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## The State of the Cruise Industry in 2009: Well-Positioned for Challenging Times

With New Ships, Ports, Destinations and Cruises in All Price Categories, CLIA Member Lines Poised to Offer Unique Value

FORT LAUDERDALE, Fla., Jan. 14 /PRNewswire/ -- With a track record of continued growth, the North American cruise industry is well-positioned to take on the global economic challenges of 2009. Sparked by new ships, ports, and destinations as well as innovative shipboard experiences, and a deep rooted popularity for cruising, Cruise Lines International Association (CLIA) members will continue to offer incredible value across the entire spectrum of cruise vacations, in all price categories.

"There is no doubt that 2009 represents an uncertain environment, not only for CLIA members but for all industries and consumers alike. However, CLIA members are confident that they will weather the challenges and emerge stronger than ever, as they have before. This is an industry that plans ahead and invests in the future, as evidenced by the impressive number of new ships on order through 2012, and one that will contribute positively to the country's economic revival," said Terry L. Dale, CLIA's president and CEO. "The remarkable diversity and variety of cruises give consumers a unique opportunity to find a vacation that fits their budget even during these economic downturns and we expect that North Americans, Europeans and travelers from all over the world will respond positively."

### Industry Growth and Economic Impact

Since 1980 to the present, a period that encompasses a number of economic downturns as well as international crises, the average annualized growth of the North American cruise industry stands at 7.4 percent. An estimated 13.2 million travelers cruised in 2008, up from 12.56 million in 2007. As compared with the CLIA member line passenger volumes of 7.2 million in 2000, annual passenger volume has increased 79% in the past eight years. North Americans accounted for 10.15 million passengers in 2007 and the number of internationally sourced cruise guests is growing dramatically year over year. Through the third quarter of 2008, CLIA lines saw a 30 percent annual increase in international passengers, and year-end estimates are that 3.05 million internationally sourced guests will sail on a CLIA member cruise line representing 23% of CLIA's global cruisers. CLIA further estimates that in 2009, 13.5 million people will cruise, an increase of 2.3 percent.

At the same time, the North American cruise industry continues to make a significant contribution to the American economy, posting more than a six percent economic impact growth rate (2007 over 2006). The cruise industry generated \$38 billion in total U.S. economic output in 2007, the latest figures available. The industry is generating business development and investment, job creation and spending in all 50 states, creating more than 350,000 jobs nationwide in 2007 alone. Direct spending in the U.S. in 2007 on goods and services was more than 18 billion dollars, a 5.9 percent increase over 2006.

According to CLIA's 2008 Cruise Market Profile, almost 34 million Americans intend to take a cruise within the next three years. More than 94 percent of all cruisers rate their cruise experience as satisfying with 44 percent claiming the highest "Extremely Satisfying" ranking making a cruise among the very best in meeting and exceeding guest expectations. Although the global economic crisis may have an impact on consumer intentions, these statistics give the cruise industry confidence that demand for cruising will continue to be strong, according to Dale.

### New ships

In 2009, the CLIA fleet will welcome 14 new vessels, at a total cost of \$4.8 billion USD ranging in size from 82 passengers to 5,400 passengers and offering a wide range of cruise experiences including coastal and river voyages, Caribbean and European itineraries and journeys to all parts of the world. The new ships include:

- American Cruise Line: Independence, 104 passengers (August)
- AMAWATERWAYS: ms Amadolce, 148 passengers (April) and ms Amalrya, 148 passengers (late 2009)
- Carnival Cruise Line: Carnival Dream, 3,646 passengers (September)
- Celebrity Cruises: Celebrity Equinox, 2,850 passengers (summer)
- Costa Cruises: Costa Luminosa, 2,260 passengers (June) and Costa Pacifica, 3,000 passengers (June)
- MSC Cruises: MSC Splendida, 3,300 passengers (July)
- Pearl Seas Cruises: Pearl Mist, 210 passengers (July)
- Royal Caribbean International: Oasis of the Seas, 5,400 passengers (autumn)
- Seabourn Cruise Line: Seabourn Odyssey, 450 passengers (June)
- Silversea Cruises: Silver Spirit, 540 passengers (November)
- Uniworld Boutique River Cruise Collection: River Beatrice, 160 passengers (March) and River Tosca, 82 passengers (April)