

1.45 million

Australians cruised in 2025

Australians set new cruise record

The number of Australians taking holidays at sea reached a new record in 2025, increasing 9.5% to 1.45 million people. This result builds on the 1.32 million recorded during 2024 and exceeds the previous high of 1.35 million set in 2018.

CLIA's latest figures confirm the increasing demand for cruising by Australians and are in line with growth being experienced globally. They show a continuing preference for cruising within the local region, which has grown despite falling ship deployment. A trend towards shorter local itineraries has resulted in more departures carrying a greater number of Australian cruise guests.

At the same time, the portion of Australians sailing in long-haul destinations has continued to increase as more travellers opt to fly overseas to cruise.

Key trends



Fly-cruise continues to grow

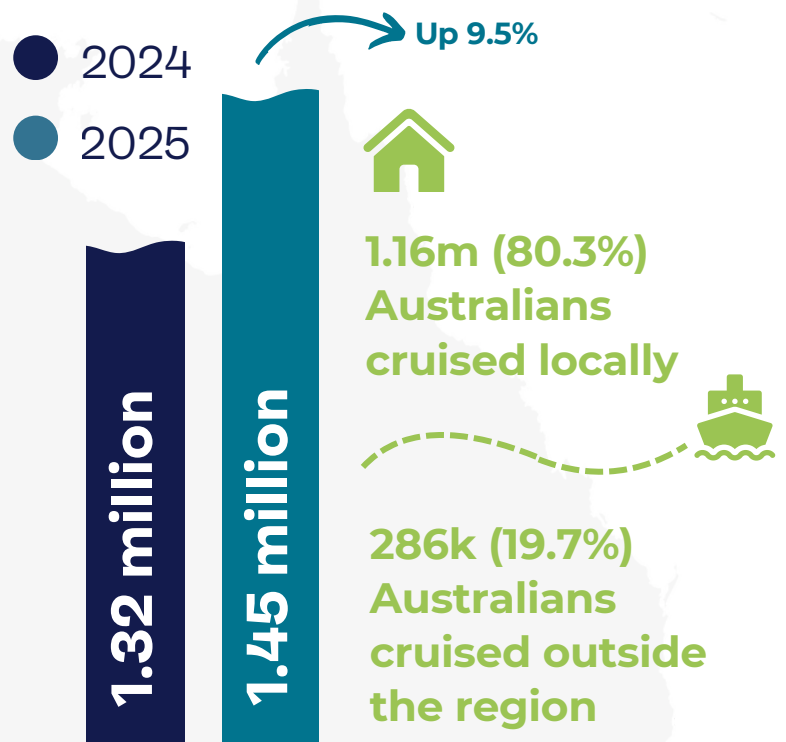


