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# **ECONOMIC CONTRIBUTION OF CRUISE TOURISM TO THE DESTINATION ECONOMIES**

*A Survey-based Analysis of the Impacts of  
Passenger, Crew and Cruise Line Spending*

## **VOLUME II DESTINATION REPORTS**



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# **CRUISE DESTINATIONS OF THE EASTERN CARIBBEAN**

## Antigua and Barbuda

At the core of the analysis of the economic contribution of cruise tourism were a set of passenger and crew surveys that were conducted onboard ships of the FCCA member cruise lines.<sup>1</sup> The surveys were undertaken during the eight-month period beginning in October 2017 and ending in May 2018. The survey schedule was designed so that surveys were conducted by FCCA member cruise lines that called at each destination and that the distribution of passenger and crew surveys would reflect the distribution of passenger and crew arrivals by cruise line at each destination. On any given cruise itinerary, passenger and crew surveys were placed in all passenger cabins and crew quarters following a single destination call. The surveys were completed by the passengers and crew in the privacy of their quarters and returned to a designated office on the cruise ship. Thus, passengers and crew were only surveyed once during a cruise itinerary and for a single destination.

The passenger and crew surveys were designed to collect data for onshore spending and visit satisfaction by both passengers and crew. While the crew survey was slightly shorter than the passenger survey, both surveys were designed to collect the following information:

- hours spent ashore;
- expenditures by category, including shore tours, food & beverages, clothing, etc.;
- visit satisfaction, including shore tour, friendliness of residents, prices, shopping, etc.;
- likelihood of returning for a land-based vacation (passengers only); and
- demographic characteristics, including country of residence, age group, income, etc.

Combining the expenditure data collected from the passenger and crew surveys with data on expenditures by cruise lines for port fees and services, payments to local tour operators for passenger shore excursions purchased onboard the cruise ships, and other provisions purchased locally by the cruise lines, estimates of total cruise tourism expenditures were developed for each participating destination.

Given the direct spending estimates, the economic contribution of these expenditures, as measured by employment and wage income were then estimated for each destination. This process began with the collection of economic data for each destination from a combination of local, regional and international sources. Utilizing all of these data, a set of economic impact models were developed for each destination to estimate the direct and total employment and wage impacts. A more detailed description of these models is provided in the **Data and Methods** section of Volume I.

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<sup>1</sup> Surveys were conducted on the ships of the following cruise lines: Aida, Carnival Cruise Lines, Celebrity Cruises, Costa Cruises, Disney Cruise Line, Holland America Line, Norwegian Cruise Line, Princess Cruises, P&O Cruises, Royal Caribbean International and TUI Cruises.

## Cruise Tourism Expenditures

Cruise tourism expenditures in destination ports are composed of a broad range of spending including:

- onshore expenditures by passengers which tend to be concentrated in shore excursions and retail purchases of clothing, jewelry and local crafts and souvenirs;
- onshore expenditures by crew which are generally concentrated in purchases of food and beverages, local transportation and retail purchases of clothing and electronics;
- expenditures by cruise lines for port services, such as dockage fees and linesmen, utilities, such as water and power and navigation services; and
- purchases of supplies, such as food and other supplies, by the cruise lines from local businesses.

Based on data collected from the Antigua and Barbuda Tourism Authority, 790,187 cruise passengers arrived aboard cruise ships during the 2017/2018 cruise year.<sup>2</sup> Of these, an estimated 662,967 passengers (84%) disembarked and visited Antigua. Utilizing additional data provided by the tourism authority and visiting cruise lines, 316,074 crew were aboard the cruise ships and 41 percent, or 128,863 crew, disembarked and visited the destination.

These passenger and crew visits along with additional expenditures by the cruise lines generated a total of **\$77.7** million (\$US) in cruise tourism expenditures in Antigua during the 2017/2018 cruise year. The contribution of expenditures by passengers, crew and cruise lines to this total is discussed below.

Per passenger spending estimates were derived from 731 surveys completed by passengers during the survey period. As shown in **Antigua Chart 1**, each passenger cruise party spent an average of \$148.58. The average spend per cruise party is the sum of the weighted spending in each of the twelve categories. For example, 46 percent of the survey respondents reported spending an average of \$25.90 for food and beverages. Spread over the cruise parties that visited Antigua, this represented an average of \$11.93 per party. On a per passenger basis, the average total expenditure was \$73.55. This represents the sum of per party expenditures, \$148.58, divided by the average size of a cruise party in Antigua, 2.02 passengers.

Cruise passenger expenditures in Antigua were concentrated in four categories which accounted for 78 percent of their onshore expenditures: watches and jewelry, shore excursions, clothing and food & beverages. Over 40 percent of the passengers that went ashore made purchases in the following categories: shore excursions, food and beverages and local crafts.

About 2 in 5 (41%) of the passengers reported that their cruise party purchased a shore excursion. The effective local price of the shore excursion was \$91.70 per party but when the full price of the purchase from cruise lines and travel agents is included passengers spent an average of \$135.79 per party for their tours.

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<sup>2</sup> The 2017/2018 cruise year includes the twelve months beginning in May, 2017 and ending in April, 2018.

**Antigua Chart 1 – Estimated Passenger Spending (\$US), 2017/2018 cruise year<sup>3</sup>**

Purchase Categories	Average Spend per Party	Share of All Onshore Visits	Weighted Average Spend per Party
Shore Excursions	\$91.70	41.4%	\$38.02
F&B at Restaurants & Bars	\$25.90	46.0%	\$11.93
Taxis/Ground Transportation	\$30.70	13.8%	\$4.24
Watches & Jewelry	\$343.80	11.6%	\$39.96
Clothing	\$71.60	36.1%	\$25.84
Entertainment/Night Clubs/Casinos	\$144.60	1.9%	\$2.80
Other Purchases	\$39.60	22.3%	\$8.83
Perfumes & Cosmetics	\$118.10	2.4%	\$2.86
Local Crafts & Souvenirs	\$26.90	40.2%	\$10.83
Retail Purchases of Liquor	\$32.70	8.7%	\$2.85
Electronics	\$4.10	0.2%	\$0.01
Telephone & Internet	\$42.30	1.0%	\$0.41
<b>Total Spend per Cruise Party</b>			<b>\$148.58</b>
<b>Average Size of a Cruise Party</b>			2.02
<b>Total Spend per Cruise Passenger</b>			<b>\$73.55</b>
<b>Cruise Passenger Onshore Visits</b>			662,967
<b>Total Cruise Passenger Expenditures</b>			<b>\$48,763,212</b>

For the entire 2017/2018 cruise year, the estimated 692,967 cruise passengers who visited Antigua spent a total of **\$48.8 million** (\$US) in Antigua.

Per crew spending estimates were derived from 338 surveys completed by crew members during the survey period. As shown in **Antigua Chart 2**, each crew member spent an average of \$39.76 in Antigua. The average spend per crew member is the sum of the weighted spending in each of the twelve categories. For example, 79 percent of the survey respondents reported spending an average of \$24.80 for food and beverages. Spread over all the crew members that reported that they visited Antigua; this represents an average of \$19.50 per crew member.

Expenditures by crew in Antigua were concentrated in three categories which accounted for 67 percent of their onshore expenditures: food and beverages, entertainment and local transportation. Combined, crew spent an average of \$26.79 for goods in these three categories. Purchases of food and beverages was the most popular expenditure item with 79 percent of the crew reporting the purchase of food and beverages.

For the entire 2017/2018 cruise year, the estimated 128,863 crew who visited Antigua spent an estimated total of **\$5.1 million** (\$US).

<sup>3</sup> The average shore excursion expenditure is a weighted average of the onshore and travel agent/other purchases and the portion of the onboard purchases paid to local tour operators.

**Antigua Chart 2 – Estimated Crew Spending (\$US), 2017/2018 cruise year**

Purchase Categories	Average Spend per Crew	Share of All Onshore Crew Visits	Weighted Average Spend per Crew
<b>F&amp;B at Restaurants &amp; Bars</b>	\$24.80	78.6%	\$19.50
<b>Taxis/Ground Transportation</b>	\$20.30	16.3%	\$3.31
<b>Watches &amp; Jewelry</b>	\$75.10	3.1%	\$2.30
<b>Clothing</b>	\$24.90	13.3%	\$3.30
<b>Entertainment/Night Clubs/Casinos</b>	\$65.00	6.1%	\$3.98
<b>Other Purchases</b>	\$34.50	12.2%	\$4.23
<b>Shore Excursions</b>	\$19.60	1.0%	\$0.20
<b>Perfumes &amp; Cosmetics</b>	\$28.40	3.1%	\$0.87
<b>Local Crafts &amp; Souvenirs</b>	\$15.60	13.3%	\$2.07
<b>Retail Purchases of Liquor</b>	-	0.0%	-
<b>Electronics</b>	-	0.0%	-
<b>Telephone &amp; Internet</b>	-	0.0%	-
<b>Total Spend per Cruise Party</b>			<b>\$39.76</b>
<b>Crew Visits</b>			128,863
<b>Total Cruise Passenger Expenditures</b>			<b>\$5,123,596</b>

Cruise lines made payments to local businesses for a variety of goods and services. Net payments to local vendors for shore excursions have been included with passenger expenditures. However, cruise lines made other local expenditures, including payments for port fees and taxes, navigation services, utilities and other supplies. Based upon data provided by the FCCA member cruise lines, we estimated that all cruise lines spent **\$23.9 million (\$US)** in Antigua during the 2017/2018 cruise year. The majority of these expenditures were for fuel, provisions and other supplies and the remainder were payments for port fees and taxes and navigation services.

## Economic Contribution of Cruise Tourism Expenditures

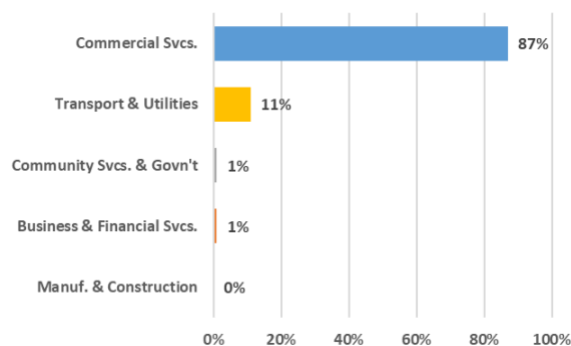
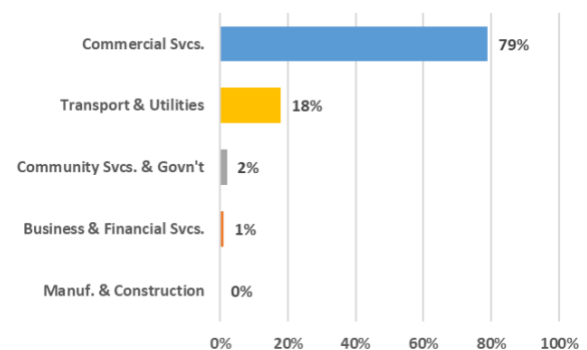
As noted in the **Data and Methods** section of the full report, a set of economic impact models were developed for each destination to produce estimates of the economic contribution of cruise tourism. Data for these models were collected from a broad range of local, regional and international sources. The impact models were designed to reflect the economic structure of each destination, including the industrial composition of Gross Domestic Product (GDP), the wage share of GDP by industry and average employee wages by industry.

As shown in **Antigua Chart 3**, the \$77.7 million in total cruise tourism expenditures in Antigua generated direct employment of 912 residents of Antigua paying \$8.6 million in annual wages. Adding the indirect contribution that results from the spending of those local businesses that are the direct recipients of passenger, crew and cruise line expenditures, the direct cruise tourism expenditures generated a total employment contribution of 1,466 jobs and \$14.4 million in wage income in Antigua during the 2017/2018 cruise year.

**Antigua Chart 3 –Total Economic Contribution of Cruise Tourism, 2017/2018 cruise year**

	Employment	Wage Income (\$US Millions)
<b>Direct Economic Contribution</b>	912	\$ 8.60
<b>Total Economic Contribution</b>	1,466	\$14.41

As shown in **Antigua Charts 4 and 5**, the total employment and wage impacts of cruise tourism are concentrated in the commercial and transport sectors which account for about 98 percent of the total impacts. This is not surprising since the direct impacts account for nearly 62 percent of the total employment impacts and that virtually all of the cruise tourism expenditures are made with businesses in these sectors. Because of the relatively higher wages in the transport sector compared to the other sectors of the economy, the transport sector accounts for 18 percent of the wage impacts but only 11 percent of the employment impacts. The remainder of the total employment and wage impacts was generated by the indirect spending in the other sectors of the economy.

**Antigua Chart 4 – Total Employment Impacts by Sector****Antigua Chart 5 – Total Wage Impacts by Sector**



## Passenger Surveys

A total of 731 passenger surveys were completed and returned for tabulation. **Antigua Chart 6** shows the major attributes of passenger visits to Antigua as derived from the passenger surveys.

- Of the 731 cruise parties that completed the surveys 47% stated that this had been their first visit to Antigua.
- Ninety-five percent of the cruise parties that completed the surveys disembarked their cruise ship to visit Antigua.
- Of the cruise parties that went ashore, 59% made at least one purchase while ashore. The typical cruise party consisted of two passengers (Average: 2.02) and spent an average of 3.5 hours ashore.
- The responding cruise parties reported spending an average of \$110.56 while ashore (excludes shore excursions).

**Antigua Chart 6 – Major Attributes of Passenger Surveys**

	Number	Percent
<b>Total Respondents</b>	731	
<b>Number Making First Visit</b>	344	47%
<b>Number Ashore</b>	695	95%
<b>Number Making Onshore Purchases:<sup>①</sup></b>	413	59%
<b>Average Hours Ashore</b>	3.5	
<b>Average Size of Expenditure Party (Persons)</b>	2.02	
<b>Average Onshore Expenditure per Party<sup>①</sup></b>	\$110.56	
<b>Purchased a Shore Excursion (Tour)</b>	288	41%
<b>Purchased Onshore Tour from:</b>		
<b>Cruise Line</b>	223	78%
<b>Onshore from Tour Operator</b>	47	16%
<b>Travel Agent</b>	16	6%
<b>Tour Type:</b>		
<b>Historical/Cultural</b>	118	41%
<b>Beach Day</b>	89	31%
<b>Soft-Water</b>	58	20%
<b>Shopping</b>	6	2%
<b>Soft Land</b>	14	5%
<b>Other</b>	23	8%
<b>Average Cost of Shore Excursion per Party<sup>②</sup></b>	\$135.79	
<b>Toured On Own/Did not Tour</b>	407	59%
<b>Reason for No Tour/Tour on Own</b>		
<b>Prefer to Tour on Own</b>	179	44%
<b>Didn't Like Any</b>	53	13%
<b>Nothing New</b>	69	17%
<b>Poor Value</b>	37	9%
<b>Too Similar to Other Destinations</b>	24	6%
<b>Other</b>	90	22%

<sup>①</sup> Excludes shore excursion expenditures

<sup>②</sup> Unadjusted average per party purchase cost of a shore excursion by passengers who purchased a shore excursion.

- More than 2 in 5 (41%) of the passengers that went ashore purchased a shore excursion. Seventy percent (78%) of passengers who purchased a tour did so through their cruise line, 16% purchased their tour onshore and 6 percent purchased their tour through their travel agent.
- The typical cruise party that purchased a shore excursion spent about \$136 for their tour.

## Passenger Satisfaction

The passenger survey also asked the passengers to rate their satisfaction with their destination visit along a number of parameters, as shown in **Antigua Chart 7**. A 10-point scale was used with 10 being the highest score, i.e., extremely satisfied, and 1 being the lowest score, i.e., not at all satisfied.

- Cruise passengers were satisfied with their overall visit to Antigua with a mean score of 6.9, and in terms of the “visit met expectations” (6.2).
- “Guided Tours” (or Shore Excursions) received the highest score of all major visit attributes with a mean score of 8.1. “Knowledge of Guide” (8.4), “Professionalism of Guide” (8.5) and “Value of Tour” (7.7) all received scores which were “very satisfied”, thus, cruise passengers were “very satisfied” with their shore excursions.

**Antigua Chart 7 – Passenger Visit Satisfaction\***

Visit Attributes	2018 Mean Score
Overall Visit	6.9
Visit Met Expectations	6.2
Likelihood of a Return Visit	3.6
Likelihood of Recommending	4.3
Initial Shoreside Welcome	7.1
Guided Tour	8.1
Knowledge of guide	8.4
Professionalism of guide	8.5
Value of tour	7.7
Historic Sites/Museums	6.7
Variety of Things to See and Do	6.0
Friendliness of Residents	7.6
Overall Shopping Experience	6.5
Courtesy of Employees	7.7
Variety of Shops	6.4
Quality of Goods	6.7
Overall Prices	6.4
Taxis/Local Transportation	7.2
Professionalism of Driver	8.0
Cleanliness of Transport	7.9

\* Scale is 1 to 10 with 10 being the highest score. The mean scores can be interpreted as follows: Extremely Satisfied/Likely: 10-9; Very Satisfied/Likely: 8-7; Somewhat Satisfied/Likely: 6-5; Not Too Satisfied/Likely: 4-3; Not At All Satisfied/Likely: 2-1.

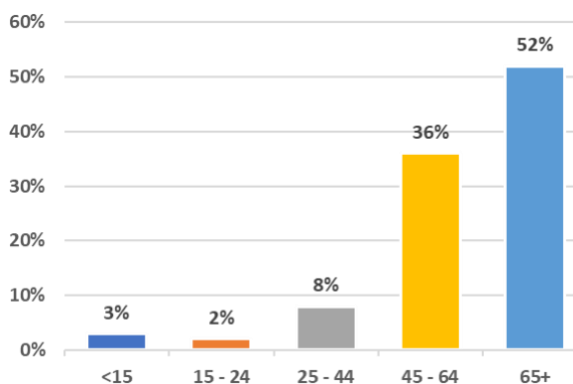
Among other key conclusions concerning visit satisfaction were the following:

- Passenger interactions with residents and store employees were very positive as the mean scores for “friendliness of residents” (7.6) and “courtesy of employees” (7.7) were high.
- Passengers were ‘satisfied’ with a “variety of things to see and do” (6.0) and the “overall shopping experience” (6.5). Passengers rated “Quality of Goods” a 6.7 and recorded similar satisfaction for “variety of shops” (6.4) and “overall prices” (6.4). Thus, while passengers thought shop employees were very courteous (7.7), the overall score for their shopping experience was brought down by these lower perceptions.
- Categories scoring the lowest include “likelihood of returning for a land-based visit” (3.6), and “likelihood of recommending” (4.3).

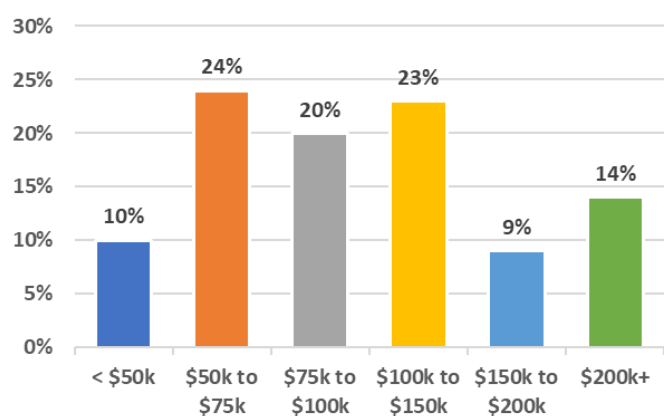
## Passenger Demographics

Residents of the United States, UK and Canada accounted for 98 percent of the responding passengers. The average age of the respondents was 60 years with 52 percent of the respondents being 65 years of age or older. Antigua passengers had an average household income of about \$115,200 with 46 percent having over \$100,000 in household income.

**Antigua Chart 8 – Passenger Age Cohorts**



**Antigua Chart 9 Passenger Household Income**



## Bahamas

At the core of the analysis of the economic contribution of cruise tourism were a set of passenger and crew surveys that were conducted onboard ships of the FCCA member cruise lines.<sup>4</sup> The surveys were undertaken during the eight-month period beginning in October 2017 and ending in May 2018. The survey schedule was designed so that surveys were conducted by FCCA member cruise lines that called at each destination and that the distribution of passenger and crew surveys would reflect the distribution of passenger and crew arrivals by cruise line at each destination. On any given cruise itinerary, passenger and crew surveys were placed in all passenger cabins and crew quarters following a single destination call. The surveys were completed by the passengers and crew in the privacy of their quarters and returned to a designated office on the cruise ship. Thus, passengers and crew were only surveyed once during a cruise itinerary and for a single destination.

The passenger and crew surveys were designed to collect data for onshore spending and visit satisfaction by both passengers and crew. While the crew survey was slightly shorter than the passenger survey, both surveys were designed to collect the following information:

- hours spent ashore;
- expenditures by category, including shore tours, food & beverages, clothing, etc.;
- visit satisfaction, including shore tour, friendliness of residents, prices, shopping, etc.;
- likelihood of returning for a land-based vacation (passengers only); and
- demographic characteristics, including country of residence, age group, income, etc.

Combining the expenditure data collected from the passenger and crew surveys with data on expenditures by cruise lines for port fees and services, payments to local tour operators for passenger shore excursions purchased onboard the cruise ships, and other provisions purchased locally by the cruise lines, estimates of total cruise tourism expenditures were developed for each participating destination.

Given the direct spending estimates, the economic contribution of these expenditures, as measured by employment and wage income were then estimated for each destination. This process began with the collection of economic data for each destination from a combination of local, regional and international sources. Utilizing all of these data, a set of economic impact models were developed for each destination to estimate the direct and total employment and wage impacts. A more detailed description of these models is provided in the **Data and Methods** section of Volume I.

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<sup>4</sup> Surveys were conducted on the ships of the following cruise lines: Aida, Carnival Cruise Lines, Celebrity Cruises, Costa Cruises, Disney Cruise Line, Holland America Line, Norwegian Cruise Line, Princess Cruises, P&O Cruises, Royal Caribbean International and TUI Cruises.

## Cruise Tourism Expenditures

Cruise tourism expenditures in destination ports are composed of a broad range of spending including:

- onshore expenditures by passengers which tend to be concentrated in shore excursions and retail purchases of clothing, jewelry and local crafts and souvenirs;
- onshore expenditures by crew which are generally concentrated in purchases of food and beverages, local transportation and retail purchases of clothing and electronics;
- expenditures by cruise lines for port services, such as dockage fees and linesmen, utilities, such as water and power and navigation services; and
- purchases of supplies, such as food and other supplies, by the cruise lines from local businesses.

Based on data collected from the Bahamas Tourism Authority, 3.0 million cruise passengers arrived aboard cruise ships in Freeport and Nassau during the 2017/2018 cruise year.<sup>5</sup> Of these, an estimated 2.44 million passengers (82%) disembarked and visited Bahamas. Utilizing additional data provided by the tourism authority and visiting cruise lines, 1.18 million crew were aboard the cruise ships and 45 percent, or 527,208, disembarked and visited the destination.

These passenger and crew visits along with additional expenditures by the cruise lines generated a total of **\$406** million (\$US) in cruise tourism expenditures in Bahamas during the 2017/2018 cruise year. The contribution of expenditures by passengers, crew and cruise lines to this total is discussed below.

Per passenger spending estimates were derived from 902 surveys completed by passengers during the survey period. As shown in **Bahamas Chart 1**, each passenger cruise party spent an average of \$298.28. The average spend per cruise party is the sum of the weighted spending in each of the twelve categories. For example, 48 percent of the survey respondents reported spending an average of \$51.00 for food and beverages. Spread over the cruise parties that visited Bahamas, this represented an average of \$24.65 per party. On a per passenger basis, the average total expenditure was \$131.95. This represents the sum of per party expenditures, \$298.28, divided by the average size of a cruise party in Bahamas, 2.26 passengers.

Cruise passenger expenditures in Bahamas were concentrated in four categories which accounted for 79 percent of their onshore expenditures: shore excursions, watches and jewelry, clothing and food and beverages. Nearly 50 percent of the passengers that went ashore made purchases in the following categories: shore excursions, food & beverage, clothing and local crafts.

Just under half (47%) of the passengers reported that their cruise party purchased a shore excursion. The effective local price of the shore excursion was \$98.60 per party but when the full price of the purchase from cruise lines and travel agents is included passengers spent an average of just over \$206 per party for their tours.

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<sup>5</sup> The 2017/2018 cruise year includes the twelve months beginning in May, 2017 and ending in April, 2018.

**Bahamas Chart 1 – Estimated Passenger Spending (\$US), 2017/2018 cruise year<sup>6</sup>**

Purchase Categories	Average Spend per Party	Share of All Onshore Visits	Weighted Average Spend per Party
Shore Excursions	\$98.60	46.8%	\$46.13
F&B at Restaurants & Bars	\$51.00	48.4%	\$24.65
Taxis/Ground Transportation	\$38.70	17.5%	\$6.77
Watches & Jewelry	\$933.40	15.0%	\$139.84
Clothing	\$55.50	45.1%	\$25.06
Entertainment/Night Clubs/Casinos	\$182.10	2.7%	\$4.93
Other Purchases	\$127.20	17.0%	\$21.58
Perfumes & Cosmetics	\$57.20	3.2%	\$1.86
Local Crafts & Souvenirs	\$42.00	49.1%	\$20.63
Retail Purchases of Liquor	\$53.90	10.5%	\$5.64
Electronics	-	0.0%	-
Telephone & Internet	\$47.10	2.5%	\$1.19
<b>Total Spend per Cruise Party</b>			<b>\$298.28</b>
<b>Average Size of a Cruise Party</b>			2.26
<b>Total Spend per Cruise Passenger</b>			<b>\$131.95</b>
<b>Cruise Passenger Onshore Visits</b>			2,444,757
<b>Total Cruise Passenger Expenditure</b>			<b>\$322,574,009</b>

For the entire 2017/2018 cruise year, the estimated 2.44 million cruise passengers who visited Bahamas spent a total of **\$322.6 million** (\$US) in Bahamas.

Per crew spending estimates were derived from 651 surveys completed by crew members during the survey period. As shown in **Bahamas Chart 2**, each crew member spent an average of \$54.90 in Bahamas. The average spend per crew member is the sum of the weighted spending in each of the twelve categories. For example, 76 percent of the survey respondents reported spending an average of \$35.40 for food and beverages. Spread over all the crew members that reported that they visited Bahamas; this represents an average of \$27.03 per crew member.

Expenditures by crew in Bahamas were concentrated in three categories which accounted for 62 percent of their onshore expenditures: food and beverages, phone & internet, and clothing. Combined, crew spent an average of \$33.95 for goods in these three categories. Purchases of food and beverages were the most popular expenditure item with 76 percent of the crew reporting the purchase of food and beverages.

For the entire 2017/2018 cruise year, the estimated 527,208 crew who visited Bahamas spent an estimated total of **\$28.9 million** (\$US).

Cruise lines made payments to local businesses for a variety of goods and services. Net payments to local vendors for shore excursions have been included with passenger expenditures. However,

<sup>6</sup> The average shore excursion expenditure is a weighted average of the onshore and travel agent/other purchases and the portion of the onboard purchases paid to local tour operators.

cruise lines made other local expenditures, including payments for port fees and taxes, navigation services, utilities and other supplies. Based upon data provided by the FCCA member cruise lines, we estimated that all cruise lines spent **\$54.2 million** (\$US) in Bahamas during the 2017/2018 cruise year. The majority of these expenditures were payments for port fees and taxes and navigation services.

**Bahamas Chart 2 – Estimated Crew Spending (\$US), 2017/2018 cruise year**

Purchase Categories	Average Spend per Crew	Share of All Onshore Crew Visits	Weighted Average Spend per Crew
F&B at Restaurants & Bars	\$35.40	76.3%	\$27.03
Taxis/Ground Transportation	\$13.00	13.4%	\$1.75
Watches & Jewelry	\$68.20	2.1%	\$1.46
Clothing	\$40.20	6.4%	\$2.58
Entertainment/Night Clubs/Casinos	\$94.20	2.3%	\$2.20
Other Purchases	\$74.60	13.6%	\$10.16
Shore Excursions	\$34.00	3.5%	\$1.19
Perfumes & Cosmetics	\$47.70	4.9%	\$2.32
Local Crafts & Souvenirs	\$19.20	8.0%	\$1.53
Retail Purchases of Liquor	\$23.50	1.4%	\$0.32
Electronics	\$10.30	0.2%	\$0.02
Telephone & Internet	\$33.80	12.8%	\$4.34
<b>Total Spend per Crew</b>			<b>\$54.90</b>
<b>Crew Visits</b>			527,208
<b>Total Crew Expenditures</b>			<b>\$28,943,720</b>

## Economic Contribution of Cruise Tourism Expenditures

As noted in the **Data and Methods** section of the full report, a set of economic impact models were developed for each destination to produce estimates of the economic contribution of cruise tourism. Data for these models were collected from a broad range of local, regional and international sources. The impact models were designed to reflect the economic structure of each destination, including the industrial composition of Gross Domestic Product (GDP), the wage share of GDP by industry and average employee wages by industry.

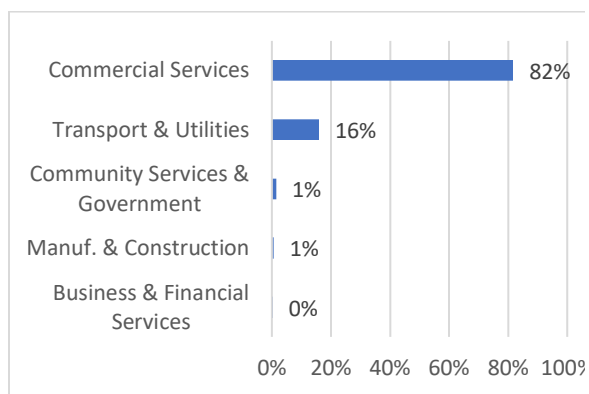
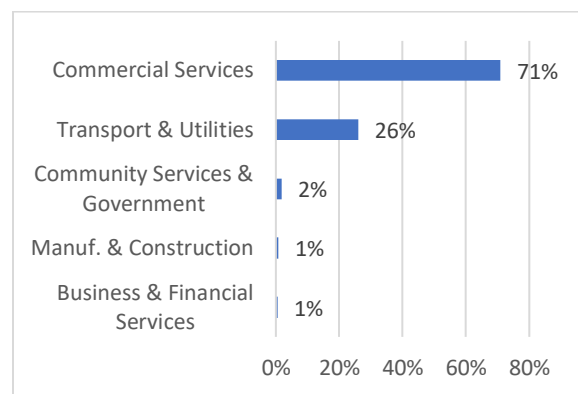
As shown in **Bahamas Chart 3**, the \$406 million in total cruise tourism expenditures in Bahamas generated direct employment of 5,256 residents of Bahamas paying \$91.3 million in annual wages. Adding the indirect contribution that results from the spending of those local businesses that are the direct recipients of passenger, crew and cruise line expenditures, the direct cruise tourism expenditures generated a total employment contribution of 9,004 jobs and \$155.7 million in wage income in Bahamas during the 2017/2018 cruise year.



**Bahamas Chart 3 – Total Economic Contribution of Cruise Tourism, 2017/2018 cruise year**

	Employment	Wage Income (\$US Millions)
<b>Direct Economic Contribution</b>	5,256	\$91.3
<b>Total Economic Contribution</b>	9,004	\$155.7

As shown in **Bahamas Charts 4 and 5**, the total employment and wage impacts of cruise tourism are concentrated in the commercial and transport sectors which account for about 98 percent of the total impacts. This is not surprising since the direct impacts account for nearly 58 percent of the total employment impacts and that virtually all of the cruise tourism expenditures are made with businesses in these sectors. Because of the relatively higher wages in the transport sector compared to the other sectors of the economy, the transport sector accounts for 26 percent of the wage impacts but only 16 percent of the employment impacts. The remainder of the total employment and wage impacts was generated by the indirect spending in the other sectors of the economy.

**Bahamas Chart 4 – Total Employment Impacts by Sector****Bahamas Chart 5 – Total Wage Impacts by Sector**

## Passenger Surveys

A total of 902 passenger surveys were completed and returned for tabulation. **Bahamas Chart 6** shows the major attributes of passenger visits to Bahamas as derived from the passenger surveys.

- Of the 902 cruise parties that completed the surveys, about a third (39%) stated that this had been their first visit to Bahamas.
- Ninety-one percent of the cruise parties that completed the surveys disembarked their cruise ship to visit Bahamas.
- Of the cruise parties that went ashore, 68% made at least one purchase while ashore. The typical cruise party consisted of two passengers (Average: 2.26) and spent an average of 4.3 hours ashore.
- Excluding shore excursions, the responding cruise parties reported spending an average of \$252.15 while ashore.

**Bahamas Chart 6 – Major Attributes of Passenger Surveys**

	Number	Percent
<b>Total Respondents</b>	902	
<b>Number Making First Visit</b>	352	39%
<b>Number Ashore</b>	819	91%
<b>Number Making Onshore Purchases:<sup>①</sup></b>	554	68%
<b>Average Hours Ashore</b>	4.3	
<b>Average Size of Expenditure Party (Persons)</b>	2.26	
<b>Average Onshore Expenditure per Party<sup>①</sup></b>	\$252.15	
<b>Purchased a Shore Excursion (Tour)</b>	383	47%
<b>Purchased Onshore Tour from:</b>		
<b>Cruise Line</b>	303	79%
<b>Onshore from Tour Operator</b>	54	14%
<b>Travel Agent</b>	26	7%
<b>Tour Type:</b>		
<b>Historical/Cultural</b>	138	36%
<b>Beach Day</b>	80	21%
<b>Soft-Water</b>	77	20%
<b>Shopping</b>	42	11%
<b>Soft Land</b>	8	2%
<b>Other</b>	73	19%
<b>Average Cost of Shore Excursion per Party<sup>②</sup></b>	\$205.71	
<b>Toured On Own/Did not Tour</b>	436	53%
<b>Reason for No Tour/Tour on Own</b>		
<b>Prefer to Tour on Own</b>	218	50%
<b>Didn't Like Any</b>	48	11%
<b>Nothing New</b>	74	17%
<b>Poor Value</b>	52	12%
<b>Too Similar to Other Destinations</b>	13	3%
<b>Other</b>	78	18%

<sup>①</sup> Excludes shore excursion expenditures

<sup>②</sup> Unadjusted average per party purchase cost of a shore excursion by passengers who purchased a shore excursion.

- Nearly half (47%) of the passengers that went ashore purchased a shore excursion. Four in five (79%) of passengers who purchased a tour did so through their cruise line, 14 percent purchased their tour onshore and 7 percent purchased their tour through their travel agent.
- Thirty-six percent of the tours purchased were to “historical or cultural sites” while about 1 in 5 each were “beach day” (21%) or “soft-water activities” (20%).
- The typical cruise party that purchased a shore excursion spent \$206 for their tour.

## Passenger Satisfaction

The passenger survey also asked the passengers to rate their satisfaction with their destination visit along a number of parameters, as shown in **Bahamas Chart 7**. A 10-point scale was used with 10 being the highest score, i.e., extremely satisfied/likely, and 1 being the lowest score, i.e., not at all satisfied/likely.

- Cruise passengers were very satisfied with their “overall visit” to Bahamas (7.5) but felt somewhat less satisfied with their “visit met expectations” (6.9).
- “Guided Tours” (or Shore Excursions) received the highest score of all main visit attributes with a mean score of 8.3. “Knowledge of Guide” (8.6), “Professionalism of Guide” (8.6) and “Value of Tour” (7.9) all received scores which were “very satisfied”, thus, cruise passengers were “very satisfied” with their shore excursions.

**Bahamas Chart 7 – Passenger Visit Satisfaction\***

Visit Attributes	2018 Mean Score
Overall Visit	7.5
Visit Met Expectations	6.9
Likelihood of a Return Visit	5.4
Likelihood of Recommending	5.9
Initial Shoreside Welcome	7.2
Guided Tour	8.3
Knowledge of guide	8.6
Professionalism of guide	8.6
Value of tour	7.9
Historic Sites/Museums	7.6
Variety of Things to See and Do	7.0
Friendliness of Residents	7.7
Overall Shopping Experience	7.5
Courtesy of Employees	7.9
Variety of Shops	7.3
Quality of Goods	7.4
Overall Prices	7.0
Taxis/Local Transportation	7.8
Professionalism of Driver	8.1
Cleanliness of Transport	7.7

\* Scale is 1 to 10 with 10 being the highest score. The mean scores can be interpreted as follows:  
 Extremely Satisfied/Likely: 10-9; Very Satisfied/Likely: 8-7; Somewhat Satisfied/Likely: 6-5; Not Too Satisfied/Likely: 4-3; Not At All Satisfied/Likely: 2-1.

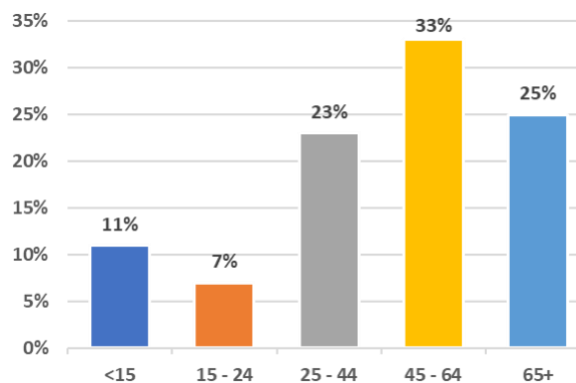
Among other key conclusions concerning visit satisfaction were the following:

- Passenger interactions with residents and store employees were very positive as the mean scores for “friendliness of residents” (7.7) and “courtesy of employees” (7.9) were both in the ‘very satisfied’ range.
- Passengers were also ‘very satisfied’ with the “initial shoreside welcome” (7.2), “taxis and local transportation” (7.8), “historic sites and museums” (7.6) and the “overall shopping experience” (7.5). They recorded slightly lower satisfaction for “overall prices” (7.0), and “variety of things to see and do” (7.0), but both still rated as ‘very satisfied’.
- Categories scoring the lowest were “likelihood of returning for a land-based visit (5.4), and “likelihood of recommending” (5.9), however, both categories still fell into the ‘somewhat likely’ category.

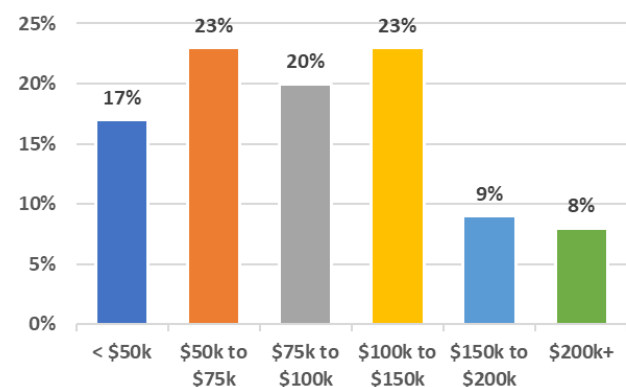
## Passenger Demographics

Residents of the United States alone accounted for 98 percent of the responding passengers. The average age of the respondents was 47 years with 25 percent being 65 years of age or older. Bahamas passengers had an average household income of about \$102,300 with 40 percent having over \$100,000 in annual household income.

**Bahamas Chart 8 – Passenger Age Cohorts**



**Bahamas Chart 9 – Passenger Household Income**



## British Virgin Islands

At the core of the analysis of the economic contribution of cruise tourism were a set of passenger and crew surveys that were conducted onboard ships of the FCCA member cruise lines<sup>1</sup>. The survey schedule was designed so that surveys were conducted by FCCA member cruise lines that called at each destination and that the distribution of passenger and crew surveys would reflect the distribution of passenger and crew arrivals by cruise line at each destination. On any given cruise itinerary, passenger and crew surveys were placed in all passenger cabins and crew quarters following a single destination call. The surveys were completed by the passengers and crew in the privacy of their quarters and returned to a designated office on the cruise ship. Thus, passengers and crew were only surveyed once during a cruise itinerary and for a single destination.

The passenger and crew surveys were designed to collect data for onshore spending and visit satisfaction by both passengers and crew. While the crew survey was slightly shorter than the passenger survey, both surveys were designed to collect the following information:

- hours spent ashore;
- expenditures by category, including shore tours, food & beverages, clothing, etc.;
- visit satisfaction, including shore tour, friendliness of residents, prices, shopping, etc.;
- likelihood of returning for a land-based vacation (passengers only); and
- demographic characteristics, including country of residence, age group, income, etc.

Combining the expenditure data collected from the passenger and crew surveys with data on expenditures by cruise lines for port fees and services, payments to local tour operators for passenger shore excursions purchased onboard the cruise ships, and other provisions purchased locally by the cruise lines, estimates of total cruise tourism expenditures were developed for each participating destination.

Given the direct spending estimates, the economic contribution of these expenditures, as measured by employment and wage income were then estimated for each destination. This process began with the collection of economic data for each destination from a combination of local, regional and international sources. Utilizing all of these data, a set of economic impact models were developed for each destination to estimate the direct and total employment and wage impacts. A more detailed description of these models is provided in the **Data and Methods** section of Volume I.

<sup>1</sup> Due to the effects of Hurricane's Harvey and Irma, it was not possible to conduct surveys for the 2017/18 cruise season in BVI. As such, spend data from the previous study was used and inflated by growth rates seen in similar sized eastern Caribbean destinations. This was then applied to the actual 2017/18 passenger and crew counts obtained from the BVI Ports Authority.

## Cruise Tourism Expenditures

Cruise tourism expenditures in destination ports are composed of a broad range of spending including:

- onshore expenditures by passengers which tend to be concentrated in shore excursions and retail purchases of clothing, jewelry and local crafts and souvenirs;
- onshore expenditures by crew which are generally concentrated in purchases of food and beverages, local transportation and retail purchases of clothing and electronics;
- expenditures by cruise lines for port services, such as dockage fees and linesmen, utilities, such as water and power and navigation services; and
- purchases of supplies, such as food and other supplies, by the cruise lines from local businesses.

Based on data from the British Virgin Islands Ports Authority, an estimated 140,763 cruise passengers arrived aboard cruise ships during the 2017/2018 cruise year.<sup>7</sup> Of these, an estimated 124,857 passengers (89%) disembarked and visited the British Virgin Islands. **It should be noted that due to the devastating hurricanes in the region, passenger arrivals were approximately 60 percent below the 2014/2015 levels of the prior study.** Utilizing additional data provided by the visiting cruise lines, we have estimated that 57,500 crew were aboard the cruise ships and that 33 percent, or 19,100 crew, disembarked and visited the British Virgin Islands.

These passenger and crew visits along with additional expenditures by the cruise lines generated a total of **\$12.5 million** (\$US) in cruise tourism expenditures in the British Virgin Islands during the 2017/18 cruise year. The contribution of expenditures by passengers, crew and cruise lines to this total is discussed below.

Per passenger spending estimates were derived from 470 surveys completed by passengers during the prior survey period. As shown in **BVI Chart 1**, each passenger cruise party spent an average of \$153.87. The average spend per cruise party is the sum of the weighted spending in each of the twelve categories. For example, 49 percent of the survey respondents reported spending an average of \$24.40 for food and beverages. Spread over the cruise parties that visited BVI, this represented an average of \$11.91 per party. On a per passenger basis, the average total expenditure was \$78.11. This represents the sum of per party expenditures, \$153.87, divided by the average size of a cruise party in BVI, 1.97 passengers.

Cruise passenger expenditures in BVI were concentrated in three categories which accounted for 77 percent of their onshore expenditures: shore excursions, watches and jewelry and clothing. Over 30 percent of the passengers that went ashore made purchases in the following categories: shore excursions, food and beverages, clothing, and local crafts.

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<sup>7</sup> The 2017/2018 cruise year includes the twelve months beginning in May 2017 and ending in April 2018.

**BVI Chart 1 – Estimated Passenger Spending (\$US), 2017/2018 cruise year<sup>8</sup>**

Purchase Categories	Average Spend per Party	Share of All Onshore Visits	Weighted Average Spend per Party
Shore Excursions	\$82.20	50.0%	\$41.10
F&B at Restaurants & Bars	\$24.40	48.9%	\$11.93
Taxis/Ground Transportation	\$29.80	20.1%	\$5.99
Watches & Jewelry	\$721.40	7.9%	\$56.99
Clothing	\$58.40	34.5%	\$20.15
Entertainment/Night Clubs/Casinos	-	0.0%	-
Other Purchases	\$39.20	18.0%	\$7.06
Perfumes & Cosmetics	\$16.50	0.7%	\$0.12
Local Crafts & Souvenirs	\$30.90	30.9%	\$9.55
Retail Purchases of Liquor	\$17.10	5.0%	\$0.86
Electronics	-	0.0%	-
Telephone & Internet	\$11.90	1.4%	\$0.17
<b>Total Spend per Cruise Party</b>			<b>\$153.87</b>
<b>Average Size of a Cruise Party</b>			<b>2.0</b>
<b>Total Spend per Cruise Passenger</b>			<b>\$78.11</b>
<b>Cruise Passenger Onshore Visits</b>			<b>124,857</b>
<b>Total Cruise Passenger Expenditures</b>			<b>\$9,751,997</b>

Half (50%) of the passengers reported that their cruise party purchased a shore excursion. The effective local price of the shore excursion was \$82.20 per party but when the full price of the purchase from cruise lines and travel agents is included passengers spent an average of nearly \$130 per party for their tours.

For the entire 2017/2018 cruise year, the estimated 124,857 cruise passengers who visited BVI spent a total of **\$9.8 million** (\$US) in BVI.

Per crew spending estimates were derived from 796 surveys completed by crew members during the survey period. As shown in **BVI Chart 2**, each crew member spent an average of \$34.12 in BVI. The average spend per crew member is the sum of the weighted spending in each of the twelve categories. For example, 94 percent of the survey respondents reported spending an average of \$22.50 for food and beverages. Spread over all the crew members that reported that they visited BVI; this represents an average of \$21.02 per crew member.

Expenditures by crew in BVI were concentrated in three categories which accounted for 85 percent of their onshore expenditures: food and beverages, local crafts, and clothing. Combined, crew spent an average of \$29.11 for goods in these three categories. Purchases of food and beverages were the most popular expenditure item with 94 percent of the crew reporting the purchase of food and beverages.

<sup>8</sup> The average shore excursion expenditure is a weighted average of the onshore and Internet purchases and the portion of the onboard purchases paid to local tour operators.



**BVI Chart 2 – Estimated Crew Spending (\$US), 2017/2018 cruise year**

Purchase Categories	Average Spend per Crew	Share of All Onshore Crew Visits	Weighted Average Spend per Crew
F&B at Restaurants & Bars	\$22.50	93.5%	\$21.02
Taxis/Ground Transportation	\$15.40	8.7%	\$1.34
Watches & Jewelry	\$9.30	4.3%	\$0.40
Clothing	\$18.40	8.7%	\$1.60
Entertainment/Night Clubs/Casinos	-	0.0%	-
Other Purchases	\$17.80	10.9%	\$1.94
Shore Excursions	-	0.0%	-
Perfumes & Cosmetics	\$27.10	2.2%	\$0.59
Local Crafts & Souvenirs	\$19.90	32.6%	\$6.49
Retail Purchases of Liquor	\$16.20	2.2%	\$0.35
Electronics	\$18.20	2.2%	\$0.40
Telephone & Internet	-	0.0%	-
<b>Total Spend per Crew</b>			<b>\$34.12</b>
<b>Crew Visits</b>			19,065
<b>Total Crew Expenditures</b>			<b>\$650,573</b>

For the entire 2017/2018 cruise year, the estimated 19,065 crew who visited BVI spent an estimated total of **\$0.65 million** (\$US).

Cruise lines made payments to local businesses for a variety of goods and services. Net payments to local vendors for shore excursions have been included with passenger expenditures. However, cruise lines made other local expenditures, including payments for port fees and taxes, navigation services, utilities and other supplies. Based upon data provided by the FCCA member cruise lines, we estimated that all cruise lines spent **\$2.1 million** (\$US) in BVI during the 2017/2018 cruise year. A majority of these expenditures were payments for port fees and taxes and navigation services.

## Economic Contribution of Cruise Tourism Expenditures

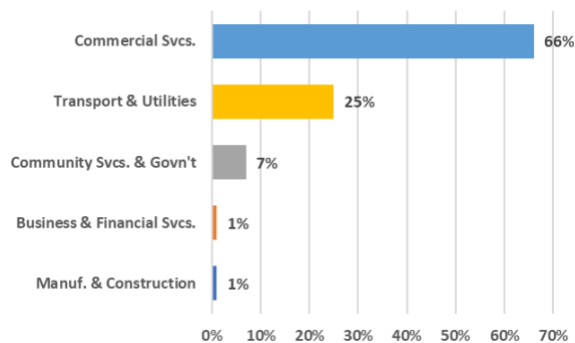
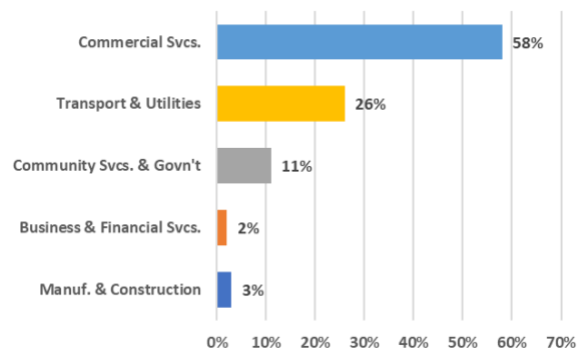
As noted in the **Data and Methods** section of the full report, a set of economic impact models were developed for each destination to produce estimates of the economic contribution of cruise tourism. Data for these models were collected from a broad range of local, regional and international sources. The impact models were designed to reflect the economic structure of each destination, including the industrial composition of Gross Domestic Product (GDP), the wage share of GDP by industry and average employee wages by industry.

As shown in **BVI Chart 3**, the \$12.5 million in total cruise tourism expenditures in BVI generated direct employment of 146 residents of BVI paying \$2.5 million in annual wages. Adding the indirect contribution that results from the spending of those local businesses that are the direct recipients of passenger, crew and cruise line expenditures, the direct cruise tourism expenditures generated a total employment contribution of 234 jobs and \$4.3 million in wage income in BVI during the 2017/2018 cruise year.

**BVI Chart 3 –Total Economic Contribution of Cruise Tourism, 2017/2018 cruise year**

	Employment	Wage Income (\$US Millions)
<b>Direct Economic Contribution</b>	146	\$ 2.47
<b>Total Economic Contribution</b>	234	\$ 4.33

As shown in **BVI Charts 4 and 5**, the total employment and wage impacts of cruise tourism are concentrated in the commercial and transport sectors which account for 91 percent of the total impacts. This is not surprising since the direct impacts account for over 60 percent of the total employment impacts and that virtually all of the cruise tourism expenditures are made with businesses in these sectors. Because of the relatively lower wages in the commercial sector compared to the other sectors of the economy, the commercial sector accounts for 58 percent of the wage impacts but 66 percent of the employment impacts. The remainder of the total employment and wage impacts was generated by the indirect spending in the other sectors of the economy.

**BVI Chart 4 – Total Employment Impacts by Sector****BVI Chart 5 – Total Wage Impacts by Sector**

## Passenger Surveys

A total of 470 passenger surveys were completed and returned for tabulation. **BVI Chart 6** shows the major attributes of passenger visits to BVI as derived from the passenger surveys.

- Of the 470 cruise parties that completed the surveys 64% stated that this had been their first visit to BVI.
- Ninety-seven percent of the cruise parties that completed the surveys disembarked their cruise ship to visit BVI.
- Of the cruise parties that went ashore, 61% made at least one purchase while ashore. The typical cruise party consisted of two passengers (Average: 1.97) and spent an average of 4.1 hours ashore.
- The responding cruise parties reported spending an average of \$112.78 while ashore (excludes shore excursions).

A total of 470 passenger surveys were completed and returned for tabulation. BVI Chart 6 shows the major attributes of passenger visits to BVI as derived from the passenger surveys.

**BVI Chart 6 – Major Attributes of Passenger Surveys**

	Number	Percent
<b>Total Respondents</b>	470	
<b>Number Making First Visit</b>	301	64%
<b>Number Ashore</b>	456	97%
<b>Number Making Onshore Purchases:</b>	278	61%
<b>Average Hours Ashore</b>	4.08	
<b>Average Size of Expenditure Party (Persons)</b>	1.97	
<b>Average Onshore Expenditure per Party<sup>①</sup></b>	\$112.84	
<b>Purchased a Shore Excursion (Tour)</b>	230	50%
<b>Purchased Onshore Tour from:</b>		
<b>Cruise Line</b>	173	75%
<b>Onshore from Tour Operator</b>	39	17%
<b>Travel Agent</b>	18	8%
<b>Tour Type:</b>		
<b>Historical/Cultural</b>	115	50%
<b>Marine-based</b>	55	24%
<b>Land-Based</b>	21	9%
<b>Center City</b>	7	3%
<b>Other</b>	54	23%
<b>Average Cost of Shore Excursion per Party<sup>②</sup></b>	\$129.78	
<b>Toured On Own/Did not Tour</b>	226	50%

<sup>①</sup> Excludes shore excursion expenditures

<sup>②</sup> Unadjusted average per party purchase cost of a shore excursion by passengers who purchased a shore excursion.

- Of the 470 cruise parties that completed the surveys 64% stated that this had been their first visit to BVI.
- Ninety-seven percent of the cruise parties that completed the surveys disembarked their cruise ship to visit BVI.

- Of the cruise parties that went ashore, 61% made at least one purchase while ashore. The typical cruise party consisted of two passengers (Average: 1.97) and spent an average of 4.1 hours ashore.
- The responding cruise parties reported spending an average of \$112.84 while ashore (excludes shore excursions).
- Half (50%) of the passengers that went ashore purchased a shore excursion. Three-quarters (75%) of passengers who purchased a tour did so through their cruise line, 17 percent purchased their tour onshore and 8 percent purchased their tour through their travel agent.
- Half (50%) of the tours purchased were to visit "historical or cultural sites", while about a quarter (24%) were "marine based activity" tours.
- The typical cruise party that purchased a shore excursion spent \$130 for their tour.

## Passenger Satisfaction

The passenger survey also asked the passengers to rate their satisfaction with their destination visit along a number of parameters, as shown in **BVI Chart 7**. A 10-point scale was used with 10 being the highest score, i.e., extremely satisfied/likely, and 1 being the lowest score, i.e., not at all satisfied/ likely.

**BVI Chart 7 – Passenger Visit Satisfaction\***

Visit Attributes	Mean Score
Overall Visit	7.4
Visit Met Expectations	6.7
Likelihood of a Return Visit	4.7
Likelihood of Recommending	5.5
Initial Shoreside Welcome	7.6
Guided Tour	8.0
Historic Sites/Museums	6.3
Variety of Things to See and Do	5.9
Friendliness of Residents	8.2
Overall Shopping Experience	5.9
Courtesy of Employees	8.0
Variety of Shops	5.3
Overall Prices	6.3
Taxis/Local Transportation	7.7

\* Scale is 1 to 10 with 10 being the highest score. The mean scores can be interpreted as follows: Extremely Satisfied/Likely: 10-9; Very Satisfied/ Likely: 8-7; Somewhat Satisfied/ Likely: 6-5; Not Too Satisfied/ Likely: 4-3; Not At All Satisfied/ Likely: 2-1.

- Cruise passengers were 'very satisfied' with their "overall visit" to BVI with a mean score of 7.4. However, the visit did not score as high in terms of meeting expectations; as the mean score for "visit met expectations" was lower at 6.7.
- Passenger interactions with residents and store employees were very positive as the mean scores for "friendliness of residents" (8.2) and "courtesy of employees" (8.0) were the highest among all ratings.

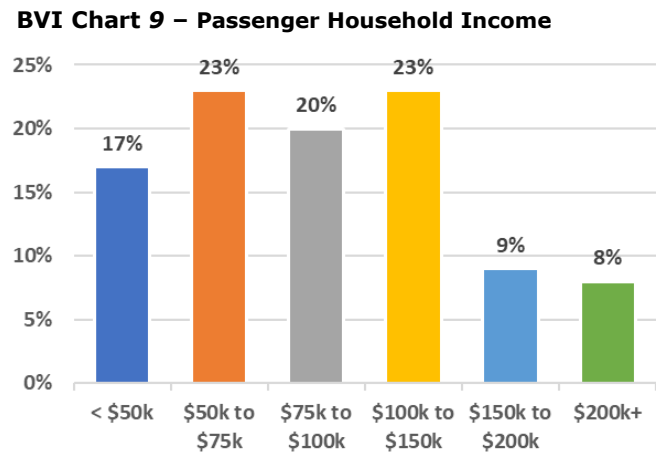
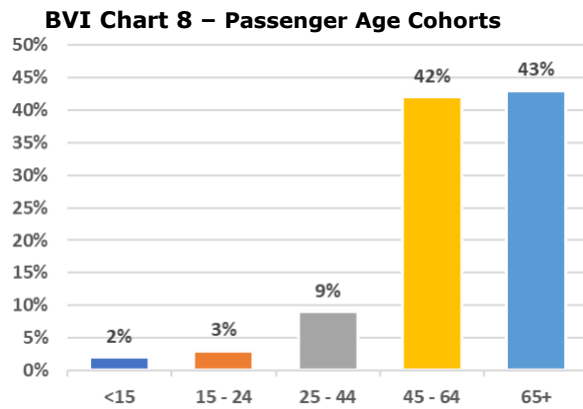
Among other key conclusions concerning visit satisfaction were the following:

- "Guided tours" (or shore excursions) also received a high mean satisfaction rating (8.0), indicating cruise passengers were very satisfied with their shore excursions.
- Passengers were also 'very satisfied' with a "taxi /local transportation" (7.7) and the "initial shoreside welcome (7.6).
- While passengers thought shop employees were very courteous, the overall score for their "overall shopping experience" (5.9) was brought down by lower perceptions on the "variety of shops" (5.3) and "overall prices" (6.3).

- Categories scoring the low end of the scale include “likelihood of returning for a land-based visit” (4.7), and “likelihood of recommending” (5.5).

## Passenger Demographics

Residents of the United States, UK and Canada accounted for 94 percent of the responding passengers in BVI. The average age of the respondents was 58 years with 43 percent of the respondents being 65 years of age or older. BVI passengers had an average household income of \$102,100 with about 40 percent having over \$100,000 in household income.



## Dominican Republic

At the core of the analysis of the economic contribution of cruise tourism were a set of passenger and crew surveys that were conducted onboard ships of the FCCA member cruise lines.<sup>9</sup> The surveys were undertaken during the eight-month period beginning in October 2017 and ending in May 2018. The survey schedule was designed so that surveys were conducted by FCCA member cruise lines that called at each destination and that the distribution of passenger and crew surveys would reflect the distribution of passenger and crew arrivals by cruise line at each destination. On any given cruise itinerary, passenger and crew surveys were placed in all passenger cabins and crew quarters following a single destination call. The surveys were completed by the passengers and crew in the privacy of their quarters and returned to a designated office on the cruise ship. Thus, passengers and crew were only surveyed once during a cruise itinerary and for a single destination.

The passenger and crew surveys were designed to collect data for onshore spending and visit satisfaction by both passengers and crew. While the crew survey was slightly shorter than the passenger survey, both surveys were designed to collect the following information:

- hours spent ashore;
- expenditures by category, including shore tours, food & beverages, clothing, etc.;
- visit satisfaction, including shore tour, friendliness of residents, prices, shopping, etc.;
- likelihood of returning for a land-based vacation (passengers only); and
- demographic characteristics, including country of residence, age group, income, etc.

Combining the expenditure data collected from the passenger and crew surveys with data on expenditures by cruise lines for port fees and services, payments to local tour operators for passenger shore excursions purchased onboard the cruise ships, and other provisions purchased locally by the cruise lines, estimates of total cruise tourism expenditures were developed for each participating destination.

Given the direct spending estimates, the economic contribution of these expenditures, as measured by employment and wage income were then estimated for each destination. This process began with the collection of economic data for each destination from a combination of local, regional and international sources. Utilizing all of these data, a set of economic impact models were developed for each destination to estimate the direct and total employment and wage impacts. A more detailed description of these models is provided in the **Data and Methods** section of Volume I.

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<sup>9</sup> Surveys were conducted on the ships of the following cruise lines: Aida, Carnival Cruise Lines, Celebrity Cruises, Costa Cruises, Disney Cruise Line, Holland America Line, Norwegian Cruise Line, Princess Cruises, P&O Cruises, Royal Caribbean International and TUI Cruises.

## Cruise Tourism Expenditures

Cruise tourism expenditures in destination ports are composed of a broad range of spending including:

- onshore expenditures by passengers which tend to be concentrated in shore excursions and retail purchases of clothing, jewelry and local crafts and souvenirs;
- onshore expenditures by crew which are generally concentrated in purchases of food and beverages, local transportation and retail purchases of clothing and electronics;
- expenditures by cruise lines for port services, such as dockage fees and linesmen, utilities, such as water and power and navigation services; and
- purchases of supplies, such as food and other stores, by the cruise lines from local businesses.

According to data provided by the cruise ports in the Dominican Republic, a total of 1,062,800 cruise passengers arrived in the Dominican Republic during the 2017/2018 cruise year – up over 85 percent from the 2014/2015 study.<sup>10</sup> These included 957,100 transit passengers and 105,700 passengers embarking on their cruises in the Dominican Republic. Of the transit passengers, an estimated 766,208 passengers (81%) disembarked and visited the Dominican Republic. Utilizing additional data provided by the ports and visiting cruise lines, we have estimated that 357,100 crew were aboard the cruise ships that sailed to and from the Dominican Republic and that 26 percent, or 84,800 crew, disembarked and visited the destination.

These passenger and crew visits along with additional expenditures by the cruise lines generated a total of **\$134.7 million** (\$US) in cruise tourism expenditures in the Dominican Republic during the 2017/2018 cruise year. The contribution of expenditures by passengers, crew and cruise lines to this total is discussed below.

Passenger expenditures were estimated separately for transit and homeport passengers. Per passenger spending estimates for transit passengers were derived from 1,173 surveys completed by passengers during the survey period. As shown in **Dominican Republic Chart 1**, each transit passenger cruise party spent an average of \$163.01 in the Dominican Republic. The average spend per cruise party is the sum of the weighted spending in each of the twelve categories. For example, 42 percent of the survey respondents reported spending an average of \$30.70 at local restaurants and/or bars. Spread over the cruise parties that visited the Dominican Republic, this represents an average of \$12.79 per party. On a per passenger basis, the average total expenditure was \$77.63. This represents the sum of per party expenditures, \$163.01, divided by the average size of a cruise party in the Dominican Republic, 2.10 passengers.

Transit cruise passenger expenditures in the Dominican Republic were concentrated in four categories which accounted for 73 percent of their onshore expenditures: shore excursions, watches and jewelry, local crafts and food & beverages. Forty percent or more of the passengers

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<sup>10</sup> The 2017/2018 cruise year includes the twelve months beginning in May, 2017 and ending in April, 2018.



that went ashore made purchases in the following categories: shore excursions, food and beverages, and local crafts.

Fifty-five percent (55%) of the passengers reported that their cruise party purchased a shore excursion. The effective local price of the shore excursion was \$99.50 per party but when the full price of the purchase from cruise lines and travel agents is included passengers spent an average of just over \$124 per party for their tours.

**Dominican Republic Chart 1 – Estimated Transit Passenger Spending (\$US), 2017/2018 cruise year<sup>11</sup>**

Purchase Categories	Average Spend per Party	Share of All Onshore Visits	Weighted Average Spend per Party
Shore Excursions	\$99.50	55.2%	\$54.94
F&B at Restaurants & Bars	\$30.70	41.7%	\$12.79
Taxis/Ground Transportation	\$35.40	15.9%	\$5.63
Watches & Jewelry	\$154.30	21.5%	\$33.13
Clothing	\$37.90	28.2%	\$10.68
Entertainment/Night Clubs/Casinos	\$450.20	0.6%	\$2.86
Other Purchases	\$69.40	23.1%	\$16.06
Perfumes & Cosmetics	\$41.70	2.2%	\$0.90
Local Crafts & Souvenirs	\$33.50	54.0%	\$18.11
Retail Purchases of Liquor	\$45.40	15.5%	\$7.04
Electronics	\$89.20	0.8%	\$0.68
Telephone & Internet	\$18.70	1.0%	\$0.19
<b>Total Spend per Cruise Party</b>			<b>\$163.01</b>
<b>Average Size of a Cruise Party</b>			2.10
<b>Total Spend per Cruise Passenger</b>			<b>\$77.63</b>
<b>Cruise Passenger Onshore Visits</b>			776,208
<b>Total Cruise Passenger Expenditures</b>			<b>\$60,253,315</b>

For the entire 2017/2018 cruise year, the estimated 776,208 transit cruise passengers who visited the Dominican Republic spent a total of **\$60.3 million** (\$US) in the country.

As noted above another 105,700 cruise passengers arrived in the Dominican Republic to begin their Caribbean cruise. Based upon homeport passenger surveys conducted, passenger expenditures were estimated for passengers embarking on their cruises from the Dominican Republic. As shown in **Dominican Republic Chart 2**, each passenger cruise party spent an estimated average of \$332.69 in the Dominican Republic. On a per passenger basis, the average total expenditure was \$166.34.

Homeport cruise passenger expenditures were concentrated in three categories which accounted for 82 percent of their onshore expenditures: lodging, shore excursions and food & beverage. In

<sup>11</sup> The average shore excursion expenditure is a weighted average of the onshore and Internet purchases and the portion of the onboard purchases paid to local tour operators.

total, homeport passengers spent nearly \$274 for goods and services in these three categories. About 20 percent or more of the homeport passengers made purchases in the following categories: shore excursions, food and beverages, local crafts and Taxis.

For the entire 2017/2018 cruise year, the estimated 105,700 homeport cruise passengers who visited the Dominican Republic spent a total of **\$17.6 million** (\$US) on the island.

**Dominican Republic Chart 2 – Estimated Homeport Passenger Spending (\$US), 2017/2018 cruise year<sup>12</sup>**

Purchase Categories	Average Spend per Party	Share of All Onshore Visits	Weighted Average Spend per Party
Lodging	\$265.00	4.8%	\$12.62
Shore Excursions	\$385.70	64.9%	\$250.27
F&B at Restaurants & Bars	\$36.30	30.4%	\$11.01
Taxis/Ground Transportation	\$31.30	26.3%	\$8.23
Watches & Jewelry	\$40.80	11.9%	\$4.86
Clothing	\$55.50	17.5%	\$9.74
Entertainment/Night Clubs/Casinos	-	0.0%	-
Other Purchases	\$143.10	14.0%	\$20.08
Perfumes & Cosmetics	\$60.10	3.5%	\$2.11
Local Crafts & Souvenirs	\$20.70	48.2%	\$9.99
Retail Purchases of Liquor	\$29.30	12.3%	\$3.60
Electronics	-	0.0%	-
Telephone & Internet	\$10.30	1.8%	\$0.18
<b>Total Spend per Cruise Party</b>			<b>\$332.69</b>
<b>Average Size of a Cruise Party</b>			<b>2.0</b>
<b>Total Spend per Cruise Passenger</b>			<b>\$166.34</b>
<b>Cruise Passenger Visits</b>			<b>105,700</b>
<b>Total Cruise Passenger Expenditures</b>			<b>\$17,582,490</b>

Per crew spending estimates were derived from surveys completed by 462 crew members during the survey period. As shown in **Dominican Republic Chart 3**, each crew member spent an average of \$47.08 in the Dominican Republic. The average spend per crew member is the sum of the weighted spending in each of the twelve categories. For example, 68 percent of the survey respondents reported spending an average of \$29.10 for food and beverages. Spread over all crew members that reported visiting the Dominican Republic, this represents an average of \$19.93 per crew member.

Expenditures by crew in the Dominican Republic were concentrated in two categories which accounted for 63 percent of their onshore expenditures: food and beverages and other (unspecified) purchases. Combined, crew spent an average of \$29.63 for goods in these two

<sup>12</sup> The average shore excursion expenditure is a weighted average of the onshore and Internet purchases and the portion of the onboard purchases paid to local tour operators.

categories. Purchases of food and beverages were the most popular expenditure item with 68 percent of the crew reporting the purchase of food and beverages.

For the entire 2017/2018 cruise year, the estimated 84,813 crew who visited the Dominican Republic spent an estimated total of nearly **\$4.0 million** (\$US).

**Dominican Republic Chart 3 – Estimated Crew Spending (\$US), 2017/2018 cruise year**

Purchase Categories	Average Spend per Crew	Share of All Onshore Visits	Weighted Average Spend per Crew
F&B at Restaurants & Bars	\$29.10	68.4%	\$19.93
Taxis/Ground Transportation	\$15.10	13.2%	\$1.99
Watches & Jewelry	\$45.10	3.9%	\$1.78
Clothing	\$23.30	14.5%	\$3.37
Entertainment/Night Clubs/Casinos	-	0.0%	-
Other Purchases	\$105.30	9.2%	\$9.70
Shore Excursions	\$42.90	5.3%	\$2.26
Perfumes & Cosmetics	\$38.40	7.9%	\$3.03
Local Crafts & Souvenirs	\$22.10	18.4%	\$4.08
Retail Purchases of Liquor	\$6.80	1.3%	\$0.09
Electronics	\$20.90	2.6%	\$0.55
Telephone & Internet	\$5.70	5.3%	\$0.30
<b>Total Spend per Crew</b>			<b>\$47.08</b>
<b>Crew Visits</b>			<b>84,813</b>
<b>Total Crew Expenditures</b>			<b>\$3,992,996</b>

Cruise lines made payments to local businesses for a variety of goods and services. Net payments to local vendors for shore excursions have been included with passenger expenditures. However, cruise lines made other local expenditures, including payments for port fees and taxes, navigation services, utilities and other supplies. Based upon data provided by the FCCA member cruise lines, we estimated that all cruise lines spent **\$52.9 million** (\$US) in the Dominican Republic during the 2017/2018 cruise year. The majority of these expenditures were payments for ship supplies, primarily by cruise ships homeporting in the Dominican Republic.

## Economic Contribution of Cruise Tourism Expenditures

As noted in the **Data and Methods** section of the full report, a set of economic impact models were developed for each destination to produce estimates of the economic contribution of cruise tourism. Data for these models were collected from a broad range of local, regional and international sources. The impact models were designed to reflect the economic structure of each destination, including the industrial composition of Gross Domestic Product (GDP), the wage share of GDP by industry and average employee wages by industry.

As shown in **Dominican Republic Chart 4**, the \$134.7 million in total cruise tourism expenditures generated direct employment of 2,514 residents of the Dominican Republic paying \$11.3 million in annual wages. Adding the indirect contribution that results from the spending of those local businesses that are the direct recipients of passenger, crew and cruise line

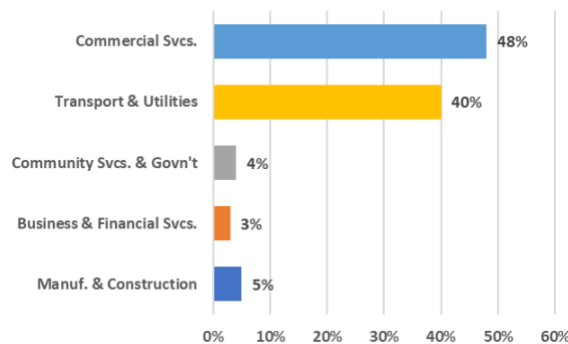
expenditures, the direct cruise tourism expenditures generated a total employment contribution of 4,052 jobs and \$17.4 million in wage income in the Dominican Republic during the 2017/2018 cruise year.

**Dominican Republic Chart 4 – Total Economic Contribution of Cruise Tourism, 2017/2018 cruise year**

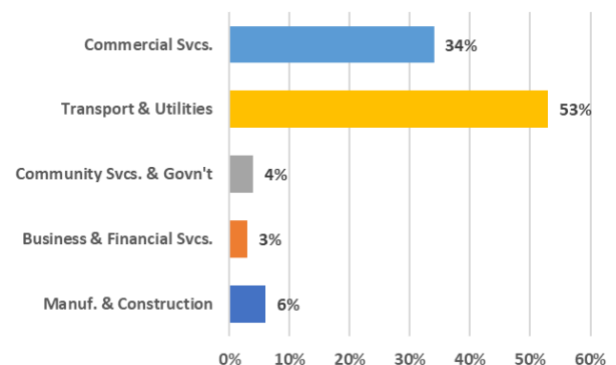
	Employment	Wage Income (\$US Millions)
<b>Direct Economic Contribution</b>	2,514	\$11.28
<b>Total Economic Contribution</b>	4,052	\$17.43

As shown in **Dominican Republic Charts 5 and 6**, the total employment and wage impacts of cruise tourism are concentrated in the commercial and transport sectors which account for about 88 percent of the total impacts. This is not surprising since the direct impacts account for nearly 60 percent of the total employment impacts and that virtually all of the cruise tourism expenditures are made with businesses in these sectors. Because of the relatively higher wages in the transport sector compared to the other sectors of the economy, the transport sector accounts for 53 percent of the wage impacts but only 40 percent of the employment impacts. The remainder of the total employment and wage impacts was generated by the indirect spending in the other sectors of the economy.

**Dominican Republic Chart 5 – Total Employment Impacts by Sector**



**Dominican Republic Chart 6 – Total Wage Impacts by Sector**



## Passenger Surveys

A total of 1,173 transit passenger surveys were completed and returned for tabulation. **Dominican Republic Chart 7** shows the major attributes of passenger visits to Dominican Republic as derived from the passenger surveys.

- Of the 1,173 cruise parties that completed the surveys, about 2 in 3 (65%) stated that this had been their first visit to Dominican Republic.
- Ninety-seven percent of the cruise parties that completed the surveys disembarked their cruise ship to visit Dominican Republic.
- Of the cruise parties that went ashore, 69 percent made at least one purchase while ashore. The typical cruise party consisted of two passengers (Average: 2.10) and spent an average of 4.3 hours ashore.
- Excluding shore excursions, the responding cruise parties reported spending an average of \$108.07 while ashore.

**Dominican Republic Chart 7 – Major Attributes of Passenger Surveys**

	Number	Percent
<b>Total Respondents</b>	1,173	
<b>Number Making First Visit</b>	762	65%
<b>Number Ashore</b>	1,136	97%
<b>Number Making Onshore Purchases:①</b>	787	69%
<b>Average Hours Ashore</b>	4.3	
<b>Average Size of Expenditure Party (Persons)</b>	2.10	
<b>Average Onshore Expenditure per Party①</b>	\$108.07	
<b>Purchased a Shore Excursion (Tour)</b>	627	55%
<b>Purchased Onshore Tour from:</b>		
<b>Cruise Line</b>	445	79%
<b>Onshore from Tour Operator</b>	131	21%
<b>Travel Agent</b>	44	7%
<b>Tour Type:</b>		
<b>Historical/Cultural</b>	286	46%
<b>Beach Day</b>	115	18%
<b>Soft-Water</b>	65	10%
<b>Shopping</b>	63	10%
<b>Soft Land</b>	65	10%
<b>Other</b>	99	16%
<b>Average Cost of Shore Excursion per Party②</b>	\$124.11	
<b>Toured On Own/Did not Tour</b>	509	45%
<b>Reason for No Tour/Tour on Own</b>		
<b>Prefer to Tour on Own</b>	215	42%
<b>Didn't Like Any</b>	98	19%
<b>Nothing New</b>	27	5%
<b>Poor Value</b>	72	14%
<b>Too Similar to Other Destinations</b>	26	5%
<b>Other</b>	138	27%

① Excludes shore excursion expenditures

② Unadjusted average per party purchase cost of a shore excursion by passengers who purchased a shore excursion.

- More than half (55%) of the passengers that went ashore purchased a shore excursion. Most (72%) of passengers who purchased a tour did so through their cruise line, 21 percent purchased their tour onshore and 7 percent purchased their tour through their travel agent.
- Most tours (46%) were to visit “historical or cultural sites”. Another 18 percent were “beach day” activities.
- The typical cruise party that purchased a shore excursion spent \$124 for their tour.

## Passenger Satisfaction

The passenger survey also asked the passengers to rate their satisfaction with their destination visit along a number of parameters, as shown in **Dominican Republic Chart 8**. A 10-point scale was used with 10 being the highest score, i.e., extremely satisfied/likely, and 1 being the lowest score, i.e., not at all satisfied/likely.

- Cruise passengers were very satisfied with their “overall visit” to Dominican Republic, giving a mean rating of 7.6, and in feeling their “visit met expectations” (7.0).
- “Guided tours” (8.2) and the “initial onshore welcome” (8.1) and “taxis/local transportation” (8.1) received the highest score of all major visit attributes. The cruise passengers were ‘very satisfied’ with almost all of the attributes tested.

**Dominican Republic Chart 8 – Passenger Visit Satisfaction\***

Visit Attributes	2018 Mean Score
<b>Overall Visit</b>	7.6
<b>Visit Met Expectations</b>	7.0
<b>Likelihood of a Return Visit</b>	5.3
<b>Likelihood of Recommending</b>	5.8
<b>Initial Shoreside Welcome</b>	8.1
<b>Guided Tour</b>	8.2
<b>Knowledge of guide</b>	8.4
<b>Professionalism of guide</b>	8.5
<b>Value of tour</b>	7.6
<b>Historic Sites/Museums</b>	7.2
<b>Variety of Things to See and Do</b>	6.9
<b>Friendliness of Residents</b>	8.0
<b>Overall Shopping Experience</b>	7.4
<b>Courtesy of Employees</b>	8.2
<b>Variety of Shops</b>	7.0
<b>Quality of Goods</b>	7.4
<b>Overall Prices</b>	7.1
<b>Taxis/Local Transportation</b>	8.1
<b>Professionalism of Driver</b>	8.4
<b>Cleanliness of Transport</b>	8.5

\* Scale is 1 to 10 with 10 being the highest score. The mean scores can be interpreted as follows:  
Extremely Satisfied/Likely: 10-9; Very Satisfied/Likely: 8-7; Somewhat Satisfied/Likely: 6-5; Not Too Satisfied/Likely: 4-3; Not At All Satisfied/Likely: 2-1.

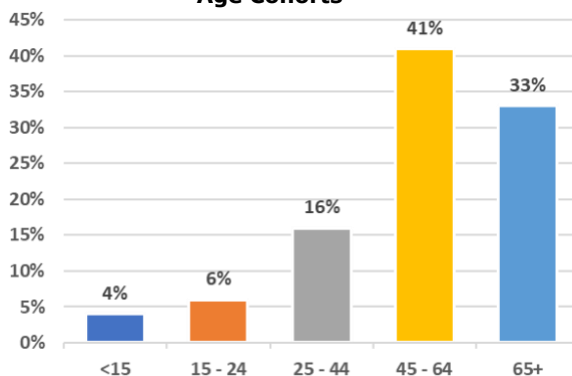
Among other key conclusions concerning visit satisfaction were the following:

- Passenger interactions with residents and store employees were positive as the mean scores for “friendliness of residents” (8.0) and “courtesy of employees” (8.2) were both in the ‘very satisfied’ range.
- Passengers were ‘very satisfied’ with their “overall shopping experience” (7.4), “quality of goods” (7.4), “variety of shops” (7.0) and the “overall prices” (7.1).
- Categories scoring the lowest include “likelihood of returning for a land-based visit” (5.3), and “likelihood of recommending” (5.8).

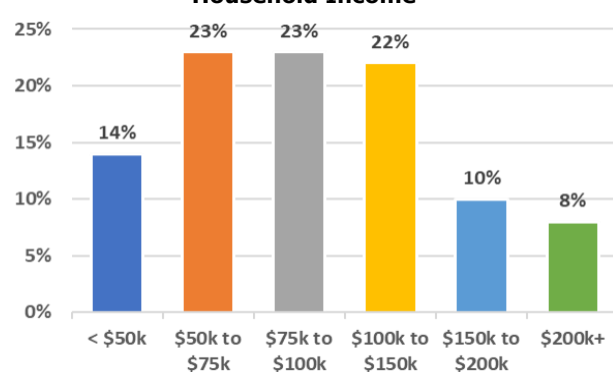
## Passenger Demographics

Residents of the United States, UK and Canada accounted for 89 percent of the responding passengers. The average age of the respondents was 53 years with 33 percent being 65 years of age or older. Dominican Republic passengers had an average household income of about \$103,400 with 39 percent having over \$100,000 in annual household income.

**Dominican Republic Chart 9 – Passenger Age Cohorts**



**Dominican Republic Chart 10 – Passenger Household Income**





## Guadeloupe

At the core of the analysis of the economic contribution of cruise tourism were a set of passenger and crew surveys that were conducted onboard ships of the FCCA member cruise lines.<sup>13</sup> The surveys were undertaken during the eight-month period beginning in October 2017 and ending in May 2018. The survey schedule was designed so that surveys were conducted by FCCA member cruise lines that called at each destination and that the distribution of passenger and crew surveys would reflect the distribution of passenger and crew arrivals by cruise line at each destination. On any given cruise itinerary, passenger and crew surveys were placed in all passenger cabins and crew quarters following a single destination call. The surveys were completed by the passengers and crew in the privacy of their quarters and returned to a designated office on the cruise ship. Thus, passengers and crew were only surveyed once during a cruise itinerary and for a single destination.

The passenger and crew surveys were designed to collect data for onshore spending and visit satisfaction by both passengers and crew. While the crew survey was slightly shorter than the passenger survey, both surveys were designed to collect the following information:

- hours spent ashore;
- expenditures by category, including shore tours, food & beverages, clothing, etc.;
- visit satisfaction, including shore tour, friendliness of residents, prices, shopping, etc.;
- likelihood of returning for a land-based vacation (passengers only); and
- demographic characteristics, including country of residence, age group, income, etc.

Combining the expenditure data collected from the passenger and crew surveys with data on expenditures by cruise lines for port fees and services, payments to local tour operators for passenger shore excursions purchased onboard the cruise ships, and other provisions purchased locally by the cruise lines, estimates of total cruise tourism expenditures were developed for each participating destination.

Given the direct spending estimates, the economic contribution of these expenditures, as measured by employment and wage income were then estimated for each destination. This process began with the collection of economic data for each destination from a combination of local, regional and international sources. Utilizing all of these data, a set of economic impact models were developed for each destination to estimate the direct and total employment and wage impacts. A more detailed description of these models is provided in the **Data and Methods** section of Volume I.

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<sup>13</sup> Surveys were conducted on the ships of the following cruise lines: Aida, Carnival Cruise Lines, Celebrity Cruises, Costa Cruises, Disney Cruise Line, Holland America Line, Norwegian Cruise Line, Princess Cruises, P&O Cruises, Royal Caribbean International and TUI Cruises.

## Cruise Tourism Expenditures

Cruise tourism expenditures in destination ports are composed of a broad range of spending including:

- onshore expenditures by passengers which tend to be concentrated in shore excursions and retail purchases of clothing, jewelry and local crafts and souvenirs;
- onshore expenditures by crew which are generally concentrated in purchases of food and beverages, local transportation and retail purchases of clothing and electronics;
- expenditures by cruise lines for port services, such as dockage fees and linesmen, utilities, such as water and power and navigation services; and
- purchases of supplies, such as food and other stores, by the cruise lines from local businesses.

According to data provided by the Guadeloupe Islands Tourism Board, a total of 417,051 cruise passengers arrived in Guadeloupe during the 2017/2018 cruise year.<sup>14</sup> These included 208,543 transit passengers and 208,508 passengers embarking on their cruises in Guadeloupe. Of the transit passengers, an estimated 187,689 passengers (90%) disembarked and visited Guadeloupe. Utilizing additional data provided by the Tourism Board and visiting cruise lines, we have estimated that 200,700 crew were aboard the cruise ships that sailed to and from Guadeloupe and that 42 percent, or 84,300 crew, disembarked and visited the destination.

These passenger and crew visits along with additional expenditures by the cruise lines generated a total of **\$52.9 million** (\$US) in cruise tourism expenditures in Guadeloupe during the 2017/2018 cruise year. The contribution of expenditures by passengers, crew and cruise lines to this total is discussed below.

Passenger expenditures were estimated separately for transit and homeport passengers. Per passenger spending estimates for transit passengers were derived from 1,316 surveys completed by passengers during the survey period. As shown in **Guadeloupe Chart 1**, each transit passenger cruise party spent an average of \$162.81 in Guadeloupe. The average spend per cruise party is the sum of the weighted spending in each of the twelve categories. For example, 36 percent of the survey respondents reported spending an average of \$17.30 at local restaurants and/or bars. Spread over the cruise parties that visited Guadeloupe, this represents an average of \$6.32 per party. On a per passenger basis, the average total expenditure was \$81.40. This represents the sum of per party expenditures, \$162.81, divided by the average size of a cruise party in Guadeloupe, 2.0 passengers.

Transit cruise passenger expenditures in Guadeloupe were concentrated in three categories which accounted for 76 percent of their onshore expenditures: shore excursions, watches & jewelry, and clothing. About 35 percent or more of the passengers that went ashore made purchases in the following categories: shore excursions, food & beverages, local crafts & souvenirs, and clothing.

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<sup>14</sup> The 2017/2018 cruise year includes the twelve months beginning in May, 2017 and ending in April, 2018.

Sixty-three percent (63%) of the passengers reported that their cruise party purchased a shore excursion. The effective local price of the shore excursion was \$138.90 per party but when the full price of the purchase from cruise lines and travel agents is included passengers spent an average of about \$195 per party for their tours.

**Guadeloupe Chart 1 – Estimated Transit Passenger Spending (\$US), 2017/2018 cruise year<sup>15</sup>**

Purchase Categories	Average Spend per Party	Share of All Onshore Visits	Weighted Average Spend per Party
Shore Excursions	\$138.90	62.7%	\$87.12
F&B at Restaurants & Bars	\$17.30	36.4%	\$6.32
Taxis/Ground Transportation	\$46.50	12.0%	\$5.56
Watches & Jewelry	\$414.40	5.5%	\$22.73
Clothing	\$36.30	36.3%	\$13.19
Entertainment/Night Clubs/Casinos	\$28.40	0.1%	\$0.04
Other Purchases	\$103.10	14.1%	\$14.50
Perfumes & Cosmetics	\$35.00	2.0%	\$0.69
Local Crafts & Souvenirs	\$20.80	52.2%	\$10.83
Retail Purchases of Liquor	\$22.00	7.5%	\$1.64
Electronics	\$14.20	0.3%	\$0.04
Telephone & Internet	\$26.70	0.6%	\$0.15
<b>Total Spend per Cruise Party</b>			<b>\$162.81</b>
<b>Average Size of a Cruise Party</b>			<b>2.00</b>
<b>Total Spend per Cruise Passenger</b>			<b>\$81.40</b>
<b>Cruise Passenger Onshore Visits</b>			<b>187,689</b>
<b>Total Cruise Passenger Expenditures</b>			<b>\$15,278,472</b>

For the entire 2017/2018 cruise year, the estimated 187,689 transit cruise passengers who visited Guadeloupe spent a total of **\$15.3 million** (\$US) in the country.

As noted above another 208,508 cruise passengers arrived in Guadeloupe to begin their Caribbean cruise. Based upon homeport passenger surveys conducted at Caribbean destinations, passenger expenditures were estimated for passengers embarking on their cruises from Guadeloupe. As shown in **Guadeloupe Chart 2**, each passenger cruise party spent an estimated average of \$234.57 in Guadeloupe. The calculation of this figure is identical to that calculated for transit passengers as discussed above. On a per passenger basis, the average total expenditure was \$117.29.

The top 4 homeport cruise passenger expenditure categories accounted for 63 percent of their onshore expenditures: lodging, shore excursions, food & beverages and ground transportation. In total, homeport passengers spent nearly \$150 for goods and services in these 4 categories. About

<sup>15</sup> The average shore excursion expenditure is a weighted average of the onshore and Internet purchases and the portion of the onboard purchases paid to local tour operators.

20 percent or more of the homeport passengers made purchases in the following categories: shore excursions, food and beverages, ground transportation and local crafts.

For the entire 2017/2018 cruise year, the estimated 208,508 homeport cruise passengers who visited Guadeloupe spent a total of **\$24.5 million** (\$US) on the island.

