

Understanding the Cruise Sector

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A growing market

- 57 UK ports welcomed a cruise ship in 2024 with over 2,500 calls
- 134 ships to UK – 1/3 of the world's ocean-going fleet
- 1.6m embarked a cruise ship from the UK last year – record year with 9.9% growth
- 2m transit passengers worth an estimated £80 every time they step ashore
- For English Heritage it accounts for approx. 12% of group business (up 5% on 2019/20)

Key players

- Intercruises
- European Cruise Services
- Communications & Destinations
- Excursions Ltd
- Ports
- Specialist Cruise Tour operators & DMCs (e.g. C&K & I/Friends)
- Cruise Britain



Considerations

- Large volumes
- Lead times
- Restricted timings (ports and itineraries)
- Cancellations if port / weather issues
- Iconic bucket list sites
- Hard to influence itineraries
- Easy access but not too close to port

Opportunities

- Target and influence pre/post cruise tour operators
- Investigate new sector group and collaboration with wider industry eg. Great West Way, Visit Kent, Cruise Britain etc.

