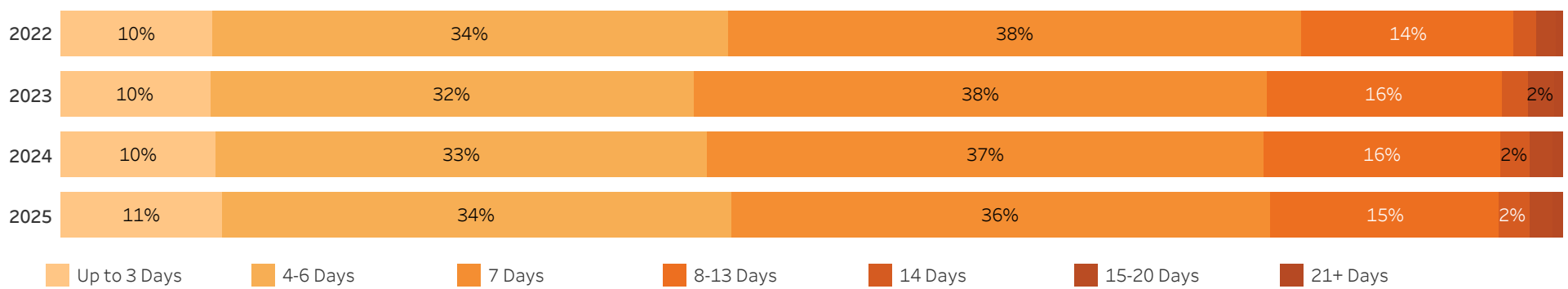
Average Age and Cruise Length by Destination / Trade Route, 2025