**Guadeloupe Chart 2 – Estimated Homeport Passenger Spending (\$US), 2017/2018 cruise year<sup>16</sup>**

Purchase Categories	Average Spend per Party	Share of All Onshore Visits	Weighted Average Spend per Party
Lodging	\$251.80	18.3%	\$46.03
Shore Excursions	\$78.80	40.0%	\$31.50
F&B at Restaurants & Bars	\$77.00	50.0%	\$38.50
Taxis/Ground Transportation	\$57.10	55.9%	\$31.94
Watches & Jewelry	-	0.0%	-
Clothing	\$75.50	40.0%	\$30.20
Entertainment/Night Clubs/Casinos	-	0.0%	-
Other Purchases	\$109.50	20.0%	\$21.90
Perfumes & Cosmetics	\$180.00	10.0%	\$18.00
Local Crafts & Souvenirs	\$31.30	40.0%	\$12.50
Retail Purchases of Liquor	\$20.00	20.0%	\$4.00
Electronics	-	0.0%	-
Telephone & Internet	-	0.0%	-
<b>Total Spend per Cruise Party</b>			<b>\$234.57</b>
<b>Average Size of a Cruise Party</b>			<b>2.0</b>
<b>Total Spend per Cruise Passenger</b>			<b>\$117.29</b>
<b>Cruise Passenger Visits</b>			<b>208,508</b>
<b>Total Cruise Passenger Expenditures</b>			<b>\$24,454,861</b>

Per crew spending estimates were derived from surveys completed by 358 crew members during the survey period. As shown in **Guadeloupe Chart 3**, each crew member spent an average of \$36.60 in Guadeloupe. The average spend per crew member is the sum of the weighted spending in each of the twelve categories. For example, 67 percent of the survey respondents reported spending an average of \$17.50 for food and beverages. Spread over all crew members that reported visiting Guadeloupe, this represents an average of \$11.65 per crew member.

Expenditures by crew in Guadeloupe were concentrated in two categories which accounted for 60 percent of their onshore expenditures: food and beverages and clothing. Combined, crew spent an average of \$21.94 for goods in these two categories. Purchases of food and beverages were the most popular expenditure item with 67 percent of the crew reporting the purchase of food and beverages.

<sup>16</sup> The average shore excursion expenditure is a weighted average of the onshore and Internet purchases and the portion of the onboard purchases paid to local tour operators.

For the entire 2017/2018 cruise year, the estimated 84,300 crew who visited Guadeloupe spent an estimated total of **\$3.09 million** (\$US).

**Guadeloupe Chart 3 – Estimated Crew Spending (\$US), 2017/2018 cruise year**

Purchase Categories	Average Spend per Crew	Share of All Onshore Visits	Weighted Average Spend per Crew
F&B at Restaurants & Bars	\$17.50	66.7%	\$11.65
Taxis/Ground Transportation	\$17.70	24.1%	\$4.27
Watches & Jewelry	\$9.60	1.1%	\$0.11
Clothing	\$63.90	16.1%	\$10.29
Entertainment/Night Clubs/Casinos	-	0.0%	-
Other Purchases	\$175.30	2.3%	\$4.03
Shore Excursions	\$24.80	2.3%	\$0.57
Perfumes & Cosmetics	\$41.10	5.7%	\$2.36
Local Crafts & Souvenirs	\$15.80	20.7%	\$3.26
Retail Purchases of Liquor	-	0.0%	-
Electronics	-	0.0%	-
Telephone & Internet	\$5.20	1.1%	\$0.06
<b>Total Spend per Crew</b>			<b>\$36.60</b>
<b>Crew Visits</b>			<b>84,300</b>
<b>Total Crew Expenditures</b>			<b>\$3,085,380</b>

Cruise lines made payments to local businesses for a variety of goods and services. Net payments to local vendors for shore excursions have been included with passenger expenditures. However, cruise lines made other local expenditures, including payments for port fees and taxes, navigation services, utilities and other supplies. Based upon data provided by the FCCA member cruise lines, we estimated that all cruise lines spent **\$10.1 million** (\$US) in Guadeloupe during the 2017/2018 cruise year. Most of these expenditures were payments for port fees and navigation services.

## Economic Contribution of Cruise Tourism Expenditures

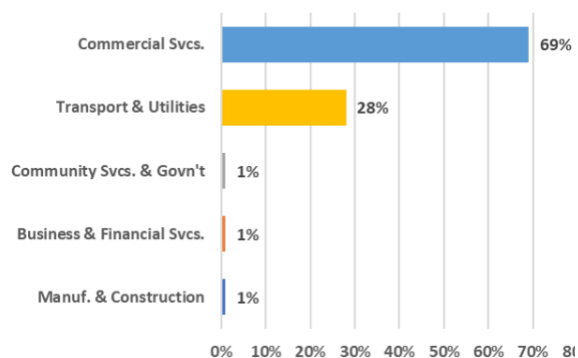
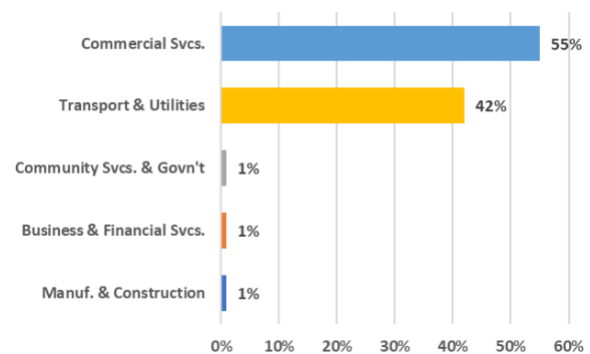
As noted in the **Data and Methods** section of the full report, a set of economic impact models were developed for each destination to produce estimates of the economic contribution of cruise tourism. Data for these models were collected from a broad range of local, regional and international sources. The impact models were designed to reflect the economic structure of each destination, including the industrial composition of Gross Domestic Product (GDP), the wage share of GDP by industry and average employee wages by industry.

As shown in **Guadeloupe Chart 4**, the **\$52.9 million** in total cruise tourism expenditures generated direct employment of 638 residents of Guadeloupe paying \$5.5 million in annual wages. Adding the indirect contribution that results from the spending of those local businesses that are the direct recipients of passenger, crew and cruise line expenditures, the direct cruise tourism expenditures generated a total employment contribution of 994 jobs and \$8.6 million in wage income in Guadeloupe during the 2017/2018 cruise year.

**Guadeloupe Chart 4 – Total Economic Contribution of Cruise Tourism, 2017/2018 cruise year**

	Employment	Wage Income (\$US Millions)
<b>Direct Economic Contribution</b>	638	\$5.53
<b>Total Economic Contribution</b>	994	\$8.56

As shown in **Guadeloupe Charts 5 and 6**, the total employment and wage impacts of cruise tourism are concentrated in the commercial and transport sectors which account for over 95 percent of the total impacts. This is not surprising since the direct impacts account for nearly 65 percent of the total employment impacts and that virtually all of the cruise tourism expenditures are made with businesses in these sectors. Because of the relatively higher wages in the transport sector compared to the other sectors of the economy, the transport sector accounts for 42 percent of the wage impacts but only 28 percent of the employment impacts. The remainder of the total employment and wage impacts was generated by the indirect spending in the other sectors of the economy.

**Guadeloupe Chart 5 – Total Employment Impacts by Sector****Guadeloupe Chart 6 – Total Wage Impacts by Sector**

## Passenger Surveys

A total of 1,316 transit passenger surveys were completed and returned for tabulation. **Guadeloupe Chart 7** shows the major attributes of passenger visits to Guadeloupe as derived from the passenger surveys.

- Of the 1,316 cruise parties that completed the surveys, 9 in 10 (89%) stated that this had been their first visit to Guadeloupe.
- Ninety-eight percent of the cruise parties that completed the surveys disembarked their cruise ship to visit Guadeloupe.
- Of the cruise parties that went ashore, 63 percent made at least one purchase while ashore. The typical cruise party consisted of two passengers (Average: 2.0) and spent an average of 4.9 hours ashore.
- Excluding shore excursions, the responding cruise parties reported spending an average of \$82.61 while ashore.

**Guadeloupe Chart 7 – Major Attributes of Passenger Surveys**

	Number	Percent
<b>Total Respondents</b>	1,316	
<b>Number Making First Visit</b>	1,171	89%
<b>Number Ashore</b>	1,287	98%
<b>Number Making Onshore Purchases: ①</b>	810	63%
<b>Average Hours Ashore</b>	4.9	
<b>Average Size of Expenditure Party (Persons)</b>	2.00	
<b>Average Onshore Expenditure per Party ①</b>	\$75.69	
<b>Purchased a Shore Excursion (Tour)</b>	807	63%
<b>Purchased Onshore Tour from:</b>		
<b>Cruise Line</b>	554	82%
<b>Onshore from Tour Operator</b>	77	11%
<b>Travel Agent</b>	43	6%
<b>Tour Type:</b>		
<b>Historical/Cultural</b>	418	52%
<b>Beach Day</b>	166	21%
<b>Soft-Water</b>	117	15%
<b>Shopping</b>	55	7%
<b>Soft Land</b>	37	5%
<b>Other</b>	123	15%
<b>Average Cost of Shore Excursion per Party ②</b>	\$195.30	
<b>Toured On Own/Did not Tour</b>	480	37%
<b>Reason for No Tour/Tour on Own</b>		
<b>Prefer to Tour on Own</b>	271	56%
<b>Didn't Like Any</b>	102	21%
<b>Nothing New</b>	9	2%
<b>Poor Value</b>	59	12%
<b>Too Similar to Other Destinations</b>	23	5%
<b>Other</b>	64	13%

① Excludes shore excursion expenditures

② Unadjusted average per party purchase cost of a shore excursion by passengers who purchased a shore excursion.

- Nearly two-thirds (63%) of the passengers that went ashore purchased a shore excursion. Eighty-two percent of passengers who purchased a tour did so through their cruise line, 11 percent purchased their tour onshore and 6 percent purchased their tour through their travel agent.
- Most (52%) of the tours purchased were to visit “historical or cultural sites”. About 1 in 5 purchased tours which were “beach day” activities (21%).
- The typical cruise party that purchased a shore excursion spent \$195 for their tour.



## Passenger Satisfaction

The passenger survey also asked the passengers to rate their satisfaction with their destination visit along a number of parameters, as shown in **Guadeloupe Chart 8**. A 10-point scale was used with 10 being the highest score, i.e., extremely satisfied/likely, and 1 being the lowest score, i.e., not at all satisfied/likely.

- Cruise passengers were 'very satisfied' with their overall visit to Guadeloupe, as the mean scores were 7.2. Passengers were somewhat less satisfied that their "visit met expectations" (6.4).
- "Friendliness of residents" (7.6) and "guided tours" (7.5) received the highest score of all major visit attributes. Passengers were also 'very satisfied' with the "knowledge of guide" (8.2) and "professionalism of guide" (7.9). Thus, cruise passengers were very satisfied with their shore excursions.

**Guadeloupe Chart 8 – Passenger Visit Satisfaction\***

Visit Attributes	2018 Mean Score
Overall Visit	7.2
Visit Met Expectations	6.4
Likelihood of a Return Visit	3.5
Likelihood of Recommending	4.8
Initial Shoreside Welcome	7.3
Guided Tour	7.5
Knowledge of guide	8.2
Professionalism of guide	7.9
Value of tour	6.8
Historic Sites/Museums	6.6
Variety of Things to See and Do	6.4
Friendliness of Residents	7.6
Overall Shopping Experience	6.4
Courtesy of Employees	7.8
Variety of Shops	6.2
Quality of Goods	6.3
Overall Prices	6.2
Taxis/Local Transportation	6.9
Professionalism of Driver	8.2
Cleanliness of Transport	8.1

\* Scale is 1 to 10 with 10 being the highest score. The mean scores can be interpreted as follows:  
 Extremely Satisfied/Likely: 10-9; Very Satisfied/Likely: 8-7; Somewhat Satisfied/Likely: 6-5; Not Too Satisfied/Likely: 4-3; Not At All Satisfied/Likely: 2-1.

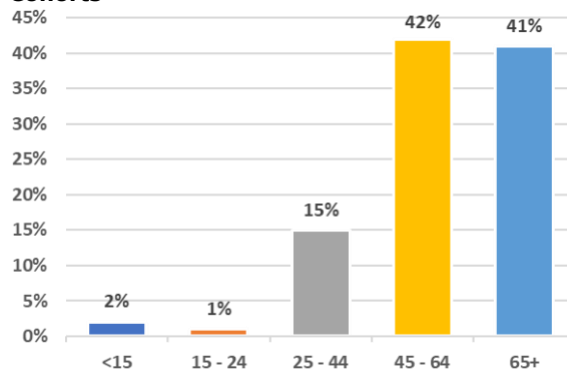
Among other key conclusions concerning visit satisfaction were the following:

- Passenger interactions with residents and store employees were positive as the mean scores for “friendliness of residents” (7.6) and “courtesy of employees” (7.8) are both in the ‘very satisfied’ range.
- Passengers were ‘very satisfied’ with the “initial shoreside welcome” (7.3), and ‘somewhat satisfied’ with “taxis and local transportation” (6.9), “historic sites and museums” (6.6) and the “overall shopping experience” (6.4).
- The two categories scoring the lowest were “likelihood of returning for a land-based visit (3.5), and “likelihood of recommending” (4.8), both falling into the ‘not too likely’ range.

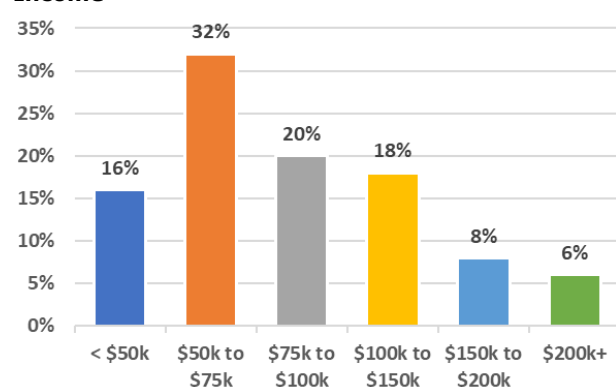
## Passenger Demographics

Residents of Germany accounted for 59 percent of the responding passengers, while the US, UK and Canada made up a combined 36 percent of passengers. The average age of the respondents was 57 years with 2 in 5 (41%) being 65 years of age or older. Guadeloupe passengers had an average household income of about \$94,500 with 32 percent having over \$100,000 in annual household income.

**Guadeloupe Chart 9 – Passenger Age Cohorts**



**Guadeloupe Chart 10 – Passenger Household Income**



## Puerto Rico

At the core of the analysis of the economic contribution of cruise tourism were a set of passenger and crew surveys that were conducted onboard ships of the FCCA member cruise lines.<sup>17</sup> The surveys were undertaken during the eight-month period beginning in October 2017 and ending in May 2018. The survey schedule was designed so that surveys were conducted by FCCA member cruise lines that called at each destination and that the distribution of passenger and crew surveys would reflect the distribution of passenger and crew arrivals by cruise line at each destination. On any given cruise itinerary, passenger and crew surveys were placed in all passenger cabins and crew quarters following a single destination call. The surveys were completed by the passengers and crew in the privacy of their quarters and returned to a designated office on the cruise ship. Thus, passengers and crew were only surveyed once during a cruise itinerary and for a single destination.

The passenger and crew surveys were designed to collect data for onshore spending and visit satisfaction by both passengers and crew. While the crew survey was slightly shorter than the passenger survey, both surveys were designed to collect the following information:

- hours spent ashore;
- expenditures by category, including shore tours, food & beverages, clothing, etc.;
- visit satisfaction, including shore tour, friendliness of residents, prices, shopping, etc.;
- likelihood of returning for a land-based vacation (passengers only); and
- demographic characteristics, including country of residence, age group, income, etc.

Combining the expenditure data collected from the passenger and crew surveys with data on expenditures by cruise lines for port fees and services, payments to local tour operators for passenger shore excursions purchased onboard the cruise ships, and other provisions purchased locally by the cruise lines, estimates of total cruise tourism expenditures were developed for each participating destination.

Given the direct spending estimates, the economic contribution of these expenditures, as measured by employment and wage income were then estimated for each destination. This process began with the collection of economic data for each destination from a combination of local, regional and international sources. Utilizing all of these data, a set of economic impact models were developed for each destination to estimate the direct and total employment and wage impacts. A more detailed description of these models is provided in the **Data and Methods** section of Volume I.

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<sup>17</sup> Surveys were conducted on the ships of the following cruise lines: Aida, Carnival Cruise Lines, Celebrity Cruises, Costa Cruises, Disney Cruise Line, Holland America Line, Norwegian Cruise Line, Princess Cruises, P&O Cruises, Royal Caribbean International and TUI Cruises.

## Cruise Tourism Expenditures

Cruise tourism expenditures in destination ports are composed of a broad range of spending including:

- onshore expenditures by passengers which tend to be concentrated in shore excursions and retail purchases of clothing, jewelry and local crafts and souvenirs;
- onshore expenditures by crew which are generally concentrated in purchases of food and beverages, local transportation and retail purchases of clothing and electronics;
- expenditures by cruise lines for port services, such as dockage fees and linesmen, utilities, such as water and power and navigation services; and
- purchases of supplies, such as food and other stores, by the cruise lines from local businesses.

According to data provided by the Puerto Rico Tourism Company, a total of 1.19 million cruise passengers arrived in Puerto Rico during the 2017/2018 cruise year.<sup>18</sup> These included 826,044 transit passengers and 361,606 passengers embarking on their cruises in Puerto Rico. Of the transit passengers, an estimated 743,439 passengers (90%) disembarked and visited Puerto Rico. Utilizing additional data provided by the Tourism Company and visiting cruise lines, we have estimated that 419,700 crew were aboard the cruise ships that sailed to and from Puerto Rico and that 41 percent, or 172,700 crew, disembarked and visited the destination. It should be noted that due to the devastating hurricanes in the region, passenger arrivals were approximately 20 percent below the 2014/2015 levels of the prior study

These passenger and crew visits along with additional expenditures by the cruise lines generated a total of **\$151.2 million** (\$US) in cruise tourism expenditures in Puerto Rico during the 2017/2018 cruise year. The contribution of expenditures by passengers, crew and cruise lines to this total is discussed below.

Passenger expenditures were estimated separately for transit and homeport passengers. Per passenger spending estimates for transit passengers were derived from 1,404 surveys completed by passengers during the survey period. As shown in **Puerto Rico Chart 1**, each transit passenger cruise party spent an average of \$134.87 in Puerto Rico. The average spend per cruise party is the sum of the weighted spending in each of the twelve categories. For example, 53 percent of the survey respondents reported spending an average of \$35.10 at local restaurants and/or bars. Spread over the cruise parties that visited Puerto Rico, this represents an average of \$18.56 per party. On a per passenger basis, the average total expenditure was \$65.47. This represents the sum of per party expenditures, \$134.87, divided by the average size of a cruise party in Puerto Rico, 2.06 passengers.

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<sup>18</sup> The 2017/2018 cruise year includes the twelve months beginning in May, 2017 and ending in April, 2018.

Transit cruise passenger expenditures in Puerto Rico were concentrated in three categories which accounted for 62 percent of their onshore expenditures: shore excursions, food and beverages, and watches and jewelry. About 36 percent or more of the passengers that went ashore made purchases in the following categories: shore excursions, food and beverages, clothing and local crafts.

Thirty-six percent (36%) of the passengers reported that their cruise party purchased a shore excursion. The effective local price of the shore excursion was \$83.90 per party but when the full price of the purchase from cruise lines and travel agents is included passengers spent an average of nearly \$106 per party for their tours.

**Puerto Rico Chart 1 – Estimated Transit Passenger Spending (\$US), 2017/2018 cruise year<sup>19</sup>**

Purchase Categories	Average Spend per Party	Share of All Onshore Visits	Weighted Average Spend per Party
Shore Excursions	\$83.90	35.7%	\$29.93
F&B at Restaurants & Bars	\$35.10	52.9%	\$18.56
Taxis/Ground Transportation	\$22.60	16.9%	\$3.81
Watches & Jewelry	\$263.20	13.4%	\$35.20
Clothing	\$39.40	32.7%	\$12.88
Entertainment/Night Clubs/Casinos	\$137.80	0.8%	\$1.17
Other Purchases	\$51.00	27.9%	\$14.25
Perfumes & Cosmetics	\$51.30	5.4%	\$2.78
Local Crafts & Souvenirs	\$31.50	44.1%	\$13.87
Retail Purchases of Liquor	\$43.60	4.9%	\$2.13
Electronics	\$58.90	0.4%	\$0.25
Telephone & Internet	\$9.40	0.4%	\$0.04
<b>Total Spend per Cruise Party</b>			<b>\$134.87</b>
<b>Average Size of a Cruise Party</b>			<b>2.06</b>
<b>Total Spend per Cruise Passenger</b>			<b>\$65.47</b>
<b>Cruise Passenger Onshore Visits</b>			<b>743,439</b>
<b>Total Cruise Passenger Expenditures</b>			<b>\$48,672,258</b>

For the entire 2017/2018 cruise year, the estimated 743,439 transit cruise passengers who visited Puerto Rico spent a total of **\$48.7 million** (\$US) in Puerto Rico.

As noted above another 361,606 cruise passengers arrived in Puerto Rico to begin their Caribbean cruise. Based upon homeport passenger surveys conducted at Caribbean destinations, passenger expenditures were estimated for passengers embarking on their cruises from Puerto Rico. As shown in **Puerto Rico Chart 2**, each passenger cruise party spent an estimated average of \$328.51 in Puerto Rico. The calculation of this figure is identical to that calculated for transit

<sup>19</sup> The average shore excursion expenditure is a weighted average of the onshore and Internet purchases and the portion of the onboard purchases paid to local tour operators.

passengers as discussed above. On a per passenger basis, the average total expenditure was \$142.83.

Homeport cruise passenger expenditures were concentrated in three categories which accounted for 77 percent of their onshore expenditures: lodging, shore excursions and food and beverages. In total, homeport passengers spent \$253.45 for goods and services in these three categories. Forty percent (40%) or more of the homeport passengers made purchases in the following categories: lodging, food and beverages and ground transportation.

For the entire 2017/2018 cruise year, the estimated 361,606 homeport cruise passengers who visited Puerto Rico spent a total of **\$51.6 million** (\$US) on the island.

**Puerto Rico Chart 2 – Estimated Homeport Passenger Spending (\$US), 2017/2018 cruise year<sup>20</sup>**

Purchase Categories	Average Spend per Party	Share of All Onshore Visits	Weighted Average Spend per Party
Lodging	\$289.20	43.3%	\$125.28
Shore Excursions	\$398.50	13.0%	\$51.63
F&B at Restaurants & Bars	\$121.20	63.2%	\$76.54
Taxis/Ground Transportation	\$54.50	59.4%	\$32.41
Watches & Jewelry	\$40.70	4.3%	\$1.77
Clothing	\$54.10	18.8%	\$10.19
Entertainment/Night Clubs/Casinos	\$103.80	2.9%	\$3.01
Other Purchases	\$72.90	14.5%	\$10.57
Perfumes & Cosmetics	\$49.70	1.4%	\$0.72
Local Crafts & Souvenirs	\$39.70	17.4%	\$6.91
Retail Purchases of Liquor	\$38.20	15.9%	\$6.09
Electronics	-	0.0%	-
Telephone & Internet	\$233.90	1.4%	\$3.39
<b>Total Spend per Cruise Party</b>			<b>\$328.51</b>
<b>Average Size of a Cruise Party</b>			2.3
<b>Total Spend per Cruise Passenger</b>			<b>\$142.83</b>
<b>Cruise Passenger Visits</b>			361,606
<b>Total Cruise Passenger Expenditures</b>			<b>\$51,648,342</b>

Per crew spending estimates were derived from surveys completed by 1,064 crew members during the survey period. As shown in **Puerto Rico Chart 3**, each crew member spent an average of \$130.63 in Puerto Rico. The average spend per crew member is the sum of the weighted spending in each of the twelve categories. For example, 67 percent of the survey respondents reported spending an average of \$32.30 for food and beverages. Spread over all crew members that reported visiting Puerto Rico, this represents an average of \$21.65 per crew member.

<sup>20</sup> The average shore excursion expenditure is a weighted average of the onshore and Internet purchases and the portion of the onboard purchases paid to local tour operators.

Expenditures by crew in Puerto Rico were concentrated in three categories which accounted for 69 percent of their onshore expenditures: food and beverages, clothing and other (unspecified) purchases. Combined, crew spent an average of \$90.76 for goods in these three categories. Purchases of food and beverages were the most popular expenditure item with 67 percent of the crew reporting the purchase of food and beverages.

For the entire 2017/2018 cruise year, the estimated 172,700 crew who visited Puerto Rico spent an estimated total of **\$22.6 million** (\$US).

**Puerto Rico Chart 3 – Estimated Crew Spending (\$US), 2017/2018 cruise year**

Purchase Categories	Average Spend per Crew	Share of All Onshore Visits	Weighted Average Spend per Crew
F&B at Restaurants & Bars	\$32.30	66.9%	\$21.65
Taxis/Ground Transportation	\$17.30	49.7%	\$8.63
Watches & Jewelry	\$121.60	5.7%	\$6.97
Clothing	\$100.90	40.1%	\$40.51
Entertainment/Night Clubs/Casinos	\$39.00	1.2%	\$0.46
Other Purchases	\$152.80	18.7%	\$28.60
Shore Excursions	\$33.80	2.9%	\$0.97
Perfumes & Cosmetics	\$62.70	14.0%	\$8.78
Local Crafts & Souvenirs	\$29.10	11.5%	\$3.34
Retail Purchases of Liquor	\$19.80	0.5%	\$0.10
Electronics	\$211.40	4.7%	\$9.98
Telephone & Internet	\$22.30	2.9%	\$0.64
<b>Total Spend per Crew</b>			<b>\$130.63</b>
<b>Crew Visits</b>			172,700
<b>Total Crew Expenditures</b>			<b>\$22,559,801</b>

Cruise lines made payments to local businesses for a variety of goods and services. Net payments to local vendors for shore excursions have been included with passenger expenditures. However, cruise lines made other local expenditures, including payments for port fees and taxes, navigation services, utilities and other supplies. Based upon data provided by the FCCA member cruise lines, we estimated that all cruise lines spent **\$28.3 million** (\$US) in Puerto Rico during the 2017/2018 cruise year. The majority of these expenditures were payments for port fees and navigation services.

## Economic Contribution of Cruise Tourism Expenditures

As noted in the **Data and Methods** section of the full report, a set of economic impact models were developed for each destination to produce estimates of the economic contribution of cruise tourism. Data for these models were collected from a broad range of local, regional and international sources. The impact models were designed to reflect the economic structure of each destination, including the industrial composition of Gross Domestic Product (GDP), the wage share of GDP by industry and average employee wages by industry.

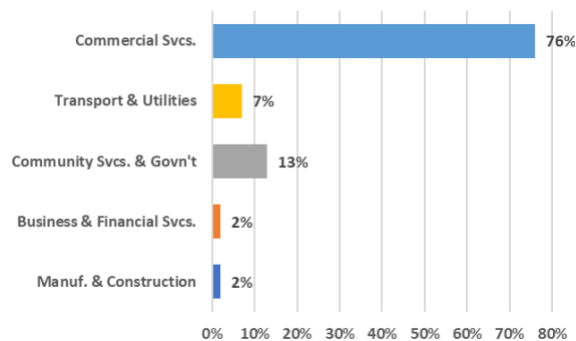
As shown in **Puerto Rico Chart 4**, the \$151.2 million in total cruise tourism expenditures generated direct employment of 1,947 residents of Puerto Rico paying \$28.6 million in annual wages. Adding the indirect contribution that results from the spending of those local businesses that are the direct recipients of passenger, crew and cruise line expenditures, the direct cruise tourism expenditures generated a total employment contribution of 3,644 jobs and \$56.0 million in wage income in Puerto Rico during the 2017/2018 cruise year.

**Puerto Rico Chart 4 – Total Economic Contribution of Cruise Tourism, 2017/2018 cruise year**

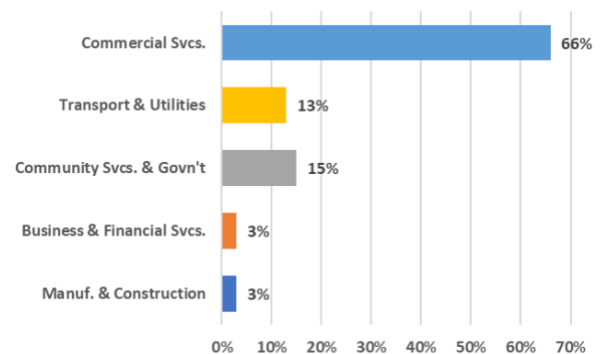
	Employment	Wage Income (\$US Millions)
<b>Direct Economic Contribution</b>	1,947	\$28.57
<b>Total Economic Contribution</b>	3,644	\$56.00

As shown in **Puerto Rico Charts 5 and 6**, the total employment and wage impacts of cruise tourism are concentrated in the commercial and transport sectors which account for about 83 percent of the total impacts. This is not surprising since the direct impacts account for about 54 percent of the total employment impacts and that virtually all of the cruise tourism expenditures are made with businesses in these sectors. Because of the relatively lower wages in the commercial sector compared to the other sectors of the economy, the commercial sector accounts for 66 percent of the employment impacts but only 76 percent of the wage impacts. The remainder of the total employment and wage impacts was generated by the indirect spending in the other sectors of the economy.

**Puerto Rico Chart 5 – Total Employment Impacts by Sector**



**Puerto Rico Chart 6– Total Wage Impacts by Sector**





## Passenger Surveys

A total of 1,404 transit passenger surveys were completed and returned for tabulation. **Puerto Rico Chart 7** shows the major attributes of passenger visits to Puerto Rico as derived from the passenger surveys.

- Of the 1,404 cruise parties that completed the surveys, a third (34%) stated that this had been their first visit to Puerto Rico.
- Ninety-three percent of the cruise parties that completed the surveys disembarked their cruise ship to visit Puerto Rico.
- Of the cruise parties that went ashore, three-quarters (72%) made at least one purchase while ashore. The typical cruise party consisted of two passengers (Average: 2.06) and spent an average of 3.7 hours ashore.
- Excluding shore excursions, the responding cruise parties reported spending an average of \$104.94 while ashore.

**Puerto Rico Chart 7 –Major Attributes of Passenger Surveys**

	Number	Percent
<b>Total Respondents</b>	1,404	
<b>Number Making First Visit</b>	477	34%
<b>Number Ashore</b>	1,303	93%
<b>Number Making Onshore Purchases:①</b>	942	72%
<b>Average Hours Ashore</b>	3.7	
<b>Average Size of Expenditure Party (Persons)</b>	2.06	
<b>Average Onshore Expenditure per Party①</b>	\$104.94	
<b>Purchased a Shore Excursion (Tour)</b>	465	36%
<b>Purchased Onshore Tour from:</b>		
<b>Cruise Line</b>	318	70%
<b>Onshore from Tour Operator</b>	113	25%
<b>Travel Agent</b>	24	5%
<b>Tour Type:</b>		
<b>Historical/Cultural</b>	317	68%
<b>Beach Day</b>	24	5%
<b>Soft-Water</b>	2	0%
<b>Shopping</b>	62	13%
<b>Soft Land</b>	37	8%
<b>Other</b>	44	9%
<b>Average Cost of Shore Excursion per Party②</b>	\$105.73	
<b>Toured On Own/Did not Tour</b>	838	64%
<b>Reason for No Tour/Tour on Own</b>		
<b>Prefer to Tour on Own</b>	458	55%
<b>Didn't Like Any</b>	125	15%
<b>Nothing New</b>	80	10%
<b>Poor Value</b>	83	10%
<b>Too Similar to Other Destinations</b>	17	2%
<b>Other</b>	168	20%

① Excludes shore excursion expenditures

② Unadjusted average per party purchase cost of a shore excursion by passengers who purchased a shore excursion.

- About a third (36%) of the passengers that went ashore purchased a shore excursion. The majority (70%) of passengers who purchased a tour did so through their cruise line, 25% purchased their tour onshore and 5 percent purchased their tour through their travel agent.
- About two-thirds (68%) of the tours purchased were to visit “historical or cultural sites”. Another 13 percent purchased a “shopping” tour.
- The typical cruise party that purchased a shore excursion spent \$106 for their tour.

## Passenger Satisfaction

The passenger survey also asked the passengers to rate their satisfaction with their destination visit along a number of parameters, as shown in **Puerto Rico Chart 8**. A 10-point scale was used with 10 being the highest score, i.e., extremely satisfied/likely, and 1 being the lowest score, i.e., not at all satisfied/likely.

- Cruise passengers were very satisfied with their “overall visit” to Puerto Rico (7.6) and felt their “visit met expectations” (7.0).
- “Guided tours” (8.6) and “historic sites and museums” (8.4) received the highest scores of all major visit attributes. Thus, cruise passengers were very satisfied with their shore excursions.

**Puerto Rico Chart 8 – Passenger Visit Satisfaction\***

Visit Attributes	2018 Mean Score
<b>Overall Visit</b>	7.6
<b>Visit Met Expectations</b>	7.0
<b>Likelihood of a Return Visit</b>	5.0
<b>Likelihood of Recommending</b>	5.6
<b>Initial Shoreside Welcome</b>	7.7
<b>Guided Tour</b>	8.6
<b>Knowledge of guide</b>	9.1
<b>Professionalism of guide</b>	9.0
<b>Value of tour</b>	8.3
<b>Historic Sites/Museums</b>	8.4
<b>Variety of Things to See and Do</b>	7.2
<b>Friendliness of Residents</b>	8.2
<b>Overall Shopping Experience</b>	7.5
<b>Courtesy of Employees</b>	8.2
<b>Variety of Shops</b>	7.1
<b>Quality of Goods</b>	7.5
<b>Overall Prices</b>	7.5
<b>Taxis/Local Transportation</b>	8.1
<b>Professionalism of Driver</b>	8.4
<b>Cleanliness of Transport</b>	8.5

\* Scale is 1 to 10 with 10 being the highest score. The mean scores can be interpreted as follows:  
Extremely Satisfied/Likely: 10-9; Very Satisfied/Likely: 8-7; Somewhat Satisfied/Likely: 6-5; Not Too Satisfied/Likely: 4-3; Not At All Satisfied/Likely: 2-1.

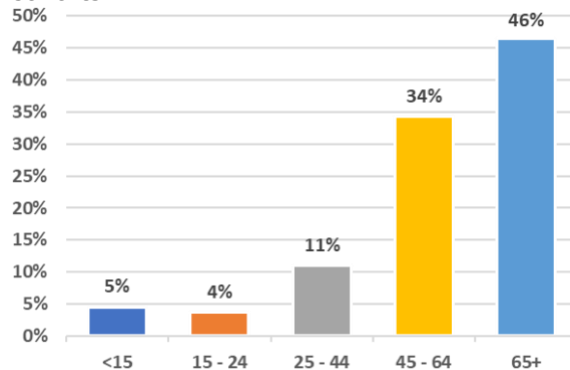
Among other key conclusions concerning visit satisfaction were the following:

- Passenger interactions with residents and store employees were very positive, as the mean scores for “friendliness of residents” (8.2) and “courtesy of employees” (8.2) were both in the ‘very satisfied’ range.
- Passengers were ‘very satisfied’ with the “initial shoreside welcome” (7.7), and “taxis and local transportation” (8.1).
- Passengers were also ‘very satisfied’ with their “overall shopping experience” (7.5); and were ‘very satisfied’ with the “variety of shops” (7.1), “quality of goods” (7.5) and “overall prices” (7.5) in Puerto Rico.
- The two lowest scoring categories, “likelihood of returning for a land-based visit” (5.0), and “likelihood of recommending” (5.6), still fell into the ‘somewhat likely’ range.

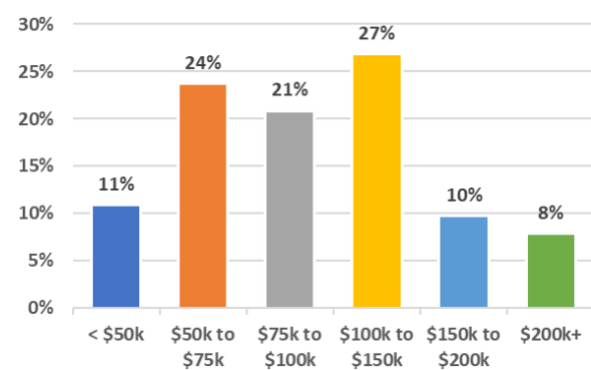
## Passenger Demographics

Residents of the United States, Canada and the UK accounted for 97 percent of the responding passengers. The average age of the respondents was 57 years with nearly half (46%) being 65 years of age or older. Puerto Rico passengers had an average household income of about \$107,300 with 45 percent having over \$100,000 in annual household income.

**Puerto Rico Chart 9 – Passenger Age Cohorts**



**Puerto Rico Chart 10 – Passenger Household Income**



## St. Kitts and Nevis

At the core of the analysis of the economic contribution of cruise tourism were a set of passenger and crew surveys that were conducted onboard ships of the FCCA member cruise lines.<sup>21</sup> The surveys were undertaken during the eight-month period beginning in October 2017 and ending in May 2018. The survey schedule was designed so that surveys were conducted by FCCA member cruise lines that called at each destination and that the distribution of passenger and crew surveys would reflect the distribution of passenger and crew arrivals by cruise line at each destination. On any given cruise itinerary, passenger and crew surveys were placed in all passenger cabins and crew quarters following a single destination call. The surveys were completed by the passengers and crew in the privacy of their quarters and returned to a designated office on the cruise ship. Thus, passengers and crew were only surveyed once during a cruise itinerary and for a single destination.

The passenger and crew surveys were designed to collect data for onshore spending and visit satisfaction by both passengers and crew. While the crew survey was slightly shorter than the passenger survey, both surveys were designed to collect the following information:

- hours spent ashore;
- expenditures by category, including shore tours, food & beverages, clothing, etc.;
- visit satisfaction, including shore tour, friendliness of residents, prices, shopping, etc.;
- likelihood of returning for a land-based vacation (passengers only); and
- demographic characteristics, including country of residence, age group, income, etc.

Combining the expenditure data collected from the passenger and crew surveys with data on expenditures by cruise lines for port fees and services, payments to local tour operators for passenger shore excursions purchased onboard the cruise ships, and other provisions purchased locally by the cruise lines, estimates of total cruise tourism expenditures were developed for each participating destination.

Given the direct spending estimates, the economic contribution of these expenditures, as measured by employment and wage income were then estimated for each destination. This process began with the collection of economic data for each destination from a combination of local, regional and international sources. Utilizing all of these data, a set of economic impact models were developed for each destination to estimate the direct and total employment and wage impacts. A more detailed description of these models is provided in the **Data and Methods** section of Volume I.

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<sup>21</sup> Surveys were conducted on the ships of the following cruise lines: Aida, Carnival Cruise Lines, Celebrity Cruises, Costa Cruises, Disney Cruise Line, Holland America Line, Norwegian Cruise Line, Princess Cruises, P&O Cruises, Royal Caribbean International and TUI Cruises.

## Cruise Tourism Expenditures

Cruise tourism expenditures in destination ports are composed of a broad range of spending including:

- onshore expenditures by passengers which tend to be concentrated in shore excursions and retail purchases of clothing, jewelry and local crafts and souvenirs;
- onshore expenditures by crew which are generally concentrated in purchases of food and beverages, local transportation and retail purchases of clothing and electronics;
- expenditures by cruise lines for port services, such as dockage fees and linesmen, utilities, such as water and power and navigation services; and
- purchases of supplies, such as food and other supplies, by the cruise lines from local businesses.

Based on data collected from the St. Kitts Tourism Authority, 1,12 million cruise passengers arrived aboard cruise ships during the 2017/2018 cruise year.<sup>22</sup> Of these, an estimated 978,487 passengers (87%) disembarked and visited St. Kitts. Utilizing additional data provided by the tourism authority and visiting cruise lines, 435,100 crew were aboard the cruise ships and 37 percent, or 162,300 crew, disembarked and visited the destination. Visits by passengers (45%) have increased significantly since the 2014/15 study.

These passenger and crew visits along with additional expenditures by the cruise lines generated a total of **\$149.3** million (\$US) in cruise tourism expenditures in St. Kitts during the 2017/2018 cruise year. The contribution of expenditures by passengers, crew and cruise lines to this total is discussed below.

Per passenger spending estimates were derived from 1,288 surveys completed by passengers during the survey period. As shown in **St. Kitts Chart 1**, each passenger cruise party spent an average of \$278.68. The average spend per cruise party is the sum of the weighted spending in each of the twelve categories. For example, 43 percent of the survey respondents reported spending an average of \$26.80 for food and beverages. Spread over the cruise parties that visited St. Kitts, this represented an average of \$11.54 per party. On a per passenger basis, the average total expenditure was \$135.94. This represents the sum of per party expenditures, \$278.68, divided by the average size of a cruise party in St. Kitts, 2.05 passengers.

Cruise passenger expenditures in St. Kitts were concentrated in three categories which accounted for 82 percent of their onshore expenditures: shore excursions, watches and jewelry, and clothing. Nearly 40 percent or more of the passengers that went ashore made purchases in the following categories: shore excursions, clothing, food and beverages and local crafts.

Sixty percent (59%) of the passengers reported that their cruise party purchased a shore excursion. The effective local price of the shore excursion was \$114.90 per party but when the

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<sup>22</sup> The 2017/2018 cruise year includes the twelve months beginning in May, 2017 and ending in April, 2018.

full price of the purchase from cruise lines and travel agents is included passengers spent an average of about \$142 per party for their tours.

**St. Kitts Chart 1 – Estimated Passenger Spending (\$US), 2017/2018 cruise year<sup>23</sup>**

Purchase Categories	Average Spend per Party	Share of All Onshore Visits	Weighted Average Spend per Party
Shore Excursions	\$114.90	58.9%	\$67.65
F&B at Restaurants & Bars	\$26.80	43.1%	\$11.54
Taxis/Ground Transportation	\$36.80	16.2%	\$5.95
Watches & Jewelry	\$568.60	23.0%	\$130.80
Clothing	\$50.80	59.8%	\$30.38
Entertainment/Night Clubs/Casinos	\$112.10	0.9%	\$1.06
Other Purchases	\$77.90	17.5%	\$13.66
Perfumes & Cosmetics	\$80.70	2.2%	\$1.78
Local Crafts & Souvenirs	\$32.00	38.9%	\$12.42
Retail Purchases of Liquor	\$36.00	8.8%	\$3.18
Electronics	\$38.10	0.3%	\$0.12
Telephone & Internet	\$14.80	0.9%	\$0.14
<b>Total Spend per Cruise Party</b>			<b>\$278.68</b>
<b>Average Size of a Cruise Party</b>			<b>2.1</b>
<b>Total Spend per Cruise Passenger</b>			<b>\$135.94</b>
<b>Cruise Passenger Onshore Visits</b>			<b>978,487</b>
<b>Total Cruise Passenger Expenditures</b>			<b>\$133,016,853</b>

For the entire 2017/2018 cruise year, the estimated 978,487 cruise passengers who visited St. Kitts spent a total of **\$133.0 million** (\$US) in St. Kitts.

Per crew spending estimates were derived from 570 surveys completed by crew members during the survey period. As shown in **St. Kitts Chart 2**, each crew member spent an average of \$53.72 in St. Kitts. The average spend per crew member is the sum of the weighted spending in each of the twelve categories. For example, 75 percent of the survey respondents reported spending an average of \$27.20 for food and beverages. Spread over all the crew members that reported that they visited St. Kitts; this represents an average of \$20.26 per crew member.

Expenditures by crew in St. Kitts were concentrated in three categories which accounted for 74 percent of their onshore expenditures: food and beverages, watches and jewelry, and other (unspecified) purchases. Combined, crew spent an average of \$39.77 for goods in these three categories. Purchases of food and beverages were the most popular expenditure item with 75 percent of the crew reporting the purchase of food and beverages.

For the entire 2017/2018 cruise year, the estimated 162,326 crew who visited St. Kitts spent an estimated total of **\$8.7 million** (\$US).

<sup>23</sup> The average shore excursion expenditure is a weighted average of the onshore and travel agent/other purchases and the portion of the onboard purchases paid to local tour operators.

**St. Kitts Chart 2 – Estimated Crew Spending (\$US), 2017/2018 cruise year**

Purchase Categories	Average Spend per Crew	Share of All Onshore Crew Visits	Weighted Average Spend per Crew
F&B at Restaurants & Bars	\$27.20	74.6%	\$20.26
Taxis/Ground Transportation	\$15.50	17.9%	\$2.77
Watches & Jewelry	\$97.10	5.2%	\$5.03
Clothing	\$22.80	13.7%	\$3.13
Entertainment/Night Clubs/Casinos	\$26.40	1.6%	\$0.41
Other Purchases	\$147.10	9.8%	\$14.48
Shore Excursions	\$37.80	5.2%	\$1.96
Perfumes & Cosmetics	\$31.10	4.7%	\$1.45
Local Crafts & Souvenirs	\$14.20	15.3%	\$2.17
Retail Purchases of Liquor	\$36.90	2.3%	\$0.86
Electronics	\$43.60	1.8%	\$0.79
Telephone & Internet	\$14.40	2.8%	\$0.41
<b>Total Spend per Crew</b>			<b>\$53.72</b>
<b>Crew Visits</b>			162,326
<b>Total Crew Expenditures</b>			<b>\$8,720,135</b>

Cruise lines made payments to local businesses for a variety of goods and services. Net payments to local vendors for shore excursions have been included with passenger expenditures. However, cruise lines made other local expenditures, including payments for port fees and taxes, navigation services, utilities and other supplies. Based upon data provided by the FCCA member cruise lines, we estimated that all cruise lines spent **\$7.5 million** (\$US) in St. Kitts during the 2017/2018 cruise year. Virtually all of these expenditures were payments for port fees and taxes and navigation services.

## Economic Contribution of Cruise Tourism Expenditures

As noted in the **Data and Methods** section of the full report, a set of economic impact models were developed for each destination to produce estimates of the economic contribution of cruise tourism. Data for these models were collected from a broad range of local, regional and international sources. The impact models were designed to reflect the economic structure of each destination, including the industrial composition of Gross Domestic Product (GDP), the wage share of GDP by industry and average employee wages by industry.

As shown in **St. Kitts Chart 3**, the \$149.3 million in total cruise tourism expenditures in St. Kitts generated direct employment of 1,261 residents of St. Kitts paying \$10.8 million in annual wages. Adding the indirect contribution that results from the spending of those local businesses that are the direct recipients of passenger, crew and cruise line expenditures, the direct cruise tourism expenditures generated a total employment contribution of 2,065 jobs and \$17.6 million in wage income in St. Kitts during the 2017/2018 cruise year.

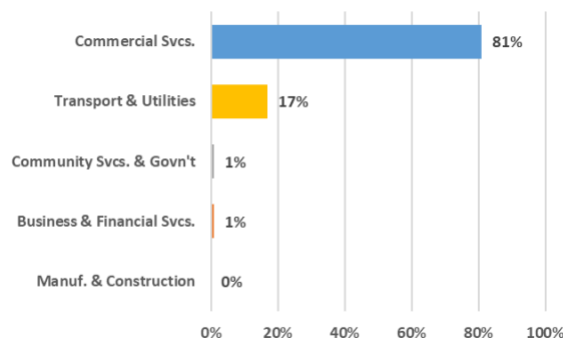
**St. Kitts Chart 3 –Total Economic Contribution of Cruise Tourism, 2017/2018 cruise year**



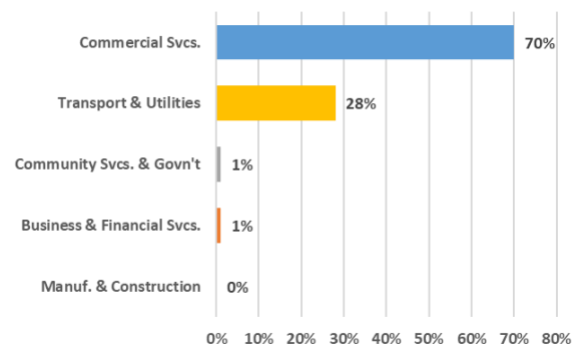
	Employment	Wage Income (\$US Millions)
<b>Direct Economic Contribution</b>	1,261	\$10.77
<b>Total Economic Contribution</b>	2,065	\$17.64

As shown in **St. Kitts Charts 4 and 5**, the total employment and wage impacts of cruise tourism are concentrated in the commercial and transport sectors which account for about 98 percent of the total impacts. This is not surprising since the direct impacts account for over 60 percent of the total impacts and that virtually all of the cruise tourism expenditures are made with businesses in these sectors. Because of the relatively higher wages in the transport sector compared to the other sectors of the economy, the transport sector accounts for 28 percent of the wage impacts but only 17 percent of the employment impacts. The remainder of the total employment and wage impacts was generated by the indirect spending in the other sectors of the economy.

**St. Kitts Chart 4 – Total Employment Impacts by Sector**



**St. Kitts Chart 5 – Total Wage Impacts by Sector**



## Passenger Surveys

A total of 1,288 passenger surveys were completed and returned for tabulation. **St. Kitts Chart 6** shows the major attributes of passenger visits to St. Kitts as derived from the passenger surveys.

- Of the 1,288 cruise parties that completed the surveys, 6 in 10 (63%) stated that this had been their first visit to St. Kitts.
- Ninety-seven percent of the cruise parties that completed the surveys disembarked their cruise ship to visit St. Kitts.
- Of the cruise parties that went ashore, 76% made at least one purchase while ashore. The typical cruise party consisted of two passengers (Average: 2.05) and spent an average of 4.4 hours ashore.
- Excluding shore excursions, the responding cruise parties reported spending an average of \$223.43 while ashore.

**St. Kitts Chart 6 – Major Attributes of Passenger Surveys**

	Number	Percent
<b>Total Respondents</b>	1,288	
<b>Number Making First Visit</b>	811	63%
<b>Number Ashore</b>	1,252	97%
<b>Number Making Onshore Purchases:①</b>	952	76%
<b>Average Hours Ashore</b>	4.4	
<b>Average Size of Expenditure Party (Persons)</b>	2.05	
<b>Average Onshore Expenditure per Party①</b>	\$211.03	
<b>Purchased a Shore Excursion (Tour)</b>	738	59%
<b>Purchased Onshore Tour from:</b>		
Cruise Line	514	70%
Onshore from Tour Operator	186	25%
Travel Agent	32	4%
<b>Tour Type:</b>		
Historical/Cultural	421	57%
Beach Day	121	16%
Soft-Water	73	10%
Shopping	35	5%
Soft Land	66	9%
Other	87	12%
<b>Average Cost of Shore Excursion per Party②</b>	\$142.18	
<b>Toured On Own/Did not Tour</b>	514	41%
<b>Reason for No Tour/Tour on Own</b>		
Prefer to Tour on Own	204	40%
Didn't Like Any	33	6%
Nothing New	95	18%
Poor Value	66	13%
Too Similar to Other Destinations	25	5%
Other	143	28%

① Excludes shore excursion expenditures

② Unadjusted average per party purchase cost of a shore excursion by passengers who purchased a shore excursion.

- Three in five (59%) of the passengers that went ashore purchased a shore excursion. Seventy percent of passengers who purchased a tour did so through their cruise line, 25 percent purchased their tour onshore and 4 percent purchased their tour through their travel agent.
- The majority (57%) of the tours purchased were to visit “historical or cultural sites”. Sixteen percent were “beach day” tours, and about 1 in 10 purchased tours which were either “soft water” (10%), or “soft land” based activities (9%).
- The typical cruise party that purchased a shore excursion spent \$142 for their tour.

## Passenger Satisfaction

The passenger survey also asked the passengers to rate their satisfaction with their destination visit along a number of parameters, as shown in **St. Kitts Chart 7**. A 10-point scale was used with 10 being the highest score, i.e., extremely satisfied/likely, and 1 being the lowest score, i.e., not at all satisfied/likely.

- Cruise passengers were very satisfied with their overall visit to St. Kitts, as the mean scores were 8.3. Passengers also felt their “visit met expectations” (7.8).
- “Guided Tours” (or Shore Excursions) received a ‘very satisfied’ mean score of 8.9; Additionally, the high ratings in “knowledge of guide” (9.2), “professionalism of guide” (9.1), and “value of tours” (8.4) indicates visitors to St. Kitts were very satisfied with their onshore excursions.

**St. Kitts Chart 7 – Passenger Visit Satisfaction\***

Visit Attributes	2018 Mean Score
Overall Visit	8.3
Visit Met Expectations	7.8
Likelihood of a Return Visit	5.6
Likelihood of Recommending	6.1
Initial Shoreside Welcome	7.8
Guided Tour	8.9
Knowledge of guide	9.2
Professionalism of guide	9.1
Value of tour	8.4
Historic Sites/Museums	8.1
Variety of Things to See and Do	7.5
Friendliness of Residents	8.5
Overall Shopping Experience	8.1
Courtesy of Employees	8.5
Variety of Shops	7.8
Quality of Goods	7.9
Overall Prices	7.8
Taxis/Local Transportation	8.6
Professionalism of Driver	8.9
Cleanliness of Transport	8.9

\* Scale is 1 to 10 with 10 being the highest score. The mean scores can be interpreted as follows:  
Extremely Satisfied/Likely: 10-9; Very Satisfied/Likely: 8-7; Somewhat Satisfied/Likely: 6-5; Not Too Satisfied/Likely: 4-3; Not At All Satisfied/Likely: 2-1.

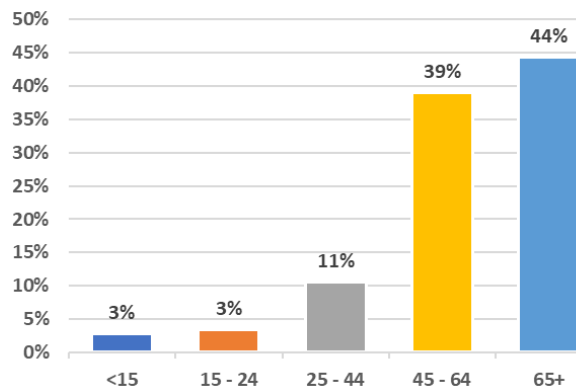
Among other key conclusions concerning visit satisfaction were the following:

- Passenger interactions with residents and store employees were very positive as the mean scores for “friendliness of residents” and “courtesy of employees” were each 8.5.
- Passengers were ‘very satisfied’ on all other measures, except for “likelihood of returning for a land-based visit (5.6), and “likelihood of recommending” (6.1), both falling into the ‘somewhat likely’ range.

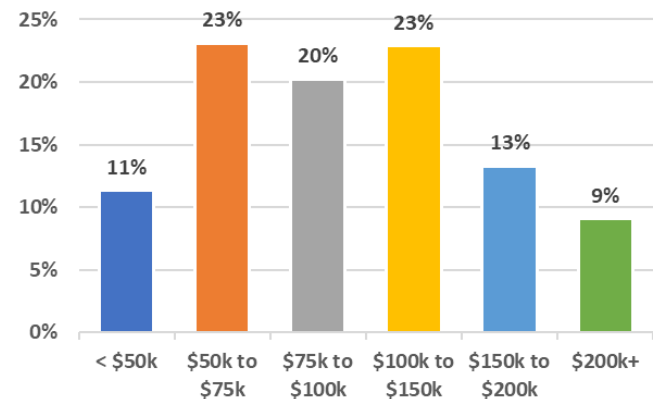
## Passenger Demographics

Residents of the US, UK and Canada accounted for 96 percent of the responding passengers to St. Kitts. The average age of the respondents was 58 years with just over 2 in 5 (44%) being 65 years of age or older. St. Kitts passengers had an average household income of about \$110,800 with 45 percent having over \$100,000 in annual household income.

**St. Kitts Chart 8 – Passenger Age Cohorts**



**St. Kitts Chart 9 – Passenger Household Income**



## St. Maarten

At the core of the analysis of the economic contribution of cruise tourism were a set of passenger and crew surveys that were conducted onboard ships of the FCCA member cruise lines.<sup>24</sup> The surveys were undertaken during the eight-month period beginning in October 2017 and ending in May 2018. The survey schedule was designed so that surveys were conducted by FCCA member cruise lines that called at each destination and that the distribution of passenger and crew surveys would reflect the distribution of passenger and crew arrivals by cruise line at each destination. On any given cruise itinerary, passenger and crew surveys were placed in all passenger cabins and crew quarters following a single destination call. The surveys were completed by the passengers and crew in the privacy of their quarters and returned to a designated office on the cruise ship. Thus, passengers and crew were only surveyed once during a cruise itinerary and for a single destination.

The passenger and crew surveys were designed to collect data for onshore spending and visit satisfaction by both passengers and crew. While the crew survey was slightly shorter than the passenger survey, both surveys were designed to collect the following information:

- hours spent ashore;
- expenditures by category, including shore tours, food & beverages, clothing, etc.;
- visit satisfaction, including shore tour, friendliness of residents, prices, shopping, etc.;
- likelihood of returning for a land-based vacation (passengers only); and
- demographic characteristics, including country of residence, age group, income, etc.

Combining the expenditure data collected from the passenger and crew surveys with data on expenditures by cruise lines for port fees and services, payments to local tour operators for passenger shore excursions purchased onboard the cruise ships, and other provisions purchased locally by the cruise lines, estimates of total cruise tourism expenditures were developed for each participating destination.

Given the direct spending estimates, the economic contribution of these expenditures, as measured by employment and wage income were then estimated for each destination. This process began with the collection of economic data for each destination from a combination of local, regional and international sources. Utilizing all of these data, a set of economic impact models were developed for each destination to estimate the direct and total employment and wage impacts. A more detailed description of these models is provided in the **Data and Methods** section of Volume I.

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<sup>24</sup> Surveys were conducted on the ships of the following cruise lines: Aida, Carnival Cruise Lines, Celebrity Cruises, Costa Cruises, Disney Cruise Line, Holland America Line, Norwegian Cruise Line, Princess Cruises, P&O Cruises, Royal Caribbean International and TUI Cruises.

## Cruise Tourism Expenditures

Cruise tourism expenditures in destination ports are composed of a broad range of spending including:

- onshore expenditures by passengers which tend to be concentrated in shore excursions and retail purchases of clothing, jewelry and local crafts and souvenirs;
- onshore expenditures by crew which are generally concentrated in purchases of food and beverages, local transportation and retail purchases of clothing and electronics;
- expenditures by cruise lines for port services, such as dockage fees and linesmen, utilities, such as water and power and navigation services; and
- purchases of supplies, such as food and other supplies, by the cruise lines from local businesses.

Based on data collected from the Port St. Maarten Group of Companies, 896,225 cruise passengers arrived aboard cruise ships during the 2017/2018 cruise year.<sup>25</sup> Of these, an estimated 784,197 passengers (88%) disembarked and visited St. Maarten. Utilizing additional data provided by the Group and visiting cruise lines, 324,200 crew were aboard the cruise ships and 46 percent, or 149,700 disembarked and visited the destination. **It should be noted that due to the devastating hurricanes in the region in the fall of 2017, passenger and crew arrivals were down nearly 60 percent from the levels of the 2014/15 study.**

These passenger and crew visits along with additional expenditures by the cruise lines generated a total of **\$143.2** million (\$US) in cruise tourism expenditures in St. Maarten during the 2017/2018 cruise year. The contribution of expenditures by passengers, crew and cruise lines to this total is discussed below.

Per passenger spending estimates were derived from 1,103 surveys completed by passengers during the survey period. As shown in **St. Maarten Chart 1**, each passenger cruise party spent an average of \$298.69. The average spend per cruise party is the sum of the weighted spending in each of the twelve categories. For example, 52 percent of the survey respondents reported spending an average of \$31.30 for food and beverages. Spread over the cruise parties that visited St. Maarten, this represented an average of \$16.34 per party. On a per passenger basis, the average total expenditure was \$142.23. This represents the sum of per party expenditures, \$298.69, divided by the average size of a cruise party in St. Maarten, 2.10 passengers.

Cruise passenger expenditures in St. Maarten were concentrated in three categories which accounted for 74 percent of their onshore expenditures: shore excursions, food and beverages, watches and jewelry, and clothing. Over 40 percent of the passengers that went ashore made purchases in the following categories: shore excursions, clothing, and watches & jewelry.

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<sup>25</sup> The 2017/2018 cruise year includes the twelve months beginning in May, 2017 and ending in April, 2018.

About 2 in 5 (43%) of the passengers reported that their cruise party purchased a shore excursion. The effective local price of the shore excursion was \$78.90 per party but when the full price of the purchase from cruise lines and travel agents is included passengers spent an average of about \$137 per party for their tours.

**St. Maarten Chart 1 – Estimated Passenger Spending (\$US), 2017/2018 cruise year<sup>26</sup>**

Purchase Categories	Average Spend per Party	Share of All Onshore Visits	Weighted Average Spend per Party
Shore Excursions	\$78.90	42.6%	\$33.62
F&B at Restaurants & Bars	\$31.30	52.2%	\$16.34
Taxis/Ground Transportation	\$30.10	33.3%	\$10.00
Watches & Jewelry	\$634.60	25.3%	\$160.36
Clothing	\$52.60	50.9%	\$26.76
Entertainment/Night Clubs/Casinos	\$29.00	1.5%	\$0.45
Other Purchases	\$103.60	24.9%	\$25.81
Perfumes & Cosmetics	\$208.90	3.6%	\$7.47
Local Crafts & Souvenirs	\$32.20	36.7%	\$11.82
Retail Purchases of Liquor	\$50.30	11.8%	\$5.94
Electronics	\$12.60	0.2%	\$0.03
Telephone & Internet	\$10.80	0.8%	\$0.09
<b>Total Spend per Cruise Party</b>			<b>\$298.69</b>
<b>Average Size of a Cruise Party</b>			<b>2.1</b>
<b>Total Spend per Cruise Passenger</b>			<b>\$142.23</b>
<b>Cruise Passenger Onshore Visits</b>			<b>784,197</b>
<b>Total Cruise Passenger Expenditures</b>			<b>\$111,538,262</b>

For the entire 2017/2018 cruise year, the estimated 784,197 cruise passengers who visited St. Maarten spent a total of **\$111.5 million** (\$US) in St. Maarten.

Per crew spending estimates were derived from 310 surveys completed by crew members during the survey period. As shown in **St. Maarten Chart 2**, each crew member spent an average of \$119.02 in St. Maarten. The average spend per crew member is the sum of the weighted spending in each of the twelve categories. For example, 76 percent of the survey respondents reported spending an average of \$36.40 for food and beverages. Spread over all the crew members that reported that they visited St. Maarten; this represents an average of \$27.79 per crew member.

Expenditures by crew in St. Maarten were concentrated in four categories which accounted for 60 percent of their onshore expenditures: food and beverages, watches and jewelry, perfume & cosmetics, and clothing. Combined, crew spent an average of \$71.09 for goods in these four categories. Purchases of food and beverages were the most popular expenditure item with 76 percent of the crew reporting the purchase of food and beverages.

**St. Maarten Chart 2 – Estimated Crew Spending (\$US), 2017/2018 cruise year**

<sup>26</sup> The average shore excursion expenditure is a weighted average of the onshore and travel agent/other purchases and the portion of the onboard purchases paid to local tour operators.



Purchase Categories	Average Spend per Crew	Share of All Onshore Crew Visits	Weighted Average Spend per Crew
F&B at Restaurants & Bars	\$36.40	76.4%	\$27.79
Taxis/Ground Transportation	\$12.40	47.2%	\$5.84
Watches & Jewelry	\$258.60	6.6%	\$17.08
Clothing	\$55.50	28.3%	\$15.72
Entertainment/Night Clubs/Casinos	\$63.20	2.8%	\$1.79
Other Purchases	\$142.00	20.8%	\$29.47
Shore Excursions	\$26.50	2.8%	\$0.75
Perfumes & Cosmetics	\$111.30	9.4%	\$10.50
Local Crafts & Souvenirs	\$13.00	14.2%	\$1.84
Retail Purchases of Liquor	\$23.30	2.8%	\$0.66
Electronics	\$111.10	4.7%	\$5.24
Telephone & Internet	\$41.30	5.7%	\$2.34
<b>Total Spend per Crew</b>			<b>\$119.02</b>
<b>Crew Visits</b>			149,712
<b>Total Crew Expenditures</b>			<b>\$17,818,773</b>

For the entire 2017/2018 cruise year, the estimated 149,712 crew who visited St. Maarten spent an estimated total of **\$17.8 million** (\$US).

Cruise lines made payments to local businesses for a variety of goods and services. Net payments to local vendors for shore excursions have been included with passenger expenditures. However, cruise lines made other local expenditures, including payments for port fees and taxes, navigation services, utilities and other supplies. Based upon data provided by the FCCA member cruise lines, we estimated that all cruise lines spent **\$13.9 million** (\$US) in St. Maarten during the 2017/2018 cruise year. Most of these expenditures were payments for port fees and taxes and navigation services.

## Economic Contribution of Cruise Tourism Expenditures

As noted in the **Data and Methods** section of the full report, a set of economic impact models were developed for each destination to produce estimates of the economic contribution of cruise tourism. Data for these models were collected from a broad range of local, regional and international sources. The impact models were designed to reflect the economic structure of each destination, including the industrial composition of Gross Domestic Product (GDP), the wage share of GDP by industry and average employee wages by industry.

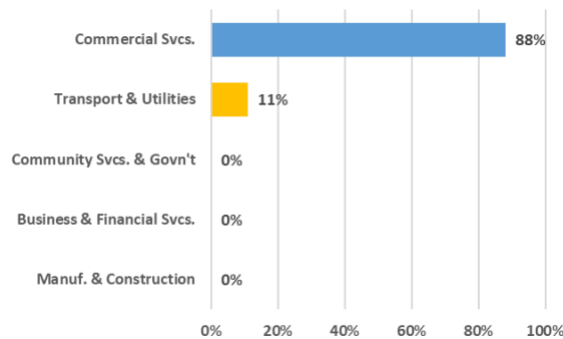
As shown in **St. Maarten Chart 3**, the \$143.2 million in total cruise tourism expenditures in St. Maarten generated direct employment of 1,987 residents of St. Maarten paying \$42.8 million in annual wages. Adding the indirect contribution that results from the spending of those local businesses that are the direct recipients of passenger, crew and cruise line expenditures, the direct cruise tourism expenditures generated a total employment contribution of 3,499 jobs and \$72.3 million in wage income in St. Maarten during the 2017/2018 cruise year.

### St. Maarten Chart 3 –Total Economic Contribution of Cruise Tourism, 2017/2018 cruise year

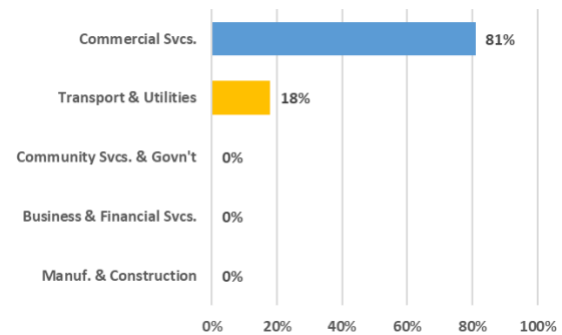
	Employment	Wage Income (\$US Millions)
<b>Direct Economic Contribution</b>	1,987	\$42.82
<b>Total Economic Contribution</b>	3,499	\$72.34

As shown in **St. Maarten Charts 4 and 5**, the total employment and wage impacts of cruise tourism are concentrated in the commercial and transport sectors which account for about 99 percent of the total impacts. This is not surprising since the direct impacts account for over 57 percent of the total employment impacts and that virtually all of the cruise tourism expenditures are made with businesses in these sectors. Because of the relatively higher wages in the transport sector compared to the other sectors of the economy, the transport sector accounts for 18 percent of the wage impacts but only 11 percent of the employment impacts. The remainder of the total employment and wage impacts was generated by the indirect spending in the other sectors of the economy.

**St. Maarten Chart 4 – Total Employment Impacts by Sector**



**St. Maarten Chart 5 – Total Wage Impacts by Sector**



## Passenger Surveys

A total of 1,103 passenger surveys were completed and returned for tabulation. **St. Maarten Chart 6** shows the major attributes of passenger visits to St. Maarten as derived from the passenger surveys.

- Of the 1,103 cruise parties that completed the surveys, about 2 in 5 (39%) stated that this had been their first visit to St. Maarten.
- Virtually all (96%) of the cruise parties that completed the surveys disembarked their cruise ship to visit St. Maarten.
- Of the cruise parties that went ashore, 80% made at least one purchase while ashore. The typical cruise party consisted of two passengers (Average: 2.10 and spent an average of 4.1 hours ashore.
- Excluding shore excursions, the responding cruise parties reported spending an average of \$265.07 while ashore.

**St. Maarten Chart 6 – Major Attributes of Passenger Surveys**

	Number	Percent
<b>Total Respondents</b>	1,103	
<b>Number Making First Visit</b>	430	39%
<b>Number Ashore</b>	1,054	96%
<b>Number Making Onshore Purchases: ①</b>	839	80%
<b>Average Hours Ashore</b>	4.14x	
<b>Average Size of Expenditure Party (Persons)</b>	2.10	
<b>Average Onshore Expenditure per Party ①</b>	\$265.07	
<b>Purchased a Shore Excursion (Tour)</b>	449	43%
<b>Purchased Onshore Tour from:</b>		
Cruise Line	342	76%
Onshore from Tour Operator	84	19%
Travel Agent	23	5%
<b>Tour Type:</b>		
Historical/Cultural	175	39%
Beach Day	50	11%
Soft-Water	81	18%
Shopping	97	22%
Soft Land	38	8%
Other	39	9%
<b>Average Cost of Shore Excursion per Party ②</b>	\$137.12	
<b>Toured On Own/Did not Tour</b>	605	57%
<b>Reason for No Tour/Tour on Own</b>		
Prefer to Tour on Own	300	49%
Didn't Like Any	41	7%
Nothing New	90	15%
Poor Value	36	6%
Too Similar to Other Destinations	20	3%
Other	170	28%

① Excludes shore excursion expenditures

② Unadjusted average per party purchase cost of a shore excursion by passengers who purchased a shore excursion.

- Just under half (43%) of the passengers that went ashore purchased a shore excursion. Seventy-six percent of passengers who purchased a tour did so through their cruise line, 19 percent purchased their tour onshore and 5 percent purchased their tour through their travel agent.
- A plurality (39%) of the tours purchased were to visit “historical or cultural sites”. Twenty-two percent were “shopping” tours, and 18 percent purchased a “soft water” tour.
- The typical cruise party that purchased a shore excursion spent \$137 for their tour.

## Passenger Satisfaction

The passenger survey also asked the passengers to rate their satisfaction with their destination visit along a number of parameters, as shown in **St. Maarten Chart 7**. A 10-point scale was used with 10 being the highest score, i.e., extremely satisfied/likely, and 1 being the lowest score, i.e., not at all satisfied/likely.

- Cruise passengers were very satisfied with their “overall visit” to St. Maarten, as the mean scores were 8.1, and the ratings for “visit met expectations” (7.3) were high.
- “Guided Tours” (or Shore Excursions) received a ‘very satisfied’ mean score of 8.6. Additionally, the high ratings in “knowledge of guide” (8.9), “professionalism of guide” (8.8), and “value of tours” (8.3) indicates visitors to St. Maarten were very satisfied with their onshore excursions.

**St. Maarten Chart 7 – Passenger Visit Satisfaction\***

Visit Attributes	2018 Mean Score
Overall Visit	8.1
Visit Met Expectations	7.3
Likelihood of a Return Visit	5.4
Likelihood of Recommending	5.6
Initial Shoreside Welcome	7.8
Guided Tour	8.6
Knowledge of guide	8.9
Professionalism of guide	8.8
Value of tour	8.3
Historic Sites/Museums	7.1
Variety of Things to See and Do	7.1
Friendliness of Residents	8.5
Overall Shopping Experience	7.9
Courtesy of Employees	8.4
Variety of Shops	7.4
Quality of Goods	7.7
Overall Prices	7.6
Taxis/Local Transportation	8.4
Professionalism of Driver	8.7
Cleanliness of Transport	8.6

\* Scale is 1 to 10 with 10 being the highest score. The mean scores can be interpreted as follows:  
Extremely Satisfied/Likely: 10-9; Very Satisfied/Likely: 8-7; Somewhat Satisfied/Likely: 6-5; Not Too Satisfied/Likely: 4-3; Not At All Satisfied/Likely: 2-1.

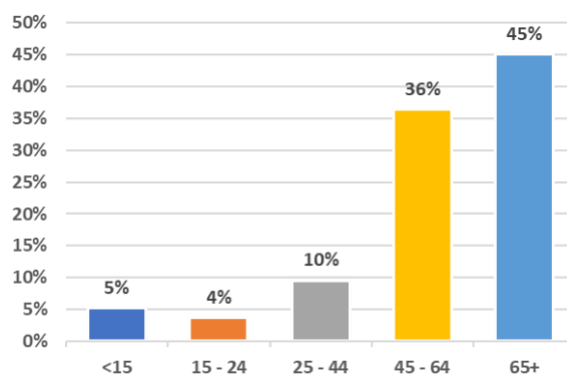
Among other key conclusions concerning visit satisfaction were the following:

- Passenger interactions with residents and store employees were very positive as the mean scores for “friendliness of residents” and “courtesy of employees” were rated 8.5 and 8.4, respectively. The “overall shopping experience” also received a ‘very satisfied’ rating of 7.9.
- Passengers provided ‘very satisfied’ or ‘very likely’ ratings on all other measures, except for “likelihood of returning for a land-based visit (5.4), and “likelihood of recommending” (5.6), both falling into the ‘somewhat likely’ range.

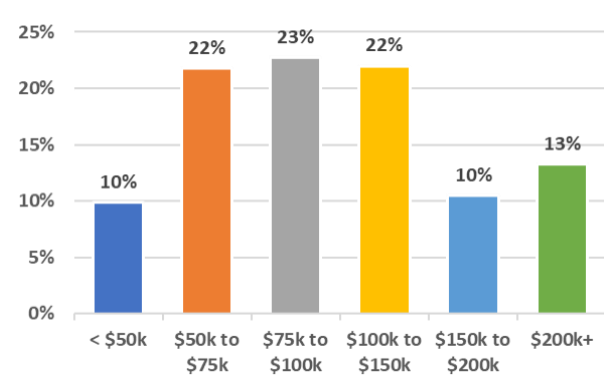
## Passenger Demographics

Residents of the United States, Canada and UK accounted for 78 percent of the responding passengers. The average age of the respondents was 57 years with about half (45%) being 65 years of age or older. St. Maarten passengers had an average household income of \$115,800 with nearly half (46%) having over \$100,000 in annual household income.

**St. Maarten Chart 8 – Passenger Age Cohorts**



**St. Maarten Chart 9 – Passenger Household Income**



## Turks & Caicos

At the core of the analysis of the economic contribution of cruise tourism were a set of passenger and crew surveys that were conducted onboard ships of the FCCA member cruise lines.<sup>27</sup> The surveys were undertaken during the eight-month period beginning in October 2017 and ending in May 2018. The survey schedule was designed so that surveys were conducted by FCCA member cruise lines that called at each destination and that the distribution of passenger and crew surveys would reflect the distribution of passenger and crew arrivals by cruise line at each destination. On any given cruise itinerary, passenger and crew surveys were placed in all passenger cabins and crew quarters following a single destination call. The surveys were completed by the passengers and crew in the privacy of their quarters and returned to a designated office on the cruise ship. Thus, passengers and crew were only surveyed once during a cruise itinerary and for a single destination.

The passenger and crew surveys were designed to collect data for onshore spending and visit satisfaction by both passengers and crew. While the crew survey was slightly shorter than the passenger survey, both surveys were designed to collect the following information:

- hours spent ashore;
- expenditures by category, including shore tours, food & beverages, clothing, etc.;
- visit satisfaction, including shore tour, friendliness of residents, prices, shopping, etc.;
- likelihood of returning for a land-based vacation (passengers only); and
- demographic characteristics, including country of residence, age group, income, etc.

Combining the expenditure data collected from the passenger and crew surveys with data on expenditures by cruise lines for port fees and services, payments to local tour operators for passenger shore excursions purchased onboard the cruise ships, and other provisions purchased locally by the cruise lines, estimates of total cruise tourism expenditures were developed for each participating destination.

Given the direct spending estimates, the economic contribution of these expenditures, as measured by employment and wage income were then estimated for each destination. This process began with the collection of economic data for each destination from a combination of local, regional and international sources. Utilizing all of these data, a set of economic impact models were developed for each destination to estimate the direct and total employment and wage impacts. A more detailed description of these models is provided in the **Data and Methods** section of Volume I.

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<sup>27</sup> Surveys were conducted on the ships of the following cruise lines: Aida, Carnival Cruise Lines, Celebrity Cruises, Costa Cruises, Disney Cruise Line, Holland America Line, Norwegian Cruise Line, Princess Cruises, P&O Cruises, Royal Caribbean International and TUI Cruises.

## Cruise Tourism Expenditures

Cruise tourism expenditures in destination ports are composed of a broad range of spending including:

- onshore expenditures by passengers which tend to be concentrated in shore excursions and retail purchases of clothing, jewelry and local crafts and souvenirs;
- onshore expenditures by crew which are generally concentrated in purchases of food and beverages, local transportation and retail purchases of clothing and electronics;
- expenditures by cruise lines for port services, such as dockage fees and linesmen, utilities, such as water and power and navigation services; and
- purchases of supplies, such as food and other supplies, by the cruise lines from local businesses.

Based on data collected from the Ministry of Tourism, 813,479 cruise passengers arrived aboard cruise ships during the 2017/2018 cruise year.<sup>28</sup> Of these, an estimated 699,592 passengers (86%) disembarked and visited the Turks & Caicos. Utilizing additional data provided by the ministry and visiting cruise lines, 316,200 crew were aboard the cruise ships and 42 percent, or 133,800 crew, disembarked and visited the destination.

These passenger and crew visits along with additional expenditures by the cruise lines generated a total of **\$86.5** million (\$US) in cruise tourism expenditures in the Turks & Caicos during the 2017/2018 cruise year. The contribution of expenditures by passengers, crew and cruise lines to this total is discussed below.

Per passenger spending estimates were derived from 911 surveys completed by passengers during the survey period. As shown in **Turks & Caicos Chart 1**, each passenger cruise party spent an average of \$199.63. The average spend per cruise party is the sum of the weighted spending in each of the twelve categories. For example, 54 percent of the survey respondents reported spending an average of \$42.80 for food and beverages. Spread over the cruise parties that visited the Turks & Caicos, this represented an average of \$23.17 per party. On a per passenger basis, the average total expenditure was \$95.51. This represents the sum of per party expenditures, \$199.63, divided by the average size of a cruise party in the Turks & Caicos, 2.09 passengers.

Cruise passenger expenditures in the Turks & Caicos were concentrated in four categories which accounted for 84 percent of their onshore expenditures: shore excursions, food and beverages, watches and jewelry, and clothing. Nearly 40 percent or more of the passengers that went ashore made purchases in the following categories: shore excursions, clothing, food and beverages and local crafts & souvenirs.

Forty percent (40%) of the passengers reported that their cruise party purchased a shore excursion. The effective local price of the shore excursion was \$87.10 per party but when the full

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<sup>28</sup> The 2017/2018 cruise year includes the twelve months beginning in May, 2017 and ending in April, 2018.



price of the purchase from cruise lines and travel agents is included passengers spent an average of about \$110 per party for their tours.

**Turks & Caicos Chart 1– Estimated Passenger Spending (\$US), 2017/2018 cruise year<sup>29</sup>**

Purchase Categories	Average Spend per Party	Share of All Onshore Visits	Weighted Average Spend per Party
Shore Excursions	\$87.10	39.6%	\$34.53
F&B at Restaurants & Bars	\$42.80	54.2%	\$23.17
Taxis/Ground Transportation	\$47.90	10.6%	\$5.10
Watches & Jewelry	\$557.50	15.5%	\$86.68
Clothing	\$51.70	46.8%	\$24.20
Entertainment/Night Clubs/Casinos	\$6.10	0.2%	\$0.01
Other Purchases	\$72.90	13.1%	\$9.54
Perfumes & Cosmetics	\$48.90	2.0%	\$0.96
Local Crafts & Souvenirs	\$26.50	39.1%	\$10.36
Retail Purchases of Liquor	\$52.60	8.7%	\$4.56
Electronics	\$18.30	0.3%	\$0.06
Telephone & Internet	\$28.10	1.6%	\$0.46
<b>Total Spend per Cruise Party</b>			<b>\$199.63</b>
<b>Average Size of a Cruise Party</b>			<b>2.1</b>
<b>Total Spend per Cruise Passenger</b>			<b>\$95.51</b>
<b>Cruise Passenger Onshore Visits</b>			<b>699,592</b>
<b>Total Cruise Passenger Expenditures</b>			<b>\$66,821,469</b>

For the entire 2017/2018 cruise year, the estimated 699,592 cruise passengers who visited Turks & Caicos spent a total of **\$66.8 million** (\$US) in the Turks & Caicos.

Per crew spending estimates were derived from 366 surveys completed by crew members during the survey period. As shown in **Turks & Caicos Chart 2**, each crew member spent an average of \$54.98 in the Turks & Caicos. The average spend per crew member is the sum of the weighted spending in each of the twelve categories. For example, 67 percent of the survey respondents reported spending an average of \$29.10 for food and beverages. Spread over all the crew members that reported that they visited Turks & Caicos; this represents an average of \$19.58 per crew member.

Expenditures by crew in the Turks & Caicos were concentrated in three categories which accounted for 75 percent of their onshore expenditures: food and beverages, watches and jewelry, clothing, and other (unspecified) purchases. Combined, crew spent an average of \$41.08 for goods in these three categories. Purchases of food and beverages were the most popular expenditure item with 67 percent of the crew reporting the purchase of food and beverages.

<sup>29</sup> The average shore excursion expenditure is a weighted average of the onshore and travel agent/other purchases and the portion of the onboard purchases paid to local tour operators.

**Turks & Caicos Chart 2 – Estimated Crew Spending (\$US), 2017/2018 cruise year**

Purchase Categories	Average Spend per Crew	Share of All Onshore Crew Visits	Weighted Average Spend per Crew
F&B at Restaurants & Bars	\$29.10	67.2%	\$19.58
Taxis/Ground Transportation	\$15.90	6.2%	\$0.99
Watches & Jewelry	\$91.50	7.3%	\$6.72
Clothing	\$35.00	14.1%	\$4.95
Entertainment/Night Clubs/Casinos	\$35.00	2.3%	\$0.79
Other Purchases	\$51.20	19.2%	\$9.83
Shore Excursions	\$47.60	4.5%	\$2.15
Perfumes & Cosmetics	\$41.10	7.3%	\$3.02
Local Crafts & Souvenirs	\$24.10	15.3%	\$3.67
Retail Purchases of Liquor	\$35.20	5.1%	\$1.79
Electronics	\$22.70	2.8%	\$0.64
Telephone & Internet	\$13.70	6.2%	\$0.85
<b>Total Spend per Crew</b>			<b>\$54.98</b>
<b>Crew Visits</b>			133,785
<b>Total Crew Expenditures</b>			<b>\$7,355,514</b>

For the entire 2017/2018 cruise year, the estimated 133,785 crew who visited the Turks & Caicos spent an estimated total of **\$7.4 million** (\$US).

Cruise lines made payments to local businesses for a variety of goods and services. Net payments to local vendors for shore excursions have been included with passenger expenditures. However, cruise lines made other local expenditures, including payments for port fees and taxes, navigation services, utilities and other supplies. Based upon data provided by the FCCA member cruise lines, we estimated that all cruise lines spent **\$12.3 million** (\$US) in the Turks & Caicos during the 2017/2018 cruise year. Nearly all of these expenditures were payments for port fees and taxes and navigation services.

## Economic Contribution of Cruise Tourism Expenditures

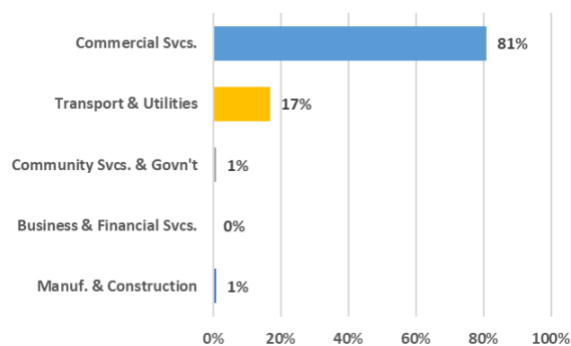
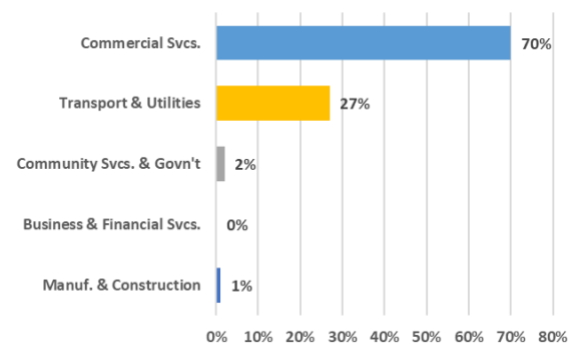
As noted in the **Data and Methods** section of the full report, a set of economic impact models were developed for each destination to produce estimates of the economic contribution of cruise tourism. Data for these models were collected from a broad range of local, regional and international sources. The impact models were designed to reflect the economic structure of each destination, including the industrial composition of Gross Domestic Product (GDP), the wage share of GDP by industry and average employee wages by industry.

As shown in **Turks & Caicos Chart 3**, the \$86.5 million in total cruise tourism expenditures in Turks & Caicos generated direct employment of 939 residents of the Turks & Caicos paying \$17.1 million in annual wages. Adding the indirect contribution that results from the spending of those local businesses that are the direct recipients of passenger, crew and cruise line expenditures, the direct cruise tourism expenditures generated a total employment contribution of 1,461 jobs and \$26.8 million in wage income in the Turks & Caicos during the 2017/2018 cruise year.

**Turks & Caicos Chart 3 – Total Economic Contribution of Cruise Tourism, 2017/2018 cruise year**

	Employment	Wage Income (\$US Millions)
<b>Direct Economic Contribution</b>	939	\$17.10
<b>Total Economic Contribution</b>	1,461	\$26.76

As shown in **Turks & Caicos Charts 4 and 5**, the total employment and wage impacts of cruise tourism are concentrated in the commercial and transport sectors which account for about 77 percent of the total employment impacts. This is not surprising since the direct impacts account for nearly 65 percent of the total employment impacts and that virtually all of the cruise tourism expenditures are made with businesses in these sectors. Because of the relatively lower wages in the transport & utilities sector compared to the other sectors of the economy, the transport sector accounts for 27 percent of the wage impacts but only 17 percent of the employment impacts. The remainder of the total employment and wage impacts was generated by the indirect spending in the other sectors of the economy.

**Turks & Caicos Chart 4 – Total Employment Impacts by Sector****Turks & Caicos Chart 5 – Total Wage Impacts by Sector**

## Passenger Surveys

A total of 911 passenger surveys were completed and returned for tabulation. **Turks & Caicos Chart 6** shows the major attributes of passenger visits to the Turks & Caicos as derived from the passenger surveys.

- Of the 911 cruise parties that completed the surveys, 3 in 5 (59%) stated that this had been their first visit to the Turks & Caicos.
- Virtually all (95%) of the cruise parties that completed the surveys disembarked their cruise ship to visit the Turks & Caicos.
- Of the cruise parties that went ashore, 70% made at least one purchase while ashore. The typical cruise party consisted of two passengers (Average: 2.09) and spent an average of 3.7 hours ashore.
- Excluding shore excursions, the responding cruise parties reported spending an average of \$165.10 while ashore.

**Turks & Caicos Chart 6 – Major Attributes of Passenger Surveys**

	Number	Percent
<b>Total Respondents</b>	911	
<b>Number Making First Visit</b>	537	59%
<b>Number Ashore</b>	868	95%
<b>Number Making Onshore Purchases:①</b>	611	70%
<b>Average Hours Ashore</b>	3.7	
<b>Average Size of Expenditure Party (Persons)</b>	2.1	
<b>Average Onshore Expenditure per Party①</b>	\$165.10	
<b>Purchased a Shore Excursion (Tour)</b>	345	40%
<b>Purchased Onshore Tour from:</b>		
<b>Cruise Line</b>	257	75%
<b>Onshore from Tour Operator</b>	67	19%
<b>Travel Agent</b>	20	6%
<b>Tour Type:</b>		
<b>Historical/Cultural</b>	161	47%
<b>Beach Day</b>	45	13%
<b>Soft-Water</b>	72	21%
<b>Shopping</b>	40	12%
<b>Soft Land</b>	31	9%
<b>Other</b>	23	7%
<b>Average Cost of Shore Excursion per Party②</b>	\$110.22	
<b>Toured On Own/Did not Tour</b>	524	60%
<b>Reason for No Tour/Tour on Own</b>		
<b>Prefer to Tour on Own</b>	191	36%
<b>Didn't Like Any</b>	71	14%
<b>Nothing New</b>	65	12%
<b>Poor Value</b>	79	15%
<b>Too Similar to Other Destinations</b>	34	7%
<b>Other</b>	148	28%

① Excludes shore excursion expenditures

② Unadjusted average per party purchase cost of a shore excursion by passengers who purchased a shore excursion.

- Two in five (40%) of the passengers that went ashore purchased a shore excursion. The majority (75%) of passengers who purchased a tour did so through their cruise line, 19 percent purchased their tour onshore and 6 percent purchased their tour through their travel agent.
- Most (47%) of the tours purchased were to visit “historical or cultural sites”. About 1 in 5 (21%) purchased a “soft water” tour.
- The typical cruise party that purchased a shore excursion spent about \$110 for their tour.

