

CRUISES & SIGHTSEEING TRAVEL MARKET

REFERENCE GUIDE

Facts about the Cruises Travel Market

- Annual cruise industry revenue for the U.S. economy is \$38 billion. (Source: American Association of Port Authorities 2014)
- 24 million people expected to embark on a cruise in 2016. ([CLIA 2016 Cruise Industry Report](#))
- North America has the world's biggest cruise market. (CLIA 2014 Cruise Industry Report)
- 1.8 million 18-year-olds and under sailed with their families. (Source: American Association of Port Authorities 2014)
- The Caribbean has the largest cruise line deployment with 33.7% of ship placements. (Source: [CLIA 2016 Cruise Industry Report](#))
- 36 percent of Americans participated in recreational boating at least once during the year. (2013 Recreational Boating Statistical Abstract)
- 201 million paddling outings take place each year including rafting, kayaking and canoeing. (Source: 2013 Special Report on Paddlesports)
- Between 2008 and 2014, cruise travel outpaced general leisure travel in the US by 22%. (Source: [CLIA 2016 Cruise Industry Report](#))
- River Cruising is increasing with 18 new river cruise ships on order for 2016, an increase of more than 10%. (Source: [CLIA 2016 Cruise Industry Report](#))

Types of Cruise & Sightseeing Boat Tour Experiences

- Ocean cruises
- River cruises
- Harbor cruises
- Lake cruises
- Dining and sunset cruises
- Jet boating
- Speed boat adventures
- Wildlife cruises
- River rafting
- Float trips
- Airboating
- Small-ship cruises
- Barge cruises
- Yachting
- Charter boat tours
- Tall ships and sailing adventures
- Water sports and activities



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For more information, contact our dedicated Tour Operator Desk at 866.584.9758. Not registered to sell Norwegian? Simply contact Jodi Ann Danyluk at jdanyluk@ncl.com



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As Seen in Courier

[Courier's Sightseeing Rail Guide](#) March 2017

[Courier's Cruising Guide](#) February 2017

[Courier Magazine's 2017 Distinguished Dozen: Big Ship or River Cruising Company and Sightseeing Tours](#) Feb. 2017

[Share your spirit in the Dominican Republic](#) December 2016

[Navigate the river roads of Europe](#) October 2016

[Worldwide Adventures India adds new river cruise, cloth tour](#) July 2016

[Pacific Northwest... Whales and ales in Washington's San Juan Islands](#) July 2016

[City Spotlight: New York City... See the Sights](#) March 2016

[Sightseeing, Fam Tours Offer a Sampling of Local Culture](#) March 2016

[Courier's 2016 Cruising Guide](#) February 2016

[Sightseeing Cruises in Ontario and Québec](#) Aug. 2015

[The World of Faith-based Cruising](#) July 2015

[The Rhythm of the Sea](#) June 2015

[The Ever-changing Waters of River Cruising](#) Feb. 2015

[NTA's 2015 Guide to Cruising Members](#) Feb. 2015

[Courier Magazine's 2015 Distinguished Dozen Awards: Favorite Sightseeing Cruise Company](#) Jan. 2015

[Courier Magazine's 2015 Distinguished Dozen Awards: Favorite Big Ship/River Cruising Company](#) Jan. 2015

Notables about NTA Members

- Uniworld Boutique River Cruise Collection has won numerous awards such as Favorite River Cruise Line, Top River Ships, Best in Cruise Ships—River Cruising and Best Onboard Dining (River Cruise).
- Norwegian Cruise Line has earned top accolades from Travel + Leisure, World Travel Awards, Condé Nast Traveller, Cruise Critic, Family Circle, Travel Weekly and many others.
- The American Queen Steamboat Company is home to the largest steamboat ever built, the American Queen.
- The New Orleans Steamboat Company operates the last authentic steamboat on the Mississippi River. • Hornblower Cruises & Events owns the three largest dining yachts on the West Coast.
- Showboat Brandon Belle voted Best Dinner Show in Branson.



Media Releases

TBD

NTA and the Cruises & Sightseeing Travel Market

50% of NTA tour operators offer cruise, boating or water-based experiences on their itineraries.

Why Join NTA?

With members in more than 40 countries, NTA is the leading business-building association for travel professionals interested in the North American market—inbound, outbound and within the continent.

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