

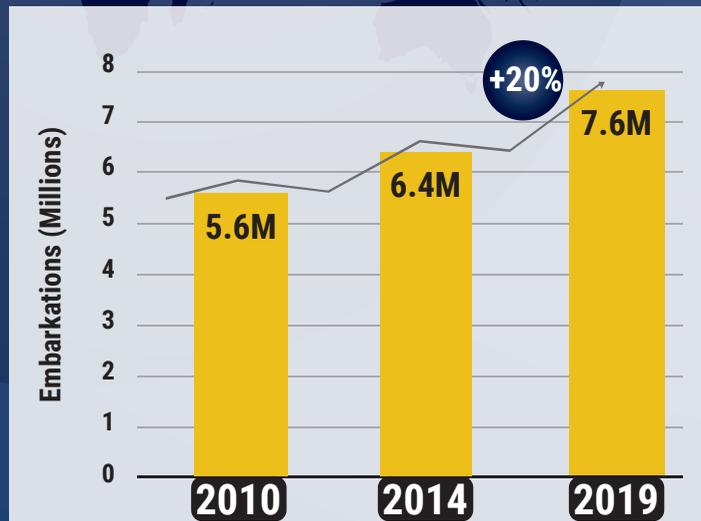
A Cruise Europe Fact Sheet

European Cruise Industry Economic Impact¹



presented in partnership

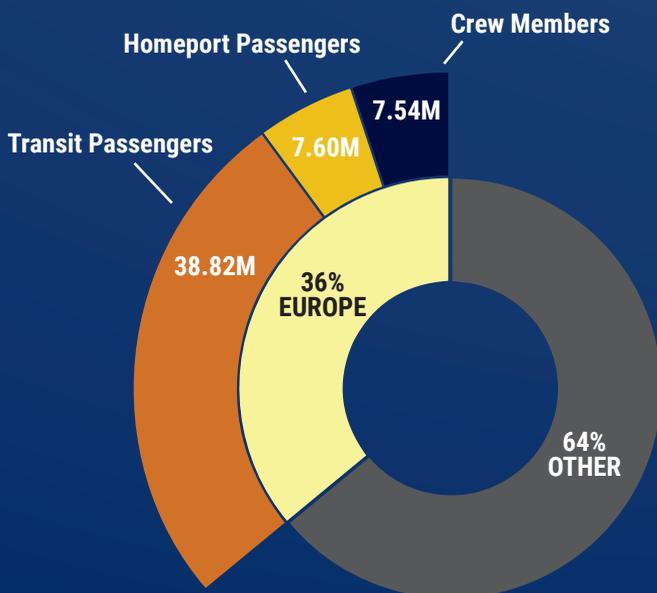
2nd Largest Cruise Market



+34% total growth over 10 year period

In 2019, an estimated 53.96 million passengers and crew members visited European shores.

Global Cruise Market



Homeport Passengers: Passengers embarking and disembarking the ship at the homeport destination
 Transit Passengers: Passengers going ashore to visit the destinations included in the cruise itinerary

Direct purchases made by guests, crew and cruise lines.

DIRECT IMPACT

The cruise industry generates significant positive effects for other sectors.

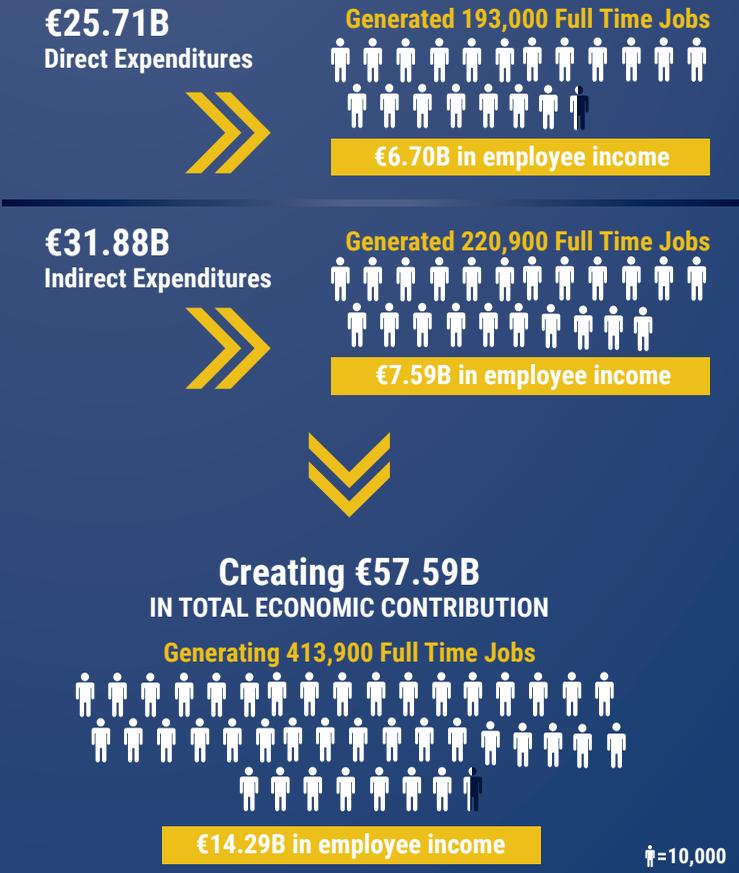
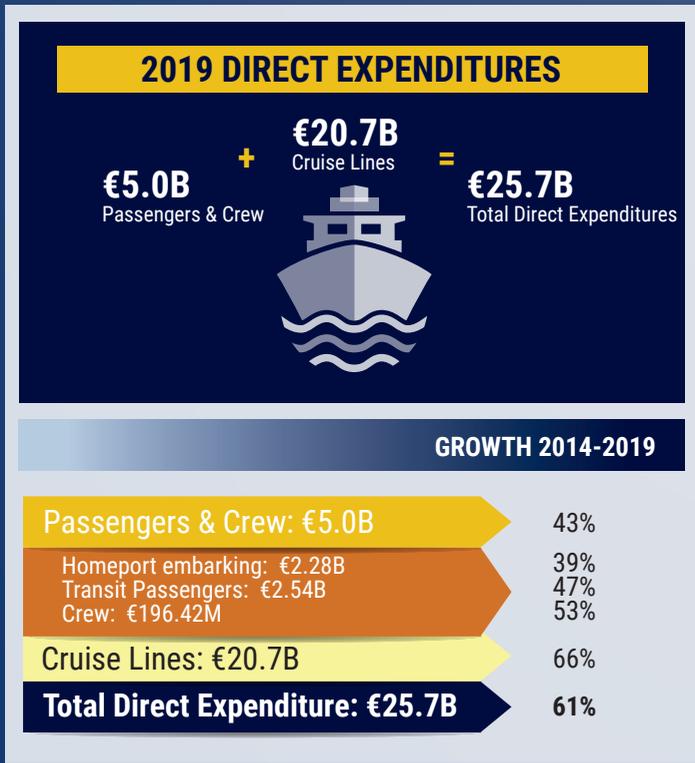