## Passenger Satisfaction

The passenger survey also asked the passengers to rate their satisfaction with their destination visit along a number of parameters, as shown in **Turks & Caicos Chart 7**. A 10-point scale was used with 10 being the highest score, i.e., extremely satisfied/likely, and 1 being the lowest score, i.e., not at all satisfied/likely.

- Cruise passengers were very satisfied with their overall visit to the Turks & Caicos, as the mean scores were 7.4. Passengers also rated their “visit met expectations” (6.7) high.
- “Guided Tours” (or Shore Excursions) received a ‘very satisfied’ mean score of 8.5. Additionally, the high ratings in “knowledge of guide” (8.9), “professionalism of guide” (8.8), and “value of tours” (7.9) indicates visitors to Turks & Caicos were very satisfied with their onshore excursions.

**Turks & Caicos Chart 7 – Passenger Visit Satisfaction\***

Visit Attributes	2018 Mean Score
Overall Visit	7.4
Visit Met Expectations	6.7
Likelihood of a Return Visit	4.6
Likelihood of Recommending	4.9
Initial Shoreside Welcome	7.6
Guided Tour	8.5
Knowledge of guide	8.9
Professionalism of guide	8.8
Value of tour	7.9
Historic Sites/Museums	7.2
Variety of Things to See and Do	6.2
Friendliness of Residents	8.0
Overall Shopping Experience	7.4
Courtesy of Employees	8.0
Variety of Shops	6.9
Quality of Goods	7.3
Overall Prices	6.8
Taxis/Local Transportation	7.6
Professionalism of Driver	8.1
Cleanliness of Transport	7.8

\* Scale is 1 to 10 with 10 being the highest score. The mean scores can be interpreted as follows:  
Extremely Satisfied/Likely: 10-9; Very Satisfied/Likely: 8-7; Somewhat Satisfied/Likely: 6-5; Not Too Satisfied/Likely: 4-3; Not At All Satisfied/Likely: 2-1.

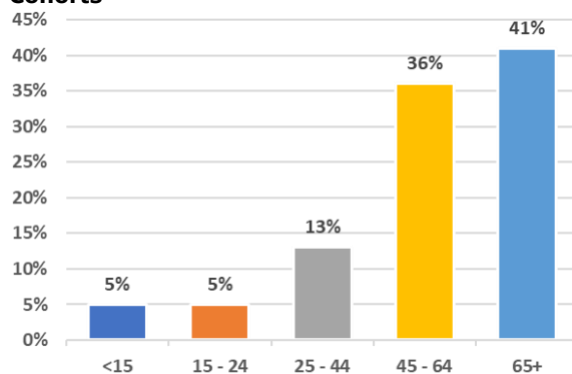
Among other key conclusions concerning visit satisfaction were the following:

- Passenger interactions with residents and store employees were very positive as the mean scores for “friendliness of residents” and “courtesy of employees” were each an 8.0.
- Passengers were ‘very satisfied’ with the “initial onshore welcome” (7.6), “taxi/transportation” (7.6) and “overall shopping experience” (7.4).
- Passengers rated “likelihood of returning for a land-based visit” (4.6), and “likelihood of recommending” (4.9) the lowest of all measures.

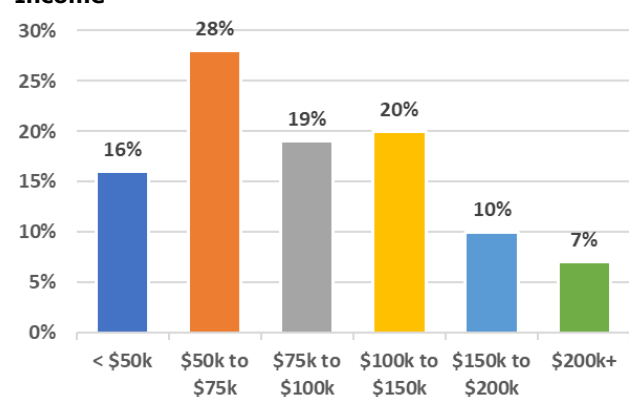
## Passenger Demographics

Residents of the United States, Canada and the UK accounted for 97 percent of the responding passengers. The average age of the respondents was 55 years with a 2 in 5 (41%) being 65 years of age or older. Turks & Caicos passengers had an average household income of \$99,700 with 37 percent having over \$100,000 in annual household income.

**Turks & Caicos Chart 8 – Passenger Age Cohorts**



**Turks & Caicos Chart 9 – Passenger Household Income**



## U.S. Virgin Islands

At the core of the analysis of the economic contribution of cruise tourism were a set of passenger and crew surveys that were conducted onboard ships of the FCCA member cruise lines.<sup>30</sup> The surveys were undertaken during the eight-month period beginning in October 2017 and ending in May 2018. The survey schedule was designed so that surveys were conducted by FCCA member cruise lines that called at each destination and that the distribution of passenger and crew surveys would reflect the distribution of passenger and crew arrivals by cruise line at each destination. On any given cruise itinerary, passenger and crew surveys were placed in all passenger cabins and crew quarters following a single destination call. The surveys were completed by the passengers and crew in the privacy of their quarters and returned to a designated office on the cruise ship. Thus, passengers and crew were only surveyed once during a cruise itinerary and for a single destination.

The passenger and crew surveys were designed to collect data for onshore spending and visit satisfaction by both passengers and crew. While the crew survey was slightly shorter than the passenger survey, both surveys were designed to collect the following information:

- hours spent ashore;
- expenditures by category, including shore tours, food & beverages, clothing, etc.;
- visit satisfaction, including shore tour, friendliness of residents, prices, shopping, etc.;
- likelihood of returning for a land-based vacation (passengers only); and
- demographic characteristics, including country of residence, age group, income, etc.

Combining the expenditure data collected from the passenger and crew surveys with data on expenditures by cruise lines for port fees and services, payments to local tour operators for passenger shore excursions purchased onboard the cruise ships, and other provisions purchased locally by the cruise lines, estimates of total cruise tourism expenditures were developed for each participating destination.

Given the direct spending estimates, the economic contribution of these expenditures, as measured by employment and wage income were then estimated for each destination. This process began with the collection of economic data for each destination from a combination of local, regional and international sources. Utilizing all of these data, a set of economic impact models were developed for each destination to estimate the direct and total employment and wage impacts. A more detailed description of these models is provided in the **Data and Methods** section of Volume I.

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<sup>30</sup> Surveys were conducted on the ships of the following cruise lines: Aida, Carnival Cruise Lines, Celebrity Cruises, Costa Cruises, Disney Cruise Line, Holland America Line, Norwegian Cruise Line, Princess Cruises, P&O Cruises, Royal Caribbean International and TUI Cruises.



## Cruise Tourism Expenditures

Cruise tourism expenditures in destination ports are composed of a broad range of spending including:

- onshore expenditures by passengers which tend to be concentrated in shore excursions and retail purchases of clothing, jewelry and local crafts and souvenirs;
- onshore expenditures by crew which are generally concentrated in purchases of food and beverages, local transportation and retail purchases of clothing and electronics;
- expenditures by cruise lines for port services, such as dockage fees and linesmen, utilities, such as water and power and navigation services; and
- purchases of supplies, such as food and other supplies, by the cruise lines from local businesses.

Based on data collected from the USVI Department of Tourism, 1.1 million cruise passengers arrived aboard cruise ships during the 2017/2018 cruise year.<sup>31</sup> Of these, an estimated 943,855 passengers (85%) disembarked and visited the USVI. Utilizing additional data provided by the Department of Tourism and the visiting cruise lines, 414,200 crew were aboard the cruise ships and 42 percent, or 174,800 crew, disembarked and visited the destination. **It should be noted that due to the devastating hurricanes in the region in the fall of 2017, passenger and crew arrivals were down by about 45 percent from the levels of the 2014/15 study.**

Per passenger spending estimates were derived from 1,222 surveys completed by passengers during the survey period. As shown in **USVI Chart 1**, each passenger cruise party spent an average of \$355.56. The average spend per cruise party is the sum of the weighted spending in each of the twelve categories. For example, 45 percent of the survey respondents reported spending an average of \$36.60 for food and beverages. Spread over the cruise parties that visited the USVI, this represented an average of \$16.60 per party. On a per passenger basis, the average total expenditure was \$165.42. This represents the sum of per party expenditures, \$355.66 divided by the average size of a cruise party in USVI, 2.15 passengers.

Cruise passenger expenditures in the USVI were concentrated in four categories which accounted for 84 percent of their onshore expenditures: shore excursions, food and beverages, watches and jewelry, and clothing. Nearly 40 percent or more of the passengers that went ashore made purchases in the following categories: shore excursions, clothing, food and beverages and local transportation.

These passenger and crew visits along with additional expenditures by the cruise lines generated a total of **\$184.7** million (\$US) in cruise tourism expenditures in the USVI during the 2017/2018 cruise year. The contribution of expenditures by passengers, crew and cruise lines to this total is discussed below.

Nearly half (46%) of the passengers reported that their cruise party purchased a shore excursion. The effective local price of the shore excursion was \$74.90 per party but when the full price of

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<sup>31</sup> The 2017/2018 cruise year includes the twelve months beginning in May, 2017 and ending in April, 2018.

the purchase from cruise lines and travel agents is included passengers spent an average of just over \$138 per party for their tours.

**USVI Chart 1 – Estimated Passenger Spending (\$US), 2017/2018 cruise year<sup>32</sup>**

Purchase Categories	Average Spend per Party	Share of All Onshore Visits	Weighted Average Spend per Party
Shore Excursions	\$74.90	45.5%	\$34.10
F&B at Restaurants & Bars	\$36.60	45.3%	\$16.60
Taxis/Ground Transportation	\$29.80	37.8%	\$11.25
Watches & Jewelry	\$703.90	31.8%	\$224.08
Clothing	\$51.20	48.8%	\$25.01
Entertainment/Night Clubs/Casinos	\$80.80	1.3%	\$1.08
Other Purchases	\$124.60	17.7%	\$22.10
Perfumes & Cosmetics	\$60.40	2.6%	\$1.54
Local Crafts & Souvenirs	\$32.30	31.0%	\$10.00
Retail Purchases of Liquor	\$64.60	9.7%	\$6.28
Electronics	\$332.70	0.9%	\$2.83
Telephone & Internet	\$50.00	1.6%	\$0.79
<b>Total Spend per Cruise Party</b>			<b>\$355.66</b>
<b>Average Size of a Cruise Party</b>			<b>2.15</b>
<b>Total Spend per Cruise Passenger</b>			<b>\$165.42</b>
<b>Cruise Passenger Onshore Visits</b>			943,855
<b>Total Cruise Passenger Expenditures</b>			<b>\$156,135,818</b>

For the entire 2017/2018 cruise year, the estimated 943,855 cruise passengers who visited USVI spent a total of **\$156.1 million** (\$US) in the USVI.

Per crew spending estimates were derived from 1,027 surveys completed by crew members during the survey period. As shown in **USVI Chart 2**, each crew member spent an average of \$60.12 in the USVI. The average spend per crew member is the sum of the weighted spending in each of the twelve categories. For example, 76 percent of the survey respondents reported spending an average of \$26.20 for food and beverages. Spread over all the crew members that reported that they visited the USVI; this represents an average of \$19.86 per crew member.

Expenditures by crew in the USVI were concentrated in three categories which accounted for 71 percent of their onshore expenditures: food and beverages, clothing, and other (unspecified) purchases. Combined, crew spent an average of \$42.52 for goods in these three categories. Purchases of food and beverages were the most popular expenditure item with 76 percent of the crew reporting the purchase of food and beverages.

For the entire 2017/2018 cruise year, the estimated 174,820 crew who visited the USVI spent an estimated total of **\$10.5 million** (\$US).

<sup>32</sup> The average shore excursion expenditure is a weighted average of the onshore and travel agent/other purchases and the portion of the onboard purchases paid to local tour operators.

**USVI Chart 2 – Estimated Crew Spending (\$US), 2017/2018 cruise year**

Purchase Categories	Average Spend per Crew	Share of All Onshore Crew Visits	Weighted Average Spend per Crew
F&B at Restaurants & Bars	\$26.20	75.8%	\$19.86
Taxis/Ground Transportation	\$13.00	29.2%	\$3.81
Watches & Jewelry	\$90.40	5.0%	\$4.51
Clothing	\$61.40	17.6%	\$10.79
Entertainment/Night Clubs/Casinos	\$58.70	1.3%	\$0.76
Other Purchases	\$66.90	17.7%	\$11.87
Shore Excursions	\$30.90	2.6%	\$0.80
Perfumes & Cosmetics	\$40.70	6.1%	\$2.48
Local Crafts & Souvenirs	\$20.60	8.7%	\$1.79
Retail Purchases of Liquor	\$28.90	1.1%	\$0.32
Electronics	\$75.70	1.7%	\$1.26
Telephone & Internet	\$63.20	3.0%	\$1.87
<b>Total Spend per Crew</b>			<b>\$60.12</b>
<b>Crew Visits</b>			174,820
<b>Total Crew Expenditures</b>			<b>\$10,510,174</b>

Cruise lines made payments to local businesses for a variety of goods and services. Net payments to local vendors for shore excursions have been included with passenger expenditures. However, cruise lines made other local expenditures, including payments for port fees and taxes, navigation services, utilities and other supplies. Based upon data provided by the FCCA member cruise lines, we estimated that all cruise lines spent **\$18.0 million** (\$US) in the USVI during the 2017/2018 cruise year. The majority of these expenditures were payments for port fees and taxes and navigation services.

## Economic Contribution of Cruise Tourism Expenditures

As noted in the **Data and Methods** section of the full report, a set of economic impact models were developed for each destination to produce estimates of the economic contribution of cruise tourism. Data for these models were collected from a broad range of local, regional and international sources. The impact models were designed to reflect the economic structure of each destination, including the industrial composition of Gross Domestic Product (GDP), the wage share of GDP by industry and average employee wages by industry.

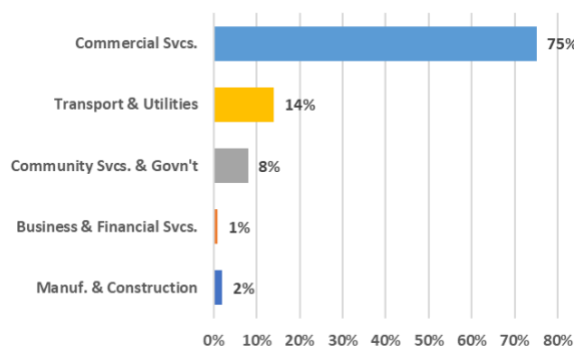
As shown in **USVI Chart 3**, the \$184.7 million in total cruise tourism expenditures in USVI generated direct employment of 1,869 residents of USVI paying \$42.5 million in annual wages. Adding the indirect contribution that results from the spending of those local businesses that are the direct recipients of passenger, crew and cruise line expenditures, the direct cruise tourism expenditures generated a total employment contribution of 3,439 jobs and \$77.9 million in wage income in USVI during the 2017/2018 cruise year.

**USVI Chart 3 –Total Economic Contribution of Cruise Tourism, 2017/2018 cruise year**

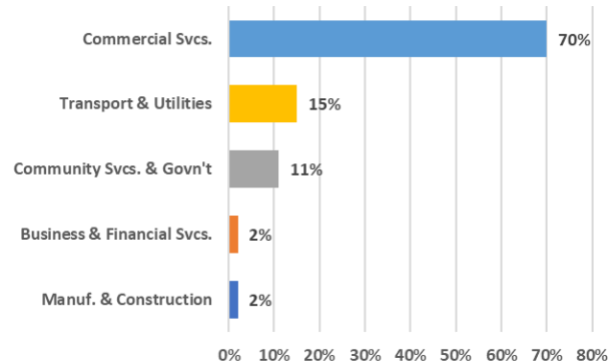
	Employment	Wage Income (\$US Millions)
<b>Direct Economic Contribution</b>	1,869	\$42.45
<b>Total Economic Contribution</b>	3,439	\$77.89

As shown in **USVI Charts 4 and 5**, the total employment and wage impacts of cruise tourism are concentrated in the commercial and transport sectors which account for about 89 percent of the total impacts. This is not surprising since the direct impacts account for nearly 55 percent of the total employment impacts and that virtually all of the cruise tourism expenditures are made with businesses in these sectors. Because of the relatively lower wages in the commercial sector compared to the other sectors of the economy, the commercial sector accounts for 70 percent of the employment impacts but 75 percent of the wage impacts. The remainder of the total employment and wage impacts was generated by the indirect spending in the other sectors of the economy.

**USVI Chart 4 – Total Employment Impacts by Sector**



**USVI Chart 5 – Total Wage Impacts by Sector**



## Passenger Surveys

A total of 1,222 passenger surveys were completed and returned for tabulation. **USVI Chart 6** shows the major attributes of passenger visits to the USVI as derived from the passenger surveys.

- Of the 1,222 cruise parties that completed the surveys, about 1 in 3 (31%) stated that this had been their first visit to the USVI.
- Ninety-five percent of the cruise parties that completed the surveys disembarked their cruise ship to visit the USVI.
- Of the cruise parties that went ashore, 71% made at least one purchase while ashore. The typical cruise party consisted of two passengers (Average: 2.15) and spent an average of 4.3 hours ashore.
- Excluding shore excursions, the responding cruise parties reported spending an average of \$321.56 while ashore.

**USVI Chart 6 – Major Attributes of Passenger Surveys**

	Number	Percent
<b>Total Respondents</b>	1,222	
<b>Number Making First Visit</b>	379	31%
<b>Number Ashore</b>	1,165	95%
<b>Number Making Onshore Purchases:<sup>①</sup></b>	823	71%
<b>Average Hours Ashore</b>	4.3	
<b>Average Size of Expenditure Party (Persons)</b>	2.15	
<b>Average Onshore Expenditure per Party<sup>①</sup></b>	\$321.56	
<b>Purchased a Shore Excursion (Tour)</b>	531	46%
<b>Purchased Onshore Tour from:</b>		
Cruise Line	424	80%
Onshore from Tour Operator	84	16%
Travel Agent	22	4%
<b>Tour Type:</b>		
Historical/Cultural	161	30%
Beach Day	155	29%
Soft-Water	114	21%
Shopping	117	22%
Soft Land	18	3%
Other	44	8%
<b>Average Cost of Shore Excursion per Party<sup>②</sup></b>	\$138.04	
<b>Toured On Own/Did not Tour</b>	635	54%
<b>Reason for No Tour/Tour on Own</b>		
Prefer to Tour on Own	316	50%
Didn't Like Any	59	9%
Nothing New	143	23%
Poor Value	59	9%
Too Similar to Other Destinations	23	4%
Other	121	19%

<sup>①</sup> Excludes shore excursion expenditures

<sup>②</sup> Unadjusted average per party purchase cost of a shore excursion by passengers who purchased a shore excursion.

- About half (46%) of the passengers that went ashore purchased a shore excursion. Four in 5 (80%) of passengers who purchased a tour did so through their cruise line, 16 percent purchased their tour onshore and 4 percent purchased their tour through their travel agent.
- About a third (30%) of the tours purchased were to visit “historical or cultural sites”; or “beach day” activities (29%). About 1 in 5 were either “shopping’ (22%) or “soft water’ (21%) tours. The typical cruise party that purchased a shore excursion spent \$138 for their tour.

## Passenger Satisfaction

The passenger survey also asked the passengers to rate their satisfaction with their destination visit along a number of parameters, as shown in **USVI Chart 7**. A 10-point scale was used with 10 being the highest score, i.e., extremely satisfied/likely, and 1 being the lowest score, i.e., not at all satisfied/likely.

- Cruise passengers were very satisfied with their “overall visit” to the USVI (7.9) and felt their “visit met expectations” (7.2).
- “Guided Tours” (or Shore Excursions) received a ‘very satisfied’ mean score of 8.4. Additionally, the high ratings in “knowledge of guide” (8.6), “professionalism of guide” (8.6), and “value of tours” (7.8) indicates visitors to the USVI were very satisfied with their onshore excursions.

**USVI Chart 7 – Passenger Visit Satisfaction\***

Visit Attributes	2018 Mean Score
<b>Overall Visit</b>	7.9
<b>Visit Met Expectations</b>	7.2
<b>Likelihood of a Return Visit</b>	5.5
<b>Likelihood of Recommending</b>	6.0
<b>Initial Shoreside Welcome</b>	8.1
<b>Guided Tour</b>	8.4
<b>Knowledge of guide</b>	8.6
<b>Professionalism of guide</b>	8.6
<b>Value of tour</b>	7.8
<b>Historic Sites/Museums</b>	6.9
<b>Variety of Things to See and Do</b>	6.9
<b>Friendliness of Residents</b>	8.3
<b>Overall Shopping Experience</b>	7.7
<b>Courtesy of Employees</b>	8.4
<b>Variety of Shops</b>	7.2
<b>Quality of Goods</b>	7.8
<b>Overall Prices</b>	7.4
<b>Taxis/Local Transportation</b>	8.2
<b>Professionalism of Driver</b>	8.3
<b>Cleanliness of Transport</b>	8.1

\* Scale is 1 to 10 with 10 being the highest score. The mean scores can be interpreted as follows:  
Extremely Satisfied/Likely: 10-9; Very Satisfied/Likely: 8-7; Somewhat Satisfied/Likely: 6-5; Not Too Satisfied/Likely: 4-3; Not At All Satisfied/Likely: 2-1.

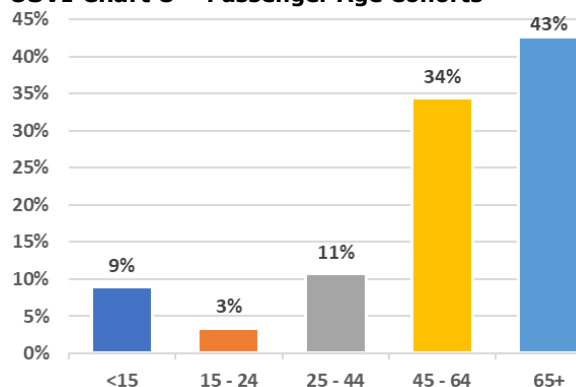
Among other key conclusions concerning visit satisfaction were the following:

- Passenger interactions with residents and store employees were very positive as the mean scores for “friendliness of residents” (8.3) and “courtesy of employees” (8.4) were both in the ‘very satisfied’ range.
- Passengers were also ‘very satisfied’ with the “initial shoreside welcome” (8.1), “taxis and local transportation” (8.2), and the “overall shopping experience” (7.7).
- Passengers also gave ‘very satisfied’ ratings to “professionalism of the taxi driver” (8.3), “cleanliness of transport” (8.1), “variety of shops” (7.2) and “overall prices” (7.4).
- Categories scoring the lowest were “likelihood of returning for a land-based visit” (5.5), and “likelihood of recommending” (6.0), however, both categories still fell into the ‘somewhat likely’ category.

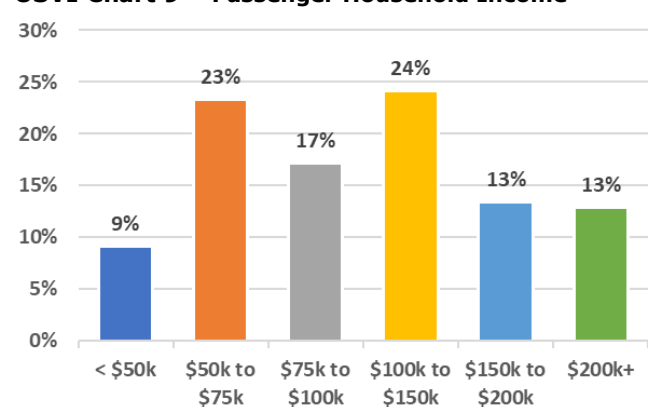
## Passenger Demographics

Residents of the United States, Canada and the UK accounted for 97 percent of the responding passengers. The average age of the respondents was 54 years with 43 percent being 65 years of age or older. USVI passengers had an average household income of about \$118,700 with 51 percent having over \$100,000 in annual household income.

**USVI Chart 8 – Passenger Age Cohorts**



**USVI Chart 9 – Passenger Household Income**





## **Cruise Destinations of the Western Caribbean**

## Belize

At the core of the analysis of the economic contribution of cruise tourism were a set of passenger and crew surveys that were conducted onboard ships of the FCCA member cruise lines.<sup>33</sup> The surveys were undertaken during the eight-month period beginning in October 2017 and ending in May 2018. The survey schedule was designed so that surveys were conducted by FCCA member cruise lines that called at each destination and that the distribution of passenger and crew surveys would reflect the distribution of passenger and crew arrivals by cruise line at each destination. On any given cruise itinerary, passenger and crew surveys were placed in all passenger cabins and crew quarters following a single destination call. The surveys were completed by the passengers and crew in the privacy of their quarters and returned to a designated office on the cruise ship. Thus, passengers and crew were only surveyed once during a cruise itinerary and for a single destination.

The passenger and crew surveys were designed to collect data for onshore spending and visit satisfaction by both passengers and crew. While the crew survey was slightly shorter than the passenger survey, both surveys were designed to collect the following information:

- hours spent ashore;
- expenditures by category, including shore tours, food & beverages, clothing, etc.;
- visit satisfaction, including shore tour, friendliness of residents, prices, shopping, etc.;
- likelihood of returning for a land-based vacation (passengers only); and
- demographic characteristics, including country of residence, age group, income, etc.

Combining the expenditure data collected from the passenger and crew surveys with data on expenditures by cruise lines for port fees and services, payments to local tour operators for passenger shore excursions purchased onboard the cruise ships, and other provisions purchased locally by the cruise lines, estimates of total cruise tourism expenditures were developed for each participating destination.

Given the direct spending estimates, the economic contribution of these expenditures, as measured by employment and wage income were then estimated for each destination. This process began with the collection of economic data for each destination from a combination of local, regional and international sources. Utilizing all of these data, a set of economic impact models were developed for each destination to estimate the direct and total employment and wage impacts. A more detailed description of these models is provided in the **Data and Methods** section of Volume I.

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<sup>33</sup> Surveys were conducted on the ships of the following cruise lines: Aida, Carnival Cruise Lines, Celebrity Cruises, Costa Cruises, Disney Cruise Line, Holland America Line, Norwegian Cruise Line, Princess Cruises, P&O Cruises, Royal Caribbean International and TUI Cruises.

## Cruise Tourism Expenditures

Cruise tourism expenditures in destination ports are composed of a broad range of spending including:

- onshore expenditures by passengers which tend to be concentrated in shore excursions and retail purchases of clothing, jewelry and local crafts and souvenirs;
- onshore expenditures by crew which are generally concentrated in purchases of food and beverages, local transportation and retail purchases of clothing and electronics;
- expenditures by cruise lines for port services, such as dockage fees and linesmen, utilities, such as water and power and navigation services; and
- purchases of supplies, such as food and other supplies, by the cruise lines from local businesses.

Based on data collected from the Belize Tourism Board, 1.02 million cruise passengers arrived aboard cruise ships during the 2017/2018 cruise year.<sup>34</sup> Of these, an estimated 877,279 passengers (86%) disembarked and visited Belize. Utilizing additional data provided by the Tourism Board and visiting cruise lines, 391,900 crew were aboard the cruise ships and 28 percent, or 109,400 crew, disembarked and visited the destination.

These passenger and crew visits along with additional expenditures by the cruise lines generated a total of **\$86.1** million (\$US) in cruise tourism expenditures in Belize during the 2017/2018 cruise year. The contribution of expenditures by passengers, crew and cruise lines to this total is discussed below.

Per passenger spending estimates were derived from 655 surveys completed by passengers during the survey period. As shown in **Belize Chart 1**, each passenger cruise party spent an average of \$168.23. The average spend per cruise party is the sum of the weighted spending in each of the twelve categories. For example, 53 percent of the survey respondents reported spending an average of \$32.20 for food and beverages. Spread over the cruise parties that visited Belize, this represented an average of \$16.89 per party. On a per passenger basis, the average total expenditure was \$77.88. This represents the sum of per party expenditures, \$168.23, divided by the average size of a cruise party in Belize, 2.16 passengers.

Cruise passenger expenditures in Belize were concentrated in four categories which accounted for 7percent of their onshore expenditures: shore excursions, food & beverages, watches and jewelry, and clothing. Nearly 40 percent or more of the passengers that went ashore made purchases in the following categories: shore excursions, food and beverages, clothing and local crafts.

Nearly 3 in 5 (57%) of the passengers reported that their cruise party purchased a shore excursion. The effective local price of the shore excursion was \$98.00 per party but when the full price of the purchase from cruise lines and travel agents is included passengers spent an average of just over \$184 per party for their tours.

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<sup>34</sup> The 2017/2018 cruise year includes the twelve months beginning in May, 2017 and ending in April, 2018.

**Belize Chart 1 – Estimated Passenger Spending (\$US), 2017/2018 cruise year<sup>35</sup>**

Purchase Categories	Average Spend per Party	Share of All Onshore Visits	Weighted Average Spend per Party
Shore Excursions	\$98.00	56.8%	\$55.65
F&B at Restaurants & Bars	\$32.20	52.5%	\$16.89
Taxis/Ground Transportation	\$18.90	3.4%	\$0.65
Watches & Jewelry	\$267.00	10.3%	\$27.49
Clothing	\$64.70	38.2%	\$24.75
Entertainment/Night Clubs/Casinos	\$38.80	0.5%	\$0.19
Other Purchases	\$90.70	22.5%	\$20.45
Perfumes & Cosmetics	\$10.20	1.0%	\$0.10
Local Crafts & Souvenirs	\$36.20	47.1%	\$17.04
Retail Purchases of Liquor	\$55.80	8.8%	\$4.92
Electronics	-	0.0%	-
Telephone & Internet	\$10.20	1.0%	\$0.10
<b>Total Spend per Cruise Party</b>			<b>\$168.23</b>
<b>Average Size of a Cruise Party</b>			<b>2.16</b>
<b>Total Spend per Cruise Passenger</b>			<b>\$77.88</b>
<b>Cruise Passenger Onshore Visits</b>			<b>877,279</b>
<b>Total Cruise Passenger Expenditures</b>			<b>\$68,326,616</b>

For the entire 2017/2018 cruise year, the estimated 877,279 cruise passengers who visited Belize spent a total of **\$68.3 million** (\$US) in Belize.

Per crew spending estimates were derived from 268 surveys completed by crew members during the survey period. As shown in **Belize Chart 2**, each crew member spent an average of \$46.17 in Belize. The average spend per crew member is the sum of the weighted spending in each of the twelve categories. For example, 77 percent of the survey respondents reported spending an average of \$27.00 for food and beverages. Spread over all the crew members that reported that they visited Belize; this represents an average of \$20.65 per crew member.

Expenditures by crew in Belize were concentrated in four categories which accounted for 82 percent of their onshore expenditures: food and beverages, clothing, shore excursions, and other (unspecified) purchases. Combined, crew spent an average of \$37.64 for goods and services in these four categories. Purchases of food and beverages were the most popular expenditure item with 77 percent of the crew reporting the purchase of food and beverages.

For the entire 2017/2018 cruise year, the estimated 109,398 crew who visited Belize spent an estimated total of **\$5.1 million** (\$US).

<sup>35</sup> The average shore excursion expenditure is a weighted average of the onshore and travel agent/other purchases and the portion of the onboard purchases paid to local tour operators.

**Belize Chart 2 – Estimated Crew Spending (\$US), 2017/2018 cruise year**

Purchase Categories	Average Spend per Crew	Share of All Onshore Crew Visits	Weighted Average Spend per Crew
F&B at Restaurants & Bars	\$27.00	76.5%	\$20.65
Taxis/Ground Transportation	\$13.70	6.7%	\$0.92
Watches & Jewelry	\$103.10	4.2%	\$4.33
Clothing	\$47.50	13.4%	\$6.39
Entertainment/Night Clubs/Casinos	-	0.0%	-
Other Purchases	\$39.30	13.4%	\$5.29
Shore Excursions	\$70.20	7.6%	\$5.31
Perfumes & Cosmetics	\$59.50	0.8%	\$0.50
Local Crafts & Souvenirs	\$15.00	18.5%	\$2.78
Retail Purchases of Liquor	-	0.0%	-
Electronics	-	0.0%	-
Telephone & Internet	-	0.0%	-
<b>Total Spend per Crew</b>			<b>\$46.17</b>
<b>Crew Visits</b>			109,398
<b>Total Crew Expenditures</b>			<b>\$5,050,929</b>

Cruise lines made payments to local businesses for a variety of goods and services. Net payments to local vendors for shore excursions have been included with passenger expenditures. However, cruise lines made other local expenditures, including payments for port fees and taxes, navigation services, utilities and other supplies. Based upon data provided by the FCCA member cruise lines, we estimated that all cruise lines spent **\$12.7 million** (\$US) in Belize during the 2017/2018 cruise year. The majority of these expenditures were payments for port fees and taxes and navigation services with the remainder spent for provisions and supplies.

## Economic Contribution of Cruise Tourism Expenditures

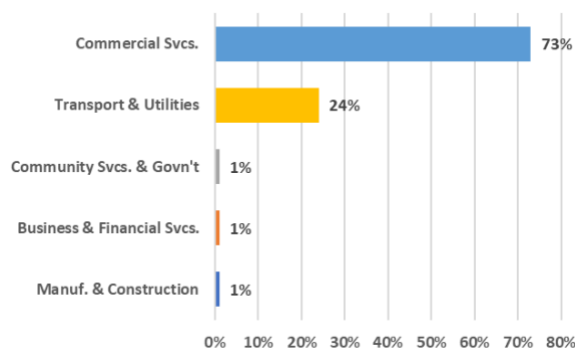
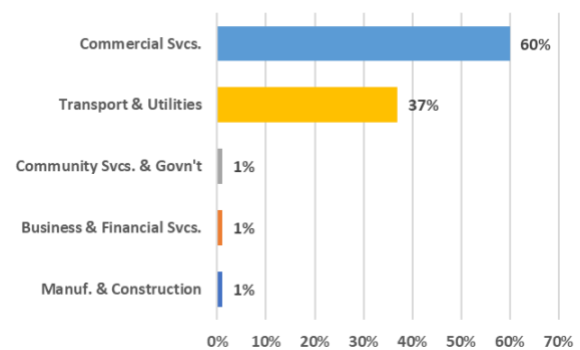
As noted in the **Data and Methods** section of the full report, a set of economic impact models were developed for each destination to produce estimates of the economic contribution of cruise tourism. Data for these models were collected from a broad range of local, regional and international sources. The impact models were designed to reflect the economic structure of each destination, including the industrial composition of Gross Domestic Product (GDP), the wage share of GDP by industry and average employee wages by industry.

As shown in **Belize Chart 3**, the \$86.1 million in total cruise tourism expenditures in Belize generated direct employment of 1,724 residents of Belize paying \$18.9 million in annual wages. Adding the indirect contribution that results from the spending of those local businesses that are the direct recipients of passenger, crew and cruise line expenditures, the direct cruise tourism expenditures generated a total employment contribution of 2,530 jobs and \$27.7 million in wage income in Belize during the 2017/2018 cruise year.

**Belize Chart 3 – Total Economic Contribution of Cruise Tourism, 2017/2018 cruise year**

	Employment	Wage Income (\$US Millions)
<b>Direct Economic Contribution</b>	1,724	\$18.87
<b>Total Economic Contribution</b>	2,530	\$27.68

As shown in **Belize Charts 4 and 5**, the total employment and wage impacts of cruise tourism are concentrated in the commercial and transport sectors which account for 97 percent of the total impacts. This is not surprising since the direct impacts account for over 68 percent of the total employment impacts and that virtually all of the cruise tourism expenditures are made with businesses in these sectors. Because of the relatively higher wages in the transport sector compared to the other sectors of the economy, the transport sector accounts for 37 percent of the wage impacts but only 24 percent of the employment impacts. The remainder of the total employment and wage impacts was generated by the indirect spending in the other sectors of the economy.

**Belize Chart 4 – Total Employment Impacts by Sector****Belize Chart 5 – Total Wage Impacts by Sector**

## **Passenger Surveys**

A total of 655 passenger surveys were completed and returned for tabulation. **Belize Chart 6** shows the major attributes of passenger visits to Belize as derived from the passenger surveys.

- Of the 655 cruise parties that completed the surveys 71 percent stated that this had been their first visit to Belize.
- Ninety-six percent of the cruise parties that completed the surveys disembarked their cruise ship to visit Belize.
- Of the cruise parties that went ashore, 65 percent made at least one purchase while ashore. The typical cruise party consisted of two passengers (Average: 2.16) and spent an average of 4.7 hours ashore.
- Excluding shore excursions, the responding cruise parties reported spending an average of \$112.58 while ashore.

**Belize Chart 6 – Major Attributes of Passenger Surveys**

	Number	Percent
<b>Total Respondents</b>	655	
<b>Number Making First Visit</b>	465	71.0%
<b>Number Ashore</b>	627	96%
<b>Number Making Onshore Purchases: ①</b>	408	65%
<b>Average Hours Ashore</b>	4.7	
<b>Average Size of Expenditure Party (Persons)</b>	2.16	
<b>Average Onshore Expenditure per Party ①</b>	\$112.58	
<b>Purchased a Shore Excursion (Tour)</b>	356	57%
<b>Purchased Onshore Tour from:</b>		
<b>Cruise Line</b>	263	74%
<b>Onshore from Tour Operator</b>	57	16%
<b>Travel Agent</b>	36	10%
<b>Tour Type:</b>		
<b>Historical/Cultural</b>	176	49%
<b>Beach Day</b>	20	6%
<b>Soft-Water</b>	90	25%
<b>Shopping</b>	14	4%
<b>Soft Land</b>	49	14%
<b>Other</b>	41	11%
<b>Average Cost of Shore Excursion per Party ②</b>	\$184.16	
<b>Toured On Own/Did not Tour</b>	271	43%
<b>Reason for No Tour/Tour on Own</b>		
<b>Prefer to Tour on Own</b>	67	25%
<b>Didn't Like Any</b>	36	13%
<b>Nothing New</b>	19	7%
<b>Poor Value</b>	29	11%
<b>Too Similar to Other Destinations</b>	15	5%
<b>Other</b>	131	48%

① Excludes shore excursion expenditures

② Unadjusted average per party purchase cost of a shore excursion by passengers who purchased a shore excursion.

- Nearly 3 in 5 (57%) of the passengers that went ashore purchased a shore excursion. Seventy-four percent of passengers who purchased a tour did so through their cruise line, 16 percent purchased their tour onshore and 10 percent purchased their tour through their travel agent.
- Most (49%) of the tours purchased were visits to “historical or cultural sites”, while 1 in 4 (25%) were “soft-water tours”.
- The typical cruise party that purchased a shore excursion spent \$184 for their tour.



## Passenger Satisfaction

The passenger survey also asked the passengers to rate their satisfaction with their destination visit along a number of parameters, as shown in **Belize Chart 7**. A 10-point scale was used with 10 being the highest score, i.e., extremely satisfied, and 1 being the lowest score, i.e., not at all satisfied.

- Cruise passengers were satisfied with their overall visit to Belize (7.9) and in terms of the visit “meeting expectations” (7.3).
- “Guided Tours” (or Shore Excursions) received a ‘very satisfied’ mean score of 8.6. Additionally, the high ratings in “knowledge of guide” (9.2), “professionalism of guide” (9.1), and “value of tours” (8.3) indicates visitors to Belize were very satisfied with their onshore excursions.

**Belize Chart 7 – Passenger Visit Satisfaction\***

Visit Attributes	2018 Mean Score
<b>Overall Visit</b>	7.9
<b>Visit Met Expectations</b>	7.3
<b>Likelihood of a Return Visit</b>	5.3
<b>Likelihood of Recommending</b>	5.8
<b>Initial Shoreside Welcome</b>	8.2
<b>Guided Tour</b>	8.6
<b>Knowledge of guide</b>	9.2
<b>Professionalism of guide</b>	9.1
<b>Value of tour</b>	8.3
<b>Historic Sites/Museums</b>	8.4
<b>Variety of Things to See and Do</b>	7.1
<b>Friendliness of Residents</b>	8.5
<b>Overall Shopping Experience</b>	7.6
<b>Courtesy of Employees</b>	8.4
<b>Variety of Shops</b>	7.0
<b>Quality of Goods</b>	7.4
<b>Overall Prices</b>	6.9
<b>Taxis/Local Transportation</b>	8.4
<b>Professionalism of Driver</b>	8.8
<b>Cleanliness of Transport</b>	8.4

\* Scale is 1 to 10 with 10 being the highest score. The mean scores can be interpreted as follows:  
Extremely Satisfied/Likely: 10-9; Very Satisfied/Likely: 8-7; Somewhat Satisfied/Likely: 6-5; Not Too Satisfied/Likely: 4-3; Not At All Satisfied/Likely: 2-1.

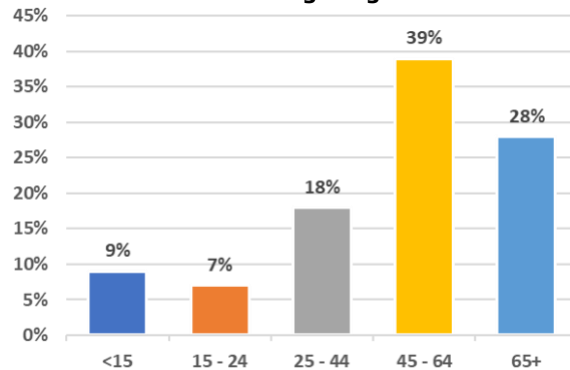
Among other key conclusions concerning visit satisfaction were the following:

- Passenger interactions with residents and store employees were very positive as the mean scores for “friendliness of residents” (8.5) and “courtesy of employees” (8.4) were among the highest of all ratings.
- Passengers were also very satisfied with the “initial shoreside welcome” (8.2) and the “taxi and local transportation” (8.4).
- Belize scored lowest in the likelihood passengers to say they are “likely to return for a land-based visit (5.3), and their “likelihood of recommending to a friend” (5.8), however, both were rated as ‘somewhat likely’.

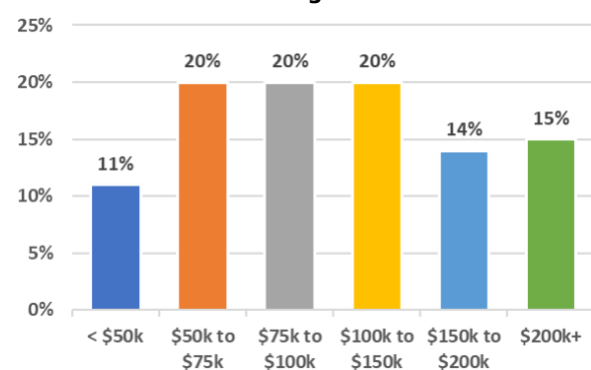
## Passenger Demographics

Residents of the United States, UK and Canada accounted for 98 percent of the responding passengers. The average age of the respondents was 49 years with only a quarter (28%) of the respondents being 65 years of age or older. Belize passengers had an average household income of about \$120,400 with 49 percent having over \$100,000 in household income.

**Belize Chart 8 – Passenger Age Cohorts**



**Belize Chart 9 – Passenger Household Income**



## Cayman Islands

At the core of the analysis of the economic contribution of cruise tourism were a set of passenger and crew surveys that were conducted onboard ships of the FCCA member cruise lines.<sup>36</sup> The surveys were undertaken during the eight-month period beginning in October 2017 and ending in May 2018. The survey schedule was designed so that surveys were conducted by FCCA member cruise lines that called at each destination and that the distribution of passenger and crew surveys would reflect the distribution of passenger and crew arrivals by cruise line at each destination. On any given cruise itinerary, passenger and crew surveys were placed in all passenger cabins and crew quarters following a single destination call. The surveys were completed by the passengers and crew in the privacy of their quarters and returned to a designated office on the cruise ship. Thus, passengers and crew were only surveyed once during a cruise itinerary and for a single destination.

The passenger and crew surveys were designed to collect data for onshore spending and visit satisfaction by both passengers and crew. While the crew survey was slightly shorter than the passenger survey, both surveys were designed to collect the following information:

- hours spent ashore;
- expenditures by category, including shore tours, food & beverages, clothing, etc.;
- visit satisfaction, including shore tour, friendliness of residents, prices, shopping, etc.;
- likelihood of returning for a land-based vacation (passengers only); and
- demographic characteristics, including country of residence, age group, income, etc.

Combining the expenditure data collected from the passenger and crew surveys with data on expenditures by cruise lines for port fees and services, payments to local tour operators for passenger shore excursions purchased onboard the cruise ships, and other provisions purchased locally by the cruise lines, estimates of total cruise tourism expenditures were developed for each participating destination.

Given the direct spending estimates, the economic contribution of these expenditures, as measured by employment and wage income were then estimated for each destination. This process began with the collection of economic data for each destination from a combination of local, regional and international sources. Utilizing all of these data, a set of economic impact models were developed for each destination to estimate the direct and total employment and wage impacts. A more detailed description of these models is provided in the **Data and Methods** section of Volume I.

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<sup>36</sup> Surveys were conducted on the ships of the following cruise lines: Aida, Carnival Cruise Lines, Celebrity Cruises, Costa Cruises, Disney Cruise Line, Holland America Line, Norwegian Cruise Line, Princess Cruises, P&O Cruises, Royal Caribbean International and TUI Cruises.

## Cruise Tourism Expenditures

Cruise tourism expenditures in destination ports are composed of a broad range of spending including:

- onshore expenditures by passengers which tend to be concentrated in shore excursions and retail purchases of clothing, jewelry and local crafts and souvenirs;
- onshore expenditures by crew which are generally concentrated in purchases of food and beverages, local transportation and retail purchases of clothing and electronics;
- expenditures by cruise lines for port services, such as dockage fees and linesmen, utilities, such as water and power and navigation services; and
- purchases of supplies, such as food and other supplies, by the cruise lines from local businesses.

Based on data collected from the Cayman Islands Department of Tourism, 1.86 million cruise passengers arrived aboard cruise ships during the 2017/2018 cruise year.<sup>37</sup> Of these, an estimated 1.64 million passengers (88%) disembarked and visited Cayman Islands. Utilizing additional data provided by the Department of Tourism and visiting cruise lines, 709,800 crew were aboard the cruise ships and 35 percent, or 248,600 crew, disembarked and visited the destination.

These passenger and crew visits along with additional expenditures by the cruise lines generated a total of **\$224.5** million (\$US) in cruise tourism expenditures in Cayman Islands during the 2017/2018 cruise year. The contribution of expenditures by passengers, crew and cruise lines to this total is discussed below.

Per passenger spending estimates were derived from 1,290 surveys completed by passengers during the survey period. As shown in **Cayman Islands Chart 1**, each passenger cruise party spent an average of \$227.18. The average spend per cruise party is the sum of the weighted spending in each of the twelve categories. For example, 49 percent of the survey respondents reported spending an average of \$39.20 for food and beverages. Spread over the cruise parties that visited Cayman Islands, this represented an average of \$19.39 per party. On a per passenger basis, the average total expenditure was \$105.17. This represents the sum of per party expenditures, \$227.18, divided by the average size of a cruise party in Cayman Islands, 2.16 passengers.

Cruise passenger expenditures in Cayman Islands were concentrated in four categories which accounted for 79 percent of their onshore expenditures: shore excursions, food and beverages, watches and jewelry, and clothing. Forty percent or more of the passengers that went ashore made purchases in the following categories: shore excursions, food and beverages, clothing, and local crafts.

Over half (54%) of the passengers reported that their cruise party purchased a shore excursion. The effective local price of the shore excursion was \$86.70 per party but when the full price of

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<sup>37</sup> The 2017/2018 cruise year includes the twelve months beginning in May, 2017 and ending in April, 2018.

the purchase from cruise lines and travel agents is included passengers spent an average of nearly \$173 per party for their tours.

**Cayman Islands Chart 1 – Estimated Passenger Spending (\$US), 2017/2018 cruise year<sup>38</sup>**

Purchase Categories	Average Spend per Party	Share of All Onshore Visits	Weighted Average Spend per Party
Shore Excursions	\$86.70	54.1%	\$46.93
F&B at Restaurants & Bars	\$39.20	49.4%	\$19.39
Taxis/Ground Transportation	\$27.40	16.2%	\$4.44
Watches & Jewelry	\$584.90	14.9%	\$87.13
Clothing	\$50.50	50.3%	\$25.41
Entertainment/Night Clubs/Casinos	\$76.00	0.8%	\$0.57
Other Purchases	\$85.40	19.2%	\$16.38
Perfumes & Cosmetics	\$131.40	3.8%	\$4.93
Local Crafts & Souvenirs	\$34.80	45.4%	\$15.81
Retail Purchases of Liquor	\$48.40	12.0%	\$5.81
Electronics	\$46.70	0.1%	\$0.05
Telephone & Internet	\$24.90	1.3%	\$0.32
<b>Total Spend per Cruise Party</b>			<b>\$227.18</b>
<b>Average Size of a Cruise Party</b>			<b>2.2</b>
<b>Total Spend per Cruise Passenger</b>			<b>\$105.17</b>
<b>Cruise Passenger Onshore Visits</b>			<b>1,636,549</b>
<b>Total Cruise Passenger Expenditures</b>			<b>\$172,123,016</b>

For the entire 2017/2018 cruise year, the estimated 1.64 million cruise passengers who visited Cayman Islands spent a total of **\$172.1 million** (\$US) in Cayman Islands.

Per crew spending estimates were derived from 331 surveys completed by crew members during the survey period. As shown in **Cayman Islands Chart 2**, each crew member spent an average of \$70.30 in Cayman Islands. The average spend per crew member is the sum of the weighted spending in each of the twelve categories. For example, 74 percent of the survey respondents reported spending an average of \$35.00 for food and beverages. Spread over all the crew members that reported that they visited Cayman Islands; this represents an average of \$26.02 per crew member.

Expenditures by crew in Cayman Islands were concentrated in four categories which accounted for 69 percent of their onshore expenditures: food and beverages, clothing, local crafts & souvenirs and other (unspecified) purchases. Combined, crew spent an average of \$48.45 for goods in these four categories. Purchases of food and beverages were the most popular expenditure item with 74 percent of the crew reporting the purchase of food and beverages.

<sup>38</sup> The average shore excursion expenditure is a weighted average of the onshore and travel agent/other purchases and the portion of the onboard purchases paid to local tour operators.

For the entire 2017/2018 cruise year, the estimated 248,646 crew who visited Cayman Islands spent an estimated total of **\$17.5 million** (\$US).

**Cayman Islands Chart 2 – Estimated Crew Spending (\$US), 2017/2018 cruise year**

Purchase Categories	Average Spend per Crew	Share of All Onshore Crew Visits	Weighted Average Spend per Crew
F&B at Restaurants & Bars	\$35.00	74.4%	\$26.02
Taxis/Ground Transportation	\$14.30	23.8%	\$3.41
Watches & Jewelry	\$53.50	6.1%	\$3.26
Clothing	\$31.50	13.4%	\$4.23
Entertainment/Night Clubs/Casinos	\$56.20	2.4%	\$1.37
Other Purchases	\$158.40	7.9%	\$12.56
Shore Excursions	\$56.30	6.1%	\$3.43
Perfumes & Cosmetics	\$80.50	6.1%	\$4.91
Local Crafts & Souvenirs	\$25.70	22.0%	\$5.64
Retail Purchases of Liquor	\$34.40	7.9%	\$2.73
Electronics	\$74.60	1.2%	\$0.91
Telephone & Internet	\$27.30	6.7%	\$1.83
<b>Total Spend per Crew</b>			<b>\$70.30</b>
<b>Crew Visits</b>			248,646
<b>Total Crew Expenditures</b>			<b>\$17,479,849</b>

Cruise lines made payments to local businesses for a variety of goods and services. Net payments to local vendors for shore excursions have been included with passenger expenditures. However, cruise lines made other local expenditures, including payments for port fees and taxes, navigation services, utilities and other supplies. Based upon data provided by the FCCA member cruise lines, we estimated that all cruise lines spent **\$34.9 million** (\$US) in Cayman Islands during the 2017/2018 cruise year. The majority of these expenditures were payments for port fees and taxes and navigation services with the remainder spent on provisions and supplies.

## Economic Contribution of Cruise Tourism Expenditures

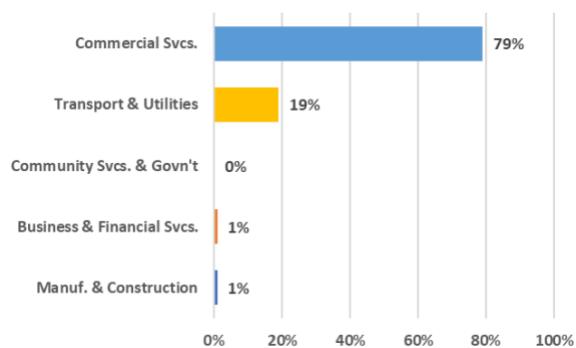
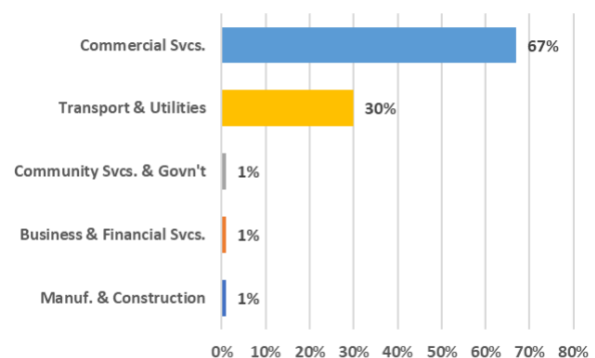
As noted in the **Data and Methods** section of the full report, a set of economic impact models were developed for each destination to produce estimates of the economic contribution of cruise tourism. Data for these models were collected from a broad range of local, regional and international sources. The impact models were designed to reflect the economic structure of each destination, including the industrial composition of Gross Domestic Product (GDP), the wage share of GDP by industry and average employee wages by industry.

As shown in **Cayman Islands Chart 3**, the \$224.5 million in total cruise tourism expenditures in Cayman Islands generated direct employment of 2,507 residents of Cayman Islands paying \$49.9 million in annual wages. Adding the indirect contribution that results from the spending of those local businesses that are the direct recipients of passenger, crew and cruise line expenditures, the direct cruise tourism expenditures generated a total employment contribution of 4,622 jobs and \$92.2 million in wage income in Cayman Islands during the 2017/2018 cruise year.

**Cayman Islands Chart 3 –Total Economic Contribution of Cruise Tourism, 2017/2018 cruise year**

	Employment	Wage Income (\$US Millions)
<b>Direct Economic Contribution</b>	2,507	\$49.86
<b>Total Economic Contribution</b>	4,622	\$92.24

As shown in **Cayman Islands Charts 4 and 5**, the total employment and wage impacts of cruise tourism are concentrated in the commercial and transport sectors which account for about 98 percent of the total impacts. This is not surprising since the direct impacts account for over half (54%) of the total employment impacts and that virtually all of the cruise tourism expenditures are made with businesses in these sectors. Because of the relatively higher wages in the transport sector compared to the other sectors of the economy, the transport sector accounts for 30 percent of the wage impacts but only 19 percent of the employment impacts. The remainder of the total employment and wage impacts was generated by the indirect spending in the other sectors of the economy.

**Cayman Islands Chart 4 – Total Employment Impacts by Sector****Cayman Islands Chart 5 – Total Wage Impacts by Sector**

## Passenger Surveys

A total of 1,290 passenger surveys were completed and returned for tabulation. **Cayman Islands Chart 6** shows the major attributes of passenger visits to Cayman Islands as derived from the passenger surveys.

- Of the 1,290 cruise parties that completed the surveys, more than half (56%) stated that this had been their first visit to the Cayman Islands.
- Ninety-six percent of the cruise parties that completed the surveys disembarked their cruise ship to visit the Cayman Islands.
- Of the cruise parties that went ashore, 75 percent made at least one purchase while ashore. The typical cruise party consisted of two passengers (Average: 2.16) and spent an average of 4.1 hours ashore.
- Excluding shore excursions, the responding cruise parties reported spending an average of \$142.90 while ashore.



## Cayman Islands Chart 6 – Major Attributes of Passenger Surveys

	Number	Percent
<b>Total Respondents</b>	1,290	
<b>Number Making First Visit</b>	722	56%
<b>Number Ashore</b>	1240	96%
<b>Number Making Onshore Purchases: ①</b>	933	75%
<b>Average Hours Ashore</b>	4.1	
<b>Average Size of Expenditure Party (Persons)</b>	2.16	
<b>Average Onshore Expenditure per Party ①</b>	\$142.90	
<b>Purchased a Shore Excursion (Tour)</b>	671	54%
<b>Purchased Onshore Tour from:</b>		
<b>Cruise Line</b>	476	71%
<b>Onshore from Tour Operator</b>	150	22%
<b>Travel Agent</b>	44	7%
<b>Tour Type:</b>		
<b>Historical/Cultural</b>	196	29%
<b>Beach Day</b>	78	12%
<b>Soft-Water</b>	209	31%
<b>Shopping</b>	63	9%
<b>Soft Land</b>	27	4%
<b>Other</b>	158	24%
<b>Average Cost of Shore Excursion per Party ②</b>	\$172.70	
<b>Toured On Own/Did not Tour</b>	569	46%
<b>Reason for No Tour/Tour on Own</b>		
<b>Prefer to Tour on Own</b>	270	47%
<b>Didn't Like Any</b>	55	10%
<b>Nothing New</b>	73	13%
<b>Poor Value</b>	57	10%
<b>Too Similar to Other Destinations</b>	22	4%
<b>Other</b>	146	26%

① Excludes shore excursion expenditures

② Unadjusted average per party purchase cost of a shore excursion by passengers who purchased a shore excursion.

- Just over half (54%) of the passengers that went ashore purchased a shore excursion. Seventy-one percent of passengers who purchased a tour did so through their cruise line, 22 percent purchased their tour onshore and 7 percent purchased their tour through their travel agent.
- An equal number of tours were "soft-water" (31%) or "historical or cultural sites" (29%).
- The typical cruise party that purchased a shore excursion spent \$173 for their tour.

## Passenger Satisfaction

The passenger survey also asked the passengers to rate their satisfaction with their destination visit along a number of parameters, as shown in **Cayman Islands Chart 7**. A 10-point scale was used with 10 being the highest score, i.e., extremely satisfied, and 1 being the lowest score, i.e., not at all satisfied.

- Cruise passengers were very satisfied with their overall visit to Cayman Islands (8.1) and in terms of the visit “meeting expectations” (7.5).
- “Guided Tours” (or Shore Excursions) received a ‘very satisfied’ mean score of 8.7. Additionally, the high ratings in “knowledge of guide” (9.0), “professionalism of guide” (8.9), and “value of tours” (8.3) indicates visitors to the Cayman Islands were very satisfied with their onshore excursions.

**Cayman Islands Chart 7 – Passenger Visit Satisfaction\***

Visit Attributes	2018 Mean Score
<b>Overall Visit</b>	8.1
<b>Visit Met Expectations</b>	7.5
<b>Likelihood of a Return Visit</b>	5.8
<b>Likelihood of Recommending</b>	6.4
<b>Initial Shoreside Welcome</b>	7.7
<b>Guided Tour</b>	8.7
<b>Knowledge of guide</b>	9.0
<b>Professionalism of guide</b>	8.9
<b>Value of tour</b>	8.3
<b>Historic Sites/Museums</b>	8.0
<b>Variety of Things to See and Do</b>	7.4
<b>Friendliness of Residents</b>	8.4
<b>Overall Shopping Experience</b>	7.9
<b>Courtesy of Employees</b>	8.3
<b>Variety of Shops</b>	7.7
<b>Quality of Goods</b>	7.9
<b>Overall Prices</b>	7.1
<b>Taxis/Local Transportation</b>	8.1
<b>Professionalism of Driver</b>	8.5
<b>Cleanliness of Transport</b>	8.4

\* Scale is 1 to 10 with 10 being the highest score. The mean scores can be interpreted as follows:  
 Extremely Satisfied/Likely: 10-9; Very Satisfied/Likely: 8-7; Somewhat Satisfied/Likely: 6-5; Not Too Satisfied/Likely: 4-3; Not At All Satisfied/Likely: 2-1.

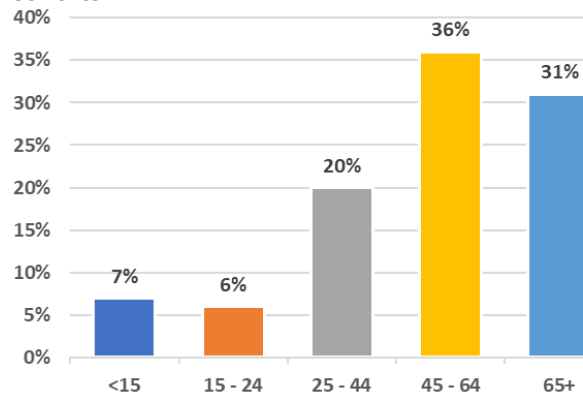
Among other key conclusions concerning visit satisfaction were the following:

- Passenger interactions with residents and store employees were very positive as the mean scores for “friendliness of residents” (8.4) and “courtesy of employees” (8.3) were among the highest of all ratings.
- Cayman Islands received the lowest ratings on passengers saying they are “likely to return for a land-based visit (5.8), and their “likelihood of recommending to a friend” (6.4), however, both rated as ‘somewhat likely’.
- Passengers were very satisfied with virtually all other measures in the Cayman Islands.

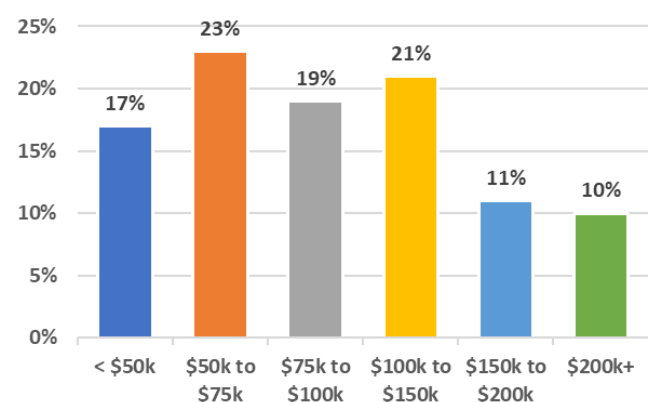
## Passenger Demographics

Residents of the United States, UK and Canada accounted for 95 percent of the responding passengers. The average age of the respondents was 50 years with nearly a third (31%) of the respondents being 65 years of age or older. Cayman Islands passengers had an average household income of about \$105,700 with 42 percent having over \$100,000 in household income.

**Cayman Islands Chart 8 – Passenger Age Cohorts**



**Cayman Islands Chart 9 – Passenger Household Income**



## Colombia

At the core of the analysis of the economic contribution of cruise tourism were a set of passenger and crew surveys that were conducted onboard ships of the FCCA member cruise lines.<sup>39</sup> The surveys were undertaken during the eight-month period beginning in October 2017 and ending in May 2018. The survey schedule was designed so that surveys were conducted by FCCA member cruise lines that called at each destination and that the distribution of passenger and crew surveys would reflect the distribution of passenger and crew arrivals by cruise line at each destination. On any given cruise itinerary, passenger and crew surveys were placed in all passenger cabins and crew quarters following a single destination call. The surveys were completed by the passengers and crew in the privacy of their quarters and returned to a designated office on the cruise ship. Thus, passengers and crew were only surveyed once during a cruise itinerary and for a single destination.

The passenger and crew surveys were designed to collect data for onshore spending and visit satisfaction by both passengers and crew. While the crew survey was slightly shorter than the passenger survey, both surveys were designed to collect the following information:

- hours spent ashore;
- expenditures by category, including shore tours, food & beverages, clothing, etc.;
- visit satisfaction, including shore tour, friendliness of residents, prices, shopping, etc.;
- likelihood of returning for a land-based vacation (passengers only); and
- demographic characteristics, including country of residence, age group, income, etc.

Combining the expenditure data collected from the passenger and crew surveys with data on expenditures by cruise lines for port fees and services, payments to local tour operators for passenger shore excursions purchased onboard the cruise ships, and other provisions purchased locally by the cruise lines, estimates of total cruise tourism expenditures were developed for each participating destination.

Given the direct spending estimates, the economic contribution of these expenditures, as measured by employment and wage income were then estimated for each destination. This process began with the collection of economic data for each destination from a combination of local, regional and international sources. Utilizing all of these data, a set of economic impact models were developed for each destination to estimate the direct and total employment and wage impacts. A more detailed description of these models is provided in the **Data and Methods** section of Volume I.

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<sup>39</sup> Surveys were conducted on the ships of the following cruise lines: Aida, Carnival Cruise Lines, Celebrity Cruises, Costa Cruises, Disney Cruise Line, Holland America Line, Norwegian Cruise Line, Princess Cruises, P&O Cruises, Royal Caribbean International and TUI Cruises.

## Cruise Tourism Expenditures

Cruise tourism expenditures in destination ports are composed of a broad range of spending including:

- onshore expenditures by passengers which tend to be concentrated in shore excursions and retail purchases of clothing, jewelry and local crafts and souvenirs;
- onshore expenditures by crew which are generally concentrated in purchases of food and beverages, local transportation and retail purchases of clothing and electronics;
- expenditures by cruise lines for port services, such as dockage fees and linesmen, utilities, such as water and power and navigation services; and
- purchases of supplies, such as food and other stores, by the cruise lines from local businesses.

According to data provided by the Sociedad Portuaria Regional de Cartagena, a total of 417,534 cruise passengers arrived in Colombia during the 2017/2018 cruise year.<sup>40</sup> These included 351,730 transit passengers and 65,804 passengers embarking on their cruises in Colombia. Of the transit passengers, an estimated 285,605 passengers (81%) disembarked and visited Colombia. Utilizing additional data provided by the port and visiting cruise lines, we have estimated that 170,500 crew were aboard the cruise ships that sailed to and from Colombia and that 30 percent, or 50,500 crew, disembarked and visited the destination.

These passenger and crew visits along with additional expenditures by the cruise lines generated a total of **\$59.8 million** (\$US) in cruise tourism expenditures in Colombia during the 2017/2018 cruise year. The contribution of expenditures by passengers, crew and cruise lines to this total is discussed below.

Passenger expenditures were estimated separately for transit and homeport passengers. Per passenger spending estimates for transit passengers were derived from 1,729 surveys completed by passengers during the survey period. As shown in **Colombia Chart 1**, each transit passenger cruise party spent an average of \$249.33 in Colombia. The average spend per cruise party is the sum of the weighted spending in each of the twelve categories. For example, 38 percent of the survey respondents reported spending an average of \$26.40 at local restaurants and/or bars. Spread over the cruise parties that visited Colombia, this represents an average of \$9.95 per party. On a per passenger basis, the average total expenditure was \$110.57. This represents the sum of per party expenditures, \$249.33, divided by the average size of a cruise party in Colombia, 2.26 passengers.

Transit cruise passenger expenditures in Colombia were concentrated in three categories which accounted for 80 percent of their onshore expenditures: shore excursions, watches & jewelry, and local crafts. About 35 percent or more of the passengers that went ashore made purchases in the following categories: shore excursions, food & beverages, clothing and local crafts

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<sup>40</sup> The 2017/2018 cruise year includes the twelve months beginning in May, 2017 and ending in April, 2018.

Seventy-six percent (76%) of the passengers reported that their cruise party purchased a shore excursion. The effective local price of the shore excursion was \$71.00 per party but when the full price of the purchase from cruise lines and travel agents is included passengers spent an average of nearly \$115 per party for their tours.

**Colombia Chart 1 – Estimated Transit Passenger Spending (\$US), 2017/2018 cruise year<sup>41</sup>**

Purchase Categories	Average Spend per Party	Share of All Onshore Visits	Weighted Average Spend per Party
Shore Excursions	\$71.00	75.6%	\$53.71
F&B at Restaurants & Bars	\$26.40	37.7%	\$9.95
Taxis/Ground Transportation	\$38.60	19.6%	\$7.56
Watches & Jewelry	\$551.30	21.7%	\$119.73
Clothing	\$40.40	31.2%	\$12.58
Entertainment/Night Clubs/Casinos	\$25.70	0.6%	\$0.16
Other Purchases	\$67.40	24.9%	\$16.76
Perfumes & Cosmetics	\$46.80	1.1%	\$0.53
Local Crafts & Souvenirs	\$45.60	58.5%	\$26.68
Retail Purchases of Liquor	\$33.50	3.5%	\$1.17
Electronics	\$32.20	0.3%	\$0.08
Telephone & Internet	\$10.40	3.9%	\$0.41
<b>Total Spend per Cruise Party</b>			<b>\$249.33</b>
<b>Average Size of a Cruise Party</b>			2.26
<b>Total Spend per Cruise Passenger</b>			<b>\$110.57</b>
<b>Cruise Passenger Onshore Visits</b>			285,605
<b>Total Cruise Passenger Expenditures</b>			<b>\$31,578,251</b>

For the entire 2017/2018 cruise year, the estimated 286,956 transit cruise passengers who visited Colombia spent a total of **\$31.6 million** (\$US) in the country.

As noted above another 65,804 cruise passengers arrived in Colombia to begin their Caribbean cruise. Based upon homeport passenger surveys conducted at Cartagena, passenger expenditures were estimated for passengers embarking on their cruises from Colombia. As shown in **Colombia Chart 2**, each passenger cruise party spent an estimated average of \$427.46 in Colombia. The calculation of this figure is identical to that calculated for transit passengers as discussed above. On a per passenger basis, the average total expenditure was \$173.90.

Homeport cruise passenger expenditures were concentrated in two categories which accounted for 77 percent of their onshore expenditures: lodging and shore excursions. Twenty-five percent or more of the homeport passengers made purchases in the following categories: lodging, shore excursions, and food and beverages.

<sup>41</sup> The average shore excursion expenditure is a weighted average of the onshore and Internet purchases and the portion of the onboard purchases paid to local tour operators.

**Colombia Chart 2 – Estimated Homeport Passenger Spending (\$US), 2017/2018 cruise year<sup>42</sup>**

Purchase Categories	Average Spend per Party	Share of All Onshore Visits	Weighted Average Spend per Party
Lodging	\$646.80	25.0%	\$161.38
Shore Excursions	\$307.50	54.8%	\$168.49
F&B at Restaurants & Bars	\$106.70	28.3%	\$30.20
Taxis/Ground Transportation	\$36.40	19.5%	\$7.12
Watches & Jewelry	\$21.20	2.4%	\$0.51
Clothing	\$85.90	20.2%	\$17.37
Entertainment/Night Clubs/Casinos	-	0.0%	-
Other Purchases	\$265.40	11.4%	\$30.24
Perfumes & Cosmetics	-	0.0%	-
Local Crafts & Souvenirs	\$46.30	16.9%	\$7.81
Retail Purchases of Liquor	\$41.30	9.2%	\$3.78
Electronics	-	0.0%	-
Telephone & Internet	\$13.70	4.1%	\$0.55
<b>Total Spend per Cruise Party</b>			<b>\$427.46</b>
<b>Average Size of a Cruise Party</b>			2.5
<b>Total Spend per Cruise Passenger</b>			<b>\$173.90</b>
<b>Cruise Passenger Visits</b>			65,804
<b>Total Cruise Passenger Expenditures</b>			<b>\$11,443,535</b>

For the entire 2017/2018 cruise year, the estimated 133,007 homeport cruise passengers who visited Colombia spent a total of **\$11.4 million** (\$US) in Colombia.

Per crew spending estimates were derived from surveys completed by 540 crew members during the survey period. As shown in **Colombia Chart 3**, each crew member spent an average of \$70.01 in Colombia. The average spend per crew member is the sum of the weighted spending in each of the twelve categories. For example, 74 percent of the survey respondents reported spending an average of \$28.70 for food and beverages. Spread over all crew members that reported visiting Colombia, this represents an average of \$21.19 per crew member.

Expenditures by crew in Colombia were concentrated in three categories which accounted for 66 percent of their onshore expenditures: food and beverages, ground transportation and other (unspecified) purchases. Combined, crew spent an average of \$46.01 for goods and services in these three categories. Purchases of food and beverages were the most popular expenditure item with 74 percent of the crew reporting the purchase of food and beverages.

For the entire 2017/2018 cruise year, the estimated 50,500 crew who visited Colombia spent an estimated total of **\$3.5 million** (\$US).

<sup>42</sup> The average shore excursion expenditure is a weighted average of the onshore and Internet purchases and the portion of the onboard purchases paid to local tour operators.

**Colombia Chart 3 – Estimated Crew Spending (\$US), 2017/2018 cruise year**

Purchase Categories	Average Spend per Crew	Share of All Onshore Visits	Weighted Average Spend per Crew
F&B at Restaurants & Bars	\$28.70	73.9%	\$21.19
Taxis/Ground Transportation	\$18.10	55.0%	\$9.93
Watches & Jewelry	\$66.70	11.8%	\$7.86
Clothing	\$27.70	14.6%	\$4.05
Entertainment/Night Clubs/Casinos	\$75.00	5.4%	\$4.02
Other Purchases	\$97.00	15.4%	\$14.89
Shore Excursions	\$29.00	3.9%	\$1.14
Perfumes & Cosmetics	\$30.50	7.9%	\$2.40
Local Crafts & Souvenirs	\$15.50	23.9%	\$3.70
Retail Purchases of Liquor	\$23.80	1.4%	\$0.34
Electronics	\$16.80	0.7%	\$0.12
Telephone & Internet	\$10.40	3.6%	\$0.37
<b>Total Spend per Crew</b>			<b>\$70.01</b>
<b>Crew Visits</b>			50,500
<b>Total Crew Expenditures</b>			<b>\$3,535,505</b>

Cruise lines made payments to local businesses for a variety of goods and services. Net payments to local vendors for shore excursions have been included with passenger expenditures. However, cruise lines made other local expenditures, including payments for port fees and taxes, navigation services, utilities and other supplies. Based upon data provided by the FCCA member cruise lines, we estimated that all cruise lines spent **\$13.3 million** (\$US) in Colombia during the 2017/2018 cruise year. These expenditures were fairly evenly split between payments for port fees and navigation services and payments for ship supplies, primarily by cruise ships homeporting in Colombia.

## Economic Contribution of Cruise Tourism Expenditures

As noted in the **Data and Methods** section of the full report, a set of economic impact models were developed for each destination to produce estimates of the economic contribution of cruise tourism. Data for these models were collected from a broad range of local, regional and international sources. The impact models were designed to reflect the economic structure of each destination, including the industrial composition of Gross Domestic Product (GDP), the wage share of GDP by industry and average employee wages by industry.

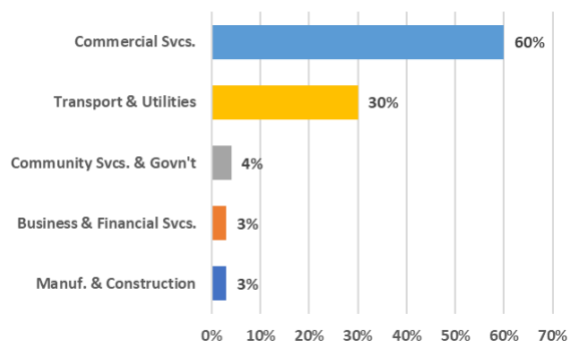
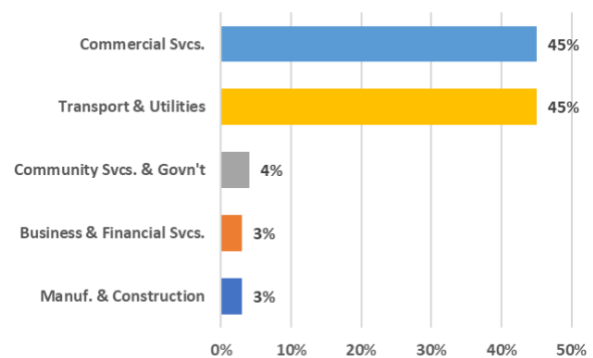
As shown in **Colombia Chart 4**, the \$59.8 million in total cruise tourism expenditures generated direct employment of 747 residents of Colombia paying \$5.5 million in annual wages. Adding the indirect contribution that results from the spending of those local businesses that are the direct recipients of passenger, crew and cruise line expenditures, the direct cruise tourism expenditures generated a total employment contribution of 1,186 jobs and \$8.6 million in wage income in Colombia during the 2017/2018 cruise year.



**Colombia Chart 4 – Total Economic Contribution of Cruise Tourism, 2017/2018 cruise year**

	Employment	Wage Income (\$US Millions)
<b>Direct Economic Contribution</b>	747	\$5.54
<b>Total Economic Contribution</b>	1,186	\$8.56

As shown in **Colombia Charts 5 and 6**, the total employment and wage impacts of cruise tourism are concentrated in the commercial and transport sectors which account for about 90 percent of the total impacts. This is not surprising since the direct impacts account for 65 percent of the total employment impacts and that virtually all of the cruise tourism expenditures are made with businesses in these sectors. Because of the relatively higher wages in the transport sector compared to the other sectors of the economy, the transport sector accounts for 45 percent of the wage impacts but only 30 percent of the employment impacts. The remainder of the total employment and wage impacts was generated by the indirect spending in the other sectors of the economy.

**Colombia Chart 5 – Total Employment Impacts by Sector****Colombia Chart 6 – Total Wage Impacts by Sector**

## Passenger Surveys

A total of 1,729 passenger surveys were completed and returned for tabulation. **Colombia Chart 6** shows the major attributes of passenger visits to Colombia as derived from the passenger surveys.

- Of the 1,729 cruise parties that completed the surveys most (71%) stated that this had been their first visit to Colombia.
- Ninety-five percent of the cruise parties that completed the surveys disembarked their cruise ship to visit Colombia.
- Of the cruise parties that went ashore, two-thirds (69%) made at least one purchase while ashore. The typical cruise party consisted of two passengers (Average: 2.14) and spent an average of 4.3 hours ashore.
- Excluding shore excursions, the responding cruise parties reported spending an average of \$161.67 while ashore.

**Colombia Chart 7– Major Attributes of Passenger Surveys**

	Number	Percent
<b>Total Respondents</b>	1,729	
<b>Number Making First Visit</b>	1,228	71%
<b>Number Ashore</b>	1,646	95%
<b>Number Making Onshore Purchases:①</b>	1,142	69%
<b>Average Hours Ashore</b>	4.3	
<b>Average Size of Expenditure Party (Persons)</b>	2.14	
<b>Average Onshore Expenditure per Party①</b>	\$161.67	
<b>Purchased a Shore Excursion (Tour)</b>	1,244	76%
<b>Purchased Onshore Tour from:</b>		
<b>Cruise Line</b>	1,015	82%
<b>Onshore from Tour Operator</b>	180	15%
<b>Travel Agent</b>	50	4%
<b>Tour Type:</b>		
<b>Historical/Cultural</b>	936	75%
<b>Beach Day</b>	27	2%
<b>Soft-Water</b>	21	2%
<b>Shopping</b>	163	13%
<b>Soft Land</b>	9	1%
<b>Other</b>	159	13%
<b>Average Cost of Shore Excursion per Party②</b>	\$114.61	
<b>Toured On Own/Did not Tour</b>	402	24%
<b>Reason for No Tour/Tour on Own</b>		
<b>Prefer to Tour on Own</b>	223	55%
<b>Didn't Like Any</b>	36	9%
<b>Nothing New</b>	39	10%
<b>Poor Value</b>	68	17%
<b>Too Similar to Other Destinations</b>	12	3%
<b>Other</b>	64	16%

① Excludes shore excursion expenditures

② Unadjusted average per party purchase cost of a shore excursion by passengers who purchased a shore excursion.

- Fully 3 in 4 (76%) of the passengers that went ashore purchased a shore excursion. Eighty-two percent of passengers who purchased a tour did so through their cruise line, 15 percent purchased their tour onshore and 4 percent purchased their tour through their travel agent.
- Most (75%) of the tours purchased were visits to “historical or cultural sites”, while 1 in 8 (13%) were “shopping” tours.
- The typical cruise party that purchased a shore excursion spent \$115 for their tour.

## Passenger Satisfaction

The passenger survey also asked the passengers to rate their satisfaction with their destination visit along a number of parameters, as shown in **Colombia Chart 7**. A 10-point scale was used with 10 being the highest score, i.e., extremely satisfied, and 1 being the lowest score, i.e., not at all satisfied.

- Cruise passengers were satisfied with their overall visit to Colombia (7.9) and in terms of the visit “meeting expectations” (7.4).
- “Guided Tours” (or Shore Excursions) received a ‘very satisfied’ mean score of 8.3. Additionally, the high ratings in “knowledge of guide” (8.8), “professionalism of guide” (8.7), and “value of tours” (8.1) indicates visitors to Colombia were very satisfied with their onshore excursions.

**Colombia Chart 8 – Passenger Visit Satisfaction\***

Visit Attributes	2018 Mean Score
<b>Overall Visit</b>	7.9
<b>Visit Met Expectations</b>	7.4
<b>Likelihood of a Return Visit</b>	3.9
<b>Likelihood of Recommending</b>	5.1
<b>Initial Shoreside Welcome</b>	8.1
<b>Guided Tour</b>	8.3
<b>Knowledge of guide</b>	8.8
<b>Professionalism of guide</b>	8.7
<b>Value of tour</b>	8.1
<b>Historic Sites/Museums</b>	8.1
<b>Variety of Things to See and Do</b>	7.7
<b>Friendliness of Residents</b>	7.5
<b>Overall Shopping Experience</b>	7.2
<b>Courtesy of Employees</b>	8.0
<b>Variety of Shops</b>	7.1
<b>Quality of Goods</b>	7.5
<b>Overall Prices</b>	7.3
<b>Taxis/Local Transportation</b>	8.1
<b>Professionalism of Driver</b>	8.5
<b>Cleanliness of Transport</b>	8.4

\* Scale is 1 to 10 with 10 being the highest score. The mean scores can be interpreted as follows:  
 Extremely Satisfied/Likely: 10-9; Very Satisfied/Likely: 8-7; Somewhat Satisfied/Likely: 6-5; Not Too Satisfied/Likely: 4-3; Not At All Satisfied/Likely: 2-1.

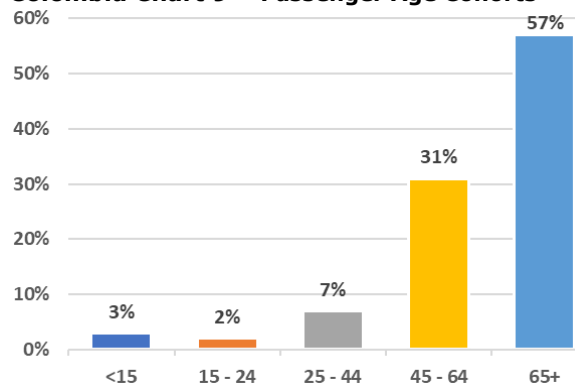
Among other key conclusions concerning visit satisfaction were the following:

- Passenger interactions with residents and store employees were very positive as the mean scores for “friendliness of residents” (7.5) and “courtesy of employees” (8.0) were high.
- Despite the high satisfaction ratings for store employees, passengers only gave a mean rating of 7.2 for their “overall shopping experience”. Passengers recorded similar satisfaction ratings for “variety of shops” (7.1) and satisfaction with the “overall prices” (7.3), which likely influenced their overall experience.
- Colombia scored lowest in the likelihood passengers to say they are “likely to return for a land-based visit (3.9), and their “likelihood of recommending to a friend” (5.1).
- Passengers were very satisfied with virtually every other attribute measured.

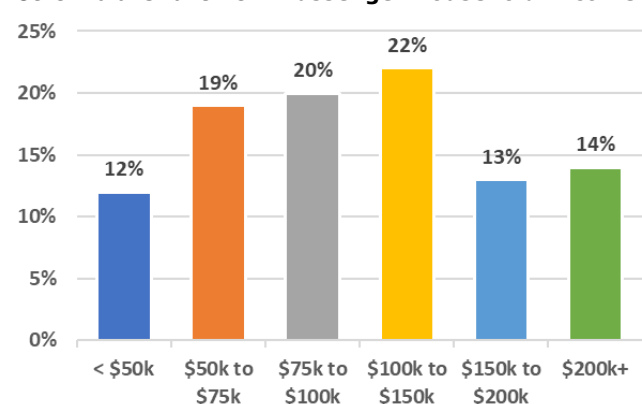
## Passenger Demographics

Residents of the United States, UK and Canada accounted for 93 percent of the responding passengers. The average age of the respondents was 61 years with 57 percent of the respondents being 65 years of age or older. Colombia passengers had an average household income of approximately \$119,400 with half (49%) having over \$100,000 in household income.

**Colombia Chart 9 – Passenger Age Cohorts**



**Colombia Chart 10 – Passenger Household Income**



## Costa Rica

At the core of the analysis of the economic contribution of cruise tourism were a set of passenger and crew surveys that were conducted onboard ships of the FCCA member cruise lines.<sup>43</sup> The surveys were undertaken during the eight-month period beginning in October 2017 and ending in May 2018. The survey schedule was designed so that surveys were conducted by FCCA member cruise lines that called at each destination and that the distribution of passenger and crew surveys would reflect the distribution of passenger and crew arrivals by cruise line at each destination. On any given cruise itinerary, passenger and crew surveys were placed in all passenger cabins and crew quarters following a single destination call. The surveys were completed by the passengers and crew in the privacy of their quarters and returned to a designated office on the cruise ship. Thus, passengers and crew were only surveyed once during a cruise itinerary and for a single destination.

The passenger and crew surveys were designed to collect data for onshore spending and visit satisfaction by both passengers and crew. While the crew survey was slightly shorter than the passenger survey, both surveys were designed to collect the following information:

- hours spent ashore;
- expenditures by category, including shore tours, food & beverages, clothing, etc.;
- visit satisfaction, including shore tour, friendliness of residents, prices, shopping, etc.;
- likelihood of returning for a land-based vacation (passengers only); and
- demographic characteristics, including country of residence, age group, income, etc.

Combining the expenditure data collected from the passenger and crew surveys with data on expenditures by cruise lines for port fees and services, payments to local tour operators for passenger shore excursions purchased onboard the cruise ships, and other provisions purchased locally by the cruise lines, estimates of total cruise tourism expenditures were developed for each participating destination.

Given the direct spending estimates, the economic contribution of these expenditures, as measured by employment and wage income were then estimated for each destination. This process began with the collection of economic data for each destination from a combination of local, regional and international sources. Utilizing all of these data, a set of economic impact models were developed for each destination to estimate the direct and total employment and wage impacts. A more detailed description of these models is provided in the **Data and Methods** section of Volume I.

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<sup>43</sup> Surveys were conducted on the ships of the following cruise lines: Aida, Carnival Cruise Lines, Celebrity Cruises, Costa Cruises, Disney Cruise Line, Holland America Line, Norwegian Cruise Line, Princess Cruises, P&O Cruises, Royal Caribbean International and TUI Cruises.

## Cruise Tourism Expenditures

Cruise tourism expenditures in destination ports are composed of a broad range of spending including:

- onshore expenditures by passengers which tend to be concentrated in shore excursions and retail purchases of clothing, jewelry and local crafts and souvenirs;
- onshore expenditures by crew which are generally concentrated in purchases of food and beverages, local transportation and retail purchases of clothing and electronics;
- expenditures by cruise lines for port services, such as dockage fees and linesmen, utilities, such as water and power and navigation services; and
- purchases of supplies, such as food and other supplies, by the cruise lines from local businesses.

Based on data collected from the Instituto Costarricense de Turismo, 371,911 cruise passengers arrived aboard cruise ships during the 2017/2018 cruise year.<sup>44</sup> Of these, an estimated 301,248 passengers (81%) disembarked and visited Costa Rica. Utilizing additional data provided by the Institute and visiting cruise lines, 153,635 crew were aboard the cruise ships and 34 percent, or 52,240 crew, disembarked and visited the country.

These passenger and crew visits along with additional expenditures by the cruise lines generated a total of **\$29.2** million (\$US) in cruise tourism expenditures in Costa Rica during the 2017/2018 cruise year. The contribution of expenditures by passengers, crew and cruise lines to this total is discussed below.

Per passenger spending estimates were derived from 1,858 surveys completed by passengers during the survey period. As shown in **Costa Rica Chart 1**, each passenger cruise party spent an average of \$136.62. The average spend per cruise party is the sum of the weighted spending in each of the twelve categories. For example, 33 percent of the survey respondents reported spending an average of \$12.60 for food and beverages. Spread over the cruise parties that visited Costa Rica, this represented an average of \$4.19 per party. On a per passenger basis, the average total expenditure was \$70.06. This represents the sum of per party expenditures, \$136.62, divided by the average size of a cruise party in Costa Rica, 1.95 passengers.

Cruise passenger expenditures in Costa Rica were concentrated in four categories which accounted for 93 percent of their onshore expenditures: shore excursions, clothing, local crafts and other (unspecified) purchases. Over 25 percent of the passengers that went ashore made purchases in the following categories: shore excursions, food & beverages, clothing and local crafts. In fact, over 60 percent of cruise passenger purchased shore excursions and local crafts.