Demand for local cruising remains strong



Shorter itineraries lift growth

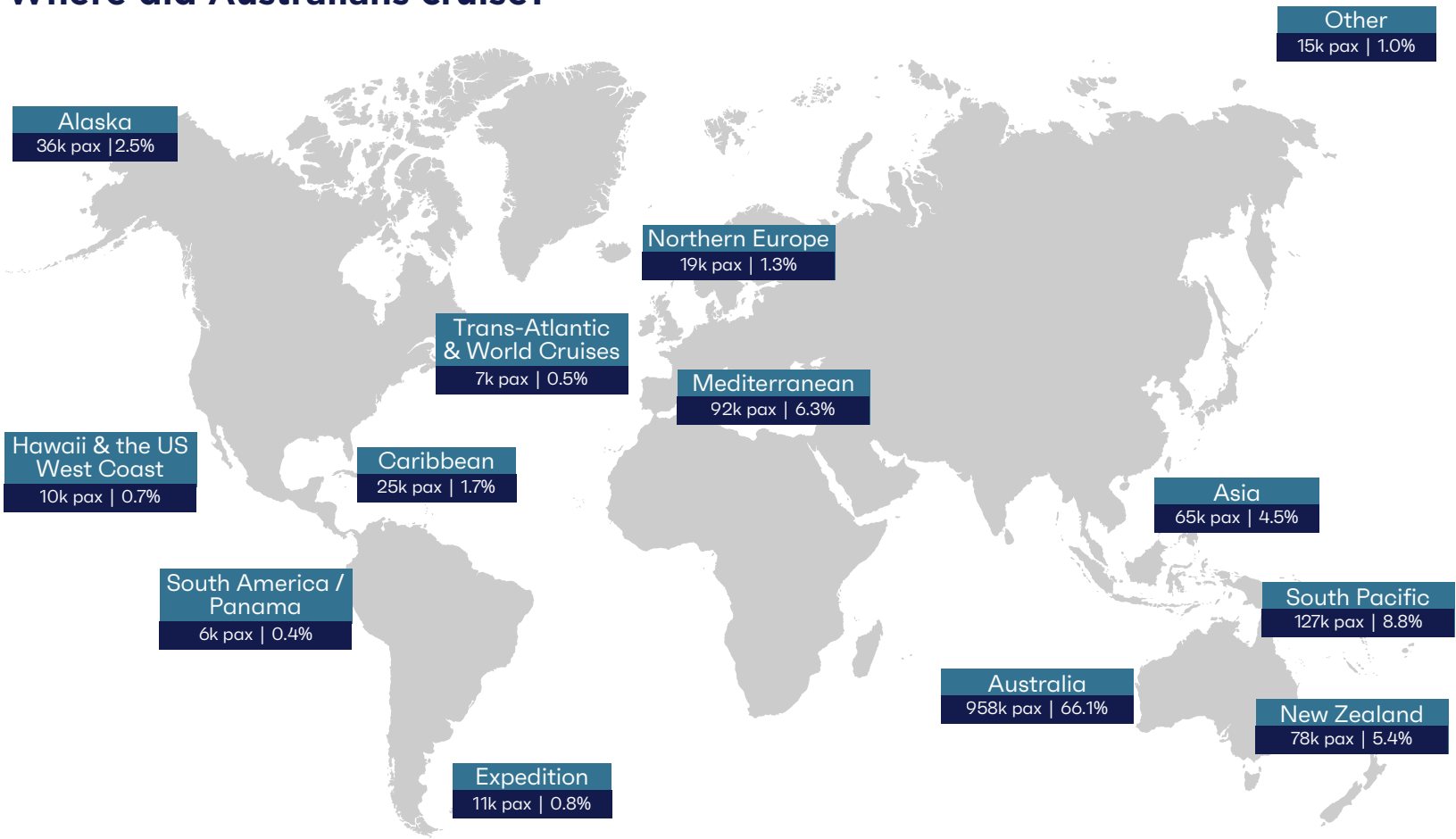
Australians Cruising



Demand for local cruising rises

A majority of Australian cruisers (80.3%) sailed within Australia, New Zealand and the South Pacific, where numbers rose 8% to reach 1.16 million. High levels of domestic cruise choices with shorter itineraries resulted in a 23.5% increase in the number of Australians cruising solely within Australia, totalling 958,000.

Where did Australians cruise?

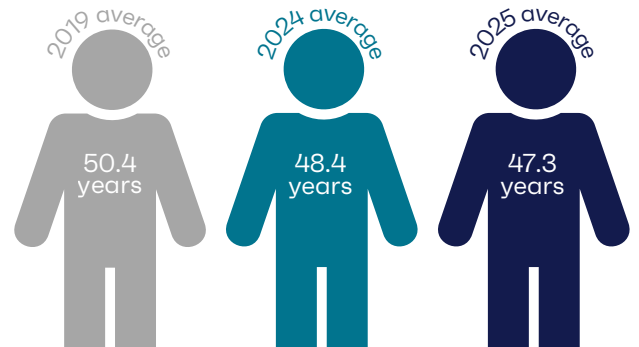


Most Australians continued to sail within the local region (Australia, New Zealand and the South Pacific). However, with reduced local options and greater choices internationally, the portion who chose to fly overseas to cruise rose from 18.5% in 2024 to 19.7% in 2025. A total of 286,000 Australians cruised in long-haul destinations in 2025, an increase of 17%.

