

The Economic Contribution of the International Cruise Industry Globally in 2019

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The Global Economic Contribution of Cruise Tourism 2019



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INTRODUCTION

Business Research and Economic Advisors (BREA) was engaged by the Cruise Lines International Association (CLIA) to provide estimates of the contribution of the cruise industry to the global economy in 2019.¹ Data on passengers by source and destination market, as well as the global deployment of the global ocean-going cruise fleet were obtained from sources published by CLIA. Research reports on passenger and crew expenditures and the economic impact of the industry in specific national and regional markets were assembled and reviewed.

METHODOLOGY

The global impact relied heavily on existing reports by BREA and other researchers and represents an aggregation of the results reported in these studies plus estimates developed for regions where data were not readily available. The majority of the global economic contribution reported below is derived directly from studies prepared for CLIA by BREA. Data on passenger and crew visits, direct expenditures of the cruise lines and their passengers and crew and the resulting economic impacts were taken directly from these reports and shown in regional data categories for North America and the Rest of the World.

The data for the United States were taken directly from:

- I. BREA, [*The Contribution of the International Cruise Industry to the U.S. Economy in 2019*](#), prepared for Cruise Lines International Association, October 2019.

The data for the rest of North America were taken either from studies conducted by BREA in 2020 or extrapolated from studies done in 2018:

- II. BREA, [*The Economic Contribution of the International Cruise Industry in Canada in 2019*](#), prepared for CLIA and Partnering Cruise Associations, September 2020.
- III. BREA, [*Economic Contribution of Cruise Tourism to the Destination Economies, 2017-18 Cruise Year*](#), prepared for The Florida-Caribbean Cruise Association, October 2018.

Finally, the estimates for the Rest of the World were estimated by using data taken directly from studies conducted in 2020 for Australia, extrapolated from 2017 reports for North Asia and Singapore, while the remainder were extrapolated from studies conducted over the last several years. These reports include:

¹ The terms economic contribution and economic impact are used interchangeably throughout this report.

- IV. Australian Cruise Association, [*Economic Impact Assessment of Cruise Tourism in Australia, 2019-20*](#), prepared for CLIA Australasia.
- V. BREA, [*The Economic Contribution of Cruise Tourism to the North Asia Region in 2016*](#), prepared for CLIA North Asia, May 2017
- VI. G.P. Wild, BREA and Moore Stephens, [*Cruise Tourism and Economic Impact Assessment for Singapore*](#), prepared for the Singapore Tourism Board, August 2017.
- VII. BREA, [*The Contribution of Cruise Tourism to the Southeast Asia Region in 2014*](#), prepared for CLIA Southeast Asia, September 2015.

Limited data was available for the remainder of Rest of the World, which consisted primarily of South America, New Zealand and the South Pacific. Estimated data for these locations were extrapolated using the following reports.

- VIII. FGV Projetos, [*Cruise Industry Season 2019-2020: Economic Impacts of the Cruise Industry in Brazil*](#), prepared for CLIA Brazil, 2020.
- IX. BREA, [*The Contribution of Cruise Tourism to the New Zealand Economy in 2014-15 Cruise Year*](#), prepared for CLIA Australasia, July 2015.

Data on spending by cruise lines and their passengers and crew that were not readily available were extrapolated to 2019 by adjusting average spending rates for inflation as reported by the appropriate government and monetary authorities. Passenger and crew visits were updated with data for 2019 as obtained from the destination ports and other industry sources. Given the extrapolated visit and spending data, the direct cruise sector expenditures were estimated for each of the markets. The resulting economic impacts were estimated with the same models that were used to estimate the economic impacts for the reported years.

The expenditure and economic impact data reported in these studies were directly included in the estimated impacts for the Rest of World. Estimates for all of South America were estimated utilizing the Brazilian data and passenger and crew visit data for the rest of South America. Estimates for the remaining global destinations were estimated from average cruise line, passenger and crew expenditure rates for home port and transit port destinations as derived from the above ten studies. The resulting estimated impacts accounted for less than 10 percent of the global total output impacts.

GLOBAL ECONOMIC IMPACTS

As noted above, the global impact relied heavily on existing reports by BREA and other researchers and represents an aggregation of the results reported in these studies plus estimates developed for regions where data were not readily available. All data that were reported in local currencies, i.e., expenditures, output, income, etc., were converted to US\$ for purposes of aggregation.

As shown in **Table 1**, an estimated 148.4 million onshore visits by passengers and crew helped generate \$72.0 billion in direct cruise sector expenditures at destinations and source markets around the world. This \$72.0 billion also includes the direct expenditures of the cruise lines for goods and services in support of their cruise operations.

TABLE 1 – TOTAL GLOBAL ECONOMIC CONTRIBUTION OF THE CRUISE SECTOR – 2019

Category	Current US\$
	Global
Passenger and Crew Onshore Visits (Mil)	148.41
Total Direct Expenditures (US\$ Bil)	\$72.02
Total Output Contribution (US\$ Bil)	\$154.46
Total Income Contribution (US\$ Bil)	\$50.53
Total Employment Contribution	1,166,213

These expenditures generated total (direct, indirect and induced) global output of \$154.5 billion. The economic output due to the cruise industry continues to produce new jobs and income. For the third consecutive year, the cruise industry supported the employment of over 1 million employees, requiring nearly 1.2 million FTE² employees in 2019. These employees earned \$50.5 billion in income. The details of this global contribution are discussed in the following sections of this report.

² Full-time Equivalent

BACKGROUND: CRUISING - A GLOBAL INDUSTRY

The cruise industry continues to enjoy dynamic growth. North America experienced another year of steady growth in sourced passengers (8.2%), while Europe (7.5%) grew at a slightly lower rate. The Rest of the World experienced a decline in passengers sourced from the region (-7.9%). **Table 2** sets out the international cruise sector growth between 2009 and 2019. Over this ten-year period, demand for cruising worldwide has increased from 17.6 million passengers to 29.7 million. This represents a 69 percent increase overall and a 5.4 percent compounded annual growth rate over the 10-year period. The increase in cruise passengers rose 4.1 percent from 2018 to 2019, slightly below the 6.7 percent increase observed between 2017 and 2018.

TABLE 2—INTERNATIONAL DEMAND FOR CRUISES, 2009 to 2019

MILLIONS OF SOURCED PASSENGERS

	2009	2014	2015	2016	2017	2018	2019	1-Year Growth	10-Year Growth
North America	10.40	12.21	12.20	12.49	13.12	14.34	15.51	8.17%	49.2%
Europe^①	5.04	6.39	6.58	6.79	6.94	7.17	7.71	7.50%	52.9%
Subtotal	15.44	18.60	18.78	19.28	20.06	21.51	23.22	7.94%	50.4%
Rest of the World,	2.15	3.74	4.40	5.87	6.66	7.00	6.45	-7.86%	200.1%
Total	17.59	22.34	23.18	25.15	26.72	28.52	29.67	4.06%	68.7%

① Including Russia and Central and Eastern European countries outside the EU+3

② Rest of the world: 2009-2013 data is generally estimated

Numbers may not add due to rounding

Source: CLIA

Since 2009, passengers sourced from North America have increased by 49 percent. The North America region remains the largest source market, accounting for 52 percent of global cruise passengers, up slightly from 50 percent in 2018. In fact, while global changes in demand had eroded North America's share of the global source market from nearly 66 percent in 2007 to 53 percent in 2015, North America has held on to represent about half of all sourced passengers since that time.