The effective local price of the shore excursion was \$109.30 per party but when the full price of the purchase from cruise lines and travel agents is included passengers spent an average of nearly \$178 per party for their tours.

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<sup>44</sup> The 2017/2018 cruise year includes the twelve months beginning in May, 2017 and ending in April, 2018.

**Costa Rica Chart 1 – Estimated Passenger Spending (\$US), 2017/2018 cruise year<sup>45</sup>**

Purchase Categories	Average Spend per Party	Share of All Onshore Visits	Weighted Average Spend per Party
Shore Excursions	\$109.30	80.4%	\$87.88
F&B at Restaurants & Bars	\$12.60	33.2%	\$4.19
Taxis/Ground Transportation	\$38.30	3.7%	\$1.43
Watches & Jewelry	\$31.40	5.0%	\$1.58
Clothing	\$25.30	26.9%	\$6.81
Entertainment/Night Clubs/Casinos	\$34.50	0.4%	\$0.14
Other Purchases	\$44.50	22.5%	\$10.01
Perfumes & Cosmetics	\$184.80	0.6%	\$1.05
Local Crafts & Souvenirs	\$34.90	64.6%	\$22.57
Retail Purchases of Liquor	\$18.20	3.4%	\$0.62
Electronics	\$18.50	0.2%	\$0.03
Telephone & Internet	\$17.40	1.8%	\$0.31
<b>Total Spend per Cruise Party</b>			<b>\$136.62</b>
<b>Average Size of a Cruise Party</b>			1.95
<b>Total Spend per Cruise Passenger</b>			<b>\$70.06</b>
<b>Cruise Passenger Onshore Visits</b>			301,248
<b>Total Cruise Passenger Expenditures</b>			<b>\$21,106,506</b>

For the entire 2017/2018 cruise year, the estimated 301,248 cruise passengers who visited Costa Rica spent a total of **\$21.1 million** (\$US) in Costa Rica.

Per crew spending estimates were derived from 557 surveys completed by crew members during the survey period. As shown in **Costa Rica Chart 2**, each crew member spent an average of \$31.65 in Costa Rica. The average spend per crew member is the sum of the weighted spending in each of the twelve categories. For example, 75 percent of the survey respondents reported spending an average of \$20.80 for food and beverages. Spread over all the crew members that reported that they visited Costa Rica; this represents an average of \$15.48 per crew member.

Expenditures by crew in Costa Rica were concentrated in three categories which accounted for 75 percent of their onshore expenditures: food and beverages, local crafts, and other (unspecified) purchases. Combined, crew spent an average of \$23.70 for goods in these three categories. Purchases of food and beverages were the most popular expenditure item with 75 percent of the crew reporting the purchase of food and beverages.

For the entire 2017/2018 cruise year, the estimated 52,240 crew who visited Costa Rica spent an estimated total of **\$1.7 million** (\$US).

<sup>45</sup> The average shore excursion expenditure is a weighted average of the onshore and travel agent/other purchases and the portion of the onboard purchases paid to local tour operators.



**Costa Rica Chart 2 – Estimated Crew Spending (\$US) 2017/2018 cruise year**

Purchase Categories	Average Spend per Crew	Share of All Onshore Crew Visits	Weighted Average Spend per Crew
F&B at Restaurants & Bars	\$20.80	74.6%	\$15.48
Taxis/Ground Transportation	\$14.50	7.6%	\$1.10
Watches & Jewelry	\$73.40	1.6%	\$1.19
Clothing	\$23.30	6.5%	\$1.51
Entertainment/Night Clubs/Casinos	\$46.70	4.3%	\$2.02
Other Purchases	\$37.10	14.1%	\$5.21
Shore Excursions	\$43.50	3.2%	\$1.41
Perfumes & Cosmetics	\$9.30	0.5%	\$0.05
Local Crafts & Souvenirs	\$13.30	22.7%	\$3.01
Retail Purchases of Liquor	\$9.30	0.5%	\$0.05
Electronics	\$79.60	0.5%	\$0.43
Telephone & Internet	\$8.80	2.2%	\$0.19
<b>Total Spend per Crew</b>			<b>\$31.65</b>
<b>Crew Visits</b>			52,240
<b>Total Crew Expenditures</b>			<b>\$1,653,400</b>

Cruise lines made payments to local businesses for a variety of goods and services. Net payments to local vendors for shore excursions have been included with passenger expenditures. However, cruise lines made other local expenditures, including payments for port fees and taxes, navigation services, utilities and other supplies. Based upon data provided by the FCCA member cruise lines, we estimated that all cruise lines spent **\$6.5 million** (\$US) in Costa Rica during the 2017/2018 cruise year. These expenditures were split among payments for port fees and taxes and navigation services and for purchases of provisions and supplies.

## Economic Contribution of Cruise Tourism Expenditures

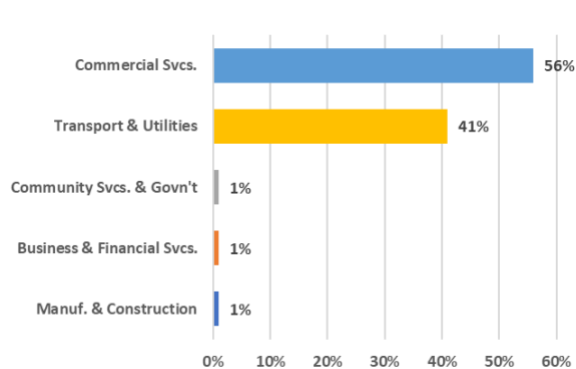
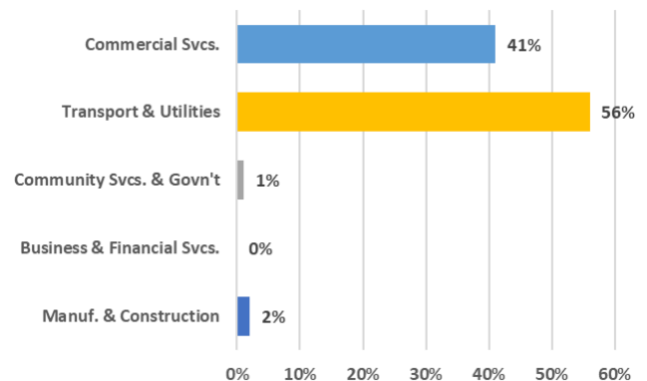
As noted in the **Data and Methods** section of the full report, a set of economic impact models were developed for each destination to produce estimates of the economic contribution of cruise tourism. Data for these models were collected from a broad range of local, regional and international sources. The impact models were designed to reflect the economic structure of each destination, including the industrial composition of Gross Domestic Product (GDP), the wage share of GDP by industry and average employee wages by industry.

As shown in **Costa Rica Chart 3**, the \$29.2 million in total cruise tourism expenditures in Costa Rica generated direct employment of 601 residents of Costa Rica paying \$3.8 million in annual wages. Adding the indirect contribution that results from the spending of those local businesses that are the direct recipients of passenger, crew and cruise line expenditures, the direct cruise tourism expenditures generated a total employment contribution of 825 jobs and \$5.2 million in wage income in Costa Rica during the 2017/2018 cruise year.

**Costa Rica Chart 3 –Total Economic Contribution of Cruise Tourism, 2017/2018 cruise year**

	Employment	Wage Income (\$US Millions)
<b>Direct Economic Contribution</b>	601	\$ 3.78
<b>Total Economic Contribution</b>	825	\$ 5.17

As shown in **Costa Rica Charts 4 and 5**, the total employment and wage impacts of cruise tourism are concentrated in the commercial and transport sectors which account for about 97 percent of the total impacts. This is not surprising since the direct impacts account for about 73 percent of the total employment impacts and that virtually all of the cruise tourism expenditures are made with businesses in these sectors. Because of the relatively higher wages in the transport sector compared to the other sectors of the economy, the transport sector accounts for 56 percent of the wage impacts but only 41 percent of the employment impacts. The remainder of the total employment and wage impacts was generated by the indirect spending in the other sectors of the economy.

**Costa Rica Chart 4 – Total Employment Impacts by Sector****Costa Rica Chart 5 – Total Wage Impacts by Sector**

## Passenger Surveys

A total of 1,858 passenger surveys were completed and returned for tabulation. **Costa Rica Chart 6** shows the major attributes of passenger visits to Costa Rica as derived from the passenger surveys.

- Of the 1,858 cruise parties that completed the surveys two-thirds (65%) stated that this had been their first visit to Costa Rica.
- Ninety-six percent of the cruise parties that completed the surveys disembarked their cruise ship to visit Costa Rica.
- Of the cruise parties that went ashore, 7 in 10 (69%) made at least one purchase while ashore. The typical cruise party consisted of two passengers (Average: 1.95) and spent an average of 5.5 hours ashore.
- Excluding shore excursions, the responding cruise parties reported spending an average of \$48.74 while ashore.

**Costa Rica Chart 6 – Major Attributes of Passenger Surveys**

	Number	Percent
<b>Total Respondents</b>	1,858	
<b>Number Making First Visit</b>	1,208	65%
<b>Number Ashore</b>	1,787	96%
<b>Number Making Onshore Purchases:①</b>	1,232	69%
<b>Average Hours Ashore</b>	5.5	
<b>Average Size of Expenditure Party (Persons)</b>	1.95	
<b>Average Onshore Expenditure per Party①</b>	\$48.74	
<b>Purchased a Shore Excursion (Tour)</b>	1,437	80%
<b>Purchased Onshore Tour from:</b>		
<b>Cruise Line</b>	1,203	84%
<b>Onshore from Tour Operator</b>	142	10%
<b>Travel Agent</b>	92	6%
<b>Tour Type:</b>		
<b>Historical/Cultural</b>	619	43%
<b>Beach Day</b>	129	9%
<b>Soft-Water</b>	178	12%
<b>Shopping</b>	65	5%
<b>Soft Land</b>	266	19%
<b>Other</b>	372	26%
<b>Average Cost of Shore Excursion per Party②</b>	\$178.47	
<b>Toured On Own/Did not Tour</b>	350	20%
<b>Reason for No Tour/Tour on Own</b>		
<b>Prefer to Tour on Own</b>	149	43%
<b>Didn't Like Any</b>	50	14%
<b>Nothing New</b>	23	7%
<b>Poor Value</b>	40	11%
<b>Too Similar to Other Destinations</b>	18	5%
<b>Other</b>	104	30%

① Excludes shore excursion expenditures

② Unadjusted average per party purchase cost of a shore excursion by passengers who purchased a shore excursion.

- More than three-quarters (80%) of the passengers that went ashore purchased a shore excursion. The majority (84%) of passengers who purchased a tour did so through their cruise line, 10 percent purchased their tour onshore and 6 percent purchased their tour through their travel agent.
- A plurality of tours purchased were visits to “historical or cultural sites” (43%).
- The typical cruise party that purchased a shore excursion spent \$178 for their tour.

## Passenger Satisfaction

The passenger survey also asked the passengers to rate their satisfaction with their destination visit along a number of parameters, as shown in **Costa Rica Chart 7**. A 10-point scale was used with 10 being the highest score, i.e., extremely satisfied, and 1 being the lowest score, i.e., not at all satisfied.

- Cruise passengers were very satisfied with their overall visit to Costa Rica (8.2) and in terms of the visit “meeting expectations” (7.4).
- “Guided Tours” (or Shore Excursions) received a ‘very satisfied’ mean score of 8.8. Additionally, the high ratings in “knowledge of guide” (9.2), “professionalism of guide” (9.2), and “value of tours” (8.2) indicates visitors to Costa Rica were very satisfied with their onshore excursions.

**Costa Rica Chart 7 – Passenger Visit Satisfaction\***

Visit Attributes	2018 Mean Score
<b>Overall Visit</b>	8.2
<b>Visit Met Expectations</b>	7.4
<b>Likelihood of a Return Visit</b>	4.5
<b>Likelihood of Recommending</b>	6.0
<b>Initial Shoreside Welcome</b>	7.6
<b>Guided Tour</b>	8.8
<b>Knowledge of guide</b>	9.2
<b>Professionalism of guide</b>	9.2
<b>Value of tour</b>	8.2
<b>Historic Sites/Museums</b>	7.6
<b>Variety of Things to See and Do</b>	7.5
<b>Friendliness of Residents</b>	8.6
<b>Overall Shopping Experience</b>	7.7
<b>Courtesy of Employees</b>	8.4
<b>Variety of Shops</b>	7.0
<b>Quality of Goods</b>	7.7
<b>Overall Prices</b>	7.4
<b>Taxis/Local Transportation</b>	8.7
<b>Professionalism of Driver</b>	9.2
<b>Cleanliness of Transport</b>	9.1

Scale is 1 to 10 with 10 being the highest score. The mean scores can be interpreted as follows:  
 Extremely Satisfied/Likely: 10-9; Very Satisfied/Likely: 8-7; Somewhat Satisfied/Likely: 6-5; Not Too Satisfied/Likely: 4-3; Not At All Satisfied/Likely: 2-1.

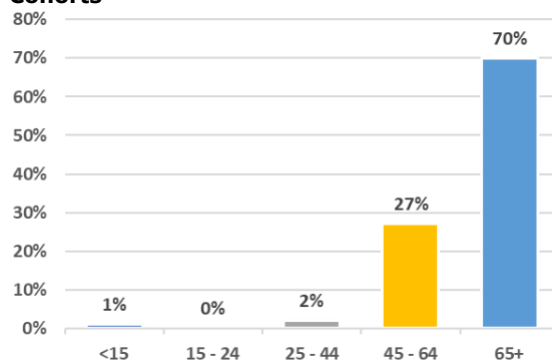
Among other key conclusions concerning visit satisfaction were the following:

- Passenger interactions with residents and store employees were very positive as the mean scores for “friendliness of residents” (8.6) and “courtesy of employees” (8.4) were each rated as ‘very satisfied’.
- Costa Rica scored lowest in the likelihood passengers to say they are “likely to return for a land-based visit (4.5), and their “likelihood of recommending to a friend” (6.0).
- Passengers were very satisfied with virtually all other attributes measured, and in fact had several which were rated as ‘extremely satisfied’. These include “knowledge of guide” and “professionalism of guide” each receiving a 9.2; Professionalism of the transport driver (9.2) and cleanliness of transport (9.1).

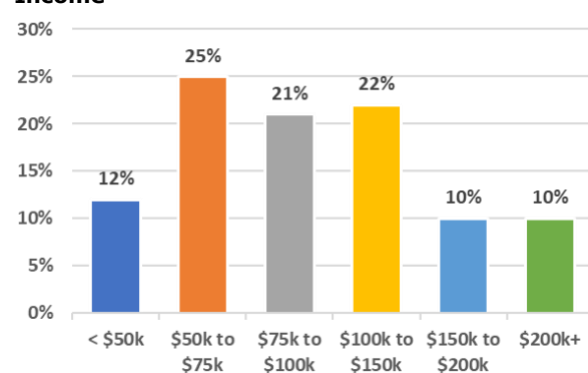
## Passenger Demographics

Residents of the United States, UK and Canada accounted for 94 percent of the responding passengers. The average age of the respondents was 66 years with 70 percent of the respondents being 65 years of age or older. Costa Rica passengers had an average household income of about \$107,400 with a forty-two percent having over \$100,000 in household income.

**Costa Rica Chart 8 – Passenger Age Cohorts**



**Costa Rica Chart 9 – Passenger Household Income**



## Guatemala

At the core of the analysis of the economic contribution of cruise tourism were a set of passenger and crew surveys that were conducted onboard ships of the FCCA member cruise lines.<sup>46</sup> The surveys were undertaken during the eight-month period beginning in October 2017 and ending in May 2018. The survey schedule was designed so that surveys were conducted by FCCA member cruise lines that called at each destination and that the distribution of passenger and crew surveys would reflect the distribution of passenger and crew arrivals by cruise line at each destination. On any given cruise itinerary, passenger and crew surveys were placed in all passenger cabins and crew quarters following a single destination call. The surveys were completed by the passengers and crew in the privacy of their quarters and returned to a designated office on the cruise ship. Thus, passengers and crew were only surveyed once during a cruise itinerary and for a single destination.

The passenger and crew surveys were designed to collect data for onshore spending and visit satisfaction by both passengers and crew. While the crew survey was slightly shorter than the passenger survey, both surveys were designed to collect the following information:

- hours spent ashore;
- expenditures by category, including shore tours, food & beverages, clothing, etc.;
- visit satisfaction, including shore tour, friendliness of residents, prices, shopping, etc.;
- likelihood of returning for a land-based vacation (passengers only); and
- demographic characteristics, including country of residence, age group, income, etc.

Combining the expenditure data collected from the passenger and crew surveys with data on expenditures by cruise lines for port fees and services, payments to local tour operators for passenger shore excursions purchased onboard the cruise ships, and other provisions purchased locally by the cruise lines, estimates of total cruise tourism expenditures were developed for each participating destination.

Given the direct spending estimates, the economic contribution of these expenditures, as measured by employment and wage income were then estimated for each destination. This process began with the collection of economic data for each destination from a combination of local, regional and international sources. Utilizing all of these data, a set of economic impact models were developed for each destination to estimate the direct and total employment and wage impacts. A more detailed description of these models is provided in the **Data and Methods** section of Volume I.

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<sup>46</sup> Surveys were conducted on the ships of the following cruise lines: Aida, Carnival Cruise Lines, Celebrity Cruises, Costa Cruises, Disney Cruise Line, Holland America Line, Norwegian Cruise Line, Princess Cruises, P&O Cruises, Royal Caribbean International and TUI Cruises.

## Cruise Tourism Expenditures

Cruise tourism expenditures in destination ports are composed of a broad range of spending including:

- onshore expenditures by passengers which tend to be concentrated in shore excursions and retail purchases of clothing, jewelry and local crafts and souvenirs;
- onshore expenditures by crew which are generally concentrated in purchases of food and beverages, local transportation and retail purchases of clothing and electronics;
- expenditures by cruise lines for port services, such as dockage fees and linesmen, utilities, such as water and power and navigation services; and
- purchases of supplies, such as food and other supplies, by the cruise lines from local businesses.

Based on data collected from the Instituto Guatemalteco de Turismo, 149,404 cruise passengers arrived aboard cruise ships during the 2017/2018 cruise year.<sup>47</sup> This is more than 70 percent higher than what was reported in the 2014/2015 study. Of these, an estimated 120,270 passengers (80%) disembarked and visited Guatemala. Utilizing additional data provided by the Institute and visiting cruise lines, 62,100 crew were aboard the cruise ships and 35 percent, or 21,400 disembarked and visited the destination.

These passenger and crew visits along with additional expenditures by the cruise lines generated a total of **\$11.1** million (\$US) in cruise tourism expenditures in Guatemala during the 2017/2018 cruise year. The contribution of expenditures by passengers, crew and cruise lines to this total is discussed below.

Per passenger spending estimates were derived from 1,074 surveys completed by passengers during the survey period. As shown in **Guatemala Chart 1**, each passenger cruise party spent an average of \$149.17. The average spend per cruise party is the sum of the weighted spending in each of the twelve categories. For example, 38 percent of the survey respondents reported spending an average of \$15.50 for food and beverages. Spread over the cruise parties that visited Guatemala, this represented an average of \$5.84 per party. On a per passenger basis, the average total expenditure was \$71.03. This represents the sum of per party expenditures, \$49.17, divided by the average size of a cruise party in Guatemala, 2.1 passengers.

Cruise passenger expenditures in Guatemala were concentrated in three categories which accounted for 83 percent of their onshore expenditures: shore excursions, clothing and local crafts. More than a third of all passengers reported having purchased shore excursions, food & beverages, clothing and local crafts.

Seventy-one percent (71%) of the passengers reported that their cruise party purchased a shore excursion. The effective local price of the shore excursion was \$101.08 per party but when the

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<sup>47</sup> The 2017/2018 cruise year includes the twelve months beginning in May, 2017 and ending in April, 2018.



full price of the purchase from cruise lines and travel agents is included passengers spent an average of just over \$170 per party for their tours.

**Guatemala Chart 1 – Estimated Passenger Spending (\$US), 2017/2018 cruise year<sup>48</sup>**

Purchase Categories	Average Spend per Party	Share of All Onshore Visits	Weighted Average Spend per Party
Shore Excursions	\$101.08	71.3%	\$72.07
F&B at Restaurants & Bars	\$13.30	37.7%	\$5.84
Taxis/Ground Transportation	\$40.10	6.8%	\$1.86
Watches & Jewelry	\$59.00	25.1%	\$29.08
Clothing	\$28.10	35.0%	\$8.14
Entertainment/Night Clubs/Casinos	\$15.50	0.5%	\$0.01
Other Purchases	\$58.93	14.0%	\$8.25
Perfumes & Cosmetics	\$41.40	0.2%	\$0.02
Local Crafts & Souvenirs	\$44.50	70.6%	\$23.23
Retail Purchases of Liquor	\$17.60	1.8%	\$0.48
Electronics	\$11.50	0.1%	\$0.00
Telephone & Internet	\$7.10	2.4%	\$0.19
<b>Total Spend per Cruise Party</b>			<b>\$149.17</b>
<b>Average Size of a Cruise Party</b>			2.10
<b>Total Spend per Cruise Passenger</b>			<b>\$71.03</b>
<b>Cruise Passenger Onshore Visits</b>			120,270
<b>Total Cruise Passenger Expenditures</b>			<b>\$8,543,053</b>

For the entire 2017/2018 cruise year, the estimated 120,270 cruise passengers who visited Guatemala spent a total of **\$8.5 million** (\$US) in Guatemala.

Per crew spending estimates were derived from 1,003 surveys completed by crew members during the survey period. As shown in **Guatemala Chart 2**, each crew member spent an average of \$38.35 in Guatemala. The average spend per crew member is the sum of the weighted spending in each of the twelve categories. For example, 74 percent of the survey respondents reported spending an average of \$21.70 for food and beverages. Spread over all the crew members that reported that they visited Guatemala; this represents an average of \$16.05 per crew member.

Expenditures by crew in Guatemala were concentrated in three categories which accounted for 75 percent of their onshore expenditures: food and beverages, local crafts, and other (unspecified) purchases. Combined, crew spent an average of \$28.58 for goods in these three categories. Purchases of food and beverages were the most popular expenditure item with 74 percent of the crew reporting the purchase of food and beverages.

For the entire 2017/2018 cruise year, the estimated 21,410 crew who visited Guatemala spent an estimated total of **\$821,085** (\$US).

<sup>48</sup> The average shore excursion expenditure is a weighted average of the onshore and travel agent/other purchases and the portion of the onboard purchases paid to local tour operators.

**Guatemala Chart 2 – Estimated Crew Spending (\$US), 2017/2018 cruise year**

Purchase Categories	Average Spend per Crew	Share of All Onshore Crew Visits	Weighted Average Spend per Crew
F&B at Restaurants & Bars	\$21.70	73.9%	\$16.05
Taxis/Ground Transportation	\$13.40	24.6%	\$3.31
Watches & Jewelry	\$15.60	0.7%	\$0.11
Clothing	\$24.80	12.0%	\$2.97
Entertainment/Night Clubs/Casinos	\$59.20	2.1%	\$1.25
Other Purchases	\$85.00	9.2%	\$7.78
Shore Excursions	\$25.60	0.7%	\$0.18
Perfumes & Cosmetics	\$16.60	2.1%	\$0.35
Local Crafts & Souvenirs	\$16.90	28.2%	\$4.75
Retail Purchases of Liquor	\$16.60	2.1%	\$0.35
Electronics	-	0.0%	-
Telephone & Internet	\$10.40	12.0%	\$1.25
<b>Total Spend per Crew</b>			<b>\$38.35</b>
<b>Crew Visits</b>			21,410
<b>Total Crew Expenditures</b>			<b>\$821,085</b>

Cruise lines made payments to local businesses for a variety of goods and services. Net payments to local vendors for shore excursions have been included with passenger expenditures. However, cruise lines made other local expenditures, including payments for port fees and taxes, navigation services, utilities and other supplies. Based upon data provided by the FCCA member cruise lines, we estimated that all cruise lines spent **\$1.7 million** (\$US) in Guatemala during the 2017/2018 cruise year. The majority of these expenditures were payments for port fees and taxes and navigation services.

## Economic Contribution of Cruise Tourism Expenditures

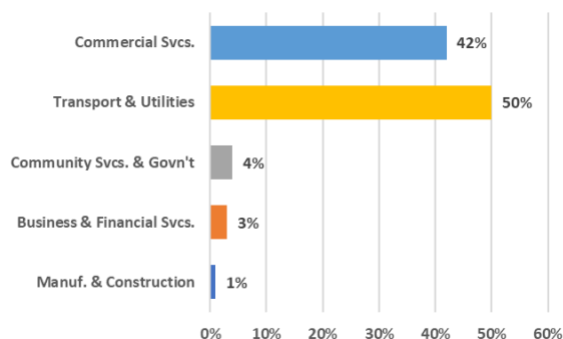
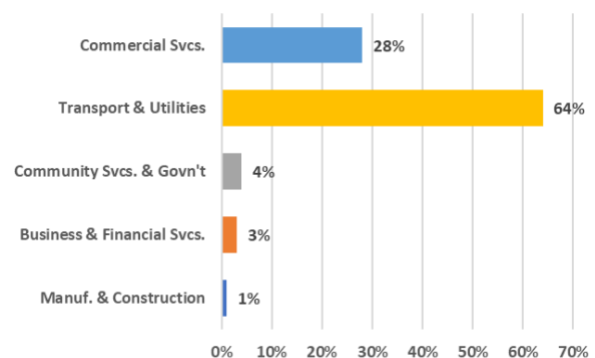
As noted in the **Data and Methods** section of the full report, a set of economic impact models were developed for each destination to produce estimates of the economic contribution of cruise tourism. Data for these models were collected from a broad range of local, regional and international sources. The impact models were designed to reflect the economic structure of each destination, including the industrial composition of Gross Domestic Product (GDP), the wage share of GDP by industry and average employee wages by industry.

As shown in **Guatemala Chart 3**, the \$11.1 million in total cruise tourism expenditures in Guatemala generated direct employment of 231 residents of Guatemala paying \$1.1 million in annual wages. Adding the indirect contribution that results from the spending of those local businesses that are the direct recipients of passenger, crew and cruise line expenditures, the direct cruise tourism expenditures generated a total employment contribution of 345 jobs and \$1.7 million in wage income in Guatemala during the 2017/2018 cruise year.

**Guatemala Chart 3 –Total Economic Contribution of Cruise Tourism, 2017/2018 cruise year**

	Employment	Wage Income (\$US Millions)
<b>Direct Economic Contribution</b>	231	\$1.12
<b>Total Economic Contribution</b>	345	\$1.66

As shown in **Guatemala Charts 4 and 5**, the total employment and wage impacts of cruise tourism are concentrated in the commercial and transport sectors which account for about 92 percent of the total impacts. This is not surprising since the direct impacts account for nearly 70 percent of the total employment impacts and that virtually all of the cruise tourism expenditures are made with businesses in these sectors. Because of the relatively higher wages in the transport sector compared to the other sectors of the economy, the transport sector accounts for 64 percent of the wage impacts but only 50 percent of the employment impacts. The remainder of the total employment and wage impacts was generated by the indirect spending in the other sectors of the economy.

**Guatemala Chart 4 – Total Employment Impacts by Sector****Guatemala Chart 5 – Total Wage Impacts by Sector**

## Passenger Surveys

A total of 1,074 passenger surveys were completed and returned for tabulation. **Guatemala** **Chart 6** shows the major attributes of passenger visits to Guatemala as derived from the passenger surveys.

- Of the 1,074 cruise parties that completed the surveys more than three-quarters (80%) stated that this had been their first visit to Guatemala.
- Ninety-five percent of the cruise parties that completed the surveys disembarked their cruise ship to visit Guatemala.
- Of the cruise parties that went ashore, 70 percent made at least one purchase while ashore. The typical cruise party consisted of two passengers (Average: 1.96) and spent an average of 5.3 hours ashore.
- Excluding shore excursions, the responding cruise parties reported spending an average of \$77.10 while ashore.

**Guatemala Chart 6 – Major Attributes of Passenger Surveys**

	Number	Percent
<b>Total Respondents</b>	1,074	
<b>Number Making First Visit</b>	859	80%
<b>Number Ashore</b>	1,024	95%
<b>Number Making Onshore Purchases:①</b>	716	70%
<b>Average Hours Ashore</b>	5.3	
<b>Average Size of Expenditure Party (Persons)</b>	1.96	
<b>Average Onshore Expenditure per Party①</b>	\$77.10	
<b>Purchased a Shore Excursion (Tour)</b>	764	75%
<b>Purchased Onshore Tour from:</b>		
<b>Cruise Line</b>	651	85%
<b>Onshore from Tour Operator</b>	62	8%
<b>Travel Agent</b>	50	7%
<b>Tour Type:</b>		
<b>Historical/Cultural</b>	567	74%
<b>Beach Day</b>	53	7%
<b>Soft-Water</b>	17	2%
<b>Shopping</b>	49	6%
<b>Soft Land</b>	31	4%
<b>Other</b>	44	6%
<b>Average Cost of Shore Excursion per Party②</b>	\$170.18	
<b>Toured On Own/Did not Tour</b>	260	25%
<b>Reason for No Tour/Tour on Own</b>		
<b>Prefer to Tour on Own</b>	89	34%
<b>Didn't Like Any</b>	53	20%
<b>Nothing New</b>	22	8%
<b>Poor Value</b>	28	11%
<b>Too Similar to Other Destinations</b>	10	4%
<b>Other</b>	78	30%

① Excludes shore excursion expenditures

② Unadjusted average per party purchase cost of a shore excursion by passengers who purchased a shore excursion.

- Three in 4 (75%) of the passengers that went ashore purchased a shore excursion. The vast majority (85%) of passengers who purchased a tour did so through their cruise line, 8 percent purchased their tour onshore and 7 percent purchased their tour through their travel agent.
- The majority (74%) of the tours purchased were visits to “historical or cultural sites”.
- The typical cruise party that purchased a shore excursion spent \$170 for their tour.

## Passenger Satisfaction

The passenger survey also asked the passengers to rate their satisfaction with their destination visit along a number of parameters, as shown in **Guatemala Chart 7**. A 10-point scale was used with 10 being the highest score, i.e., extremely satisfied, and 1 being the lowest score, i.e., not at all satisfied.

- Cruise passengers were very satisfied with their overall visit to Guatemala (7.8) and in terms of the visit “meeting expectations” (7.2).
- “Guided Tours” (or Shore Excursions) received a ‘very satisfied’ mean score of 8.8. Additionally, the high ratings in “knowledge of guide” (9.1), “professionalism of guide” (9.1), and “value of tours” (8.2) indicates visitors to Guatemala were very satisfied with their onshore excursions.
- Passenger interactions with residents and store employees were very positive as the mean scores for “friendliness of residents” (8.4) and “courtesy of employees” (8.3) were among the highest of all ratings.

**Guatemala Chart 7 – Passenger Visit Satisfaction\***

Visit Attributes	2018 Mean Score
Overall Visit	7.8
Visit Met Expectations	7.2
Likelihood of a Return Visit	3.8
Likelihood of Recommending	4.9
Initial Shoreside Welcome	8.2
Guided Tour	8.8
Knowledge of guide	9.1
Professionalism of guide	9.1
Value of tour	8.2
Historic Sites/Museums	8.0
Variety of Things to See and Do	7.2
Friendliness of Residents	8.4
Overall Shopping Experience	7.5
Courtesy of Employees	8.3
Variety of Shops	7.1
Quality of Goods	7.8
Overall Prices	7.7
Taxis/Local Transportation	8.1
Professionalism of Driver	8.8
Cleanliness of Transport	8.6

\* Scale is 1 to 10 with 10 being the highest score. The mean scores can be interpreted as follows: Extremely Satisfied/Likely: 10-9; Very Satisfied/Likely: 8-7; Somewhat Satisfied/Likely: 6-5; Not Too Satisfied/Likely: 4-3; Not At All Satisfied/Likely: 2-1.

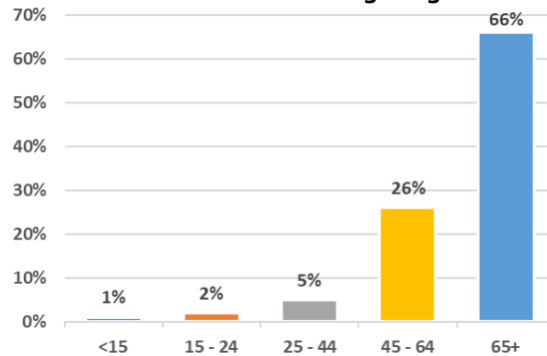
Among other key conclusions concerning visit satisfaction were the following:

- Other than “likelihood of a return visit” (3.8) and “likelihood of recommending” (4.9), passengers were ‘very satisfied’ with virtually all other attributes measured.

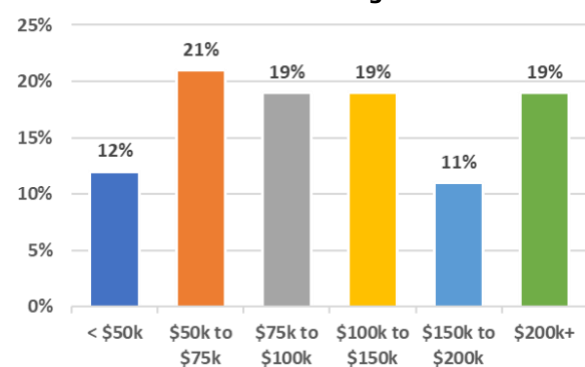
## Passenger Demographics

Residents of the United States, UK and Canada accounted for 92 percent of the responding passengers. The average age of the respondents was 64 years with 2 in 3 (66%) of the respondents being 65 years of age or older. Guatemala passengers had an average household income of about \$122,000 with 49 percent having over \$100,000 in household income.

**Guatemala Chart 8 – Passenger Age Cohorts**



**Guatemala Chart 9 – Passenger Household Income**



## Honduras

At the core of the analysis of the economic contribution of cruise tourism were a set of passenger and crew surveys that were conducted onboard ships of the FCCA member cruise lines.<sup>49</sup> The surveys were undertaken during the eight-month period beginning in October 2017 and ending in May 2018. The survey schedule was designed so that surveys were conducted by FCCA member cruise lines that called at each destination and that the distribution of passenger and crew surveys would reflect the distribution of passenger and crew arrivals by cruise line at each destination. On any given cruise itinerary, passenger and crew surveys were placed in all passenger cabins and crew quarters following a single destination call. The surveys were completed by the passengers and crew in the privacy of their quarters and returned to a designated office on the cruise ship. Thus, passengers and crew were only surveyed once during a cruise itinerary and for a single destination.

The passenger and crew surveys were designed to collect data for onshore spending and visit satisfaction by both passengers and crew. While the crew survey was slightly shorter than the passenger survey, both surveys were designed to collect the following information:

- hours spent ashore;
- expenditures by category, including shore tours, food & beverages, clothing, etc.;
- visit satisfaction, including shore tour, friendliness of residents, prices, shopping, etc.;
- likelihood of returning for a land-based vacation (passengers only); and
- demographic characteristics, including country of residence, age group, income, etc.

Combining the expenditure data collected from the passenger and crew surveys with data on expenditures by cruise lines for port fees and services, payments to local tour operators for passenger shore excursions purchased onboard the cruise ships, and other provisions purchased locally by the cruise lines, estimates of total cruise tourism expenditures were developed for each participating destination.

Given the direct spending estimates, the economic contribution of these expenditures, as measured by employment and wage income were then estimated for each destination. This process began with the collection of economic data for each destination from a combination of local, regional and international sources. Utilizing all of these data, a set of economic impact models were developed for each destination to estimate the direct and total employment and wage impacts. A more detailed description of these models is provided in the **Data and Methods** section of Volume I.

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<sup>49</sup> Surveys were conducted on the ships of the following cruise lines: Aida, Carnival Cruise Lines, Celebrity Cruises, Costa Cruises, Disney Cruise Line, Holland America Line, Norwegian Cruise Line, Princess Cruises, P&O Cruises, Royal Caribbean International and TUI Cruises.



## Cruise Tourism Expenditures

Cruise tourism expenditures in destination ports are composed of a broad range of spending including:

- onshore expenditures by passengers which tend to be concentrated in shore excursions and retail purchases of clothing, jewelry and local crafts and souvenirs;
- onshore expenditures by crew which are generally concentrated in purchases of food and beverages, local transportation and retail purchases of clothing and electronics;
- expenditures by cruise lines for port services, such as dockage fees and linesmen, utilities, such as water and power and navigation services; and
- purchases of supplies, such as food and other supplies, by the cruise lines from local businesses.

Based on data collected from the Honduras Tourism Board and visiting cruise lines, it was estimated that 1,068,000 cruise passengers arrived aboard cruise ships during the 2017/2018 cruise year.<sup>50</sup> Of these, an estimated 905,664 passengers (85%) disembarked and visited Honduras. Utilizing additional data provided by the visiting cruise lines, it is estimated that 378,800 crew were aboard the cruise ships and 29 percent, or 111,700 crew, disembarked and visited Honduras.

These passenger and crew visits along with additional expenditures by the cruise lines generated a total of **\$107.4** million (\$US) in cruise tourism expenditures in Honduras during the 2017/2018 cruise year. The contribution of expenditures by passengers, crew and cruise lines to this total is discussed below.

Per passenger spending estimates were derived from 1,101 surveys completed by passengers during the survey period. As shown in **Honduras Chart 1**, each passenger cruise party spent an average of \$212.45. The average spend per cruise party is the sum of the weighted spending in each of the twelve categories. For example, 60 percent of the survey respondents reported spending an average of \$33.30 for food and beverages. Spread over the cruise parties that visited Honduras, this represented an average of \$19.87 per party. On a per passenger basis, the average total expenditure was \$101.65. This represents the sum of per party expenditures, \$212.45, divided by the average size of a cruise party in Honduras, 2.09 passengers.

Cruise passenger expenditures in Honduras were concentrated in four categories which accounted for 78 percent of their onshore expenditures: shore excursions, watches and jewelry, clothing and local crafts. Forty percent or more of the passengers that went ashore made purchases in the following categories: shore excursions, clothing, food and beverages and local crafts.

About 3 in 5 (63%) of the passengers reported that their cruise party purchased a shore excursion. The effective local price of the shore excursion was \$92.10 per party but when the full price of

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<sup>50</sup> The 2017/2018 cruise year includes the twelve months beginning in May, 2017 and ending in April, 2018.

the purchase from cruise lines and travel agents is included passengers spent an average of nearly \$136 per party for their tours.

**Honduras Chart 1 – Estimated Passenger Spending (\$US), 2017/2018 cruise year<sup>51</sup>**

Purchase Categories	Average Spend per Party	Share of All Onshore Visits	Weighted Average Spend per Party
Shore Excursions	\$92.10	62.9%	\$57.92
F&B at Restaurants & Bars	\$33.30	59.7%	\$19.87
Taxis/Ground Transportation	\$46.30	10.9%	\$5.03
Watches & Jewelry	\$546.30	11.8%	\$64.23
Clothing	\$50.00	44.4%	\$22.17
Entertainment/Night Clubs/Casinos	\$61.00	0.9%	\$0.54
Other Purchases	\$74.50	21.2%	\$15.83
Perfumes & Cosmetics	\$39.60	2.1%	\$0.85
Local Crafts & Souvenirs	\$38.00	56.4%	\$21.44
Retail Purchases of Liquor	\$50.90	8.5%	\$4.31
Electronics	-	0.0%	-
Telephone & Internet	\$14.70	1.8%	\$0.26
<b>Total Spend per Cruise Party</b>			<b>\$212.45</b>
<b>Average Size of a Cruise Party</b>			<b>2.1</b>
<b>Total Spend per Cruise Passenger</b>			<b>\$101.65</b>
<b>Cruise Passenger Onshore Visits</b>			<b>905,664</b>
<b>Total Cruise Passenger Expenditures</b>			<b>\$92,062,179</b>

For the entire 2017/2018 cruise year, the estimated 905,664 cruise passengers who visited Honduras spent a total of **\$92.1 million** (\$US) in Honduras.

Per crew spending estimates were derived from 831 surveys completed by crew members during the survey period. As shown in **Honduras Chart 2**, each crew member spent an average of \$50.36 in Honduras. The average spend per crew member is the sum of the weighted spending in each of the twelve categories. For example, 66 percent of the survey respondents reported spending an average of \$24.50 for food and beverages. Spread over all the crew members that reported that they visited Honduras; this represents an average of \$16.22 per crew member.

Expenditures by crew in Honduras were concentrated in three categories which accounted for 69 percent of their onshore expenditures: food and beverages, liquor, and other (unspecified) purchases. Combined, crew spent an average of \$34.74 for goods in these three categories. Purchases of food and beverages were the most popular expenditure item with 66 percent of the crew reporting the purchase of food and beverages.

For the entire 2017/2018 cruise year, the estimated 111,669 crew who visited Honduras spent an estimated total of **\$5.6 million** (\$US).

<sup>51</sup> The average shore excursion expenditure is a weighted average of the onshore and travel agent/other purchases and the portion of the onboard purchases paid to local tour operators.

**Honduras Chart 2 – Estimated Crew Spending (\$US), 2017/2018 cruise year**

Purchase Categories	Average Spend per Crew	Share of All Onshore Crew Visits	Weighted Average Spend per Crew
F&B at Restaurants & Bars	\$24.50	66.1%	\$16.22
Taxis/Ground Transportation	\$19.10	19.3%	\$3.68
Watches & Jewelry	\$34.20	1.9%	\$0.65
Clothing	\$25.30	9.5%	\$2.40
Entertainment/Night Clubs/Casinos	\$43.80	2.5%	\$1.11
Other Purchases	\$61.20	21.5%	\$13.16
Shore Excursions	\$57.90	3.8%	\$2.20
Perfumes & Cosmetics	\$63.20	0.6%	\$0.40
Local Crafts & Souvenirs	\$27.20	16.5%	\$4.47
Retail Purchases of Liquor	\$99.60	5.4%	\$5.36
Electronics	\$30.00	1.3%	\$0.38
Telephone & Internet	\$20.90	1.6%	\$0.33
<b>Total Spend per Crew</b>			<b>\$50.36</b>
<b>Crew Visits</b>			111,669
<b>Total Crew Expenditures</b>			<b>\$5,623,651</b>

Cruise lines made payments to local businesses for a variety of goods and services. Net payments to local vendors for shore excursions have been included with passenger expenditures. However, cruise lines made other local expenditures, including payments for port fees and taxes, navigation services, utilities and other supplies. Based upon data provided by the FCCA member cruise lines, we estimated that all cruise lines spent **\$9.7 million** (\$US) in Honduras during the 2017/2018 cruise year. Nearly all of these expenditures were payments for port fees and taxes and navigation services.

## Economic Contribution of Cruise Tourism Expenditures

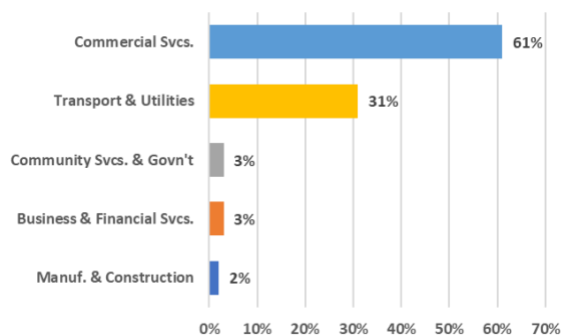
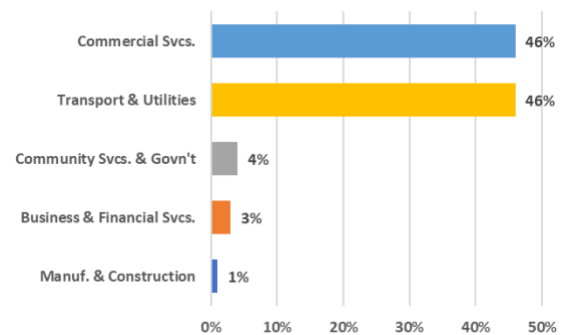
As noted in the **Data and Methods** section of the full report, a set of economic impact models were developed for each destination to produce estimates of the economic contribution of cruise tourism. Data for these models were collected from a broad range of local, regional and international sources. The impact models were designed to reflect the economic structure of each destination, including the industrial composition of Gross Domestic Product (GDP), the wage share of GDP by industry and average employee wages by industry.

As shown in **Honduras Chart 3**, the \$107.4 million in total cruise tourism expenditures in Honduras generated direct employment of 1,455 residents of Honduras paying \$7.9 million in annual wages. Adding the indirect contribution that results from the spending of those local businesses that are the direct recipients of passenger, crew and cruise line expenditures, the direct cruise tourism expenditures generated a total employment contribution of 2,198 jobs and \$11.6 million in wage income in Honduras during the 2017/2018 cruise year.

**Honduras Chart 3 – Total Economic Contribution of Cruise Tourism, 2017/2018 cruise year**

	Employment	Wage Income (\$US Millions)
<b>Direct Economic Contribution</b>	1,455	\$ 7.86
<b>Total Economic Contribution</b>	2,198	\$ 11.61

As shown in **Honduras Charts 4 and 5**, the total employment and wage impacts of cruise tourism are concentrated in the commercial and transport sectors which account for about 92 percent of the total impacts. This is not surprising since the direct impacts account for nearly 70 percent of the total employment impacts and that virtually all of the cruise tourism expenditures are made with businesses in these sectors. Because of the relatively higher wages in the transport sector compared to the other sectors of the economy, the transport sector accounts for 46 percent of the wage impacts but only 31 percent of the employment impacts. The remainder of the total employment and wage impacts was generated by the indirect spending in the other sectors of the economy.

**Honduras Chart 4 – Total Employment Impacts by Sector****Honduras Chart 5 – Total Wage Impacts by Sector**

## Passenger Surveys

A total of 1,101 passenger surveys were completed and returned for tabulation. **Honduras Chart 6** shows the major attributes of passenger visits to Honduras as derived from the passenger surveys.

- Of the 1,101 cruise parties that completed the surveys 63 percent stated that this had been their first visit to Honduras.
- Ninety-seven percent of the cruise parties that completed the surveys disembarked their cruise ship to visit Honduras.
- Of the cruise parties that went ashore, 75 percent made at least one purchase while ashore. The typical cruise party consisted of two passengers (Average: 2.09) and spent an average of 4.9 hours ashore.
- Excluding shore excursions, the responding cruise parties reported spending an average of \$154.53 while ashore.

**Honduras Chart 6 – Major Attributes of Passenger Surveys**

	Number	Percent
<b>Total Respondents</b>	1,101	
<b>Number Making First Visit</b>	694	63%
<b>Number Ashore</b>	1,062	97%
<b>Number Making Onshore Purchases:①</b>	792	75%
<b>Average Hours Ashore</b>	4.9	
<b>Average Size of Expenditure Party (Persons)</b>	2.09	
<b>Average Onshore Expenditure per Party①</b>	\$154.53	
<b>Purchased a Shore Excursion (Tour)</b>	669	63%
<b>Purchased Onshore Tour from:</b>		
<b>Cruise Line</b>	485	73%
<b>Onshore from Tour Operator</b>	132	20%
<b>Travel Agent</b>	52	8%
<b>Tour Type:</b>		
<b>Historical/Cultural</b>	193	29%
<b>Beach Day</b>	228	34%
<b>Soft-Water</b>	125	19%
<b>Shopping</b>	59	9%
<b>Soft Land</b>	67	10%
<b>Other</b>	78	12%
<b>Average Cost of Shore Excursion per Party②</b>	\$136.17	
<b>Toured On Own/Did not Tour</b>	393	37%
<b>Reason for No Tour/Tour on Own</b>		
<b>Prefer to Tour on Own</b>	166	42%
<b>Didn't Like Any</b>	37	9%
<b>Nothing New</b>	28	7%
<b>Poor Value</b>	38	10%
<b>Too Similar to Other Destinations</b>	24	6%
<b>Other</b>	120	31%

① Excludes shore excursion expenditures

② Unadjusted average per party purchase cost of a shore excursion by passengers who purchased a shore excursion.

- Sixty-three percent of the passengers that went ashore purchased a shore excursion. Seventy-three percent of passengers who purchased a tour did so through their cruise line, 20 percent purchased their tour onshore and 8 percent purchased their tour through their travel agent.
- About a third of the tours purchased were “beach day activities” (34%) or to “historical or cultural sites” (29%).
- The typical cruise party that purchased a shore excursion spent \$136 for their tour.

## Passenger Satisfaction

The passenger survey also asked the passengers to rate their satisfaction with their destination visit along a number of parameters, as shown in **Honduras Chart 7**. A 10-point scale was used with 10 being the highest score, i.e., extremely satisfied, and 1 being the lowest score, i.e., not at all satisfied.

- Cruise passengers were very satisfied with their overall visit to Honduras (8.2) and in terms of the visit “meeting expectations” (7.7).
- “Guided Tours” (or Shore Excursions) received a ‘very satisfied’ mean score of 8.7. Additionally, the high ratings in “knowledge of guide” (9.0), “professionalism of guide” (9.0), and “value of tours” (8.3) indicates visitors to Honduras were very satisfied with their onshore excursions.

**Honduras Chart 7 – Passenger Visit Satisfaction\***

Visit Attributes	2018 Mean Score
<b>Overall Visit</b>	8.2
<b>Visit Met Expectations</b>	7.7
<b>Likelihood of a Return Visit</b>	5.8
<b>Likelihood of Recommending</b>	6.3
<b>Initial Shoreside Welcome</b>	8.4
<b>Guided Tour</b>	8.7
<b>Knowledge of guide</b>	9.0
<b>Professionalism of guide</b>	9.0
<b>Value of tour</b>	8.3
<b>Historic Sites/Museums</b>	7.6
<b>Variety of Things to See and Do</b>	7.5
<b>Friendliness of Residents</b>	8.6
<b>Overall Shopping Experience</b>	8.0
<b>Courtesy of Employees</b>	8.5
<b>Variety of Shops</b>	7.7
<b>Quality of Goods</b>	8.0
<b>Overall Prices</b>	7.5
<b>Taxis/Local Transportation</b>	8.3
<b>Professionalism of Driver</b>	8.8
<b>Cleanliness of Transport</b>	8.5

\* Scale is 1 to 10 with 10 being the highest score. The mean scores can be interpreted as follows:  
 Extremely Satisfied/Likely: 10-9; Very Satisfied/Likely: 8-7; Somewhat Satisfied/Likely: 6-5; Not Too Satisfied/Likely: 4-3; Not At All Satisfied/Likely: 2-1.

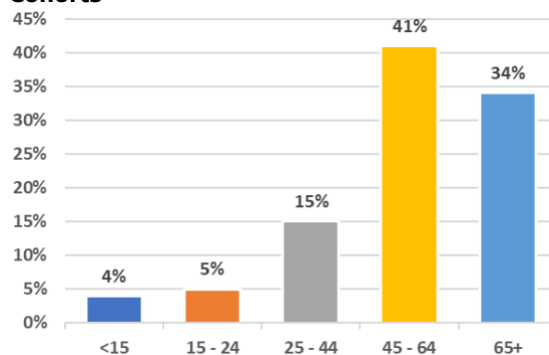
Among other key conclusions concerning visit satisfaction were the following:

- Passenger interactions with residents and store employees were very positive as the mean scores for “friendliness of residents” (8.6) and “courtesy of employees” (8.5), each in the ‘very satisfied’ range.
- Honduras scored lowest in passengers saying they are “likely to return for a land-based visit (5.8), and their “likelihood of recommending to a friend” (6.3).
- Passengers were ‘very satisfied’ with all other attribute ratings.

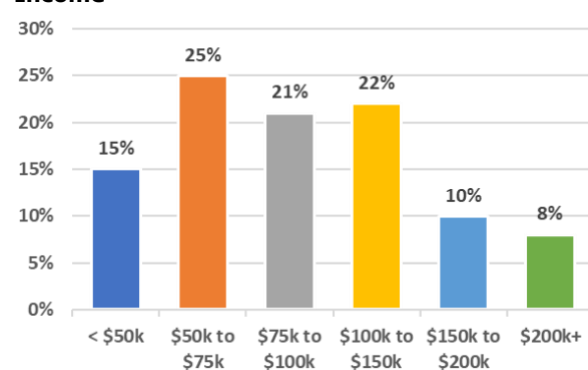
## Passenger Demographics

Residents of the United States, UK and Canada accounted for virtually all (99%) of the responding passengers. The average age of the respondents was 54 years with 34 percent of the respondents being 65 years of age or older. Honduras passengers had an average household income of about \$103,300 with 40 percent having over \$100,000 in household income.

**Honduras Chart 8 – Passenger Age Cohorts**



**Honduras Chart 9 – Passenger Household Income**





## Jamaica

At the core of the analysis of the economic contribution of cruise tourism were a set of passenger and crew surveys that were conducted onboard ships of the FCCA member cruise lines.<sup>52</sup> The surveys were undertaken during the eight-month period beginning in October 2017 and ending in May 2018. The survey schedule was designed so that surveys were conducted by FCCA member cruise lines that called at each destination and that the distribution of passenger and crew surveys would reflect the distribution of passenger and crew arrivals by cruise line at each destination. On any given cruise itinerary, passenger and crew surveys were placed in all passenger cabins and crew quarters following a single destination call. The surveys were completed by the passengers and crew in the privacy of their quarters and returned to a designated office on the cruise ship. Thus, passengers and crew were only surveyed once during a cruise itinerary and for a single destination.

The passenger and crew surveys were designed to collect data for onshore spending and visit satisfaction by both passengers and crew. While the crew survey was slightly shorter than the passenger survey, both surveys were designed to collect the following information:

- hours spent ashore;
- expenditures by category, including shore tours, food & beverages, clothing, etc.;
- visit satisfaction, including shore tour, friendliness of residents, prices, shopping, etc.;
- likelihood of returning for a land-based vacation (passengers only); and
- demographic characteristics, including country of residence, age group, income, etc.

Combining the expenditure data collected from the passenger and crew surveys with data on expenditures by cruise lines for port fees and services, payments to local tour operators for passenger shore excursions purchased onboard the cruise ships, and other provisions purchased locally by the cruise lines, estimates of total cruise tourism expenditures were developed for each participating destination.

Given the direct spending estimates, the economic contribution of these expenditures, as measured by employment and wage income were then estimated for each destination. This process began with the collection of economic data for each destination from a combination of local, regional and international sources. Utilizing all of these data, a set of economic impact models were developed for each destination to estimate the direct and total employment and wage impacts. A more detailed description of these models is provided in the **Data and Methods** section of Volume I.

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<sup>52</sup> Surveys were conducted on the ships of the following cruise lines: Aida, Carnival Cruise Lines, Celebrity Cruises, Costa Cruises, Disney Cruise Line, Holland America Line, Norwegian Cruise Line, Princess Cruises, P&O Cruises, Royal Caribbean International and TUI Cruises.

## Cruise Tourism Expenditures

Cruise tourism expenditures in destination ports are composed of a broad range of spending including:

- onshore expenditures by passengers which tend to be concentrated in shore excursions and retail purchases of clothing, jewelry and local crafts and souvenirs;
- onshore expenditures by crew which are generally concentrated in purchases of food and beverages, local transportation and retail purchases of clothing and electronics;
- expenditures by cruise lines for port services, such as dockage fees and linesmen, utilities, such as water and power and navigation services; and
- purchases of supplies, such as food and other supplies, by the cruise lines from local businesses.

Based on data published by the Port Authority of Jamaica, nearly 2 million cruise passengers arrived aboard cruise ships during the 2017/2018 cruise year.<sup>53</sup> These included 1.9 million transit passengers and 64,215 passengers embarking on their cruises in Jamaica. Of the transit passengers, an estimated 1.7 million passengers (89%) disembarked and visited Jamaica. Utilizing additional data provided by the Port and visiting cruise lines, we have estimated that 670,100 crew were aboard the cruise ships that sailed to and from Jamaica and that 41 percent, or 274,700 crew, disembarked and visited the destination.

These passenger and crew visits along with additional expenditures by the cruise lines generated a total of **\$244.5** million (\$US) in cruise tourism expenditures in Jamaica during the 2017/2018 cruise year. The contribution of expenditures by passengers, crew and cruise lines to this total is discussed below.

Transit per passenger spending estimates were derived from 1,354 surveys completed by passengers during the survey period. As shown in **Jamaica Chart 1**, each passenger cruise party spent an average of \$249.36. The average spend per cruise party is the sum of the weighted spending in each of the twelve categories. For example, 44 percent of the survey respondents reported spending an average of \$31.00 for food and beverages. Spread over the cruise parties that visited Jamaica, this represented an average of \$13.70 per party. On a per passenger basis, the average total expenditure was \$111.82. This represents the sum of per party expenditures, \$249.36, divided by the average size of a cruise party in Jamaica, 2.23 passengers.

Transit cruise passenger expenditures in Jamaica were concentrated in three categories which accounted for 70 percent of their onshore expenditures: shore excursions, watches and jewelry, and clothing. Forty percent or more of the passengers that went ashore made purchases in shore excursions, food & beverages, clothing and local crafts.

Just over half (59%) of the passengers reported that their cruise party purchased a shore excursion. The effective local price of the shore excursion was \$107.20 per party but when the

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<sup>53</sup> The 2017/2018 cruise year includes the twelve months beginning in May, 2017 and ending in April, 2018.

full price of the purchase from cruise lines and travel agents is included passengers spent an average of about \$178 per party for their tours.

**Jamaica Chart 1 – Estimated Passenger Spending (\$US), 2017/2018 cruise year<sup>54</sup>**

Purchase Categories	Average Spend per Party	Share of All Onshore Visits	Weighted Average Spend per Party
Shore Excursions	\$107.20	59.1%	\$63.40
F&B at Restaurants & Bars	\$31.00	44.2%	\$13.70
Taxis/Ground Transportation	\$52.90	10.8%	\$5.73
Watches & Jewelry	\$746.40	11.3%	\$84.12
Clothing	\$59.90	45.4%	\$27.20
Entertainment/Night Clubs/Casinos	\$115.80	0.6%	\$0.64
Other Purchases	\$127.00	21.8%	\$27.65
Perfumes & Cosmetics	\$49.40	1.4%	\$0.71
Local Crafts & Souvenirs	\$38.60	51.3%	\$19.80
Retail Purchases of Liquor	\$45.00	12.7%	\$5.72
Electronics	\$54.30	0.4%	\$0.24
Telephone & Internet	\$50.90	0.9%	\$0.45
<b>Total Spend per Cruise Party</b>			<b>\$249.36</b>
<b>Average Size of a Cruise Party</b>			<b>2.2</b>
<b>Total Spend per Cruise Passenger</b>			<b>\$111.82</b>
<b>Cruise Passenger Onshore Visits</b>			<b>1,709,025</b>
<b>Total Cruise Passenger Expenditures</b>			<b>\$191,105,702</b>

For the entire 2017/2018 cruise year, the estimated 1.7 million transit cruise passengers who visited Jamaica spent a total of **\$191.1 million** (\$US) in Jamaica.

As noted above another 64,215 cruise passengers arrived in Jamaica to begin their Caribbean cruise. Based upon homeport passenger surveys conducted in Jamaica, passenger expenditures were estimated for passengers embarking on their cruises from Jamaica. As shown in **Jamaica Chart 2**, each passenger cruise party spent an estimated average of \$453.45 in Jamaica. The calculation of this figure is identical to that calculated for transit passengers as discussed above. On a per passenger basis, the average total expenditure was \$226.72.

Homeport cruise passenger expenditures were concentrated in three categories which accounted for 97 percent of their onshore expenditures: lodging, shore excursions and food and beverages. In total, homeport passengers spent \$440.99 for goods and services in these three categories. For the entire 2017/2018 cruise year, the estimated 64,215 homeport cruise passengers who visited Jamaica spent a total of **\$14.6 million** (\$US) on the island.

<sup>54</sup> The average shore excursion expenditure is a weighted average of the onshore and travel agent/other purchases and the portion of the onboard purchases paid to local tour operators.

**Jamaica Chart 2 – Estimated Homeport Passenger Spending (\$US), 2017/2018 cruise year<sup>55</sup>**

Purchase Categories	Average Spend per Party	Share of All Onshore Visits	Weighted Average Spend per Party
Lodging	\$255.00	6.6%	\$16.81
Shore Excursions	\$682.20	61.5%	\$419.83
F&B at Restaurants & Bars	\$37.00	11.8%	\$4.35
Taxis/Ground Transportation	\$28.00	11.8%	\$3.29
Watches & Jewelry	-	0.0%	-
Clothing	\$25.00	5.9%	\$1.47
Entertainment/Night Clubs/Casinos	-	0.0%	-
Other Purchases	\$159.80	2.9%	\$4.70
Perfumes & Cosmetics	-	0.0%	-
Local Crafts & Souvenirs	\$6.00	5.9%	\$0.35
Retail Purchases of Liquor	\$18.00	14.7%	\$2.65
Electronics	-	0.0%	-
Telephone & Internet	-	0.0%	-
<b>Total Spend per Cruise Party</b>			<b>\$453.45</b>
<b>Average Size of a Cruise Party</b>			2.0
<b>Total Spend per Cruise Passenger</b>			<b>\$226.72</b>
<b>Cruise Passenger Visits</b>			64,215
<b>Total Cruise Passenger Expenditures</b>			<b>\$14,559,100</b>

Per crew spending estimates were derived from 604 surveys completed by crew members during the survey period. As shown in **Jamaica Chart 2**, each crew member spent an average of \$46.57 in Jamaica. The average spend per crew member is the sum of the weighted spending in each of the twelve categories. For example, 85 percent of the survey respondents reported spending an average of \$26.10 for food and beverages. Spread over all the crew members that reported that they visited Jamaica; this represents an average of \$22.09 per crew member.

Expenditures by crew in Jamaica were concentrated in three categories which accounted for 74 percent of their onshore expenditures: food and beverages, taxi's, and other (unspecified) purchases. Combined, crew spent an average of \$34.59 for goods in these three categories. Purchases of food and beverages were the most popular expenditure item with 85 percent of the crew reporting the purchase of food and beverages.

For the entire 2017/2018 cruise year, the estimated 273,953 crew who visited Jamaica spent an estimated total of **\$12.8 million** (\$US).

<sup>55</sup> The average shore excursion expenditure is a weighted average of the onshore and Internet purchases and the portion of the onboard purchases paid to local tour operators.

**Jamaica Chart 2 – Estimated Crew Spending (\$US), 2017/2018 cruise year**

Purchase Categories	Average Spend per Crew	Share of All Onshore Crew Visits	Weighted Average Spend per Crew
F&B at Restaurants & Bars	\$26.10	84.5%	\$22.09
Taxis/Ground Transportation	\$16.50	25.1%	\$4.15
Watches & Jewelry	\$78.00	3.4%	\$2.68
Clothing	\$21.20	8.2%	\$1.75
Entertainment/Night Clubs/Casinos	\$29.30	4.1%	\$1.21
Other Purchases	\$60.70	13.7%	\$8.35
Shore Excursions	\$38.10	6.5%	\$2.49
Perfumes & Cosmetics	\$28.80	3.8%	\$1.09
Local Crafts & Souvenirs	\$16.20	12.4%	\$2.00
Retail Purchases of Liquor	\$30.10	1.0%	\$0.31
Electronics	\$8.70	0.3%	\$0.03
Telephone & Internet	\$24.40	1.7%	\$0.42
<b>Total Spend per Crew</b>			<b>\$46.57</b>
<b>Crew Visits</b>			273,953
<b>Total Crew Expenditures</b>			<b>\$12,757,991</b>

Cruise lines made payments to local businesses for a variety of goods and services. Net payments to local vendors for shore excursions have been included with passenger expenditures. However, cruise lines made other local expenditures, including payments for port fees and taxes, navigation services, utilities and other supplies. Based upon data provided by the FCCA member cruise lines, we estimated that all cruise lines spent **\$26.1 million** (\$US) in Jamaica during the 2017/2018 cruise year. Nearly all of these expenditures were payments for port fees and taxes and navigation services.

## Economic Contribution of Cruise Tourism Expenditures

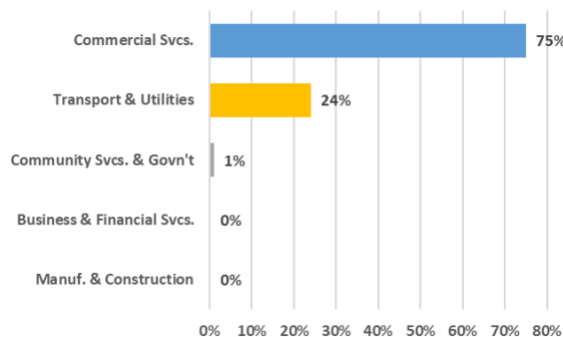
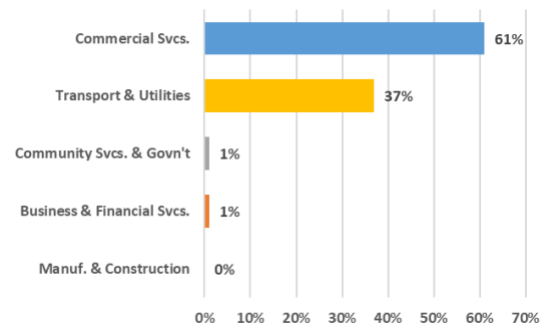
As noted in the **Data and Methods** section of the full report, a set of economic impact models were developed for each destination to produce estimates of the economic contribution of cruise tourism. Data for these models were collected from a broad range of local, regional and international sources. The impact models were designed to reflect the economic structure of each destination, including the industrial composition of Gross Domestic Product (GDP), the wage share of GDP by industry and average employee wages by industry.

As shown in **Jamaica Chart 3**, the \$244.5 million in total cruise tourism expenditures in Jamaica generated direct employment of 5,270 residents of Jamaica paying \$35.9 million in annual wages. Adding the indirect contribution that results from the spending of those local businesses that are the direct recipients of passenger, crew and cruise line expenditures, the direct cruise tourism expenditures generated a total employment contribution of 8,293 jobs and \$56.6 million in wage income in Jamaica during the 2017/2018 cruise year.

**Jamaica Chart 3 –Total Economic Contribution of Cruise Tourism, 2017/2018 cruise year**

	Employment	Wage Income (\$US Millions)
<b>Direct Economic Contribution</b>	5,270	\$35.92
<b>Total Economic Contribution</b>	8,293	\$56.57

As shown in **Jamaica Charts 4 and 5**, the total employment and wage impacts of cruise tourism are concentrated in the commercial and transport sectors which account for almost all of the total impacts. This is not surprising since the direct impacts account for about 64 percent of the total employment impacts and that virtually all of the cruise tourism expenditures are made with businesses in these sectors. Because of the relatively higher wages in the transport sector compared to the other sectors of the economy, the transport sector accounts for 37 percent of the wage impacts but only 24 percent of the employment impacts. The remainder of the total employment and wage impacts was generated by the indirect spending in the other sectors of the economy.

**Jamaica Chart 4 – Total Employment Impacts by Sector****Jamaica Chart 5 – Total Wage Impacts by Sector**

## Passenger Surveys

A total of 1,354 transit passenger surveys were completed and returned for tabulation. **Jamaica Chart 6** shows the major attributes of passenger visits to Jamaica as derived from the passenger surveys.

- Of the 1,354 cruise parties that completed the surveys just over half (52%) stated that this had been their first visit to Jamaica.
- Ninety-three percent of the cruise parties that completed the surveys disembarked their cruise ship to visit Jamaica.
- Of the cruise parties that went ashore, 72 percent made at least one purchase while ashore. The typical cruise party consisted of two passengers (Average: 2.23) and spent an average of 4.2 hours ashore.
- Excluding shore excursions, the responding cruise parties reported spending an average of \$185.96 while ashore.

### Jamaica Chart 6 – Major Attributes of Transit Passenger Surveys

	Number	Percent
<b>Total Respondents</b>	1,354	
<b>Number Making First Visit</b>	704	52%
<b>Number Ashore</b>	1,265	93%
<b>Number Making Onshore Purchases: ①</b>	904	72%
<b>Average Hours Ashore</b>	4.2	
<b>Average Size of Expenditure Party (Persons)</b>	2.23	
<b>Average Onshore Expenditure per Party①</b>	\$185.96	
<b>Purchased a Shore Excursion (Tour)</b>	747	59%
<b>Purchased Onshore Tour from:</b>		
<b>Cruise Line</b>	578	77%
<b>Onshore from Tour Operator</b>	127	17%
<b>Travel Agent</b>	41	6%
<b>Tour Type:</b>		
<b>Historical/Cultural</b>	229	31%
<b>Beach Day</b>	130	17%
<b>Soft-Water</b>	116	16%
<b>Shopping</b>	87	12%
<b>Soft Land</b>	121	16%
<b>Other</b>	138	18%
<b>Average Cost of Shore Excursion per Party②</b>	\$178.19	
<b>Toured On Own/Did not Tour</b>	517	41%
<b>Reason for No Tour/Tour on Own</b>		
<b>Prefer to Tour on Own</b>	148	29%
<b>Didn't Like Any</b>	93	18%
<b>Nothing New</b>	70	14%
<b>Poor Value</b>	64	12%
<b>Too Similar to Other Destinations</b>	14	3%
<b>Other</b>	172	33%

① Excludes shore excursion expenditures

② Unadjusted average per party purchase cost of a shore excursion by passengers who purchased a shore excursion.

- Fifty-nine percent of the passengers that went ashore purchased a shore excursion. Seventy-seven percent of passengers who purchased a tour did so through their cruise line, 17 percent purchased their tour onshore and 6 percent purchased their tour through their travel agent.
- Most (31%) of the tours purchased were visits to "historical or cultural sites". A similar percent said "beach day activities" (17%), "soft water adventures" (16%) and "soft land adventures" (16%).
- The typical cruise party that purchased a shore excursion spent \$178 for their tour.



## Passenger Satisfaction

The passenger survey also asked the passengers to rate their satisfaction with their destination visit along a number of parameters, as shown in **Jamaica Chart 7**. A 10-point scale was used with 10 being the highest score, i.e., extremely satisfied, and 1 being the lowest score, i.e., not at all satisfied.

- Cruise passengers were very satisfied with their overall visit to Jamaica (7.1) but somewhat less satisfied in terms of the visit “meeting expectations” (6.5).
- “Guided Tours” (or Shore Excursions) received a ‘very satisfied’ mean score of 8.4, the highest of all major satisfaction attributes. “Knowledge of guide” (8.8), “professionalism of guide” (8.7) and “value of tour” (8.0) all indicate visitors to Jamaica were very satisfied with their onshore excursions.

**Jamaica Chart 7 – Passenger Visit Satisfaction\***

Visit Attributes	2018 Mean Score
Overall Visit	7.1
Visit Met Expectations	6.5
Likelihood of a Return Visit	4.3
Likelihood of Recommending	5.0
Initial Shoreside Welcome	7.1
Guided Tour	8.4
Knowledge of guide	8.8
Professionalism of guide	8.7
Value of tour	8.0
Historic Sites/Museums	7.3
Variety of Things to See and Do	6.6
Friendliness of Residents	7.6
Overall Shopping Experience	6.8
Courtesy of Employees	7.6
Variety of Shops	6.6
Quality of Goods	6.8
Overall Prices	6.4
Taxis/Local Transportation	7.7
Professionalism of Driver	8.3
Cleanliness of Transport	8.3

\* Scale is 1 to 10 with 10 being the highest score. The mean scores can be interpreted as follows:  
Extremely Satisfied/Likely: 10-9; Very Satisfied/Likely: 8-7; Somewhat Satisfied/Likely: 6-5; Not Too Satisfied/Likely: 4-3; Not At All Satisfied/Likely: 2-1.

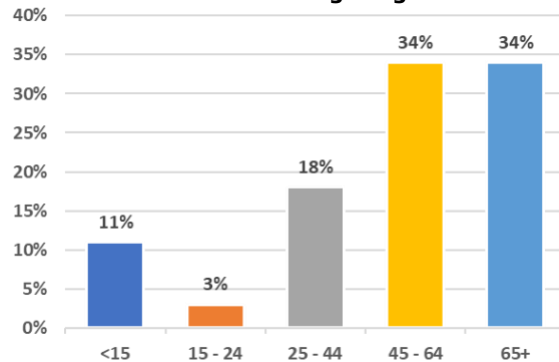
Among other key conclusions concerning visit satisfaction were the following:

- Passenger interactions with residents and store employees were very positive as the mean scores for “friendliness of residents” (7.6) and “courtesy of employees” (7.6) were among the highest of all ratings.
- Passengers were only ‘somewhat satisfied’ with their “overall shopping experience” (6.8); which could have been negatively impacted by the ratings of the “quality of goods” (6.8), “variety of shops” (6.6) and “overall prices” (6.4).
- Jamaica scored lowest on passengers saying they are “likely to return for a land-based visit (4.3), and their “likelihood of recommending to a friend” (5.0).

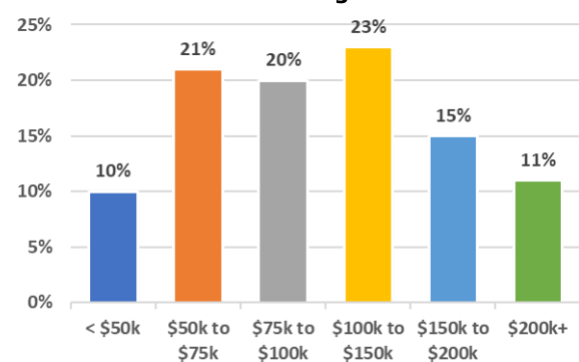
## Passenger Demographics

Residents of the United States, UK and Canada accounted for 96 percent of the responding passengers. The average age of the respondents was 51 years with a third (34%) of the respondents being 65 years of age or older. Jamaica passengers had an average household income of about \$116,700 with half (49%) having over \$100,000 in household income.

**Jamaica Chart 8 – Passenger Age Cohorts**



**Jamaica Chart 9 – Passenger Household Income**



## Nicaragua

At the core of the analysis of the economic contribution of cruise tourism were a set of passenger and crew surveys that were conducted onboard ships of the FCCA member cruise lines.<sup>56</sup> The surveys were undertaken during the eight-month period beginning in October 2017 and ending in May 2018. The survey schedule was designed so that surveys were conducted by FCCA member cruise lines that called at each destination and that the distribution of passenger and crew surveys would reflect the distribution of passenger and crew arrivals by cruise line at each destination. On any given cruise itinerary, passenger and crew surveys were placed in all passenger cabins and crew quarters following a single destination call. The surveys were completed by the passengers and crew in the privacy of their quarters and returned to a designated office on the cruise ship. Thus, passengers and crew were only surveyed once during a cruise itinerary and for a single destination.

The passenger and crew surveys were designed to collect data for onshore spending and visit satisfaction by both passengers and crew. While the crew survey was slightly shorter than the passenger survey, both surveys were designed to collect the following information:

- hours spent ashore;
- expenditures by category, including shore tours, food & beverages, clothing, etc.;
- visit satisfaction, including shore tour, friendliness of residents, prices, shopping, etc.;
- likelihood of returning for a land-based vacation (passengers only); and
- demographic characteristics, including country of residence, age group, income, etc.

Combining the expenditure data collected from the passenger and crew surveys with data on expenditures by cruise lines for port fees and services, payments to local tour operators for passenger shore excursions purchased onboard the cruise ships, and other provisions purchased locally by the cruise lines, estimates of total cruise tourism expenditures were developed for each participating destination.

Given the direct spending estimates, the economic contribution of these expenditures, as measured by employment and wage income were then estimated for each destination. This process began with the collection of economic data for each destination from a combination of local, regional and international sources. Utilizing all of these data, a set of economic impact models were developed for each destination to estimate the direct and total employment and wage impacts. A more detailed description of these models is provided in the **Data and Methods** section of Volume I.

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<sup>56</sup> Surveys were conducted on the ships of the following cruise lines: Aida, Carnival Cruise Lines, Celebrity Cruises, Costa Cruises, Disney Cruise Line, Holland America Line, Norwegian Cruise Line, Princess Cruises, P&O Cruises, Royal Caribbean International and TUI Cruises.

## Cruise Tourism Expenditures

Cruise tourism expenditures in destination ports are composed of a broad range of spending including:

- onshore expenditures by passengers which tend to be concentrated in shore excursions and retail purchases of clothing, jewelry and local crafts and souvenirs;
- onshore expenditures by crew which are generally concentrated in purchases of food and beverages, local transportation and retail purchases of clothing and electronics;
- expenditures by cruise lines for port services, such as dockage fees and linesmen, utilities, such as water and power and navigation services; and
- purchases of supplies, such as food and other supplies, by the cruise lines from local businesses.

Based on data collected from the Nicaragua Tourism Board, 93,075 cruise passengers arrived aboard cruise ships during the 2017/2018 cruise year.<sup>57</sup> This was nearly double the number of passengers in the 2014/2015 study. Of these, an estimated 78,704 passengers (85%) disembarked and visited Nicaragua. Utilizing additional data provided by the Tourism Board and visiting cruise lines, 45,900 crew were aboard the cruise ships and 33 percent, or 15,297 crew, disembarked and visited Nicaragua.

These passenger and crew visits along with additional expenditures by the cruise lines generated a total of **\$5.7** million (\$US) in cruise tourism expenditures in Nicaragua during the 2017/2018 cruise year. The contribution of expenditures by passengers, crew and cruise lines to this total is discussed below.

Per passenger spending estimates were derived from 1,346 surveys completed by passengers during the survey period. As shown in **Nicaragua Chart 1**, each passenger cruise party spent an average of \$112.03. The average spend per cruise party is the sum of the weighted spending in each of the twelve categories. For example, 45 percent of the survey respondents reported spending an average of \$12.90 for food and beverages. Spread over the cruise parties that visited Nicaragua, this represented an average of \$5.77 per party. On a per passenger basis, the average total expenditure was \$57.16. This represents the sum of per party expenditures, \$107.68, divided by the average size of a cruise party in Nicaragua, 1.96 passengers.

Cruise passenger expenditures in Nicaragua were concentrated in three categories which accounted for 84 percent of their onshore expenditures: shore excursions, food and beverages, and local crafts. Over 40 percent of the passengers that went ashore made purchases in the following categories: shore excursions, food and beverages and local crafts.

Nearly three-fourths (73%) of the passengers reported that their cruise party purchased a shore excursion. The effective local price of the shore excursion was \$100.70 per party but when the

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<sup>57</sup> The 2017/2018 cruise year includes the twelve months beginning in May, 2017 and ending in April, 2018.

full price of the purchase from cruise lines and travel agents is included passengers spent an average of about \$162 per party for their tours.

**Nicaragua Chart 1 – Estimated Passenger Spending (\$US), 2017/2018 cruise year<sup>58</sup>**

Purchase Categories	Average Spend per Party	Share of All Onshore Visits	Weighted Average Spend per Party
Shore Excursions	\$100.70	72.6%	\$73.05
F&B at Restaurants & Bars	\$12.90	44.8%	\$5.77
Taxis/Ground Transportation	\$42.80	6.6%	\$2.82
Watches & Jewelry	\$21.70	5.3%	\$1.14
Clothing	\$18.70	22.7%	\$4.24
Entertainment/Night Clubs/Casinos	-	0.0%	-
Other Purchases	\$59.70	13.2%	\$7.87
Perfumes & Cosmetics	\$5.50	0.4%	\$0.02
Local Crafts & Souvenirs	\$23.30	64.8%	\$15.13
Retail Purchases of Liquor	\$28.00	7.0%	\$1.95
Electronics	\$0.00	0.1%	\$0.00
Telephone & Internet	\$8.20	0.5%	\$0.04
<b>Total Spend per Cruise Party</b>			<b>\$112.03</b>
<b>Average Size of a Cruise Party</b>			<b>2.0</b>
<b>Total Spend per Cruise Passenger</b>			<b>\$57.16</b>
<b>Cruise Passenger Onshore Visits</b>			<b>78,704</b>
<b>Total Cruise Passenger Expenditures</b>			<b>\$4,498,515</b>

For the entire 2017/2018 cruise year, the estimated 78,704 cruise passengers who visited Nicaragua spent a total of **\$4.5 million** (\$US) in Nicaragua.

Per crew spending estimates were derived from 208 surveys completed by crew members during the survey period. As shown in **Nicaragua Chart 2**, each crew member spent an average of \$42.76 in Nicaragua. The average spend per crew member is the sum of the weighted spending in each of the twelve categories. For example, 81 percent of the survey respondents reported spending an average of \$24.40 for food and beverages. Spread over all the crew members that reported that they visited Nicaragua; this represents an average of \$19.73 per crew member.

Expenditures by crew in Nicaragua were concentrated in three categories which accounted for 85 percent of their onshore expenditures: food and beverages, shore excursions, and local crafts. Combined, crew spent an average of \$36.35 for goods in these three categories. Purchases of food and beverages were the most popular expenditure item with 81 percent of the crew reporting the purchase of food and beverages.

For the entire 2017/2018 cruise year, the estimated 15,297 crew who visited Nicaragua spent an estimated total of **\$654,100** (\$US).

<sup>58</sup> The average shore excursion expenditure is a weighted average of the onshore and travel agent/other purchases and the portion of the onboard purchases paid to local tour operators.

**Nicaragua Chart 2 – Estimated Crew Spending (\$US), 2017/2018 cruise year**

Purchase Categories	Average Spend per Crew	Share of All Onshore Crew Visits	Weighted Average Spend per Crew
F&B at Restaurants & Bars	\$24.40	80.8%	\$19.73
Taxis/Ground Transportation	\$10.00	11.5%	\$1.15
Watches & Jewelry	\$9.90	3.8%	\$0.38
Clothing	\$15.00	7.7%	\$1.15
Entertainment/Night Clubs/Casinos	-	0.0%	-
Other Purchases	\$32.30	11.5%	\$3.73
Shore Excursions	\$66.60	7.7%	\$5.12
Perfumes & Cosmetics	-	0.0%	-
Local Crafts & Souvenirs	\$19.90	57.7%	\$11.50
Retail Purchases of Liquor	-	0.0%	-
Electronics	-	0.0%	-
Telephone & Internet	-	0.0%	-
<b>Total Spend per Crew</b>			<b>\$42.76</b>
<b>Crew Visits</b>			15,297
<b>Total Crew Expenditures</b>			<b>\$654,100</b>

Cruise lines made payments to local businesses for a variety of goods and services. Net payments to local vendors for shore excursions have been included with passenger expenditures. However, cruise lines made other local expenditures, including payments for port fees and taxes, navigation services, utilities and other supplies. Based upon data provided by the FCCA member cruise lines, we estimated that all cruise lines spent **\$0.6 million** (\$US) in Nicaragua during the 2017/2018 cruise year. Virtually all of these expenditures were payments for port fees and taxes and navigation services.

## Economic Contribution of Cruise Tourism Expenditures

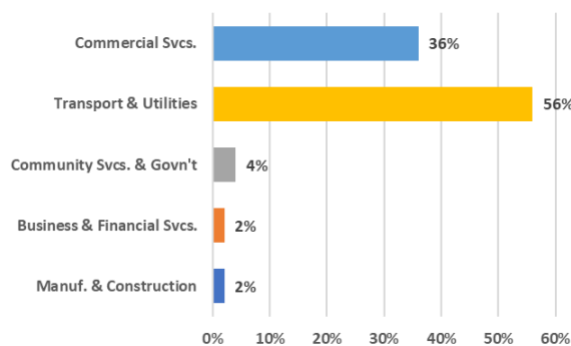
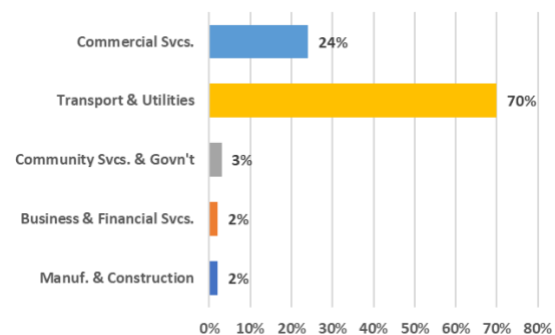
As noted in the **Data and Methods** section of the full report, a set of economic impact models were developed for each destination to produce estimates of the economic contribution of cruise tourism. Data for these models were collected from a broad range of local, regional and international sources. The impact models were designed to reflect the economic structure of each destination, including the industrial composition of Gross Domestic Product (GDP), the wage share of GDP by industry and average employee wages by industry.

As shown in **Nicaragua Chart 3**, the \$5.7 million in total cruise tourism expenditures in Nicaragua generated direct employment of 244 residents of Nicaragua paying \$0.7 million in annual wages. Adding the indirect contribution that results from the spending of those local businesses that are the direct recipients of passenger, crew and cruise line expenditures, the direct cruise tourism expenditures generated a total employment contribution of 323 jobs and just under \$1 million in wage income in Nicaragua during the 2017/2018 cruise year.

**Nicaragua Chart 3 –Total Economic Contribution of Cruise Tourism, 2017/2018 cruise year**

	Employment	Wage Income (\$US Millions)
<b>Direct Economic Contribution</b>	224	\$0.68
<b>Total Economic Contribution</b>	323	\$0.96

As shown in **Nicaragua Charts 4 and 5**, the total employment and wage impacts of cruise tourism are concentrated in the commercial and transport sectors which account for about 92 percent of the total impacts. This is not surprising since the direct impacts account for nearly 70 percent of the total employment impacts and that virtually all of the cruise tourism expenditures are made with businesses in these sectors. Because of the relatively higher wages in the transport sector compared to the other sectors of the economy, the transport sector accounts for 70 percent of the wage impacts but only 56 percent of the employment impacts. The remainder of the total employment and wage impacts was generated by the indirect spending in the other sectors of the economy.

**Nicaragua Chart 4 – Total Employment Impacts by Sector****Nicaragua Chart 5 – Total Wage Impacts by Sector**

## Passenger Surveys

A total of 1,346 passenger surveys were completed and returned for tabulation. **Nicaragua Chart 6** shows the major attributes of passenger visits to Nicaragua as derived from the passenger surveys.

- Of the 1,346 cruise parties that completed the surveys the vast majority (86%) stated that this had been their first visit to Nicaragua.
- Ninety-six percent of the cruise parties that completed the surveys disembarked their cruise ship to visit Nicaragua.
- Of the cruise parties that went ashore, only 61 percent made at least one purchase while ashore. The typical cruise party consisted of two passengers (Average: 1.96) and spent an average of 4.2 hours ashore.
- Excluding shore excursions, the responding cruise parties reported spending an average of \$38.98 while ashore.



### Nicaragua Chart 6 – Major Attributes of Passenger Surveys

	Number	Percent
<b>Total Respondents</b>	1,392	
<b>Number Making First Visit</b>	1,197	86%
<b>Number Ashore</b>	1,336	96%
<b>Number Making Onshore Purchases:①</b>	819	61%
<b>Average Hours Ashore</b>	4.2	
<b>Average Size of Expenditure Party (Persons)</b>	1.96	
<b>Average Onshore Expenditure per Party①</b>	\$38.98	
<b>Purchased a Shore Excursion (Tour)</b>	970	73%
<b>Purchased Onshore Tour from:</b>		
<b>Cruise Line</b>	829	86%
<b>Onshore from Tour Operator</b>	63	7%
<b>Travel Agent</b>	78	8%
<b>Tour Type:</b>		
<b>Historical/Cultural</b>	739	76%
<b>Beach Day</b>	3	0%
<b>Soft-Water</b>	19	2%
<b>Shopping</b>	69	7%
<b>Soft Land</b>	43	4%
<b>Other</b>	138	14%
<b>Average Cost of Shore Excursion per Party②</b>	\$161.91	
<b>Toured On Own/Did not Tour</b>	366	27%
<b>Reason for No Tour/Tour on Own</b>		
<b>Prefer to Tour on Own</b>	164	45%
<b>Didn't Like Any</b>	77	21%
<b>Nothing New</b>	17	5%
<b>Poor Value</b>	40	11%
<b>Too Similar to Other Destinations</b>	21	6%
<b>Other</b>	82	22%

① Excludes shore excursion expenditures

② Unadjusted average per party purchase cost of a shore excursion by passengers who purchased a shore excursion.

- Seven in 10 (73%) of the passengers that went ashore purchased a shore excursion. Most (86%) who purchased a tour did so through their cruise line, 7 percent purchased their tour onshore and 8 percent purchased their tour through their travel agent.
- The majority (76%) of the tours purchased were visits to “historical or cultural sites”.
- The typical cruise party that purchased a shore excursion spent \$162 for their tour.

## Passenger Satisfaction

The passenger survey also asked the passengers to rate their satisfaction with their destination visit along a number of parameters, as shown in **Nicaragua Chart 7**. A 10-point scale was used with 10 being the highest score, i.e., extremely satisfied, and 1 being the lowest score, i.e., not at all satisfied.

