Cruise Lines International Association (CLIA) released the State of the Cruise Industry Outlook 2017, revealing global cruise travel is continuing to grow at a steady pace. The outlook provides a snapshot of the global cruise industry while also forecasting trends that will impact cruise travel and the industry.
Cruise Lines International Association (CLIA) is the **unified global organization** helping members succeed by advocating, educating and promoting for the common interests of the cruise community.
CLIA MEMBER COMMUNITY

**60 Cruise Lines**
Ocean, river and specialty cruise lines, representing more than 95 percent of global cruise capacity

**15,000 Travel Agencies**
Includes the largest agencies, hosts, franchises and consortia

**300 Executive Partners**
Key suppliers and cruise line partners, including ports & destinations and ship development, suppliers and business services

**25,000 Travel Agent Members Worldwide**
GLOBAL VOICE

15 Offices Around the World
Brasil / Alaska / Australasia / Belgium & Luxembourg / Europe / France / Germany / Italy / Netherlands / North America / North Asia / North West & Canada / Southeast Asia / Spain / UK & Ireland
2017 PASSENGER SNAPSHOT

2017 = 25.8 Million Passengers Expected to Cruise

CLIA Global Ocean Cruise Passengers (In Millions)

<table>
<thead>
<tr>
<th>Year</th>
<th>Passengers (Millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>17.8</td>
</tr>
<tr>
<td>2010</td>
<td>19.1</td>
</tr>
<tr>
<td>2011</td>
<td>20.5</td>
</tr>
<tr>
<td>2012</td>
<td>20.9</td>
</tr>
<tr>
<td>2013</td>
<td>21.3</td>
</tr>
<tr>
<td>2014</td>
<td>22.34</td>
</tr>
<tr>
<td>2015</td>
<td>23.19</td>
</tr>
<tr>
<td>2016p</td>
<td>24.7</td>
</tr>
<tr>
<td>2017p</td>
<td>25.8</td>
</tr>
</tbody>
</table>

p = projected
# 2017 NEW SHIPS

26 New Ships on Order (as of December 2016)

**Total Investment of More than $6.8 Billion in New Ocean Vessels in 2017**

<table>
<thead>
<tr>
<th>Year</th>
<th>Ocean</th>
<th>River</th>
<th>Ships Ordered</th>
<th>New Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>13</td>
<td>13</td>
<td>26</td>
<td>30,006</td>
</tr>
<tr>
<td>2018</td>
<td>15</td>
<td>2</td>
<td>17</td>
<td>29,448</td>
</tr>
<tr>
<td>2019</td>
<td>20</td>
<td>2</td>
<td>22</td>
<td>51,824</td>
</tr>
<tr>
<td>2020 – 2026</td>
<td>32</td>
<td>0</td>
<td>32</td>
<td>119,510</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>80</strong></td>
<td><strong>17</strong></td>
<td><strong>97</strong></td>
<td><strong>230,788</strong></td>
</tr>
</tbody>
</table>
Eight Out of Ten

CLIA-Certified Travel Agents Stated They are Expecting an Increase in Sales in 2017 Over Last Year
ECONOMIC IMPACT
2015 GLOBAL ECONOMIC IMPACT

- 23 Million Passengers
- 956,597 Jobs (FT Equivalent Employees)
- $38 Billion Wages + Salaries

$117 Billion Total Output Worldwide
CRUISE PASSENGERS COME FROM AROUND THE WORLD*

Demand for Cruising has **Increased 62%** in the Last Ten Years (2005-2015)

*Represents 2016 total ocean cruise passengers (Millions)
STEADY CRUISE INDUSTRY GROWTH
RISE OF THE RIVER CRUISE

184
River Cruise Ships in 2015

18
New River Cruise Ships on Order for 2017, an Increase of about 7%
MORE SHIPS, MORE OPTIONS

448
Cruise Ships in 2016

26
New Ocean, River and Specialty Ships Scheduled to Debut in 2017
CRUISE SPECIALISTS

Then: 2010
12,000 CLIA Travel Agents

Now: 2016
More than 25,000
CLIA Travel Agents Globally
NEW GENERATION TAKES TO THE WATER

Younger generations—including Millennials and Generation X—will embrace cruise travel more than ever before.
TRAVEL AGENT USE INCREASES

Travel agents will continue to be the matchmakers between travelers and cruise lines in 2017.
RIVER CRUISE DEMAND INCREASES

CLIA Cruise Line Members currently deploy 184 river cruise ships with 13 new river cruise ships on order for 2017, an increase of about 7 percent.
MORE PRIVATE ISLANDS ON CRUISE ITINERARIES

In 2017, cruise lines offer ports on a total of seven private islands.
Interest in ocean cruising is projected to remain strong in 2017 – nearly half (48 percent) of non-cruisers expressed interest in taking an ocean cruise.
DRIVABLE PORT
LOCATIONS IN FAVOR

Cruisers like the convenience and cost of driving to a cruise port.
Several cruise lines feature restaurants and dishes created by famous chefs.
Adventure travel is growing at a record pace and cruise expeditions are seeing the impact.
THANK YOU

For more information, please visit cruising.org/research or contact:

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