Europe has also experienced strong growth over the last decade, with passengers sourced from Europe increasing 53 percent over this timeframe. In 2009 Europe accounted for 29 percent of the global cruise market with 5.0 million passengers. In 2019 this increased to over 7.7 million passengers. Despite this growth, Europe's overall market share has decreased slightly from 29 percent in 2009 to 26 percent in 2019.

The Rest of the World (ROW) has seen the most significant growth in both sourced passenger numbers and market share over the past 10 years. In 2009 the ROW accounted for 12 percent of the global cruise market with 2.2 million passengers. In 2019 passenger sourced from the ROW numbers have increased to 22 percent of the total global market, with 6.5 million passengers. This ten-year passenger growth represents a 200 percent increase. It should be noted, however, that sourced passengers from the ROW declined in 2019 by 7.9 percent. This is the first time since 2015 that sourced passengers from any region saw a decrease from the prior year.

To further illustrate the continued dynamic and shifting pattern of growth in the global cruise industry in the 5 year period from 2014 to 2019, passengers sourced from the Rest of the World increased by 73 percent, passengers sourced from North America increased by 27 percent and passengers sourced from Europe increased by 21 percent. In total, global passengers have risen from 22.3 million in 2014 to 29.7 million in 2019, for a 33 percent increase over the 5-year period.

Not surprisingly, the capacity deployed by the cruise industry, as measured by bed days³, has followed a similar growth and distribution profile. Overall, the global supply of bed days has increased by 41 percent from 2014 through 2019, from 135.5 million bed days to 190.6 million. Global capacity in 2019 is up 5.7 percent over 2018 (see **Table 3**).

TABLE 3—GLOBAL DEPLOYMENT OF CAPACITY, 2014 TO 2019⁴
MILLIONS OF BED DAYS

Region	2014	2015	2016	2017	2018	2019	1-Year Growth	5-Year Growth
Alaska	6.15	6.65	6.77	7.33	7.76	8.90	14.7%	44.7%
Asia	6.17	11.33	15.06	17.76	18.50	17.94	-3.0%	190.7%
Australia/NZ/Pacific	7.09	8.36	9.97	10.21	10.18	9.34	-8.3%	31.7%
Caribbean	51.00	53.58	55.07	59.27	62.83	65.24	3.8%	27.9%
Europe w/o Med	14.88	17.48	19.16	18.80	20.51	21.22	3.5%	42.6%
Mediterranean	25.14	29.93	30.53	28.02	29.69	32.98	11.1%	31.2%
South America	4.42	4.27	4.50	3.79	3.89	4.21	8.3%	-4.7%
Rest of the World	20.63	22.81	22.49	25.38	26.89	30.74	14.3%	49.0%
Total	135.5	154.4	163.5	170.6	180.2	190.6	5.7%	40.6%

Numbers may not add due to rounding

Source: CLIA

The Caribbean is the principal cruise destination for passengers sourced from North America. Its share of the cruise industry's global deployment has remained relatively constant from 2014 to 2019, accounting for just over a third (34%) of all deployment days. The Caribbean remains the largest destination market with 65.2 million bed days deployed in the region during 2019. As shown in Table 3, this represents a 28 percent increase in capacity since 2014 and includes a 3.8 percent increase in 2019 over 2018.

Asia continues to lead the industry growth over the 5-year period of 2014 to 2019. During this time, bed days have increased from 6.2 million to 17.9 million, for an increase of 191 percent. In 2019, however, Asia saw its deployed capacity decrease by 3.0 percent from 2018. Australia, New Zealand and the Pacific also experienced significant growth since 2014, increasing from 7.1 million to 9.3 million bed days in 2019, or an increase of 32 percent. However, from 2018 to 2019 capacity in Australia/New Zealand and the Pacific was down by 8.3 percent. This is the second year of decline for the region.

³ Passenger bed days are the number of days that all berths could be occupied at 100% occupancy. For example, a cruise ship with 2,000 lower berths on a 7-day cruise generates 14,000 potential bed days.

⁴ Capacity is based on CLIA's member lines only, which represents approximately 95 percent of the total global capacity.

Including the Mediterranean, Europe has seen its bed day capacity increase by 35 percent over the 5-year period, rising from 40.2 million bed days in 2014 to 54.2 million in 2019. The Mediterranean market has seen its capacity increase by 31 percent over the 5-year period, including an 11 percent increase from 2018 to 2019. The remainder of Europe has seen its capacity increase by 43 percent since 2014, including a 3.5 percent increase from 2018.

South America has experienced a decrease of 4.7 percent in bed days from 2014 through 2019. South America's capacity reached its highpoint of 4.5 million in 2016 and was down to 3.9 million in 2018. However, the 2019 capacity saw an increase of 8.3 percent over 2018 to push its current capacity to 4.2 million bed days.

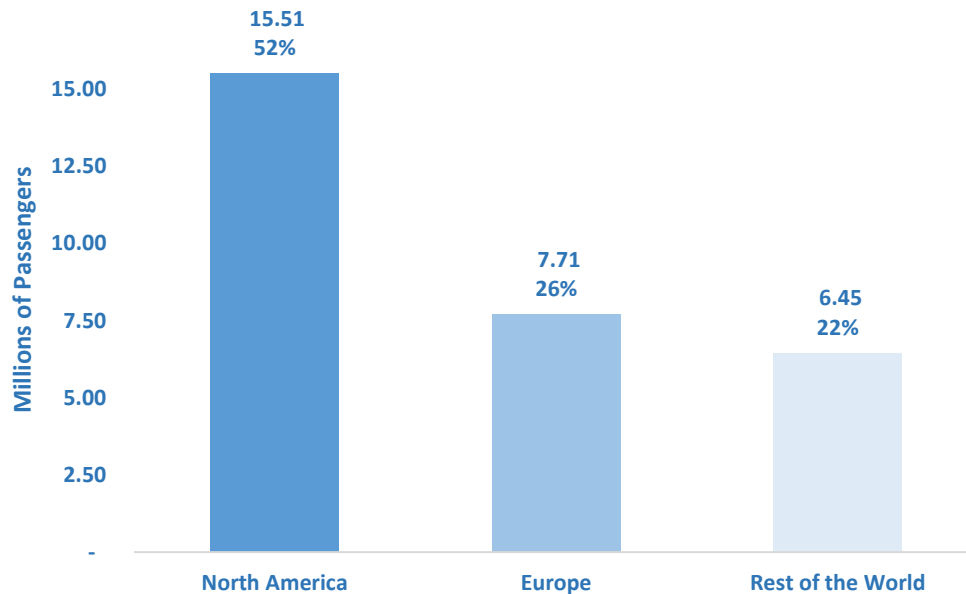
The Rest of the World increased from 20.6 million bed days in 2014 to 30.7 million in 2019, for a 49 percent increase.

Thus, the cruise industry is truly a global industry with passengers sourced from around the world and with cruise itineraries destined for countries and ports around the globe. As a result, the industry impacts the global economy generating jobs, income and tax revenues in all regions of the world.

SOURCE MARKETS: WHERE DO CRUISE PASSENGERS RESIDE?

As discussed in the previous section, cruise passengers are sourced from around the world. In this section, we focus on where passengers were sourced in 2019. North America accounted for half (52%) of all cruise passengers with 15.5 million passengers, up 8.2 percent over 2018. Europe was next with 26 percent and 7.7 million passengers, up 7.5 percent from 2018. The Rest of the World accounted for the remaining 22 percent with 6.5 million passengers, which was down 7.9 percent from 2018. The potential for growth in the Rest of the World is illustrated by the fact that it accounts for about 83 percent of the world's population⁵ but only 22 percent of world cruisers.

