

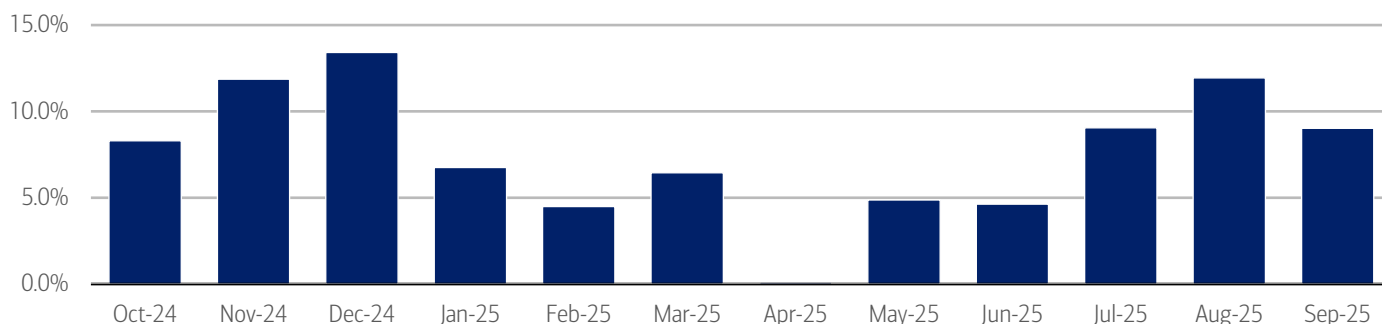
Daily Insights

Smooth sailing: Cruise spending defies summer slowdown

24 October 2025

Total monthly cruise spending grew 9.0% year-over-year (YoY) in September, compared to 11.9% YoY in August

Total Bank of America aggregated credit and debit card cruise spending per household (monthly, YoY%)



Source: BofA Global Research, Bank of America internal data

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Following a subdued summer tourism season overall, consumers seemed determined to set sail. In September, total monthly cruise spending per household grew 9.0% year-over-year (YoY), compared to 11.9% YoY in August, according to Bank of America internal data. When looking at the broader travel industry, the cruise segment appears particularly strong – as travel spending in aggregate was down -2.1% YoY in September, partly driven by declines in hotel (-4.0% YoY) and airline spending (-2.6% YoY).

For a regional look at travel trends, see the Institute’s publication [Regional Roundup: Upswing in spending eludes the South](#).

Methodology

Selected Bank of America transaction data is used to inform the macroeconomic views expressed in this report and should be considered in the context of other economic indicators and publicly available information. In certain instances, the data may provide directional and/or predictive value. The data used is not comprehensive; it is based on **aggregated and anonymized** selections of Bank of America data and may reflect a degree of selection bias and limitations on the data available.

The data is limited to debit and credit cards and does not include other payment methods such as cash or checks.

Data regarding merchants who receive payments are identified and classified by the Merchant Categorization Code (MCC) defined by financial services companies. The data are mapped using proprietary methods from the MCCs to the North American Industry Classification System (NAICS), which is also used by the Census Bureau, in order to classify spending data by subsector. Spending data may also be classified by other proprietary methods not using MCCs.

BAC data used in this report includes spending from active US households (HHs) only. Spending from corporate cards are excluded.

Unless otherwise noted, the monthly subsector data are adjusted to control for seasonality and other factors.

Additional information about the methodology used to aggregate the data is available upon request.

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Disclosures

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