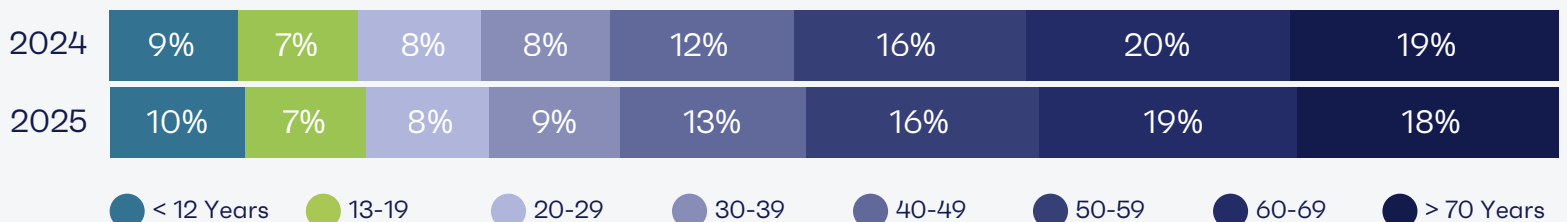
The Mediterranean was the most popular cruise destination outside the local region, followed by Asia, Alaska, the Caribbean, Northern Europe, Hawaii and the US West Coast, and South America/Panama.

Australian cruise passenger age groups

The average age of an Australian cruise passenger in 2025 was 47.3 years, down from 48.4 the previous year. This continues a long-term global trend as cruise lines attract younger generations. More than one third of Australian cruisers (34.2%) were aged under 40 in 2025.