FIGURE 1 – GLOBAL DISTRIBUTION OF CRUISE PASSENGERS BY SOURCE MARKET – 2019
MILLIONS OF PASSENGERS



Source: CLIA

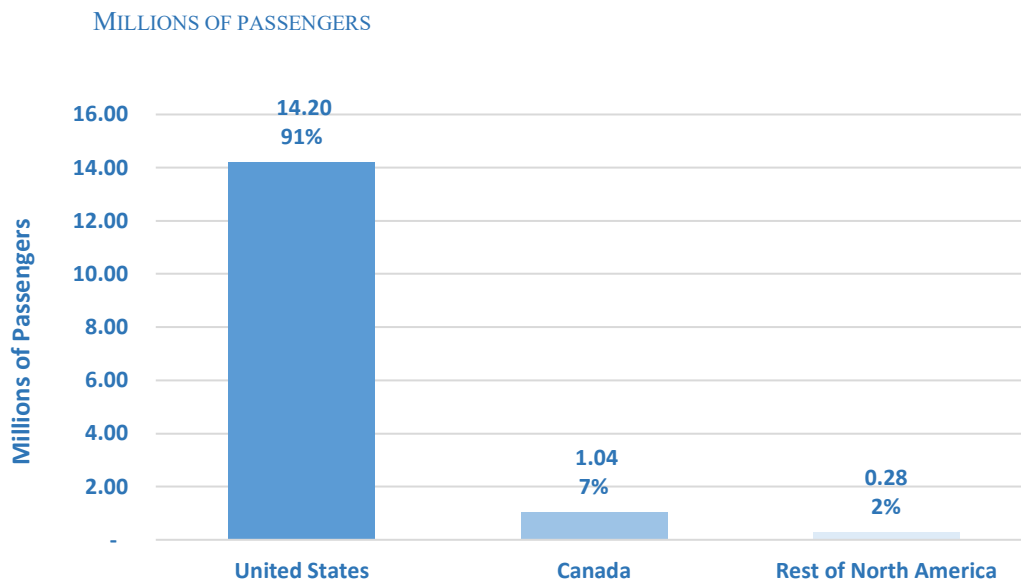
⁵ United Nations, <http://data.un.org/>, 2019.

NORTH AMERICA

Within North America, 14.2 million passengers were sourced from the United States and accounted for 91 percent of the region’s cruise passengers (see **Figure 2**). Overall, passengers sourced from North America were up 8.2 percent over 2018. Canada accounted for 6.7 percent with just over a million passengers, an increase of 6.8 percent over 2018. The remaining 1.8 percent, or 280,000 passengers, resided elsewhere in North America. This group experienced a decrease of about 1 percent over 2018. The largest of these other North American source markets are the Bahamas, Costa Rica, the Dominican Republic, Mexico, and Panama. Combined these five countries accounted for 81 percent of the passengers sourced from North America countries other than the U.S. and Canada.

In addition to being the largest source market, the United States is also the largest originator of cruises. During 2019, cruises originating from U.S. ports carried an estimated 13.8 million passengers. Passenger embarkations in the United States accounted for nearly half (46%) of the 29.7 million global embarking passengers. In 2019, the five largest cruise ports, Miami, Port Canaveral, Port Everglades, Galveston and Long Beach accounted for 68 percent of the passenger embarkations in the United States⁶.

FIGURE 2 – DISTRIBUTION OF CRUISE PASSENGERS SOURCED FROM N. AMERICA – 2019



Source: CLIA

Note: Rest of North America consists of Mexico, Bermuda, Central America and the Caribbean.

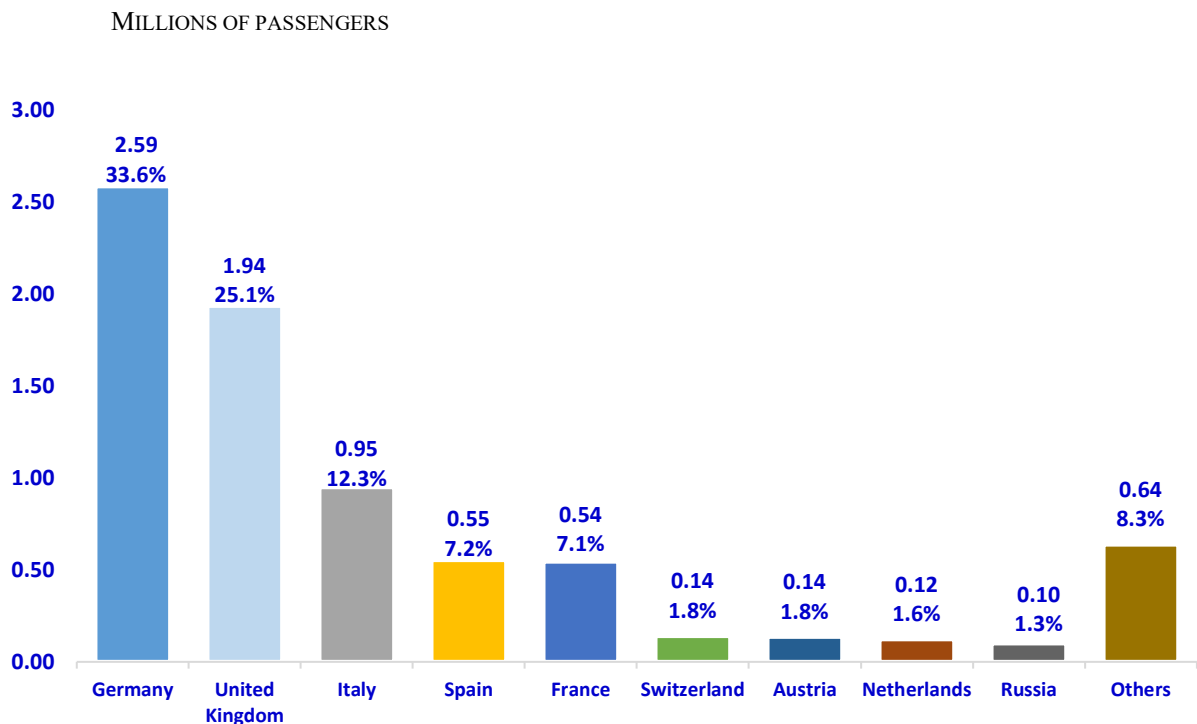
⁶ The Contribution of the International Cruise Industry to the US Economy in 2019, BREA

EUROPE

As shown in **Figure 3**, the 9 largest source countries in Europe accounted for 92 percent of the passengers sourced from Europe in 2019. As in 2018, Germany and the United Kingdom combined accounted for over half (59%) of the passengers sourced from Europe with a total of 4.6 million passengers. Germany saw its growth increase by 16 percent 2019 over 2018 to nearly 2.6 million sourced passengers. The UK declined fractionally, to just under 2 million. Of the Top 9 countries, Germany experienced the highest year-over-year growth, while Italy was second, having experienced an increase of 14 percent over 2018, and France grew at a 4.8 percent clip. Combined, there were just over 2 million passengers sourced from Italy, France and Spain, 27 percent of European-sourced passengers.

Other European countries contributing at least 100,000 sourced cruise passengers include Switzerland (140,000), Austria (140,000), Netherlands (120,000) and Russia (100,000). Combined, 500,000 passengers were sourced from these four countries, about 6.5 percent of all European sourced passengers. Finally, approximately 640,000 cruise passengers were sourced from the remaining European countries, 8.3 percent of European-sourced passengers.

