



**NYCRUISE**

**2009**

**Economic Impact Study**



# Survey Overview

- **Survey Period: August – December, 2009**
- **Number of Surveys Returned**
  - Passengers: 1,074
  - Crew: 717
- **Cruise ships surveyed:**
  - Caribbean Princess
  - Carnival Triumph
  - Carnival Miracle
  - Norwegian Gem
  - Queen Mary 2
- **Business Research & Economic Advisors (BREA) conducted the study**

# Economic Impact Overview

## Key Results

- **Embarking passengers and onshore crew spent an estimated **\$93.8 million** in 2009**
- **Overall, passengers averaged daily spending of **\$174.18****
  - 40% higher than national average
  - Highest among all US ports (except Hawaii)
- **Overnight passengers average spending:**
  - \$245 per passenger for lodging
  - \$72 per passenger for food & beverage
  - Double the national average (higher than Hawaii)

# Estimated Passenger Spending



**Spending by embarking passengers was dominated by those with pre- and post- cruise overnight stays.**

- Pre- and Post cruise stays: \$72.0 million
- Passengers arriving on day of the cruise: \$1.2 million

	Day of Cruise	Pre/Post	Total
F&B at Restaurants & Bar	\$119,655	\$9,665,330	\$9,784,985
Taxis/Ground Transport	\$306,051	\$4,516,377	\$4,822,428
Watches & Jewelry	\$18,185	\$656,435	\$674,619
Clothing	\$86,378	\$4,469,805	\$4,556,184
Entertainment/Night Clubs/Casinos	\$145,479	\$3,033,440	\$3,178,919
Parking	\$460,993	\$760,128	\$1,221,121
Other Purchases	\$93,650	\$2,082,348	\$2,175,998
Accommodations	-	\$43,860,273	\$43,860,273
Tours	-	\$2,946,706	\$2,946,706
<b>TOTALS</b>	<b>\$1,230,391</b>	<b>\$71,990,841</b>	<b>\$73,221,232</b>

# Crew Onshore Expenditures

## Crew Spending

- **\$270.79 spent by Crew while ashore in NYC**
  - 35% of crew disembark and visit NYC on any given cruise call
  - Highest among all US ports
  - More than double the national average
  - 33% of expenditures spent on electronics
  - 26% spent on clothing
  - 85% spent on food & beverages
- **Most purchases are ultimately sent to families and friends in home countries**

# Estimated Crew Spending



**Crew estimated spending averaged \$270.79 and a total of \$17.7 million**

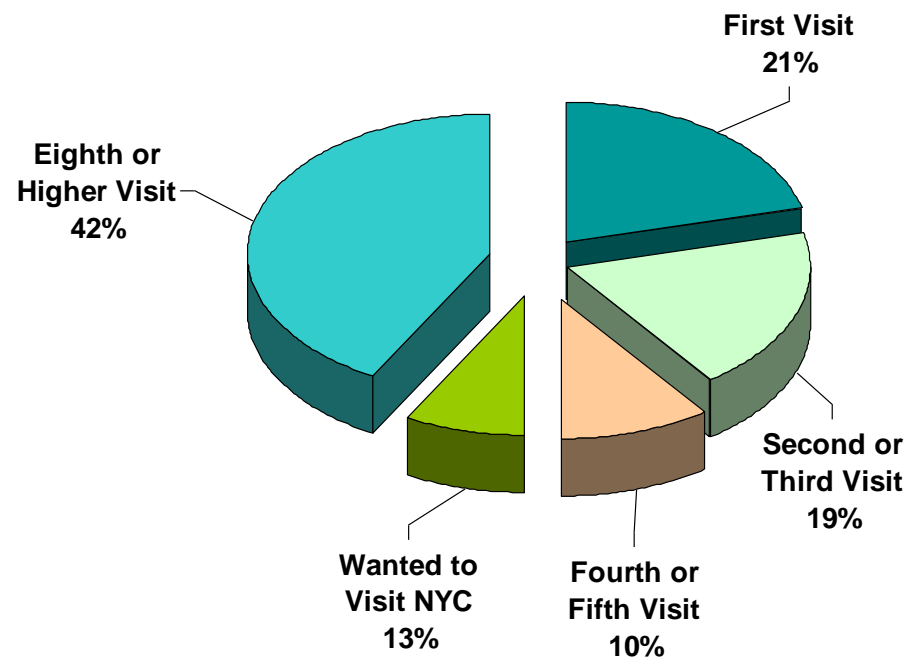
- An estimated 65,400 crew visited NYC throughout 2009
- Nearly 60% of crew expenditures were concentrated in electronics and clothing

