



# Cruise Tourism & Destination Stewardship

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# Cruising is Thriving Worldwide

- 34.6 million ocean cruise passengers last year
- Strong growth in first-time and younger cruisers
- Intent to cruise remains at high levels
- A small segment with a large global impact



# A Cleaner, Smarter Global Fleet

- 81 new ships on order through 2036 (US\$70B)
- Focus on LNG, methanol, biofuels & hybrid tech
- Net-zero emissions by 2050 is the industry's goal
- Cruise ships among the cleanest vessels at sea
- Industry investing in cleaner energy & port partnerships
- Advocacy for sustainable infrastructure investment



# Responsible Cruise Tourism

- Destination Stewardship: supporting long-term sustainability
- Community Collaboration: aligning with local goals
- Cultural Respect & Economic Contribution
- Environmental Care & Transparent Governance



# A Managed Tourism Model

- Itineraries set 2+ years in advance
- Allows coordination with destinations
- Avoids pressure points and overcrowding
- Enables community-informed tourism



# Working With Communities

- Partnership Is Essential
- Tourism aligned with local priorities
- Advance planning enables collaboration
- Stakeholder engagement is key
- Balance visitor flow with community needs





## Supporting Regional & Coastal Economies

- Up to 100% local provisioning in some destinations
- Jobs across transport, hospitality, retail & supply chains
- Meaningful spend from guests, crew & cruise lines
- Focus on ensuring benefits stay in the community





# Respecting Culture

- Tourism must be community-led and collaborative
- Cruise can be a positive force: economic, cultural, environmental
- Shared planning yields resilient, proud, thriving destinations
- Together, we shape a tourism model that uplifts people and place



# Balanced Tourism

- Supports cultural exchange and resilience
- Builds economic opportunities in remote areas
- Strengthens Indigenous and local traditions
- Attracts and retains younger generations





# Stewardship for the Future

- Cruise success depends on partnerships ashore
- Managed tourism can be a positive force
- Shared planning builds stronger destinations
- Together, we protect people, place, and planet





**Thank You**

[www.cruising.org](http://www.cruising.org)