- Cruise passengers were satisfied with their overall visit to Nicaragua (7.6), and in terms of the visit “meeting expectations” (7.0).
- “Guided Tours” (or Shore Excursions) received a ‘very satisfied’ mean score of 8.5, highest of any major attribute rating. Additionally, the high ratings in “knowledge of guide” (8.9), “professionalism of guide” (8.9), and “value of tours” (7.9) indicates visitors to Nicaragua were very satisfied with their onshore excursions.

**Nicaragua Chart 7 – Passenger Visit Satisfaction\***

Visit Attributes	2018 Mean Score
Overall Visit	7.6
Visit Met Expectations	7.0
Likelihood of a Return Visit	3.6
Likelihood of Recommending	4.7
Initial Shoreside Welcome	8.4
Guided Tour	8.5
Knowledge of guide	8.9
Professionalism of guide	8.9
Value of tour	7.9
Historic Sites/Museums	7.7
Variety of Things to See and Do	6.8
Friendliness of Residents	8.1
Overall Shopping Experience	7.0
Courtesy of Employees	8.2
Variety of Shops	6.4
Quality of Goods	7.1
Overall Prices	7.4
Taxis/Local Transportation	7.9
Professionalism of Driver	8.7
Cleanliness of Transport	8.7

\* Scale is 1 to 10 with 10 being the highest score. The mean scores can be interpreted as follows:  
 Extremely Satisfied/Likely: 10-9; Very Satisfied/Likely: 8-7; Somewhat Satisfied/Likely: 6-5; Not Too Satisfied/Likely: 4-3; Not At All Satisfied/Likely: 2-1.

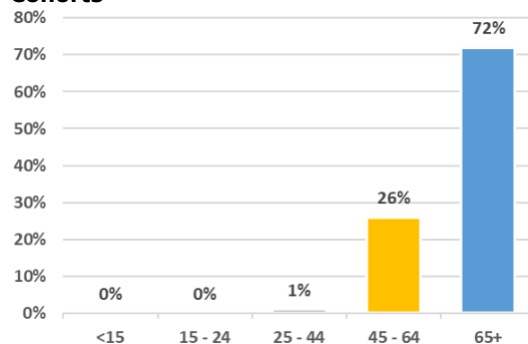
Among other key conclusions concerning visit satisfaction were the following:

- Passenger interactions with residents and store employees were very positive as the mean scores for “friendliness of residents” (8.1) and “courtesy of employees” (8.2) were among the highest of all ratings.
- Passengers were only somewhat satisfied with the “variety of things to see and do” (6.8); and “variety of shops” (6.4).
- Nicaragua scored lowest on passengers saying they are “likely to return for a land-based visit (3.6), and their “likelihood of recommending to a friend” (4.7).
- Passengers were very satisfied with virtually all other attribute rated.

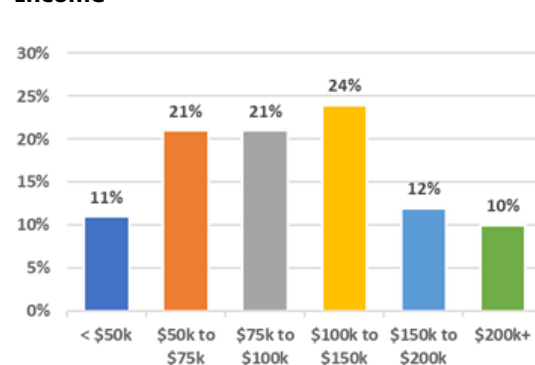
## Passenger Demographics

Residents of the United States, UK and Canada accounted for 93 percent of the responding passengers. The average age of the respondents was 67 years with nearly three-quarters (72%) of the respondents being 65 years of age or older. Nicaragua passengers had an average household income of about \$112,600 with 46 percent having over \$100,000 in household income.

**Nicaragua Chart 8 – Passenger Age Cohorts**



**Nicaragua Chart 9 – Passenger Household Income**



## Panama

At the core of the analysis of the economic contribution of cruise tourism were a set of passenger and crew surveys that were conducted onboard ships of the FCCA member cruise lines.<sup>59</sup> The surveys were undertaken during the eight-month period beginning in October 2017 and ending in May 2018. The survey schedule was designed so that surveys were conducted by FCCA member cruise lines that called at each destination and that the distribution of passenger and crew surveys would reflect the distribution of passenger and crew arrivals by cruise line at each destination. On any given cruise itinerary, passenger and crew surveys were placed in all passenger cabins and crew quarters following a single destination call. The surveys were completed by the passengers and crew in the privacy of their quarters and returned to a designated office on the cruise ship. Thus, passengers and crew were only surveyed once during a cruise itinerary and for a single destination.

The passenger and crew surveys were designed to collect data for onshore spending and visit satisfaction by both passengers and crew. While the crew survey was slightly shorter than the passenger survey, both surveys were designed to collect the following information:

- hours spent ashore;
- expenditures by category, including shore tours, food & beverages, clothing, etc.;
- visit satisfaction, including shore tour, friendliness of residents, prices, shopping, etc.;
- likelihood of returning for a land-based vacation (passengers only); and
- demographic characteristics, including country of residence, age group, income, etc.

Combining the expenditure data collected from the passenger and crew surveys with data on expenditures by cruise lines for port fees and services, payments to local tour operators for passenger shore excursions purchased onboard the cruise ships, and other provisions purchased locally by the cruise lines, estimates of total cruise tourism expenditures were developed for each participating destination.

Given the direct spending estimates, the economic contribution of these expenditures, as measured by employment and wage income were then estimated for each destination. This process began with the collection of economic data for each destination from a combination of local, regional and international sources. Utilizing all of these data, a set of economic impact models were developed for each destination to estimate the direct and total employment and wage impacts. A more detailed description of these models is provided in the **Data and Methods** section of Volume I.

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<sup>59</sup> Surveys were conducted on the ships of the following cruise lines: Aida, Carnival Cruise Lines, Celebrity Cruises, Costa Cruises, Disney Cruise Line, Holland America Line, Norwegian Cruise Line, Princess Cruises, P&O Cruises, Royal Caribbean International and TUI Cruises.

## Cruise Tourism Expenditures

Cruise tourism expenditures in destination ports are composed of a broad range of spending including:

- onshore expenditures by passengers which tend to be concentrated in shore excursions and retail purchases of clothing, jewelry and local crafts and souvenirs;
- onshore expenditures by crew which are generally concentrated in purchases of food and beverages, local transportation and retail purchases of clothing and electronics;
- expenditures by cruise lines for port services, such as dockage fees and linesmen, utilities, such as water and power and navigation services; and
- purchases of supplies, such as food and other supplies, by the cruise lines from local businesses.

Based on data collected from the Panama Tourism Board, 361,774 cruise passengers arrived aboard cruise ships during the 2017/2018 cruise year.<sup>60</sup> Of these, an estimated 277,481 passengers (77%) disembarked and visited Panama. Utilizing additional data provided by the Tourism Board and visiting cruise lines, 161,700 crew were aboard the cruise ships and 35 percent, or 56,600 crew, disembarked and visited Panama.

These passenger and crew visits along with additional expenditures by the cruise lines generated a total of **\$77.8** million (\$US) in cruise tourism expenditures in Panama during the 2017/2018 cruise year. The contribution of expenditures by passengers, crew and cruise lines to this total is discussed below.

Per passenger spending estimates were derived from 1,389 surveys completed by passengers during the survey period. As shown in **Panama Chart 1**, each passenger cruise party spent an average of \$148.91. The average spend per cruise party is the sum of the weighted spending in each of the twelve categories. For example, 33 percent of the survey respondents reported spending an average of \$20.50 for food and beverages. Spread over the cruise parties that visited Panama, this represented an average of \$6.80 per party. On a per passenger basis, the average total expenditure was \$76.76. This represents the sum of per party expenditures, \$148.91, divided by the average size of a cruise party in Panama, 1.94 passengers.

Cruise passenger expenditures in Panama were concentrated in four categories which accounted for 88 percent of their onshore expenditures: shore excursions, food and beverages, clothing and local crafts. Over 50 percent of the passengers that went ashore made purchases in the following categories: shore excursions, and local crafts.

Eighty percent of the passengers reported that their cruise party purchased a shore excursion. The effective local price of the shore excursion was \$120.90 per party but when the full price of the purchase from cruise lines and travel agents is included passengers spent an average of just over \$195 per party for their tours.

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<sup>60</sup> The 2017/2018 cruise year includes the twelve months beginning in May, 2017 and ending in April, 2018.

**Panama Chart 1 – Estimated Passenger Spending (\$US), 2017/2018 cruise year<sup>61</sup>**

Purchase Categories	Average Spend per Party	Share of All Onshore Visits	Weighted Average Spend per Party
Shore Excursions	\$120.90	80.4%	\$97.24
F&B at Restaurants & Bars	\$20.50	33.2%	\$6.80
Taxis/Ground Transportation	\$114.40	3.7%	\$4.27
Watches & Jewelry	\$32.40	5.0%	\$1.63
Clothing	\$39.60	26.9%	\$10.67
Entertainment/Night Clubs/Casinos	\$78.80	0.4%	\$0.32
Other Purchases	\$36.10	22.5%	\$8.11
Perfumes & Cosmetics	\$278.10	0.6%	\$1.58
Local Crafts & Souvenirs	\$25.00	64.6%	\$16.14
Retail Purchases of Liquor	\$34.60	3.4%	\$1.18
Electronics	\$43.10	0.2%	\$0.07
Telephone & Internet	\$50.40	1.8%	\$0.90
<b>Total Spend per Cruise Party</b>			<b>\$148.91</b>
<b>Average Size of a Cruise Party</b>			1.94
<b>Total Spend per Cruise Passenger</b>			<b>\$76.76</b>
<b>Cruise Passenger Onshore Visits</b>			277,481
<b>Total Cruise Passenger Expenditures</b>			<b>\$21,299,439</b>

For the entire 2017/2018 cruise year, the estimated 277,481 cruise passengers who visited Panama spent a total of **\$21.3 million** (\$US) in Panama.

Per crew spending estimates were derived from 497 surveys completed by crew members during the survey period. As shown in **Panama Chart 2**, each crew member spent an average of \$65.71 in Panama. The average spend per crew member is the sum of the weighted spending in each of the twelve categories. For example, 75 percent of the survey respondents reported spending an average of \$17.00 for food and beverages. Spread over all the crew members that reported that they visited Panama; this represents an average of \$12.68 per crew member.

Expenditures by crew in Panama were concentrated in three categories which accounted for 61 percent of their onshore expenditures: food and beverages, clothing, and other (unspecified) purchases. Combined, crew spent an average of \$40.29 for goods in these three categories. Purchases of food and beverages were the most popular expenditure item with 75 percent of the crew reporting the purchase of food and beverages.

For the entire 2017/2018 cruise year, the estimated 56,588 crew who visited Panama spent an estimated total of **\$3.7 million** (\$US).

<sup>61</sup> The average shore excursion expenditure is a weighted average of the onshore and travel agent/other purchases and the portion of the onboard purchases paid to local tour operators.

**Panama Chart 2 – Estimated Crew Spending (\$US), 2017/2018 cruise year**

Purchase Categories	Average Spend per Crew	Share of All Onshore Crew Visits	Weighted Average Spend per Crew
F&B at Restaurants & Bars	\$17.00	74.6%	\$12.68
Taxis/Ground Transportation	\$35.30	7.6%	\$2.67
Watches & Jewelry	\$87.00	1.6%	\$1.41
Clothing	\$154.80	6.5%	\$10.04
Entertainment/Night Clubs/Casinos	\$14.80	4.3%	\$0.64
Other Purchases	\$125.00	14.1%	\$17.57
Shore Excursions	\$37.60	3.2%	\$1.22
Perfumes & Cosmetics	\$915.80	0.5%	\$4.95
Local Crafts & Souvenirs	\$14.80	22.7%	\$3.36
Retail Purchases of Liquor	\$29.60	0.5%	\$0.16
Electronics	\$1,258.00	0.5%	\$6.80
Telephone & Internet	\$194.70	2.2%	\$4.21
<b>Total Spend per Crew</b>			<b>\$65.71</b>
<b>Crew Visits</b>			56,588
<b>Total Crew Expenditures</b>			<b>\$3,718,403</b>

Cruise lines made payments to local businesses for a variety of goods and services. Net payments to local vendors for shore excursions have been included with passenger expenditures. However, cruise lines made other local expenditures, including payments for port fees and taxes, navigation services, utilities and other supplies. Based upon data provided by the FCCA member cruise lines, we estimated that all cruise lines spent **\$52.7 million** (\$US) in Panama during the 2017/2018 cruise year. Most of these expenditures were payments for port fees and taxes and navigation services.

## Economic Contribution of Cruise Tourism Expenditures

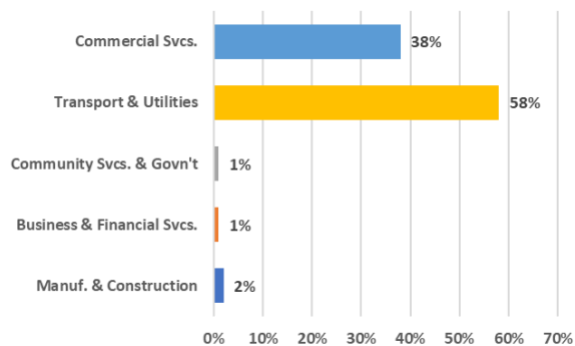
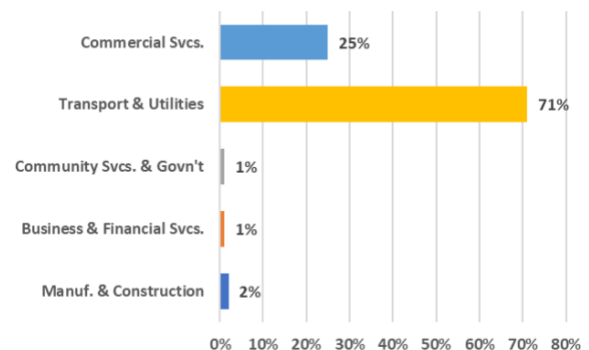
As noted in the **Data and Methods** section of the full report, a set of economic impact models were developed for each destination to produce estimates of the economic contribution of cruise tourism. Data for these models were collected from a broad range of local, regional and international sources. The impact models were designed to reflect the economic structure of each destination, including the industrial composition of Gross Domestic Product (GDP), the wage share of GDP by industry and average employee wages by industry.

As shown in **Panama Chart 3**, the \$77.8 million in total cruise tourism expenditures in Panama generated direct employment of 1,288 residents of Panama paying \$9.0 million in annual wages. Adding the indirect contribution that results from the spending of those local businesses that are the direct recipients of passenger, crew and cruise line expenditures, the direct cruise tourism expenditures generated a total employment contribution of 1,827 jobs and \$12.7 million in wage income in Panama during the 2017/2018 cruise year.

**Panama Chart 3 –Total Economic Contribution of Cruise Tourism, 2017/2018 cruise year**

	Employment	Wage Income (\$US Millions)
<b>Direct Economic Contribution</b>	1,288	\$ 9.00
<b>Total Economic Contribution</b>	1,827	\$12.65

As shown in **Panama Charts 4 and 5**, the total employment and wage impacts of cruise tourism are concentrated in the commercial and transport sectors which account for about 96 percent of the total impacts. This is not surprising since the direct impacts account for 70 percent of the total employment impacts and that virtually all of the cruise tourism expenditures are made with businesses in these sectors. Because of the relatively higher wages in the transport sector compared to the other sectors of the economy, the transport sector accounts for 71 percent of the wage impacts but only 58 percent of the employment impacts. The remainder of the total employment and wage impacts was generated by the indirect spending in the other sectors of the economy.

**Panama Chart 4 – Total Employment Impacts by Sector****Panama Chart 5 – Total Wage Impacts by Sector**



## Passenger Surveys

A total of 1,389 passenger surveys were completed and returned for tabulation. **Panama Chart 6** shows the major attributes of passenger visits to Panama as derived from the passenger surveys.

- Of the 1,389 cruise parties that completed the surveys the majority (69%) stated that this had been their first visit to Panama.
- Ninety-one percent of the cruise parties that completed the surveys disembarked their cruise ship to visit Panama.
- Of the cruise parties that went ashore, only 46 percent made at least one purchase while ashore. The typical cruise party consisted of two passengers (Average: 1.94) and spent an average of 5.8 hours ashore.
- Excluding shore excursions, the responding cruise parties reported spending an average of \$51.67 while ashore.

**Panama Chart 6 – Major Attributes of Passenger Surveys**

	Number	Percent
<b>Total Respondents</b>	1,389	
<b>Number Making First Visit</b>	958	69%
<b>Number Ashore</b>	1,263	91%
<b>Number Making Onshore Purchases:<sup>①</sup></b>	581	46%
<b>Average Hours Ashore</b>	5.8	
<b>Average Size of Expenditure Party (Persons)</b>	1.94	
<b>Average Onshore Expenditure per Party<sup>①</sup></b>	\$51.67	
<b>Purchased a Shore Excursion (Tour)</b>	981	78%
<b>Purchased Onshore Tour from:</b>		
<b>Cruise Line</b>	820	84%
<b>Onshore from Tour Operator</b>	93	10%
<b>Travel Agent</b>	67	7%
<b>Tour Type:</b>		
<b>Historical/Cultural</b>	631	64%
<b>Beach Day</b>	4	0%
<b>Soft-Water</b>	55	6%
<b>Shopping</b>	33	3%
<b>Soft Land</b>	34	4%
<b>Other</b>	252	26%
<b>Average Cost of Shore Excursion per Party<sup>②</sup></b>	\$195.00	
<b>Toured On Own/Did not Tour</b>	282	22%
<b>Reason for No Tour/Tour on Own</b>		
<b>Prefer to Tour on Own</b>	136	48%
<b>Didn't Like Any</b>	26	9%
<b>Nothing New</b>	22	8%
<b>Poor Value</b>	36	13%
<b>Too Similar to Other Destinations</b>	12	4%
<b>Other</b>	84	30%

<sup>①</sup> Excludes shore excursion expenditures

<sup>②</sup> Unadjusted average per party purchase cost of a shore excursion by passengers who purchased a shore excursion.

- Nearly 4 in 5 (78%) of the passengers that went ashore purchased a shore excursion. Most (84%) who purchased a tour did so through their cruise line, 10 percent purchased their tour onshore and 7 percent purchased their tour through their travel agent.
- The majority (64%) of the tours purchased were visits to “historical or cultural sites”.
- The typical cruise party that purchased a shore excursion spent \$195 for their tour.

## Passenger Satisfaction

The passenger survey also asked the passengers to rate their satisfaction with their destination visit along a number of parameters, as shown in **Panama Chart 7**. A 10-point scale was used with 10 being the highest score, i.e., extremely satisfied, and 1 being the lowest score, i.e., not at all satisfied.

- Cruise passengers were very satisfied with their “overall visit” to Panama (7.6), in terms of the visit “meeting expectations” (7.0).
- “Guided Tours” (or Shore Excursions) received a ‘very satisfied’ mean score of 7.9; Additionally, the high ratings in “knowledge of guide” (8.6), “professionalism of guide” (8.4), and “value of tours” (7.3) indicates visitors to Panama were very satisfied with their onshore excursions.

**Panama Chart 7 – Passenger Visit Satisfaction\***

Visit Attributes	2018 Mean Score
Overall Visit	7.6
Visit Met Expectations	7.0
Likelihood of a Return Visit	3.2
Likelihood of Recommending	4.7
Initial Shoreside Welcome	7.6
Guided Tour	7.9
Knowledge of guide	8.6
Professionalism of guide	8.4
Value of tour	7.3
Historic Sites/Museums	7.7
Variety of Things to See and Do	7.1
Friendliness of Residents	8.0
Overall Shopping Experience	6.6
Courtesy of Employees	8.0
Variety of Shops	6.2
Quality of Goods	7.4
Overall Prices	6.6
Taxis/Local Transportation	8.0
Professionalism of Driver	8.4
Cleanliness of Transport	8.3

\* Scale is 1 to 10 with 10 being the highest score. The mean scores can be interpreted as follows:  
Extremely Satisfied/Likely: 10-9; Very Satisfied/Likely: 8-7; Somewhat Satisfied/Likely: 6-5; Not Too Satisfied/Likely: 4-3; Not At All Satisfied/Likely: 2-1.

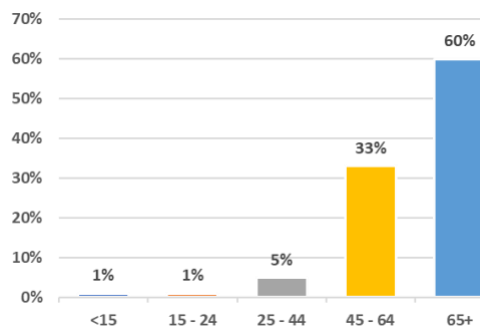
Among other key conclusions concerning visit satisfaction were the following:

- Passenger interactions with residents and store employees were very positive as the mean scores for “friendliness of residents” (8.0) and “courtesy of employees” (8.0) were among the highest of all ratings.
- Panama scored lowest on passengers saying they are “likely to return for a land-based visit (3.2), and their “likelihood of recommending to a friend” (4.7).
- Passengers rated virtually all other attributes as ‘very satisfied’.

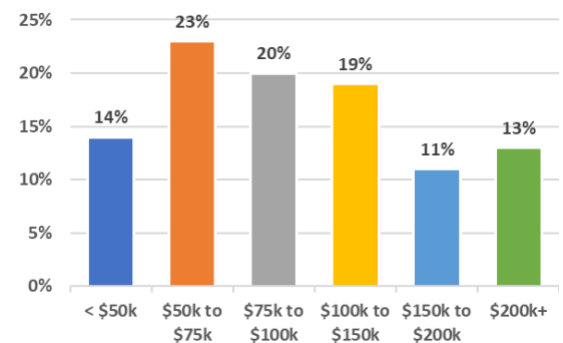
## Passenger Demographics

Residents of the United States, UK and Canada accounted for 67 percent of the responding passengers. The average age of the respondents was 64 years with sixty percent of the respondents being 65 years of age or older. Panama passengers had an average household income of about \$111,700 with 43 percent having over \$100,000 in household income.

**Panama Chart 8 – Passenger Age Cohorts**



**Panama Chart 9 – Passenger Household Income**



## **Cruise Destinations of the Southern Caribbean**

## Aruba

At the core of the analysis of the economic contribution of cruise tourism were a set of passenger and crew surveys that were conducted onboard ships of the FCCA member cruise lines.<sup>62</sup> The surveys were undertaken during the eight-month period beginning in October 2017 and ending in May 2018. The survey schedule was designed so that surveys were conducted by FCCA member cruise lines that called at each destination and that the distribution of passenger and crew surveys would reflect the distribution of passenger and crew arrivals by cruise line at each destination. On any given cruise itinerary, passenger and crew surveys were placed in all passenger cabins and crew quarters following a single destination call. The surveys were completed by the passengers and crew in the privacy of their quarters and returned to a designated office on the cruise ship. Thus, passengers and crew were only surveyed once during a cruise itinerary and for a single destination.

The passenger and crew surveys were designed to collect data for onshore spending and visit satisfaction by both passengers and crew. While the crew survey was slightly shorter than the passenger survey, both surveys were designed to collect the following information:

- hours spent ashore;
- expenditures by category, including shore tours, food & beverages, clothing, etc.;
- visit satisfaction, including shore tour, friendliness of residents, prices, shopping, etc.;
- likelihood of returning for a land-based vacation (passengers only); and
- demographic characteristics, including country of residence, age group, income, etc.

Combining the expenditure data collected from the passenger and crew surveys with data on expenditures by cruise lines for port fees and services, payments to local tour operators for passenger shore excursions purchased onboard the cruise ships, and other provisions purchased locally by the cruise lines, estimates of total cruise tourism expenditures were developed for each participating destination.

Given the direct spending estimates, the economic contribution of these expenditures, as measured by employment and wage income were then estimated for each destination. This process began with the collection of economic data for each destination from a combination of local, regional and international sources. Utilizing all of these data, a set of economic impact models were developed for each destination to estimate the direct and total employment and wage impacts. A more detailed description of these models is provided in the **Data and Methods** section of Volume I.

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<sup>62</sup> Surveys were conducted on the ships of the following cruise lines: Aida, Carnival Cruise Lines, Celebrity Cruises, Costa Cruises, Disney Cruise Line, Holland America Line, Norwegian Cruise Line, Princess Cruises, P&O Cruises, Royal Caribbean International and TUI Cruises.

## Cruise Tourism Expenditures

Cruise tourism expenditures in destination ports are composed of a broad range of spending including:

- onshore expenditures by passengers which tend to be concentrated in shore excursions and retail purchases of clothing, jewelry and local crafts and souvenirs;
- onshore expenditures by crew which are generally concentrated in purchases of food and beverages, local transportation and retail purchases of clothing and electronics;
- expenditures by cruise lines for port services, such as dockage fees and linesmen, utilities, such as water and power and navigation services; and
- purchases of supplies, such as food and other supplies, by the cruise lines from local businesses.

Based on data collected from the Aruba Ports Authority, 812,751 cruise passengers arrived aboard cruise ships during the 2017/2018 cruise year.<sup>63</sup> This is up more than 30 percent from the 2014/2015 study. Of these, an estimated 677,022 passengers (83%) disembarked and visited Aruba. Utilizing additional data provided by the Ports Authority and visiting cruise lines, 312,400 crew were aboard the cruise ships and 33 percent, or 103,300 crew, disembarked and visited the destination.

These passenger and crew visits along with additional expenditures by the cruise lines generated a total of **\$102.8** million (\$US) in cruise tourism expenditures in Aruba during the 2017/2018 cruise year. The contribution of expenditures by passengers, crew and cruise lines to this total is discussed below.

Per passenger spending estimates were derived from 1,616 surveys completed by passengers during the survey period. As shown in **Aruba Chart 1**, each passenger cruise party spent an average of \$245.10. The average spend per cruise party is the sum of the weighted spending in each of the twelve categories. For example, 44 percent of the survey respondents reported spending an average of \$30.70 for food and beverages. Spread over the cruise parties that visited Aruba, this represented an average of \$13.61 per party. On a per passenger basis, the average total expenditure was \$121.94. This represents the sum of per party expenditures, \$245.10, divided by the average size of a cruise party in Aruba, 2.01 passengers.

Cruise passenger expenditures in Aruba were concentrated in three categories which accounted for 75 percent of their onshore expenditures: shore excursions, watches and jewelry, and clothing. Over 40 percent of the passengers that went ashore made purchases in the following categories: shore excursions, clothing, food and beverages and local crafts.

Just over half (53%) of the passengers reported that their cruise party purchased a shore excursion. The effective local price of the shore excursion was \$82.90 per party but when the full

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<sup>63</sup> The 2017/2018 cruise year includes the twelve months beginning in May, 2017 and ending in April, 2018.

price of the purchase from cruise lines and travel agents is included passengers spent an average of just over \$136 per party for their tours.

**Aruba Chart 1 – Estimated Passenger Spending (\$US), 2017/2018 cruise year<sup>64</sup>**

Purchase Categories	Average Spend per Party	Share of All Onshore Visits	Weighted Average Spend per Party
Shore Excursions	\$82.90	53.2%	\$44.10
F&B at Restaurants & Bars	\$30.70	44.3%	\$13.61
Taxis/Ground Transportation	\$27.60	19.0%	\$5.25
Watches & Jewelry	\$682.70	16.9%	\$115.39
Clothing	\$48.10	51.6%	\$24.83
Entertainment/Night Clubs/Casinos	\$66.60	2.6%	\$1.71
Other Purchases	\$125.00	17.3%	\$21.57
Perfumes & Cosmetics	\$46.50	7.5%	\$3.50
Local Crafts & Souvenirs	\$30.70	42.6%	\$13.05
Retail Purchases of Liquor	\$27.80	3.6%	\$1.01
Electronics	\$104.20	0.8%	\$0.83
Telephone & Internet	\$31.40	0.8%	\$0.25
<b>Total Spend per Cruise Party</b>			<b>\$245.10</b>
<b>Average Size of a Cruise Party</b>			<b>2.0</b>
<b>Total Spend per Cruise Passenger</b>			<b>\$121.94</b>
<b>Cruise Passenger Onshore Visits</b>			<b>677,022</b>
<b>Total Cruise Passenger Expenditures</b>			<b>\$82,554,669</b>

For the entire 2017/2018 cruise year, the estimated 677,022 cruise passengers who visited Aruba spent a total of **\$82.6 million** (\$US) in Aruba.

Per crew spending estimates were derived from 479 surveys completed by crew members during the survey period. As shown in **Aruba Chart 2**, each crew member spent an average of \$87.94 in Aruba. The average spend per crew member is the sum of the weighted spending in each of the twelve categories. For example, 74 percent of the survey respondents reported spending an average of \$41.40 for food and beverages. Spread over all the crew members that reported that they visited Aruba; this represents an average of \$30.53 per crew member.

Expenditures by crew in Aruba were concentrated in three categories which accounted for 67 percent of their onshore expenditures: food and beverages, watches & jewelry, and clothing. Combined, crew spent an average of \$58.73 for goods in these three categories. Purchases of food and beverages were the most popular expenditure item with 74 percent of the crew reporting the purchase of food and beverages.

For the entire 2017/2018 cruise year, the estimated 103,275 crew who visited Aruba spent an estimated total of nearly **\$9.1 million** (\$US).

<sup>64</sup> The average shore excursion expenditure is a weighted average of the onshore and travel agent/other purchases and the portion of the onboard purchases paid to local tour operators.



**Aruba Chart 2 – Estimated Crew Spending (\$US), 2017/2018 cruise year**

Purchase Categories	Average Spend per Crew	Share of All Onshore Crew Visits	Weighted Average Spend per Crew
F&B at Restaurants & Bars	\$41.40	73.7%	\$30.53
Taxis/Ground Transportation	\$17.20	8.3%	\$1.43
Watches & Jewelry	\$328.70	4.0%	\$13.22
Clothing	\$69.00	21.7%	\$14.98
Entertainment/Night Clubs/Casinos	\$156.90	4.0%	\$6.31
Other Purchases	\$58.60	18.0%	\$10.52
Shore Excursions	\$74.30	2.9%	\$2.19
Perfumes & Cosmetics	\$52.30	8.3%	\$4.35
Local Crafts & Souvenirs	\$22.70	11.0%	\$2.49
Retail Purchases of Liquor	\$39.20	0.5%	\$0.21
Electronics	\$57.60	2.4%	\$1.39
Telephone & Internet	\$11.90	2.7%	\$0.32
<b>Total Spend per Crew</b>			<b>\$87.94</b>
<b>Crew Visits</b>			103,275
<b>Total Crew Expenditures</b>			<b>\$9,081,990</b>

Cruise lines made payments to local businesses for a variety of goods and services. Net payments to local vendors for shore excursions have been included with passenger expenditures. However, cruise lines made other local expenditures, including payments for port fees and taxes, navigation services, utilities and other supplies. Based upon data provided by the FCCA member cruise lines, we estimated that all cruise lines spent **\$11.1 million** (\$US) in Aruba during the 2017/2018 cruise year. These expenditures were split among payments for port fees and taxes and navigation services and for provisions and supplies.

## Economic Contribution of Cruise Tourism Expenditures

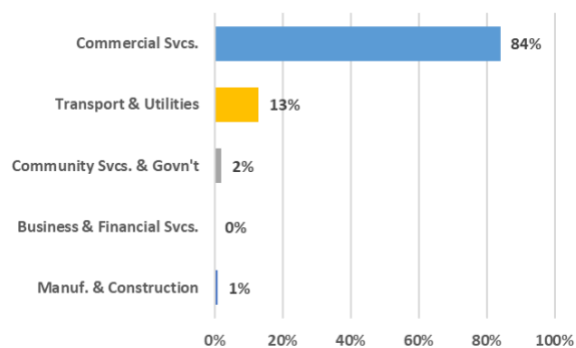
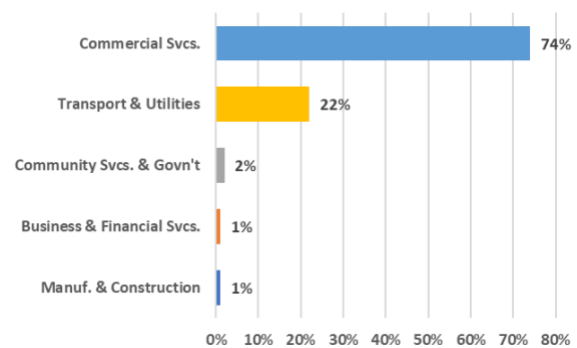
As noted in the **Data and Methods** section of the full report, a set of economic impact models were developed for each destination to produce estimates of the economic contribution of cruise tourism. Data for these models were collected from a broad range of local, regional and international sources. The impact models were designed to reflect the economic structure of each destination, including the industrial composition of Gross Domestic Product (GDP), the wage share of GDP by industry and average employee wages by industry.

As shown in **Aruba Chart 3**, the \$102.8 million in total cruise tourism expenditures in Aruba generated direct employment of 1,111 residents of Aruba paying \$19.5 million in annual wages. Adding the indirect contribution that results from the spending of those local businesses that are the direct recipients of passenger, crew and cruise line expenditures, the direct cruise tourism expenditures generated a total employment contribution of 2,255 jobs and \$38.0 million in wage income in Aruba during the 2017/2018 cruise year.

**Aruba Chart 3 –Total Economic Contribution of Cruise Tourism, 2017/2018 cruise year**

	Employment	Wage Income (\$US Millions)
<b>Direct Economic Contribution</b>	1,111	\$19.47
<b>Total Economic Contribution</b>	2,255	\$38.03

As shown in **Aruba Charts 4 and 5**, the total employment and wage impacts of cruise tourism are concentrated in the commercial and transport sectors which account for about 97 percent of the total impacts. This is not surprising since the direct impacts account for nearly half of the total employment impacts and that virtually all of the cruise tourism expenditures are made with businesses in these sectors. Because of the relatively lower wages in the commercial services sector compared to the other sectors of the economy, the commercial services sector accounts for 74 percent of the wage impacts but 84 percent of the employment impacts. The remainder of the total employment and wage impacts was generated by the indirect spending in the other sectors of the economy.

**Aruba Chart 4 – Total Employment Impacts by Sector****Aruba Chart 5 – Total Wage Impacts by Sector**

## Passenger Surveys

A total of 1,616 passenger surveys were completed and returned for tabulation. **Aruba Chart 6** shows the major attributes of passenger visits to Aruba as derived from the passenger surveys.

- Of the 1,616 cruise parties that completed the surveys just over half (51%) stated that this had been their first visit to Aruba.
- Ninety-eight percent of the cruise parties that completed the surveys disembarked their cruise ship to visit Aruba.
- Of the cruise parties that went ashore, nearly three-quarters (71%) made at least one purchase while ashore. The typical cruise party consisted of two passengers (Average: 2.01) and spent an average of 4.7 hours ashore.
- Excluding shore excursions, the responding cruise parties reported spending an average of \$201.00 while ashore.

### Aruba Chart 6 – Major Attributes of Passenger Surveys

	Number	Percent
<b>Total Respondents</b>	1,616	
<b>Number Making First Visit</b>	824	51%
<b>Number Ashore</b>	1,587	98%
<b>Number Making Onshore Purchases: ①</b>	1,130	71%
<b>Average Hours Ashore</b>	4.7	
<b>Average Size of Expenditure Party (Persons)</b>	2.01	
<b>Average Onshore Expenditure per Party①</b>	\$201.00	
<b>Purchased a Shore Excursion (Tour)</b>	844	53%
<b>Purchased Onshore Tour from:</b>		
<b>Cruise Line</b>	600	71%
<b>Onshore from Tour Operator</b>	185	22%
<b>Travel Agent</b>	59	7%
<b>Tour Type:</b>		
<b>Historical/Cultural</b>	443	52%
<b>Beach Day</b>	155	18%
<b>Soft-Water</b>	160	19%
<b>Shopping</b>	67	8%
<b>Soft Land</b>	47	6%
<b>Other</b>	94	11%
<b>Average Cost of Shore Excursion per Party②</b>	\$136.66	
<b>Toured On Own/Did not Tour</b>	743	47%
<b>Reason for No Tour/Tour on Own</b>		
<b>Prefer to Tour on Own</b>	361	49%
<b>Didn't Like Any</b>	44	6%
<b>Nothing New</b>	118	16%
<b>Poor Value</b>	72	10%
<b>Too Similar to Other Destinations</b>	40	5%
<b>Other</b>	171	23%

① Excludes shore excursion expenditures

② Unadjusted average per party purchase cost of a shore excursion by passengers who purchased a shore excursion.

- More than half (53%) of the passengers that went ashore purchased a shore excursion. Seventy-one percent of passengers who purchased a tour did so through their cruise line, 22 percent purchased their tour onshore and 7 percent purchased their tour through their travel agent.
- Half (52%) of the tours purchased were visits to "historical or cultural sites", while 1 in 5 were "beach day activities" (18%), or "soft water tours" (19%).
- The typical cruise party that purchased a shore excursion spent about \$137 for their tour.

## Passenger Satisfaction

The passenger survey also asked the passengers to rate their satisfaction with their destination visit along a number of parameters, as shown in **Aruba Chart 7**. A 10-point scale was used with 10 being the highest score, i.e., extremely satisfied, and 1 being the lowest score, i.e., not at all satisfied.

- Cruise passengers were very satisfied with their “overall visit” to Aruba (8.4) and terms of the visit “meeting expectations” (7.8).
- “Guided Tours” (or Shore Excursions) received a ‘very satisfied’ mean score of 8.7; Additionally, the high ratings in “knowledge of guide” (9.0), “professionalism of guide” (8.9), and “value of tours” (8.4) indicates visitors to Aruba were very satisfied with their onshore excursions.

**Aruba Chart 7 – Passenger Visit Satisfaction\***

Visit Attributes	2018 Mean Score
<b>Overall Visit</b>	8.4
<b>Visit Met Expectations</b>	7.8
<b>Likelihood of a Return Visit</b>	5.7
<b>Likelihood of Recommending</b>	6.7
<b>Initial Shoreside Welcome</b>	7.9
<b>Guided Tour</b>	8.7
<b>Knowledge of guide</b>	9.0
<b>Professionalism of guide</b>	8.9
<b>Value of tour</b>	8.4
<b>Historic Sites/Museums</b>	7.9
<b>Variety of Things to See and Do</b>	7.8
<b>Friendliness of Residents</b>	8.5
<b>Overall Shopping Experience</b>	8.1
<b>Courtesy of Employees</b>	8.5
<b>Variety of Shops</b>	8.0
<b>Quality of Goods</b>	8.1
<b>Overall Prices</b>	7.6
<b>Taxis/Local Transportation</b>	8.5
<b>Professionalism of Driver</b>	8.7
<b>Cleanliness of Transport</b>	8.8

\* Scale is 1 to 10 with 10 being the highest score. The mean scores can be interpreted as follows:  
 Extremely Satisfied: 10-9; Very Satisfied: 8-7; Somewhat Satisfied: 6-5; Not Too Satisfied: 4-3;  
 Not At All Satisfied: 2-1.

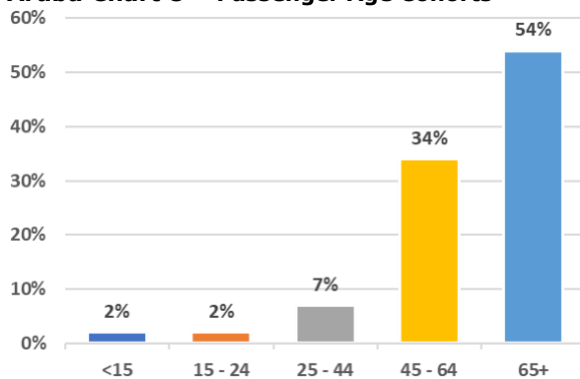
Among other key conclusions concerning visit satisfaction were the following:

- Passenger interactions with residents and store employees were very positive as the mean scores for “friendliness of residents” (8.5) and “courtesy of employees” (8.5) were high.
- Passengers were also very satisfied with a “variety of things to see and do” (7.8) and the “overall shopping experience” (8.1). They recorded similar satisfaction ratings for “quality of goods” (8.1), “variety of shops” (8.0) and satisfaction with the “overall prices” (7.6).
- Aruba scored lowest passengers saying they are “likely to return for a land-based visit” (5.7), and their “likelihood of recommending to a friend” (6.7), however, both ratings were in the ‘somewhat likely’ range.

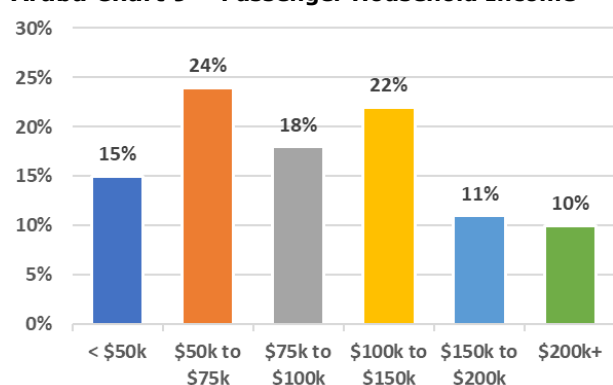
## Passenger Demographics

Residents of the United States, UK and Canada accounted for 97 percent of the responding passengers. The average age of the respondents was 61 years with 54 percent of the respondents being 65 years of age or older. Aruba passengers had an average household income of about \$100,600 with 43 percent having over \$100,000 in household income.

**Aruba Chart 8 – Passenger Age Cohorts**



**Aruba Chart 9 – Passenger Household Income**



## Barbados

At the core of the analysis of the economic contribution of cruise tourism were a set of passenger and crew surveys that were conducted onboard ships of the FCCA member cruise lines.<sup>65</sup> The surveys were undertaken during the eight-month period beginning in October 2017 and ending in May 2018. The survey schedule was designed so that surveys were conducted by FCCA member cruise lines that called at each destination and that the distribution of passenger and crew surveys would reflect the distribution of passenger and crew arrivals by cruise line at each destination. On any given cruise itinerary, passenger and crew surveys were placed in all passenger cabins and crew quarters following a single destination call. The surveys were completed by the passengers and crew in the privacy of their quarters and returned to a designated office on the cruise ship. Thus, passengers and crew were only surveyed once during a cruise itinerary and for a single destination.

The passenger and crew surveys were designed to collect data for onshore spending and visit satisfaction by both passengers and crew. While the crew survey was slightly shorter than the passenger survey, both surveys were designed to collect the following information:

- hours spent ashore;
- expenditures by category, including shore tours, food & beverages, clothing, etc.;
- visit satisfaction, including shore tour, friendliness of residents, prices, shopping, etc.;
- likelihood of returning for a land-based vacation (passengers only); and
- demographic characteristics, including country of residence, age group, income, etc.

Combining the expenditure data collected from the passenger and crew surveys with data on expenditures by cruise lines for port fees and services, payments to local tour operators for passenger shore excursions purchased onboard the cruise ships, and other provisions purchased locally by the cruise lines, estimates of total cruise tourism expenditures were developed for each participating destination.

Given the direct spending estimates, the economic contribution of these expenditures, as measured by employment and wage income were then estimated for each destination. This process began with the collection of economic data for each destination from a combination of local, regional and international sources. Utilizing all of these data, a set of economic impact models were developed for each destination to estimate the direct and total employment and wage impacts. A more detailed description of these models is provided in the **Data and Methods** section of Volume I.

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<sup>65</sup> Surveys were conducted on the ships of the following cruise lines: Aida, Carnival Cruise Lines, Celebrity Cruises, Costa Cruises, Disney Cruise Line, Holland America Line, Norwegian Cruise Line, Princess Cruises, P&O Cruises, Royal Caribbean International and TUI Cruises.

## Cruise Tourism Expenditures

Cruise tourism expenditures in destination ports are composed of a broad range of spending including:

- onshore expenditures by passengers which tend to be concentrated in shore excursions and retail purchases of clothing, jewelry and local crafts and souvenirs;
- onshore expenditures by crew which are generally concentrated in purchases of food and beverages, local transportation and retail purchases of clothing and electronics;
- expenditures by cruise lines for port services, such as dockage fees and linesmen, utilities, such as water and power and navigation services; and
- purchases of supplies, such as food and other supplies, by the cruise lines from local businesses.

Based on data collected from the Barbados Port Inc., a total of 730,909 cruise passengers arrived in Barbados during the 2017/2018 cruise year.<sup>66</sup> These included 581,844 transit passengers and 149,065 passengers embarking on their cruises in Barbados. Of the transit passengers, an estimated 481,797 passengers (83%) disembarked and visited Barbados. Utilizing additional data provided by the port and visiting cruise lines, we have estimated that 330,000 crew were aboard the cruise ships that sailed to and from Barbados and that 39 percent, or 127,800 crew, disembarked and visited the destination. These passenger and crew visits along with additional expenditures by the cruise lines generated a total of **\$71.0 million** (\$US) in cruise tourism expenditures in Barbados during the 2017/2018 cruise year. The contribution of expenditures by passengers, crew and cruise lines to this total is discussed below.

Passenger expenditures were estimated separately for transit and homeport passengers. Per passenger spending estimates for transit passengers were derived from 1,003 surveys completed by passengers during the survey period. As shown in **Barbados Chart 1**, each transit passenger cruise party spent an average of \$127.44 in Barbados. The average spend per cruise party is the sum of the weighted spending in each of the twelve categories. For example, 38 percent of the survey respondents reported spending an average of \$26.40 at local restaurants and/or bars. Spread over the cruise parties that visited Barbados, this represents an average of \$10.05 per party. On a per passenger basis, the average total expenditure was \$64.04. This represents the sum of per party expenditures, \$127.44, divided by the average size of a cruise party in Barbados, 1.99 passengers.

Transit cruise passenger expenditures in Barbados were concentrated in four categories which accounted for 75 percent of their onshore expenditures: shore excursions, watches & jewelry, clothing and local crafts. About 35 percent or more of the passengers that went ashore made purchases in the following categories: shore excursions, food and beverages, clothing and local crafts.

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<sup>66</sup> The 2017/2018 cruise year includes the twelve months beginning in May, 2017 and ending in April, 2018.



Forty-six percent (56%) of the passengers reported that their cruise party purchased a shore excursion. The effective local price of the shore excursion was \$78.80 per party but when the full price of the purchase from cruise lines and travel agents is included passengers spent an average of \$120 per party for their tours.

**Barbados Chart 1 – Estimated Transit Passenger Spending (\$US), 2017/2018 cruise year<sup>67</sup>**

Purchase Categories	Average Spend per Party	Share of All Onshore Visits	Weighted Average Spend per Party
Shore Excursions	\$78.80	56.2%	\$44.28
F&B at Restaurants & Bars	\$26.40	38.1%	\$10.05
Taxis/Ground Transportation	\$19.50	28.7%	\$5.61
Watches & Jewelry	\$294.20	8.2%	\$24.14
Clothing	\$46.40	33.5%	\$15.53
Entertainment/Night Clubs/Casinos	\$97.50	1.5%	\$1.50
Other Purchases	\$48.50	22.6%	\$10.95
Perfumes & Cosmetics	\$19.20	1.2%	\$0.23
Local Crafts & Souvenirs	\$27.40	41.7%	\$11.43
Retail Purchases of Liquor	\$30.20	12.3%	\$3.72
Electronics	-	0.0%	-
Telephone & Internet	-	0.0%	-
<b>Total Spend per Cruise Party</b>			<b>\$127.44</b>
<b>Average Size of a Cruise Party</b>			<b>1.99</b>
<b>Total Spend per Cruise Passenger</b>			<b>\$64.04</b>
<b>Cruise Passenger Onshore Visits</b>			<b>481,767</b>
<b>Total Cruise Passenger Expenditures</b>			<b>\$30,852,656</b>

For the entire 2017/2018 cruise year, the estimated 481,767 transit passengers who visited Barbados spent a total of **\$30.9 million** (\$US) in Barbados.

As noted above another 149,065 cruise passengers arrived in Barbados to begin their Caribbean cruise. Based upon homeport passenger surveys conducted in Barbados, passenger expenditures were estimated for passengers embarking on their cruises from Barbados. As shown in **Barbados Chart 2**, each passenger cruise party spent an estimated average of \$304.04 in Barbados. The calculation of this figure is identical to that calculated for transit passengers as discussed above. On a per passenger basis, the average total expenditure was \$144.78.

Homeport cruise passenger expenditures were concentrated in three categories which accounted for 79 percent of their onshore expenditures: lodging, shore excursions and clothing. In total, homeport passengers spent about \$240 for goods and services in these three categories. Twenty percent or more of the homeport passengers made purchases in the following categories: shore excursions, food and beverages, clothing and local crafts.

For the entire 2017/2018 cruise year, the estimated 149,065 homeport cruise passengers who visited Barbados spent a total of **\$21.6 million** (\$US) on the island

<sup>67</sup> The average shore excursion expenditure is a weighted average of the onshore and travel agent/other purchases and the portion of the onboard purchases paid to local tour operators.

**Barbados Chart 2 – Estimated Homeport Passenger Spending (\$US), 2017/2018 cruise year<sup>68</sup>**

Purchase Categories	Average Spend per Party	Share of All Onshore Visits	Weighted Average Spend per Party
Lodging	\$993.00	14.0%	\$138.73
Shore Excursions	\$214.00	34.0%	\$72.76
F&B at Restaurants & Bars	\$40.00	37.8%	\$15.11
Taxis/Ground Transportation	\$77.50	17.8%	\$13.78
Watches & Jewelry	-	0.0%	-
Clothing	\$100.00	28.9%	\$28.89
Entertainment/Night Clubs/Casinos	\$37.60	4.4%	\$1.67
Other Purchases	\$65.50	22.2%	\$14.55
Perfumes & Cosmetics	\$20.00	11.1%	\$2.22
Local Crafts & Souvenirs	\$35.00	15.6%	\$5.44
Retail Purchases of Liquor	\$50.00	13.3%	\$6.67
Electronics	\$9.90	2.2%	\$0.22
Telephone & Internet	\$90.00	4.4%	\$4.00
<b>Total Spend per Cruise Party</b>			<b>\$304.04</b>
<b>Average Size of a Cruise Party</b>			2.1
<b>Total Spend per Cruise Passenger</b>			<b>\$144.78</b>
<b>Cruise Passenger Visits</b>			149,065
<b>Total Cruise Passenger Expenditures</b>			<b>\$21,581,773</b>

Per crew spending estimates were derived from 506 completed by crew members during the survey period. As shown in **Barbados Chart 3**, each crew member spent an average of \$54.26 in Barbados. The average spend per crew member is the sum of the weighted spending in each of the twelve categories. For example, 67 percent of the survey respondents reported spending an average of \$24.80 for food and beverages. Spread over all the crew members that reported that they visited Barbados; this represents an average of \$16.59 per crew member.

Expenditures by crew in Barbados were concentrated in two categories which accounted for 65 percent of their onshore expenditures: food and beverages, and other (unspecified) purchases. Combined, crew spent an average of over \$35 for goods in these two categories. Purchases of food and beverages were the most popular expenditure item with 67 percent of the crew reporting the purchase of food and beverages.

For the entire 2017/2018 cruise year, the estimated 127,800 crew who visited Barbados spent an estimated total of **\$6.9 million** (\$US).

<sup>68</sup> The average shore excursion expenditure is a weighted average of the onshore and Internet purchases and the portion of the onboard purchases paid to local tour operators.

**Barbados Chart 3 – Estimated Crew Spending (\$US), 2017/2018 cruise year**

Purchase Categories	Average Spend per Crew	Share of All Onshore Crew Visits	Weighted Average Spend per Crew
F&B at Restaurants & Bars	\$24.80	67.0%	\$16.59
Taxis/Ground Transportation	\$11.40	37.0%	\$4.23
Watches & Jewelry	\$68.00	4.0%	\$2.72
Clothing	\$46.30	8.0%	\$3.70
Entertainment/Night Clubs/Casinos	\$43.30	3.0%	\$1.30
Other Purchases	\$103.20	18.0%	\$18.58
Shore Excursions	\$26.50	4.0%	\$1.06
Perfumes & Cosmetics	\$29.00	6.0%	\$1.74
Local Crafts & Souvenirs	\$15.20	26.0%	\$3.94
Retail Purchases of Liquor	\$7.50	2.0%	\$0.15
Electronics	-	0.0%	-
Telephone & Internet	\$25.00	1.0%	\$0.25
<b>Total Spend per Crew</b>			<b>\$54.26</b>
<b>Crew Visits</b>			127,800
<b>Total Crew Expenditures</b>			<b>\$6,934,428</b>

Cruise lines made payments to local businesses for a variety of goods and services. Net payments to local vendors for shore excursions have been included with passenger expenditures. However, cruise lines made other local expenditures, including payments for port fees and taxes, navigation services, utilities and other supplies. Based upon data provided by the FCCA member cruise lines, we estimated that all cruise lines spent **\$11.7 million** (\$US) in Barbados during the 2017/2018 cruise year. More than half of these expenditures were payments for port fees and taxes and navigation services with the remaining spent on provisions and supplies.

## Economic Contribution of Cruise Tourism Expenditures

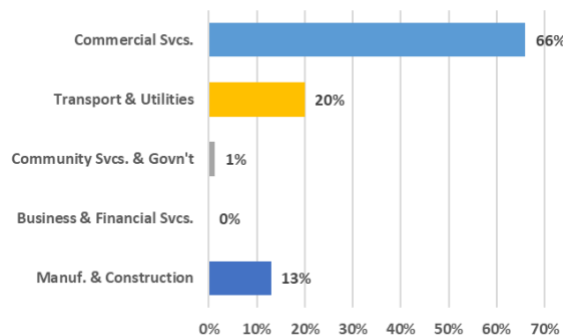
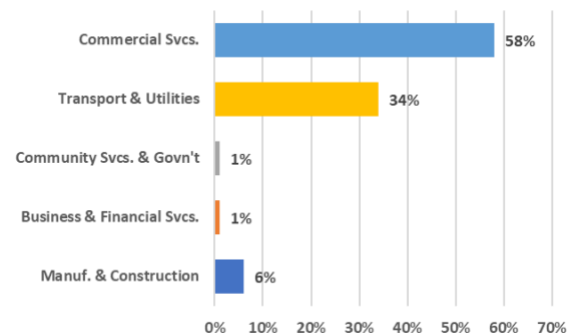
As noted in the **Data and Methods** section of the full report, a set of economic impact models were developed for each destination to produce estimates of the economic contribution of cruise tourism. Data for these models were collected from a broad range of local, regional and international sources. The impact models were designed to reflect the economic structure of each destination, including the industrial composition of Gross Domestic Product (GDP), the wage share of GDP by industry and average employee wages by industry.

As shown in **Barbados Chart 4**, the \$71.0 million in total cruise tourism expenditures in Barbados generated direct employment of 1,227 residents of Barbados paying \$14.1 million in annual wages. Adding the indirect contribution that results from the spending of those local businesses that are the direct recipients of passenger, crew and cruise line expenditures, the direct cruise tourism expenditures generated a total employment contribution of 2,351 jobs and \$25.4 million in wage income in Barbados during the 2017/2018 cruise year.

**Barbados Chart 4 – Total Economic Contribution of Cruise Tourism, 2017/2018 cruise year**

	Employment	Wage Income (\$US Millions)
<b>Direct Economic Contribution</b>	1,227	\$14.09
<b>Total Economic Contribution</b>	2,351	\$25.36

As shown in **Barbados Charts 5 and 6**, the total employment and wage impacts of cruise tourism are concentrated in the commercial and transport sectors which account for about 86 percent of the total impacts. This is not surprising since the direct impacts account for over half (52%) of the total employment impacts and that virtually all of the cruise tourism expenditures are made with businesses in these sectors. Because of the relatively higher wages in the transport sector compared to the other sectors of the economy, the transport sector accounts for 34 percent of the wage impacts but only 20 percent of the employment impacts. The remainder of the total employment and wage impacts was generated by the indirect spending in the other sectors of the economy.

**Barbados Chart 5 – Total Employment Impacts by Sector****Barbados Chart 6 – Total Wage Impacts by Sector**

## Passenger Surveys

A total of 1,003 passenger surveys were completed and returned for tabulation. **Barbados Chart 7** shows the major attributes of passenger visits to Barbados as derived from the passenger surveys.

- Of the 1,003 cruise parties that completed the surveys, half (52%) stated that this had been their first visit to Barbados.
- Ninety-five percent of the cruise parties that completed the surveys disembarked their cruise ship to visit Barbados.
- Of the cruise parties that went ashore, 62 percent made at least one purchase while ashore. The typical cruise party consisted of two passengers (Average: 1.99) and spent an average of 4.0 hours ashore.
- Excluding shore excursions, the responding cruise parties reported spending an average of \$83.16 while ashore.

**Barbados Chart 7 – Major Attributes of Passenger Surveys**

	Number	Percent
<b>Total Respondents</b>	1,003	
<b>Number Making First Visit</b>	522	52%
<b>Number Ashore</b>	950	95%
<b>Number Making Onshore Purchases:①</b>	585	62%
<b>Average Hours Ashore</b>	4.0	
<b>Average Size of Expenditure Party (Persons)</b>	1.99	
<b>Average Onshore Expenditure per Party①</b>	\$83.16	
<b>Purchased a Shore Excursion (Tour)</b>	534	56%
<b>Purchased Onshore Tour from:</b>		
<b>Cruise Line</b>	401	75%
<b>Onshore from Tour Operator</b>	93	17%
<b>Travel Agent</b>	39	7%
<b>Tour Type:</b>		
<b>Historical/Cultural</b>	283	53%
<b>Beach Day</b>	52	10%
<b>Soft-Water</b>	101	19%
<b>Shopping</b>	19	4%
<b>Soft Land</b>	25	5%
<b>Other</b>	81	15%
<b>Average Cost of Shore Excursion per Party②</b>	\$120.23	
<b>Toured On Own/Did not Tour</b>	416	44%
<b>Reason for No Tour/Tour on Own</b>		
<b>Prefer to Tour on Own</b>	218	52%
<b>Didn't Like Any</b>	36	9%
<b>Nothing New</b>	66	16%
<b>Poor Value</b>	32	8%
<b>Too Similar to Other Destinations</b>	21	5%
<b>Other</b>	89	21%

① Excludes shore excursion expenditures

② Unadjusted average per party purchase cost of a shore excursion by passengers who purchased a shore excursion.

- About half (56%) of the passengers that went ashore purchased a shore excursion. Most (75%) of passengers who purchased a tour did so through their cruise line, 17 percent purchased their tour onshore and 7 percent purchased their tour through their travel agent.
- About half (53%) of the tours purchased were to visit "historical or cultural sites". Another 19 percent were "soft water activities".
- The typical cruise party that purchased a shore excursion spent \$120 for their tour.

## Passenger Satisfaction

The passenger survey also asked the passengers to rate their satisfaction with their destination visit along a number of parameters, as shown in **Barbados Chart 8**. A 10-point scale was used with 10 being the highest score, i.e., extremely satisfied/likely, and 1 being the lowest score, i.e., not at all satisfied/likely.

- Cruise passengers were very satisfied with their “overall visit” to Barbados, giving a mean rating of 8.2, and in feeling their “visit met expectations” (7.6).
- “Guided Tours” (or Shore Excursions) received a ‘very satisfied’ mean score of 8.8; Additionally, the high ratings in “knowledge of guide” (9.1), “professionalism of guide” (9.1), and “value of tours” (8.5) indicates visitors to Barbados were very satisfied with their onshore excursions.

**Barbados Chart 8 – Passenger Visit Satisfaction\***

Visit Attributes	2018 Mean Score
<b>Overall Visit</b>	8.2
<b>Visit Met Expectations</b>	7.6
<b>Likelihood of a Return Visit</b>	5.2
<b>Likelihood of Recommending</b>	6.2
<b>Initial Shoreside Welcome</b>	7.5
<b>Guided Tour</b>	8.8
<b>Knowledge of guide</b>	9.1
<b>Professionalism of guide</b>	9.1
<b>Value of tour</b>	8.5
<b>Historic Sites/Museums</b>	8.1
<b>Variety of Things to See and Do</b>	7.4
<b>Friendliness of Residents</b>	8.5
<b>Overall Shopping Experience</b>	7.4
<b>Courtesy of Employees</b>	8.1
<b>Variety of Shops</b>	7.2
<b>Quality of Goods</b>	7.4
<b>Overall Prices</b>	6.8
<b>Taxis/Local Transportation</b>	8.3
<b>Professionalism of Driver</b>	8.7
<b>Cleanliness of Transport</b>	8.5

\* Scale is 1 to 10 with 10 being the highest score. The mean scores can be interpreted as follows:  
Extremely Satisfied/Likely: 10-9; Very Satisfied/Likely: 8-7; Somewhat Satisfied/Likely: 6-5; Not Too Satisfied/Likely: 4-3; Not At All Satisfied/Likely: 2-1.

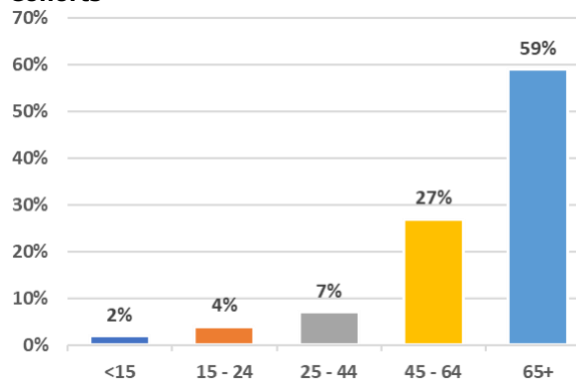
Among other key conclusions concerning visit satisfaction were the following:

- Passenger interactions with residents and store employees were positive as the mean scores for “friendliness of residents” (8.5) and “courtesy of employees” (8.1) were both among the highest of all attribute ratings.
- Passengers were very satisfied with their “overall shopping experience” (7.4), as well as the “variety of shops” (7.2) and “quality of goods” (7.4). They were somewhat less satisfied with the “overall prices” (6.8).
- Passengers were also very satisfied with the “initial onshore welcome” (7.5), “taxis and local transportation” (8.3), and there being a “variety of things to see and do” (7.4).
- Categories scoring the lowest include “likelihood of returning for a land-based visit” (5.2), and “likelihood of recommending” (6.2).

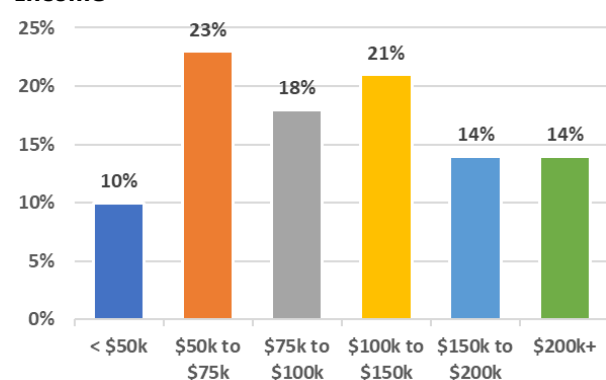
## Passenger Demographics

Residents of the United States, UK and Canada accounted for 94 percent of the responding passengers. The average age of the respondents was 61 years with 59 percent being 65 years of age or older. Barbados passengers had an average household income of about \$104,700 with 49 percent having over \$100,000 in annual household income.

**Barbados Chart 9 – Passenger Age Cohorts**



**Barbados Chart 10 – Passenger Household Income**





## Bonaire

At the core of the analysis of the economic contribution of cruise tourism were a set of passenger and crew surveys that were conducted onboard ships of the FCCA member cruise lines.<sup>69</sup> The surveys were undertaken during the eight-month period beginning in October 2017 and ending in May 2018. The survey schedule was designed so that surveys were conducted by FCCA member cruise lines that called at each destination and that the distribution of passenger and crew surveys would reflect the distribution of passenger and crew arrivals by cruise line at each destination. On any given cruise itinerary, passenger and crew surveys were placed in all passenger cabins and crew quarters following a single destination call. The surveys were completed by the passengers and crew in the privacy of their quarters and returned to a designated office on the cruise ship. Thus, passengers and crew were only surveyed once during a cruise itinerary and for a single destination.

The passenger and crew surveys were designed to collect data for onshore spending and visit satisfaction by both passengers and crew. While the crew survey was slightly shorter than the passenger survey, both surveys were designed to collect the following information:

- hours spent ashore;
- expenditures by category, including shore tours, food & beverages, clothing, etc.;
- visit satisfaction, including shore tour, friendliness of residents, prices, shopping, etc.;
- likelihood of returning for a land-based vacation (passengers only); and
- demographic characteristics, including country of residence, age group, income, etc.

Combining the expenditure data collected from the passenger and crew surveys with data on expenditures by cruise lines for port fees and services, payments to local tour operators for passenger shore excursions purchased onboard the cruise ships, and other provisions purchased locally by the cruise lines, estimates of total cruise tourism expenditures were developed for each participating destination.

Given the direct spending estimates, the economic contribution of these expenditures, as measured by employment and wage income were then estimated for each destination. This process began with the collection of economic data for each destination from a combination of local, regional and international sources. Utilizing all of these data, a set of economic impact models were developed for each destination to estimate the direct and total employment and wage impacts. A more detailed description of these models is provided in the **Data and Methods** section of Volume I.

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<sup>69</sup> Surveys were conducted on the ships of the following cruise lines: Aida, Carnival Cruise Lines, Celebrity Cruises, Costa Cruises, Disney Cruise Line, Holland America Line, Norwegian Cruise Line, Princess Cruises, P&O Cruises, Royal Caribbean International and TUI Cruises.

## Cruise Tourism Expenditures

Cruise tourism expenditures in destination ports are composed of a broad range of spending including:

- onshore expenditures by passengers which tend to be concentrated in shore excursions and retail purchases of clothing, jewelry and local crafts and souvenirs;
- onshore expenditures by crew which are generally concentrated in purchases of food and beverages, local transportation and retail purchases of clothing and electronics;
- expenditures by cruise lines for port services, such as dockage fees and linesmen, utilities, such as water and power and navigation services; and
- purchases of supplies, such as food and other supplies, by the cruise lines from local businesses.

Based on data collected from the Tourism Corporation of Bonaire, 481,116 cruise passengers arrived aboard cruise ships during the 2017/2018 cruise year.<sup>70</sup> This is more than double the passengers reported in the 2014/2015 study. Of these, an estimated 378,638 passengers (79%) disembarked and visited Bonaire. Utilizing additional data provided by the Tourism Corporation and visiting cruise lines, 190,500 crew were aboard the cruise ships and 35 percent, or 67,000 crew, disembarked and visited the destination.

These passenger and crew visits along with additional expenditures by the cruise lines generated a total of **\$30.2** million (\$US) in cruise tourism expenditures in Bonaire during the 2017/2018 cruise year. The contribution of expenditures by passengers, crew and cruise lines to this total is discussed below.

Per passenger spending estimates were derived from 954 surveys completed by passengers during the survey period. As shown in **Bonaire Chart 1**, each passenger cruise party spent an average of \$132.36. The average spend per cruise party is the sum of the weighted spending in each of the twelve categories. For example, 50 percent of the survey respondents reported spending an average of \$22.90 for food and beverages. Spread over the cruise parties that visited Bonaire, this represented an average of \$11.47 per party. On a per passenger basis, the average total expenditure was \$67.19. This represents the sum of per party expenditures, \$132.36, divided by the average size of a cruise party in Bonaire, 1.97 passengers.

Cruise passenger expenditures in Bonaire were concentrated in four categories which accounted for 80 percent of their onshore expenditures: shore excursions, watches and jewelry, clothing and local crafts. Nearly 50 percent or more of the passengers that went ashore made purchases in the following categories: shore excursions, food and beverages and local crafts.

Nearly 2 in 3 (65%) of the passengers reported that their cruise party purchased a shore excursion. The effective local price of the shore excursion was \$64.70 per party but when the full

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<sup>70</sup> The 2017/2018 cruise year includes the twelve months beginning in May, 2017 and ending in April, 2018.

price of the purchase from cruise lines and travel agents is included passengers spent an average of about \$112 per party for their tours.

**Bonaire Chart 1 – Estimated Passenger Spending (\$US), 2017/2018 cruise year<sup>71</sup>**

Purchase Categories	Average Spend per Party	Share of All Onshore Visits	Weighted Average Spend per Party
Shore Excursions	\$64.70	65.2%	\$42.19
F&B at Restaurants & Bars	\$22.90	50.0%	\$11.47
Taxis/Ground Transportation	\$33.10	8.4%	\$2.77
Watches & Jewelry	\$160.30	18.0%	\$28.83
Clothing	\$46.60	37.7%	\$17.58
Entertainment/Night Clubs/Casinos	\$28.50	0.3%	\$0.09
Other Purchases	\$58.20	17.2%	\$10.01
Perfumes & Cosmetics	\$18.00	2.8%	\$0.51
Local Crafts & Souvenirs	\$34.50	48.7%	\$16.81
Retail Purchases of Liquor	\$45.30	4.3%	\$1.93
Electronics	-	0.0%	-
Telephone & Internet	\$18.00	0.9%	\$0.17
<b>Total Spend per Cruise Party</b>			<b>\$132.36</b>
<b>Average Size of a Cruise Party</b>			1.97
<b>Total Spend per Cruise Passenger</b>			<b>\$67.19</b>
<b>Cruise Passenger Onshore Visits</b>			378,638
<b>Total Cruise Passenger Expenditures</b>			<b>\$25,439,973</b>

For the entire 2017/2018 cruise year, the estimated 378,638 cruise passengers who visited Bonaire spent a total of **\$25.4 million** (\$US) in Bonaire.

Per crew spending estimates were derived from 603 surveys completed by crew members during the survey period. As shown in **Bonaire Chart 2**, each crew member spent an average of \$44.61 in Bonaire. The average spend per crew member is the sum of the weighted spending in each of the twelve categories. For example, 81 percent of the survey respondents reported spending an average of \$25.00 for food and beverages. Spread over all the crew members that reported that they visited Bonaire; this represents an average of \$20.24 per crew member.

Expenditures by crew in Bonaire were concentrated in two categories which accounted for 77 percent of their onshore expenditures: food and beverages and other (unspecified) purchases. Combined, crew spent an average of \$34.57 for goods in these categories. Purchases of food and beverages were the most popular expenditure item with 81 percent of the crew reporting the purchase of food and beverages.

For the entire 2017/2018 cruise year, the estimated 67,035 crew who visited Bonaire spent an estimated total of nearly **\$3.0 million** (\$US).

<sup>71</sup> The average shore excursion expenditure is a weighted average of the onshore and travel agent/other purchases and the portion of the onboard purchases paid to local tour operators.

**Bonaire Chart 2 – Estimated Crew Spending (\$US), 2017/2018 cruise year**

Purchase Categories	Average Spend per Crew	Share of All Onshore Crew Visits	Weighted Average Spend per Crew
F&B at Restaurants & Bars	\$25.00	81.1%	\$20.24
Taxis/Ground Transportation	\$9.90	9.2%	\$0.91
Watches & Jewelry	\$38.70	2.7%	\$1.03
Clothing	\$30.30	10.1%	\$3.05
Entertainment/Night Clubs/Casinos	\$63.00	2.4%	\$1.49
Other Purchases	\$107.70	8.6%	\$9.24
Shore Excursions	\$63.70	8.0%	\$5.09
Perfumes & Cosmetics	\$19.30	2.1%	\$0.40
Local Crafts & Souvenirs	\$16.80	13.6%	\$2.29
Retail Purchases of Liquor	\$49.60	0.9%	\$0.44
Electronics	\$20.30	0.6%	\$0.12
Telephone & Internet	\$21.00	1.5%	\$0.31
<b>Total Spend per Crew</b>			<b>\$44.61</b>
<b>Crew Visits</b>			67,035
<b>Total Crew Expenditures</b>			<b>\$2,990,434</b>

Cruise lines made payments to local businesses for a variety of goods and services. Net payments to local vendors for shore excursions have been included with passenger expenditures. However, cruise lines made other local expenditures, including payments for port fees and taxes, navigation services, utilities and other supplies. Based upon data provided by the FCCA member cruise lines, we estimated that all cruise lines spent **\$1.7 million** (\$US) in Bonaire during the 2017/2018 cruise year. Virtually all of these expenditures were payments for port fees and taxes and navigation services.

## Economic Contribution of Cruise Tourism Expenditures

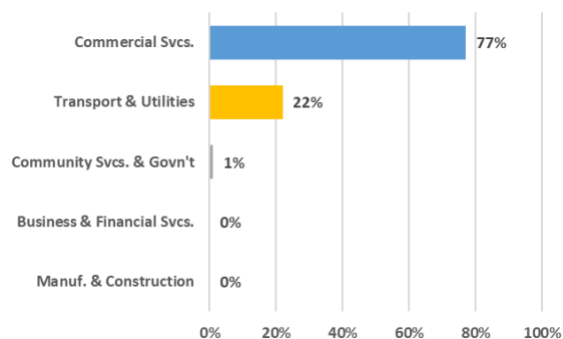
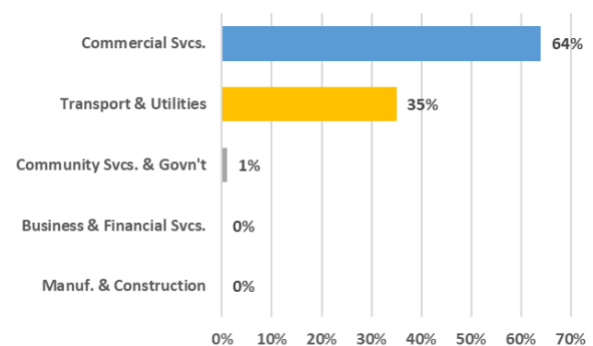
As noted in the **Data and Methods** section of the full report, a set of economic impact models were developed for each destination to produce estimates of the economic contribution of cruise tourism. Data for these models were collected from a broad range of local, regional and international sources. The impact models were designed to reflect the economic structure of each destination, including the industrial composition of Gross Domestic Product (GDP), the wage share of GDP by industry and average employee wages by industry.

As shown in **Bonaire Chart 3**, the \$30.2 million in total cruise tourism expenditures in Bonaire generated direct employment of 311 residents of Bonaire paying \$5.2 million in annual wages. Adding the indirect contribution that results from the spending of those local businesses that are the direct recipients of passenger, crew and cruise line expenditures, the direct cruise tourism expenditures generated a total employment contribution of 525 jobs and \$8.8 million in wage income in Bonaire during the 2017/2018 cruise year.

**Bonaire Chart 3 –Total Economic Contribution of Cruise Tourism, 2017/2018 cruise year**

	Employment	Wage Income (\$US Millions)
<b>Direct Economic Contribution</b>	311	\$5.18
<b>Total Economic Contribution</b>	525	\$8.77

As shown in **Bonaire Charts 4 and 5**, the total employment and wage impacts of cruise tourism are concentrated in the commercial and transport sectors which account for about 99 percent of the total impacts. This is not surprising since the direct impacts account for about 59 percent of the total employment impacts and that virtually all of the cruise tourism expenditures are made with businesses in these sectors. Because of the relatively higher wages in the transport sector compared to the other sectors of the economy, the transport sector accounts for 35 percent of the wage impacts but only 22 percent of the employment impacts. The remainder of the total employment and wage impacts was generated by the indirect spending in the other sectors of the economy.

**Bonaire Chart 4 – Total Employment Impacts by Sector****Bonaire Chart 5 – Total Wage Impacts by Sector**

## Passenger Surveys

A total of 954 passenger surveys were completed and returned for tabulation. **Bonaire Chart 6** shows the major attributes of passenger visits to Bonaire as derived from the passenger surveys.

- Of the 954 cruise parties that completed the surveys, 3 in 4 (75%) stated that this had been their first visit to Bonaire.
- Ninety-eight percent of the cruise parties that completed the surveys disembarked their cruise ship to visit Bonaire.
- Of the cruise parties that went ashore, 68 percent made at least one purchase while ashore. The typical cruise party consisted of two passengers (Average: 1.97) and spent an average of 4.3 hours ashore.
- Excluding shore excursions, the responding cruise parties reported spending an average of \$90.17 while ashore.

### Bonaire Chart 6 – Major Attributes of Passenger Surveys

	Number	Percent
<b>Total Respondents</b>	954	
<b>Number Making First Visit</b>	716	75%
<b>Number Ashore</b>	932	98%
<b>Number Making Onshore Purchases:①</b>	634	68%
<b>Average Hours Ashore</b>	4.3	
<b>Average Size of Expenditure Party (Persons)</b>	1.97	
<b>Average Onshore Expenditure per Party①</b>	\$90.17	
<b>Purchased a Shore Excursion (Tour)</b>	608	65%
<b>Purchased Onshore Tour from:</b>		
<b>Cruise Line</b>	426	70%
<b>Onshore from Tour Operator</b>	153	25%
<b>Travel Agent</b>	28	5%
<b>Tour Type:</b>		
<b>Historical/Cultural</b>	278	46%
<b>Beach Day</b>	69	11%
<b>Soft-Water</b>	186	31%
<b>Shopping</b>	26	4%
<b>Soft Land</b>	41	7%
<b>Other</b>	61	10%
<b>Average Cost of Shore Excursion per Party②</b>	\$112.19	
<b>Toured On Own/Did not Tour</b>	324	35%
<b>Reason for No Tour/Tour on Own</b>		
<b>Prefer to Tour on Own</b>	175	54%
<b>Didn't Like Any</b>	35	11%
<b>Nothing New</b>	27	8%
<b>Poor Value</b>	27	8%
<b>Too Similar to Other Destinations</b>	21	6%
<b>Other</b>	81	25%

① Excludes shore excursion expenditures

② Unadjusted average per party purchase cost of a shore excursion by passengers who purchased a shore excursion.

- About two-thirds (65%) of the passengers that went ashore purchased a shore excursion. Most (70%) of passengers who purchased a tour did so through their cruise line, 25 percent purchased their tour onshore 5 percent purchased their tour through their travel agent.
- Most (46%) were to visit "historical or cultural sites". Another 31 percent were "soft-water activities".
- The typical cruise party that purchased a shore excursion spent about \$112 for their tour.

## Passenger Satisfaction

The passenger survey also asked the passengers to rate their satisfaction with their destination visit along a number of parameters, as shown in **Bonaire Chart 7**. A 10-point scale was used with 10 being the highest score, i.e., extremely satisfied/likely, and 1 being the lowest score, i.e., not at all satisfied/likely.

- Cruise passengers were very satisfied with their “overall visit” to Bonaire, giving a mean rating of 8.2 and in feeling their “visit met expectations” (7.6).
- “Guided Tours” (or Shore Excursions) received a ‘very satisfied’ mean score of 8.9; Additionally, the high ratings in “knowledge of guide” (9.1), “professionalism of guide” (9.1), and “value of tours” (8.5) indicates visitors to Bonaire were very satisfied with their onshore excursions.
- The cruise passengers were also very satisfied with the “initial onshore welcome” (7.9) and “taxis and local transportation” (7.9).

**Bonaire Chart 7 – Passenger Visit Satisfaction\***

Visit Attributes	2018 Mean Score
Overall Visit	8.2
Visit Met Expectations	7.6
Likelihood of a Return Visit	4.9
Likelihood of Recommending	5.8
Initial Shoreside Welcome	7.9
Guided Tour	8.9
Knowledge of guide	9.1
Professionalism of guide	9.1
Value of tour	8.5
Historic Sites/Museums	7.7
Variety of Things to See and Do	7.1
Friendliness of Residents	8.5
Overall Shopping Experience	7.8
Courtesy of Employees	8.4
Variety of Shops	7.4
Quality of Goods	7.9
Overall Prices	7.5
Taxis/Local Transportation	7.9
Professionalism of Driver	8.4
Cleanliness of Transport	8.1

\* Scale is 1 to 10 with 10 being the highest score. The mean scores can be interpreted as follows:  
Extremely Satisfied/Likely: 10-9; Very Satisfied/Likely: 8-7; Somewhat Satisfied/Likely: 6-5; Not Too Satisfied/Likely: 4-3; Not At All Satisfied/Likely: 2-1.



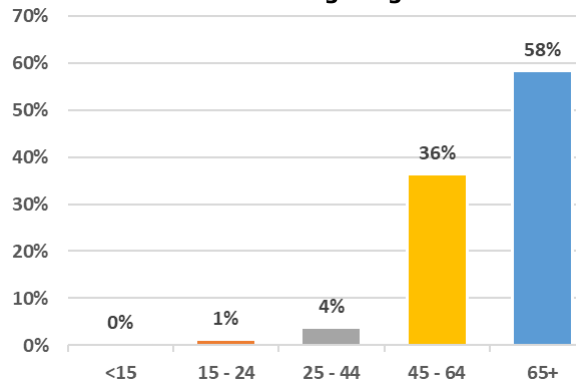
Among other key conclusions concerning visit satisfaction were the following:

- Passenger interactions with residents and store employees were positive as the mean scores for “friendliness of residents” (8.5) and “courtesy of employees” (8.4) were both in the ‘very satisfied’ range.
- Categories scoring the lowest include “likelihood of returning for a land-based visit” (4.9), and “likelihood of recommending” (5.8).
- Passengers were very satisfied with virtually all other satisfaction attributes.

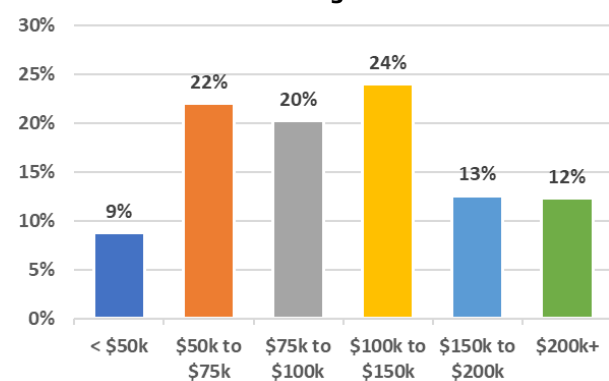
## Passenger Demographics

Residents of the United States, UK and Canada accounted for virtually all (97%) of the responding passengers. The average age of the respondents was 64 years with 58 percent being 65 years of age or older. Bonaire passengers had an average household income of about \$95,500 with half (49%) percent having over \$100,000 in annual household income.

**Bonaire Chart 8 – Passenger Age Cohorts**



**Bonaire Chart 9 – Passenger Household Income**



## Curacao

At the core of the analysis of the economic contribution of cruise tourism were a set of passenger and crew surveys that were conducted onboard ships of the FCCA member cruise lines.<sup>72</sup> The surveys were undertaken during the eight-month period beginning in October 2017 and ending in May 2018. The survey schedule was designed so that surveys were conducted by FCCA member cruise lines that called at each destination and that the distribution of passenger and crew surveys would reflect the distribution of passenger and crew arrivals by cruise line at each destination. On any given cruise itinerary, passenger and crew surveys were placed in all passenger cabins and crew quarters following a single destination call. The surveys were completed by the passengers and crew in the privacy of their quarters and returned to a designated office on the cruise ship. Thus, passengers and crew were only surveyed once during a cruise itinerary and for a single destination.

The passenger and crew surveys were designed to collect data for onshore spending and visit satisfaction by both passengers and crew. While the crew survey was slightly shorter than the passenger survey, both surveys were designed to collect the following information:

- hours spent ashore;
- expenditures by category, including shore tours, food & beverages, clothing, etc.;
- visit satisfaction, including shore tour, friendliness of residents, prices, shopping, etc.;
- likelihood of returning for a land-based vacation (passengers only); and
- demographic characteristics, including country of residence, age group, income, etc.

Combining the expenditure data collected from the passenger and crew surveys with data on expenditures by cruise lines for port fees and services, payments to local tour operators for passenger shore excursions purchased onboard the cruise ships, and other provisions purchased locally by the cruise lines, estimates of total cruise tourism expenditures were developed for each participating destination.

Given the direct spending estimates, the economic contribution of these expenditures, as measured by employment and wage income were then estimated for each destination. This process began with the collection of economic data for each destination from a combination of local, regional and international sources. Utilizing all of these data, a set of economic impact models were developed for each destination to estimate the direct and total employment and wage impacts. A more detailed description of these models is provided in the **Data and Methods** section of Volume I.

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<sup>72</sup> Surveys were conducted on the ships of the following cruise lines: Aida, Carnival Cruise Lines, Celebrity Cruises, Costa Cruises, Disney Cruise Line, Holland America Line, Norwegian Cruise Line, Princess Cruises, P&O Cruises, Royal Caribbean International and TUI Cruises.

## Cruise Tourism Expenditures

Cruise tourism expenditures in destination ports are composed of a broad range of spending including:

- onshore expenditures by passengers which tend to be concentrated in shore excursions and retail purchases of clothing, jewelry and local crafts and souvenirs;
- onshore expenditures by crew which are generally concentrated in purchases of food and beverages, local transportation and retail purchases of clothing and electronics;
- expenditures by cruise lines for port services, such as dockage fees and linesmen, utilities, such as water and power and navigation services; and
- purchases of supplies, such as food and other supplies, by the cruise lines from local businesses.

Based on data collected from the Curacao Ports Authority, 724,844 cruise passengers arrived aboard cruise ships during the 2017/2018 cruise year, up by about a third from the 2014/2015 study.<sup>73</sup> Of these, an estimated 602,345 passengers (83%) disembarked and visited Curacao. Utilizing additional data provided by the port authority and visiting cruise lines, 274,200 crew were aboard the cruise ships and 38 percent, or 105,200 crew, disembarked and visited the destination.

These passenger and crew visits along with additional expenditures by the cruise lines generated a total of **\$71.7** million (\$US) in cruise tourism expenditures in Curacao during the 2017/2018 cruise year. The contribution of expenditures by passengers, crew and cruise lines to this total is discussed below.

Per passenger spending estimates were derived from 1,626 surveys completed by passengers during the survey period. As shown in **Curacao Chart 1**, each passenger cruise party spent an average of \$139.99. The average spend per cruise party is the sum of the weighted spending in each of the twelve categories. For example, 52 percent of the survey respondents reported spending an average of \$24.60 for food and beverages. Spread over the cruise parties that visited Curacao, this represented an average of \$12.68 per party. On a per passenger basis, the average total expenditure was \$70.00. This represents the sum of per party expenditures, \$139.99, divided by the average size of a cruise party in Curacao, 2.0 passengers.

Cruise passenger expenditures in Curacao were concentrated in four categories which accounted for 70 percent of their onshore expenditures: shore excursions, watches and jewelry, clothing and local crafts. Over 40 percent of the passengers that went ashore made purchases in the following categories: shore excursions, clothing, food and beverages and local crafts.

More than half (58%) of the passengers reported that their cruise party purchased a shore excursion. The effective local price of the shore excursion was \$69.50 per party but when the full

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<sup>73</sup> The 2017/2018 cruise year includes the twelve months beginning in May, 2017 and ending in April, 2018.

price of the purchase from cruise lines and travel agents is included passengers spent an average of \$112 per party for their tours.

**Curacao Chart 1 – Estimated Passenger Spending (\$US), 2017/2018 cruise year<sup>74</sup>**

Purchase Categories	Average Spend per Party	Share of All Onshore Visits	Weighted Average Spend per Party
Shore Excursions	\$69.50	58.2%	\$40.47
F&B at Restaurants & Bars	\$24.60	51.6%	\$12.68
Taxis/Ground Transportation	\$32.50	12.7%	\$4.14
Watches & Jewelry	\$258.60	8.2%	\$21.12
Clothing	\$49.50	42.0%	\$20.83
Entertainment/Night Clubs/Casinos	\$38.80	2.6%	\$1.00
Other Purchases	\$73.80	20.0%	\$14.79
Perfumes & Cosmetics	\$49.20	6.8%	\$3.34
Local Crafts & Souvenirs	\$30.80	49.2%	\$15.17
Retail Purchases of Liquor	\$32.00	19.0%	\$6.08
Electronics	\$48.80	0.4%	\$0.21
Telephone & Internet	\$18.60	0.9%	\$0.16
<b>Total Spend per Cruise Party</b>			<b>\$139.99</b>
<b>Average Size of a Cruise Party</b>			<b>2.00</b>
<b>Total Spend per Cruise Passenger</b>			<b>\$70.00</b>
<b>Cruise Passenger Onshore Visits</b>			<b>602,345</b>
<b>Total Cruise Passenger Expenditures</b>			<b>\$42,161,447</b>

For the entire 2017/2018 cruise year, the estimated 602,345 cruise passengers who visited Curacao spent a total of **\$42.2 million** (\$US) in Curacao.

Per crew spending estimates were derived from 458 surveys completed by crew members during the survey period. As shown in **Curacao Chart 2**, each crew member spent an average of \$66.47 in Curacao. The average spend per crew member is the sum of the weighted spending in each of the twelve categories. For example, 55 percent of the survey respondents reported spending an average of \$30.30 for food and beverages. Spread over all the crew members that reported that they visited Curacao; this represents an average of \$16.62 per crew member.