	Crew Spending
F&B at Restaurants & Bar	\$2,096,487
Taxis/Ground Transportation	\$626,002
Watches & Jewelry	\$1,569,258
Clothing	\$4,517,422
Entertainment/Night Clubs/Casinos	\$45,135
Other Purchases	\$8,491,916
Tours	\$366,967
<b>TOTALS</b>	<b>\$17,713,186</b>



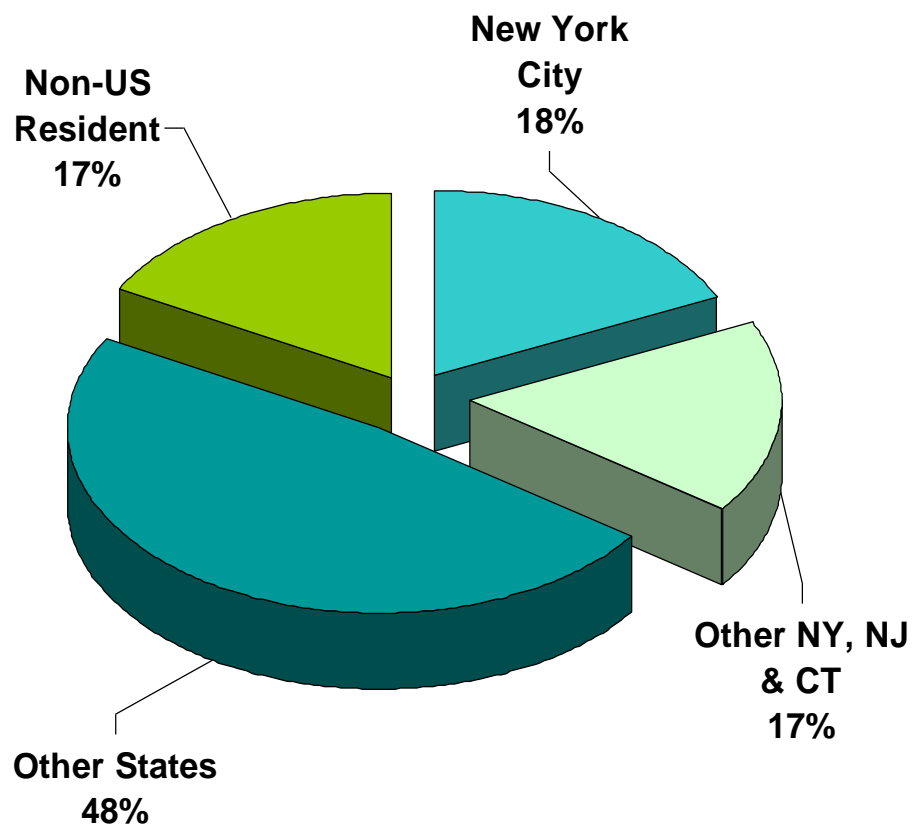
# Length & Frequency of Passenger Visits

- **21% reported this was their first visit to NYC**
- **42% reported this was their eighth or more visit**
- **42% of cruise parties did pre- and/or post- stays in NYC**
  - 31% stayed before
    - 2.1 night average
  - 11% stayed after
    - 2 night average
  - Highest among US, except Hawaii



# Passenger Demographics

- **35% of NYC cruise passengers reside in Tri-State Area**
  - Half of these live in NYC
- **17% of NYCruise passengers reside outside the US**
  - 3x higher than other US ports of embarkation
  - Linked to strong presence of European lines that call in NYC
- **\$105,000 is the average HHI of a NYC cruise passenger**
  - 43% have a HHI of over \$100
  - 5% higher than average US port