FIGURE 3 – DISTRIBUTION OF CRUISE PASSENGERS SOURCED FROM EUROPE – 2019



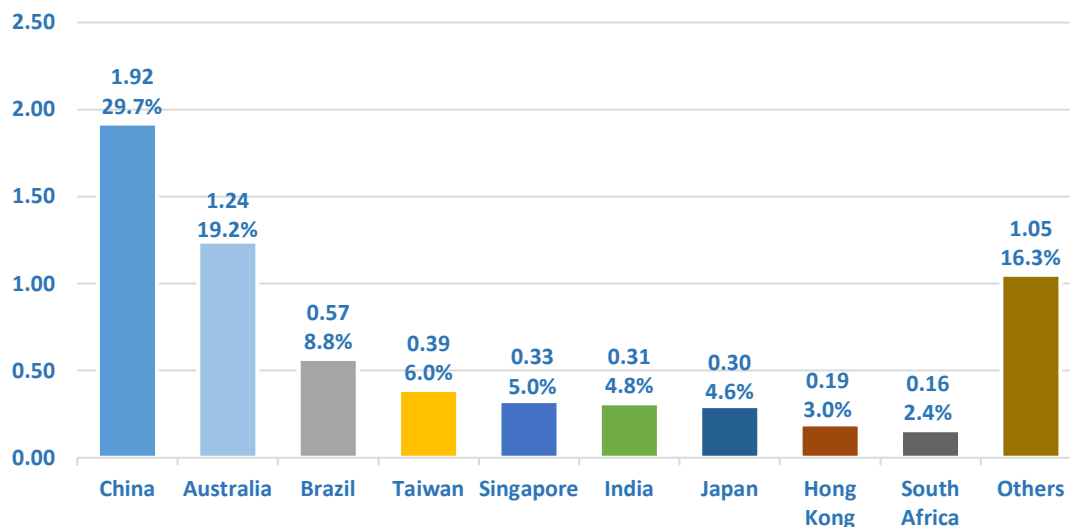
Source: CLIA

REST OF THE WORLD

As shown in **Figure 4**, the three principal sources in the Rest of the World are China, with 1.9 million passengers, Australia, with 1.2 million passengers, and Brazil, with 567,000. Combined these three areas accounted for about 58 percent of all passengers sourced from the Rest of the World. Combined, Taiwan, Singapore, India, Japan, Hong Kong and South Africa accounted for 26 percent of the total source passengers in the Rest of the World with 1.7 million passengers. Finally, the remainder of the countries of the Rest of the World accounted for 1.0 million passengers or about 16 percent of the total.

As noted in the previous section, growth in sourced passengers from the Rest of the World has declined by 7.9 percent in 2019. Hong Kong (-23.4%), China (-19%) and Singapore (-13%) each experienced double-digit declines in sourced passengers, contributing to the overall decline across the region. In addition, Australia, the second largest region of ROW sourced passengers saw its sourced passengers decline by 7.7 percent from 2018.

FIGURE 4 – DISTRIBUTION OF CRUISE PASSENGERS SOURCED FROM THE REST OF THE WORLD – 2019 MILLIONS OF PASSENGERS



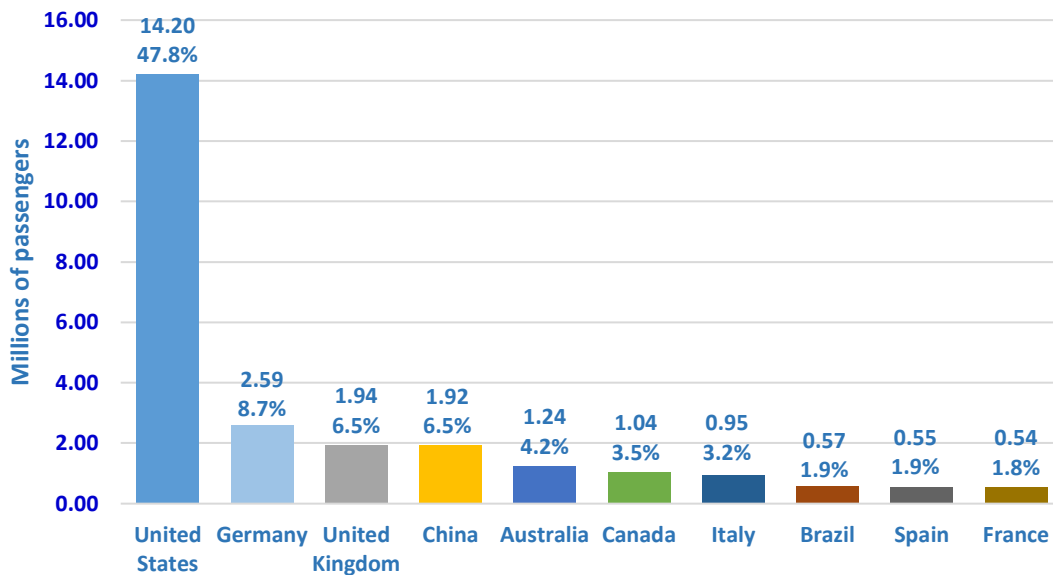
Source: CLIA

TOP TEN COUNTRIES

In summary, a total of 25.5 million passengers were sourced from the top ten countries in 2019, up from 24.4 million in 2018. This accounts for 86 percent of global cruise passengers, virtually unchanged from 85 percent last year. As indicated in **Figure 5**, these countries are in all major global regions.

The United States with 14.2 million passengers was the largest source country by far, accounting for 48 percent of global cruise passengers. The next two countries combined, Germany and the UK, accounted for 15 percent of global passengers with a total of 4.5 million passengers. China fell just below 2 million sourced passengers and Australia had 1.2 million cruise passengers. Combined these two accounted for nearly 3.2 million passengers, or 11 percent of the global total. The last five countries: Canada, Italy, Brazil, Spain, and France generated a total of almost 3.7 million passengers, about 12 percent of the global passengers.

FIGURE 5 – CRUISE PASSENGERS SOURCED FROM THE TOP 10 COUNTRIES – 2019

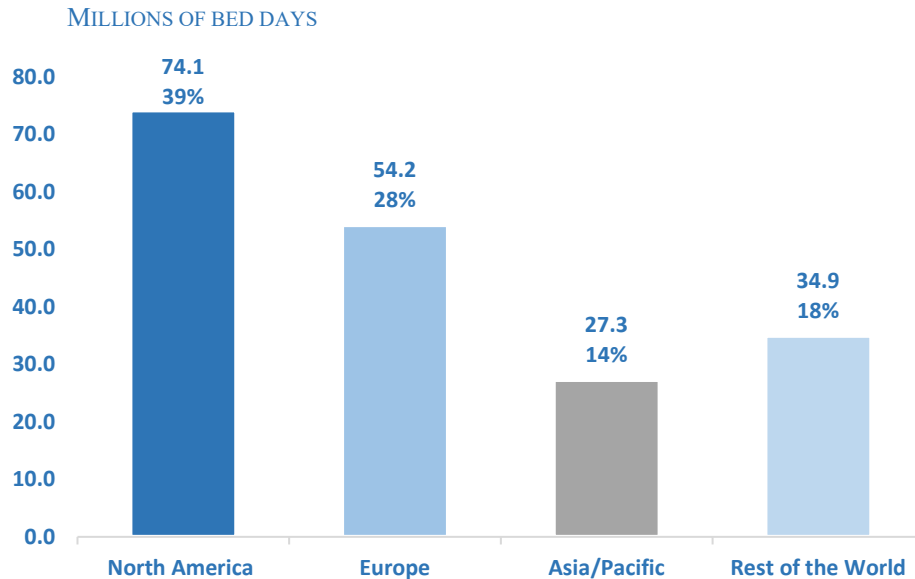


Source: CLIA

DESTINATION MARKETS: WHERE ARE CRUISE SHIPS DEPLOYED?