Hotel, food and technical suppliers purchase goods and services to support cruise line operations.

INDIRECT IMPACT

Vendors and service providers also pay wages to laborers and staff.

¹CLIA 2019 Global Economic Impact Study. Study completed in USD; the average 2019 exchange rate was used to convert study findings into euros. Given the far-reaching impacts of the global pandemic, key figures and growth metrics use 2019 as a baseline.



Economic Impact Spending Details²

Average Spending per Visit

		Average €86.03	Homeport €212.67	Transit €70.63	Crew €26.49
	Tours	33.9%	9.5%	48.6%	5.1%
	Shopping ³	23.4%	12.5%	22.1%	32.9%
	Food, Beverage, Dining	18.9%	19.1%	12.8%	35.4%
	Accommodations	7.7%	43.4%	2.1%	0.0%
	Transport	6.5%	6.1%	4.7%	8.4%
	Other ⁴	9.6%	9.4%	9.8%	18.3%

²20 different port and country economic impact studies between 2014 and 2019 were analyzed for this fact sheet. Studies spanned the entire continent of Europe (Arhus, Baltic Ports, Barcelona, Canary Islands, Copenhagen, Costa Cruise (Europe), Denmark, Dubrovnik, CLIA Europe, Funchal, Honfleur, Ireland, Le Havre, Norway, Provence-Alpes-Côte d'Azur, Rome / Civitavecchia, Skagen, Stockholm, Valencia). Data presented here takes the average and weighted average figures across the studies when applicable. Differences in the selection procedure, representativeness, collection method, and data reported as well as different approaches to each study contribute to differences in results. However the data concluded that these averages are a reasonable estimate for European port economic impact

³Includes purchases on shopping, retail, local crafts, clothing, souvenirs, etc.

⁴Includes other spending categories such as entertainment/night clubs/casinos, museums/galleries, car/bicycle rental, etc.

Benefits to the Destination

58%

Homeport passengers stay in the destination before or after the cruise

2.3

nights is the average stay for a homeport passenger at the destination

Cruises are an important generator of local tourism

78.7% First time visitors to city/region

55% Say they will likely return to the destination



Cruise Line Spending

(calculated on a per passenger basis)

Direct	Port Fees Fuel Provisioning (food/beverages) Shore Excursion Commission Utilities Misc.	Indirect
€356.99		€256.08

What Might the Future Look Like ?



The industry's historic annual capacity growth rate is ~5%, and continued growth is anticipated. From 2022 through 2027, 82 ships and 195k lower berths will join the global fleet



Short term growth fueled by ship redeployments to European waters as a result of the uncertainty in Asian/Pacific markets due to COVID



Solid stability is expected in the European market as cruise offerings include a complete variety of cruise lines and demographics from North American to European and budget to all-inclusive brands



The European region is continuing to evolve to provide for year-round cruise options for the key European markets and expanding more so for North Americans in the long-term as well with deployments likely moving into a year-round model



Each destination will need to make individual assessments and plans to improve opportunities to increase spending from passengers and crew; evolve from "let's see if they buy" to "lets offer what they want to buy" mindset



An increasing requirement for growing the number of cruise calls at each port and destination is the agreement of growth with the local communities. Internally each city and region should agree if they want cruise and how to manage it in the future



Moving forward, ports, destinations and cruise lines will need to cooperate and invest in greener and more sustainable practices. This will lead to positive environmental and social impacts as well as financial benefits and overall improvement of people's living standard