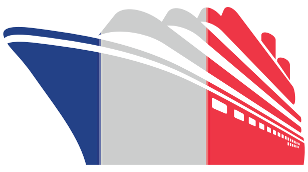
European passenger sourcing by numbers

The **German** cruise industry **beat its goal in 2016**, with a total of 2.02 million guests going on a cruise, compared with 1.81 million passengers in 2015, representing **a growth rate of 11.3%.**

2.02 million

Italian passenger numbers decreased by 7% in 2016 compared to a year earlier, accounting for 751,000. The favourite destination for Italians remains the Med, with **74% of passengers** choosing this area.

-7%



The average duration of a cruise for the **French** market remains unchanged at 7.8 nights, **representing 4.45 million overnight stays in 2016** (against 4.825 million in 2015). With a penetration rate of 0.9%, the growth prospect of the French cruise market is among the best in Europe.

4.45 million

Spain experienced robust growth in 2016 (an **increase of 4%** in cruise passengers), consolidating the recovery trend that started the previous year. This was mostly due to the improvement in disposable income for many Spanish households after years of recession.

+4%

The UK and Ireland ocean cruise market **had another record year** in 2016 with growth of 5.6% - the second highest annual rise in the last six years, bringing the total to almost 1.9 million passengers.

1.9 million

The **Belgian cruise market rallied in 2016 with 4% growth** after a significant fall of 10% in 2015.

+4%

The **Finnish** market **increased by 10% in 2016** as the market continued its recovery from its collapse in 2014 when Kristina Cruises exited the market. In 2016, most of the main destination trades grew with the exception of Northern Europe and Atlantic Islands which decreased by 3% and 9% respectively.

+10%

*Source: CLIA (Cruise Lines International) 2016 Statistics & Markets Europe Report

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You can learn about the Future of the Cruise Industry in Europe at Seatrade Europe in Hamburg this September. Click here to find out more.