

## Over £1 billion generated for Southampton from its booming cruise industry

2024 was another bumper year for cruise industry activity at ABP Southampton, officially Northern Europe's number one cruise turnaround port and the UK's leading cruise port.

The Port of Southampton welcomed 3 million passengers, surpassing the record set in 2023, and contributed over £1 billion to the local and regional economy.

Each cruise call is a substantial economic boost to the city of Southampton and the surrounding Solent economy through a combination of local employment, usage of local goods and services, and the spending of passengers and crew.

Rebekah Keeler, Cruise Strategy Manager, ABP said: "We are proud to have the capability, infrastructure, and partnerships in place to facilitate this incredible economic value for our city. We continue to see global cruise sector growth, and Southampton leads the way for the UK and Northern Europe."

The Port was also rated highest on passenger reviews at a prestigious industry awards ceremony. Environmentally, it was a record year, with more cruise vessels than ever using Southampton's sector-leading shore power facilities.

The Port of Southampton was awarded the Best UK Departure Port for 2024 at the Cruise Critic Awards. This recognition is based on passenger reviews, which highlight the Port's efficient embarkation and debarkation processes, convenient parking options, prime location, and available activities in the city.

It was also a record year environmentally, with a 50% increase in cruise vessels using Southampton's sector-leading shore power facilities, enabling zero emissions at berth. ABP wants to expand its shore power offering in Southampton and is working with local authorities and the National Grid to achieve this.

Southampton is an established cruise hub, supporting 85% of the UK cruise market. The Port offers leading expertise in cruise operations, fuel bunkering, cruise waste services, ground handling, and stevedoring, all of which contribute to an efficient cruise turnaround and continued growth. Southampton is a prime location with good connectivity to major road and rail links and is easily accessible to accommodate Transatlantic and European cruise calls.