Average Passenger Age Groups

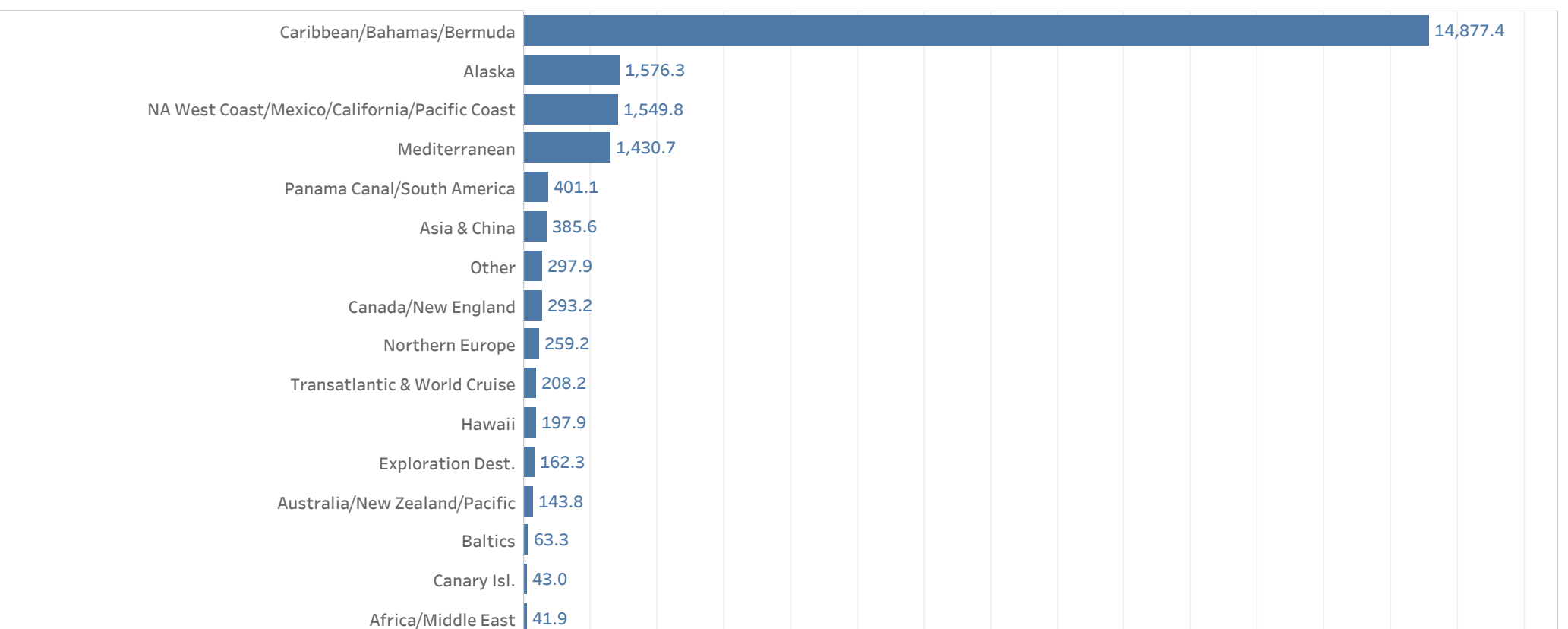


Average Cruise Duration



Volume of Passengers (in K) to Destinations, 2025

At least 4K Passengers per Destination

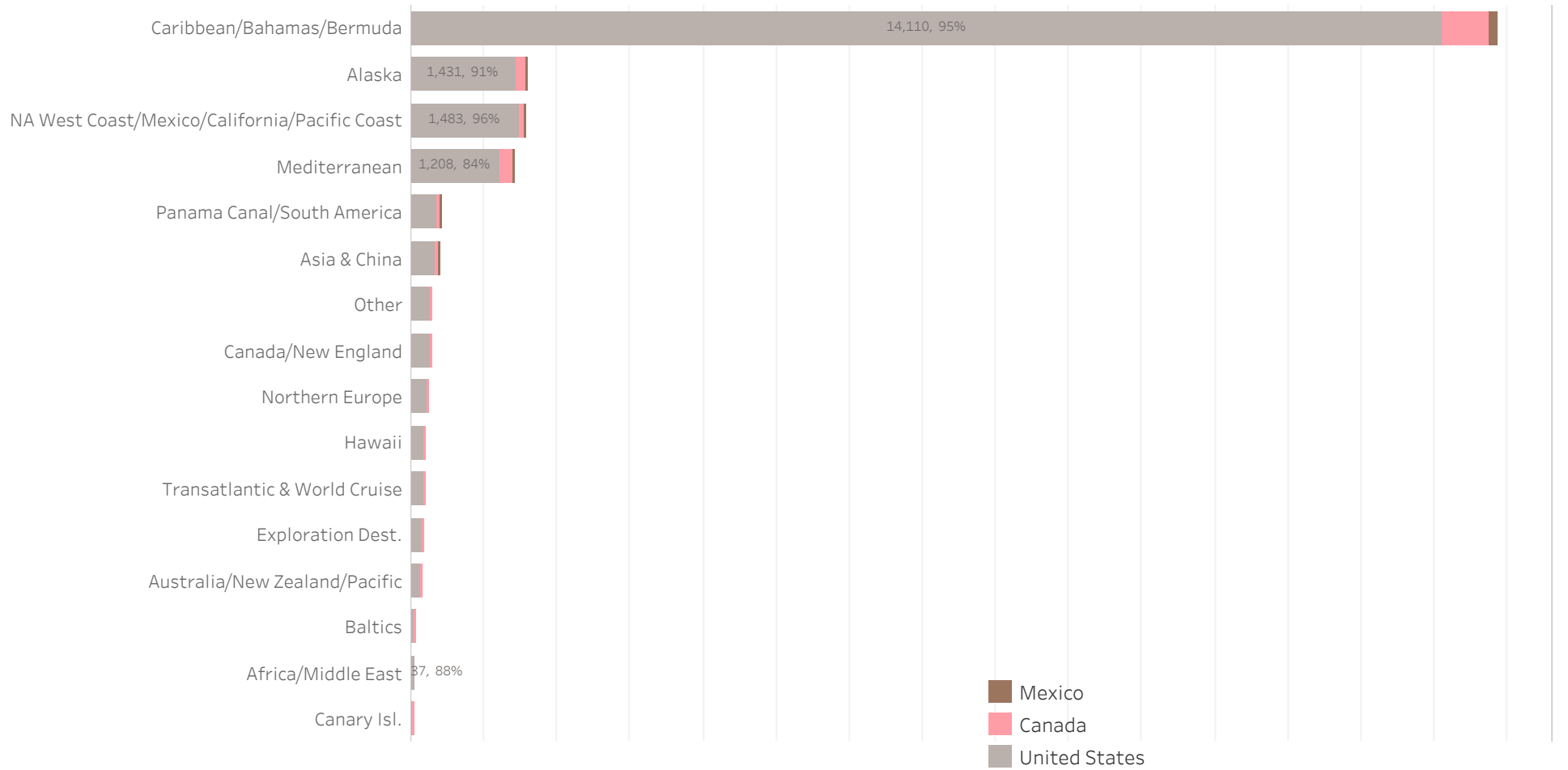


## Regional Overview: North America (Continued)

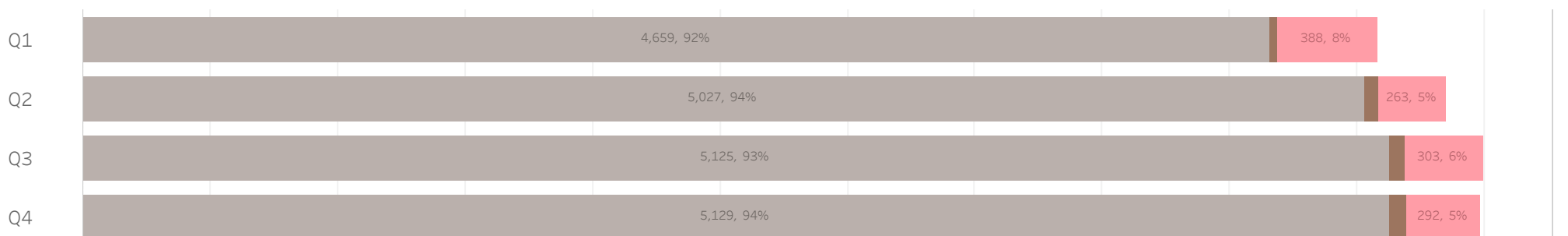
### Passenger Volume by Trade (K)

	2022	2023	2024	2025
Caribbean/Bahamas/Bermuda	8,316	11,700 (41% ▲)	13,772 (18% ▲)	14,877 (8% ▲)
Alaska	1,107	1,548 (40% ▲)	1,600 (3% ▲)	1,576 (-1% ▼)
NA West Coast/Mexico/California/Pacific Coast	1,116	1,386 (24% ▲)	1,309 (-6% ▼)	1,550 (18% ▲)
Mediterranean	654	1,214 (86% ▲)	1,405 (16% ▲)	1,431 (2% ▲)
Panama Canal/South America	190	339 (78% ▲)	284 (-16% ▼)	401 (41% ▲)
Asia & China	173	298 (73% ▲)	308 (3% ▲)	386 (25% ▲)
Other	222	298 (34% ▲)	330 (11% ▲)	298 (-10% ▼)
Canada/New England	220	280 (27% ▲)	293 (5% ▲)	293 (0% ▲)
Northern Europe	126	220 (74% ▲)	257 (17% ▲)	259 (1% ▲)
Transatlantic & World Cruise	93	159 (71% ▲)	183 (16% ▲)	208 (14% ▲)
Hawaii	126	210 (67% ▲)	215 (2% ▲)	198 (-8% ▼)
Exploration Dest.	62	121 (95% ▲)	172 (43% ▲)	162 (-6% ▼)