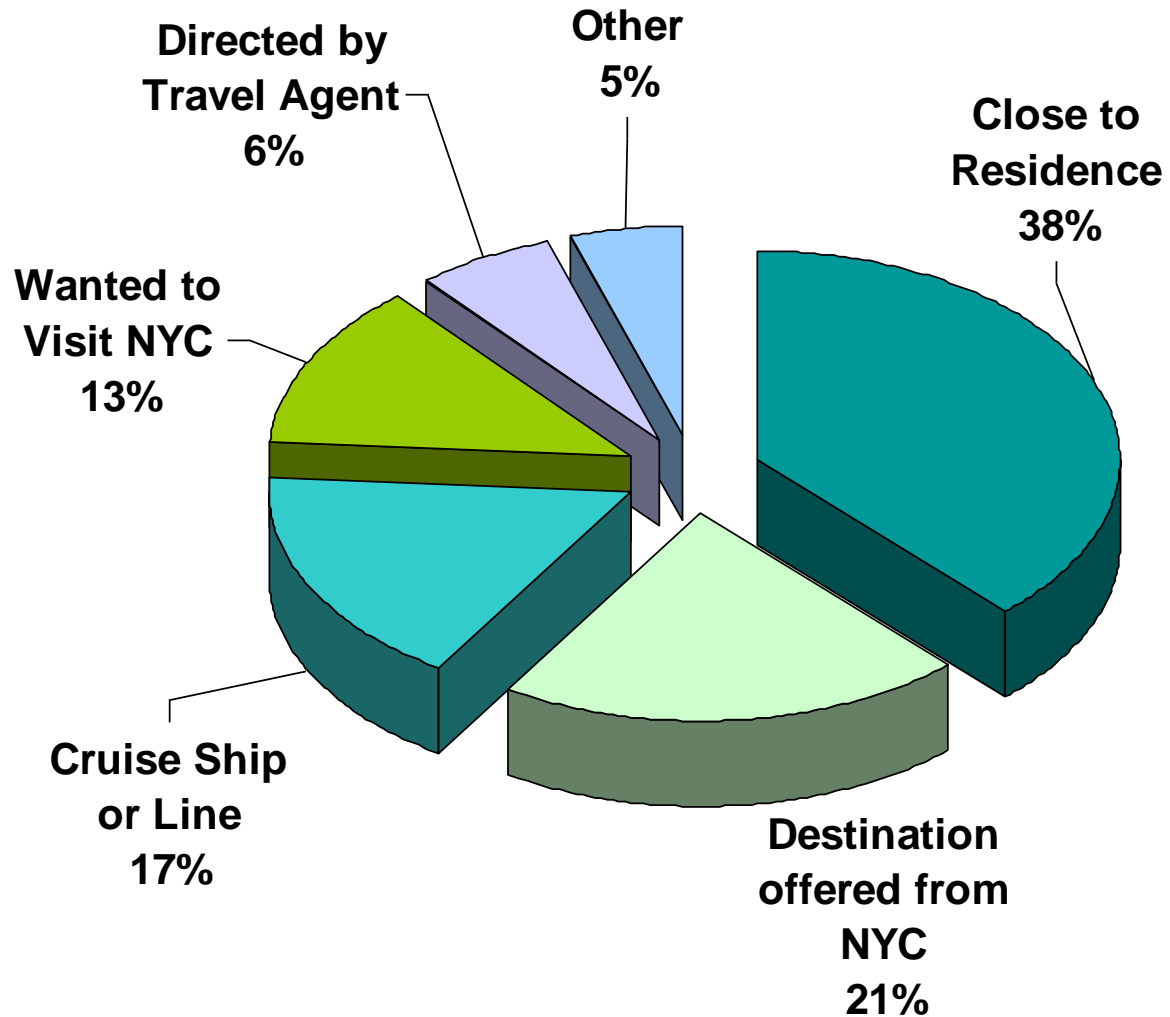




# Reasons for Cruising from NYC

## Most Popular Reasons:

1. Close to Home
2. Destination Offered
3. Specific Cruise Ships



- **New York City is attractive for local, domestic and international passengers:**
  - 181 Cruise Ship calls in 2009
  - 866,000+ total passengers
    - 420,386 passengers embarked on cruises from New York
    - 25,485 passengers arrived in New York as in transit passengers

# Passenger Satisfaction

**Overall, 95% of Cruise passengers are satisfied with their overall visit to New York City**

Attribute	Satisfied
Overall Visit	95%
Variety of Things to See and Do	94.7%
Overall Shopping Experience	89.9%
Sightseeing Tour	88.6%
Terminal Facilities	86.3%

# Contact Information

Visit [www.nycruise.com](http://www.nycruise.com) or contact

Kyle Sklerov at [ksklerov@nycedc.com](mailto:ksklerov@nycedc.com) 212.312.3523