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Contact: Matt Rosenberg
(786) 525 6969
mrosenberg@gamejuice.com

Janel Patterson
(212) 312-3523
jpatterson@nycedc.com



NY Cruise Releases Results of 2009 Economic Impact Study of Cruise Passengers and Crews in New York City

Embarking Passengers and Crews Spent an Estimated \$93.8 Million in New York City, Among the Top in Average Expenditures and Lengths of Stay in U.S.

March 17, 2010, New York City – NY Cruise, a part of New York City Economic Development Corporation, announced the results of its 2009 Economic Impact Study of embarking cruise passenger and onshore crew spending in New York City. Highlights reveal that embarking passengers and onshore crew spent an estimated \$93.8 million in 2009. Passengers overall averaged daily spending in New York City of \$174.18, and those staying two nights averaged total spending of \$448.73 during their stay.

“This study underscores that the cruise industry has a far-reaching economic impact in and around New York City,” said Tom Spina, Director of Cruise Operations for NYCruise. “It confirms that New York-based cruising draws local, domestic and international travelers to the city before and after the cruise itself, and their visits result in significant contributions to the economy of New York City. Just as important, the vast majority of those surveyed were happy with their experience in New York City and they have high rates of return visits.”

Expenditures and Economic Impact

The study confirmed that cruise ship passenger and crew spending in New York City has a significant impact on the local economy. On average, overnight passengers spent \$245 per person for lodging and \$72 for food and beverages – the highest in the country and almost double the national average for overnight stays in other U.S. port cities. In addition, 42% of cruise passengers reported that they spent one or more nights in NYC, 31% of cruise passengers spent an average of 2.1 nights in the City prior to their cruise, and 11% of passengers said they were planning to spend an average of two nights in New York City after their cruise. Crew members also had a significant effect on the local economy, reportedly spending an average of \$270 while onshore - the highest total among U.S. ports and more than twice the national average. Approximately 35% of crew members also said they disembark and visit New York City on any given cruise call.

Passenger Demographics

Almost half of New York City cruise passengers (48%) are from other parts of the U.S., while a large portion (35%) are from the tri-state area. New York City also draws an extraordinarily high number of international passengers. Approximately 17% of NYC cruise passengers reside outside of the United States, more than three times the rate of other U.S. ports of embarkation. These passengers also reported an average annual household income of \$105,000, with 43% exceeding \$100,000.

Cruise Activity

A total of 181 cruise ships called at New York City during 2009 with more than 866,000 total passengers. The principal destination markets for New York cruises were Bermuda, Canada/New England, the Caribbean and Europe.

Passenger Satisfaction

Passengers said that while visiting New York City they were extremely satisfied with the variety of things to see and do. New York City received the highest score of all categories surveyed for on-shore activities. Specifically, 95% of passengers were satisfied with their overall visit; 94.7% of passengers were satisfied with the variety of things to see and do; 89.9% of passengers were satisfied with their overall shopping experience; and 88.6% of passengers were satisfied with their New York City sightseeing tour.

Full results of the study are available for download at www.nycruise.com.

For more information, contact Matt Rosenberg at (786) 525-6969 / mrosenberg@gamejuice.com, or Janel Patterson at (212) 312-3523 / JPatterson@nycedc.com.

About the Study

The study was conducted between August and December 2009 by Business Research & Economic Advisors (BREA) and surveyed more than 1,700 embarking passengers and disembarking crew. BREA is a leading provider of market research and economic impact studies for the travel, leisure, transportation and related industries throughout the United States.

About NY Cruise / NYCEDC

New York City Economic Development Corporation is the City's primary vehicle for promoting economic growth in each of the five boroughs. NYCEDC's mission is to stimulate growth through expansion and redevelopment programs that encourage investment, generate prosperity and strengthen the City's competitive position. NYCEDC serves as an advocate to the business community by building relationships with companies that allow them to take advantage of New York City's many opportunities. For more information, visit www.nycruise.com or contact Tom Spina at 212-312-4286.

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