

2016

CRUISE INDUSTRY OUTLOOK



Cruise Lines International Association (CLIA)
released the 2016 *State of the Cruise
Industry Outlook*, revealing global cruise travel
is continuing to grow and evolve at a record pace.
The outlook provides a snapshot of the global
cruise industry while also highlighting trends
impacting cruise travel.



Cruise Lines International Association (CLIA) is the

unified global organization

that helps its members succeed by advocating,
educating and promoting for the common interests
of the cruise community.

CLIA Member Community



62 Cruise Lines — ocean, river and specialty cruise lines, representing more than 95 percent of global cruise capacity



275 Executive Partners — key suppliers and cruise line partners, including ports & destinations and ship development, suppliers and business services



20,000 Travel Agencies — includes the largest agencies, hosts, franchises and consortia



30,000 Travel Agent Members



Global Voice

15 OFFICES AROUND THE WORLD

Abremar-Brasil • Alaska • Australasia • Belgium & Luxembourg • Europe • France • Germany • Italy • Netherlands
North America • North Asia • North West & Canada • Southeast Asia • Spain • UK & Ireland

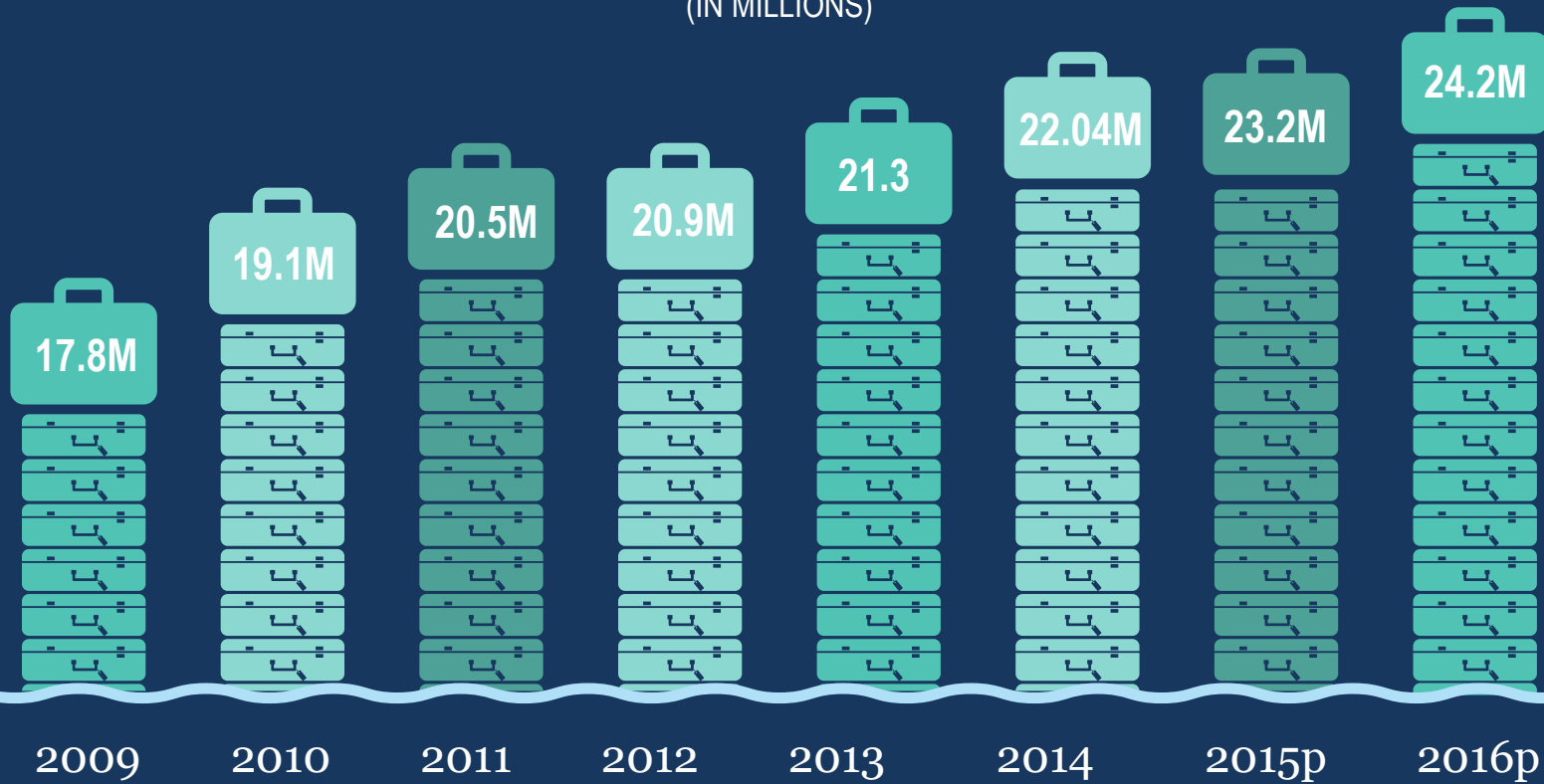
2016 Cruise Industry Outlook



2016 Passenger Capacity Snapshot

2016 = 24 Million Passengers Expected to Cruise

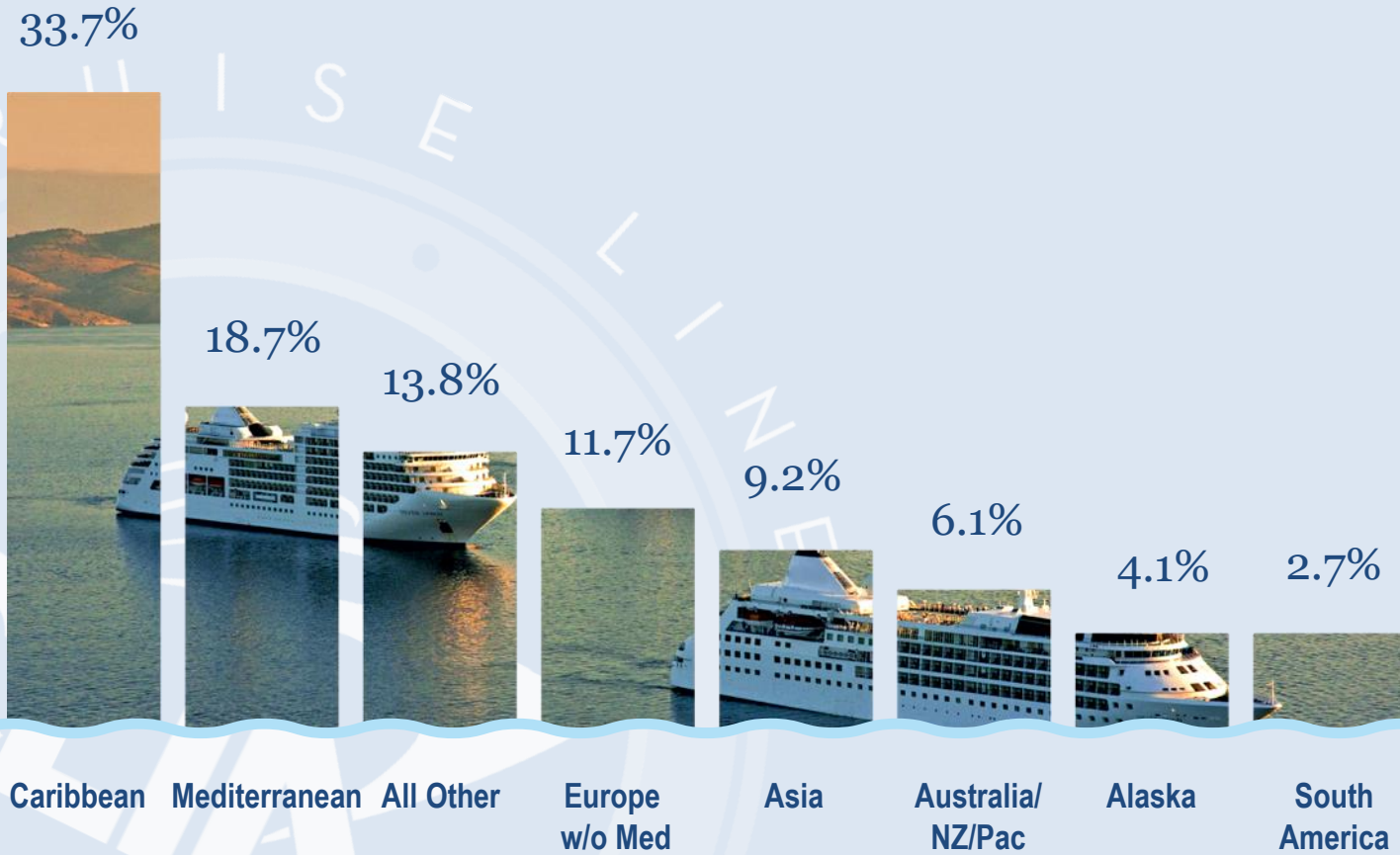
CLIA GLOBAL OCEAN CRUISE PASSENGERS (IN MILLIONS)