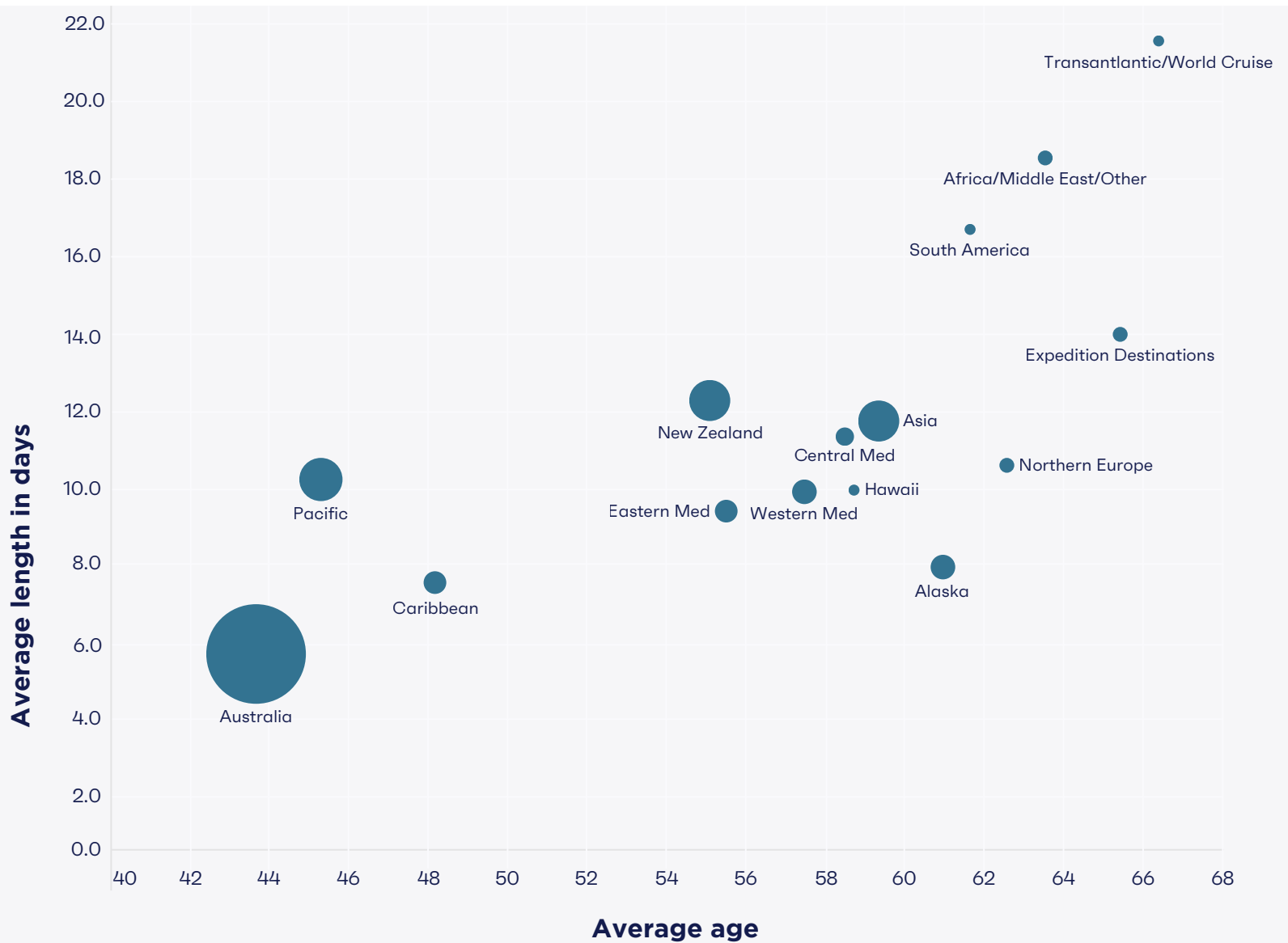
% by age range



Cruise itinerary duration

The average duration of an ocean cruise taken by Australians was 7.5 days in 2025, down from 8.0 days in 2024. This reflects the increase in popular short-break options offered by cruise lines. The age of guests continues to influence the duration and destination of the cruises they choose. Younger travellers favour shorter itineraries close-to-home, while older travellers are more likely to choose longer itineraries in fly-cruise destinations in Europe, Asia and Alaska.

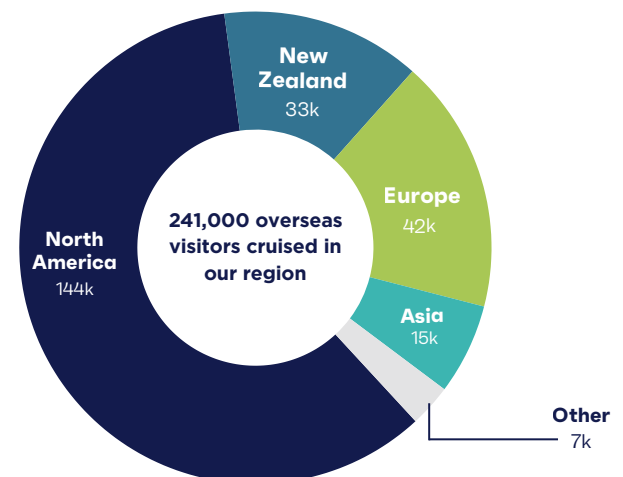
Average age and cruise length by trade route



Who cruised in our region

The number of overseas visitors who cruised in Australia, New Zealand and the South Pacific was 241,000 during 2025.

