

U.S. Cruise Industry Saw Continued Growth, Economic Contributions in 2013 Cruise Lines Contributed \$44 Billion to U.S. Economy

Washington, DC — September 15, 2014 —

New data released by the Cruise Lines International Association (CLIA) show that the North American cruise industry continued to expand in 2013, generating employment, income, and other economic benefits throughout the U.S. economy.

“Taking a cruise is hands down one of the best vacation values available today for consumers,” said Christine Duffy, CLIA President and CEO. “This study shows the cruise industry is also an important economic contributor, supporting businesses and jobs across America, from travel agents who help their clients select from a diverse array of exciting cruise choices, to the businesses in every state that provide products and services to cruise lines.”

Ms. Duffy noted that on a global basis, over the ten years from 2003 to 2013, demand for cruising worldwide has increased 77 percent, from 12 million to 21.3 million passengers. Globally, cruise industry expenditures generated \$117 billion in total output, requiring 891,009 full-time equivalent employees who earned \$38.47 billion in income.

The independent report commissioned by CLIA from Business Research and Economic Advisers (BREA), *The Contribution of the North American Cruise Industry to the U.S. Economy in 2013*, found that:

- Total contributions of the cruise industry to the U.S. economy in 2013 reached a record \$44.1 billion
- The cruise industry supported 363,133 U.S. jobs, in every state, paying wages of \$18.3 billion
- Nearly 10 million cruise passengers embarked at U.S. ports, representing 57% of the North American cruise industry's global embarkations
- U.S.-based direct spending by cruise lines, passengers, and crew totaled \$20.1 billion, nearly double expenditures made in 2000
- Nearly 70% of the cruise industry's non-wage expenditures were made with U.S.-based businesses

The BREA study found that the positive impacts of the cruise industry are found in every state, ranging from 3,227 jobs and \$138 million in direct purchases in Missouri, to more than 140,400 jobs and over \$7.3 billion in direct purchases in Florida.

Écrit par merchid.berger@finances.gouv.fr (Merchid BERGER)

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The top 10 U.S. cruise ports accounted for 86 percent of embarkations. Florida remains the center of cruising in the United States, with its five cruise ports accounting for nearly 62 percent of all U.S. embarkations in 2013. California, Texas, and New York each had more than 600,000 embarkations.

Other findings from the 2013 U.S. report include:

- Peach State residents are among the U.S.' biggest cruise fans, with 239,000 Georgians enjoying a cruise last year.
- Nearly one million cruise passengers visited Alaska, supporting jobs for 18,938 Alaskans with \$866 million in wages via \$993 million in direct expenditures.
- 335,000 passengers and crew visited Massachusetts, generating \$491 million in direct spending and 7,876 jobs.

An [executive summary](#) , [infographic](#) and the [full BREA U.S. study](#) , with data for every state, are available online at www.cruising.org

A copy of BREA's [global cruise industry economic impact report](#) is also available on the [Cruising.org market Research page](#)

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