



## **Cruises are no longer just for silver sailors as Gen Z set sail in record numbers**

- A new wave of cruisers is emerging, with Gen Z demand for cruises skyrocketing by 367%
- Young travellers are trading Ibiza for the open seas, seeking mental well-being and Instagram-worthy experiences
- [Destination2's](#) **cruise expert Mike Graham**, reveals why Gen Z is turning to cruises for their getaways

Once seen as a retiree's retreat, cruises are now the hottest ticket for young holidaymakers looking to travel smarter, stress less and level up their Instagram game.

Cruises are no longer just for boomers, with Gen Z swapping beach raves for ocean waves - with one luxury travel provider revealing that its cruise bookings have surged 367% among 22-30-year-olds year-on-year.

The new data, from affordable luxury holiday and cruise provider [Destination2](#), reveals that Gen Z is now the fastest-growing demographic in cruise travel, with January 2025 seeing record demand.

The bookings herald a new age for the cruise industry, with overall cruise bookings surging by an impressive **90% compared to the previous year**.

However, while the 51-60 demographic - a historically strong market for cruises - has also grown, it has done so at a more modest rate of 84%.

**Destination2's cruise expert Mr Cruise, also known as Mike Graham, has said:** "Gen Z holidaymakers are catching on - [luxury cruises](#) aren't just for retirees; they're the ultimate smart-spending hack.

"With everything from dining to entertainment bundled into one price, they beat traditional trips loaded with hidden costs. Plus, they're a dream for content creators, offering ever-changing, Insta-worthy backdrops without the hassle of constant packing and unpacking.

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"Then when it's time to recharge, cruises prioritise mental well-being with ocean-view yoga, luxury spas and stress-free travel - giving holidaymakers the perfect balance of adventure, self-care and mindfulness."

**ENDS**

## **Notes to editors**

\*Data from Destination2 cruises throughout January 2025 compared to the same period in 2024.

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## **About Destination2**

[www.destination2.co.uk](http://www.destination2.co.uk)

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Destination2.co.uk is a leading tour operator offering unbeatable deals on luxury holidays to top destinations like Dubai, the Maldives, Thailand, Mauritius, the Caribbean and more.

Specialising in affordable, tailor-made escapes, Destination2 offers luxurious getaways for couples, families and adventure seekers alike. Their expert travel specialists utilise their extensive experience and industry connections to secure the best rates, ensuring you enjoy exceptional holidays at incredible value.