British ports reach magic million cruise visitors

Figures released today by CruiseBritain show that more passengers than ever before visited Great Britain through the country's 57 cruise ports in 2015. 107 individual ships called into UK ports, many ships calling on multiple occasions, bringing a record 1,017,000 passenger day calls – up 10% since 2013.

55 different cruise lines visited UK ports in 2015 from Kirkwall, Orkney in the far north to the Channel Islands and the Isles of Scilly off the south coast.

Round Britain cruises remain increasingly popular as an ideal way of exploring Britain's diversity of coasts, castles, cities and countryside. The short sailing distances between Britain's shores and adjoining countries add to the itinerary possibilities.

'The magic million is a fantastic figure to reach and is almost triple the day call figures that we first started recording back in 2006. The growth in day call passengers is the continuation of a steady trend and one that we and our members work tirelessly to encourage', commented Angie Redhead, Chair of CruiseBritain.

'With 57 ports capable of welcoming a cruise vessel, Britain can offer a port for every cruise ship currently sailing – from the largest vessels carrying thousands of passengers to mid-range and boutique ships, and to the small expedition ships looking for a more remote and bespoke experience,' added Redhead. 'As the global cruise market continues to grow, we are confident that Britain's appeal as a cruise destination will mirror that growth. It is also very encouraging to see that embarkations from British ports have risen above the one million mark again with a 13% rise from 2014.'

CruiseBritain, member ports and service providers can be found at stands 1520 and 1521 at this week's Seatrade Cruise Global.

The annual 'British Street Party' held at Seatrade Cruise Global is going to be a thoroughly celebratory gathering and is supported by the British Consulate in Miami, UK Trade and Investment and VisitBritain.

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Note to Editors: CruiseBritain is a joint initiative between Britain's ports and service providers. The organisation works to create an effective, consistent and visible cruise destination brand for Britain whilst respecting regional identities. The membership-based organisation includes a network of British ports plus the service providers that combine to provide a seamless visitor experience.