Expenditures by crew in Curacao were concentrated in four categories which accounted for 66 percent of their onshore expenditures: food and beverages, entertainment & casinos, clothing, and electronics. Combined, crew spent an average of \$43.76 for goods in these four categories. Purchases of food and beverages were the most popular expenditure item with 55 percent of the crew reporting the purchase of food and beverages.

For the entire 2017/2018 cruise year, the estimated 105,200 crew who visited Curacao spent an estimated total of nearly **\$7.0 million** (\$US).

<sup>74</sup> The average shore excursion expenditure is a weighted average of the onshore and travel agent/other purchases and the portion of the onboard purchases paid to local tour operators.

**Curacao Chart 2 – Estimated Crew Spending (\$US), 2017/2018 cruise year**

Purchase Categories	Average Spend per Crew	Share of All Onshore Crew Visits	Weighted Average Spend per Crew
F&B at Restaurants & Bars	\$30.30	54.9%	\$16.62
Taxis/Ground Transportation	\$23.90	15.1%	\$3.61
Watches & Jewelry	\$41.00	4.2%	\$1.72
Clothing	\$55.40	19.3%	\$10.68
Entertainment/Night Clubs/Casinos	\$139.80	6.3%	\$8.79
Other Purchases	\$75.40	8.8%	\$6.64
Shore Excursions	\$59.30	3.4%	\$1.99
Perfumes & Cosmetics	\$59.40	8.0%	\$4.73
Local Crafts & Souvenirs	\$17.50	17.6%	\$3.08
Retail Purchases of Liquor	\$16.70	1.3%	\$0.21
Electronics	\$152.40	5.0%	\$7.67
Telephone & Internet	\$19.30	3.8%	\$0.73
<b>Total Spend per Crew</b>			<b>\$66.47</b>
<b>Crew Visits</b>			105,210
<b>Total Crew Expenditures</b>			<b>\$6,993,341</b>

Cruise lines made payments to local businesses for a variety of goods and services. Net payments to local vendors for shore excursions have been included with passenger expenditures. However, cruise lines made other local expenditures, including payments for port fees and taxes, navigation services, utilities and other supplies. Based upon data provided by the FCCA member cruise lines, we estimated that all cruise lines spent **\$22.6 million** (\$US) in Curacao during the 2017/2018 cruise year. The majority of these expenditures were spent for provisions and supplies, with a lesser amount spent on port fees and navigation services.

## Economic Contribution of Cruise Tourism Expenditures

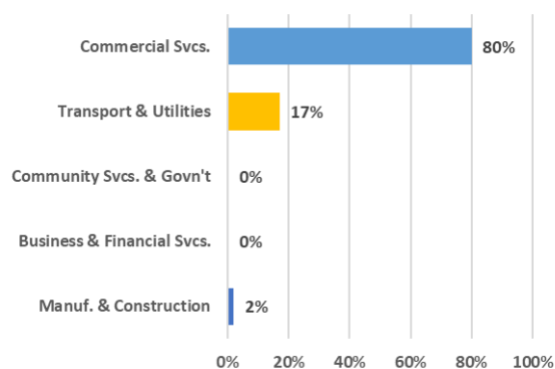
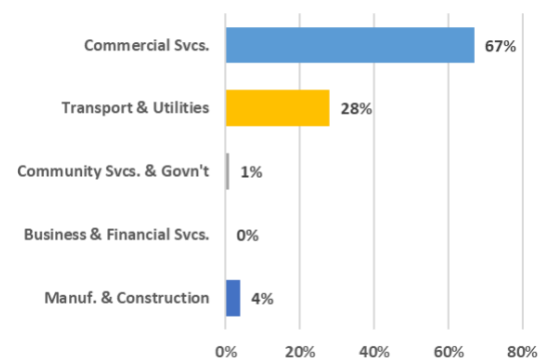
As noted in the **Data and Methods** section of the full report, a set of economic impact models were developed for each destination to produce estimates of the economic contribution of cruise tourism. Data for these models were collected from a broad range of local, regional and international sources. The impact models were designed to reflect the economic structure of each destination, including the industrial composition of Gross Domestic Product (GDP), the wage share of GDP by industry and average employee wages by industry.

As shown in **Curacao Chart 3**, the \$71.7 million in total cruise tourism expenditures in Curacao generated direct employment of 636 residents of Curacao paying \$11.9 million in annual wages. Adding the indirect contribution that results from the spending of those local businesses that are the direct recipients of passenger, crew and cruise line expenditures, the direct cruise tourism expenditures generated a total employment contribution of 1,106 jobs and \$20.7 million in wage income in Curacao during the 2017/2018 cruise year.

**Curacao Chart 3 –Total Economic Contribution of Cruise Tourism, 2017/2018 cruise year**

	Employment	Wage Income (\$US Millions)
<b>Direct Economic Contribution</b>	636	\$11.91
<b>Total Economic Contribution</b>	1,106	\$20.73

As shown in **Curacao Charts 4 and 5**, the total employment and wage impacts of cruise tourism are concentrated in the commercial and transport sectors which account for about 97 percent of the total impacts. This is not surprising since the direct impacts account for nearly 60 percent of the total employment impacts and that virtually all of the cruise tourism expenditures are made with businesses in these sectors. Because of the relatively higher wages in the transport sector compared to the other sectors of the economy, the transport sector accounts for 28 percent of the wage impacts but only 17 percent of the employment impacts. The remainder of the total employment and wage impacts was generated by the indirect spending in the other sectors of the economy.

**Curacao Chart 4 – Total Employment Impacts by Sector****Curacao Chart 5 – Total Wage Impacts by Sector**

## Passenger Surveys

A total of 1,626 passenger surveys were completed and returned for tabulation. **Curacao Chart 6** shows the major attributes of passenger visits to Curacao as derived from the passenger surveys.

- Of the 1,626 cruise parties that completed the surveys, about 7 in 10 (71%) stated that this had been their first visit to Curacao.
- Ninety-eight percent of the cruise parties that completed the surveys disembarked their cruise ship to visit Curacao.
- Of the cruise parties that went ashore, 73 percent made at least one purchase while ashore. The typical cruise party consisted of two passengers (Average: 2.00) and spent an average of 4.7 hours ashore.
- Excluding shore excursions, the responding cruise parties reported spending an average of \$99.52 while ashore.

### Curacao Chart 6 – Major Attributes of Passenger Surveys

	Number	Percent
<b>Total Respondents</b>	1,626	
<b>Number Making First Visit</b>	1,154	71%
<b>Number Ashore</b>	1,589	98%
<b>Number Making Onshore Purchases:①</b>	1,163	73%
<b>Average Hours Ashore</b>	4.7	
<b>Average Size of Expenditure Party (Persons)</b>	2.00	
<b>Average Onshore Expenditure per Party①</b>	\$99.52	
<b>Purchased a Shore Excursion (Tour)</b>	925	58%
<b>Purchased Onshore Tour from:</b>		
<b>Cruise Line</b>	643	70%
<b>Onshore from Tour Operator</b>	220	24%
<b>Travel Agent</b>	61	7%
<b>Tour Type:</b>		
<b>Historical/Cultural</b>	592	64%
<b>Beach Day</b>	186	20%
<b>Soft-Water</b>	63	7%
<b>Shopping</b>	72	8%
<b>Soft Land</b>	18	2%
<b>Other</b>	99	11%
<b>Average Cost of Shore Excursion per Party②</b>	\$112.45	
<b>Toured On Own/Did not Tour</b>	664	42%
<b>Reason for No Tour/Tour on Own</b>		
<b>Prefer to Tour on Own</b>	384	58%
<b>Didn't Like Any</b>	66	10%
<b>Nothing New</b>	65	10%
<b>Poor Value</b>	56	8%
<b>Too Similar to Other Destinations</b>	32	5%
<b>Other</b>	111	17%

① Excludes shore excursion expenditures

② Unadjusted average per party purchase cost of a shore excursion by passengers who purchased a shore excursion.

- More than half (58%) of all passengers that went ashore purchased a shore excursion. Most (70%) of passengers who purchased a tour did so through their cruise line, a quarter (24%) purchased their tour onshore and 7 percent purchased their tour through their travel agent.
- Most tours (64%) were to visit "historical or cultural sites". About 1 in 5 (20%) were "beach day" tours.
- The typical cruise party that purchased a shore excursion spent \$112 for their tour.



## Passenger Satisfaction

The passenger survey also asked the passengers to rate their satisfaction with their destination visit along a number of parameters, as shown in **Curacao Chart 7**. A 10-point scale was used with 10 being the highest score, i.e., extremely satisfied/likely, and 1 being the lowest score, i.e., not at all satisfied/likely.

- Cruise passengers were very satisfied with their “overall visit” to Curacao, giving a mean rating of 8.4, and in feeling their “visit met expectations” (7.8).
- “Guided Tours” (or Shore Excursions) received a ‘very satisfied’ mean score of 8.6; Additionally, the high ratings in “knowledge of guide” (9.1), “professionalism of guide” (9.0), and “value of tours” (8.2) indicates visitors to Curacao were very satisfied with their onshore excursions.

**Curacao Chart 7 – Passenger Visit Satisfaction\***

Visit Attributes	2018 Mean Score
<b>Overall Visit</b>	8.4
<b>Visit Met Expectations</b>	7.8
<b>Likelihood of a Return Visit</b>	4.9
<b>Likelihood of Recommending</b>	6.3
<b>Initial Shoreside Welcome</b>	7.9
<b>Guided Tour</b>	8.6
<b>Knowledge of guide</b>	9.1
<b>Professionalism of guide</b>	9.0
<b>Value of tour</b>	8.2
<b>Historic Sites/Museums</b>	7.9
<b>Variety of Things to See and Do</b>	7.7
<b>Friendliness of Residents</b>	8.4
<b>Overall Shopping Experience</b>	8.0
<b>Courtesy of Employees</b>	8.4
<b>Variety of Shops</b>	8.0
<b>Quality of Goods</b>	8.0
<b>Overall Prices</b>	7.4
<b>Taxis/Local Transportation</b>	8.0
<b>Professionalism of Driver</b>	8.5
<b>Cleanliness of Transport</b>	8.4

\* Scale is 1 to 10 with 10 being the highest score. The mean scores can be interpreted as follows:  
Extremely Satisfied/Likely: 10-9; Very Satisfied/Likely: 8-7; Somewhat Satisfied/Likely: 6-5; Not Too Satisfied/Likely: 4-3; Not At All Satisfied/Likely: 2-1.

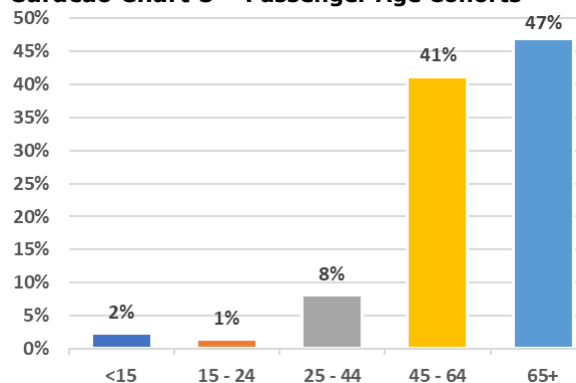
Among other key conclusions concerning visit satisfaction were the following:

- Passenger interactions with residents and store employees were very positive as the mean scores for “friendliness of residents” and “courtesy of employees” were both 8.4; in the ‘very satisfied’ range.
- Passengers were very satisfied with their “overall shopping experience” (8.1), as well as the “variety of shops” (8.0), “quality of goods” (8.0), and the “overall prices” (7.4) in Curacao.
- Categories scoring the lowest include “likelihood of returning for a land-based visit (4.9), and “likelihood of recommending” (6.3).

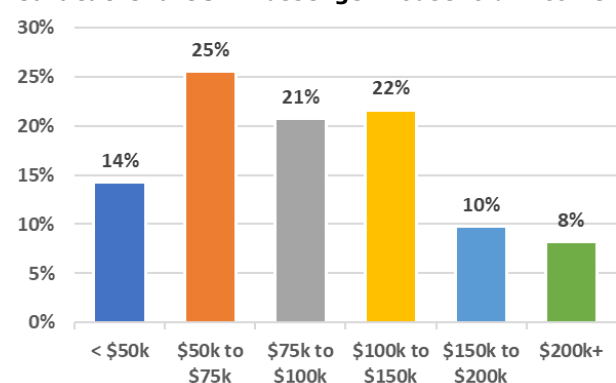
## Passenger Demographics

Residents of the United States, UK and Canada accounted for 79 percent of the responding passengers. The average age of the respondents was 60 years with nearly half (47%) being 65 years of age or older. Curacao passengers had an average household income of about \$103,600 with 40 percent having over \$100,000 in annual household income.

**Curacao Chart 8 – Passenger Age Cohorts**



**Curacao Chart 9 – Passenger Household Income**



## Grenada

At the core of the analysis of the economic contribution of cruise tourism were a set of passenger and crew surveys that were conducted onboard ships of the FCCA member cruise lines.<sup>75</sup> The surveys were undertaken during the eight-month period beginning in October 2017 and ending in May 2018. The survey schedule was designed so that surveys were conducted by FCCA member cruise lines that called at each destination and that the distribution of passenger and crew surveys would reflect the distribution of passenger and crew arrivals by cruise line at each destination. On any given cruise itinerary, passenger and crew surveys were placed in all passenger cabins and crew quarters following a single destination call. The surveys were completed by the passengers and crew in the privacy of their quarters and returned to a designated office on the cruise ship. Thus, passengers and crew were only surveyed once during a cruise itinerary and for a single destination.

The passenger and crew surveys were designed to collect data for onshore spending and visit satisfaction by both passengers and crew. While the crew survey was slightly shorter than the passenger survey, both surveys were designed to collect the following information:

- hours spent ashore;
- expenditures by category, including shore tours, food & beverages, clothing, etc.;
- visit satisfaction, including shore tour, friendliness of residents, prices, shopping, etc.;
- likelihood of returning for a land-based vacation (passengers only); and
- demographic characteristics, including country of residence, age group, income, etc.

Combining the expenditure data collected from the passenger and crew surveys with data on expenditures by cruise lines for port fees and services, payments to local tour operators for passenger shore excursions purchased onboard the cruise ships, and other provisions purchased locally by the cruise lines, estimates of total cruise tourism expenditures were developed for each participating destination.

Given the direct spending estimates, the economic contribution of these expenditures, as measured by employment and wage income were then estimated for each destination. This process began with the collection of economic data for each destination from a combination of local, regional and international sources. Utilizing all of these data, a set of economic impact models were developed for each destination to estimate the direct and total employment and wage impacts. A more detailed description of these models is provided in the **Data and Methods** section of Volume I.

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<sup>75</sup> Surveys were conducted on the ships of the following cruise lines: Aida, Carnival Cruise Lines, Celebrity Cruises, Costa Cruises, Disney Cruise Line, Holland America Line, Norwegian Cruise Line, Princess Cruises, P&O Cruises, Royal Caribbean International and TUI Cruises.

## Cruise Tourism Expenditures

Cruise tourism expenditures in destination ports are composed of a broad range of spending including:

- onshore expenditures by passengers which tend to be concentrated in shore excursions and retail purchases of clothing, jewelry and local crafts and souvenirs;
- onshore expenditures by crew which are generally concentrated in purchases of food and beverages, local transportation and retail purchases of clothing and electronics;
- expenditures by cruise lines for port services, such as dockage fees and linesmen, utilities, such as water and power and navigation services; and
- purchases of supplies, such as food and other supplies, by the cruise lines from local businesses.

Based on data collected from the Grenada Tourism Authority, 343,619 cruise passengers arrived aboard cruise ships during the 2017/2018 cruise year.<sup>76</sup> This is an increase of more than 45 percent over the 2014/2015 study. Of these, an estimated 298,261 passengers (87%) disembarked and visited Grenada. Utilizing additional data provided by the tourism authority and visiting cruise lines, 120,900 crew were aboard the cruise ships and 33 percent, or 39,700 crew, disembarked and visited the destination.

These passenger and crew visits along with additional expenditures by the cruise lines generated a total of **\$19.2** million (\$US) in cruise tourism expenditures in Grenada during the 2017/2018 cruise year. The contribution of expenditures by passengers, crew and cruise lines to this total is discussed below.

Per passenger spending estimates were derived from 1,311 surveys completed by passengers during the survey period. As shown in **Grenada Chart 1**, each passenger cruise party spent an average of \$104.17. The average spend per cruise party is the sum of the weighted spending in each of the twelve categories. For example, 23 percent of the survey respondents reported spending an average of \$27.90 for food and beverages. Spread over the cruise parties that visited Grenada, this represented an average of \$6.33 per party. On a per passenger basis, the average total expenditure was \$51.57. This represents the sum of per party expenditures, \$104.17, divided by the average size of a cruise party in Grenada, 2.02 passengers.

Cruise passenger expenditures in Grenada were concentrated in three categories which accounted for 66 percent of their onshore expenditures: shore excursions, clothing and local crafts. Over 50 percent of the passengers that went ashore made purchases in the following categories: shore excursions and local crafts.

Nearly 2 in 3 (62%) of the passengers reported that their cruise party purchased a shore excursion. The effective local price of the shore excursion was \$67.60 per party but when the full

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<sup>76</sup> The 2017/2018 cruise year includes the twelve months beginning in May, 2017 and ending in April, 2018.

price of the purchase from cruise lines and travel agents is included passengers spent an average of nearly \$117 per party for their tours.

**Grenada Chart 1 – Estimated Passenger Spending (\$US), 2017/2018 cruise year<sup>77</sup>**

Purchase Categories	Average Spend per Party	Share of All Onshore Visits	Weighted Average Spend per Party
Shore Excursions	\$67.60	61.5%	\$41.57
F&B at Restaurants & Bars	\$27.90	22.7%	\$6.33
Taxis/Ground Transportation	\$34.10	14.9%	\$5.10
Watches & Jewelry	\$163.50	5.4%	\$8.89
Clothing	\$41.80	27.0%	\$11.27
Entertainment/Night Clubs/Casinos	\$106.00	0.5%	\$0.48
Other Purchases	\$37.80	29.9%	\$11.29
Perfumes & Cosmetics	\$33.10	1.8%	\$0.60
Local Crafts & Souvenirs	\$27.10	57.6%	\$15.63
Retail Purchases of Liquor	\$25.00	10.9%	\$2.72
Electronics	\$11.00	0.5%	\$0.05
Telephone & Internet	\$8.20	2.9%	\$0.24
<b>Total Spend per Cruise Party</b>			<b>\$104.17</b>
<b>Average Size of a Cruise Party</b>			<b>2.0</b>
<b>Total Spend per Cruise Passenger</b>			<b>\$51.57</b>
<b>Cruise Passenger Onshore Visits</b>			<b>298,261</b>
<b>Total Cruise Passenger Expenditures</b>			<b>\$15,381,179</b>

For the entire 2017/2018 cruise year, the estimated 298,261 cruise passengers who visited Grenada spent a total of **\$15.4 million** (\$US) in Grenada.

Per crew spending estimates were derived from 543 surveys completed by crew members during the survey period. As shown in **Grenada Chart 2**, each crew member spent an average of \$47.78 in Grenada. The average spend per crew member is the sum of the weighted spending in each of the twelve categories. For example, 69 percent of the survey respondents reported spending an average of \$23.90 for food and beverages. Spread over all the crew members that reported that they visited Grenada; this represents an average of \$16.44 per crew member.

Expenditures by crew in Grenada were concentrated in four categories which accounted for 82 percent of their onshore expenditures: food and beverages, clothing, local crafts, and other (unspecified) purchases. Combined, crew spent an average of \$39.18 for goods in these four categories. Purchases of food and beverages were the most popular expenditure item with 69 percent of the crew reporting the purchase of food and beverages.

For the entire 2017/2018 cruise year, the estimated 39,685 crew who visited Grenada spent an estimated total of nearly **\$1.9 million** (\$US).

<sup>77</sup> The average shore excursion expenditure is a weighted average of the onshore and travel agent/other purchases and the portion of the onboard purchases paid to local tour operators.

**Grenada Chart 2 – Estimated Crew Spending (\$US), 2017/2018 cruise year**

Purchase Categories	Average Spend per Crew	Share of All Onshore Crew Visits	Weighted Average Spend per Crew
F&B at Restaurants & Bars	\$23.90	68.7%	\$16.44
Taxis/Ground Transportation	\$17.00	11.4%	\$1.93
Watches & Jewelry	\$21.10	1.9%	\$0.40
Clothing	\$68.10	8.1%	\$5.49
Entertainment/Night Clubs/Casinos	\$12.70	0.9%	\$0.12
Other Purchases	\$81.50	14.7%	\$11.97
Shore Excursions	\$51.90	2.4%	\$1.23
Perfumes & Cosmetics	\$70.80	4.3%	\$3.02
Local Crafts & Souvenirs	\$24.20	21.8%	\$5.28
Retail Purchases of Liquor	\$80.20	0.5%	\$0.38
Electronics	\$28.10	1.4%	\$0.40
Telephone & Internet	\$13.10	8.5%	\$1.12
<b>Total Spend per Crew</b>			<b>\$47.78</b>
<b>Crew Visits</b>			<b>39,685</b>
<b>Total Crew Expenditures</b>			<b>\$1,896,170</b>

Cruise lines made payments to local businesses for a variety of goods and services. Net payments to local vendors for shore excursions have been included with passenger expenditures. However, cruise lines made other local expenditures, including payments for port fees and taxes, navigation services, utilities and other supplies. Based upon data provided by the FCCA member cruise lines, we estimated that all cruise lines spent nearly **\$2.0 million** (\$US) in Grenada during the 2017/2018 cruise year. The majority of these expenditures were payments for port fees and taxes and navigation services.

## Economic Contribution of Cruise Tourism Expenditures

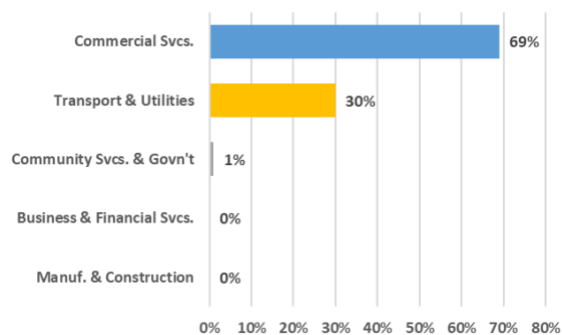
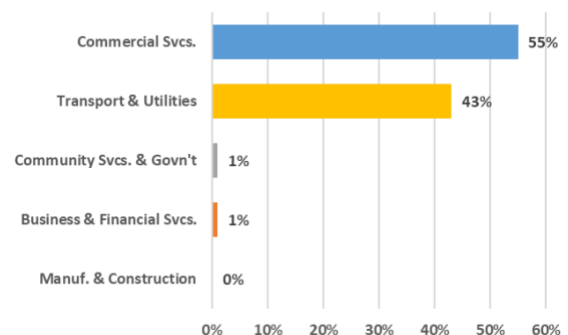
As noted in the **Data and Methods** section of the full report, a set of economic impact models were developed for each destination to produce estimates of the economic contribution of cruise tourism. Data for these models were collected from a broad range of local, regional and international sources. The impact models were designed to reflect the economic structure of each destination, including the industrial composition of Gross Domestic Product (GDP), the wage share of GDP by industry and average employee wages by industry.

As shown in **Grenada Chart 3**, the \$19.3 million in total cruise tourism expenditures in Grenada generated direct employment of 330 residents of Grenada paying \$2.4 million in annual wages. Adding the indirect contribution that results from the spending of those local businesses that are the direct recipients of passenger, crew and cruise line expenditures, the direct cruise tourism expenditures generated a total employment contribution of 529 jobs and \$3.7 million in wage income in Grenada during the 2017/2018 cruise year.

**Grenada Chart 3 –Total Economic Contribution of Cruise Tourism, 2017/2018 cruise year**

	Employment	Wage Income (\$US Millions)
<b>Direct Economic Contribution</b>	330	\$2.36
<b>Total Economic Contribution</b>	529	\$3.65

As shown in **Grenada Charts 4 and 5**, the total employment and wage impacts of cruise tourism are concentrated in the commercial and transport sectors which account for about 99 percent of the total impacts. This is not surprising since the direct impacts account for nearly 65 percent of the total employment impacts and that virtually all of the cruise tourism expenditures are made with businesses in these sectors. Because of the relatively higher wages in the transport sector compared to the other sectors of the economy, the transport sector accounts for 43 percent of the wage impacts but only 30 percent of the employment impacts. The remainder of the total employment and wage impacts was generated by the indirect spending in the other sectors of the economy.

**Grenada Chart 4 – Total Employment Impacts by Sector****Grenada Chart 5 – Total Wage Impacts by Sector**

## Passenger Surveys

A total of 1,311 passenger surveys were completed and returned for tabulation. **Grenada Chart 6** shows the major attributes of passenger visits to Grenada as derived from the passenger surveys.

- Of the 1,311 cruise parties that completed the surveys, 2 in 3 (68%) stated that this had been their first visit to Grenada.
- Ninety-six percent of the cruise parties that completed the surveys disembarked their cruise ship to visit Grenada.
- Of the cruise parties that went ashore, 70 percent made at least one purchase while ashore. The typical cruise party consisted of two passengers (Average: 2.02) and spent an average of 4.2 hours ashore.
- Excluding shore excursions, the responding cruise parties reported spending an average of \$62.60 while ashore.



**Grenada Chart 6 – Major Attributes of Passenger Surveys**

	Number	Percent
<b>Total Respondents</b>	1,311	
<b>Number Making First Visit</b>	891	68%
<b>Number Ashore</b>	1,259	96%
<b>Number Making Onshore Purchases:①</b>	882	70%
<b>Average Hours Ashore</b>	4.2	
<b>Average Size of Expenditure Party (Persons)</b>	2.02	
<b>Average Onshore Expenditure per Party①</b>	\$62.60	
<b>Purchased a Shore Excursion (Tour)</b>	774	62%
<b>Purchased Onshore Tour from:</b>		
<b>Cruise Line</b>	542	70%
<b>Onshore from Tour Operator</b>	178	23%
<b>Travel Agent</b>	54	7%
<b>Tour Type:</b>		
<b>Historical/Cultural</b>	591	76%
<b>Beach Day</b>	52	7%
<b>Soft-Water</b>	42	5%
<b>Shopping</b>	38	5%
<b>Soft Land</b>	28	4%
<b>Other</b>	56	7%
<b>Average Cost of Shore Excursion per Party②</b>	\$116.72	
<b>Toured On Own/Did not Tour</b>	485	39%
<b>Reason for No Tour/Tour on Own</b>		
<b>Prefer to Tour on Own</b>	237	49%
<b>Didn't Like Any</b>	75	16%
<b>Nothing New</b>	63	13%
<b>Poor Value</b>	57	12%
<b>Too Similar to Other Destinations</b>	18	4%
<b>Other</b>	91	19%

① Excludes shore excursion expenditures

② Unadjusted average per party purchase cost of a shore excursion by passengers who purchased a shore excursion.

- More than half (62%) of the passengers that went ashore purchased a shore excursion. Most (70%) of passengers who purchased a tour did so through their cruise line, 23 percent purchased their tour onshore and 7 percent purchased their tour through their travel agent.
- Most tours (76%) were to visit "historical or cultural sites". Another 7 percent were "beach day activities", while fewer were "soft water" (5%) or "shopping" tours (5%).
- The typical cruise party that purchased a shore excursion spent about \$117 for their tour.

## Passenger Satisfaction

The passenger survey also asked the passengers to rate their satisfaction with their destination visit along a number of parameters, as shown in **Grenada Chart 7**. A 10-point scale was used with 10 being the highest score, i.e., extremely satisfied/likely, and 1 being the lowest score, i.e., not at all satisfied/likely.

- Cruise passengers were satisfied with their “overall visit” to Grenada, giving a mean rating of 7.1, and in feeling their “visit met expectations” (6.5).
- “Guided Tours” (or Shore Excursions) received a ‘very satisfied’ mean score of 8.1; Additionally, the high ratings in “knowledge of guide” (8.4), “professionalism of guide” (8.4), and “value of tours” (7.7) indicates visitors to Grenada were very satisfied with their onshore excursions.

**Grenada Chart 7 – Passenger Visit Satisfaction\***

Visit Attributes	2018 Mean Score
Overall Visit	7.1
Visit Met Expectations	6.5
Likelihood of a Return Visit	3.9
Likelihood of Recommending	4.6
Initial Shoreside Welcome	7.5
Guided Tour	8.1
Knowledge of guide	8.4
Professionalism of guide	8.4
Value of tour	7.7
Historic Sites/Museums	7.1
Variety of Things to See and Do	6.6
Friendliness of Residents	7.7
Overall Shopping Experience	6.8
Courtesy of Employees	7.7
Variety of Shops	6.6
Quality of Goods	6.9
Overall Prices	6.7
Taxis/Local Transportation	7.5
Professionalism of Driver	8.1
Cleanliness of Transport	8.0

\* Scale is 1 to 10 with 10 being the highest score. The mean scores can be interpreted as follows:  
 Extremely Satisfied/Likely: 10-9; Very Satisfied/Likely: 8-7; Somewhat Satisfied/Likely: 6-5; Not Too Satisfied/Likely: 4-3; Not At All Satisfied/Likely: 2-1.

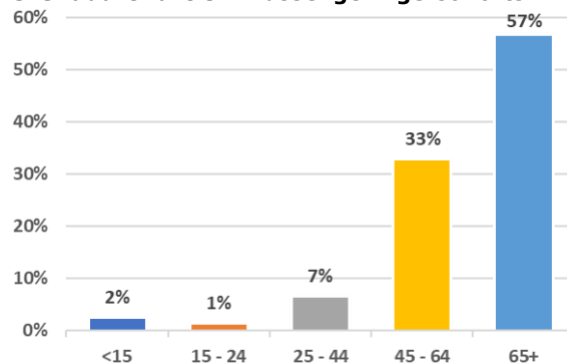
Among other key conclusions concerning visit satisfaction were the following:

- Passenger interactions with residents and store employees were positive as the mean scores for “friendliness of residents” (7.7) and “courtesy of employees” (7.7); both in the ‘very satisfied’ range.
- “Taxis and local transportation” (7.5) and the “initial onshore welcome” (7.5) also earned very satisfied ratings.
- Despite the high ratings on employee courtesy, passengers were only somewhat satisfied with their “overall shopping experience” (6.8). It appears the overall rating was influenced by the “overall prices” (6.7), “quality of goods” (6.9) and the “variety of shops” (6.6).
- Categories scoring the lowest include “likelihood of returning for a land-based visit” (3.9), and “likelihood of recommending” (4.6).

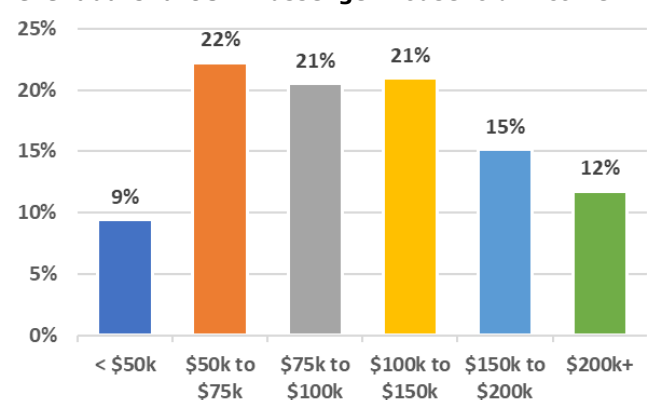
## Passenger Demographics

Residents of the United States, UK and Canada accounted for virtually all (96%) of the responding passengers to Grenada. The average age of the respondents was 62 years with 57 percent being 65 years of age or older. Grenada passengers had an average household income of about \$117,200 with 48 percent having over \$100,000 in annual household income.

**Grenada Chart 8 – Passenger Age Cohorts**



**Grenada Chart 9 – Passenger Household Income**



## Martinique

At the core of the analysis of the economic contribution of cruise tourism were a set of passenger and crew surveys that were conducted onboard ships of the FCCA member cruise lines.<sup>78</sup> The surveys were undertaken during the eight-month period beginning in October 2017 and ending in May 2018. The survey schedule was designed so that surveys were conducted by FCCA member cruise lines that called at each destination and that the distribution of passenger and crew surveys would reflect the distribution of passenger and crew arrivals by cruise line at each destination. On any given cruise itinerary, passenger and crew surveys were placed in all passenger cabins and crew quarters following a single destination call. The surveys were completed by the passengers and crew in the privacy of their quarters and returned to a designated office on the cruise ship. Thus, passengers and crew were only surveyed once during a cruise itinerary and for a single destination.

The passenger and crew surveys were designed to collect data for onshore spending and visit satisfaction by both passengers and crew. While the crew survey was slightly shorter than the passenger survey, both surveys were designed to collect the following information:

- hours spent ashore;
- expenditures by category, including shore tours, food & beverages, clothing, etc.;
- visit satisfaction, including shore tour, friendliness of residents, prices, shopping, etc.;
- likelihood of returning for a land-based vacation (passengers only); and
- demographic characteristics, including country of residence, age group, income, etc.

Combining the expenditure data collected from the passenger and crew surveys with data on expenditures by cruise lines for port fees and services, payments to local tour operators for passenger shore excursions purchased onboard the cruise ships, and other provisions purchased locally by the cruise lines, estimates of total cruise tourism expenditures were developed for each participating destination.

Given the direct spending estimates, the economic contribution of these expenditures, as measured by employment and wage income were then estimated for each destination. This process began with the collection of economic data for each destination from a combination of local, regional and international sources. Utilizing all of these data, a set of economic impact models were developed for each destination to estimate the direct and total employment and wage impacts. A more detailed description of these models is provided in the **Data and Methods** section of Volume I.

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<sup>78</sup> Surveys were conducted on the ships of the following cruise lines: Aida, Carnival Cruise Lines, Celebrity Cruises, Costa Cruises, Disney Cruise Line, Holland America Line, Norwegian Cruise Line, Princess Cruises, P&O Cruises, Royal Caribbean International and TUI Cruises.

## Cruise Tourism Expenditures

Cruise tourism expenditures in destination ports are composed of a broad range of spending including:

- onshore expenditures by passengers which tend to be concentrated in shore excursions and retail purchases of clothing, jewelry and local crafts and souvenirs;
- onshore expenditures by crew which are generally concentrated in purchases of food and beverages, local transportation and retail purchases of clothing and electronics;
- expenditures by cruise lines for port services, such as dockage fees and linesmen, utilities, such as water and power and navigation services; and
- purchases of supplies, such as food and other supplies, by the cruise lines from local businesses.

Based on data collected from the Martinique Tourism Authority, a total of 594,055 cruise passengers arrived in Martinique during the 2017/2018 cruise year.<sup>79</sup> This is about twice the number of passengers in the 2014/2015 study. These included 530,102 transit passengers and 63,953 passengers embarking on their cruises in Martinique. Of the transit passengers, an estimated 452,177 passengers (85%) disembarked and visited Martinique. Utilizing additional data provided by the port and visiting cruise lines, we have estimated that 231,500 crew were aboard the cruise ships that sailed to and from Martinique and that 43 percent, or 98,900 crew, disembarked and visited the destination. These passenger and crew visits along with additional expenditures by the cruise lines generated a total of **\$38.2 million** (\$US) in cruise tourism expenditures in Martinique during the 2017/2018 cruise year. The contribution of expenditures by passengers, crew and cruise lines to this total is discussed below.

Passenger expenditures were estimated separately for transit and homeport passengers. Per passenger spending estimates for transit passengers were derived from 1,639 surveys completed by passengers during the survey period. As shown in **Martinique Chart 1**, each transit passenger cruise party spent an average of \$96.43 in Martinique. The average spend per cruise party is the sum of the weighted spending in each of the twelve categories. For example, 36 percent of the survey respondents reported spending an average of \$19.70 at local restaurants and/or bars. Spread over the cruise parties that visited Martinique, this represents an average of \$7.01 per party. On a per passenger basis, the average total expenditure was \$48.95. This represents the sum of per party expenditures, \$96.43, divided by the average size of a cruise party in Martinique, 1.97 passengers.

Transit cruise passenger expenditures in Martinique were concentrated in three categories which accounted for 69 percent of their onshore expenditures: shore excursions, clothing and local crafts. About 35 percent or more of the passengers that went ashore made purchases in the following categories: shore excursions, food and beverages, clothing and local crafts.

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<sup>79</sup> The 2017/2018 cruise year includes the twelve months beginning in May, 2017 and ending in April, 2018.

Nearly 2 in 5 (39%) of the passengers reported that their cruise party purchased a shore excursion. The effective local price of the shore excursion was \$98.30 per party but when the full price of the purchase from cruise lines and travel agents is included passengers spent an average of almost \$138 per party for their tours

**Martinique Chart 1 – Estimated Transit Passenger Spending (\$US), 2017/2018 cruise year<sup>80</sup>**

Purchase Categories	Average Spend per Party	Share of All Onshore Visits	Weighted Average Spend per Party
Shore Excursions	\$98.30	39.3%	\$38.65
F&B at Restaurants & Bars	\$19.70	35.5%	\$7.01
Taxis/Ground Transportation	\$32.60	11.6%	\$3.79
Watches & Jewelry	\$42.70	9.5%	\$4.06
Clothing	\$44.60	35.3%	\$15.76
Entertainment/Night Clubs/Casinos	\$33.10	0.2%	\$0.07
Other Purchases	\$52.10	18.1%	\$9.42
Perfumes & Cosmetics	\$50.70	2.6%	\$1.34
Local Crafts & Souvenirs	\$24.70	48.4%	\$11.98
Retail Purchases of Liquor	\$31.00	13.3%	\$4.13
Electronics	-	0.0%	-
Telephone & Internet	\$41.60	0.5%	\$0.22
<b>Total Spend per Cruise Party</b>			<b>\$96.43</b>
<b>Average Size of a Cruise Party</b>			1.97
<b>Total Spend per Cruise Passenger</b>			<b>\$48.95</b>
<b>Cruise Passenger Onshore Visits</b>			452,177
<b>Total Cruise Passenger Expenditures</b>			<b>\$22,134,757</b>

For the entire 2017/2018 cruise year, the estimated 452,177 transit passengers who visited Martinique spent a total of **\$22.1 million** (\$US) in Martinique.

As noted above another 63,953 cruise passengers arrived in Martinique to begin their Caribbean cruise. Based upon homeport passenger surveys conducted at Caribbean destinations, passenger expenditures were estimated for passengers embarking on their cruises from Martinique. As shown in **Martinique Chart 2**, each passenger cruise party spent an estimated average of \$191.71 in Martinique. The calculation of this figure is identical to that calculated for transit passengers as discussed above. On a per passenger basis, the average total expenditure was \$97.71.

Homeport cruise passenger expenditures were concentrated in four categories which accounted for 72 percent of their onshore expenditures: lodging, shore excursions, ground transportation and clothing. In total, homeport passengers spent nearly \$138 for goods and services in these four categories. Thirty percent (30%) or more of the homeport passengers made purchases in the following categories: shore excursions, food and beverages, ground transportation, local crafts and retail purchases of liquor.

<sup>80</sup> The average shore excursion expenditure is a weighted average of the onshore and travel agent/other purchases and the portion of the onboard purchases paid to local tour operators.

For the entire 2017/2018 cruise year, the estimated 63,953 homeport cruise passengers who visited Martinique spent a total of **\$6.2 million** (\$US) on the island.

**Martinique Chart 2 – Estimated Homeport Passenger Spending (\$US), 2017/2018 cruise year<sup>81</sup>**

Purchase Categories	Average Spend per Party	Share of All Onshore Visits	Weighted Average Spend per Party
Lodging	\$253.40	8.6%	\$21.90
Shore Excursions	\$199.00	36.1%	\$71.94
F&B at Restaurants & Bars	\$27.80	44.1%	\$12.25
Taxis/Ground Transportation	\$78.50	34.8%	\$27.31
Watches & Jewelry	\$13.40	3.8%	\$0.51
Clothing	\$69.10	23.6%	\$16.35
Entertainment/Night Clubs/Casinos	-	0.0%	-
Other Purchases	\$108.20	17.8%	\$19.22
Perfumes & Cosmetics	-	0.0%	-
Local Crafts & Souvenirs	\$33.80	30.1%	\$10.17
Retail Purchases of Liquor	\$31.70	38.1%	\$12.06
Electronics	-	0.0%	-
Telephone & Internet	-	0.0%	-
<b>Total Spend per Cruise Party</b>			<b>\$191.71</b>
<b>Average Size of a Cruise Party</b>			<b>2.0</b>
<b>Total Spend per Cruise Passenger</b>			<b>\$97.71</b>
<b>Cruise Passenger Visits</b>			<b>63,953</b>
<b>Total Cruise Passenger Expenditures</b>			<b>\$6,248,812</b>

Per crew spending estimates were derived from 287 surveys completed by crew members during the survey period. As shown in **Martinique Chart 3**, each crew member spent an average of \$39.41 in Martinique. The average spend per crew member is the sum of the weighted spending in each of the twelve categories. For example, 75 percent of the survey respondents reported spending an average of \$22.60 for food and beverages. Spread over all the crew members that reported that they visited Martinique; this represents an average of \$15.98 per crew member.

Expenditures by crew in Martinique were concentrated in three categories which accounted for 76 percent of their onshore expenditures: food and beverages, clothing, and other (unspecified) purchases. Combined, crew spent an average of \$29.76 for goods in these three categories. Purchases of food and beverages were the most popular expenditure item with 75 percent of the crew reporting the purchase of food and beverages.

For the entire 2017/2018 cruise year, the estimated 98,900 crew who visited Martinique spent an estimated total of **\$3.9 million** (\$US).

<sup>81</sup> The average shore excursion expenditure is a weighted average of the onshore and Internet purchases and the portion of the onboard purchases paid to local tour operators.

**Martinique Chart 3 – Estimated Crew Spending (\$US), 2017/2018 cruise year**

Purchase Categories	Average Spend per Crew	Share of All Onshore Crew Visits	Weighted Average Spend per Crew
F&B at Restaurants & Bars	\$21.20	75.0%	\$15.89
Taxis/Ground Transportation	\$20.40	10.5%	\$2.15
Watches & Jewelry	\$16.30	2.6%	\$0.43
Clothing	\$52.90	9.2%	\$4.87
Entertainment/Night Clubs/Casinos	-	0.0%	-
Other Purchases	\$114.00	7.9%	\$9.00
Shore Excursions	\$9.60	6.6%	\$0.63
Perfumes & Cosmetics	\$16.00	6.6%	\$1.05
Local Crafts & Souvenirs	\$10.00	34.2%	\$3.42
Retail Purchases of Liquor	-	0.0%	-
Electronics	\$149.70	1.3%	\$1.97
Telephone & Internet	-	0.0%	-
<b>Total Spend per Crew</b>			<b>\$39.41</b>
<b>Crew Visits</b>			98,900
<b>Total Crew Expenditures</b>			<b>\$3,897,649</b>

Cruise lines made payments to local businesses for a variety of goods and services. Net payments to local vendors for shore excursions have been included with passenger expenditures. However, cruise lines made other local expenditures, including payments for port fees and taxes, navigation services, utilities and other supplies. Based upon data provided by the FCCA member cruise lines, we estimated that all cruise lines spent **\$5.9 million** (\$US) in Martinique during the 2017/2018 cruise year. Most of these expenditures were payments for port fees and taxes and navigation services.

## Economic Contribution of Cruise Tourism Expenditures

As noted in the **Data and Methods** section of the full report, a set of economic impact models were developed for each destination to produce estimates of the economic contribution of cruise tourism. Data for these models were collected from a broad range of local, regional and international sources. The impact models were designed to reflect the economic structure of each destination, including the industrial composition of Gross Domestic Product (GDP), the wage share of GDP by industry and average employee wages by industry.

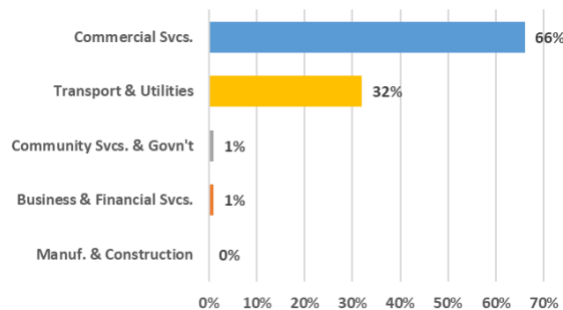
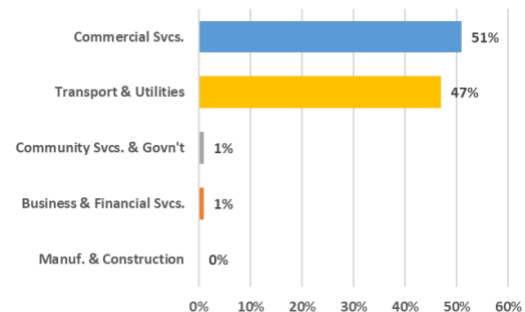
As shown in **Martinique Chart 4**, the \$38.2 million in total cruise tourism expenditures in Martinique generated direct employment of 517 residents of Martinique paying \$4.2 million in annual wages. Adding the indirect contribution that results from the spending of those local businesses that are the direct recipients of passenger, crew and cruise line expenditures, the direct cruise tourism expenditures generated a total employment contribution of 790 jobs and \$6.4 million in wage income in Martinique during the 2017/2018 cruise year.



**Martinique Chart 4 –Total Economic Contribution of Cruise Tourism, 2017/2018 cruise year**

	Employment	Wage Income (\$US Millions)
<b>Direct Economic Contribution</b>	517	\$4.23
<b>Total Economic Contribution</b>	790	\$6.43

As shown in **Martinique Charts 5 and 6**, the total employment and wage impacts of cruise tourism are concentrated in the commercial and transport sectors which account for about 98 percent of the total impacts. This is not surprising since the direct impacts account for about 65 percent of the total employment impacts and that virtually all of the cruise tourism expenditures are made with businesses in these sectors. Because of the relatively higher wages in the transport sector compared to the other sectors of the economy, the transport sector accounts for 47 percent of the wage impacts but only 32 percent of the employment impacts. The remainder of the total employment and wage impacts was generated by the indirect spending in the other sectors of the economy.

**Martinique Chart 5 – Total Employment Impacts by Sector****Martinique Chart 6 – Total Wage Impacts by Sector**

## Passenger Surveys

A total of 1,639 transit passenger surveys were completed and returned for tabulation. **Martinique Chart 7** shows the major attributes of passenger visits to Martinique as derived from the passenger surveys.

- Of the 1,639 cruise parties that completed the surveys, about 7 in 10 (69%) stated that this had been their first visit to Martinique.
- Ninety-three percent of the cruise parties that completed the surveys disembarked their cruise ship to visit Martinique.
- Of the cruise parties that went ashore, 62 percent made at least one purchase while ashore. The typical cruise party consisted of two passengers (Average: 1.97) and spent an average of 3.7 hours ashore.
- Excluding shore excursions, the responding cruise parties reported spending an average of \$57.78 while ashore.

### Martinique Chart 7 – Major Attributes of Passenger Surveys

	Number	Percent
<b>Total Respondents</b>	1,639	
<b>Number Making First Visit</b>	1,131	69%
<b>Number Ashore</b>	1,531	93%
<b>Number Making Onshore Purchases:①</b>	946	62%
<b>Average Hours Ashore</b>	3.7	
<b>Average Size of Expenditure Party (Persons)</b>	1.97	
<b>Average Onshore Expenditure per Party①</b>	\$57.78	
<b>Purchased a Shore Excursion (Tour)</b>	602	39%
<b>Purchased Onshore Tour from:</b>		
<b>Cruise Line</b>	457	76%
<b>Onshore from Tour Operator</b>	102	17%
<b>Travel Agent</b>	42	7%
<b>Tour Type:</b>		
<b>Historical/Cultural</b>	436	72%
<b>Beach Day</b>	39	6%
<b>Soft-Water</b>	60	10%
<b>Shopping</b>	17	3%
<b>Soft Land</b>	20	3%
<b>Other</b>	46	8%
<b>Average Cost of Shore Excursion per Party②</b>	\$137.75	
<b>Toured On Own/Did not Tour</b>	929	61%
<b>Reason for No Tour/Tour on Own</b>		
<b>Prefer to Tour on Own</b>	408	44%
<b>Didn't Like Any</b>	183	20%
<b>Nothing New</b>	52	6%
<b>Poor Value</b>	152	16%
<b>Too Similar to Other Destinations</b>	60	6%
<b>Other</b>	199	21%

① Excludes shore excursion expenditures

② Unadjusted average per party purchase cost of a shore excursion by passengers who purchased a shore excursion.

- Thirty-nine percent of the passengers that went ashore purchased a shore excursion. Most (76%) of passengers who purchased a tour did so through their cruise line, 17 percent purchased their tour onshore, while 7 percent purchased their tour through their travel agent.
- Most tours (72%) were either to visit “historical or cultural sites”. “Soft water tours” was the second most popular with only 10 percent.
- The typical cruise party that purchased a shore excursion spent about \$138 for their tour.

## Passenger Satisfaction

The passenger survey also asked the passengers to rate their satisfaction with their destination visit along a number of parameters, as shown in **Martinique Chart 8**. A 10-point scale was used with 10 being the highest score, i.e., extremely satisfied/likely, and 1 being the lowest score, i.e., not at all satisfied/likely.

- Cruise passengers were very satisfied with their “overall visit” to Martinique, giving a mean rating of 7.0, and somewhat satisfied in feeling their “visit met expectations” (6.4).
- “Guided Tours” (or Shore Excursions) received a ‘very satisfied’ mean score of 7.9; Additionally, the high ratings in “knowledge of guide” (8.5), “professionalism of guide” (8.4), and “value of tours” (7.5) indicates visitors to Martinique were very satisfied with their onshore excursions.

**Martinique Chart 8 – Passenger Visit Satisfaction\***

Visit Attributes	2018 Mean Score
Overall Visit	7.0
Visit Met Expectations	6.4
Likelihood of a Return Visit	3.8
Likelihood of Recommending	4.5
Initial Shoreside Welcome	7.5
Guided Tour	7.9
Knowledge of guide	8.5
Professionalism of guide	8.4
Value of tour	7.5
Historic Sites/Museums	7.2
Variety of Things to See and Do	6.5
Friendliness of Residents	7.1
Overall Shopping Experience	6.7
Courtesy of Employees	7.3
Variety of Shops	6.4
Quality of Goods	6.8
Overall Prices	6.3
Taxis/Local Transportation	6.9
Professionalism of Driver	7.9
Cleanliness of Transport	7.9

\* Scale is 1 to 10 with 10 being the highest score. The mean scores can be interpreted as follows:  
Extremely Satisfied/Likely: 10-9; Very Satisfied/Likely: 8-7; Somewhat Satisfied/Likely: 6-5; Not Too Satisfied/Likely: 4-3; Not At All Satisfied/Likely: 2-1.

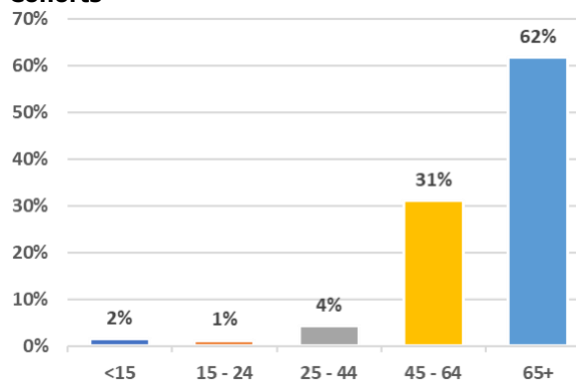
Among other key conclusions concerning visit satisfaction were the following:

- Passenger interactions with residents and store employees were positive as the mean scores for both the “friendliness of residents” and “courtesy of employees” were a 7.1 and 7.3, respectively.
- Passengers were very satisfied with the “historic sights and museums” (7.2), but “taxi and local transportation” (6.9), and there being a “variety of things to see and do” (6.5) rated only somewhat satisfied.
- Despite the positive ratings for the courtesy of employees, passengers were only somewhat satisfied with their “overall shopping experience” in Martinique (6.7). The mean ratings of “variety of shops” (6.4), “quality of goods” (6.8) and “overall prices” (6.3) received similar mean satisfaction ratings.
- Categories scoring the lowest include “likelihood of returning for a land-based visit” (3.8), and “likelihood of recommending” (4.5).

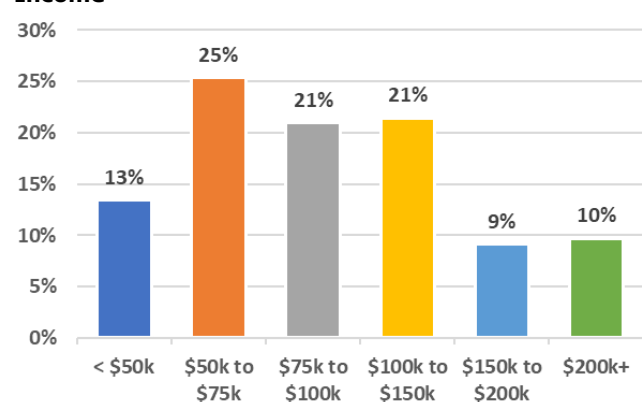
## Passenger Demographics

Residents of the United States, UK and Canada accounted for 93 percent of the responding passengers. The average age of the respondents was 63 years with 62 percent being 65 years of age or older. Martinique passengers had an average household income of about \$105,900 with 40 percent having over \$100,000 in annual household income.

**Martinique Chart 9 – Passenger Age Cohorts**



**Martinique Chart 10 – Passenger Household Income**



## St. Lucia

At the core of the analysis of the economic contribution of cruise tourism were a set of passenger and crew surveys that were conducted onboard ships of the FCCA member cruise lines.<sup>82</sup> The surveys were undertaken during the eight-month period beginning in October 2017 and ending in May 2018. The survey schedule was designed so that surveys were conducted by FCCA member cruise lines that called at each destination and that the distribution of passenger and crew surveys would reflect the distribution of passenger and crew arrivals by cruise line at each destination. On any given cruise itinerary, passenger and crew surveys were placed in all passenger cabins and crew quarters following a single destination call. The surveys were completed by the passengers and crew in the privacy of their quarters and returned to a designated office on the cruise ship. Thus, passengers and crew were only surveyed once during a cruise itinerary and for a single destination.

The passenger and crew surveys were designed to collect data for onshore spending and visit satisfaction by both passengers and crew. While the crew survey was slightly shorter than the passenger survey, both surveys were designed to collect the following information:

- hours spent ashore;
- expenditures by category, including shore tours, food & beverages, clothing, etc.;
- visit satisfaction, including shore tour, friendliness of residents, prices, shopping, etc.;
- likelihood of returning for a land-based vacation (passengers only); and
- demographic characteristics, including country of residence, age group, income, etc.

Combining the expenditure data collected from the passenger and crew surveys with data on expenditures by cruise lines for port fees and services, payments to local tour operators for passenger shore excursions purchased onboard the cruise ships, and other provisions purchased locally by the cruise lines, estimates of total cruise tourism expenditures were developed for each participating destination.

Given the direct spending estimates, the economic contribution of these expenditures, as measured by employment and wage income were then estimated for each destination. This process began with the collection of economic data for each destination from a combination of local, regional and international sources. Utilizing all of these data, a set of economic impact models were developed for each destination to estimate the direct and total employment and wage impacts. A more detailed description of these models is provided in the **Data and Methods** section of Volume I.

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<sup>82</sup> Surveys were conducted on the ships of the following cruise lines: Aida, Carnival Cruise Lines, Celebrity Cruises, Costa Cruises, Disney Cruise Line, Holland America Line, Norwegian Cruise Line, Princess Cruises, P&O Cruises, Royal Caribbean International and TUI Cruises.

## Cruise Tourism Expenditures

Cruise tourism expenditures in destination ports are composed of a broad range of spending including:

- onshore expenditures by passengers which tend to be concentrated in shore excursions and retail purchases of clothing, jewelry and local crafts and souvenirs;
- onshore expenditures by crew which are generally concentrated in purchases of food and beverages, local transportation and retail purchases of clothing and electronics;
- expenditures by cruise lines for port services, such as dockage fees and linesmen, utilities, such as water and power and navigation services; and
- purchases of supplies, such as food and other supplies, by the cruise lines from local businesses.

Based on data collected from the St. Lucia Ministry of Tourism, 668,000 cruise passengers arrived aboard cruise ships during the 2017/2018 cruise year.<sup>83</sup> Of these, an estimated 585,168 passengers (88%) disembarked and visited St. Lucia. Utilizing additional data provided by the tourism ministry and visiting cruise lines, 256,100 crew were aboard the cruise ships and 38 percent, or 98,200 crew, disembarked and visited the destination.

These passenger and crew visits along with additional expenditures by the cruise lines generated a total of **\$59.4** million (\$US) in cruise tourism expenditures in St. Lucia during the 2017/2018 cruise year. The contribution of expenditures by passengers, crew and cruise lines to this total is discussed below.

Per passenger spending estimates were derived from 773 surveys completed by during the survey period. As shown in **St. Lucia Chart 1**, each passenger cruise party spent an average of \$163.87. The average spend per cruise party is the sum of the weighted spending in each of the twelve categories. For example, 37 percent of the survey respondents reported spending an average of \$22.20 for food and beverages. Spread over the cruise parties that visited St. Lucia, this represented an average of \$8.26 per party. On a per passenger basis, the average total expenditure was \$81.12. This represents the sum of per party expenditures, \$163.87 divided by the average size of a cruise party in St. Lucia, 2.02 passengers.

Cruise passenger expenditures in St. Lucia were concentrated in four categories which accounted for 82 percent of their onshore expenditures: shore excursions, watches and jewelry, clothing and local crafts. Nearly 40 percent or more of the passengers that went ashore made purchases in the following categories: shore excursions, clothing, food and beverages and local crafts.

Two-thirds (68%) of the passengers reported that their cruise party purchased a shore excursion. The effective local price of the shore excursion was \$99.10 per party but when the full price of the purchase from cruise lines and travel agents is included passengers spent an average of just over \$141 per party for their tours.

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<sup>83</sup> The 2017/2018 cruise year includes the twelve months beginning in May, 2017 and ending in April, 2018.

**St. Lucia Chart 1 – Estimated Passenger Spending (\$US), 2017/2018 cruise year<sup>84</sup>**

Purchase Categories	Average Spend per Party	Share of All Onshore Visits	Weighted Average Spend per Party
Shore Excursions	\$99.10	68.2%	\$67.61
F&B at Restaurants & Bars	\$22.20	37.1%	\$8.26
Taxis/Ground Transportation	\$37.90	14.1%	\$5.33
Watches & Jewelry	\$301.50	11.6%	\$35.12
Clothing	\$41.00	43.4%	\$17.77
Entertainment/Night Clubs/Casinos	\$29.90	0.2%	\$0.06
Other Purchases	\$73.60	16.1%	\$11.82
Perfumes & Cosmetics	\$62.50	2.2%	\$1.38
Local Crafts & Souvenirs	\$28.10	52.0%	\$14.64
Retail Purchases of Liquor	\$25.90	7.0%	\$1.82
Electronics	-	0.0%	-
Telephone & Internet	\$10.00	0.6%	\$0.06
<b>Total Spend per Cruise Party</b>			<b>\$163.87</b>
<b>Average Size of a Cruise Party</b>			<b>2.0</b>
<b>Total Spend per Cruise Passenger</b>			<b>\$81.12</b>
<b>Cruise Passenger Onshore Visits</b>			<b>585,168</b>
<b>Total Cruise Passenger Expenditures</b>			<b>\$47,470,325</b>

For the entire 2017/2018 cruise year, the estimated 585,168 cruise passengers who visited St. Lucia spent a total of **\$47.5 million** (\$US) in St. Lucia.

Per crew spending estimates were derived from 502 surveys completed by crew members during the survey period. As shown in **St. Lucia Chart 2**, each crew member spent an average of \$68.92 in St. Lucia. The average spend per crew member is the sum of the weighted spending in each of the twelve categories. For example, 25 percent of the survey respondents reported spending an average of \$23.10 for food and beverages. Spread over all the crew members that reported that they visited St. Lucia; this represents an average of \$5.71 per crew member.

Expenditures by crew in St. Lucia were concentrated in three categories which accounted for 86 percent of their onshore expenditures: food and beverages, local crafts, and other (unspecified) purchases. Combined, crew spent an average of \$59.49 for goods in these three categories. Purchases of local crafts were the most popular expenditure item with 29 percent of the crew reporting the purchase of crafts and souvenirs.

For the entire 2017/2018 cruise year, the estimated 98,166 crew who visited St. Lucia spent an estimated total of **\$6.8 million** (\$US).

<sup>84</sup> The average shore excursion expenditure is a weighted average of the onshore and travel agent/other purchases and the portion of the onboard purchases paid to local tour operators.



**St. Lucia Chart 2 – Estimated Crew Spending (\$US), 2017/2018 cruise year**

Purchase Categories	Average Spend per Crew	Share of All Onshore Crew Visits	Weighted Average Spend per Crew
F&B at Restaurants & Bars	\$23.10	24.8%	\$5.71
Taxis/Ground Transportation	\$24.50	12.4%	\$3.03
Watches & Jewelry	\$10.20	1.4%	\$0.14
Clothing	\$31.10	12.4%	\$3.85
Entertainment/Night Clubs/Casinos	\$5.10	1.4%	\$0.07
Other Purchases	\$975.80	5.0%	\$49.24
Shore Excursions	-	0.0%	-
Perfumes & Cosmetics	\$23.30	4.1%	\$0.96
Local Crafts & Souvenirs	\$15.70	28.9%	\$4.54
Retail Purchases of Liquor	-	0.0%	-
Electronics	-	0.0%	-
Telephone & Internet	\$10.00	13.8%	\$1.38
<b>Total Spend per Crew</b>			<b>\$68.92</b>
<b>Crew Visits</b>			98,166
<b>Total Crew Expenditures</b>			<b>\$6,765,595</b>

Cruise lines made payments to local businesses for a variety of goods and services. Net payments to local vendors for shore excursions have been included with passenger expenditures. However, cruise lines made other local expenditures, including payments for port fees and taxes, navigation services, utilities and other supplies. Based upon data provided by the FCCA member cruise lines, we estimated that all cruise lines spent **\$5.2 million** (\$US) in St. Lucia during the 2017/2018 cruise year. Nearly all of these expenditures were payments for port fees and taxes and navigation services.

## Economic Contribution of Cruise Tourism Expenditures

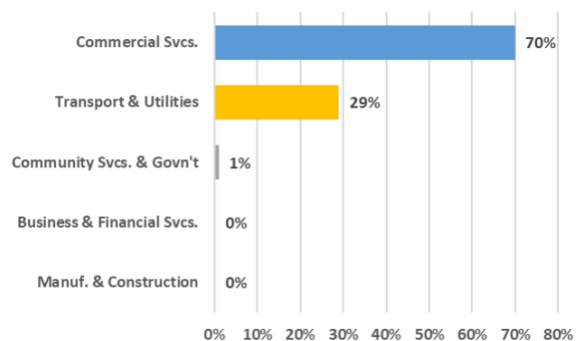
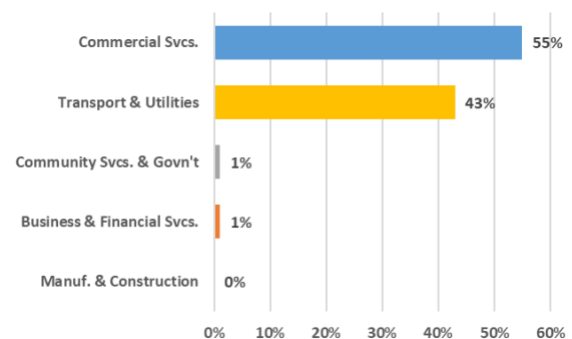
As noted in the **Data and Methods** section of the full report, a set of economic impact models were developed for each destination to produce estimates of the economic contribution of cruise tourism. Data for these models were collected from a broad range of local, regional and international sources. The impact models were designed to reflect the economic structure of each destination, including the industrial composition of Gross Domestic Product (GDP), the wage share of GDP by industry and average employee wages by industry.

As shown in **St. Lucia Chart 3**, the \$59.4 million in total cruise tourism expenditures in St. Lucia generated direct employment of 972 residents of St. Lucia paying \$7.7 million in annual wages. Adding the indirect contribution that results from the spending of those local businesses that are the direct recipients of passenger, crew and cruise line expenditures, the direct cruise tourism expenditures generated a total employment contribution of 1,465 jobs and \$11.6 million in wage income in St. Lucia during the 2017/2018 cruise year.

**St. Lucia Chart 3 –Total Economic Contribution of Cruise Tourism, 2017/2018 cruise year**

	Employment	Wage Income (\$US Millions)
<b>Direct Economic Contribution</b>	972	\$ 7.72
<b>Total Economic Contribution</b>	1,465	\$11.64

As shown in **St. Lucia Charts 4 and 5**, the total employment and wage impacts of cruise tourism are concentrated in the commercial and transport sectors which account for virtually all (99%) of the total impacts. This is not surprising since the direct impacts account for about 66 percent of the total employment impacts and that virtually all of the cruise tourism expenditures are made with businesses in these sectors. Because of the relatively higher wages in the transport sector compared to the other sectors of the economy, the transport sector accounts for 43 percent of the wage impacts but only 29 percent of the employment impacts. The remainder of the total employment and wage impacts was generated by the indirect spending in the other sectors of the economy.

**St. Lucia Chart 4 – Total Employment Impacts by Sector****St. Lucia Chart 5 – Total Wage Impacts by Sector**

## Passenger Surveys

A total of 773 passenger surveys were completed and returned for tabulation. **St. Lucia Chart 6** shows the major attributes of passenger visits to St. Lucia as derived from the passenger surveys.

- Of the 773 cruise parties that completed the surveys, about 2 in 3 (62%) stated that this had been their first visit to St. Lucia.
- Ninety-eight percent of the cruise parties that completed the surveys disembarked their cruise ship to visit St. Lucia.
- Of the cruise parties that went ashore, 68 percent made at least one purchase while ashore. The typical cruise party consisted of two passengers (Average: 2.02) and spent an average of 4.7 hours ashore.
- Excluding shore excursions, the responding cruise parties reported spending an average of \$96.26 while ashore.

**St. Lucia Chart 6 – Major Attributes of Passenger Surveys**

	Number	Percent
<b>Total Respondents</b>	773	
<b>Number Making First Visit</b>	479	62%
<b>Number Ashore</b>	758	98%
<b>Number Making Onshore Purchases:①</b>	498	66%
<b>Average Hours Ashore</b>	4.7	
<b>Average Size of Expenditure Party (Persons)</b>	2.02	
<b>Average Onshore Expenditure per Party①</b>	\$96.26	
<b>Purchased a Shore Excursion (Tour)</b>	517	68%
<b>Purchased Onshore Tour from:</b>		
<b>Cruise Line</b>	341	62%
<b>Onshore from Tour Operator</b>	114	31%
<b>Travel Agent</b>	34	7%
<b>Tour Type:</b>		
<b>Historical/Cultural</b>	264	51%
<b>Beach Day</b>	67	13%
<b>Soft-Water</b>	98	19%
<b>Shopping</b>	26	5%
<b>Soft Land</b>	48	9%
<b>Other</b>	62	12%
<b>Average Cost of Shore Excursion per Party②</b>	\$141.38	
<b>Toured On Own/Did not Tour</b>	241	32%
<b>Reason for No Tour/Tour on Own</b>		
<b>Prefer to Tour on Own</b>	110	46%
<b>Didn't Like Any</b>	21	9%
<b>Nothing New</b>	40	17%
<b>Poor Value</b>	27	11%
<b>Too Similar to Other Destinations</b>	17	7%
<b>Other</b>	60	25%

① Excludes shore excursion expenditures

② Unadjusted average per party purchase cost of a shore excursion by passengers who purchased a shore excursion.

- About two-thirds (68%) of the passengers that went ashore purchased a shore excursion. Most (62%) of passengers who purchased a tour did so through their cruise line, a quarter (31%) purchased their tour onshore and 7 percent purchased their tour through their travel agent.
- Most tours (51%) were to visit “historical or cultural sites”. Another 19 percent were “soft water” based activities” and 13 percent were “beach day activities”.
- The typical cruise party that purchased a shore excursion spent \$141 for their tour.

## Passenger Satisfaction

The passenger survey also asked the passengers to rate their satisfaction with their destination visit along a number of parameters, as shown in **St. Lucia Chart 7**. A 10-point scale was used with 10 being the highest score, i.e., extremely satisfied/likely, and 1 being the lowest score, i.e., not at all satisfied/likely.

- Cruise passengers were very satisfied with their “overall visit” to St. Lucia, giving a mean rating of 8.1, as well as being very satisfied that their “visit met expectations” (7.5).
- “Guided Tours” (or Shore Excursions) received a ‘very satisfied’ mean score of 8.7; Additionally, the high ratings in “knowledge of guide” (8.8), “professionalism of guide” (8.8), and “value of tours” (8.1) indicates visitors to St. Lucia were very satisfied with their onshore excursions.

**St. Lucia Chart 7 – Passenger Visit Satisfaction\***

Visit Attributes	2018 Mean Score
Overall Visit	8.1
Visit Met Expectations	7.5
Likelihood of a Return Visit	5.1
Likelihood of Recommending	6.1
Initial Shoreside Welcome	7.7
Guided Tour	8.7
Knowledge of guide	8.8
Professionalism of guide	8.8
Value of tour	8.1
Historic Sites/Museums	7.9
Variety of Things to See and Do	7.5
Friendliness of Residents	8.1
Overall Shopping Experience	7.4
Courtesy of Employees	7.9
Variety of Shops	7.2
Quality of Goods	7.4
Overall Prices	7.1
Taxis/Local Transportation	8.2
Professionalism of Driver	8.6
Cleanliness of Transport	8.5

\* Scale is 1 to 10 with 10 being the highest score. The mean scores can be interpreted as follows:  
Extremely Satisfied/Likely: 10-9; Very Satisfied/Likely: 8-7; Somewhat Satisfied/Likely: 6-5; Not Too Satisfied/Likely: 4-3; Not At All Satisfied/Likely: 2-1.

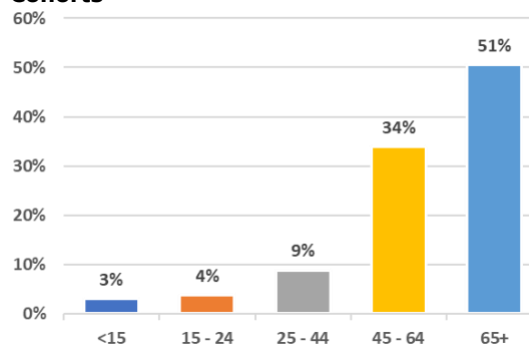
Among other key conclusions concerning visit satisfaction were the following:

- Passenger interactions with residents and store employees were positive as the mean scores for “friendliness of residents” (8.1) and “courtesy of employees” (7.9) were both in the ‘very satisfied’ range.
- Passengers were also very satisfied with the “initial onshore welcome” (7.7), the “taxis and local transportation” (8.2), and there being a “variety of things to see and do” (7.5).
- Despite the positive ratings for store employees, passengers to St. Lucia were somewhat less satisfied with their “overall shopping experience”, giving it a mean rating of 7.4. The ratings for “variety of shops” (7.2), “quality of goods” (7.4) and “overall pricing” (7.1) likely influenced the overall shopping experience.
- Categories scoring the lowest include “likelihood of returning for a land-based visit” (5.1) and “likelihood of recommending” (6.1).

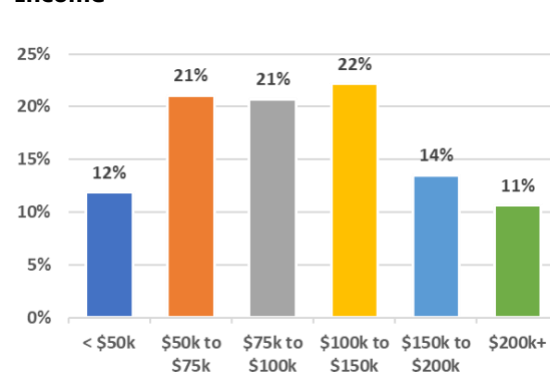
## Passenger Demographics

Residents of the United States, UK and Canada accounted for virtually all (95%) of the responding passengers to St. Lucia. The average age of the respondents was 59 years with half (51%) being 65 years of age or older. St. Lucia passengers had an average household income of about \$113,400 with 46 percent having over \$100,000 in annual household income.

**St. Lucia Chart 8 – Passenger Age Cohorts**



**St. Lucia Chart 9 – Passenger Household Income**



## St. Vincent & the Grenadines

At the core of the analysis of the economic contribution of cruise tourism were a set of passenger and crew surveys that were conducted onboard ships of the FCCA member cruise lines.<sup>85</sup> The surveys were undertaken during the eight-month period beginning in October 2017 and ending in May 2018. The survey schedule was designed so that surveys were conducted by FCCA member cruise lines that called at each destination and that the distribution of passenger and crew surveys would reflect the distribution of passenger and crew arrivals by cruise line at each destination. On any given cruise itinerary, passenger and crew surveys were placed in all passenger cabins and crew quarters following a single destination call. The surveys were completed by the passengers and crew in the privacy of their quarters and returned to a designated office on the cruise ship. Thus, passengers and crew were only surveyed once during a cruise itinerary and for a single destination.

The passenger and crew surveys were designed to collect data for onshore spending and visit satisfaction by both passengers and crew. While the crew survey was slightly shorter than the passenger survey, both surveys were designed to collect the following information:

- hours spent ashore;
- expenditures by category, including shore tours, food & beverages, clothing, etc.;
- visit satisfaction, including shore tour, friendliness of residents, prices, shopping, etc.;
- likelihood of returning for a land-based vacation (passengers only); and
- demographic characteristics, including country of residence, age group, income, etc.

Combining the expenditure data collected from the passenger and crew surveys with data on expenditures by cruise lines for port fees and services, payments to local tour operators for passenger shore excursions purchased onboard the cruise ships, and other provisions purchased locally by the cruise lines, estimates of total cruise tourism expenditures were developed for each participating destination.

Given the direct spending estimates, the economic contribution of these expenditures, as measured by employment and wage income were then estimated for each destination. This process began with the collection of economic data for each destination from a combination of local, regional and international sources. Utilizing all of these data, a set of economic impact models were developed for each destination to estimate the direct and total employment and wage impacts. A more detailed description of these models is provided in the **Data and Methods** section of Volume I.

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<sup>85</sup> Surveys were conducted on the ships of the following cruise lines: Aida, Carnival Cruise Lines, Celebrity Cruises, Costa Cruises, Disney Cruise Line, Holland America Line, Norwegian Cruise Line, Princess Cruises, P&O Cruises, Royal Caribbean International and TUI Cruises.

## Cruise Tourism Expenditures

Cruise tourism expenditures in destination ports are composed of a broad range of spending including:

- onshore expenditures by passengers which tend to be concentrated in shore excursions and retail purchases of clothing, jewelry and local crafts and souvenirs;
- onshore expenditures by crew which are generally concentrated in purchases of food and beverages, local transportation and retail purchases of clothing and electronics;
- expenditures by cruise lines for port services, such as dockage fees and linesmen, utilities, such as water and power and navigation services; and
- purchases of supplies, such as food and other supplies, by the cruise lines from local businesses.

Based on data collected from cruise schedules and visiting cruise lines, an estimated 240,994 cruise passengers arrived aboard cruise ships during the 2017/2018 cruise year.<sup>86</sup> Of these, an estimated 203,158 passengers (84%) disembarked and visited St. Vincent & the Grenadines. Utilizing additional data provided by the visiting cruise lines, 129,400 crew were aboard the cruise ships and 42 percent, or 54,100 crew, disembarked and visited the destination.

These passenger and crew visits along with additional expenditures by the cruise lines generated a total of **\$16.4** million (\$US) in cruise tourism expenditures in St. Vincent & the Grenadines during the 2017/2018 cruise year. The contribution of expenditures by passengers, crew and cruise lines to this total is discussed below.

Per passenger spending estimates were derived from 513 surveys completed by passengers during the survey period. As shown in **St. Vincent & the Grenadines Chart 1**, each passenger cruise party spent an average of \$101.66. The average spend per cruise party is the sum of the weighted spending in each of the twelve categories. For example, 47 percent of the survey respondents reported spending an average of \$24.00 for food and beverages. Spread over the cruise parties that visited St. Vincent & the Grenadines, this represented an average of \$11.16 per party. On a per passenger basis, the average total expenditure was \$52.67. This represents the sum of per party expenditures, \$101.66, divided by the average size of a cruise party in St. Vincent & the Grenadines, 1.93 passengers.

Cruise passenger expenditures in St. Vincent & the Grenadines were concentrated in four categories which accounted for 85 percent of their onshore expenditures: shore excursions, food & beverages, clothing and local crafts. Nearly 40 percent or more of the passengers that went ashore made purchases in the following categories: shore excursions, food and beverages, and local crafts.

Over half (55%) of the passengers reported that their cruise party purchased a shore excursion. The effective local price of the shore excursion was \$102.30 per party but when the full price of

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<sup>86</sup> The 2017/2018 cruise year includes the twelve months beginning in May, 2017 and ending in April, 2018.



the purchase from cruise lines and travel agents is included passengers spent an average of \$125 per party for their tours.

**St. Vincent & the Grenadines Chart 1 – Estimated Passenger Spending (\$US), 2017/2018 cruise year<sup>87</sup>**

Purchase Categories	Average Spend per Party	Share of All Onshore Visits	Weighted Average Spend per Party
Shore Excursions	\$102.30	54.8%	\$56.02
F&B at Restaurants & Bars	\$24.00	46.6%	\$11.16
Taxis/Ground Transportation	\$43.40	18.6%	\$8.09
Watches & Jewelry	\$13.60	1.5%	\$0.20
Clothing	\$30.20	33.8%	\$10.23
Entertainment/Night Clubs/Casinos	\$61.20	1.0%	\$0.60
Other Purchases	\$23.30	23.0%	\$5.36
Perfumes & Cosmetics	\$5.10	1.0%	\$0.05
Local Crafts & Souvenirs	\$20.70	43.1%	\$8.95
Retail Purchases of Liquor	\$17.60	5.4%	\$0.95
Electronics	-	0.0%	-
Telephone & Internet	\$2.00	2.5%	\$0.05
<b>Total Spend per Cruise Party</b>			<b>\$101.66</b>
<b>Average Size of a Cruise Party</b>			1.93
<b>Total Spend per Cruise Passenger</b>			<b>\$52.67</b>
<b>Cruise Passenger Onshore Visits</b>			203,158
<b>Total Cruise Passenger Expenditures</b>			<b>\$10,700,881</b>

For the entire 2017/2018 cruise year, the estimated 203,158 cruise passengers who visited St. Vincent spent a total of **\$10.7 million** (\$US) in St. Vincent.

Per crew spending estimates were derived from 400 surveys completed by crew members during the survey period. As shown in **St. Vincent & the Grenadines Chart 2**, each crew member spent an average of \$43.50 in St. Vincent & the Grenadines. The average spend per crew member is the sum of the weighted spending in each of the twelve categories. For example, 78 percent of the survey respondents reported spending an average of \$16.30 for food and beverages. Spread over all the crew members that reported that they visited St. Vincent & the Grenadines; this represents an average of \$12.71 per crew member.

Expenditures by crew in St. Vincent & the Grenadines were concentrated in three categories which accounted for 91 percent of their onshore expenditures: food and beverages, watches & jewelry, and other (unspecified) purchases. Combined, crew spent an average of \$39.54 for goods in these three categories. Purchases of food and beverages were the most popular expenditure item with 78 percent of the crew reporting the purchase of food and beverages.

<sup>87</sup> The average shore excursion expenditure is a weighted average of the onshore and travel agent/other purchases and the portion of the onboard purchases paid to local tour operators.

For the entire 2017/2018 cruise year, the estimated 54,104 crew who visited St. Vincent & the Grenadines spent an estimated total of **\$2.4 million** (\$US).

**St. Vincent & the Grenadines Chart 2 – Estimated Crew Spending (\$US), 2017/2018 cruise year**

Purchase Categories	Average Spend per Crew	Share of All Onshore Crew Visits	Weighted Average Spend per Crew
F&B at Restaurants & Bars	\$16.30	78.0%	\$12.71
Taxis/Ground Transportation	\$16.70	15.3%	\$2.54
Watches & Jewelry	\$200.00	1.7%	\$3.39
Clothing	\$10.00	1.7%	\$0.17
Entertainment/Night Clubs/Casinos	-	0.0%	-
Other Purchases	\$230.50	10.2%	\$23.44
Shore Excursions	\$17.40	3.4%	\$0.59
Perfumes & Cosmetics	\$20.10	1.7%	\$0.34
Local Crafts & Souvenirs	\$7.40	3.4%	\$0.25
Retail Purchases of Liquor	-	0.0%	-
Electronics	-	0.0%	-
Telephone & Internet	\$4.10	1.7%	\$0.07
<b>Total Spend per Crew</b>			<b>\$43.50</b>
<b>Crew Visits</b>			54,104
<b>Total Crew Expenditures</b>			<b>\$2,353,529</b>

Cruise lines made payments to local businesses for a variety of goods and services. Net payments to local vendors for shore excursions have been included with passenger expenditures. However, cruise lines made other local expenditures, including payments for port fees and taxes, navigation services, utilities and other supplies. Based upon data provided by the FCCA member cruise lines, we estimated that all cruise lines spent **\$3.4 million** (\$US) in St. Vincent & the Grenadines during the 2017/2018 cruise year. The majority of the cruise line expenditures in St. Vincent & the Grenadines were payments for port fees and taxes and navigation services.

## Economic Contribution of Cruise Tourism Expenditures

As noted in the **Data and Methods** section of the full report, a set of economic impact models were developed for each destination to produce estimates of the economic contribution of cruise tourism. Data for these models were collected from a broad range of local, regional and international sources. The impact models were designed to reflect the economic structure of each destination, including the industrial composition of Gross Domestic Product (GDP), the wage share of GDP by industry and average employee wages by industry.

As shown in **St. Vincent & the Grenadines Chart 3**, the \$16.4 million in total cruise tourism expenditures in St. Vincent generated direct employment of 265 residents of St. Vincent & the Grenadines paying \$2.2 million in annual wages. Adding the indirect contribution that results from the spending of those local businesses that are the direct recipients of passenger, crew and cruise line expenditures, the direct cruise tourism expenditures generated a total employment

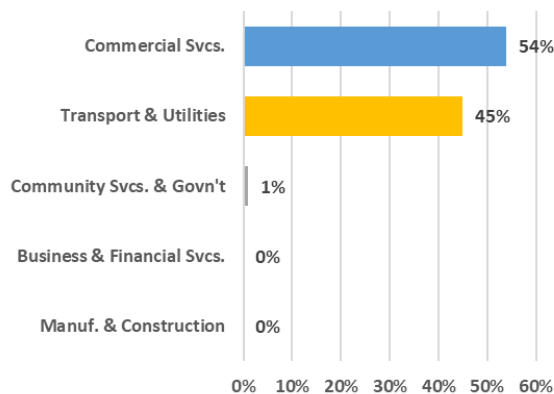
contribution of 418 jobs and \$3.4 million in wage income in St. Vincent & the Grenadines during the 2017/2018 cruise year.

**St. Vincent & the Grenadines Chart 3 –Total Economic Contribution of Cruise Tourism, 2017/2018 cruise year**

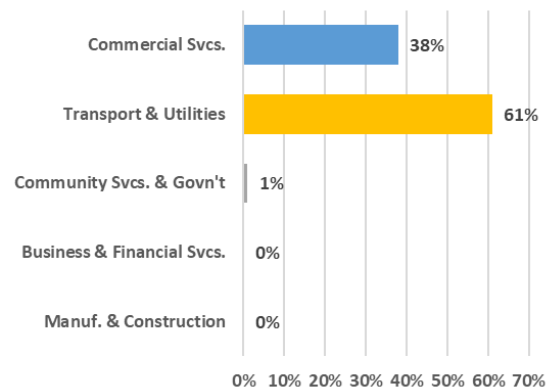
	Employment	Wage Income (\$US Millions)
<b>Direct Economic Contribution</b>	265	\$2.18
<b>Total Economic Contribution</b>	418	\$3.39

As shown in **St. Vincent & the Grenadines Charts 4 and 5**, the total employment and wage impacts of cruise tourism are concentrated in the commercial and transport sectors which account for about 99 percent of the total impacts. This is not surprising since the direct impacts account for nearly 65 percent of the total employment impacts and that virtually all of the cruise tourism expenditures are made with businesses in these sectors. Because of the relatively higher wages in the transport sector compared to the other sectors of the economy, the transport sector accounts for 61 percent of the wage impacts but only 45 percent of the employment impacts. The remainder of the total employment and wage impacts was generated by the indirect spending in the other sectors of the economy.

**St. Vincent & the Grenadines Chart 4 – Total Employment Impacts by Sector**



**St. Vincent & the Grenadines Chart 5 – Total Wage Impacts by Sector**



## Passenger Surveys

A total of 513 passenger surveys were completed and returned for tabulation. **St. Vincent & the Grenadines Chart 6** shows the major attributes of passenger visits to St. Vincent as derived from the passenger surveys.

- Of the 513 cruise parties that completed the surveys, most (83%) stated that this had been their first visit to St. Vincent & the Grenadines.
- Ninety-four percent of the cruise parties that completed the surveys disembarked their cruise ship to visit St. Vincent & the Grenadines.
- Of the cruise parties that went ashore, only 42 percent made any purchases while ashore. The typical cruise party consisted of two passengers (Average: 1.93) and spent an average of 3.8 hours ashore.
- Excluding shore excursions, the responding cruise parties reported spending an average of \$45.64 while ashore.

**St. Vincent & the Grenadines Chart 6 – Major Attributes of Passenger Surveys**

	Number	Percent
<b>Total Respondents</b>	513	
<b>Number Making First Visit</b>	426	83%
<b>Number Ashore</b>	482	94%
<b>Number Making Onshore Purchases: ①</b>	204	42%
<b>Average Hours Ashore</b>	3.8	
<b>Average Size of Expenditure Party (Persons)</b>	1.93	
<b>Average Onshore Expenditure per Party ①</b>	\$45.64	
<b>Purchased a Shore Excursion (Tour)</b>	264	55%
<b>Purchased Onshore Tour from:</b>		
<b>Cruise Line</b>	174	67%
<b>Onshore from Tour Operator</b>	63	24%
<b>Travel Agent</b>	24	9%
<b>Tour Type:</b>		
<b>Historical/Cultural</b>	170	64%
<b>Beach Day</b>	16	6%
<b>Soft-Water</b>	51	19%
<b>Shopping</b>	6	2%
<b>Soft Land</b>	9	3%
<b>Other</b>	23	9%
<b>Average Cost of Shore Excursion per Party ②</b>	\$125.27	
<b>Toured On Own/Did not Tour</b>	217	45%
<b>Reason for No Tour/Tour on Own</b>		
<b>Prefer to Tour on Own</b>	111	51%
<b>Didn't Like Any</b>	38	18%
<b>Nothing New</b>	7	3%
<b>Poor Value</b>	22	10%
<b>Too Similar to Other Destinations</b>	16	8%
<b>Other</b>	42	19%

① Excludes shore excursion expenditures

② Unadjusted average per party purchase cost of a shore excursion by passengers who purchased a shore excursion.

- The majority (55%) of the passengers that went ashore purchased a shore excursion. Most (67%) of passengers who purchased a tour did so through their cruise line, nearly a quarter (24%) purchased their tour onshore while 9 percent purchased their tour through their travel agent.
- Most tours (64%) were to visit “historical or cultural sites”. Another 19 percent were “soft water activities”.
- The typical cruise party that purchased a shore excursion spent \$125 for their tour.

## Passenger Satisfaction

The passenger survey also asked the passengers to rate their satisfaction with their destination visit along a number of parameters, as shown in **St. Vincent & the Grenadines Chart 7**. A 10-point scale was used with 10 being the highest score, i.e., extremely satisfied/likely, and 1 being the lowest score, i.e., not at all satisfied/likely.

- Cruise passengers were very satisfied with their “overall visit” to St. Vincent, giving a mean rating of 7.6. They were slightly less satisfied in feeling their “visit met expectations” (7.1).
- “Guided Tours” (or Shore Excursions) received a ‘very satisfied’ mean score of 8.8. Additionally, the high ratings in “knowledge of guide” (9.0), “professionalism of guide” (9.0), and “value of tours” (8.4) indicates visitors to St. Vincent & the Grenadines were very satisfied with their onshore excursions.