Australia/New Zealand/Pacific	50	99 (97% ▲)	141 (42% ▲)	144 (2% ▲)
Baltics	49	64 (29% ▲)	57 (-11% ▼)	63 (11% ▲)
Canary Isl.	10	14 (47% ▲)	46 (224% ▲)	43 (-7% ▼)
Africa/Middle East	17	42 (145% ▲)	43 (3% ▲)	42 (-3% ▼)

### Passenger Volume (K) by Trade & Top Source Countries in 2025



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



## Regional Overview: North America (Continued)

### % Passenger by Top 10 States - US

Guest State	Sail Year			
	2022	2023	2024	2025
FL	29.88%	26.74%	26.99%	29.13%
No State Provided	7.01%	9.41%	15.53%	15.67%
TX	15.47%	15.35%	14.39%	13.78%
CA	15.45%	14.64%	12.61%	12.23%
GA	6.28%	6.47%	5.99%	5.77%
NY	6.41%	6.82%	5.97%	5.52%
NC	4.74%	5.18%	4.75%	4.41%
OH	3.52%	3.91%	3.63%	3.57%
PA	3.82%	3.97%	3.59%	3.43%
VA	3.65%	3.69%	3.09%	3.24%
NJ	3.77%	3.83%	3.45%	3.24%

### % Passenger by Top 5 Provinces - Canada

Guest State	Sail Year			
	2022	2023	2024	2025
ON	42.43%	41.20%	39.05%	40.85%
BC	22.14%	20.64%	17.51%	16.58%
No State Provided	6.22%	8.22%	17.14%	13.84%
QC	13.61%	14.17%	11.69%	12.88%
AB	8.46%	8.15%	7.67%	8.12%
NS	1.70%	1.72%	1.51%	1.70%



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