

Cruises - US - December 2019

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"In 2018, the global cruise industry earned an estimated \$4.56 billion (a 4.6% increase over 2017) and carried an estimated 26 million annualized passengers. River cruising has become more popular over the last few years."

– **Mike Gallinari, Travel & Leisure Analyst**

This report looks at the following areas:

It is poised to become even more popular as travelers realize how their itineraries, with multiple destinations and increasingly immersive shoreline experiences, dovetail with current overall travel trends. Meanwhile, ocean cruise ships are modernizing their on-board offerings with eye-popping rides, quality dining experiences and activities that fit the tastes of a younger consumer set that is keen on the prospect of cruising. Of course, the industry will have to also find solutions to the environmental issues they cause as travelers, especially younger ones, are more attuned to cruising's effect on the planet.

- **Young adults (aged 25-34) are the group most likely to have a cruise planned for 2020 (river or ocean).**
- **All-inclusive cruise packages are popular, but the cost of getting to ports is a hurdle for consumers.**
- **Cruise lines need to take environmental concerns more seriously.**

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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2025

2030

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