**St. Vincent & the Grenadines Chart 7 – Passenger Visit Satisfaction\***

Visit Attributes	2018 Mean Score
<b>Overall Visit</b>	7.6
<b>Visit Met Expectations</b>	7.1
<b>Likelihood of a Return Visit</b>	4.0
<b>Likelihood of Recommending</b>	4.9
<b>Initial Shoreside Welcome</b>	8.1
<b>Guided Tour</b>	8.8
<b>Knowledge of guide</b>	9.0
<b>Professionalism of guide</b>	9.0
<b>Value of tour</b>	8.4
<b>Historic Sites/Museums</b>	7.7
<b>Variety of Things to See and Do</b>	6.7
<b>Friendliness of Residents</b>	8.4
<b>Overall Shopping Experience</b>	6.4
<b>Courtesy of Employees</b>	8.0
<b>Variety of Shops</b>	5.7
<b>Quality of Goods</b>	6.1
<b>Overall Prices</b>	6.3
<b>Taxis/Local Transportation</b>	8.3
<b>Professionalism of Driver</b>	8.8
<b>Cleanliness of Transport</b>	8.7

\* Scale is 1 to 10 with 10 being the highest score. The mean scores can be interpreted as follows:

Extremely Satisfied/Likely: 10-9; Very Satisfied/Likely: 8-7; Somewhat Satisfied/Likely: 6-5; Not Too Satisfied/Likely: 4-3; Not At All Satisfied/Likely: 2-1.

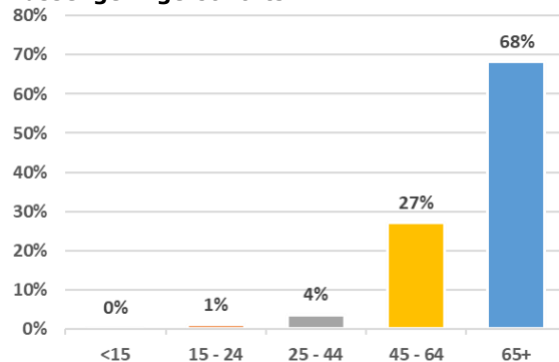
Among other key conclusions concerning visit satisfaction were the following:

- Passenger interactions with residents and store employees were positive as the mean scores for “friendliness of residents” (8.4) and “courtesy of employees” (8.0) were the two highest rated of all satisfaction attributes.
- Passengers were also very satisfied with the “initial onshore welcome” (8.1) and the “taxi and local transportation” (8.3).
- Despite the high ratings for employees, passengers were somewhat satisfied with their “overall shopping experience” (6.4). This score was likely influenced by the ratings of the “variety of shops” (5.7), “quality of goods” (6.1) and “overall prices” (6.3).
- Categories scoring the lowest include “likelihood of returning for a land-based visit” (4.0), and “likelihood of recommending” (4.9).

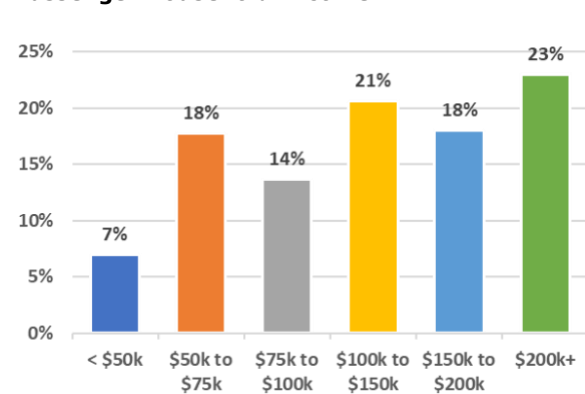
## Passenger Demographics

Residents the US, Canada and the UK accounted for 96 percent of the responding passengers. The average age of the respondents was 65 years with 68 percent being 65 years of age or older. St. Vincent & the Grenadines passengers had an average household income of about \$140,200 with 62 percent having over \$100,000 in annual household income.

**St. Vincent & the Grenadines Chart 8 – Passenger Age Cohorts**



**St. Vincent & the Grenadines Chart 9 – Passenger Household Income**



## Trinidad

At the core of the analysis of the economic contribution of cruise tourism were a set of passenger and crew surveys that were conducted onboard ships of the FCCA member cruise lines.<sup>88</sup> The surveys were undertaken during the eight-month period beginning in October 2017 and ending in May 2018. The survey schedule was designed so that surveys were conducted by FCCA member cruise lines that called at each destination and that the distribution of passenger and crew surveys would reflect the distribution of passenger and crew arrivals by cruise line at each destination. On any given cruise itinerary, passenger and crew surveys were placed in all passenger cabins and crew quarters following a single destination call. The surveys were completed by the passengers and crew in the privacy of their quarters and returned to a designated office on the cruise ship. Thus, passengers and crew were only surveyed once during a cruise itinerary and for a single destination.

The passenger and crew surveys were designed to collect data for onshore spending and visit satisfaction by both passengers and crew. While the crew survey was slightly shorter than the passenger survey, both surveys were designed to collect the following information:

- hours spent ashore;
- expenditures by category, including shore tours, food & beverages, clothing, etc.;
- visit satisfaction, including shore tour, friendliness of residents, prices, shopping, etc.;
- likelihood of returning for a land-based vacation (passengers only); and
- demographic characteristics, including country of residence, age group, income, etc.

Combining the expenditure data collected from the passenger and crew surveys with data on expenditures by cruise lines for port fees and services, payments to local tour operators for passenger shore excursions purchased onboard the cruise ships, and other provisions purchased locally by the cruise lines, estimates of total cruise tourism expenditures were developed for each participating destination.

Given the direct spending estimates, the economic contribution of these expenditures, as measured by employment and wage income were then estimated for each destination. This process began with the collection of economic data for each destination from a combination of local, regional and international sources. Utilizing all of these data, a set of economic impact models were developed for each destination to estimate the direct and total employment and wage impacts. A more detailed description of these models is provided in the **Data and Methods** section of Volume I.

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<sup>88</sup> Surveys were conducted on the ships of the following cruise lines: Aida, Carnival Cruise Lines, Celebrity Cruises, Costa Cruises, Disney Cruise Line, Holland America Line, Norwegian Cruise Line, Princess Cruises, P&O Cruises, Royal Caribbean International and TUI Cruises.



## Cruise Tourism Expenditures

Cruise tourism expenditures in destination ports are composed of a broad range of spending including:

- onshore expenditures by passengers which tend to be concentrated in shore excursions and retail purchases of clothing, jewelry and local crafts and souvenirs;
- onshore expenditures by crew which are generally concentrated in purchases of food and beverages, local transportation and retail purchases of clothing and electronics;
- expenditures by cruise lines for port services, such as dockage fees and linesmen, utilities, such as water and power and navigation services; and
- purchases of supplies, such as food and other supplies, by the cruise lines from local businesses.

Based on data collected from the Trinidad Ministry of Tourism, 47,997 cruise passengers arrived aboard cruise ships during the 2017/2018 cruise year.<sup>89</sup> Of these, an estimated 40,797 passengers (85%) disembarked and visited Trinidad. Utilizing additional data provided by the TDC and visiting cruise lines, 24,000 crew were aboard the cruise ships and 33 percent, or 8,000 crew, disembarked and visited the destination.

These passenger and crew visits along with additional expenditures by the cruise lines generated a total of **\$3.5 million** (\$US) in cruise tourism expenditures in Trinidad during the 2017/2018 cruise year. The contribution of expenditures by passengers, crew and cruise lines to this total is discussed below.

Per passenger spending estimates were derived from 978 surveys completed by passengers during the survey period. As shown in **Trinidad Chart 1**, each passenger cruise party spent an average of \$108.34. The average spend per cruise party is the sum of the weighted spending in each of the twelve categories. For example, 28 percent of the survey respondents reported spending an average of \$11.30 for food and beverages. Spread over the cruise parties that visited Trinidad, this represented an average of \$3.18 per party. On a per passenger basis, the average total expenditure was \$54.17. This represents the sum of per party expenditures, \$108.34, divided by the average size of a cruise party in Trinidad, 2.0 passengers.

Cruise passenger expenditures in Trinidad were concentrated in three categories which accounted for 71 percent of their onshore expenditures: shore excursions, local crafts and clothing. Over 50 percent of the passengers that went ashore made purchases in the following categories: shore excursions and local crafts.

Sixty-four percent (64%) of the passengers reported that their cruise party purchased a shore excursion. The effective local price of the shore excursion was \$115.50 per party but when the full price of the purchase from cruise lines and travel agents is included passengers spent an average of just over \$129 per party for their tours.

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<sup>89</sup> The 2017/2018 cruise year includes the twelve months beginning in May, 2017 and ending in April, 2018.

**Trinidad Chart 1 – Estimated Passenger Spending (\$US), 2017/2018 cruise year<sup>90</sup>**

Purchase Categories	Average Spend per Party	Share of All Onshore Visits	Weighted Average Spend per Party
Shore Excursions	\$115.50	64.1%	\$58.08
F&B at Restaurants & Bars	\$11.30	28.2%	\$3.18
Taxis/Ground Transportation	\$43.90	7.6%	\$3.32
Watches & Jewelry	\$29.50	7.6%	\$2.23
Clothing	\$23.20	25.7%	\$5.97
Entertainment/Night Clubs/Casinos	\$21.20	0.2%	\$0.04
Other Purchases	\$30.30	18.0%	\$5.45
Perfumes & Cosmetics	\$17.20	0.8%	\$0.13
Local Crafts & Souvenirs	\$20.10	62.8%	\$12.61
Retail Purchases of Liquor	\$21.20	6.0%	\$1.28
Electronics	-	0.0%	-
Telephone & Internet	\$10.60	0.2%	\$0.02
<b>Total Spend per Cruise Party</b>			<b>\$108.34</b>
<b>Average Size of a Cruise Party</b>			<b>2.0</b>
<b>Total Spend per Cruise Passenger</b>			<b>\$54.17</b>
<b>Cruise Passenger Visits</b>			<b>40,797</b>
<b>Total Cruise Passenger Expenditures</b>			<b>\$2,209,872</b>

For the entire 2017/2018 cruise year, the estimated 40,797 cruise passengers who visited Trinidad spent a total of **\$2.2 million** (\$US) in Trinidad.

Per crew spending estimates were derived from 230 surveys completed by crew members during the survey period. As shown in **Trinidad Chart 2**, each crew member spent an average of \$33.99 in Trinidad. The average spend per crew member is the sum of the weighted spending in each of the twelve categories. For example, 76 percent of the survey respondents reported spending an average of \$19.10 for food and beverages. Spread over all the crew members that reported that they visited Trinidad; this represents an average of \$14.52 per crew member.

Expenditures by crew in Trinidad were concentrated in three categories which accounted for 73 percent of their onshore expenditures: food and beverages, shore excursions, and local crafts. Combined, crew spent an average of \$24.71 for goods in these three categories. Purchases of food and beverages were the most popular expenditure item with 76 percent of the crew reporting the purchase of food and beverages.

For the entire 2017/2018 cruise year, the estimated 7,980 crew who visited Trinidad spent an estimated total of **\$271,233** (\$US).

<sup>90</sup> The average shore excursion expenditure is a weighted average of the onshore and travel agent/other purchases and the portion of the onboard purchases paid to local tour operators.

**Trinidad Chart 2 – Estimated Crew Spending (\$US), 2017/2018 cruise year**

Purchase Categories	Average Spend per Crew	Share of All Onshore Crew Visits	Weighted Average Spend per Crew
F&B at Restaurants & Bars	\$19.10	76.2%	\$14.52
Taxis/Ground Transportation	\$18.30	14.3%	\$2.62
Watches & Jewelry	-	0.0%	-
Clothing	\$20.00	9.5%	\$1.90
Entertainment/Night Clubs/Casinos	-!	0.0%	-
Other Purchases	\$44.90	4.8%	\$2.14
Shore Excursions	\$19.70	14.3%	\$2.81
Perfumes & Cosmetics	-	0.0%	-
Local Crafts & Souvenirs	\$31.00	23.8%	\$7.38
Retail Purchases of Liquor	\$30.00	4.8%	\$1.43
Electronics	\$25.00	4.8%	\$1.19
Telephone & Internet	-	0.0%	\$0.00
<b>Total Spend per Crew</b>			<b>\$33.99</b>
<b>Crew Visits</b>			<b>7,980</b>
<b>Total Crew Expenditures</b>			<b>\$271,223</b>

Cruise lines made payments to local businesses for a variety of goods and services. Net payments to local vendors for shore excursions have been included with passenger expenditures. However, cruise lines made other local expenditures, including payments for port fees and taxes, navigation services, utilities and other supplies. Based upon data provided by the FCCA member cruise lines, we estimated that all cruise lines spent **\$1.0** (\$US) in Trinidad during the 2017/2018 cruise year. About half of these expenditures were payments for port fees and taxes and navigation services.

## Economic Contribution of Cruise Tourism Expenditures

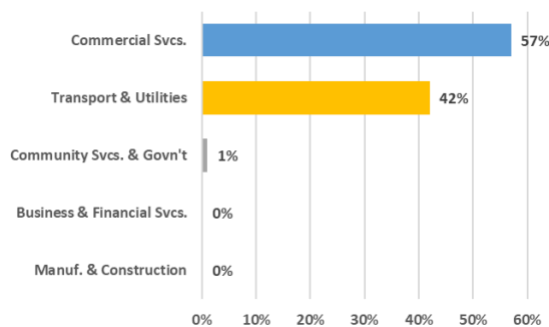
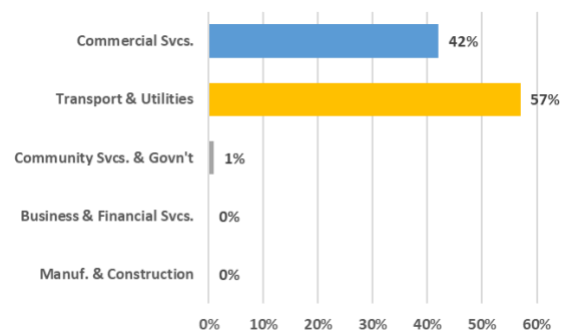
As noted in the **Data and Methods** section of the full report, a set of economic impact models were developed for each destination to produce estimates of the economic contribution of cruise tourism. Data for these models were collected from a broad range of local, regional and international sources. The impact models were designed to reflect the economic structure of each destination, including the industrial composition of Gross Domestic Product (GDP), the wage share of GDP by industry and average employee wages by industry.

As shown in **Trinidad Chart 3**, the \$3.2 million in total cruise tourism expenditures in Trinidad generated direct employment of 81 residents of Trinidad paying \$1.0 million in annual wages. Adding the indirect contribution that results from the spending of those local businesses that are the direct recipients of passenger, crew and cruise line expenditures, the direct cruise tourism expenditures generated a total employment contribution of 116 jobs and \$1.6 million in wage income in Trinidad during the 2017/2018 cruise year.

**Trinidad Chart 3 –Total Economic Contribution of Cruise Tourism, 2017/2018 cruise year**

	Employment	Wage Income (\$US Millions)
<b>Direct Economic Contribution</b>	81	\$1.01
<b>Total Economic Contribution</b>	116	\$1.59

As shown in **Trinidad Charts 4 and 5**, the total employment and wage impacts of cruise tourism are concentrated in the commercial and transport sectors which account for about 99 percent of the total impacts. This is not surprising since the direct impacts account for 70 percent of the total employment impacts and that virtually all of the cruise tourism expenditures are made with businesses in these sectors. Because of the relatively higher wages in the transport sector compared to the other sectors of the economy, the transport sector accounts for 57 percent of the wage impacts but only 42 percent of the employment impacts. The remainder of the total employment and wage impacts was generated by the indirect spending in the other sectors of the economy.

**Trinidad Chart 4 – Total Employment Impacts by Sector****Trinidad Chart 5 – Total Wage Impacts by Sector**

## **Passenger Surveys**

A total of 978 passenger surveys were completed and returned for tabulation. **Trinidad Chart 6** shows the major attributes of passenger visits to Trinidad as derived from the passenger surveys.

- Of the 978 cruise parties that completed the surveys, the majority (82%) stated that this had been their first visit to Trinidad.
- Seventy-four percent of the cruise parties that completed the surveys disembarked their cruise ship to visit Trinidad.
- Of the cruise parties that went ashore, 62 percent made at least one purchase while ashore. The typical cruise party consisted of two passengers (Average: 2.0) and spent an average of 4.0 hours ashore.
- Excluding shore excursions, the responding cruise parties reported spending an average of \$34.23 while ashore.

### Trinidad Chart 6 – Major Attributes of Passenger Surveys

	Number	Percent
<b>Total Respondents</b>	978	
<b>Number Making First Visit</b>	802	82%
<b>Number Ashore</b>	724	74%
<b>Number Making Onshore Purchases:①</b>	449	62%
<b>Average Hours Ashore</b>	4.0	
<b>Average Size of Expenditure Party (Persons)</b>	2.05	
<b>Average Onshore Expenditure per Party①</b>	\$34.23	
<b>Purchased a Shore Excursion (Tour)</b>	567	78%
<b>Purchased Onshore Tour from:</b>		
<b>Cruise Line</b>	425	75%
<b>Onshore from Tour Operator</b>	68	12%
<b>Travel Agent</b>	74	13%
<b>Tour Type:</b>		
<b>Historical/Cultural</b>	29	67%
<b>Beach Day</b>	5	12%
<b>Soft-Water</b>	1	2%
<b>Shopping</b>	2	4%
<b>Soft Land</b>	4	9%
<b>Other</b>	4	9%
<b>Average Cost of Shore Excursion per Party②</b>	\$128.52	
<b>Toured On Own/Did not Tour</b>	157	22%
<b>Reason for No Tour/Tour on Own</b>		
<b>Prefer to Tour on Own</b>	59	37%
<b>Didn't Like Any</b>	36	23%
<b>Nothing New</b>	9	6%
<b>Poor Value</b>	20	12%
<b>Too Similar to Other Destinations</b>	12	8%
<b>Other</b>	42	27%

① Excludes shore excursion expenditures

② Unadjusted average per party purchase cost of a shore excursion by passengers who purchased a shore excursion.

- Nearly 4 in 5 (78%) of the passengers that went ashore purchased a shore excursion. Most (75%) of passengers who purchased a tour did so through their cruise line, 12 percent purchased their tour onshore and 13 percent purchased their tour through their travel agent.
- Most tours (67%) were to visit “historical or cultural sites”. Another 12 percent were “beach day” activities.
- The typical cruise party that purchased a shore excursion spent \$129 for their tour.

## Passenger Satisfaction

The passenger survey also asked the passengers to rate their satisfaction with their destination visit along a number of parameters, as shown in **Trinidad Chart 7**. A 10-point scale was used with 10 being the highest score, i.e., extremely satisfied/likely, and 1 being the lowest score, i.e., not at all satisfied/likely.

- Cruise passengers were somewhat satisfied with their “overall visit” to Trinidad, giving a mean rating of 6.6. Passengers were slightly less satisfied in feeling their “visit met expectations” (5.8).
- “Guided Tours” (or Shore Excursions) received a ‘very satisfied’ mean score of 7.4; Additionally, the high ratings in “knowledge of guide” (7.8), “professionalism of guide” (7.9), and “value of tours” (7.1) indicates visitors to Trinidad were very satisfied with their onshore excursions.

**Trinidad Chart 7 – Passenger Visit Satisfaction\***

Visit Attributes	2018 Mean Score
<b>Overall Visit</b>	6.6
<b>Visit Met Expectations</b>	5.8
<b>Likelihood of a Return Visit</b>	3.4
<b>Likelihood of Recommending</b>	3.8
<b>Initial Shoreside Welcome</b>	7.6
<b>Guided Tour</b>	7.4
<b>Knowledge of guide</b>	7.8
<b>Professionalism of guide</b>	7.9
<b>Value of tour</b>	7.1
<b>Historic Sites/Museums</b>	7.2
<b>Variety of Things to See and Do</b>	5.9
<b>Friendliness of Residents</b>	7.5
<b>Overall Shopping Experience</b>	6.0
<b>Courtesy of Employees</b>	7.7
<b>Variety of Shops</b>	5.5
<b>Quality of Goods</b>	6.4
<b>Overall Prices</b>	6.6
<b>Taxis/Local Transportation</b>	7.4
<b>Professionalism of Driver</b>	8.1
<b>Cleanliness of Transport</b>	8.3

\* Scale is 1 to 10 with 10 being the highest score. The mean scores can be interpreted as follows:  
Extremely Satisfied/Likely: 10-9; Very Satisfied/Likely: 8-7; Somewhat Satisfied/Likely: 6-5; Not Too Satisfied/Likely: 4-3; Not At All Satisfied/Likely: 2-1.

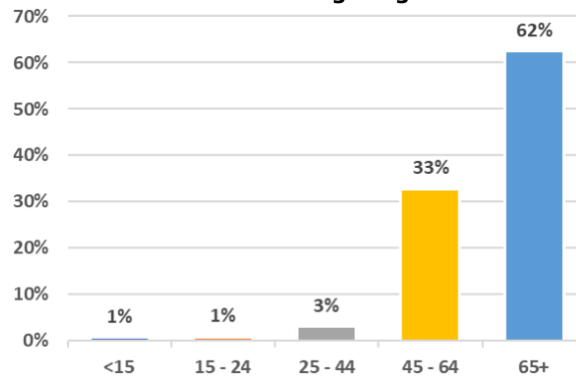
Among other key conclusions concerning visit satisfaction were the following:

- Passenger interactions with residents and store employees were positive as the mean scores for “friendliness of residents” (7.5) and “courtesy of employees” (7.7) were both in the ‘very satisfied’ range.
- Passengers were somewhat satisfied with their “overall shopping experience” (6.0). While the “overall prices” received a mean score of 6.6, the “variety of shops” only received a 5.5 mean rating.
- Categories scoring the lowest include “likelihood of returning for a land-based visit” (3.4), and “likelihood of recommending” (3.8).

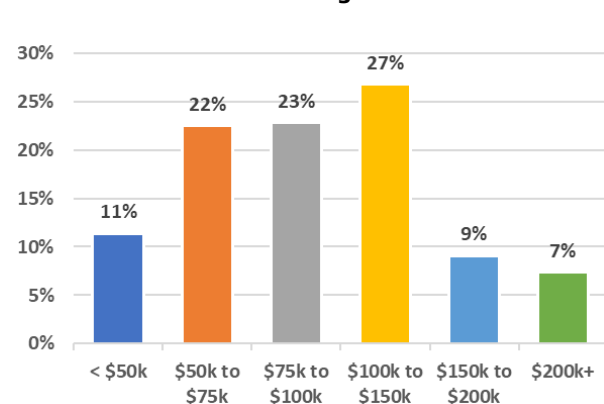
## Passenger Demographics

Residents of the United States, UK and Canada accounted for 95 percent of the responding passengers. The average age of the respondents was 64 years with 3 in 5 (62%) being 65 years of age or older. Trinidad passengers had an average household income of about \$105,900 with 43 percent having over \$100,000 in annual household income.

**Trinidad Chart 8 – Passenger Age Cohorts**



**Trinidad Chart 9 – Passenger Household Income**





## **Cruise Destinations of Mexico**

## Costa Maya

At the core of the analysis of the economic contribution of cruise tourism were a set of passenger and crew surveys that were conducted onboard ships of the FCCA member cruise lines.<sup>91</sup> The surveys were undertaken during the eight-month period beginning in October 2017 and ending in May 2018. The survey schedule was designed so that surveys were conducted by FCCA member cruise lines that called at each destination and that the distribution of passenger and crew surveys would reflect the distribution of passenger and crew arrivals by cruise line at each destination. On any given cruise itinerary, passenger and crew surveys were placed in all passenger cabins and crew quarters following a single destination call. The surveys were completed by the passengers and crew in the privacy of their quarters and returned to a designated office on the cruise ship. Thus, passengers and crew were only surveyed once during a cruise itinerary and for a single destination.

The passenger and crew surveys were designed to collect data for onshore spending and visit satisfaction by both passengers and crew. While the crew survey was slightly shorter than the passenger survey, both surveys were designed to collect the following information:

- hours spent ashore;
- expenditures by category, including shore tours, food & beverages, clothing, etc.;
- visit satisfaction, including shore tour, friendliness of residents, prices, shopping, etc.;
- likelihood of returning for a land-based vacation (passengers only); and
- demographic characteristics, including country of residence, age group, income, etc.

Combining the expenditure data collected from the passenger and crew surveys with data on expenditures by cruise lines for port fees and services, payments to local tour operators for passenger shore excursions purchased onboard the cruise ships, and other provisions purchased locally by the cruise lines, estimates of total cruise tourism expenditures were developed for each participating destination.

Given the direct spending estimates, the economic contribution of these expenditures, as measured by employment and wage income were then estimated for each destination. This process began with the collection of economic data for each destination from a combination of local, regional and international sources. Utilizing all of these data, a set of economic impact models were developed for each destination to estimate the direct and total employment and wage impacts. A more detailed description of these models is provided in the **Data and Methods** section of Volume I.

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<sup>91</sup> Surveys were conducted on the ships of the following cruise lines: Aida, Carnival Cruise Lines, Celebrity Cruises, Costa Cruises, Disney Cruise Line, Holland America Line, Norwegian Cruise Line, Princess Cruises, P&O Cruises, Royal Caribbean International and TUI Cruises.

## Cruise Tourism Expenditures

Cruise tourism expenditures in destination ports are composed of a broad range of spending including:

- onshore expenditures by passengers which tend to be concentrated in shore excursions and retail purchases of clothing, jewelry and local crafts and souvenirs;
- onshore expenditures by crew which are generally concentrated in purchases of food and beverages, local transportation and retail purchases of clothing and electronics;
- expenditures by cruise lines for port services, such as dockage fees and linesmen, utilities, such as water and power and navigation services; and
- purchases of supplies, such as food and other supplies, by the cruise lines from local businesses.

Based on data collected from cruise schedules and visiting cruise lines, 1.15 million cruise passengers arrived aboard cruise ships during the 2017/2018 cruise year.<sup>92</sup> Of these, an estimated 1,030,412 passengers (90%) disembarked and visited Costa Maya. Utilizing additional data provided by the visiting cruise lines, 442,300 crew were aboard the cruise ships and 45 percent, or 198,000 crew, disembarked and visited the destination.

These passenger and crew visits along with additional expenditures by the cruise lines generated a total of **\$89.5** million (\$US) in cruise tourism expenditures in Costa Maya during the 2017/2018 cruise year. The contribution of expenditures by passengers, crew and cruise lines to this total is discussed below.

Per passenger spending estimates were derived from 654 surveys completed by passengers during the survey period. As shown in **Costa Maya Chart 1**, each passenger cruise party spent an average of \$162.82. The average spend per cruise party is the sum of the weighted spending in each of the twelve categories. For example, 45 percent of the survey respondents reported spending an average of \$27.70 for food and beverages. Spread over the cruise parties that visited Costa Maya, this represented an average of \$12.58 per party. On a per passenger basis, the average total expenditure was \$69.58. This represents the sum of per party expenditures, \$162.82, divided by the average size of a cruise party in Costa Maya, 2.34 passengers.

Cruise passenger expenditures in Costa Maya were concentrated in four categories which accounted for 80 percent of their onshore expenditures: shore excursions, watches and jewelry, clothing and local crafts. More than 40 percent the passengers that went ashore made purchases in the following categories: shore excursions, food and beverages and local crafts.

Approximately half (48%) of the passengers reported that their cruise party purchased a shore excursion. The effective local price of the shore excursion was \$99.10 per party but when the full

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<sup>92</sup> The 2017/2018 cruise year includes the twelve months beginning in May, 2017 and ending in April, 2018.

price of the purchase from cruise lines and travel agents is included passengers spent an average of just over \$183 per party for their tours.

**Costa Maya Chart 1 – Estimated Passenger Spending (\$US), 2017/2018 cruise year<sup>93</sup>**

Purchase Categories	Average Spend per Party	Share of All Onshore Visits	Weighted Average Spend per Party
Shore Excursions	\$99.10	48.4%	\$47.92
F&B at Restaurants & Bars	\$27.70	45.4%	\$12.58
Taxis/Ground Transportation	\$20.60	17.3%	\$3.57
Watches & Jewelry	\$277.90	17.0%	\$47.31
Clothing	\$49.30	34.6%	\$17.05
Entertainment/Night Clubs/Casinos	\$16.30	1.4%	\$0.22
Other Purchases	\$64.10	21.4%	\$13.68
Perfumes & Cosmetics	\$47.00	1.9%	\$0.89
Local Crafts & Souvenirs	\$36.40	47.6%	\$17.32
Retail Purchases of Liquor	\$59.20	3.8%	\$2.24
Electronics	-	0.0%	-
Telephone & Internet	\$7.40	0.5%	\$0.04
<b>Total Spend per Cruise Party</b>			<b>\$162.82</b>
<b>Average Size of a Cruise Party</b>			<b>2.3</b>
<b>Total Spend per Cruise Passenger</b>			<b>\$69.58</b>
<b>Cruise Passenger Onshore Visits</b>			<b>1,030,412</b>
<b>Total Cruise Passenger Expenditures</b>			<b>\$71,696,640</b>

For the entire 2017/2018 cruise year, the estimated 1.03 million cruise passengers who visited Costa Maya spent a total of **\$71.7 million** (\$US) in Costa Maya.

Per crew spending estimates were derived from 736 surveys completed by crew members during the survey period. As shown in **Costa Maya Chart 2**, each crew member spent an average of \$41.72 in Costa Maya. The average spend per crew member is the sum of the weighted spending in each of the twelve categories. For example, 77 percent of the survey respondents reported spending an average of \$30.30 for food and beverages. Spread over all the crew members that reported that they visited Costa Maya; this represents an average of \$23.32 per crew member.

Expenditures by crew in Costa Maya were concentrated in three categories which accounted for 73 percent of their onshore expenditures: food and beverages, clothing, and local crafts. Combined, crew spent an average of \$30.55 for goods in these three categories. Purchases of food and beverages were the most popular expenditure item with 77 percent of the crew reporting the purchase of food and beverages.

<sup>93</sup> The average shore excursion expenditure is a weighted average of the onshore and travel agent/other purchases and the portion of the onboard purchases paid to local tour operators.

For the entire 2017/2018 cruise year, the estimated 198,000 crew who visited Costa Maya spent an estimated total of nearly **\$8.3 million** (\$US).

**Costa Maya Chart 2 – Estimated Crew Spending (\$US), 2017/2018 cruise year**

Purchase Categories	Average Spend per Crew	Share of All Onshore Crew Visits	Weighted Average Spend per Crew
F&B at Restaurants & Bars	\$30.30	76.9%	\$23.32
Taxis/Ground Transportation	\$7.80	25.1%	\$1.96
Watches & Jewelry	\$52.20	4.0%	\$2.08
Clothing	\$27.50	13.1%	\$3.62
Entertainment/Night Clubs/Casinos	\$42.70	2.4%	\$1.02
Other Purchases	\$70.30	6.0%	\$4.20
Shore Excursions	\$24.60	4.4%	\$1.08
Perfumes & Cosmetics	\$21.60	3.2%	\$0.69
Local Crafts & Souvenirs	\$19.30	18.7%	\$3.61
Retail Purchases of Liquor	\$20.10	0.4%	\$0.08
Electronics	-	0.0%	
Telephone & Internet	\$7.50	0.8%	\$0.06
<b>Total Spend per Crew</b>			<b>\$41.72</b>
<b>Crew Visits</b>			198,000
<b>Total Crew Expenditures</b>			<b>\$8,260,560</b>

Cruise lines made payments to local businesses for a variety of goods and services. Net payments to local vendors for shore excursions have been included with passenger expenditures. However, cruise lines made other local expenditures, including payments for port fees and taxes, navigation services, utilities and other supplies. Based upon data provided by the FCCA member cruise lines, we estimated that all cruise lines spent **\$9.6 million** (\$US) in Costa Maya during the 2017/2018 cruise year. Nearly all of these expenditures were payments for port fees and taxes and navigation services.

## Economic Contribution of Cruise Tourism Expenditures

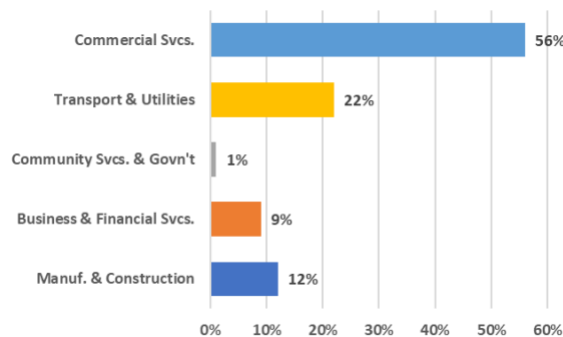
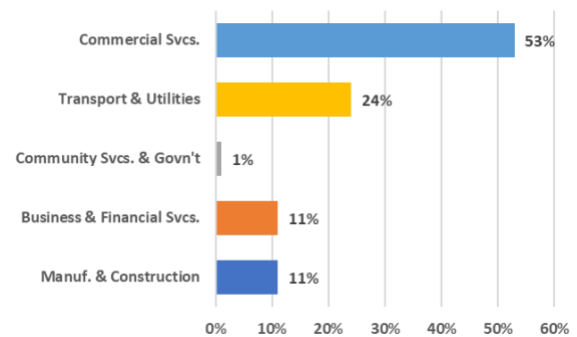
As noted in the **Data and Methods** section of the full report, a set of economic impact models were developed for each destination to produce estimates of the economic contribution of cruise tourism. Data for these models were collected from a broad range of local, regional and international sources. The impact models were designed to reflect the economic structure of each destination, including the industrial composition of Gross Domestic Product (GDP), the wage share of GDP by industry and average employee wages by industry.

As shown in **Costa Maya Chart 3**, the \$89.5 million in total cruise tourism expenditures in Costa Maya generated direct employment of 1,306 residents of Costa Maya paying \$8.4 million in annual wages. Adding the indirect contribution that results from the spending of those local businesses that are the direct recipients of passenger, crew and cruise line expenditures, the direct cruise tourism expenditures generated a total employment contribution of 2,081 jobs and \$13.5 million in wage income in Costa Maya during the 2017/2018 cruise year.

**Costa Maya Chart 3 –Total Economic Contribution of Cruise Tourism, 2017/2018 cruise year**

	Employment	Wage Income (\$US Millions)
<b>Direct Economic Contribution</b>	1,306	\$8.36
<b>Total Economic Contribution</b>	2,081	\$13.45

As shown in **Costa Maya Charts 4 and 5**, the total employment and wage impacts of cruise tourism are concentrated in the commercial and transport sectors which account for about 78 percent of the total impacts. This is not surprising since the direct impacts account for nearly 63 percent of the total employment impacts and that virtually all of the cruise tourism expenditures are made with businesses in these sectors.

**Costa Maya Chart 4 – Total Employment Impacts by Sector****Costa Maya Chart 5 – Total Wage Impacts by Sector**

## Passenger Surveys

A total of 654 passenger surveys were completed and returned for tabulation. **Costa Maya Chart 6** shows the major attributes of passenger visits to Costa Maya as derived from the passenger surveys.

- Of the 654 cruise parties that completed the surveys more than two-thirds (77%) stated that this had been their first visit to Costa Maya.
- Ninety-four percent of the cruise parties that completed the surveys disembarked their cruise ship to visit Costa Maya.
- Of the cruise parties that went ashore, three in five (60%) made at least one purchase while ashore. The typical cruise party consisted of over two passengers (Average: 2.34) and spent an average of 3.8 hours ashore.
- Excluding shore excursions, the responding cruise parties reported spending an average of \$114.90 while ashore.

### Costa Maya Chart 6 – Major Attributes of Passenger Surveys

		Number	Percent
Total Respondents		654	
Number Making First Visit		504	77%
Number Ashore		614	94%
Number Making Onshore Purchases:①		370	60%
Average Hours Ashore		3.8	
Average Size of Expenditure Party (Persons)		2.34	
Average Onshore Expenditure per Party①		\$114.90	
Purchased a Shore Excursion (Tour)		298	49%
Purchased Onshore Tour from:			
	Cruise Line	248	83%
	Onshore from Tour Operator	40	13%
	Travel Agent	10	3%
Tour Type:			
	Historical/Cultural	102	34%
	Beach Day	85	28%
	Soft-Water	40	13%
	Shopping	7	2%
	Soft Land	41	14%
	Other	45	15%
Average Cost of Shore Excursion per Party②		\$183.44	
Toured On Own/Did not Tour		316	52%
Reason for No Tour/Tour on Own			
	Prefer to Tour on Own	136	43%
	Didn't Like Any	67	21%
	Nothing New	20	6%
	Poor Value	38	12%
	Too Similar to Other Destinations	24	8%
	Other	78	25%

① Excludes shore excursion expenditures

② Unadjusted average per party purchase cost of a shore excursion by passengers who purchased a shore excursion.

- About half (49%) of the passengers that went ashore purchased a shore excursion. The majority (83%) of passengers who purchased a tour did so through their cruise line, 13 percent purchased their tour onshore and 3 percent purchased their tour through their travel agent.
- A third (34%) of the tours purchased were visits to “historical or cultural sites”, while 28 percent were “beach day activities”.
- The typical cruise party that purchased a shore excursion spent nearly \$183 for their tour.



## Passenger Satisfaction

The passenger survey also asked the passengers to rate their satisfaction with their destination visit along a number of parameters, as shown in **Costa Maya Chart 7**. A 10-point scale was used with 10 being the highest score, i.e., extremely satisfied, and 1 being the lowest score, i.e., not at all satisfied.

- While cruise passengers were satisfied with their overall visit to Costa Maya (6.7) they were slightly less satisfied terms of the visit “meeting expectations” (6.2).
- “Guided Tours” (or Shore Excursions) received a ‘very satisfied’ mean score of 7.8; Additionally, the high ratings in “knowledge of guide” (8.3), “professionalism of guide” (8.3), and “value of tours” (7.1) indicates visitors to Costa Maya were very satisfied with their onshore excursions.

**Costa Maya Chart 7 – Passenger Visit Satisfaction\***

Visit Attributes	2018 Mean Score
<b>Overall Visit</b>	6.7
<b>Visit Met Expectations</b>	6.2
<b>Likelihood of a Return Visit</b>	3.7
<b>Likelihood of Recommending</b>	4.3
<b>Initial Shoreside Welcome</b>	7.2
<b>Guided Tour</b>	7.8
<b>Knowledge of guide</b>	8.3
<b>Professionalism of guide</b>	8.3
<b>Value of tour</b>	7.1
<b>Historic Sites/Museums</b>	7.5
<b>Variety of Things to See and Do</b>	6.0
<b>Friendliness of Residents</b>	7.5
<b>Overall Shopping Experience</b>	6.7
<b>Courtesy of Employees</b>	7.3
<b>Variety of Shops</b>	6.5
<b>Quality of Goods</b>	6.5
<b>Overall Prices</b>	6.1
<b>Taxis/Local Transportation</b>	7.7
<b>Professionalism of Driver</b>	7.8
<b>Cleanliness of Transport</b>	7.8

\* Scale is 1 to 10 with 10 being the highest score. The mean scores can be interpreted as follows:  
Extremely Satisfied: 10-9; Very Satisfied: 8-7; Somewhat Satisfied: 6-5; Not Too Satisfied: 4-3;  
Not At All Satisfied: 2-1.

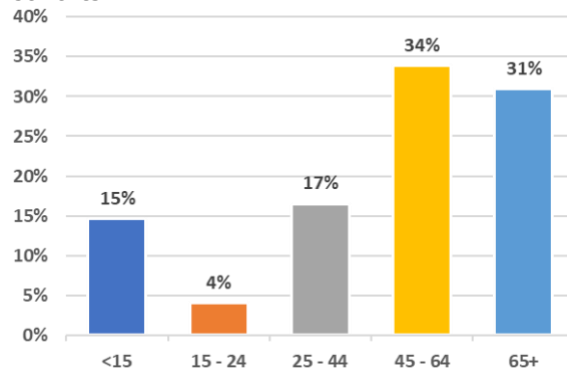
Among other key conclusions concerning visit satisfaction were the following:

- Passenger interactions with residents and store employees were very positive as the mean scores for “friendliness of residents” (7.5) and “courtesy of employees” (7.3) were high.
- Passengers were also very satisfied with a “taxi and local transportation” (7.7)
- Passengers were somewhat satisfied with their “overall shopping experience” (6.7). They recorded similar satisfaction ratings for “variety of shops” (6.5), “quality of goods” (6.5) and satisfaction with the “overall prices” (6.1).
- Costa Maya scored lowest in the likelihood passengers to say they are “likely to return for a land-based visit” (3.7), and their “likelihood of recommending to a friend” (4.3).

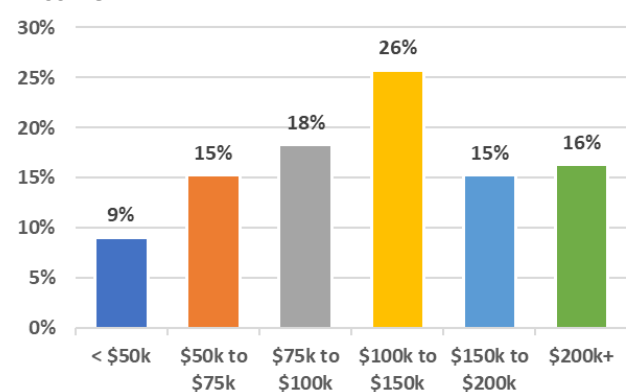
## Passenger Demographics

Residents of the United States, UK and Canada accounted for 97 percent of the responding passengers. The average age of the respondents was 48 years with nearly a third (31%) of the respondents being 65 years of age or older. Costa Maya passengers had an average household income of \$128,400 with 57 percent having over \$100,000 in household income.

**Costa Maya Chart 8 – Passenger Age Cohorts**



**Costa Maya Chart 9 – Passenger Household Income**



## Cozumel

At the core of the analysis of the economic contribution of cruise tourism were a set of passenger and crew surveys that were conducted onboard ships of the FCCA member cruise lines.<sup>94</sup> The surveys were undertaken during the eight-month period beginning in October 2017 and ending in May 2018. The survey schedule was designed so that surveys were conducted by FCCA member cruise lines that called at each destination and that the distribution of passenger and crew surveys would reflect the distribution of passenger and crew arrivals by cruise line at each destination. On any given cruise itinerary, passenger and crew surveys were placed in all passenger cabins and crew quarters following a single destination call. The surveys were completed by the passengers and crew in the privacy of their quarters and returned to a designated office on the cruise ship. Thus, passengers and crew were only surveyed once during a cruise itinerary and for a single destination.

The passenger and crew surveys were designed to collect data for onshore spending and visit satisfaction by both passengers and crew. While the crew survey was slightly shorter than the passenger survey, both surveys were designed to collect the following information:

- hours spent ashore;
- expenditures by category, including shore tours, food & beverages, clothing, etc.;
- visit satisfaction, including shore tour, friendliness of residents, prices, shopping, etc.;
- likelihood of returning for a land-based vacation (passengers only); and
- demographic characteristics, including country of residence, age group, income, etc.

Combining the expenditure data collected from the passenger and crew surveys with data on expenditures by cruise lines for port fees and services, payments to local tour operators for passenger shore excursions purchased onboard the cruise ships, and other provisions purchased locally by the cruise lines, estimates of total cruise tourism expenditures were developed for each participating destination.

Given the direct spending estimates, the economic contribution of these expenditures, as measured by employment and wage income were then estimated for each destination. This process began with the collection of economic data for each destination from a combination of local, regional and international sources. Utilizing all of these data, a set of economic impact models were developed for each destination to estimate the direct and total employment and wage impacts. A more detailed description of these models is provided in the **Data and Methods** section of Volume I.

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<sup>94</sup> Surveys were conducted on the ships of the following cruise lines: Aida, Carnival Cruise Lines, Celebrity Cruises, Costa Cruises, Disney Cruise Line, Holland America Line, Norwegian Cruise Line, Princess Cruises, P&O Cruises, Royal Caribbean International and TUI Cruises.

## Cruise Tourism Expenditures

Cruise tourism expenditures in destination ports are composed of a broad range of spending including:

- onshore expenditures by passengers which tend to be concentrated in shore excursions and retail purchases of clothing, jewelry and local crafts and souvenirs;
- onshore expenditures by crew which are generally concentrated in purchases of food and beverages, local transportation and retail purchases of clothing and electronics;
- expenditures by cruise lines for port services, such as dockage fees and linesmen, utilities, such as water and power and navigation services; and
- purchases of supplies, such as food and other supplies, by the cruise lines from local businesses.

Based on data published by the Café Azul, we have estimated that 4.1 million cruise passengers arrived aboard cruise ships during the 2017/2018 cruise year, up about 40 percent from the 2014/2015 study.<sup>95</sup> Of these, an estimated 3.5 million passengers (85%) disembarked and visited Cozumel. Utilizing additional data provided by the visiting cruise lines, 1.6 million crew were aboard the cruise ships and 42 percent, or 676,300, disembarked and visited the destination.

These passenger and crew visits along with additional expenditures by the cruise lines generated a total of **\$474.1** million (\$US) in cruise tourism expenditures in Cozumel during the 2017/2018 cruise year. The contribution of expenditures by passengers, crew and cruise lines to this total is discussed below.

Per passenger spending estimates were derived from 1,170 surveys completed by passengers during the survey period. As shown in **Cozumel Chart 1**, each passenger cruise party spent an average of \$232.99. The average spend per cruise party is the sum of the weighted spending in each of the twelve categories. For example, 50 percent of the survey respondents reported spending an average of \$38.70 for food and beverages. Spread over the cruise parties that visited Cozumel, this represented an average of \$19.46 per party. On a per passenger basis, the average total expenditure was \$108.37. This represents the sum of per party expenditures, \$232.99, divided by the average size of a cruise party in Cozumel, 2.15 passengers.

Cruise passenger expenditures in Cozumel were concentrated in four categories which accounted for 70 percent of their onshore expenditures: shore excursions, watches & jewelry, clothing and local crafts. Fifty percent or more of the passengers that went ashore made purchases in the following categories: shore excursions, food and beverages and local crafts.

Just over half (54%) of the passengers reported that their cruise party purchased a shore excursion. The effective local price of the shore excursion was \$110.80 per party but when the full price of the purchase from cruise lines and travel agents is included passengers spent an average of about \$162 per party for their tours.

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<sup>95</sup> The 2017/2018 cruise year includes the twelve months beginning in May, 2017 and ending in April, 2018.

**Cozumel Chart 1 – Estimated Passenger Spending (\$US), 2017/2018 cruise year<sup>96</sup>**

Purchase Categories	Average Spend per Party	Share of All Onshore Visits	Weighted Average Spend per Party
Shore Excursions	\$110.80	53.7%	\$59.54
F&B at Restaurants & Bars	\$38.70	50.3%	\$19.46
Taxis/Ground Transportation	\$33.60	24.1%	\$8.09
Watches & Jewelry	\$269.80	20.5%	\$55.39
Clothing	\$55.20	44.4%	\$24.52
Entertainment/Night Clubs/Casinos	\$155.80	1.7%	\$2.68
Other Purchases	\$120.60	21.1%	\$25.45
Perfumes & Cosmetics	\$82.60	3.7%	\$3.03
Local Crafts & Souvenirs	\$46.20	51.7%	\$23.90
Retail Purchases of Liquor	\$64.90	16.3%	\$10.57
Electronics	\$30.50	0.2%	\$0.07
Telephone & Internet	\$23.00	1.3%	\$0.29
<b>Total Spend per Cruise Party</b>			<b>\$232.99</b>
<b>Average Size of a Cruise Party</b>			<b>2.2</b>
<b>Total Spend per Cruise Passenger</b>			<b>\$108.37</b>
<b>Cruise Passenger Onshore Visits</b>			<b>3,487,826</b>
<b>Total Cruise Passenger Expenditures</b>			<b>\$377,962,044</b>

For the entire 2017/2018 cruise year, the estimated 3.49 million cruise passengers who visited Cozumel spent a total of almost **\$378.0 million** (\$US) in Cozumel.

Per crew spending estimates were derived from 1,269 surveys completed by crew members during the survey period. As shown in **Cozumel Chart 2**, each crew member spent an average of \$67.24 in Cozumel. The average spend per crew member is the sum of the weighted spending in each of the twelve categories. For example, 80 percent of the survey respondents reported spending an average of \$32.60 for food and beverages. Spread over all the crew members that reported that they visited Cozumel; this represents an average of \$26.04 per crew member.

Expenditures by crew in Cozumel were concentrated in three categories which accounted for 71 percent of their onshore expenditures: food and beverages, watches & jewelry, and other (unspecified) purchases. Combined, crew spent an average of \$48.02 for goods in these three categories. Purchases of food and beverages were the most popular expenditure item with 80 percent of the crew reporting the purchase of food and beverages.

For the entire 2017/2018 cruise year, the estimated 676,252 crew who visited Cozumel spent an estimated total of **\$45.5 million** (\$US).

<sup>96</sup> The average shore excursion expenditure is a weighted average of the onshore and travel agent/other purchases and the portion of the onboard purchases paid to local tour operators.

**Cozumel Chart 2 – Estimated Crew Spending (\$US), 2017/2018 cruise year**

Purchase Categories	Average Spend per Crew	Share of All Onshore Crew Visits	Weighted Average Spend per Crew
F&B at Restaurants & Bars	\$32.60	79.8%	\$26.04
Taxis/Ground Transportation	\$16.90	27.4%	\$4.62
Watches & Jewelry	\$130.00	4.7%	\$6.09
Clothing	\$34.10	12.6%	\$4.29
Entertainment/Night Clubs/Casinos	\$31.30	2.7%	\$0.85
Other Purchases	\$135.70	11.7%	\$15.89
Shore Excursions	\$52.00	5.1%	\$2.63
Perfumes & Cosmetics	\$38.30	6.8%	\$2.60
Local Crafts & Souvenirs	\$22.20	10.0%	\$2.22
Retail Purchases of Liquor	\$40.60	1.8%	\$0.75
Electronics	\$21.50	2.1%	\$0.45
Telephone & Internet	\$15.60	5.2%	\$0.81
<b>Total Spend per Crew</b>			<b>\$67.24</b>
<b>Crew Visits</b>			676,252
<b>Total Crew Expenditures</b>			<b>\$45,471,200</b>

Cruise lines made payments to local businesses for a variety of goods and services. Net payments to local vendors for shore excursions have been included with passenger expenditures. However, cruise lines made other local expenditures, including payments for port fees and taxes, navigation services, utilities and other supplies. Based upon data provided by the FCCA member cruise lines, we estimated that all cruise lines spent **\$50.6 million** (\$US) in Cozumel during the 2017/2018 cruise year. Virtually all of these expenditures were payments for port fees and taxes and navigation services.

## Economic Contribution of Cruise Tourism Expenditures

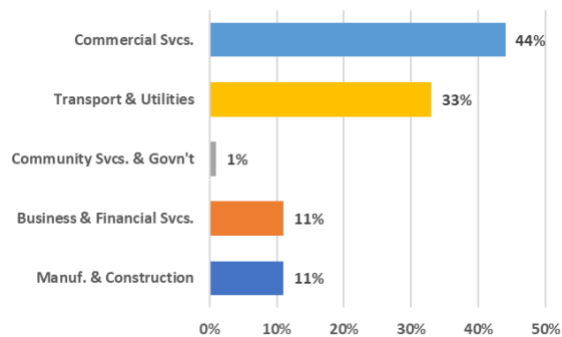
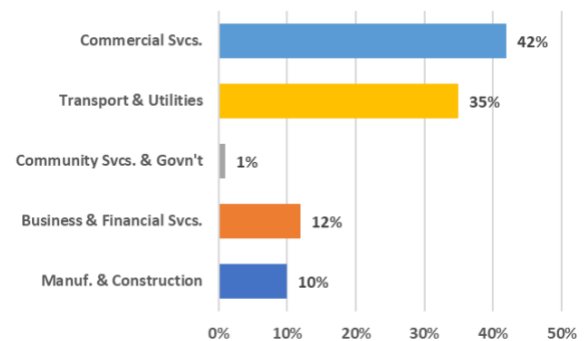
As noted in the **Data and Methods** section of the full report, a set of economic impact models were developed for each destination to produce estimates of the economic contribution of cruise tourism. Data for these models were collected from a broad range of local, regional and international sources. The impact models were designed to reflect the economic structure of each destination, including the industrial composition of Gross Domestic Product (GDP), the wage share of GDP by industry and average employee wages by industry.

As shown in **Cozumel Chart 3**, the \$474.1 million in total cruise tourism expenditures in Cozumel generated direct employment of 7,375 residents of Cozumel paying \$48.5 million in annual wages. Adding the indirect contribution that results from the spending of those local businesses that are the direct recipients of passenger, crew and cruise line expenditures, the direct cruise tourism expenditures generated a total employment contribution of 11,945 jobs and \$78.2 million in wage income in Cozumel during the 2017/2018 cruise year.

**Cozumel Chart 3 –Total Economic Contribution of Cruise Tourism, 2017/2018 cruise year**

	Employment	Wage Income (\$US Millions)
<b>Direct Economic Contribution</b>	7,375	\$48.48
<b>Total Economic Contribution</b>	11,945	\$78.21

As shown in **Cozumel Charts 4 and 5**, the total employment and wage impacts of cruise tourism are concentrated in the commercial and transport sectors which account for about 77 percent of the total impacts. This is not surprising since the direct impacts account for 62 percent of the total employment impacts and that virtually all of the cruise tourism expenditures are made with businesses in these sectors.

**Cozumel Chart 4 – Total Employment Impacts by Sector****Cozumel Chart 5 – Total Wage Impacts by Sector**

## Passenger Surveys

A total of 1,170 passenger surveys were completed and returned for tabulation. **Cozumel Chart 6** shows the major attributes of passenger visits to Cozumel as derived from the passenger surveys.

- Of the 1,170 cruise parties that completed the surveys half (47%) stated that this had been their first visit to Cozumel.
- Ninety-six percent of the cruise parties that completed the surveys disembarked their cruise ship to visit Cozumel.
- Of the cruise parties that went ashore, about three-quarters (77%) made at least one purchase while ashore. The typical cruise party consisted of two passengers (Average: 2.15) and spent an average of 5.0 hours ashore.
- Excluding shore excursions, the responding cruise parties reported spending an average of \$173.45 while ashore.



**Cozumel Chart 6 – Major Attributes of Passenger Surveys**

	Number	Percent
<b>Total Respondents</b>	1,170	
<b>Number Making First Visit</b>	550	47%
<b>Number Ashore</b>	1,126	96%
<b>Number Making Onshore Purchases:①</b>	871	77%
<b>Average Hours Ashore</b>	5.0	
<b>Average Size of Expenditure Party (Persons)</b>	2.15	
<b>Average Onshore Expenditure per Party①</b>	\$173.45	
<b>Purchased a Shore Excursion (Tour)</b>	604	54%
<b>Purchased Onshore Tour from:</b>		
<b>Cruise Line</b>	449	74%
<b>Onshore from Tour Operator</b>	118	20%
<b>Travel Agent</b>	35	6%
<b>Tour Type:</b>		
<b>Historical/Cultural</b>	203	34%
<b>Beach Day</b>	148	25%
<b>Soft-Water</b>	104	17%
<b>Shopping</b>	66	11%
<b>Soft Land</b>	69	11%
<b>Other</b>	104	17%
<b>Average Cost of Shore Excursion per Party②</b>	\$161.87	
<b>Toured On Own/Did not Tour</b>	521	46%
<b>Reason for No Tour/Tour on Own</b>		
<b>Prefer to Tour on Own</b>	271	52%
<b>Didn't Like Any</b>	45	9%
<b>Nothing New</b>	57	11%
<b>Poor Value</b>	44	8%
<b>Too Similar to Other Destinations</b>	32	6%
<b>Other</b>	119	23%

① Excludes shore excursion expenditures

② Unadjusted average per party purchase cost of a shore excursion by passengers who purchased a shore excursion.

- Half (54%) of the passengers that went ashore purchased a shore excursion. Three in four (74%) of passengers who purchased a tour did so through their cruise line, 20 percent purchased their tour onshore and 6 percent purchased their tour through their travel agent.
- Most (34%) of the tours purchased were visits to “historical or cultural sites”, while a quarter (25%) were “beach day activities”.
- The typical cruise party that purchased a shore excursion spent \$162 for their tour.

## Passenger Satisfaction

The passenger survey also asked the passengers to rate their satisfaction with their destination visit along a number of parameters, as shown in **Cozumel Chart 7**. A 10-point scale was used with 10 being the highest score, i.e., extremely satisfied, and 1 being the lowest score, i.e., not at all satisfied.

- Cruise passengers were very satisfied with their overall visit to Cozumel (8.5) and in terms of the visit “meeting expectations” (7.9).
- “Guided Tours” (or Shore Excursions) received a ‘very satisfied’ mean score of 9.2; Additionally, the high ratings in “knowledge of guide” (9.3), “professionalism of guide” (9.3), and “value of tours” (8.7) indicates visitors to Cozumel were very satisfied with their onshore excursions.

**Cozumel Chart 7 – Passenger Visit Satisfaction\***

Visit Attributes	2018 Mean Score
<b>Overall Visit</b>	8.5
<b>Visit Met Expectations</b>	7.9
<b>Likelihood of a Return Visit</b>	6.4
<b>Likelihood of Recommending</b>	6.9
<b>Initial Shoreside Welcome</b>	8.4
<b>Guided Tour</b>	9.2
<b>Knowledge of guide</b>	9.3
<b>Professionalism of guide</b>	9.3
<b>Value of tour</b>	8.7
<b>Historic Sites/Museums</b>	8.5
<b>Variety of Things to See and Do</b>	8.1
<b>Friendliness of Residents</b>	8.7
<b>Overall Shopping Experience</b>	8.2
<b>Courtesy of Employees</b>	8.5
<b>Variety of Shops</b>	8.1
<b>Quality of Goods</b>	8.0
<b>Overall Prices</b>	7.8
<b>Taxis/Local Transportation</b>	8.8
<b>Professionalism of Driver</b>	9.0
<b>Cleanliness of Transport</b>	9.0

\* Scale is 1 to 10 with 10 being the highest score. The mean scores can be interpreted as follows:  
 Extremely Satisfied: 10-9; Very Satisfied: 8-7; Somewhat Satisfied: 6-5; Not Too Satisfied: 4-3;  
 Not At All Satisfied: 2-1.

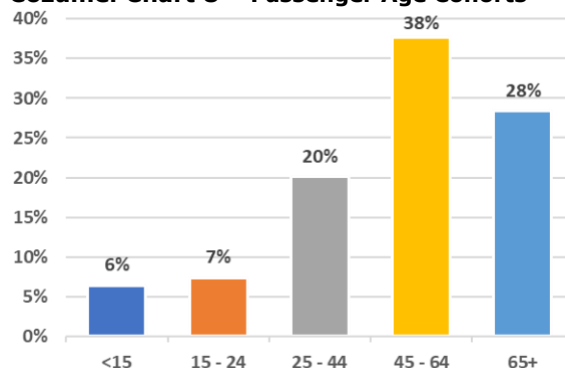
Among other key conclusions concerning visit satisfaction were the following:

- Passenger interactions with residents and store employees were very positive as the mean scores for “friendliness of residents” (8.7) and “courtesy of employees” (8.5) were high.
- Passengers were also very satisfied with their “initial onshore welcome” (8.4), a “variety of things to see and do” (8.1) and “taxis and local transportation” (8.8).
- Passengers were also very satisfied with all aspects of their shopping in Cozumel. Ratings for the “overall shopping experience” (8.2), a “variety of shops” (8.1), “quality of goods” (8.0) and satisfaction with the “overall prices” (7.8) were all in the ‘very satisfied’ range.
- Cozumel also scored lowest in passengers to say they are “likely to return for a land-based visit” (6.4), and their “likelihood of recommending to a friend” (6.9), however both of these mean scores were in the ‘somewhat likely’ range.

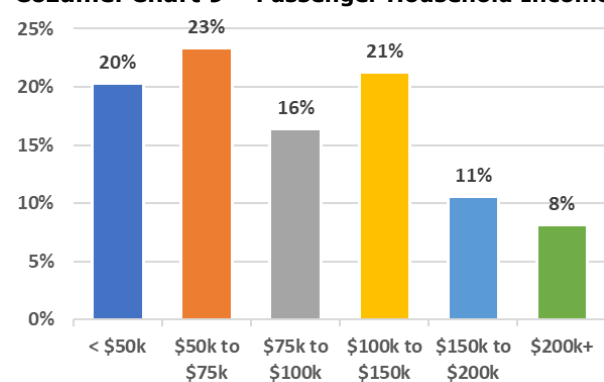
## Passenger Demographics

Residents of the United States, UK and Canada accounted for 93 percent of the responding passengers. The average age of the respondents was 50 years with 28 percent of the respondents being 65 years of age or older. Cozumel passengers had an average household income of \$101,400 with 40 percent having over \$100,000 in household income.

**Cozumel Chart 8 – Passenger Age Cohorts**



**Cozumel Chart 9 – Passenger Household Income**



## Ensenada

At the core of the analysis of the economic contribution of cruise tourism were a set of passenger and crew surveys that were conducted onboard ships of the FCCA member cruise lines.<sup>97</sup> The surveys were undertaken during the eight-month period beginning in October 2017 and ending in May 2018. The survey schedule was designed so that surveys were conducted by FCCA member cruise lines that called at each destination and that the distribution of passenger and crew surveys would reflect the distribution of passenger and crew arrivals by cruise line at each destination. On any given cruise itinerary, passenger and crew surveys were placed in all passenger cabins and crew quarters following a single destination call. The surveys were completed by the passengers and crew in the privacy of their quarters and returned to a designated office on the cruise ship. Thus, passengers and crew were only surveyed once during a cruise itinerary and for a single destination.

The passenger and crew surveys were designed to collect data for onshore spending and visit satisfaction by both passengers and crew. While the crew survey was slightly shorter than the passenger survey, both surveys were designed to collect the following information:

- hours spent ashore;
- expenditures by category, including shore tours, food & beverages, clothing, etc.;
- visit satisfaction, including shore tour, friendliness of residents, prices, shopping, etc.;
- likelihood of returning for a land-based vacation (passengers only); and
- demographic characteristics, including country of residence, age group, income, etc.

Combining the expenditure data collected from the passenger and crew surveys with data on expenditures by cruise lines for port fees and services, payments to local tour operators for passenger shore excursions purchased onboard the cruise ships, and other provisions purchased locally by the cruise lines, estimates of total cruise tourism expenditures were developed for each participating destination.

Given the direct spending estimates, the economic contribution of these expenditures, as measured by employment and wage income were then estimated for each destination. This process began with the collection of economic data for each destination from a combination of local, regional and international sources. Utilizing all of these data, a set of economic impact models were developed for each destination to estimate the direct and total employment and wage impacts. A more detailed description of these models is provided in the **Data and Methods** section of Volume I.

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<sup>97</sup> Surveys were conducted on the ships of the following cruise lines: Aida, Carnival Cruise Lines, Celebrity Cruises, Costa Cruises, Disney Cruise Line, Holland America Line, Norwegian Cruise Line, Princess Cruises, P&O Cruises, Royal Caribbean International and TUI Cruises.

## Cruise Tourism Expenditures

Cruise tourism expenditures in destination ports are composed of a broad range of spending including:

- onshore expenditures by passengers which tend to be concentrated in shore excursions and retail purchases of clothing, jewelry and local crafts and souvenirs;
- onshore expenditures by crew which are generally concentrated in purchases of food and beverages, local transportation and retail purchases of clothing and electronics;
- expenditures by cruise lines for port services, such as dockage fees and linesmen, utilities, such as water and power and navigation services; and
- purchases of supplies, such as food and other supplies, by the cruise lines from local businesses.

Based on data collected from the API de Ensenada, 659,309 cruise passengers arrived aboard cruise ships during the 2017/2018 cruise year.<sup>98</sup> Of these, an estimated 468,109 passengers (71%) disembarked and visited Ensenada. Utilizing additional data provided by the port administration and visiting cruise lines, 239,800 crew were aboard the cruise ships and 39 percent, or 93,400, disembarked and visited the destination.

These passenger and crew visits along with additional expenditures by the cruise lines generated a total of **\$40.4** million (\$US) in cruise tourism expenditures in Ensenada during the 2017/2018 cruise year. The contribution of expenditures by passengers, crew and cruise lines to this total is discussed below.

Per passenger spending estimates were derived from 690 surveys completed by passengers during the survey period. As shown in **Ensenada Chart 1**, each passenger cruise party spent an average of \$117.58. The average spend per cruise party is the sum of the weighted spending in each of the twelve categories. For example, 50 percent of the survey respondents reported spending an average of \$31.40 for food and beverages. Spread over the cruise parties that visited Ensenada, this represented an average of \$15.60 per party. On a per passenger basis, the average total expenditure was \$54.69. This represents the sum of per party expenditures, \$117.58, divided by the average size of a cruise party in Ensenada, 2.15 passengers.

Cruise passenger expenditures in Ensenada were concentrated in four categories which accounted for 67 percent of their onshore expenditures: shore excursions, food and beverages, local crafts, and other (unspecified) purchases. Over 40 percent of the passengers that went ashore made purchases in the following categories: shore excursions, food and beverages and local crafts.

Forty-two percent of the passengers reported that their cruise party purchased a shore excursion. The effective local price of the shore excursion was \$67.00 per party but when the full price of

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<sup>98</sup> The 2017/2018 cruise year includes the twelve months beginning in May, 2017 and ending in April, 2018.

the purchase from cruise lines and travel agents is included passengers spent an average of about \$106 per party for their tours.

**Ensenada Chart 1 – Estimated Passenger Spending (\$US), 2017/2018 cruise year<sup>99</sup>**

Purchase Categories	Average Spend per Party	Share of All Onshore Visits	Weighted Average Spend per Party
Shore Excursions	\$67.00	42.1%	\$28.19
F&B at Restaurants & Bars	\$31.40	49.6%	\$15.60
Taxis/Ground Transportation	\$13.50	29.9%	\$4.05
Watches & Jewelry	\$62.00	17.6%	\$10.90
Clothing	\$41.50	28.7%	\$11.94
Entertainment/Night Clubs/Casinos	\$29.90	2.1%	\$0.64
Other Purchases	\$68.70	23.3%	\$15.99
Perfumes & Cosmetics	\$53.30	0.7%	\$0.38
Local Crafts & Souvenirs	\$36.60	51.8%	\$18.95
Retail Purchases of Liquor	\$60.80	16.4%	\$9.97
Electronics	-	0.0%	-
Telephone & Internet	\$58.30	1.7%	\$0.97
<b>Total Spend per Cruise Party</b>			<b>\$117.58</b>
<b>Average Size of a Cruise Party</b>			2.15
<b>Total Spend per Cruise Passenger</b>			<b>\$54.69</b>
<b>Cruise Passenger Onshore Visits</b>			468,109
<b>Total Cruise Passenger Expenditures</b>			<b>\$25,600,713</b>

For the entire 2017/2018 cruise year, the estimated 468,109 cruise passengers who visited Ensenada spent a total of **\$25.6 million** (\$US) in Ensenada.

Per crew spending estimates were derived from 349 surveys completed by crew members during the survey period. As shown in **Ensenada Chart 2**, each crew member spent an average of \$46.41 in Ensenada. The average spend per crew member is the sum of the weighted spending in each of the twelve categories. For example, 83 percent of the survey respondents reported spending an average of \$24.10 for food and beverages. Spread over all the crew members that reported that they visited Ensenada; this represents an average of \$19.88 per crew member.

Expenditures by crew in Ensenada were spread fairly evenly across all categories, except for food and beverages, which accounted for 43 percent of their onshore expenditures. Purchases of food and beverages were the most popular expenditure item with 83 percent of the crew reporting the purchase of food and beverages.

For the entire 2017/2018 cruise year, the estimated 93,400 crew who visited Ensenada spent an estimated total of **\$4.3 million** (\$US).

<sup>99</sup> The average shore excursion expenditure is a weighted average of the onshore and travel agent/other purchases and the portion of the onboard purchases paid to local tour operators.

**Ensenada Chart 2 – Estimated Crew Spending (\$US), 2017/2018 cruise year**

Purchase Categories	Average Spend per Crew	Share of All Onshore Crew Visits	Weighted Average Spend per Crew
F&B at Restaurants & Bars	\$24.10	82.6%	\$19.88
Taxis/Ground Transportation	\$8.10	43.4%	\$3.53
Watches & Jewelry	\$45.50	5.7%	\$2.59
Clothing	\$28.50	11.7%	\$3.35
Entertainment/Night Clubs/Casinos	\$41.00	4.3%	\$1.75
Other Purchases	\$34.20	13.5%	\$4.63
Shore Excursions	\$21.30	5.0%	\$1.06
Perfumes & Cosmetics	\$32.40	6.8%	\$2.19
Local Crafts & Souvenirs	\$15.70	7.1%	\$1.12
Retail Purchases of Liquor	\$29.00	5.3%	\$1.55
Electronics	\$81.30	2.8%	\$2.32
Telephone & Internet	\$29.80	8.2%	\$2.44
<b>Total Spend per Crew</b>			<b>\$46.41</b>
<b>Crew Visits</b>			93,400
<b>Total Crew Expenditures</b>			<b>\$4,334,227</b>

Cruise lines made payments to local businesses for a variety of goods and services. Net payments to local vendors for shore excursions have been included with passenger expenditures. However, cruise lines made other local expenditures, including payments for port fees and taxes, navigation services, utilities and other supplies. Based upon data provided by the FCCA member cruise lines, we estimated that all cruise lines spent **\$10.5 million** (\$US) in Ensenada during the 2017/2018 cruise year. Most of these expenditures were payments for port fees and taxes and navigation services.

## Economic Contribution of Cruise Tourism Expenditures

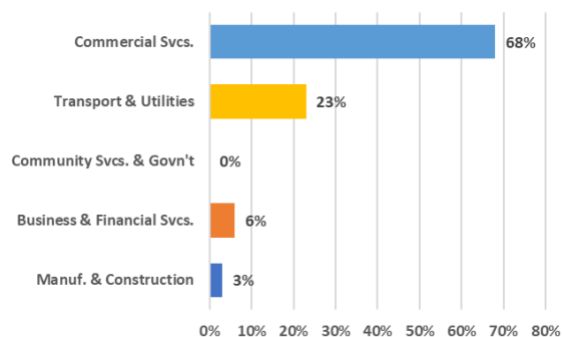
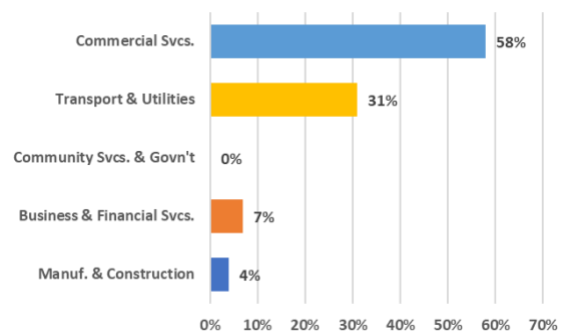
As noted in the **Data and Methods** section of the full report, a set of economic impact models were developed for each destination to produce estimates of the economic contribution of cruise tourism. Data for these models were collected from a broad range of local, regional and international sources. The impact models were designed to reflect the economic structure of each destination, including the industrial composition of Gross Domestic Product (GDP), the wage share of GDP by industry and average employee wages by industry.

As shown in **Ensenada Chart 3**, the \$40.4 million in total cruise tourism expenditures in Ensenada generated direct employment of 665 residents of Ensenada paying \$4.9 million in annual wages. Adding the indirect contribution that results from the spending of those local businesses that are the direct recipients of passenger, crew and cruise line expenditures, the direct cruise tourism expenditures generated a total employment contribution of 1,016 jobs and \$7.7 million in wage income in Ensenada during the 2017/2018 cruise year.

**Ensenada Chart 3 – Total Economic Contribution of Cruise Tourism, 2017/2018 cruise year**

	Employment	Wage Income (\$US Millions)
<b>Direct Economic Contribution</b>	665	\$4.91
<b>Total Economic Contribution</b>	1,016	\$7.69

As shown in **Ensenada Charts 4 and 5**, the total employment and wage impacts of cruise tourism are concentrated in the commercial and transport sectors which account for about 91 percent of the total impacts. This is not surprising since the direct impacts account for 65 percent of the total employment impacts and that virtually all of the cruise tourism expenditures are made with businesses in these sectors. Because of the relatively higher wages in the transport sector compared to the other sectors of the economy, the transport sector accounts for 31 percent of the wage impacts but only 23 percent of the employment impacts. The remainder of the total employment and wage impacts was generated by the indirect spending in the other sectors of the economy.

**Ensenada Chart 4 – Total Employment Impacts by Sector****Ensenada Chart 5 – Total Wage Impacts by Sector**



## Passenger Surveys

A total of 690 passenger surveys were completed and returned for tabulation. **Ensenada Chart 6** shows the major attributes of passenger visits to Ensenada as derived from the passenger surveys.

- Of the 690 cruise parties that completed the surveys just over half (57%) stated that this had been their first visit to Ensenada.
- Eighty-eight percent of the cruise parties that completed the surveys disembarked their cruise ship to visit Ensenada.
- Of the cruise parties that went ashore, 7 in 10 (70%) made at least one purchase while ashore. The typical cruise party consisted of two passengers (Average: 2.15) and spent an average of 3.5 hours ashore.
- Excluding shore excursions, the responding cruise parties reported spending an average of \$89.39 while ashore.

### Ensenada Chart 6 – Major Attributes of Passenger Surveys

		Number	Percent
Total Respondents		690	
Number Making First Visit		393	57%
Number Ashore		604	88%
Number Making Onshore Purchases: ①		421	70%
Average Hours Ashore		3.5	
Average Size of Expenditure Party (Persons)		2.15	
Average Onshore Expenditure per Party①		\$89.39	
Purchased a Shore Excursion (Tour)		254	42%
Purchased Onshore Tour from:			
	Cruise Line	174	69%
	Onshore from Tour Operator	60	24%
	Travel Agent	20	8%
Tour Type:			
	Historical/Cultural	104	41%
	Beach Day	7	3%
	Soft-Water	3	1%
	Shopping	84	33%
	Soft Land	26	10%
	Other	59	23%
Average Cost of Shore Excursion per Party②		\$106.24	
Toured On Own/Did not Tour		350	58%
Reason for No Tour/Tour on Own			
	Prefer to Tour on Own	143	41%
	Didn't Like Any	76	22%
	Nothing New	37	11%
	Poor Value	28	8%
	Too Similar to Other Destinations	6	2%
	Other	90	26%

① Excludes shore excursion expenditures

② Unadjusted average per party purchase cost of a shore excursion by passengers who purchased a shore excursion.

- About 2 in 5 (42%) of the passengers that went ashore purchased a shore excursion. Most (69%) of passengers who purchased a tour did so through their cruise line, a quarter (24%) purchased their tour onshore and 8 percent purchased their tour through their travel agent.
- A plurality of the tours purchased were visits to “historical or cultural sites” (41%). Another third (33%) purchased a “shopping tour”.
- The typical cruise party that purchased a shore excursion spent \$106 for their tour.

## Passenger Satisfaction

The passenger survey also asked the passengers to rate their satisfaction with their destination visit along a number of parameters, as shown in **Ensenada Chart 7**. A 10-point scale was used with 10 being the highest score, i.e., extremely satisfied, and 1 being the lowest score, i.e., not at all satisfied.

- Cruise passengers were very satisfied with their overall visit to Ensenada (7.1) but were somewhat less satisfied in terms of the visit “meeting expectations” (6.6).
- “Guided Tours” (or Shore Excursions) received a ‘very satisfied’ mean score of 8.6; Additionally, the high ratings in “knowledge of guide” (9.1), “professionalism of guide” (9.1), and “value of tours” (8.3) indicates visitors to Ensenada were very satisfied with their onshore excursions.

**Ensenada Chart 7 – Passenger Visit Satisfaction\***

Visit Attributes	2018 Mean Score
<b>Overall Visit</b>	7.1
<b>Visit Met Expectations</b>	6.6
<b>Likelihood of a Return Visit</b>	4.4
<b>Likelihood of Recommending</b>	4.8
<b>Initial Shoreside Welcome</b>	7.7
<b>Guided Tour</b>	8.6
<b>Knowledge of guide</b>	9.1
<b>Professionalism of guide</b>	9.1
<b>Value of tour</b>	8.3
<b>Historic Sites/Museums</b>	7.6
<b>Variety of Things to See and Do</b>	6.4
<b>Friendliness of Residents</b>	7.6
<b>Overall Shopping Experience</b>	7.2
<b>Courtesy of Employees</b>	7.8
<b>Variety of Shops</b>	6.9
<b>Quality of Goods</b>	7.0
<b>Overall Prices</b>	7.3
<b>Taxis/Local Transportation</b>	8.1
<b>Professionalism of Driver</b>	8.5
<b>Cleanliness of Transport</b>	8.2

\* Scale is 1 to 10 with 10 being the highest score. The mean scores can be interpreted as follows:  
 Extremely Satisfied: 10-9; Very Satisfied: 8-7; Somewhat Satisfied: 6-5; Not Too Satisfied: 4-3;  
 Not At All Satisfied: 2-1.

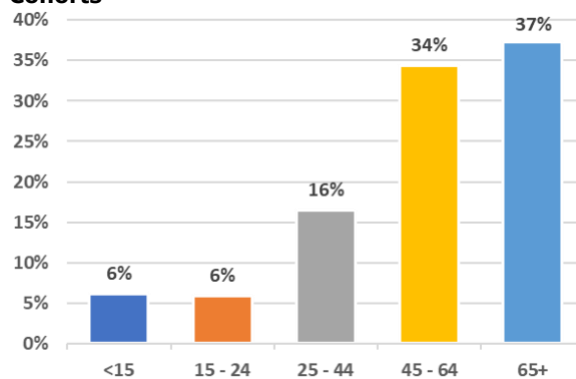
Among other key conclusions concerning visit satisfaction were the following:

- Passenger interactions with residents and store employees were very positive as the mean scores for “friendliness of residents” (7.6) and “courtesy of employees” (7.8) were high.
- Passengers were also very satisfied with their shopping experience, as the “overall shopping experience” had a mean rating of (7.2). In addition, passengers recorded similar satisfaction ratings for “variety of shops” (6.9), “quality of goods” (7.0) and satisfaction with the “overall prices” (7.3).
- Ensenada scored lowest in the likelihood passengers to say they are “likely to return for a land-based visit (4.4), and their “likelihood of recommending to a friend” (4.8).

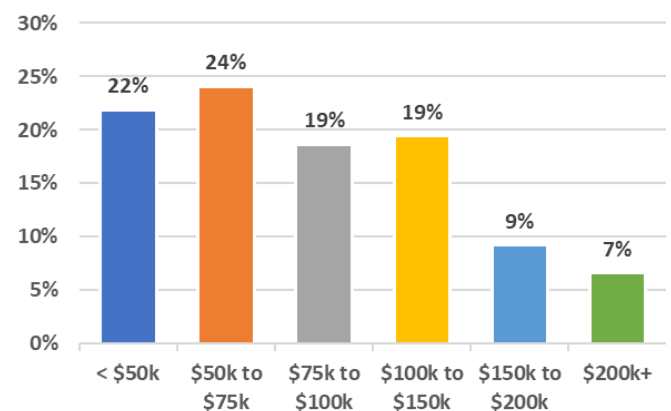
## Passenger Demographics

Residents of the United States, UK and Canada accounted for virtually all (98%) of the responding passengers. The average age of the respondents was 53 years with 37 percent of the respondents being 65 years of age or older. Ensenada passengers had an average household income of \$96,100 with 35 percent having over \$100,000 in household income.

**Ensenada Chart 8 – Passenger Age Cohorts**



**Ensenada Chart 9 – Passenger Household Income**



## Manzanillo

At the core of the analysis of the economic contribution of cruise tourism were a set of passenger and crew surveys that were conducted onboard ships of the FCCA member cruise lines.<sup>100</sup> The surveys were undertaken during the eight-month period beginning in October 2017 and ending in May 2018. The survey schedule was designed so that surveys were conducted by FCCA member cruise lines that called at each destination and that the distribution of passenger and crew surveys would reflect the distribution of passenger and crew arrivals by cruise line at each destination. On any given cruise itinerary, passenger and crew surveys were placed in all passenger cabins and crew quarters following a single destination call. The surveys were completed by the passengers and crew in the privacy of their quarters and returned to a designated office on the cruise ship. Thus, passengers and crew were only surveyed once during a cruise itinerary and for a single destination.

The passenger and crew surveys were designed to collect data for onshore spending and visit satisfaction by both passengers and crew. While the crew survey was slightly shorter than the passenger survey, both surveys were designed to collect the following information:

- hours spent ashore;
- expenditures by category, including shore tours, food & beverages, clothing, etc.;
- visit satisfaction, including shore tour, friendliness of residents, prices, shopping, etc.;
- likelihood of returning for a land-based vacation (passengers only); and
- demographic characteristics, including country of residence, age group, income, etc.

Combining the expenditure data collected from the passenger and crew surveys with data on expenditures by cruise lines for port fees and services, payments to local tour operators for passenger shore excursions purchased onboard the cruise ships, and other provisions purchased locally by the cruise lines, estimates of total cruise tourism expenditures were developed for each participating destination.

Given the direct spending estimates, the economic contribution of these expenditures, as measured by employment and wage income were then estimated for each destination. This process began with the collection of economic data for each destination from a combination of local, regional and international sources. Utilizing all of these data, a set of economic impact models were developed for each destination to estimate the direct and total employment and wage impacts. A more detailed description of these models is provided in the **Data and Methods** section of Volume I.

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<sup>100</sup> Surveys were conducted on the ships of the following cruise lines: Aida, Carnival Cruise Lines, Celebrity Cruises, Costa Cruises, Disney Cruise Line, Holland America Line, Norwegian Cruise Line, Princess Cruises, P&O Cruises, Royal Caribbean International and TUI Cruises.

## Cruise Tourism Expenditures

Cruise tourism expenditures in destination ports are composed of a broad range of spending including:

- onshore expenditures by passengers which tend to be concentrated in shore excursions and retail purchases of clothing, jewelry and local crafts and souvenirs;
- onshore expenditures by crew which are generally concentrated in purchases of food and beverages, local transportation and retail purchases of clothing and electronics;
- expenditures by cruise lines for port services, such as dockage fees and linesmen, utilities, such as water and power and navigation services; and
- purchases of supplies, such as food and other supplies, by the cruise lines from local businesses.

Based on data collected from the API de Manzanillo, 40,456 cruise passengers arrived aboard cruise ships during the 2017/2018 cruise year.<sup>101</sup> Of these, an estimated 29,047 passengers (72%) disembarked and visited Manzanillo. Utilizing additional data provided by the port administration and visiting cruise lines, 16,300 crew were aboard the cruise ships and 39 percent, or 6,400 crew, disembarked and visited the destination.

These passenger and crew visits along with additional expenditures by the cruise lines generated a total of **\$2.7** million (\$US) in cruise tourism expenditures in Manzanillo during the 2017/2018 cruise year. The contribution of expenditures by passengers, crew and cruise lines to this total is discussed below.

Per passenger spending estimates were derived from 1,683 surveys completed by passengers during the survey period. As shown in **Manzanillo Chart 1**, each passenger cruise party spent an average of \$82.51. The average spend per cruise party is the sum of the weighted spending in each of the twelve categories. For example, 41 percent of the survey respondents reported spending an average of \$14.00 for food and beverages. Spread over the cruise parties that visited Manzanillo, this represented an average of \$5.75 per party. On a per passenger basis, the average total expenditure was \$42.10. This represents the sum of per party expenditures, \$82.51 divided by the average size of a cruise party in Manzanillo, 1.96 passengers.

Cruise passenger expenditures in Manzanillo were concentrated in three categories which accounted for 76 percent of their onshore expenditures: shore excursions, clothing, and local crafts. About 40 percent or more of the passengers that went ashore made purchases in the following categories: shore excursions, clothing, food and beverages and local crafts.

Forty-one percent of the passengers reported that their cruise party purchased a shore excursion. The effective local price of the shore excursion was \$94.00 per party but when the full price of the purchase from cruise lines and travel agents is included passengers spent an average of just over \$141 per party for their tours.

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<sup>101</sup> The 2017/2018 cruise year includes the twelve months beginning in May, 2017 and ending in April, 2018.

**Manzanillo Chart 1 – Estimated Passenger Spending (\$US), 2017/2018 cruise year<sup>102</sup>**

Purchase Categories	Average Spend per Party	Share of All Onshore Visits	Weighted Average Spend per Party
Shore Excursions	\$94.00	40.8%	\$38.36
F&B at Restaurants & Bars	\$14.00	41.0%	\$5.75
Taxis/Ground Transportation	\$31.80	10.5%	\$3.35
Watches & Jewelry	\$50.40	10.2%	\$5.15
Clothing	\$30.10	39.8%	\$11.98
Entertainment/Night Clubs/Casinos	\$40.30	0.2%	\$0.08
Other Purchases	\$26.40	16.7%	\$4.41
Perfumes & Cosmetics	\$7.30	1.8%	\$0.13
Local Crafts & Souvenirs	\$23.40	52.7%	\$12.32
Retail Purchases of Liquor	\$17.30	3.9%	\$0.67
Electronics	\$3.40	0.3%	\$0.01
Telephone & Internet	\$27.50	1.1%	\$0.30
<b>Total Spend per Cruise Party</b>			<b>\$82.51</b>
<b>Average Size of a Cruise Party</b>			<b>2.0</b>
<b>Total Spend per Cruise Passenger</b>			<b>\$42.10</b>
<b>Cruise Passenger Onshore Visits</b>			<b>29,047</b>
<b>Total Cruise Passenger Expenditures</b>			<b>\$1,222,773</b>

For the entire 2017/2018 cruise year, the estimated 29,047 cruise passengers who visited Manzanillo spent a total of **\$1.2 million** (\$US) in Manzanillo.

Per crew spending estimates were derived from 336 surveys completed by crew members during the survey period. As shown in **Manzanillo Chart 2**, each crew member spent an average of \$41.06 in Manzanillo. The average spend per crew member is the sum of the weighted spending in each of the twelve categories. For example, 77 percent of the survey respondents reported spending an average of \$26.20 for food and beverages. Spread over all the crew members that reported that they visited Manzanillo; this represents an average of \$20.06 per crew member.

Expenditures by crew in Manzanillo were concentrated in four categories which accounted for 85 percent of their onshore expenditures: food and beverages, ground transportation, watches & jewelry, and clothing. Combined, crew spent an average of \$35.09 for goods in these four categories. Purchases of food and beverages were the most popular expenditure item with 77 percent of the crew reporting the purchase of food and beverages.

For the entire 2017/2018 cruise year, the estimated 6,400 crew who visited Manzanillo spent an estimated total of **\$262,800** (\$US).

<sup>102</sup> The average shore excursion expenditure is a weighted average of the onshore and travel agent/other purchases and the portion of the onboard purchases paid to local tour operators.

**Manzanillo Chart 2 – Estimated Crew Spending (\$US), 2017/2018 cruise year**

Purchase Categories	Average Spend per Crew	Share of All Onshore Crew Visits	Weighted Average Spend per Crew
F&B at Restaurants & Bars	\$26.20	76.7%	\$20.06
Taxis/Ground Transportation	\$31.50	13.3%	\$4.20
Watches & Jewelry	\$195.00	3.3%	\$6.50
Clothing	\$21.70	20.0%	\$4.33
Entertainment/Night Clubs/Casinos	-	0.0%	-
Other Purchases	\$22.20	16.7%	\$3.70
Shore Excursions	\$5.10	3.3%	\$0.17
Perfumes & Cosmetics	\$9.90	3.3%	\$0.33
Local Crafts & Souvenirs	\$6.90	23.3%	\$1.60
Retail Purchases of Liquor	-	0.0%	-
Electronics	-	0.0%	-
Telephone & Internet	\$5.10	3.3%	\$0.17
<b>Total Spend per Crew</b>			<b>\$41.06</b>
<b>Crew Visits</b>			6,400
<b>Total Crew Expenditures</b>			<b>\$262,807</b>

Cruise lines made payments to local businesses for a variety of goods and services. Net payments to local vendors for shore excursions have been included with passenger expenditures. However, cruise lines made other local expenditures, including payments for port fees and taxes, navigation services, utilities and other supplies. Based upon data provided by the FCCA member cruise lines, we estimated that all cruise lines spent **\$1.2 million** (\$US) in Manzanillo during the 2017/2018 cruise year. Most of these expenditures were payments for port fees and taxes and navigation services.

## Economic Contribution of Cruise Tourism Expenditures

As noted in the **Data and Methods** section of the full report, a set of economic impact models were developed for each destination to produce estimates of the economic contribution of cruise tourism. Data for these models were collected from a broad range of local, regional and international sources. The impact models were designed to reflect the economic structure of each destination, including the industrial composition of Gross Domestic Product (GDP), the wage share of GDP by industry and average employee wages by industry.