As discussed in the Introduction, cruise lines deploy their ships around the globe. In this section, we focus on the global distribution of bed day capacity for 2019. As shown in **Figure 6**, North America accounted for 39 percent of the global capacity with 74.1 million bed days, an increase of 4.8 percent from 2018. Europe was next with 28 percent and 54.2 million bed days, an increase 7.8 percent from 2018. The Asia/Pacific region came in with 27.3 million bed days, a decrease of 2.6 percent from 2018 and representing 14 percent of the global capacity. The Rest of the World, including South America, accounted for the remaining 18 percent with 34.9 million bed days. Bed day capacity across the countries of South America increased by 13 percent in 2019.

FIGURE 6 – DISTRIBUTION OF PASSENGER BED DAYS: GLOBAL – 2019



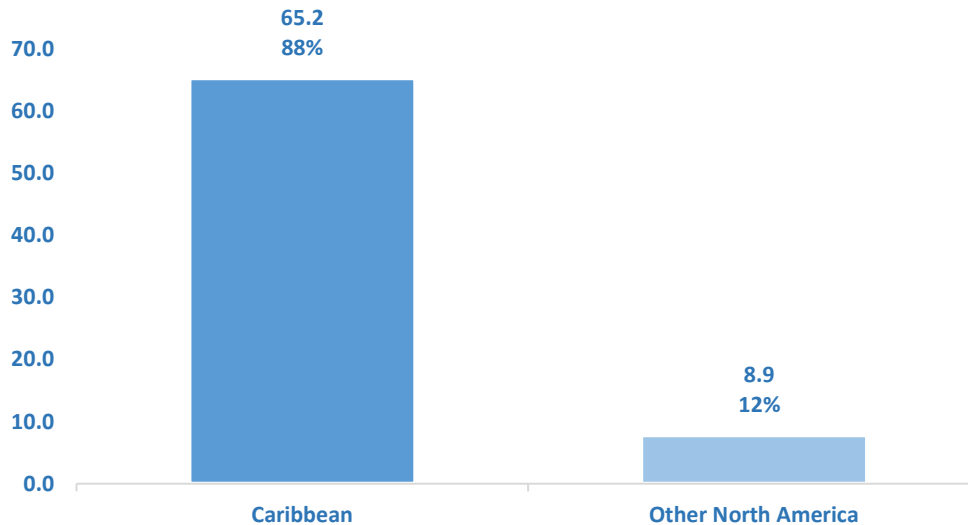
Source: CLIA

North America accounted for a smaller share of global capacity (39%) than global sourced passengers (52%). Europe, on the other hand accounted for a larger share of capacity (28%) than passengers (26%). The Rest of the World, including Asia/Pacific, also had significantly more capacity (33%) than sourced passengers (22%).

NORTH AMERICA

Within North America, the Caribbean, with 65.2 million bed days, accounted for 88 percent of the capacity deployed in the region (see **Figure 7**). While the relative share was unchanged from 2019, the total bed days is up 3.7 percent from 62.9 million in 2018.

FIGURE 7 – DISTRIBUTION OF PASSENGER BED DAYS: NORTH AMERICA – 2019
MILLIONS OF BED DAYS



Source: CLIA

In its most recent analysis for the FCCA⁷, BREA reported that 11 Caribbean destinations had passenger arrivals⁸ in excess of one million passengers during the 2017-18 cruise year⁹. These were: the Bahamas (3.0 million¹⁰), Belize (1.0 million), the Cayman Islands (1.9 million), Costa Maya (1.2 million), Cozumel (4.1 million), the Dominican Republic (1.1 million), Honduras (1.1 million), Jamaica (2.0 million), Puerto Rico (1.2 million), St. Kitts (1.1 million) and the U.S. Virgin Islands (1.1 million).

Within the United States, BREA has estimated that 13.8 million passengers embarked on their cruises from U.S. ports (excludes San Juan, PR) while 6.5 million passengers visited U.S. ports as transit passengers. Relative to 2018, embarkations at U.S. ports during 2019 increased by 8.8 percent, while visits by transit passengers were up by 4.8 percent. As noted previously the five largest embarkation ports in the U.S. during 2018 were: Miami, Port

⁷ *Economic Contribution of Cruise Tourism to Destination Economies*, prepared for Florida-Caribbean Cruise Association, October 2018.

⁸ Passenger arrivals are the number of passengers on cruise ships that arrive at destination ports. Since not all passengers will disembark at a given port, passenger arrivals are larger than passenger onshore visits.

⁹ The 2017-18 cruise year is defined as the 12-month period from May, 2017 through April, 2018.

¹⁰ This figure excludes arrivals at the private islands in the Bahamas.

Canaveral, Port Everglades, Galveston and Long Beach. Combined, these five ports accounted for nearly 9.4 million embarkations, about two-thirds of all embarkations among U.S. ports.

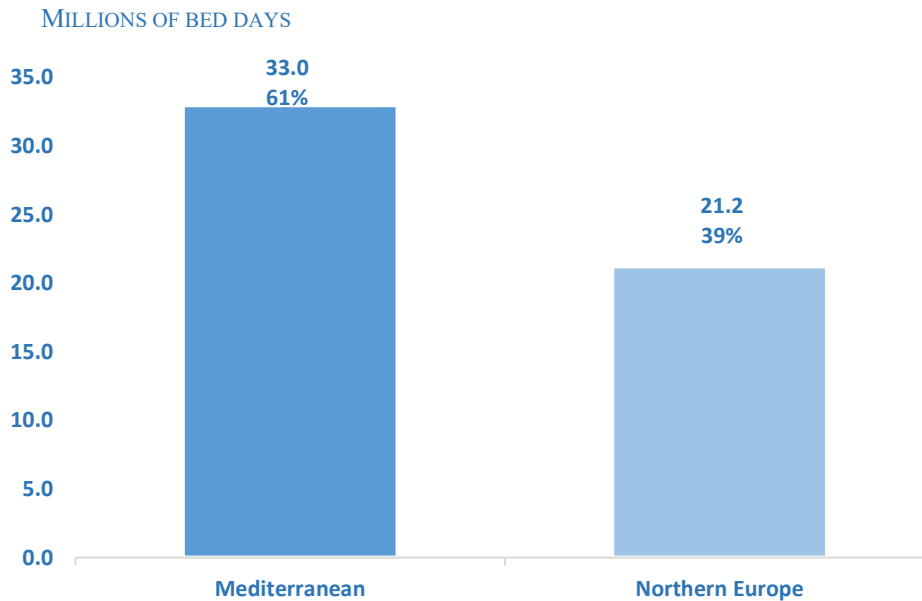
In total, there were 6.5 million transit visits. The major transit ports were the Alaska ports of Juneau, Ketchikan and Skagway and the Florida ports of Key West and Port Canaveral. Combined, the ports of Alaska and Florida account for about 80 percent of all port of call visits in the United States.

In Canada the principal home ports remain to be Vancouver, Montreal and Quebec City. Vancouver, along with Seattle, is a major home port for Alaska cruises, while the two ports along the St. Lawrence River handle home port and transit port passengers for those who are sailing New England and Canadian itineraries and transcontinental sailings. Port of call ports in Atlantic Canada also handle transit passengers on these itineraries.