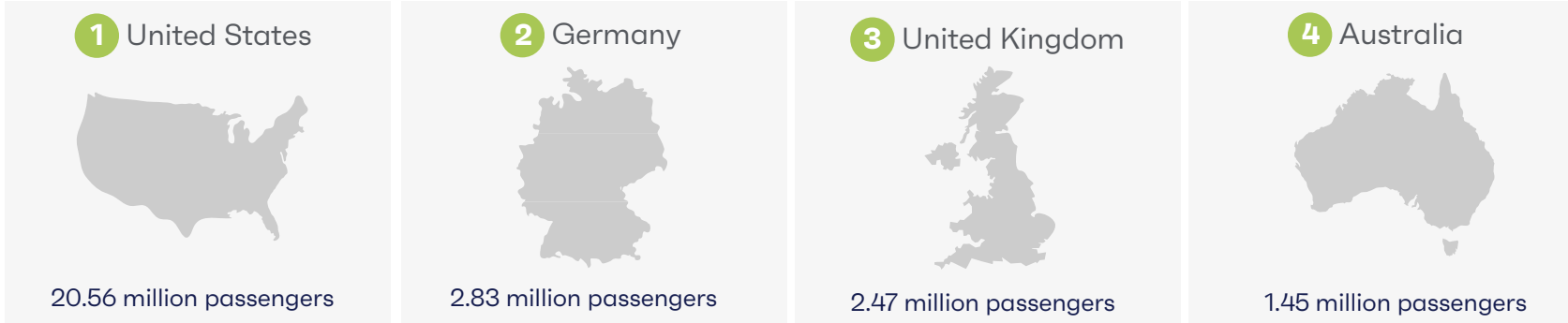
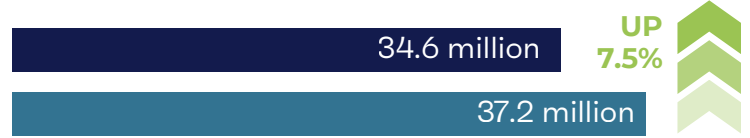
The largest portion of overseas visitors came from North America (144,000), followed by Europe (42,000), New Zealand (33,000), and Asia (15,000).



The world perspective

Global cruise tourism achieved another record in 2025, reaching a total of 37.2 million passengers, a 7.5% increase on the previous record of 2024.

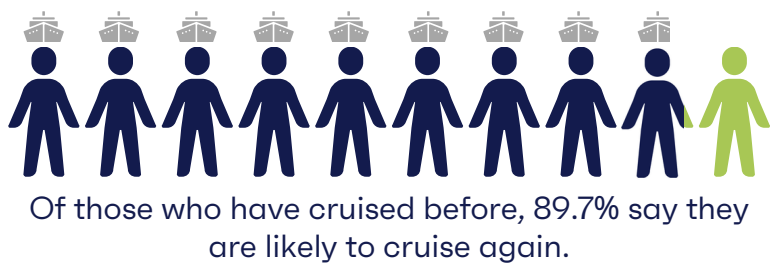
Global passengers ● 2024 ● 2025



Australia remained the world’s fourth-largest cruise source market in 2025, ahead of Canada (1.27 million) and Italy (1.12 million). Although China has yet to regain its previous place as the fourth-largest cruise market, it experienced strong growth of 16% to record 1.08 million passengers in 2025.

CLIA forecasts show a continuing increase in global passenger numbers over coming years, including 38.3 million in 2026, rising to 42.1 million in 2029.

The outlook is supported by rising strength in consumer sentiment worldwide.



Future potential

CLIA’s global forecasts show strong passenger growth, with record numbers expected internationally in 2026 and through to the end of the decade. This is in line with positive consumer sentiment and increasing capacity at the global level.

In Australia, local deployment has declined and several notable brands have left the region, highlighting the industry’s warnings that regulatory uncertainties and high costs are impacting the country’s competitiveness. CLIA and cruise lines continue to engage closely with governments at the state and national level to achieve more positive settings. Despite these local challenges, cruising continues to deliver significant economic value across the region, and demand among Australian consumers remains strong. The opportunity is clear, but realising it will depend on restoring a competitive, stable policy environment that supports long-term deployment and investment.