p = projected

Regional Deployment

2016 Cruise Line Deployment, by Region – % ALBD*



Translating to Bookings



Eight Out of Ten

**CLIA-MEMBER TRAVEL AGENTS STATED THEY ARE EXPECTING
AN INCREASE IN SALES IN 2016 OVER LAST YEAR**

Cruise Travel Outpaces General Leisure Travel

*Between 2008 and 2014, cruise travel outpaced
general leisure travel in the U.S. by 22%.*



2008



2014

Economic Impact



2014 Global Economic Impact

22.04
Million

PASSENGERS

939,232
Jobs

\$39.3
Billion

WAGES + SALARIES

\$134.72

AVERAGE DAILY
PASSENGER SPENDING

\$119.9 Billion

TOTAL ECONOMIC IMPACT



DEMAND FOR CRUISING HAS **INCREASED 68%** IN THE LAST TEN YEARS



Evolution

OF THE CRUISE INDUSTRY

Rise of the River Cruise



18

**NEW RIVER CRUISE
SHIPS ON ORDER FOR
2016, AN INCREASE
OF MORE THAN 10%**

More Ships, More Options

2015 = **448**
CRUISE SHIPS

27 NEW OCEAN, RIVER
AND SPECIALTY
SHIPS SCHEDULED
TO DEBUT IN 2016





Asia is On the Map

ASIA 2015 =

2.2 MILLION PASSENGER CAPACITY

G'Day for a Cruise

Total Passenger Numbers

2004

158,415

2014

1,003,256

In ten years, Australia's cruise passengers have grown more than six-fold



Cruise Specialists

More than 30,000
CLIA member travel
professionals globally

12,000
CLIA member travel
professionals



Then: 2010



Now: 2016

A photograph of a cruise ship deck. In the foreground, the legs and feet of two people are visible as they relax on lounge chairs. The person on the left is wearing blue shorts and is reading a book. The person on the right is wearing white shorts. The deck is painted a vibrant blue with a speckled pattern. Above the deck, there is a white railing with a wooden handrail. The background shows the dark blue ocean with white-capped waves. The text "2016 CRUISE INDUSTRY Trend Outlook" is overlaid in white on the blue deck area.

2016 CRUISE INDUSTRY **Trend Outlook**



Connectivity and Cruising

The cruise industry has made staying connected while traveling a priority.



A Love for Luxe

The desire for luxury travel continues to rise on cruise ships.



Brands at Sea

Cruise lines are partnering with big brands to leverage cross-promotional opportunities.

A photograph of a man in a white shirt and patterned shorts playing mini-golf on a ship's deck. The deck is covered in artificial green grass. In the background, other passengers are sitting at tables under a large overhang. The sky is blue with scattered white clouds. The text "Ships Are the Destination" is overlaid in white serif font.

Ships Are the Destination

Unprecedented onboard experiences and amenities - from Broadway productions and designer shops to zip lining, golf and bumper cars.



Stay the Night

Overnight stays at ports of call are increasing.

A young boy in a blue long-sleeved shirt is leaning over a chessboard, moving a piece. An older man with grey hair and a mustache, wearing a watch, is sitting across from him, looking intently at the board with his hands clasped. The background is a bright, out-of-focus window.

Grand(Parent) Travel Experience

Intergenerational cruising is increasing in popularity as cruise amenities designed to satisfy every age from tween to seniors.



Cruise Volunteerism

More volunteer cruising options available in 2016.



Culturally Customized

Cruise ships designed to appeal to passengers cultures and pay homage to ports of calls.

Thank You

For more information, please visit Cruising.org or contact Sarah Kennedy at 202-759-9313 or skennedy@cruisingorg

