

# Global Marine Tourism Competitive Landscape Professional Research Report 2025

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## Abstracts

### Market Overview

According to DIResearch's in-depth investigation and research, the global Marine Tourism market size will reach 94,845 Million USD in 2025 and is projected to reach 149,533 Million USD by 2032, with a CAGR of 6.72% (2025-2032). Notably, the China Marine Tourism market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

### Research Summary

Marine tourism, also known as maritime tourism or nautical tourism, refers to travel and recreational activities that are centered around coastal areas, oceans, rivers, and other bodies of water. It involves various activities and experiences designed to explore and enjoy the marine environment. Marine tourism encompasses a wide range of pursuits, including cruising, yachting, sailing, fishing, scuba diving, snorkeling, wildlife watching, water sports, and visiting coastal destinations. It offers opportunities to experience the beauty of marine ecosystems, appreciate diverse marine life, engage in water-based adventure, and relax on idyllic beaches. Marine tourism destinations often feature attractions such as coral reefs, marine parks, historic shipwrecks, coastal resorts, and cultural sites. This form of tourism not only provides recreational enjoyment but also contributes to the local economy, supports conservation efforts, and raises awareness about the importance of marine environments and sustainable practices.

The major global suppliers of Marine Tourism include Carnival Corporation, Royal Caribbean, Norwegian Cruise Lines, MSC Cruises, Genting Hong Kong, Disney Cruise,

Silversea Cruises (Royal), Dream Yacht Charter, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Marine Tourism. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major suppliers, as well as the market status and trends of different product types and applications in the global Marine Tourism market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Marine Tourism market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Marine Tourism industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Suppliers of Marine Tourism Include:

Carnival Corporation

Royal Caribbean

Norwegian Cruise Lines

MSC Cruises

Genting Hong Kong

Disney Cruise

Silversea Cruises (Royal)

Dream Yacht Charter

Marine Tourism Product Segment Include:

Cruise Tourism

Yachting and Sailing Tourism

Others

Marine Tourism Product Application Include:

Passenger Tickets Service

Onboard and Other Service

## **Chapter Scope**

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