EUROPE

The Mediterranean accounted for 61 percent of the capacity deployed in Europe during 2019 with 33.0 million bed days, up 9.9 percent from 30.0 million in 2018 (see **Figure 8**). The Mediterranean is a fairly self-contained market with most cruise itineraries originating and terminating within the region. As noted previously, the major home ports in the Mediterranean are Barcelona, Civitavecchia, Palma Mallorca, Venice, Piraeus, Genoa and Savona. Major destination or transit ports also include Marseille, Tenerife, Naples, Valletta and Dubrovnik.

FIGURE 8 – DISTRIBUTION OF PASSENGER BED DAYS: EUROPE – 2019



Source: CLIA

Note: The Mediterranean includes the Atlantic Isles while Northern Europe includes the Black Sea.

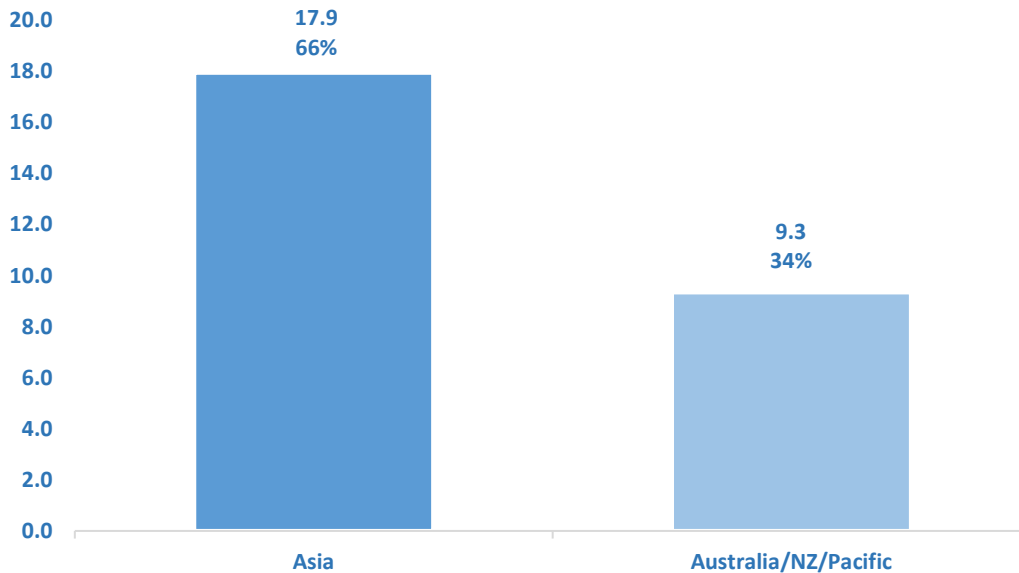
Cruise lines also deployed an estimated 21.2 million bed days in Northern Europe. Like the Mediterranean, most cruises originate and terminate within the region. The principal home ports are Southampton, Copenhagen, Hamburg, Kiel and Amsterdam. Major cruise destinations in Northern Europe include Stockholm, St. Petersburg, Lisbon, Rostock/Warnemunde, Tallinn, Helsinki, and Bergen. Bed days in Northern Europe were up 4.8 percent from 20.3 million in 2018.

ASIA/PACIFIC

Combined, the Asia/Pacific destination market accounts for 27.3 million bed days, down 2.1 percent from 2018. The region accounts for 14 percent of the cruise industry's global capacity, down from 16 percent in 2018. As shown in **Figure 9**, the Asia region, led by China, accounted for 66 percent of the capacity deployed in the market with 17.9 million bed days, virtually unchanged from 2017. The Australia/South Pacific region accounted for 34 percent of the capacity deployed in this market with 9.3 million bed days: a decline of 7.2 percent from 2018. Sydney serves as the primary homeport in the region with cruises primarily destined for New Zealand and South Pacific destinations, as well as other Australian ports.

FIGURE 9 – DISTRIBUTION OF PASSENGER BED DAYS: ASIA/PACIFIC – 2019

MILLIONS OF BED DAYS

**Source:** CLIA

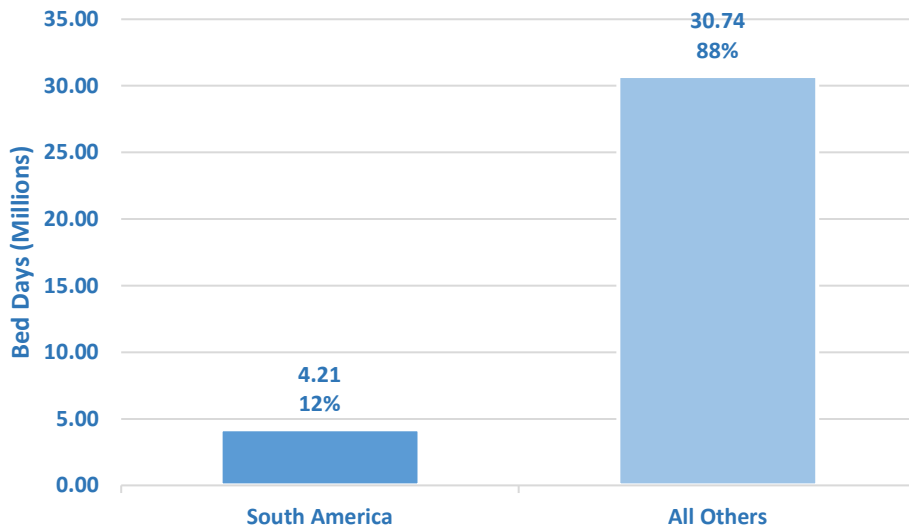
REST OF THE WORLD

The Rest of the World accounted for 16 percent of the cruise industry’s global capacity with 34.9 million bed days, up 13 percent from 30.8 million bed days in 2018.

South America was the largest sub region within these destination markets with 4.2 million bed days, 12 percent of the region’s capacity and an increase of 7.6 percent over 2018. As can be seen in Figure 10, capacity in other locations throughout the world account for the remaining 88 percent in region and experienced a 14 percent increase over 2018. The itineraries that make up this capacity include expedition voyages, world and multi-regional cruises, the Indian Ocean and others.

FIGURE 10 – DISTRIBUTION OF PASSENGER BED DAYS: REST OF THE WORLD – 2019

MILLIONS OF BED DAYS



Source: CLIA

PASSENGER AND CREW ONSHORE VISITS

As shown in **Table 4**, the cruise industry generated an estimated 148 million passenger and crew onshore visits at ports around the globe, up 4.3 percent from 142 million in 2018. These consisted of 29.7 million passenger embarkations, an estimated 95.8 million transit passenger onshore visits and 22.9 million crew onshore visits. North American ports accounted for 45 percent of the global passenger and crew visits, while ports throughout Europe accounted for 36 percent. The Rest of the World accounted for the remaining 18 percent.

TABLE 4 – PASSENGER & CREW ONSHORE VISITS – GLOBAL & REGIONAL MARKETS – 2019

MILLIONS OF ONSHORE VISITS

Category	Global	Regional Markets		
		North America	Europe (EU+3)	Rest of World
Passenger Embarkations	29.67	15.76	7.60	6.32
Transit Passengers	95.81	41.24	38.82	15.75
Crew	22.93	10.11	7.54	5.28
Total	148.41	67.11	53.96	27.35
Percent Change from 2018	4.3%	4.5%	8.6%	-3.7%

① North America consists of all US ports including those in Alaska and Hawaii, ports in Bermuda, Canada, the Caribbean, Central America & Mexico.

