

## 2026 cruise season due to start as Isle of Man builds on record-breaking year

Visit Isle of Man is preparing for the start of the 2026 cruise season, building on the momentum of a record-breaking year for cruise tourism in 2025 and continued growth in the Island's cruise sector.

The Isle of Man welcomed 26,357 cruise passengers in 2025, the highest number on record, generating an estimated £2.3 million in visitor spend and reinforcing the Island's growing appeal as a valued cruise destination within the British Isles.

Looking ahead, 45 cruise calls are currently scheduled for the 2026 season, including seven maiden visits. The upcoming season will also see the arrival of the Island's 500th cruise ship, marking a major milestone in the development of the Isle of Man's cruise industry and underlining the Island's long-term ambition to continue strengthening its cruise offer and global profile.

Cruise tourism plays an increasingly important role in supporting the Isle of Man's visitor economy, delivering valuable visitor spend for local businesses and providing a platform to showcase the Island's rich heritage, natural landscapes and quality shore experiences. The continued development of the sector aligns with Visit Isle of Man's ten-year visitor economy strategy, 'Our Island, Our Future', which prioritises sustainable growth, diversification of markets and long-term economic value.

Deborah Heather, CEO of Visit Isle of Man, commented:

'Following a record-breaking year for cruise tourism in 2025, it's encouraging to see continued confidence from cruise operators as we prepare for the 2026 season. A strong programme of calls and several maiden visits reflect the Isle of Man's growing reputation as a desirable and rewarding destination.'

'What truly sets the Island apart is the quality of the experience we're able to offer cruise visitors, from the welcome passengers receive on arrival to the depth and authenticity of the experience available ashore. Delivering that consistently relies on close collaboration between local businesses, attractions, guides and volunteers, whose collective efforts ensure every visit runs smoothly and leaves a lasting impression.'

Sarah Maltby MHK, Political Member with responsibility for Tourism, Motorsport and Heritage, added:

'Cruise tourism continues to play an important role in the Isle of Man's visitor economy and the results seen in 2025 give us a strong platform to build on for the future. Our focus is on taking a long-term, strategic approach that supports sustainable growth and delivers real benefits for the Island.'

'Strong relationships are key in the cruise industry. By continuing to build trust, visibility and strong partnerships with cruise operators and industry partners, the Isle of Man is strengthening its reputation as a destination that cruise lines want to work with, both now and in the seasons ahead.'

Visit Isle of Man remains committed to working in partnership with the cruise industry, on Island businesses and volunteers to enhance the Island's cruise offering and further strengthen its position as a must visit destination in the years ahead.