

L'industrie de la croisière croît plus vite que le tourisme dans le monde

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The world cruise industry continues to experience above-average growth. Thus, it is assumed that the industry will, in 2013, earn about 36.2 billion U.S. dollars, an increase of 4.5 percent on the previous year.

The number of passengers on cruise ships is expected to grow by 3.3 percent to 20.9 million people. Thus, the cruise industry continues to experience stronger growth than international tourism. The IPK International's World Travel Monitor shows that in a year, international arrivals will grow by 2-3 percent, while the UNWTO says 3-4 percent is possible. Last year was 1.035 million for the first time with more than a billion people travelling abroad.

Two Giants on the Top

The worldwide cruise cake is dominated by two U.S. giants: Carnival Cruise Lines (CCL) and Royal Caribbean Cruises (RCL). CCL has a market share of 48.4 percent in terms of passengers while RCL's share comes to 23.3 percent. Together they hold nearly three-quarters of the total cruise market (71.7 percent).

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