



Center for Responsible Travel

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## PRESS RELEASE

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**FOR IMMEDIATE RELEASE**  
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### **New Study of Caribbean Cruise Tourism Explores 50 Years of Lessons Learned**

Washington, DC – A new study from the Center for Responsible Travel (CREST), [\*Cruise Tourism in the Caribbean: Selling Sunshine\*](#), reveals lessons learned from half a century of Caribbean cruise tourism - one of the most popular and profitable sectors of the tourism industry.

This book, edited by CREST Executive Director Martha Honey and published by Routledge Press, traces the history of the modern-day cruise industry, dating from the 1960s when three major cruise lines, Carnival, Royal Caribbean, and Norwegian, set up shop in Florida and began selling winter cruises to the Caribbean targeting American retirees.

*Cruise Tourism in the Caribbean: Selling Sunshine* considers the economic, environmental, and social impacts of cruise tourism as well as the effects of climate change and overtourism. Based on this analysis and on case studies of key Caribbean and Mediterranean destinations, it cautions against over-dependence on cruise tourism and outlines reforms needed to bring more benefits and equity to Caribbean countries.

"Through rigorous analysis and diverse case studies covering destinations like the Dominican Republic, Cuba, Bermuda, and Barcelona, this book both examines the costs of cruise tourism in the Caribbean and lays out recommendations for how to improve its benefits for the region's island states," said CREST Executive Director and book editor Martha Honey. "Its goal is to illustrate the true impact of large-scale cruise tourism and provide industry stakeholders with data, insights, and practical solutions to inform their work."

The study, [available in paperback, hard copy, and eBook](#), has received accolades from a range of tourism practitioners and thought leaders. Elizabeth Becker, author of *Overbooked: The Exploding Business of Travel and Tourism*, shared:

"This timely survey of the cruise industry and its effects on the Caribbean nations is an eye-opener. It dissects the advantages and the often-hidden problems for societies, their economies, and environment when they open their ports to the multi-million-dollar industry. The cover photograph says it all - a giant ship nosing its way into a charming port, all in the name of 'selling sunshine.'"

This resource for tourism professionals, businesses, development agencies, NGOs, and academics is [on sale now](#).

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*The book's authors, including CREST Executive Director Martha Honey, are available for comment on this topic. Contact Rebekah Stewart at [rstewart@responsibletravel.org](mailto:rstewart@responsibletravel.org) to arrange an interview.*

### **About the Center for Responsible Travel (CREST)**

The Center for Responsible Travel (CREST) is a nonprofit research organization dedicated to increasing the positive global impact of responsible tourism. CREST assists governments, policy makers, tourism businesses, nonprofit organizations, and international agencies with finding solutions to critical issues confronting tourism, the world's largest service industry. Learn more about CREST's innovative field projects, research, and advocacy at [www.responsibletravel.org](http://www.responsibletravel.org).