② Europe EU+3 includes the ports of the 27-member states of the EU plus Iceland, Norway & Switzerland.

Of the 29.7 million cruise passengers sourced from around the world, a total of 15.8 million or 53 percent embarked from ports in North America. Cruise ports in the United States accounted for 13.8 million embarkations, or 47 percent of the global total. The major embarkation ports in the United States include Miami, Port Canaveral, and Port Everglades in Florida, Galveston, Texas and Long Beach, California. Nearly 2 million passengers, or 6.6 percent of the global total, embarked on cruises from other ports in North America. The more prominent of these ports were Puerto Rico in the Caribbean and Vancouver in Canada.

European ports with 7.6 million passenger embarkations accounted for about 26 percent of global passenger embarkations. The major embarkation ports in Europe included Barcelona, Civitavecchia, Genoa/Savona, Palma Majorca (Balearics) and Venice in the Mediter-

anean, and Amsterdam, Copenhagen, Hamburg, Keil and Southampton in northern Europe. Combined, these ten ports accounted for about three-quarters of all passenger embarkations in Europe.

A total of 6.3 million passengers embarked on cruises at ports around the Rest of the World, 21 percent of the total. Shanghai, Singapore and Sydney are the major home ports in the Rest of the World.

The 29.7 million cruise passenger embarkations generated another 95.8 million onshore passenger visits at transit calls at ports around the globe. Thus, the average cruise passenger made just over three on-shore visits at port-of-call stops in addition to their initial embarkation.

The ports of North America accounted for the largest share at 41.2 million transit passenger onshore visits, 43 percent of the global total. North America's major transit ports included Cozumel, the Bahamas, Jamaica, the Cayman Islands, and Puerto Rico in the Caribbean and the various ports in Alaska. All of these locations received in excess of 1 million transit passenger visits. The ports of Europe were next at 43 percent with 38.8 million transit visits. Key transit ports in the Mediterranean including Barcelona, Civitavecchia, Genoa/Savona, Livorno, Marseille, Mykonos, Naples, Palma Mallorca, Santorini, and Tenerife accounted for the majority of these visits, each having over 700,000 transit passenger visits. Ports in the Rest of the World received 15.8 million transit passenger visits, or 23 percent of the global total.

Finally, crew onboard cruise ships also disembark and visit in both home and transit ports. Based upon data collected as part of regional and port specific cruise studies, BREA has estimated that about 38 percent of crew disembark at each port call. Recent studies suggest that this disembarkation rate is falling slightly over time, as is the case with the ratio of crew members to passengers. On a global basis cruises generated an estimated 22.9 million crew onshore visits.

The ports of North America generated 10.1 million crew onshore visits, about 44 percent of the global crew onshore visits. Europe accounted for 7.5 million visits, or 33 percent of the global total, while the Rest of the World accounted for the remaining 5.3 million, or 23 percent of the global total.

DIRECT EXPENDITURES GENERATED BY CRUISE TOURISM

The direct expenditures generated by cruise tourism were analyzed for three segments: i) cruise passengers, ii) crew members and iii) cruise lines. Passengers purchased pre- and post-cruise vacations, shore excursions, souvenirs and other retail goods while crew purchased a similar set of goods and services with a heavier concentration on retail goods. In addition, cruise lines purchased a variety of goods in support of their cruise operations, including food and beverages, hotel supplies, bunker fuel, and utilities while in port. Cruise lines also made payments for a variety of services in support of their global cruise operations, including travel agent commissions, expenditures for advertising and promotion and other professional and business services. As shown in **Table 5**, the estimated direct global spending by cruise lines and their passengers and crew totaled \$72.0 billion during 2019.

TABLE 5—DIRECT CRUISE SECTOR EXPENDITURES – GLOBAL AND REGIONAL MARKETS – 2019 BILLIONS OF US\$

Category	Global	Regional Markets		
		North America	Europe (EU+3)	Rest of World
Home Port Passengers	\$11.44	\$5.31	\$2.55	\$3.58
Transit Passengers	\$9.56	\$4.41	\$2.85	\$2.31
Passenger Total	\$21.00	\$9.72	\$5.39	\$5.89
Crew	\$1.43	\$0.78	\$0.22	\$0.44
Cruise Lines	\$49.60	\$21.11	\$23.18	\$5.31
Total	\$72.02	\$31.60	\$28.79	\$11.63

① Expenditures by cruise lines consists of all operational, administrative and capital expenditures, including wages paid to shore side employees and crew.

On a global basis, passengers spent an estimated \$21.0 billion during home and transit port calls. Passengers accounted for 29 percent of total cruise sector direct expenditures. Crew spent another \$1.4 billion, 2.0 percent of the total. Finally, cruise lines spent an estimated \$49.6 billion on cruise operations, 69 percent of the total.

On a regional basis, North America and Europe had direct expenditure totals of \$31.6 and \$28.8 billion, respectively. Thus, they accounted for about 44 percent and 40 percent of the total global direct expenditures, respectively. Not surprisingly, this is about even with the proportions of global passenger and crew visits (45%, 36%, respectively). The Rest of the World accounted for the remaining 16 percent of direct expenditures.

Passenger and crew spending in North America take place predominantly in South Florida and the Caribbean. Overall, North American home port passengers accounted for 55 percent of all passenger spending in the region, while transit passengers accounted for 45 percent.

Homeport passengers made up 51 percent of all passenger and crew spending in the region, up slightly from last year. They also were responsible for 17 percent of all cruise industry spending in North America. The total passenger and crew expenditures of \$10.5 billion in North America accounted for nearly half (47%) of the \$22.5 billion global passenger and crew expenditures.

The percentage of passenger expenditures in Europe were the mirror image of those in North America, with home port passengers accounting for 47 percent and transit passengers accounting for 53 percent of the total in region passenger spending. The combined passenger and crew expenditures in Europe accounted for 25 percent of the global total with \$5.6 billion.

Finally, passengers and crew in the Rest of the World spent an estimated \$6.3 billion, or 28 percent of the global passenger and crew spend. Similar to North America, home port passengers in the ROW spent significantly more than transit passengers with \$3.6 billion (61%) compared to \$2.3 billion (39%), respectively.

The percentage of expenditures by cruise lines have a different distribution profile than that of the total direct spending. Differences exist due to the fact that cruise line operations are headquartered predominantly in Europe and the United States. Additionally, ship building for the global fleet takes place predominantly in Europe, although several new builds are starting to occur in Asia. Because of the high output of shipbuilding in Europe, the share of cruise line expenditures is higher in Europe (47%) than its overall expenditures (40%). North American cruise line expenditures, which have a high concentration of operations occurring in Florida, accounts for 43 percent of the global cruise line expenditures, and 44 percent of overall direct global expenditures. The Rest of the World accounts for the remaining 11 percent of cruise line expenditures, and 16 percent of the overall direct global spending.

As shown in **Table 6**, passenger and crew expenditures were concentrated in three categories, retail & other, travel to home port, and tours & local transit. Combined these three categories accounted for 76 percent of the global expenditures of passengers and crew. On average \$151.12 in expenditures was generated by each onshore visit, up from \$145.8 in 2018.