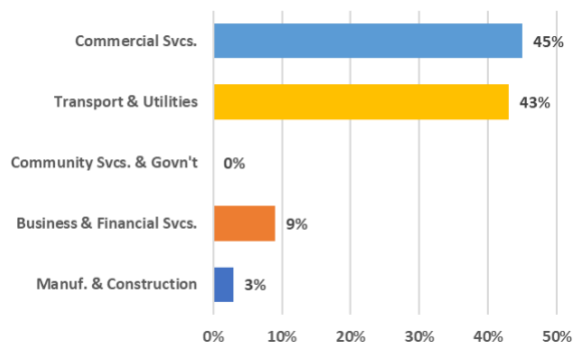
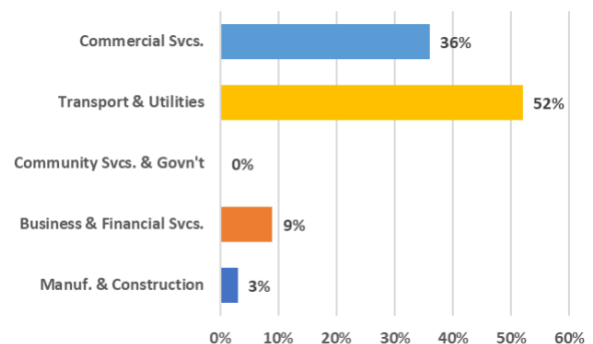
As shown in **Manzanillo Chart 3**, the \$2.7 million in total cruise tourism expenditures in Manzanillo generated direct employment of 35 residents of Manzanillo paying \$0.3 million in annual wages. Adding the indirect contribution that results from the spending of those local businesses that are the direct recipients of passenger, crew and cruise line expenditures, the direct cruise tourism expenditures generated a total employment contribution of 58 jobs and \$0.5 million in wage income in Manzanillo during the 2017/2018 cruise year.



**Manzanillo Chart 3 –Total Economic Contribution of Cruise Tourism, 2017/2018 cruise year**

	Employment	Wage Income (\$US Millions)
<b>Direct Economic Contribution</b>	35	\$0.27
<b>Total Economic Contribution</b>	58	\$0.45

As shown in **Manzanillo Charts 4 and 5**, the total employment and wage impacts of cruise tourism are concentrated in the commercial and transport sectors which account for about 88 percent of the total impacts. This is not surprising since the direct impacts account for over 60 percent of the total employment impacts and that virtually all of the cruise tourism expenditures are made with businesses in these sectors. Because of the relatively higher wages in the transport sector compared to the other sectors of the economy, the transport sector accounts for 52 percent of the wage impacts but only 43 percent of the employment impacts. The remainder of the total employment and wage impacts was generated by the indirect spending in the other sectors of the economy.

**Manzanillo Chart 4 – Total Employment Impacts by Sector****Manzanillo Chart 5 – Total Wage Impacts by Sector**

## Passenger Surveys

A total of 1,683 passenger surveys were completed and returned for tabulation. **Manzanillo Chart 6** shows the major attributes of passenger visits to Manzanillo as derived from the passenger surveys.

- Of the 1,683 cruise parties that completed the surveys 4 in 5 (81%) stated that this had been their first visit to Manzanillo.
- Ninety-four percent of the cruise parties that completed the surveys disembarked their cruise ship to visit Manzanillo.
- Of the cruise parties that went ashore, two-thirds (64%) made at least one purchase while ashore. The typical cruise party consisted of two passengers (Average: 1.96) and spent an average of 4.1 hours ashore.
- Excluding shore excursions, the responding cruise parties reported spending an average of \$44.15 while ashore.

**Manzanillo Chart 6 – Major Attributes of Passenger Surveys**

	<b>Number</b>	<b>Percent</b>
<b>Total Respondents</b>	1,683	
<b>Number Making First Visit</b>	1,363	81%
<b>Number Ashore</b>	1,574	94%
<b>Number Making Onshore Purchases:①</b>	1,007	64%
<b>Average Hours Ashore</b>	4.1	
<b>Average Size of Expenditure Party (Persons)</b>	1.96	
<b>Average Onshore Expenditure per Party①</b>	\$44.15	
<b>Purchased a Shore Excursion (Tour)</b>	642	41%
<b>Purchased Onshore Tour from:</b>		
<b>Cruise Line</b>	547	85%
<b>Onshore from Tour Operator</b>	64	10%
<b>Travel Agent</b>	31	5%
<b>Tour Type:</b>		
<b>Historical/Cultural</b>	339	53%
<b>Beach Day</b>	53	8%
<b>Soft-Water</b>	6	1%
<b>Shopping</b>	159	25%
<b>Soft Land</b>	14	2%
<b>Other</b>	104	16%
<b>Average Cost of Shore Excursion per Party②</b>	\$141.39	
<b>Toured On Own/Did not Tour</b>	932	59%
<b>Reason for No Tour/Tour on Own</b>		
<b>Prefer to Tour on Own</b>	516	55%
<b>Didn't Like Any</b>	135	15%
<b>Nothing New</b>	42	4%
<b>Poor Value</b>	70	7%
<b>Too Similar to Other Destinations</b>	66	7%
<b>Other</b>	188	20%

① Excludes shore excursion expenditures

② Unadjusted average per party purchase cost of a shore excursion by passengers who purchased a shore excursion.

- Forty-one percent of the passengers that went ashore purchased a shore excursion. Most (85%) of passengers who purchased a tour did so through their cruise line, a 0 percent purchased their tour onshore and 5 percent purchased their tour through their travel agent.
- Most (53%) of the tours purchased were visits to “historical or cultural sites”, while a quarter (25%) were “shopping” tours.
- The typical cruise party that purchased a shore excursion spent \$141 for their tour.

## Passenger Satisfaction

The passenger survey also asked the passengers to rate their satisfaction with their destination visit along a number of parameters, as shown in **Manzanillo Chart 7**. A 10-point scale was used with 10 being the highest score, i.e., extremely satisfied, and 1 being the lowest score, i.e., not at all satisfied.

- Cruise passengers were very satisfied with their “overall visit” to Manzanillo (7.6) and terms of the visit “meeting expectations” (7.0).
- “Guided Tours” (or Shore Excursions) received a ‘very satisfied’ mean score of 8.4; Additionally, the high ratings in “knowledge of guide” (8.7), “professionalism of guide” (8.7), and “value of tours” (8.0) indicates visitors to Manzanillo were very satisfied with their onshore excursions.

**Manzanillo Chart 7 – Passenger Visit Satisfaction\***

Visit Attributes	2018 Mean Score
<b>Overall Visit</b>	7.6
<b>Visit Met Expectations</b>	7.0
<b>Likelihood of a Return Visit</b>	3.9
<b>Likelihood of Recommending</b>	4.8
<b>Initial Shoreside Welcome</b>	8.1
<b>Guided Tour</b>	8.4
<b>Knowledge of guide</b>	8.7
<b>Professionalism of guide</b>	8.7
<b>Value of tour</b>	8.0
<b>Historic Sites/Museums</b>	7.6
<b>Variety of Things to See and Do</b>	6.7
<b>Friendliness of Residents</b>	8.1
<b>Overall Shopping Experience</b>	7.4
<b>Courtesy of Employees</b>	8.2
<b>Variety of Shops</b>	7.0
<b>Quality of Goods</b>	7.1
<b>Overall Prices</b>	7.5
<b>Taxis/Local Transportation</b>	7.9
<b>Professionalism of Driver</b>	8.5
<b>Cleanliness of Transport</b>	8.5

\* Scale is 1 to 10 with 10 being the highest score. The mean scores can be interpreted as follows:  
 Extremely Satisfied: 10-9; Very Satisfied: 8-7; Somewhat Satisfied: 6-5; Not Too Satisfied: 4-3;  
 Not At All Satisfied: 2-1.

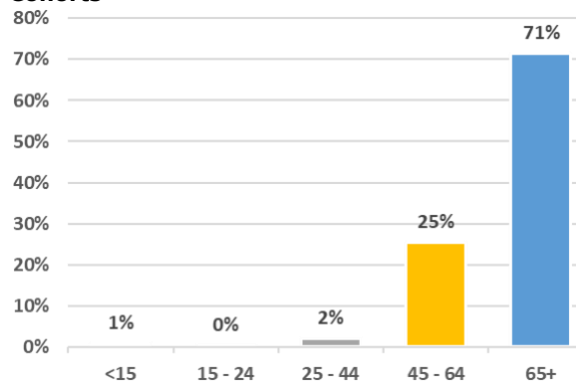
Among other key conclusions concerning visit satisfaction were the following:

- Passenger interactions with residents and store employees were very positive as the mean scores for “friendliness of residents” (8.1) and “courtesy of employees” (8.2) were each among the highest of all attribute ratings in Manzanillo.
- Passengers were also very satisfied with a their “overall shopping experience” (7.4). Passengers recorded similar satisfaction ratings for “variety of shops” (7.0), “quality of goods” (7.1) and satisfaction with the “overall prices” (7.5).
- Manzanillo also scored lowest in the likelihood passengers to say they are “likely to return for a land-based visit (3.9), and their “likelihood of recommending to a friend” (4.8).

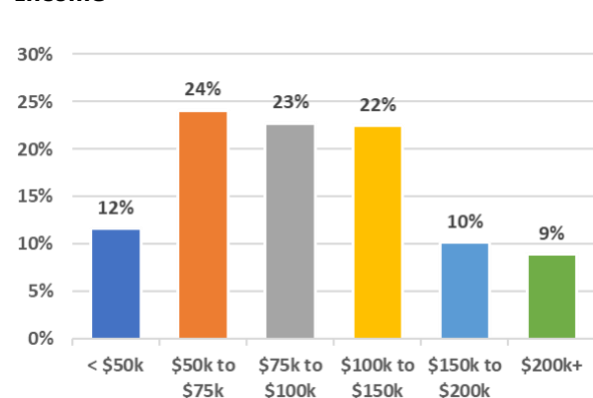
## Passenger Demographics

Residents of the United States, UK and Canada accounted for most (94%) of the responding passengers in Manzanillo. The average age of the respondents was 66 years with 71 percent of the respondents being 65 years of age or older. Manzanillo passengers had an average household income of \$107,100 with 42 percent having over \$100,000 in household income.

**Manzanillo Chart 8 – Passenger Age Cohorts**



**Manzanillo Chart 9 – Passenger Household Income**



## Mazatlán

At the core of the analysis of the economic contribution of cruise tourism were a set of passenger and crew surveys that were conducted onboard ships of the FCCA member cruise lines.<sup>103</sup> The surveys were undertaken during the eight-month period beginning in October 2017 and ending in May 2018. The survey schedule was designed so that surveys were conducted by FCCA member cruise lines that called at each destination and that the distribution of passenger and crew surveys would reflect the distribution of passenger and crew arrivals by cruise line at each destination. On any given cruise itinerary, passenger and crew surveys were placed in all passenger cabins and crew quarters following a single destination call. The surveys were completed by the passengers and crew in the privacy of their quarters and returned to a designated office on the cruise ship. Thus, passengers and crew were only surveyed once during a cruise itinerary and for a single destination.

The passenger and crew surveys were designed to collect data for onshore spending and visit satisfaction by both passengers and crew. While the crew survey was slightly shorter than the passenger survey, both surveys were designed to collect the following information:

- hours spent ashore;
- expenditures by category, including shore tours, food & beverages, clothing, etc.;
- visit satisfaction, including shore tour, friendliness of residents, prices, shopping, etc.;
- likelihood of returning for a land-based vacation (passengers only); and
- demographic characteristics, including country of residence, age group, income, etc.

Combining the expenditure data collected from the passenger and crew surveys with data on expenditures by cruise lines for port fees and services, payments to local tour operators for passenger shore excursions purchased onboard the cruise ships, and other provisions purchased locally by the cruise lines, estimates of total cruise tourism expenditures were developed for each participating destination.

Given the direct spending estimates, the economic contribution of these expenditures, as measured by employment and wage income were then estimated for each destination. This process began with the collection of economic data for each destination from a combination of local, regional and international sources. Utilizing all of these data, a set of economic impact models were developed for each destination to estimate the direct and total employment and wage impacts. A more detailed description of these models is provided in the **Data and Methods** section of Volume I.

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<sup>103</sup> Surveys were conducted on the ships of the following cruise lines: Aida, Carnival Cruise Lines, Celebrity Cruises, Costa Cruises, Disney Cruise Line, Holland America Line, Norwegian Cruise Line, Princess Cruises, P&O Cruises, Royal Caribbean International and TUI Cruises.

## Cruise Tourism Expenditures

Cruise tourism expenditures in destination ports are composed of a broad range of spending including:

- onshore expenditures by passengers which tend to be concentrated in shore excursions and retail purchases of clothing, jewelry and local crafts and souvenirs;
- onshore expenditures by crew which are generally concentrated in purchases of food and beverages, local transportation and retail purchases of clothing and electronics;
- expenditures by cruise lines for port services, such as dockage fees and linesmen, utilities, such as water and power and navigation services; and
- purchases of supplies, such as food and other supplies, by the cruise lines from local businesses.

Based on data collected from the API de Mazatlán, 210,878 cruise passengers arrived aboard cruise ships during the 2017/2018 cruise year.<sup>104</sup> Of these, an estimated 166,804 passengers (79%) disembarked and visited Mazatlán. Utilizing additional data provided by the port administration and visiting cruise lines, 83,100 crew were aboard the cruise ships and 43 percent, or 35,700 crew, disembarked and visited the destination.

These passenger and crew visits along with additional expenditures by the cruise lines generated a total of **\$15.9** million (\$US) in cruise tourism expenditures in Mazatlán during the 2017/2018 cruise year. The contribution of expenditures by passengers, crew and cruise lines to this total is discussed below.

Per passenger spending estimates were derived from 1,055 surveys completed by passengers during the survey period. As shown in Mazatlán **Chart 1**, each passenger cruise party spent an average of \$137.14. The average spend per cruise party is the sum of the weighted spending in each of the twelve categories. For example, 49 percent of the survey respondents reported spending an average of \$30.70 for food and beverages. Spread over the cruise parties that visited Mazatlán, this represented an average of \$14.94 per party. On a per passenger basis, the average total expenditure was \$68.57. This represents the sum of per party expenditures, \$137.14, divided by the average size of a cruise party in Mazatlán, 2.0 passengers.

Cruise passenger expenditures in Mazatlán were concentrated in four categories which accounted for 77 percent of their onshore expenditures: shore excursions, food and beverages, watches and jewelry, and local crafts. Nearly 40 percent or more of the passengers that went ashore made purchases in the following categories: shore excursions, clothing, food and beverages and local crafts.

Just over half (55%) of the passengers reported that their cruise party purchased a shore excursion. The effective local price of the shore excursion was \$75.80 per party but when the full

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<sup>104</sup> The 2017/2018 cruise year includes the twelve months beginning in May, 2017 and ending in April, 2018.

price of the purchase from cruise lines and travel agents is included passengers spent an average of just under \$118 per party for their tours.

**Mazatlán Chart 1 – Estimated Passenger Spending (\$US), 2017/2018 cruise year<sup>105</sup>**

Purchase Categories	Average Spend per Party	Share of All Onshore Visits	Weighted Average Spend per Party
Shore Excursions	\$75.80	55.4%	\$41.97
F&B at Restaurants & Bars	\$30.70	48.7%	\$14.94
Taxis/Ground Transportation	\$25.30	27.6%	\$6.96
Watches & Jewelry	\$122.70	25.0%	\$30.72
Clothing	\$30.70	39.1%	\$12.00
Entertainment/Night Clubs/Casinos	\$4.20	0.5%	\$0.02
Other Purchases	\$54.20	18.6%	\$10.07
Perfumes & Cosmetics	\$48.30	1.6%	\$0.76
Local Crafts & Souvenirs	\$35.40	49.1%	\$17.39
Retail Purchases of Liquor	\$43.00	5.4%	\$2.30
Electronics	-	0.0%	-
Telephone & Internet	\$3.20	0.3%	\$0.01
<b>Total Spend per Cruise Party</b>			<b>\$137.14</b>
<b>Average Size of a Cruise Party</b>			<b>2.0</b>
<b>Total Spend per Cruise Passenger</b>			<b>\$68.57</b>
<b>Cruise Passenger Onshore Visits</b>			<b>166,804</b>
<b>Total Cruise Passenger Expenditures</b>			<b>\$11,437,825</b>

For the entire 2017/2018 cruise year, the estimated 166,804 cruise passengers who visited Mazatlán spent a total of **\$11.4 million** (\$US) in Mazatlán.

Per crew spending estimates were derived from 341 surveys completed by crew members during the survey period. As shown in **Mazatlán Chart 2**, each crew member spent an average of \$49.16 in Mazatlán. The average spend per crew member is the sum of the weighted spending in each of the twelve categories. For example, 86 percent of the survey respondents reported spending an average of \$23.30 for food and beverages. Spread over all the crew members that reported that they visited Mazatlán; this represents an average of \$20.01 per crew member.

Expenditures by crew in Mazatlán were concentrated in three categories which accounted for 72 percent of their onshore expenditures: food and beverages, ground transportation and local crafts. Combined, crew spent an average of \$35.17 for goods in these three categories. Purchases of food and beverages were the most popular expenditure item with 86 percent of the crew reporting the purchase of food and beverages.

For the entire 2017/2018 cruise year, the estimated 35,738 crew who visited Mazatlán spent an estimated total of **\$1.8 million** (\$US).

<sup>105</sup> The average shore excursion expenditure is a weighted average of the onshore and travel agent/other purchases and the portion of the onboard purchases paid to local tour operators.



**Mazatlán Chart 2 – Estimated Crew Spending (\$US), 2017/2018 cruise year**

Purchase Categories	Average Spend per Crew	Share of All Onshore Crew Visits	Weighted Average Spend per Crew
F&B at Restaurants & Bars	\$23.30	85.9%	\$20.01
Taxis/Ground Transportation	\$14.90	53.1%	\$7.94
Watches & Jewelry	\$47.40	3.1%	\$1.48
Clothing	\$44.10	9.4%	\$4.13
Entertainment/Night Clubs/Casinos	-	0.0%	-
Other Purchases	\$46.20	14.1%	\$6.50
Shore Excursions	\$30.10	1.6%	\$0.47
Perfumes & Cosmetics	\$18.30	4.7%	\$0.86
Local Crafts & Souvenirs	\$27.20	26.6%	\$7.22
Retail Purchases of Liquor	-	0.0%	-
Electronics	\$30.10	1.6%	\$0.47
Telephone & Internet	\$5.10	1.6%	\$0.08
<b>Total Spend per Crew</b>			<b>\$49.16</b>
<b>Crew Visits</b>			35,738
<b>Total Crew Expenditures</b>			<b>\$1,756,880</b>

Cruise lines made payments to local businesses for a variety of goods and services. Net payments to local vendors for shore excursions have been included with passenger expenditures. However, cruise lines made other local expenditures, including payments for port fees and taxes, navigation services, utilities and other supplies. Based upon data provided by the FCCA member cruise lines, we estimated that all cruise lines spent **\$2.7 million** (\$US) in Mazatlán during the 2017/2018 cruise year. The majority these expenditures were payments for port fees and taxes and navigation services.

## Economic Contribution of Cruise Tourism Expenditures

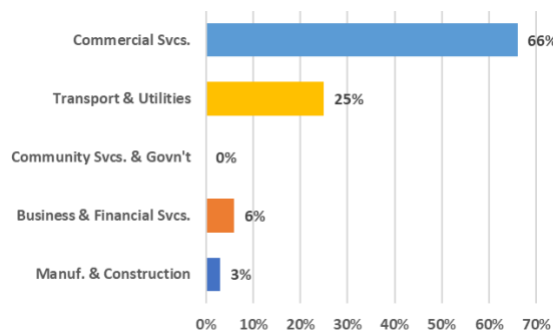
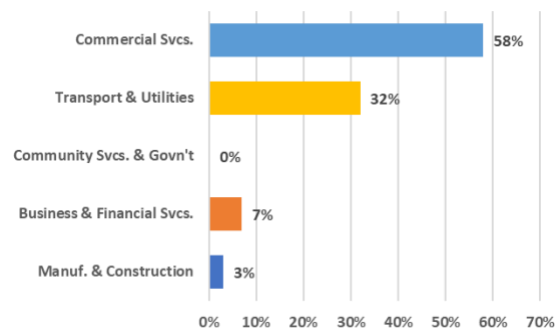
As noted in the **Data and Methods** section of the full report, a set of economic impact models were developed for each destination to produce estimates of the economic contribution of cruise tourism. Data for these models were collected from a broad range of local, regional and international sources. The impact models were designed to reflect the economic structure of each destination, including the industrial composition of Gross Domestic Product (GDP), the wage share of GDP by industry and average employee wages by industry.

As shown in **Mazatlán Chart 3**, the \$15.9 million in total cruise tourism expenditures in Mazatlán generated direct employment of 283 residents of Mazatlán paying \$1.7 million in annual wages. Adding the indirect contribution that results from the spending of those local businesses that are the direct recipients of passenger, crew and cruise line expenditures, the direct cruise tourism expenditures generated a total employment contribution of 420 jobs and \$2.6 million in wage income in Mazatlán during the 2017/2018 cruise year.

**Mazatlán Chart 3 –Total Economic Contribution of Cruise Tourism, 2017/2018 cruise year**

	Employment	Wage Income (\$US Millions)
<b>Direct Economic Contribution</b>	283	\$1.71
<b>Total Economic Contribution</b>	420	\$2.56

As shown in **Mazatlán Charts 4 and 5**, the total employment and wage impacts of cruise tourism are concentrated in the commercial and transport sectors which account for about 90 percent of the total impacts. This is not surprising since the direct impacts account for nearly 70 percent of the total employment impacts and that virtually all of the cruise tourism expenditures are made with businesses in these sectors. Because of the relatively higher wages in the transport sector compared to the other sectors of the economy, the transport sector accounts for 32 percent of the wage impacts but only 25 percent of the employment impacts. The remainder of the total employment and wage impacts was generated by the indirect spending in the other sectors of the economy.

**Mazatlán Chart 4 – Total Employment Impacts by Sector****Mazatlán Chart 5 – Total Wage Impacts by Sector**

## Passenger Surveys

A total of 1,005 passenger surveys were completed and returned for tabulation. **Mazatlán Chart 6** shows the major attributes of passenger visits to Mazatlán as derived from the passenger surveys.

- Of the 1,005 cruise parties that completed the surveys half (51%) stated that this had been their first visit to Mazatlán.
- Ninety-two percent of the cruise parties that completed the surveys disembarked their cruise ship to visit Mazatlán.
- Of the cruise parties that went ashore, 7 in 10 (69%) made at least one purchase while ashore. The typical cruise party consisted of two passengers (Average: 2.0) and spent an average of 4.3 hours ashore.
- Excluding shore excursions, the responding cruise parties reported spending an average of \$95.17 while ashore.

**Mazatlán Chart 6 – Major Attributes of Passenger Surveys**

	Number	Percent
<b>Total Respondents</b>	1,005	
<b>Number Making First Visit</b>	513	51%
<b>Number Ashore</b>	921	92%
<b>Number Making Onshore Purchases: ①</b>	634	69%
<b>Average Hours Ashore</b>	4.3	
<b>Average Size of Expenditure Party (Persons)</b>	2.0	
<b>Average Onshore Expenditure per Party ①</b>	\$95.17	
<b>Purchased a Shore Excursion (Tour)</b>	510	55%
<b>Purchased Onshore Tour from:</b>		
<b>Cruise Line</b>	398	78%
<b>Onshore from Tour Operator</b>	74	15%
<b>Travel Agent</b>	38	7%
<b>Tour Type:</b>		
<b>Historical/Cultural</b>	267	52%
<b>Beach Day</b>	56	11%
<b>Soft-Water</b>	10	2%
<b>Shopping</b>	103	20%
<b>Soft Land</b>	46	9%
<b>Other</b>	65	13%
<b>Average Cost of Shore Excursion per Party ②</b>	\$117.90	
<b>Toured On Own/Did not Tour</b>	411	45%
<b>Reason for No Tour/Tour on Own</b>		
<b>Prefer to Tour on Own</b>	237	58%
<b>Didn't Like Any</b>	50	12%
<b>Nothing New</b>	65	16%
<b>Poor Value</b>	33	8%
<b>Too Similar to Other Destinations</b>	7	2%
<b>Other</b>	63	15%

① Excludes shore excursion expenditures

② Unadjusted average per party purchase cost of a shore excursion by passengers who purchased a shore excursion.

- More than half (55%) of the passengers that went ashore purchased a shore excursion. Nearly 8 in 10 (78%) of passengers who purchased a tour did so through their cruise line, 15 percent purchased their tour onshore and 7 percent purchased their tour through their travel agent.
- The majority (52%) of the tours purchased were visits to “historical or cultural sites”, while 20 percent were “shopping” tours.
- The typical cruise party that purchased a shore excursion spent \$118 for their tour.

## Passenger Satisfaction

The passenger survey also asked the passengers to rate their satisfaction with their destination visit along a number of parameters, as shown in **Mazatlán Chart 7**. A 10-point scale was used with 10 being the highest score, i.e., extremely satisfied, and 1 being the lowest score, i.e., not at all satisfied.

- Cruise passengers were very satisfied with their “overall visit” to Mazatlán (8.3) and terms of the visit “meeting expectations” (7.6).
- “Guided Tours” (or Shore Excursions) received a ‘very satisfied’ mean score of 8.8; Additionally, the high ratings in “knowledge of guide” (9.0), “professionalism of guide” (9.0), and “value of tours” (8.5) indicates visitors to Mazatlán were very satisfied with their onshore excursions.

**Mazatlán Chart 7 – Passenger Visit Satisfaction\***

Visit Attributes	2018 Mean Score
Overall Visit	8.3
Visit Met Expectations	7.6
Likelihood of a Return Visit	5.0
Likelihood of Recommending	5.6
Initial Shoreside Welcome	8.5
Guided Tour	8.8
Knowledge of guide	9.0
Professionalism of guide	9.0
Value of tour	8.5
Historic Sites/Museums	8.1
Variety of Things to See and Do	7.6
Friendliness of Residents	8.5
Overall Shopping Experience	7.7
Courtesy of Employees	8.4
Variety of Shops	7.7
Quality of Goods	7.6
Overall Prices	7.6
Taxis/Local Transportation	8.6
Professionalism of Driver	8.8
Cleanliness of Transport	8.7

\* Scale is 1 to 10 with 10 being the highest score. The mean scores can be interpreted as follows:  
 Extremely Satisfied: 10-9; Very Satisfied: 8-7; Somewhat Satisfied: 6-5; Not Too Satisfied: 4-3;  
 Not At All Satisfied: 2-1.

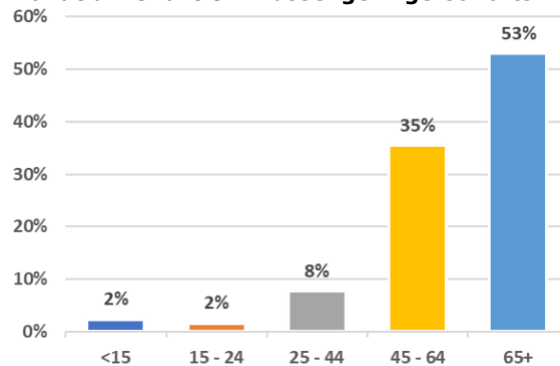
Among other key conclusions concerning visit satisfaction were the following:

- Passenger interactions with residents and store employees were very positive as the mean scores for “friendliness of residents” (8.5) and “courtesy of employees” (8.4) were each among the highest of all attribute ratings in Mazatlán.
- Passengers were also very satisfied with a “variety of things to see and do” (7.6) and the “overall shopping experience” (7.7). Passengers recorded similar satisfaction ratings for “variety of shops” (7.7), “quality of goods” (7.6) and satisfaction with the “overall prices” (7.6).
- Mazatlán also scored lowest in the likelihood passengers to say they are “likely to return for a land-based visit (5.0), and their “likelihood of recommending to a friend” (5.6).

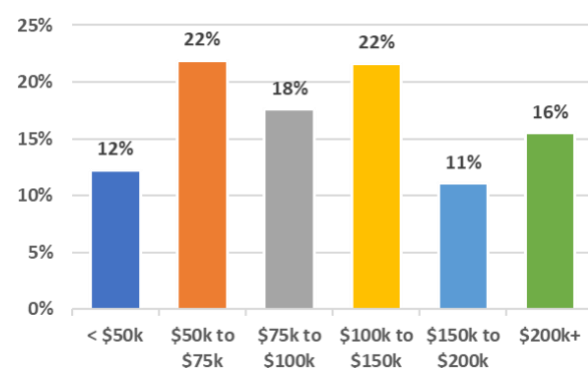
## Passenger Demographics

Residents of the United States, UK and Canada accounted for virtually all (98%) of the responding passengers in Mazatlán. The average age of the respondents was 61 years with 53 percent of the respondents being 65 years of age or older. Mazatlán passengers had an average household income of \$118,600 with 48 percent having over \$100,000 in household income.

**Mazatlán Chart 8 – Passenger Age Cohorts**



**Mazatlán Chart 9 – Passenger Household Income**



## Progreso

At the core of the analysis of the economic contribution of cruise tourism were a set of passenger and crew surveys that were conducted onboard ships of the FCCA member cruise lines.<sup>106</sup> The surveys were undertaken during the eight-month period beginning in October 2017 and ending in May 2018. The survey schedule was designed so that surveys were conducted by FCCA member cruise lines that called at each destination and that the distribution of passenger and crew surveys would reflect the distribution of passenger and crew arrivals by cruise line at each destination. On any given cruise itinerary, passenger and crew surveys were placed in all passenger cabins and crew quarters following a single destination call. The surveys were completed by the passengers and crew in the privacy of their quarters and returned to a designated office on the cruise ship. Thus, passengers and crew were only surveyed once during a cruise itinerary and for a single destination.

The passenger and crew surveys were designed to collect data for onshore spending and visit satisfaction by both passengers and crew. While the crew survey was slightly shorter than the passenger survey, both surveys were designed to collect the following information:

- hours spent ashore;
- expenditures by category, including shore tours, food & beverages, clothing, etc.;
- visit satisfaction, including shore tour, friendliness of residents, prices, shopping, etc.;
- likelihood of returning for a land-based vacation (passengers only); and
- demographic characteristics, including country of residence, age group, income, etc.

Combining the expenditure data collected from the passenger and crew surveys with data on expenditures by cruise lines for port fees and services, payments to local tour operators for passenger shore excursions purchased onboard the cruise ships, and other provisions purchased locally by the cruise lines, estimates of total cruise tourism expenditures were developed for each participating destination.

Given the direct spending estimates, the economic contribution of these expenditures, as measured by employment and wage income were then estimated for each destination. This process began with the collection of economic data for each destination from a combination of local, regional and international sources. Utilizing all of these data, a set of economic impact models were developed for each destination to estimate the direct and total employment and wage impacts. A more detailed description of these models is provided in the **Data and Methods** section of Volume I.

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<sup>106</sup> Surveys were conducted on the ships of the following cruise lines: Aida, Carnival Cruise Lines, Celebrity Cruises, Costa Cruises, Disney Cruise Line, Holland America Line, Norwegian Cruise Line, Princess Cruises, P&O Cruises, Royal Caribbean International and TUI Cruises.

## Cruise Tourism Expenditures

Cruise tourism expenditures in destination ports are composed of a broad range of spending including:

- onshore expenditures by passengers which tend to be concentrated in shore excursions and retail purchases of clothing, jewelry and local crafts and souvenirs;
- onshore expenditures by crew which are generally concentrated in purchases of food and beverages, local transportation and retail purchases of clothing and electronics;
- expenditures by cruise lines for port services, such as dockage fees and linesmen, utilities, such as water and power and navigation services; and
- purchases of supplies, such as food and other supplies, by the cruise lines from local businesses.

Based on data collected from the API de Progreso, 452,994 cruise passengers arrived aboard cruise ships during the 2017/2018 cruise year.<sup>107</sup> Of these, an estimated 407,695 passengers (90%) disembarked and visited Progreso. Utilizing additional data provided by the port administration and visiting cruise lines, 199,100 crew were aboard the cruise ships and 34 percent, or 67,000 crew, disembarked and visited the destination.

These passenger and crew visits along with additional expenditures by the cruise lines generated a total of **\$32.7** million (\$US) in cruise tourism expenditures in Progreso during the 2017/2018 cruise year. The contribution of expenditures by passengers, crew and cruise lines to this total is discussed below.

Per passenger spending estimates were derived from 600 surveys completed by passengers during the survey period. As shown in **Progreso Chart 1**, each passenger cruise party spent an average of \$115.76. The average spend per cruise party is the sum of the weighted spending in each of the twelve categories. For example, 47 percent of the survey respondents reported spending an average of \$21.90 for food and beverages. Spread over the cruise parties that visited Progreso, this represented an average of \$10.24 per party. On a per passenger basis, the average total expenditure was \$57.31. This represents the sum of per party expenditures, \$115.76, divided by the average size of a cruise party in Progreso, 2.02 passengers.

Cruise passenger expenditures in Progreso were concentrated in four categories which accounted for 77 percent of their onshore expenditures: shore excursions, food and beverages, clothing and local crafts. About 40 percent or more of the passengers that went ashore made purchases in the following categories: shore excursions, clothing, food and beverages and local crafts.

Just over half (56%) of the passengers reported that their cruise party purchased a shore excursion. The effective local price of the shore excursion was \$87.50 per party but when the full price of the purchase from cruise lines and travel agents is included passengers spent an average of \$113 per party for their tours.

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<sup>107</sup> The 2017/2018 cruise year includes the twelve months beginning in May, 2017 and ending in April, 2018.



**Progreso Chart 1 – Estimated Passenger Spending (\$US), 2017/2018 cruise year<sup>108</sup>**

Purchase Categories	Average Spend per Party	Share of All Onshore Visits	Weighted Average Spend per Party
Shore Excursions	\$87.50	55.6%	\$48.65
F&B at Restaurants & Bars	\$21.90	46.8%	\$10.24
Taxis/Ground Transportation	\$19.10	5.4%	\$1.03
Watches & Jewelry	\$73.00	11.6%	\$8.48
Clothing	\$32.10	37.8%	\$12.16
Entertainment/Night Clubs/Casinos	\$37.90	1.1%	\$0.41
Other Purchases	\$49.90	22.4%	\$11.19
Perfumes & Cosmetics	\$35.20	1.1%	\$0.38
Local Crafts & Souvenirs	\$32.40	56.8%	\$18.38
Retail Purchases of Liquor	\$57.20	8.1%	\$4.64
Electronics	-	0.0%	-
Telephone & Internet	\$14.80	1.4%	\$0.20
<b>Total Spend per Cruise Party</b>			<b>\$115.76</b>
<b>Average Size of a Cruise Party</b>			<b>2.0</b>
<b>Total Spend per Cruise Passenger</b>			<b>\$57.31</b>
<b>Cruise Passenger Onshore Visits</b>			<b>407,695</b>
<b>Total Cruise Passenger Expenditures</b>			<b>\$23,364,354</b>

For the entire 2017/2018 cruise year, the estimated 407,695 cruise passengers who visited Progreso spent a total of **\$23.4 million** (\$US) in Progreso.

Per crew spending estimates were derived from 845 surveys completed by crew members during the survey period. As shown in **Progreso Chart 2**, each crew member spent an average of \$42.19 in Progreso. The average spend per crew member is the sum of the weighted spending in each of the twelve categories. For example, 80 percent of the survey respondents reported spending an average of \$26.00 for food and beverages. Spread over all the crew members that reported that they visited Progreso; this represents an average of \$20.77 per crew member.

Expenditures by crew in Progreso were concentrated in four categories which accounted for 79 percent of their onshore expenditures: food and beverages, clothing, local crafts, and other (unspecified) purchases. Combined, crew spent an average of \$33.41 for goods in these four categories. Purchases of food and beverages were the most popular expenditure item with 80 percent of the crew reporting the purchase of food and beverages.

For the entire 2017/2018 cruise year, the estimated 66,962 crew who visited Progreso spent an estimated total of **\$2.8 million** (\$US).

<sup>108</sup> The average shore excursion expenditure is a weighted average of the onshore and travel agent/other purchases and the portion of the onboard purchases paid to local tour operators.

**Progreso Chart 2 – Estimated Crew Spending (\$US), 2017/2018 cruise year**

Purchase Categories	Average Spend per Crew	Share of All Onshore Crew Visits	Weighted Average Spend per Crew
F&B at Restaurants & Bars	\$26.00	79.8%	\$20.77
Taxis/Ground Transportation	\$11.90	25.1%	\$2.99
Watches & Jewelry	\$57.90	3.5%	\$2.01
Clothing	\$33.00	10.4%	\$3.44
Entertainment/Night Clubs/Casinos	\$34.00	1.3%	\$0.45
Other Purchases	\$63.30	8.6%	\$5.44
Shore Excursions	\$26.90	4.5%	\$1.20
Perfumes & Cosmetics	\$22.80	4.3%	\$0.98
Local Crafts & Souvenirs	\$21.50	17.5%	\$3.76
Retail Purchases of Liquor	\$32.00	1.2%	\$0.37
Electronics	\$48.40	0.8%	\$0.40
Telephone & Internet	\$14.40	2.6%	\$0.38
<b>Total Spend per Crew</b>			<b>\$42.19</b>
<b>Crew Visits</b>			66,962
<b>Total Crew Expenditures</b>			<b>\$2,825,127</b>

Cruise lines made payments to local businesses for a variety of goods and services. Net payments to local vendors for shore excursions have been included with passenger expenditures. However, cruise lines made other local expenditures, including payments for port fees and taxes, navigation services, utilities and other supplies. Based upon data provided by the FCCA member cruise lines, we estimated that all cruise lines spent **\$6.5 million** (\$US) in Progreso during the 2017/2018 cruise year. The majority of these expenditures were payments for port fees and taxes and navigation services.

## Economic Contribution of Cruise Tourism Expenditures

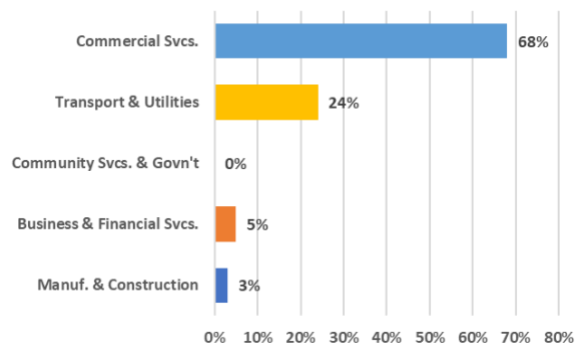
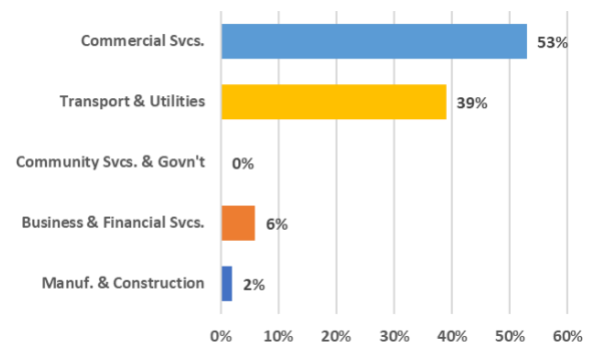
As noted in the **Data and Methods** section of the full report, a set of economic impact models were developed for each destination to produce estimates of the economic contribution of cruise tourism. Data for these models were collected from a broad range of local, regional and international sources. The impact models were designed to reflect the economic structure of each destination, including the industrial composition of Gross Domestic Product (GDP), the wage share of GDP by industry and average employee wages by industry.

As shown in **Progreso Chart 3**, the \$32.7 million in total cruise tourism expenditures in Progreso generated direct employment of 584 residents of Progreso paying \$3.6 million in annual wages. Adding the indirect contribution that results from the spending of those local businesses that are the direct recipients of passenger, crew and cruise line expenditures, the direct cruise tourism expenditures generated a total employment contribution of 807 jobs and \$5.0 million in wage income in Progreso during the 2017/2018 cruise year.

**Progreso Chart 3 – Total Economic Contribution of Cruise Tourism, 2017/2018 cruise year**

	Employment	Wage Income (\$US Millions)
<b>Direct Economic Contribution</b>	584	\$3.63
<b>Total Economic Contribution</b>	807	\$5.02

As shown in **Progreso Charts 4 and 5**, the total employment and wage impacts of cruise tourism are concentrated in the commercial and transport sectors which account for about 92 percent of the total impacts. This is not surprising since the direct impacts account for over 70 percent of the total employment impacts and that virtually all of the cruise tourism expenditures are made with businesses in these sectors. Because of the relatively higher wages in the transport sector compared to the other sectors of the economy, the transport sector accounts for 39 percent of the wage impacts but only 24 percent of the employment impacts. The remainder of the total employment and wage impacts was generated by the indirect spending in the other sectors of the economy.

**Progreso Chart 4 – Total Employment Impacts by Sector****Progreso Chart 5 – Total Wage Impacts by Sector**

## Passenger Surveys

A total of 600 passenger surveys were completed and returned for tabulation. **Progreso Chart 6** shows the major attributes of passenger visits to Progreso as derived from the passenger surveys.

- Of the 600 cruise parties that completed the surveys three-quarters (73%) stated that this had been their first visit to Progreso.
- Ninety-two percent of the cruise parties that completed the surveys disembarked their cruise ship to visit Progreso.
- Of the cruise parties that went ashore, 2 in 3 (67%) made at least one onshore purchase. The typical cruise party consisted of two passengers (Average: 2.0) and spent an average of 4.0 hours ashore.
- Excluding shore excursions, the responding cruise parties reported spending an average of \$67.11 while ashore.

**Progreso Chart 6 – Major Attributes of Passenger Surveys**

	Number	Percent
<b>Total Respondents</b>	600	
<b>Number Making First Visit</b>	438	73%
<b>Number Ashore</b>	554	92%
<b>Number Making Onshore Purchases:①</b>	370	67%
<b>Average Hours Ashore</b>	4.0	
<b>Average Size of Expenditure Party (Persons)</b>	2.02	
<b>Average Onshore Expenditure per Party①</b>	\$67.11	
<b>Purchased a Shore Excursion (Tour)</b>	308	56%
<b>Purchased Onshore Tour from:</b>		
<b>Cruise Line</b>	198	64%
<b>Onshore from Tour Operator</b>	92	30%
<b>Travel Agent</b>	18	6%
<b>Tour Type:</b>		
<b>Historical/Cultural</b>	204	66%
<b>Beach Day</b>	69	23%
<b>Soft-Water</b>	8	3%
<b>Shopping</b>	19	6%
<b>Soft Land</b>	2	1%
<b>Other</b>	29	9%
<b>Average Cost of Shore Excursion per Party②</b>	\$112.64	
<b>Toured On Own/Did not Tour</b>	246	44%
<b>Reason for No Tour/Tour on Own</b>		
<b>Prefer to Tour on Own</b>	80	33%
<b>Didn't Like Any</b>	50	20%
<b>Nothing New</b>	16	7%
<b>Poor Value</b>	18	7%
<b>Too Similar to Other Destinations</b>	17	7%
<b>Other</b>	77	31%

① Excludes shore excursion expenditures

② Unadjusted average per party purchase cost of a shore excursion by passengers who purchased a shore excursion.

- More than half (56%) of the passengers that went ashore purchased a shore excursion. Sixty-four percent of passengers who purchased a tour did so through their cruise line, 30 percent purchased their tour onshore and 6 percent purchased their tour through their travel agent.
- The majority (66%) of the tours purchased were visits to “historical or cultural sites”, while 23 percent were “beach day activities”.
- The typical cruise party that purchased a shore excursion spent \$113 for their tour.

## Passenger Satisfaction

The passenger survey also asked the passengers to rate their satisfaction with their destination visit along a number of parameters, as shown in **Progreso Chart 7**. A 10-point scale was used with 10 being the highest score, i.e., extremely satisfied, and 1 being the lowest score, i.e., not at all satisfied.

- Cruise passengers were satisfied with their overall visit to Progreso (6.9) and in terms of the visit “meeting expectations” (6.2).
- “Guided Tours” (or Shore Excursions) received a ‘very satisfied’ mean score of 8.7; Additionally, the high ratings in “knowledge of guide” (9.1), “professionalism of guide” (9.0), and “value of tours” (8.3) indicates visitors to Progreso were very satisfied with their onshore excursions.

**Progreso Chart 7 – Passenger Visit Satisfaction\***

Visit Attributes	2018 Mean Score
<b>Overall Visit</b>	6.9
<b>Visit Met Expectations</b>	6.2
<b>Likelihood of a Return Visit</b>	4.3
<b>Likelihood of Recommending</b>	4.5
<b>Initial Shoreside Welcome</b>	7.5
<b>Guided Tour</b>	8.7
<b>Knowledge of guide</b>	9.1
<b>Professionalism of guide</b>	9.0
<b>Value of tour</b>	8.3
<b>Historic Sites/Museums</b>	8.3
<b>Variety of Things to See and Do</b>	6.3
<b>Friendliness of Residents</b>	7.5
<b>Overall Shopping Experience</b>	6.5
<b>Courtesy of Employees</b>	7.2
<b>Variety of Shops</b>	6.6
<b>Quality of Goods</b>	6.7
<b>Overall Prices</b>	6.9
<b>Taxis/Local Transportation</b>	7.7
<b>Professionalism of Driver</b>	8.2
<b>Cleanliness of Transport</b>	8.0

\* Scale is 1 to 10 with 10 being the highest score. The mean scores can be interpreted as follows:  
 Extremely Satisfied: 10-9; Very Satisfied: 8-7; Somewhat Satisfied: 6-5; Not Too Satisfied: 4-3;  
 Not At All Satisfied: 2-1.

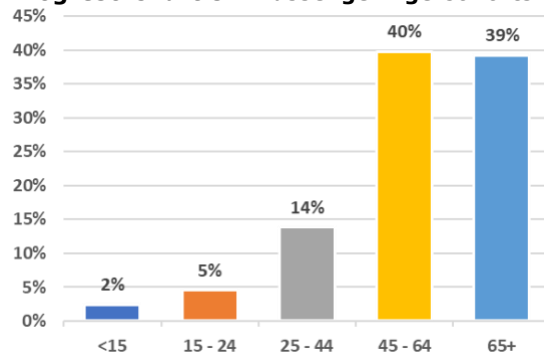
Among other key conclusions concerning visit satisfaction were the following:

- Passenger interactions with residents and store employees were very positive as the mean scores for “friendliness of residents” (7.5) and “courtesy of employees” (7.2) were among the highest of all attribute ratings.
- Despite the high ratings for the employees, passengers were only somewhat satisfied with their “overall shopping experience” (6.5). It is likely this score was influenced by the ratings of “variety of shops” (6.6), “quality of goods” (6.7) and satisfaction with the “overall prices” (6.9).
- Progreso received the lowest scores on “likely to return for a land-based visit” (4.3), and their “likelihood of recommending to a friend” (4.5).

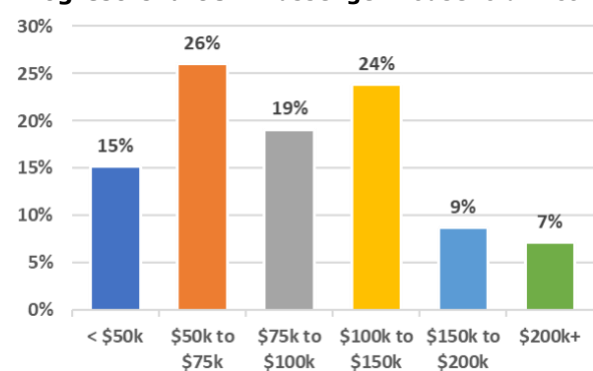
## Passenger Demographics

Residents of the United States, UK and Canada accounted for 98 percent of the responding passengers to Progreso. The average age of the respondents was 56 years with 39 percent being 65 years of age or older. Progreso passengers had an average household income of \$101,200 with 40 percent having over \$100,000 in household income.

**Progreso Chart 8 – Passenger Age Cohorts**



**Progreso Chart 9 – Passenger Household Income**



## Puerto Chiapas

At the core of the analysis of the economic contribution of cruise tourism were a set of passenger and crew surveys that were conducted onboard ships of the FCCA member cruise lines.<sup>109</sup> The surveys were undertaken during the eight-month period beginning in October 2017 and ending in May 2018. The survey schedule was designed so that surveys were conducted by FCCA member cruise lines that called at each destination and that the distribution of passenger and crew surveys would reflect the distribution of passenger and crew arrivals by cruise line at each destination. On any given cruise itinerary, passenger and crew surveys were placed in all passenger cabins and crew quarters following a single destination call. The surveys were completed by the passengers and crew in the privacy of their quarters and returned to a designated office on the cruise ship. Thus, passengers and crew were only surveyed once during a cruise itinerary and for a single destination.

The passenger and crew surveys were designed to collect data for onshore spending and visit satisfaction by both passengers and crew. While the crew survey was slightly shorter than the passenger survey, both surveys were designed to collect the following information:

- hours spent ashore;
- expenditures by category, including shore tours, food & beverages, clothing, etc.;
- visit satisfaction, including shore tour, friendliness of residents, prices, shopping, etc.;
- likelihood of returning for a land-based vacation (passengers only); and
- demographic characteristics, including country of residence, age group, income, etc.

Combining the expenditure data collected from the passenger and crew surveys with data on expenditures by cruise lines for port fees and services, payments to local tour operators for passenger shore excursions purchased onboard the cruise ships, and other provisions purchased locally by the cruise lines, estimates of total cruise tourism expenditures were developed for each participating destination.

Given the direct spending estimates, the economic contribution of these expenditures, as measured by employment and wage income were then estimated for each destination. This process began with the collection of economic data for each destination from a combination of local, regional and international sources. Utilizing all of these data, a set of economic impact models were developed for each destination to estimate the direct and total employment and wage impacts. A more detailed description of these models is provided in the **Data and Methods** section of Volume I.

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<sup>109</sup> Surveys were conducted on the ships of the following cruise lines: Aida, Carnival Cruise Lines, Celebrity Cruises, Costa Cruises, Disney Cruise Line, Holland America Line, Norwegian Cruise Line, Princess Cruises, P&O Cruises, Royal Caribbean International and TUI Cruises.



## Cruise Tourism Expenditures

Cruise tourism expenditures in destination ports are composed of a broad range of spending including:

- onshore expenditures by passengers which tend to be concentrated in shore excursions and retail purchases of clothing, jewelry and local crafts and souvenirs;
- onshore expenditures by crew which are generally concentrated in purchases of food and beverages, local transportation and retail purchases of clothing and electronics;
- expenditures by cruise lines for port services, such as dockage fees and linesmen, utilities, such as water and power and navigation services; and
- purchases of supplies, such as food and other supplies, by the cruise lines from local businesses.

Based on data collected from API de Puerto Chiapas, 29,300 cruise passengers arrived aboard cruise ships during the 2017/2018 cruise year.<sup>110</sup> Of these, an estimated 26,224 passengers (90%) disembarked and visited Puerto Chiapas. Utilizing additional data provided by the port administration and visiting cruise lines, 12,600 crew were aboard the cruise ships and 39 percent, or 5,000 crew, disembarked and visited the destination.

These passenger and crew visits along with additional expenditures by the cruise lines generated a total of **\$1.6** million (\$US) in cruise tourism expenditures in Puerto Chiapas during the 2017/2018 cruise year. The contribution of expenditures by passengers, crew and cruise lines to this total is discussed below.

Per passenger spending estimates were derived from 1,610 surveys completed by passengers during the survey period. As shown in **Puerto Chiapas Chart 1**, each passenger cruise party spent an average of \$67.27. The average spend per cruise party is the sum of the weighted spending in each of the twelve categories. For example, 30 percent of the survey respondents reported spending an average of \$12.80 for food and beverages. Spread over the cruise parties that visited Puerto Chiapas, this represented an average of \$3.88 per party. On a per passenger basis, the average total expenditure was \$34.32. This represents the sum of per party expenditures, \$67.27 divided by the average size of a cruise party in Puerto Chiapas, 1.96 passengers.

Cruise passenger expenditures in Puerto Chiapas were concentrated in three categories which accounted for 65 percent of their onshore expenditures: shore excursions, watches and jewelry, and local crafts. Nearly 50 percent or more of the passengers that went ashore made purchases in the following categories: shore excursions, and local crafts.

Just under half (49%) of the passengers reported that their cruise party purchased a shore excursion. The effective local price of the shore excursion was \$36.90 per party but when the full

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<sup>110</sup> The 2017/2018 cruise year includes the twelve months beginning in May, 2017 and ending in April, 2018.

price of the purchase from cruise lines and travel agents is included passengers spent an average of just over \$113 per party for their tours.

**Puerto Chiapas Chart 1 – Estimated Passenger Spending (\$US), 2017/2018 cruise year<sup>111</sup>**

Purchase Categories	Average Spend per Party	Share of All Onshore Visits	Weighted Average Spend per Party
Shore Excursions	\$36.90	49.2%	\$18.18
F&B at Restaurants & Bars	\$12.80	30.4%	\$3.88
Taxis/Ground Transportation	\$25.00	13.8%	\$3.46
Watches & Jewelry	\$83.00	15.5%	\$12.86
Clothing	\$26.50	21.3%	\$5.65
Entertainment/Night Clubs/Casinos	\$14.10	0.7%	\$0.10
Other Purchases	\$44.20	21.7%	\$9.58
Perfumes & Cosmetics	\$9.70	0.8%	\$0.08
Local Crafts & Souvenirs	\$24.80	51.6%	\$12.78
Retail Purchases of Liquor	\$13.90	3.3%	\$0.46
Electronics	\$8.50	0.1%	\$0.01
Telephone & Internet	\$4.50	5.1%	\$0.23
<b>Total Spend per Cruise Party</b>			<b>\$67.27</b>
<b>Average Size of a Cruise Party</b>			<b>2.0</b>
<b>Total Spend per Cruise Passenger</b>			<b>\$34.32</b>
<b>Cruise Passenger Onshore Visits</b>			<b>26,224</b>
<b>Total Cruise Passenger Expenditures</b>			<b>\$900,100</b>

For the entire 2017/2018 cruise year, the estimated 26,224 cruise passengers who visited Puerto Chiapas spent a total of **\$900,100** (\$US) in Puerto Chiapas.

Per crew spending estimates were derived from 450 surveys completed by crew members during the survey period. As shown in **Puerto Chiapas Chart 2**, each crew member spent an average of \$42.19 in Puerto Chiapas. The average spend per crew member is the sum of the weighted spending in each of the twelve categories. For example, 80 percent of the survey respondents reported spending an average of \$26.00 for food and beverages. Spread over all the crew members that reported that they visited Puerto Chiapas; this represents an average of \$20.77 per crew member.

Expenditures by crew in Puerto Chiapas were concentrated in four categories which accounted for 79 percent of their onshore expenditures: food and beverages, clothing, local crafts, and other (unspecified) purchases. Combined, crew spent an average of \$33.41 for goods in these three categories. Purchases of food and beverages were the most popular expenditure item with 80 percent of the crew reporting the purchase of food and beverages.

<sup>111</sup> The average shore excursion expenditure is a weighted average of the onshore and travel agent/other purchases and the portion of the onboard purchases paid to local tour operators.

For the entire 2017/2018 cruise year, the estimated 4,992 crew who visited Puerto Chiapas spent an estimated total of **\$210,612** (\$US).

**Puerto Chiapas Chart 2 – Estimated Crew Spending (\$US), 2017/2018 cruise year**

Purchase Categories	Average Spend per Crew	Share of All Onshore Crew Visits	Weighted Average Spend per Crew
F&B at Restaurants & Bars	\$26.00	79.8%	\$20.77
Taxis/Ground Transportation	\$11.90	25.1%	\$2.99
Watches & Jewelry	\$57.90	3.5%	\$2.01
Clothing	\$33.00	10.4%	\$3.44
Entertainment/Night Clubs/Casinos	\$34.00	1.3%	\$0.45
Other Purchases	\$63.30	8.6%	\$5.44
Shore Excursions	\$26.90	4.5%	\$1.20
Perfumes & Cosmetics	\$22.80	4.3%	\$0.98
Local Crafts & Souvenirs	\$21.50	17.5%	\$3.76
Retail Purchases of Liquor	\$32.00	1.2%	\$0.37
Electronics	\$48.40	0.8%	\$0.40
Telephone & Internet	\$14.40	2.6%	\$0.38
<b>Total Spend per Crew</b>			<b>\$42.19</b>
<b>Crew Visits</b>			4,992
<b>Total Crew Expenditures</b>			<b>\$210,612</b>

Cruise lines made payments to local businesses for a variety of goods and services. Net payments to local vendors for shore excursions have been included with passenger expenditures. However, cruise lines made other local expenditures, including payments for port fees and taxes, navigation services, utilities and other supplies. Based upon data provided by the FCCA member cruise lines, we estimated that all cruise lines spent **\$0.48 million** (\$US) in Puerto Chiapas during the 2017/2018 cruise year. Most of these expenditures were payments for port fees and taxes and navigation services.

## Economic Contribution of Cruise Tourism Expenditures

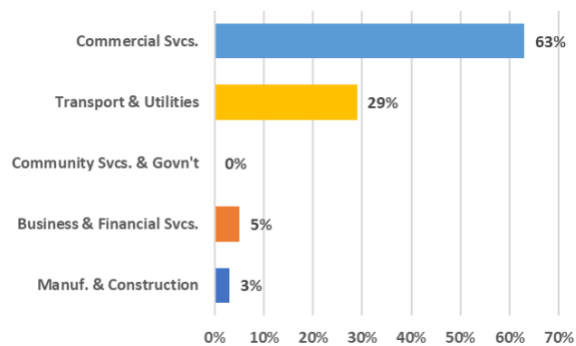
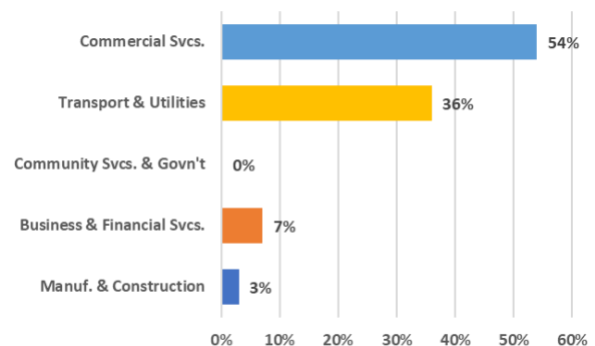
As noted in the **Data and Methods** section of the full report, a set of economic impact models were developed for each destination to produce estimates of the economic contribution of cruise tourism. Data for these models were collected from a broad range of local, regional and international sources. The impact models were designed to reflect the economic structure of each destination, including the industrial composition of Gross Domestic Product (GDP), the wage share of GDP by industry and average employee wages by industry.

As shown in **Puerto Chiapas Chart 3**, the \$1.6 million in total cruise tourism expenditures in Puerto Chiapas generated direct employment of 26 residents of Puerto Chiapas paying \$0.17 million in annual wages. Adding the indirect contribution that results from the spending of those local businesses that are the direct recipients of passenger, crew and cruise line expenditures, the direct cruise tourism expenditures generated a total employment contribution of 38 jobs and \$0.25 million in wage income in Puerto Chiapas during the 2017/2018 cruise year.

**Puerto Chiapas Chart 3 –Total Economic Contribution of Cruise Tourism, 2017/2018 cruise year**

	Employment	Wage Income (\$US Millions)
<b>Direct Economic Contribution</b>	26	\$0.17
<b>Total Economic Contribution</b>	38	\$0.25

As shown in **Puerto Chiapas Charts 4 and 5**, the total employment and wage impacts of cruise tourism are concentrated in the commercial and transport sectors which account for about 92 percent of the total impacts. This is not surprising since the direct impacts account for nearly 70 percent of the total employment impacts and that virtually all of the cruise tourism expenditures are made with businesses in these sectors. Because of the relatively higher wages in the transport sector compared to the other sectors of the economy, the transport sector accounts for 36 percent of the wage impacts but only 29 percent of the employment impacts. The remainder of the total employment and wage impacts was generated by the indirect spending in the other sectors of the economy.

**Puerto Chiapas Chart 4 – Total Employment Impacts by Sector****Puerto Chiapas Chart 5 – Total Wage Impacts by Sector**

## Passenger Surveys

A total of 1,610 passenger surveys were completed and returned for tabulation. **Puerto Chiapas Chart 6** shows the major attributes of passenger visits to Puerto Chiapas as derived from the passenger surveys.

- Of the 1,610 cruise parties that completed the surveys a majority (92%) stated that this had been their first visit to Puerto Chiapas.
- Ninety-two percent of the cruise parties that completed the surveys disembarked their cruise ship to visit Puerto Chiapas.
- Of the cruise parties that went ashore, 3 in 5 (57%) made at least one purchase while ashore. The typical cruise party consisted of two passengers (Average: 1.96) and spent an average of 3.7 hours ashore.
- Excluding shore excursions, the responding cruise parties reported spending an average of \$49.09 while ashore.

### Puerto Chiapas Chart 6 – Major Attributes of Passenger Surveys

	Number	Percent
<b>Total Respondents</b>	1,610	
<b>Number Making First Visit</b>	1,481	92%
<b>Number Ashore</b>	1,475	92%
<b>Number Making Onshore Purchases:①</b>	845	57%
<b>Average Hours Ashore</b>	3.7	
<b>Average Size of Expenditure Party (Persons)</b>	1.96	
<b>Average Onshore Expenditure per Party①</b>	\$49.09	
<b>Purchased a Shore Excursion (Tour)</b>	726	49%
<b>Purchased Onshore Tour from:</b>		
<b>Cruise Line</b>	633	87%
<b>Onshore from Tour Operator</b>	44	6%
<b>Travel Agent</b>	49	7%
<b>Tour Type:</b>		
<b>Historical/Cultural</b>	583	80%
<b>Beach Day</b>	3	0%
<b>Soft-Water</b>	29	4%
<b>Shopping</b>	19	3%
<b>Soft Land</b>	5	1%
<b>Other</b>	99	14%
<b>Average Cost of Shore Excursion per Party②</b>	\$112.36	
<b>Toured On Own/Did not Tour</b>	749	51%
<b>Reason for No Tour/Tour on Own</b>		
<b>Prefer to Tour on Own</b>	257	34%
<b>Didn't Like Any</b>	177	24%
<b>Nothing New</b>	31	4%
<b>Poor Value</b>	102	14%
<b>Too Similar to Other Destinations</b>	65	9%
<b>Other</b>	184	25%

① Excludes shore excursion expenditures

② Unadjusted average per party purchase cost of a shore excursion by passengers who purchased a shore excursion.

- Half (49%) of the passengers that went ashore purchased a shore excursion. The majority (87%) of passengers who purchased a tour did so through their cruise line, 6 percent purchased their tour onshore and 7 percent purchased their tour through their travel agent.
- The majority (80%) of the tours purchased were to "historical or cultural sites".
- The typical cruise party that purchased a shore excursion spent \$112 for their tour.

## Passenger Satisfaction

The passenger survey also asked the passengers to rate their satisfaction with their destination visit along a number of parameters, as shown in **Puerto Chiapas Chart 7**. A 10-point scale was used with 10 being the highest score, i.e., extremely satisfied, and 1 being the lowest score, i.e., not at all satisfied.

- Cruise passengers were very satisfied with their overall visit to Puerto Chiapas (7.3) but were less satisfied in terms of the visit “meeting expectations” (6.5).
- “Guided Tours” (or Shore Excursions) received a ‘very satisfied’ mean score of 8.7; Additionally, the high ratings in “knowledge of guide” (9.0), “professionalism of guide” (9.1), and “value of tours” (8.0) indicates visitors to Puerto Chiapas were very satisfied with their onshore excursions.

**Puerto Chiapas Chart 7 – Passenger Visit Satisfaction\***

Visit Attributes	2018 Mean Score
<b>Overall Visit</b>	7.3
<b>Visit Met Expectations</b>	6.5
<b>Likelihood of a Return Visit</b>	2.8
<b>Likelihood of Recommending</b>	3.7
<b>Initial Shoreside Welcome</b>	8.6
<b>Guided Tour</b>	8.7
<b>Knowledge of guide</b>	9.0
<b>Professionalism of guide</b>	9.1
<b>Value of tour</b>	8.0
<b>Historic Sites/Museums</b>	7.7
<b>Variety of Things to See and Do</b>	6.7
<b>Friendliness of Residents</b>	8.3
<b>Overall Shopping Experience</b>	7.2
<b>Courtesy of Employees</b>	8.3
<b>Variety of Shops</b>	6.8
<b>Quality of Goods</b>	7.3
<b>Overall Prices</b>	7.3
<b>Taxis/Local Transportation</b>	8.0
<b>Professionalism of Driver</b>	8.6
<b>Cleanliness of Transport</b>	8.5

\* Scale is 1 to 10 with 10 being the highest score. The mean scores can be interpreted as follows:  
Extremely Satisfied: 10-9; Very Satisfied: 8-7; Somewhat Satisfied: 6-5; Not Too Satisfied: 4-3;  
Not At All Satisfied: 2-1.

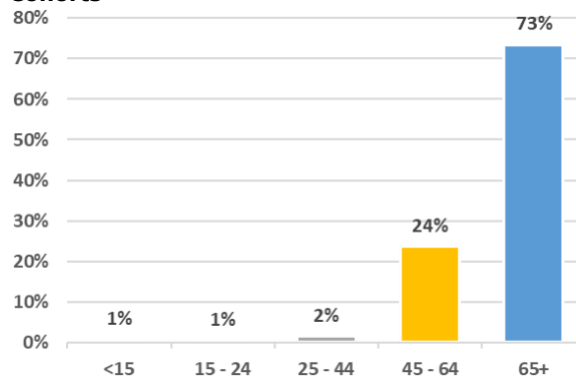
Among other key conclusions concerning visit satisfaction were the following:

- Passenger interactions with residents and store employees were very positive as the mean scores for “friendliness of residents” (8.3) and “courtesy of employees” (8.3) were among the highest of all scores.
- Passengers were somewhat satisfied with a “variety of things to see and do” (6.7) and very satisfied with the “taxi and local transportation” (8.0).
- Passengers also had positive experiences with their “overall shopping experience” (7.2). They recorded similar satisfaction ratings for “variety of shops” (6.8), “quality of goods” (7.3) and satisfaction with the “overall prices” (7.3).
- Puerto Chiapas also scored lowest in the likelihood passengers to say they are “likely to return for a land-based visit (2.8), and their “likelihood of recommending to a friend” (3.7).

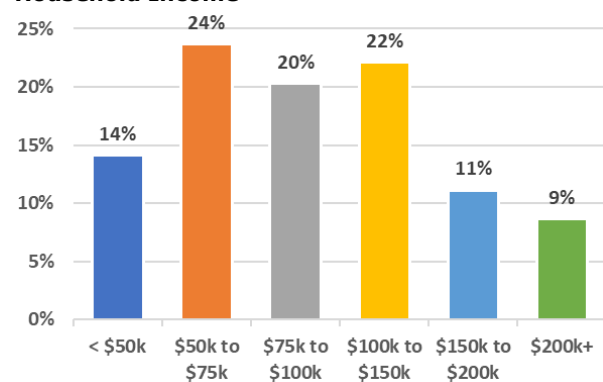
## Passenger Demographics

Residents of the United States, UK and Canada accounted for most (95%) of the responding passengers. The average age of the respondents was 67 years with three-quarters (73%) of the respondents being 65 years of age or older. Puerto Chiapas passengers had an average household income of \$106,200 with 42 percent having over \$100,000 in household income.

**Puerto Chiapas Chart 8 – Passenger Age Cohorts**



**Puerto Chiapas Chart 9 – Passenger Household Income**





## Puerto Vallarta

At the core of the analysis of the economic contribution of cruise tourism were a set of passenger and crew surveys that were conducted onboard ships of the FCCA member cruise lines.<sup>112</sup> The surveys were undertaken during the eight-month period beginning in October 2017 and ending in May 2018. The survey schedule was designed so that surveys were conducted by FCCA member cruise lines that called at each destination and that the distribution of passenger and crew surveys would reflect the distribution of passenger and crew arrivals by cruise line at each destination. On any given cruise itinerary, passenger and crew surveys were placed in all passenger cabins and crew quarters following a single destination call. The surveys were completed by the passengers and crew in the privacy of their quarters and returned to a designated office on the cruise ship. Thus, passengers and crew were only surveyed once during a cruise itinerary and for a single destination.

The passenger and crew surveys were designed to collect data for onshore spending and visit satisfaction by both passengers and crew. While the crew survey was slightly shorter than the passenger survey, both surveys were designed to collect the following information:

- hours spent ashore;
- expenditures by category, including shore tours, food & beverages, clothing, etc.;
- visit satisfaction, including shore tour, friendliness of residents, prices, shopping, etc.;
- likelihood of returning for a land-based vacation (passengers only); and
- demographic characteristics, including country of residence, age group, income, etc.

Combining the expenditure data collected from the passenger and crew surveys with data on expenditures by cruise lines for port fees and services, payments to local tour operators for passenger shore excursions purchased onboard the cruise ships, and other provisions purchased locally by the cruise lines, estimates of total cruise tourism expenditures were developed for each participating destination.

Given the direct spending estimates, the economic contribution of these expenditures, as measured by employment and wage income were then estimated for each destination. This process began with the collection of economic data for each destination from a combination of local, regional and international sources. Utilizing all of these data, a set of economic impact models were developed for each destination to estimate the direct and total employment and wage impacts. A more detailed description of these models is provided in the **Data and Methods** section of Volume I.

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<sup>112</sup> Surveys were conducted on the ships of the following cruise lines: Aida, Carnival Cruise Lines, Celebrity Cruises, Costa Cruises, Disney Cruise Line, Holland America Line, Norwegian Cruise Line, Princess Cruises, P&O Cruises, Royal Caribbean International and TUI Cruises.

## Cruise Tourism Expenditures

Cruise tourism expenditures in destination ports are composed of a broad range of spending including:

- onshore expenditures by passengers which tend to be concentrated in shore excursions and retail purchases of clothing, jewelry and local crafts and souvenirs;
- onshore expenditures by crew which are generally concentrated in purchases of food and beverages, local transportation and retail purchases of clothing and electronics;
- expenditures by cruise lines for port services, such as dockage fees and linesmen, utilities, such as water and power and navigation services; and
- purchases of supplies, such as food and other supplies, by the cruise lines from local businesses.

Based on data collected from the API de Puerto Vallarta, 343,373 cruise passengers arrived aboard cruise ships during the 2017/2018 cruise year.<sup>113</sup> Of these, an estimated 297,704 passengers (87%) disembarked and visited Puerto Vallarta. Utilizing additional data provided by the port administration and visiting cruise lines, 103,000 crew were aboard the cruise ships and 34 percent, or 34,600 crew, disembarked and visited the destination.

These passenger and crew visits along with additional expenditures by the cruise lines generated a total of **\$42.5** million (\$US) in cruise tourism expenditures in Puerto Vallarta during the 2017/2018 cruise year. The contribution of expenditures by passengers, crew and cruise lines to this total is discussed below.

Per passenger spending estimates were derived from 1,066 surveys completed by passengers during the survey period. As shown in **Puerto Vallarta Chart 1**, each passenger cruise party spent an average of \$243.27. The average spend per cruise party is the sum of the weighted spending in each of the twelve categories. For example, 56 percent of the survey respondents reported spending an average of \$30.60 for food and beverages. Spread over the cruise parties that visited Puerto Vallarta, this represented an average of \$17.06 per party. On a per passenger basis, the average total expenditure was \$118.09. This represents the sum of per party expenditures, \$243.27, divided by the average size of a cruise party in Puerto Vallarta, 2.06 passengers.

Cruise passenger expenditures in Puerto Vallarta were concentrated in three categories which accounted for 66 percent of their onshore expenditures: shore excursions, watches & jewelry, clothing. Over 40 percent of the passengers that went ashore made purchases in the following categories: shore excursions, food and beverages, and local crafts.

Over half (57%) of the passengers reported that their cruise party purchased a shore excursion. The effective local price of the shore excursion was \$134.30 per party but when the full price of

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<sup>113</sup> The 2017/2018 cruise year includes the twelve months beginning in May, 2017 and ending in April, 2018.

the purchase from cruise lines and travel agents is included passengers spent an average of just over \$159 per party for their tours.

**Puerto Vallarta Chart 1 – Estimated Passenger Spending (\$US), 2017/2018 cruise year<sup>114</sup>**

Purchase Categories	Average Spend per Party	Share of All Onshore Visits	Weighted Average Spend per Party
Shore Excursions	\$134.30	57.2%	\$76.81
F&B at Restaurants & Bars	\$30.60	55.8%	\$17.06
Taxis/Ground Transportation	\$29.80	33.2%	\$9.90
Watches & Jewelry	\$288.10	22.7%	\$65.39
Clothing	\$49.80	36.3%	\$18.07
Entertainment/Night Clubs/Casinos	\$169.60	0.5%	\$0.88
Other Purchases	\$80.30	25.6%	\$20.52
Perfumes & Cosmetics	\$44.10	3.8%	\$1.66
Local Crafts & Souvenirs	\$38.20	42.0%	\$16.05
Retail Purchases of Liquor	\$74.50	21.1%	\$15.76
Electronics	\$19.60	1.4%	\$0.28
Telephone & Internet	\$49.00	1.8%	\$0.89
<b>Total Spend per Cruise Party</b>			<b>\$243.27</b>
<b>Average Size of a Cruise Party</b>			<b>2.1</b>
<b>Total Spend per Cruise Passenger</b>			<b>\$118.09</b>
<b>Cruise Passenger Onshore Visits</b>			<b>297,704</b>
<b>Total Cruise Passenger Expenditures</b>			<b>\$35,156,926</b>

For the entire 2017/2018 cruise year, the estimated 297,704 cruise passengers who visited Puerto Vallarta spent a total of **\$35.2 million** (\$US) in Puerto Vallarta.

Per crew spending estimates were derived from 98 surveys completed by crew members during the survey period. As shown in **Puerto Vallarta Chart 2**, each crew member spent an average of \$37.94 in Puerto Vallarta. The average spend per crew member is the sum of the weighted spending in each of the twelve categories. For example, 83 percent of the survey respondents reported spending an average of \$18.70 for food and beverages. Spread over all the crew members that reported that they visited Puerto Vallarta; this represents an average of \$15.61 per crew member.

Expenditures by crew in Puerto Vallarta were concentrated in three categories which accounted for 76 percent of their onshore expenditures: food and beverages, retail purchase of liquor, and other (unspecified) purchases. Combined, crew spent an average of \$28.66 for goods in these three categories. Purchases of food and beverages were the most popular expenditure item with 83% percent of the crew reporting the purchase of food and beverages.

<sup>114</sup> The average shore excursion expenditure is a weighted average of the onshore and travel agent/other purchases and the portion of the onboard purchases paid to local tour operators.

For the entire 2017/2018 cruise year, the estimated 34,638 crew who visited Puerto Vallarta spent an estimated total of **\$1.3 million** (\$US).

**Puerto Vallarta Chart 2 – Estimated Crew Spending (\$US), 2017/2018 cruise year**

Purchase Categories	Average Spend per Crew	Share of All Onshore Crew Visits	Weighted Average Spend per Crew
<b>F&amp;B at Restaurants &amp; Bars</b>	\$18.70	83.3%	\$15.61
<b>Taxis/Ground Transportation</b>	\$15.00	16.7%	\$2.50
<b>Watches &amp; Jewelry</b>	-	0.0%	-
<b>Clothing</b>	\$15.00	11.1%	\$1.67
<b>Entertainment/Night Clubs/Casinos</b>	-	0.0%	-
<b>Other Purchases</b>	\$85.00	11.1%	\$9.44
<b>Shore Excursions</b>	-	0.0%	-
<b>Perfumes &amp; Cosmetics</b>	-	0.0%	-
<b>Local Crafts &amp; Souvenirs</b>	\$11.40	27.8%	\$3.17
<b>Retail Purchases of Liquor</b>	\$21.70	16.7%	\$3.61
<b>Electronics</b>	\$34.90	5.6%	\$1.94
<b>Telephone &amp; Internet</b>	-	0.0%	-
<b>Total Spend per Cruise Party</b>			<b>\$37.94</b>
<b>Crew Visits</b>			34,638
<b>Total Cruise Passenger Expenditures</b>			<b>\$1,314,166</b>

Cruise lines made payments to local businesses for a variety of goods and services. Net payments to local vendors for shore excursions have been included with passenger expenditures. However, cruise lines made other local expenditures, including payments for port fees and taxes, navigation services, utilities and other supplies. Based upon data provided by the FCCA member cruise lines, we estimated that all cruise lines spent **\$6.0 million** (\$US) in Puerto Vallarta during the 2017/2018 cruise year. Most of these expenditures were payments for port fees and taxes and navigation services with the remainder spent on provisions and supplies.

## Economic Contribution of Cruise Tourism Expenditures

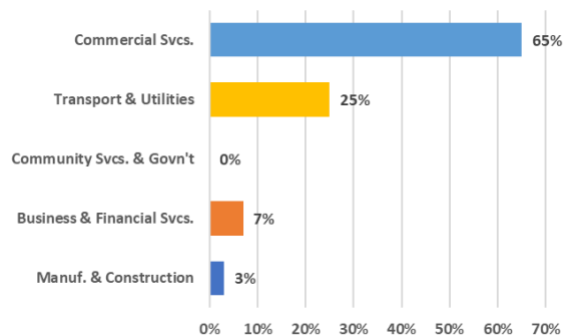
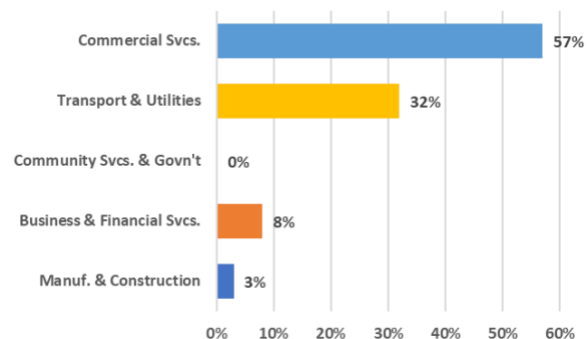
As noted in the **Data and Methods** section of the full report, a set of economic impact models were developed for each destination to produce estimates of the economic contribution of cruise tourism. Data for these models were collected from a broad range of local, regional and international sources. The impact models were designed to reflect the economic structure of each destination, including the industrial composition of Gross Domestic Product (GDP), the wage share of GDP by industry and average employee wages by industry.

As shown in **Puerto Vallarta Chart 3**, the \$42.5 million in total cruise tourism expenditures in Puerto Vallarta generated direct employment of 636 residents of Puerto Vallarta paying \$4.4 million in annual wages. Adding the indirect contribution that results from the spending of those local businesses that are the direct recipients of passenger, crew and cruise line expenditures, the direct cruise tourism expenditures generated a total employment contribution of 1,027 jobs and \$7.3 million in wage income in Puerto Vallarta during the 2017/2018 cruise year.

**Puerto Vallarta Chart 3 –Total Economic Contribution of Cruise Tourism, 2017/2018 cruise year**

	Employment	Wage Income (\$US Millions)
<b>Direct Economic Contribution</b>	636	\$4.43
<b>Total Economic Contribution</b>	1,027	\$7.27

As shown in **Puerto Vallarta Charts 4 and 5**, the total employment and wage impacts of cruise tourism are concentrated in the commercial and transport sectors which account for about 90 percent of the total impacts. This is not surprising since the direct impacts account for over 60 percent of the total employment impacts and that virtually all of the cruise tourism expenditures are made with businesses in these sectors. Because of the relatively higher wages in the transport sector compared to the other sectors of the economy, the transport sector accounts for 32 percent of the wage impacts but only 25 percent of the employment impacts. The remainder of the total employment and wage impacts was generated by the indirect spending in the other sectors of the economy.

**Puerto Vallarta Chart 4 – Total Employment Impacts by Sector****Puerto Vallarta Chart 5 – Total Wage Impacts by Sector**

## Passenger Surveys

A total of 1,066 passenger surveys were completed and returned for tabulation. **Puerto Vallarta Chart 6** shows the major attributes of passenger visits to Puerto Vallarta as derived from the passenger surveys.

- Of the 1,066 cruise parties that completed the surveys half (51%) stated that this had been their first visit to Puerto Vallarta.
- Ninety-six percent of the cruise parties that completed the surveys disembarked their cruise ship to visit Puerto Vallarta.
- Of the cruise parties that went ashore, three-quarters (75%) made at least one purchase while ashore. The typical cruise party consisted of two passengers (Average: 2.06) and spent an average of 5.3 hours ashore.
- Excluding shore excursions, the responding cruise parties reported spending an average of \$166.46 while ashore.

### Puerto Vallarta Chart 6 – Major Attributes of Passenger Surveys

	Number	Percent
Total Respondents	1,066	
Number Making First Visit	544	51%
Number Ashore	1,023	96%
Number Making Onshore Purchases: <sup>(1)</sup>	772	75%
Average Hours Ashore	5.3	
Average Size of Expenditure Party (Persons)	2.06	
Average Onshore Expenditure per Party <sup>(1)</sup>	\$166.46	
Purchased a Shore Excursion (Tour)	586	57%
Purchased Onshore Tour from:		
Cruise Line	470	80%
Onshore from Tour Operator	80	14%
Travel Agent	36	6%
Tour Type:		
Historical/Cultural	254	43%
Beach Day	56	10%
Soft-Water	79	13%
Shopping	99	17%
Soft Land	68	12%
Other	98	17%
Average Cost of Shore Excursion per Party <sup>(2)</sup>	\$159.07	
Toured On Own/Did not Tour	437	43%
Reason for No Tour/Tour on Own		
Prefer to Tour on Own	248	57%
Didn't Like Any	33	8%
Nothing New	67	15%
Poor Value	50	11%
Too Similar to Other Destinations	13	3%
Other	71	16%

① Excludes shore excursion expenditures

② Unadjusted average per party purchase cost of a shore excursion by passengers who purchased a shore excursion.

- More than half (57%) of the passengers that went ashore purchased a shore excursion. Eight in ten (80%) of passengers who purchased a tour did so through their cruise line, 14 percent purchased their tour onshore and 6 percent purchased their tour through their travel agent.
- A plurality (43%) of the tours purchased were visits to “historical or cultural sites”, while 17 percent purchased “shopping tours”.
- The typical cruise party that purchased a shore excursion spent \$159 for their tour.

## Passenger Satisfaction

The passenger survey also asked the passengers to rate their satisfaction with their destination visit along a number of parameters, as shown in **Puerto Vallarta Chart 7**. A 10-point scale was used with 10 being the highest score, i.e., extremely satisfied, and 1 being the lowest score, i.e., not at all satisfied.

- Cruise passengers were very satisfied with their “overall visit” to Puerto Vallarta (8.5), including the visit “meeting expectations” (7.9).
- “Guided Tours” (or Shore Excursions) received a ‘very satisfied’ mean score of 8.8; Additionally, the high ratings in “knowledge of guide” (9.1), “professionalism of guide” (9.1), and “value of tours” (8.5) indicates visitors to Puerto Vallarta were very satisfied with their onshore excursions.

**Puerto Vallarta Chart 7 – Passenger Visit Satisfaction\***

Visit Attributes	2018 Mean Score
<b>Overall Visit</b>	8.5
<b>Visit Met Expectations</b>	7.9
<b>Likelihood of a Return Visit</b>	5.6
<b>Likelihood of Recommending</b>	6.6
<b>Initial Shoreside Welcome</b>	8.4
<b>Guided Tour</b>	8.8
<b>Knowledge of guide</b>	9.1
<b>Professionalism of guide</b>	9.1
<b>Value of tour</b>	8.5
<b>Historic Sites/Museums</b>	7.9
<b>Variety of Things to See and Do</b>	8.0
<b>Friendliness of Residents</b>	8.6
<b>Overall Shopping Experience</b>	7.8
<b>Courtesy of Employees</b>	8.4
<b>Variety of Shops</b>	7.6
<b>Quality of Goods</b>	7.8
<b>Overall Prices</b>	7.5
<b>Taxis/Local Transportation</b>	8.6
<b>Professionalism of Driver</b>	8.8
<b>Cleanliness of Transport</b>	8.6

\* Scale is 1 to 10 with 10 being the highest score. The mean scores can be interpreted as follows:  
 Extremely Satisfied: 10-9; Very Satisfied: 8-7; Somewhat Satisfied: 6-5; Not Too Satisfied: 4-3;  
 Not At All Satisfied: 2-1.



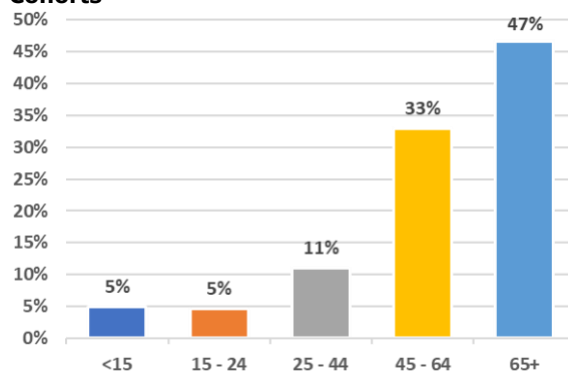
Among other key conclusions concerning visit satisfaction were the following:

- Passenger interactions with residents and store employees were very positive as the mean scores for “friendliness of residents” (8.6) and “courtesy of employees” (8.4) were high.
- Passengers were also very satisfied with their “overall shopping experience” (7.8). They recorded similar satisfaction ratings for “variety of shops” (7.6), “quality of goods” (7.8) and satisfaction with the “overall prices” (7.5).
- Puerto Vallarta scored lowest in the likelihood passengers to say they are “likely to return for a land-based visit” (5.6), and their “likelihood of recommending to a friend” (6.6), however, both of these ratings fell into the somewhat likely category.

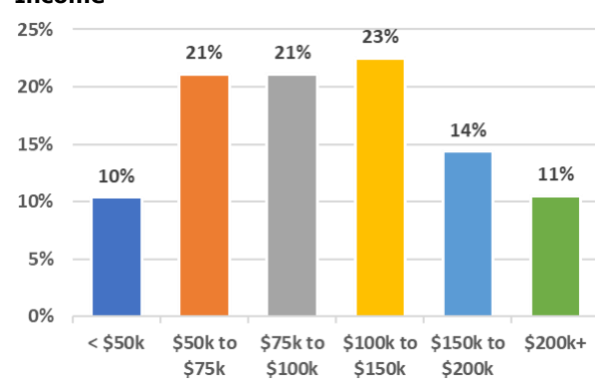
## Passenger Demographics

Residents of the United States, UK and Canada accounted for 98 percent of the responding passengers to Puerto Vallarta. The average age of the respondents was 57 years with half (47%) of the respondents being 65 years of age or older. Puerto Vallarta passengers had an average household income of \$114,800 with 47 percent having over \$100,000 in household income.

**Puerto Vallarta Chart 8 – Passenger Age Cohorts**



**Puerto Vallarta Chart 9 – Passenger Household Income**





BREA specializes in custom market analyses for clients throughout the private and public sectors. These unique market analyses integrate economic, financial, and demographic trends with primary market research, proprietary client data, and advanced statistical and modeling techniques. This approach results in comprehensive and actionable analysis, databases and models, designed to support planning, sales and marketing, and education within client organizations.

Dr. Moody, President of BREA, has more than thirty-five years of experience in consulting and forecasting with a wide range of international product and service companies, including consumer products, leisure, retailing, gaming, business services, telecommunications, and utility and financial services. Typical consulting assignments provide critical analysis and insight into market dynamics, product demand, economic trends, consumer behavior and public policy.

Rich Higginson, Principal of BREA, has over thirty years of marketing and market research experience. Throughout his career, Rich has led a wide variety of qualitative and quantitative research projects on topics including: forecasting, economic impact, employee and customer satisfaction, and new product development. For the past 12 years Rich's focus has been on the travel and tourism industry. Prior to joining BREA, Rich ran his own marketing research firm, The Princeton Research Group, Inc.

BREA has provided specialized consulting support, including market research, economic impact studies and demand analyses, to the cruise lines, port service providers and industry associations. Among BREA's recent clients are: Port of Philadelphia and Camden, Tampa Port Authority, Port of San Diego, Royal Caribbean Cruises Ltd., Carnival Corp., P&O Ports of North America, and the International Council of Cruise Lines. Since studies are designed to meet the specific needs of each client, they can incorporate many dimensions of the market and include a variety of ancillary services.

BREA provides the following services:

*Market Research:* design and implementation of primary market research instruments using telephone, mail, and intercept surveys. Test instruments are designed to collect information on product demand, attributes of consumers and users, perceived product attributes, and customer satisfaction.

*Economic Impact Studies:* thorough analysis of industries and consumption behavior and their contribution to or impact on national and regional (state, metropolitan areas, counties, etc.) economies.

*Statistical and Econometric Modeling:* developing quantitative models relating market and product demand to key economic factors and demographic market/consumer attributes. Models can be used for forecasting, trend analysis and divergence/convergence analysis.

*Market Studies and Trend Analyses:* detailed descriptions of markets (defined as products, regions, industries, consumer segments, etc.) and comprehensive analyses of underlying market forces (such as economic and financial conditions, competitive environment, technology, etc.).