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## **Cruise the Great Lakes Forecasts Continued Growth in 2025**

*Over 150,000 passenger visits expected, maintaining long-term upward trend*

(CHICAGO, IL) - Cruise the Great Lakes, the region's cruise marketing program, announced today its forecast for the 2025 cruising season. An increase over 2024, the 2025 season continues the long-term growth of Great Lakes cruising, delivering more passengers, port visits, and economic impact on large and small regional destinations.

### **Passenger visits**

In 2025, Great Lakes cruises are projected to welcome over 22,000 individual passengers, representing a nearly 10% increase from 2024. With more than 700 port visits planned—up nearly 30% from last year—the total number of cruise passenger visits across the region is estimated to exceed 150,000.

### **Economic impact**

The economic impact of cruising on the Great Lakes is expected to exceed USD \$230 million in 2025, reflecting a 15% increase from 2024. More passengers, more port visits, higher shoreside spending, and a rising price premium for Great Lakes cruises are critical drivers of this growth. The ongoing expansion of Great Lakes cruising continues to bring significant economic benefits to both large and small port communities throughout the region.

### **Ships**

2025 marks the return of Victory Cruise Lines to the Great Lakes, highlighting the increasing variety of vessels navigating the region. Cruise lines scheduled to operate on the Great Lakes in 2025 include Pearl Seas, Viking, St. Lawrence Cruise Lines, Ponant, Hapag-Lloyd, and Victory.

“As we look to 2025, we’re excited to see continued growth in the Great Lakes cruise sector,” said **Cathleen Domanico, Tourism Director of Cruise the Great Lakes**. “We forecast this upcoming season to be even stronger than 2024, both in terms of passenger numbers and economic impact, which underscores the appeal of cruising in the Great Lakes.”

“The beauty and diversity of our region continue to attract visitors from around the world,” said **Anne Sayers, Secretary of the Wisconsin Department of Tourism and Chair of Cruise the Great Lakes**. “With more ships and ports on the itinerary, the positive economic contributions of Great Lakes cruising will continue to be felt across the region.”

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**About Cruise the Great Lakes**

[www.cruisethegreatlakes.com](http://www.cruisethegreatlakes.com)

Cruise the Great Lakes is the region's cruise marketing program focused on attracting more passengers. It is a forum to bring together the States, Provinces, cruise lines, ports, convention and visitors bureaus, chambers of commerce, associations, and others to work toward shared goals.