TABLE 6 – GLOBAL PASSENGER AND CREW SPENDING BY CATEGORY – 2019
MILLIONS OF US\$

Categories	Total	Home Port Passengers	Transit Passengers	Crew
Onshore Visits (Millions)	148.41	29.67	95.81	22.93
Accommodations	\$2,488	\$2,479	\$6.4	\$3.5
Travel to Home Port	\$5,233	\$5,233	\$0	\$0
Food & Beverages	\$2,899	\$1,273	\$1,178	\$447
Tours & Local Transit	\$5,216	\$1,117	\$3,881	\$218
Retail & Other	\$6,593	\$1,335	\$4,498	\$759
Total	\$22,429	\$11,437	\$9,563	\$1,428
Average Spend per Visit	\$151.12	\$385.41	\$99.82	\$62.29

ECONOMIC CONTRIBUTION GENERATED BY CRUISE TOURISM IN 2019

The objective of this analysis is to quantify the contribution of the spending generated by cruise tourism to the global economy during 2019. The quantification consists of the measurement of the direct expenditures and the resulting impacts on output, employment and income. The contribution analysis consists of three elements: i) the direct economic contribution, ii) the indirect economic contribution and the iii) the induced economic contribution.

The direct expenditures generated by the cruise industry and its passengers and crew that were quantified and discussed in the previous section, are the driving force of the industry's contribution to the global economy. These expenditures generate direct employment and employee income in support of providing the goods and services purchased by the cruise lines and their passengers and crew.

The indirect contribution results from the subsequent demand for goods and services generated by the directly impacted businesses. For example, food processors must purchase raw foodstuffs for processing; utility services, such as electricity and water, to run equipment and process raw materials; transportation services to deliver finished products to the cruise lines or wholesalers; and insurance for property and employees.

The induced contribution is generated by the spending of the employees of the cruise lines and their suppliers. The income of these employees is used to purchase a broad range of consumer goods and services including such goods as autos, food, clothing, furniture, health care and so forth. As a consequence, the induced contribution is concentrated in the final demand for final goods produced for the household sector.

As discussed in the Introduction, the estimates of the global direct, indirect and induced contribution are the sum of the impacts estimated for the regional markets. The regional estimates for 2019 are taken directly from published economic impact studies for 2019, extrapolated impacts for regions where studies were conducted in the past several years and estimates developed by BREA for those regions where recent economic impact data are unavailable.

DIRECT ECONOMIC CONTRIBUTION

The \$72.0 billion in global direct cruise tourism expenditures generated a significant contribution to the global economy. As shown in **Table 7**, these direct expenditures generated 554,000 FTE jobs, paying \$21.4 billion in employee income. Jobs include the shore side employees and crew of the cruise lines.

TABLE 7 – DIRECT CRUISE SECTOR ECONOMIC CONTRIBUTION – GLOBAL AND REGIONAL MARKETS – 2019 BILLIONS OF US\$¹¹

Category	Global	Regional Markets		
		North America	Europe (EU+3)	Rest of World
Output (\$ Billion)	\$72.02	\$31.60	\$28.79	\$11.63
Share of Global		43.9%	40.0%	16.2%
Income (\$ Billion)	\$21.65	\$9.93	\$7.50	\$4.22
Share of Global		45.9%	34.6%	19.5%
Employment	554,216	251,147	193,300	109,769
Share of Global		45.3%	34.9%	19.8%

The table also shows the regional distribution of the direct economic contribution. North America’s direct economic contributions accounted for 44 percent of the global direct contribution of the cruise industry. The \$31.6 billion in direct expenditures in North America generated 251,000 FTE jobs paying an estimated \$9.9 billion in employee income. As noted previously, North America’s cruise line headquarters presence and the homeport operations for itineraries in the Caribbean represent a significant component of the direct economic contribution of the cruise industry and is heavily weighted toward those industries that supply goods and services to the cruise ships, i.e., cruise ports, suppliers of food and beverages, fuel and equipment, and administrative support services such as, advertising, accounting and professional services and transportation services, including travel agents.

Europe accounted for 40 percent of global direct contribution to the cruise industry with \$28.8 billion in direct expenditures. These expenditures generated an estimated 193,000 FTE jobs paying \$7.5 billion in employee income. Given the significance of the shipbuilding industry in Europe, the direct economic contribution has a high concentration of manufacturing in that industry.

¹¹ NOTE: Due to changes in methodologies utilized in certain regions, no year-over-year variances were calculated for impacts.

Finally, the direct expenditures of \$11.6 billion in the Rest of the World generated nearly 110,000 FTE jobs paying \$4.2 billion in employee income.

INDIRECT AND INDUCED ECONOMIC CONTRIBUTION

As discussed previously, the indirect and induced contributions are generated by the spending of the directly impacted businesses and their employees. As a consequence, these impacts spread throughout the global and regional economies. The specific indirect and induced impacts are determined by the structure of the individual economies and as a result can vary significantly from region to region. As shown in **Table 8**, the \$72.0 billion in direct cruise tourism expenditures generated an additional \$82.4 billion in indirect and induced output. It also generated \$28.9 billion in employee income; and nearly 612,000 FTE jobs.

TABLE 8 – INDIRECT AND INDUCED CRUISE SECTOR ECONOMIC IMPACT – GLOBAL AND REGIONAL MARKETS – 2019 BILLIONS OF US\$

Category	Global	Regional Markets		
		North America	Europe (EU+3)	Rest of World
Output (\$ Billion)	\$82.44	\$35.70	\$35.71	\$11.03
Share of Global		43.3%	43.3%	13.4%
Income (\$ Billion)	\$28.88	\$16.75	\$8.51	\$3.62
Share of Global		58.0%	29.5%	12.5%
Employment	611,997	309,959	220,600	81,439
Share of Global		50.6%	36.0%	13.3%

Unlike what was seen with the direct contribution, the indirect and induced contribution of Europe (43%) accounts for an amount equal that of North America (43%). The Rest of the World comprises 13 percent.

TOTAL ECONOMIC CONTRIBUTION

Combining the direct, indirect and induced contributions, cruise tourism generated an estimated \$154.5 billion in total output of goods and services throughout the global economy during 2019. As a result of the production of this output, 1,166,000 FTE jobs were required. The workers who were employed in these jobs were paid \$50.5 billion in income (see **Table 9**).

TABLE 9 – TOTAL CRUISE SECTOR ECONOMIC CONTRIBUTION – GLOBAL AND REGIONAL MARKETS – 2019 BILLIONS OF US\$

Category	Global	Regional Markets		
		North America	Europe (EU+3)	Rest of World
Output (\$ Billion)	\$154.46	\$67.30	\$64.50	\$22.66
Share of Global		43.6%	41.8%	14.7%
Income (\$ Billion)	\$50.53	\$26.68	\$16.01	\$7.84
Share of Global		52.8%	31.7%	15.5%
Employment	1,166,213	561,106	413,900	191,207
Share of Global		48.1%	35.5%	16.4%

Table 9 also shows the regional distribution of the direct economic contribution. North America has the largest total output contribution of \$67.3 billion and accounted for about 44 percent of the total global output contribution of the cruise industry. This output resulted in employment of 561,000 FTE workers who received an estimated \$26.7 billion in income. The employment and income contribution accounted for 53 percent of the total global income and 48 percent of the global employment contributions. This represents the highest global share among the 3 major regions.

The total output contribution in Europe was \$64.5 billion, 42 percent of the total global output contribution. This \$64.5 billion in total output generated an estimated 414,000 FTE jobs paying \$16.0 billion in employee income.

Finally, the total output contribution of \$22.7 billion in the Rest of the World generated 191,000 FTE jobs paying \$7.8 billion in employee income. The share of the global contribution was over 15 percent for the total output contribution, 16 percent for income contribution, and 16 percent for total employment contribution.



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