ALL-TIME HIGH FOR BRITISH PORTS CRUISE VISITORS

Figures released today by CruiseBritain show that more passengers than ever before visited Great Britain through 55 cruise ports in 2016. 114 individual ships called into UK ports, many ships calling on multiple occasions, bringing a record 1,214,000 passenger day calls, an increase of 19% over 2015.

52 different cruise lines visited UK ports as diverse as Tyne and Torquay, Liverpool and London, Harwich and Holyhead.

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. CruiseBritain's new online video showcases a collection of the many different faces of modern Britain.

'Over 1.21million is a marvellous figure to reach and it's great to leave 2015's 'magic million' far behind. Day call figures have tripled in 10 years and 2016 has seen one of the biggest year-on-year increases. The growth in day call passengers shows no sign of slowing down and is testament to the tireless work of our members and of all involved in the British cruise industry,' commented Angie Redhead, Chair of CruiseBritain.

'With 55 ports welcoming a cruise vessel in 2016, Britain really 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 secluded 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 trend. All our members work towards increasing the efficiency of their operations and developing new and varied shore excursion options.'

CruiseBritain, member ports and service providers can be found at stands 1721 and 1821 at this week's Seatrade Cruise Global. The annual invite-only 'GREAT British Street Party' held at Seatrade Cruise Global is going to be a thoroughly celebratory gathering and is supported by VisitBritain.

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