

2017 NYCruise Economic Impact Study



NYCRUISE

NYCEDC

Survey Overview

- **Survey period: October through December, 2017**

- **Number of surveys returned**
 - Passengers: 1,594
 - Crew: 625

- **Cruise ships surveyed:**
 - Crystal Serenity
 - Disney Magic
 - Holland America Veendam
 - Norwegian Breakaway
 - Norwegian Gem
 - Oceania Insignia
 - Queen Mary 2
 - Regent Seven Seas Navigator

- **Business Research & Economic Advisors (BREA) conducted the study**

Economic Impact

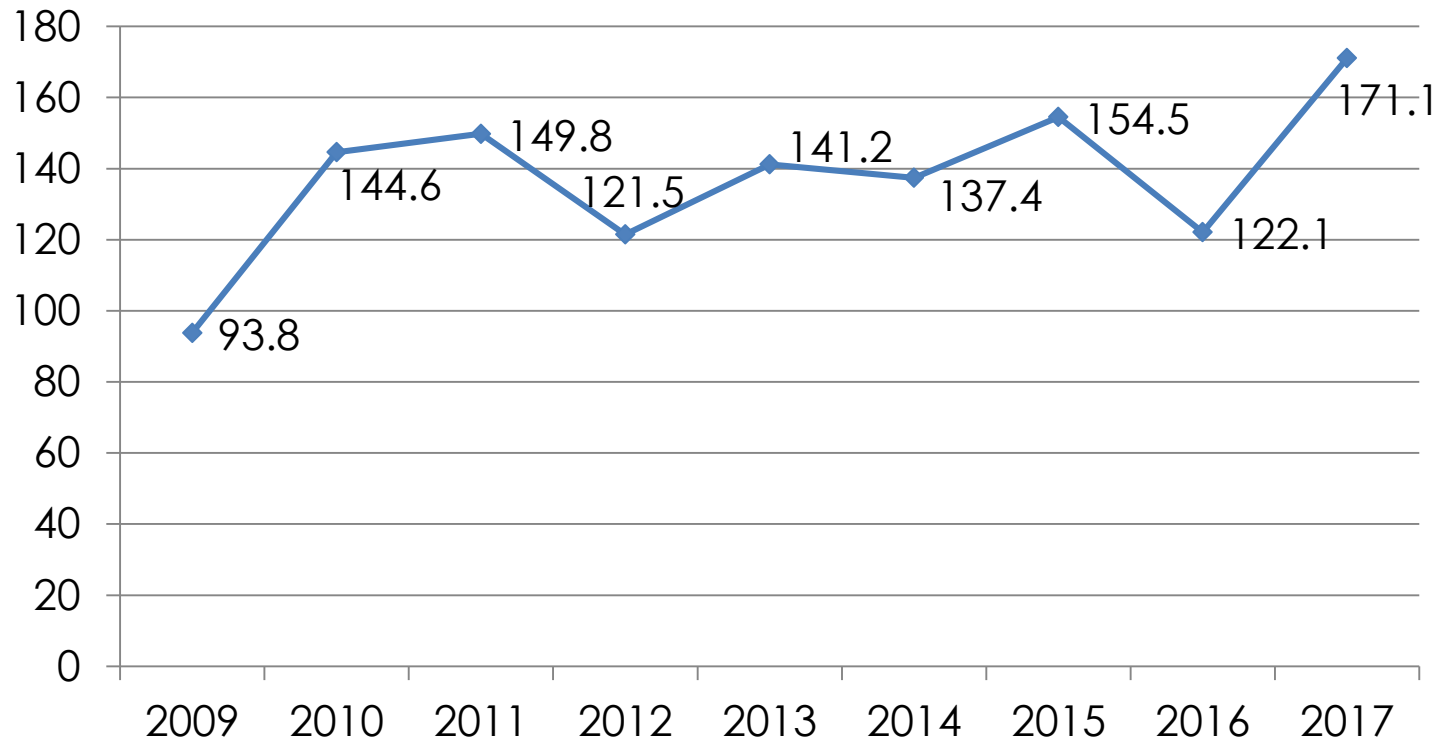
Key Results

- Total economic impact of New York City's cruise industry in 2017 was **\$228 million**
 - **41% increase** since 2016
- Passengers and crew spent an estimated **\$171.1 million** while ashore in 2017
 - Embarking Passengers: **\$ 147.6 million**
 - Transit Passengers: **\$ 6.2 million**
 - Crew: **\$ 17.3 million**
- Overall, average spending per total passenger & crew was **\$300**
 - 30% increase from 2016
 - Highest among all continental US ports (2nd only to Honolulu)
- Passengers with an overnight stay spent an average of **\$547** during their two-night stay, an increase of 2.5% from 2016
 - **\$304** for lodging
 - **\$75** for food & beverage

Passenger Spending

Passenger and crew expenditures in New York rose by 40% in 2017 reaching a new peak, \$171.1 million, and have increased by 82.4% from 2009 through 2017.

Passengers and Crew Spending



Estimated Passenger Spending

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

- Pre- and Post- cruise stays: **\$142.8 million**, 34% increase from 2016
- No overnight stay: **\$4.8 million**, 3.5% decrease from 2016

| Category | Overnight stay | No overnight stay | Total |
|-----------------------------------|----------------------|--------------------|----------------------|
| F&B at Restaurants & Bar | \$19,536,787 | \$675,015 | \$20,211,802 |
| Taxis/Ground Transport | \$5,995,149 | \$449,001 | \$6,444,150 |
| Watches & Jewelry | \$2,640,496 | \$285,560 | \$2,926,056 |
| Clothing | \$8,522,156 | \$186,238 | \$8,708,394 |
| Entertainment/Night Clubs/Casinos | \$4,221,833 | \$1,028,229 | \$5,250,062 |
| Parking | \$437,385 | \$302,919 | \$740,304 |
| Museums & Galleries | \$3,479,722 | \$70,976 | \$3,550,698 |
| Other Purchases | \$14,962,844 | \$1,292,099 | \$16,254,943 |
| Accommodations | \$79,436,949 | - | \$79,436,949 |
| Tours | \$3,577,260 | \$465,917 | \$4,043,177 |
| TOTALS | \$142,810,581 | \$4,755,955 | \$147,566,536 |

Estimated Passenger Spending

Transit passengers were estimated to have spent an average of \$145 per passenger and a total of \$6.2 million

96% of transit passengers were estimated to have disembarked and visited NYC

| Category | Transit |
|-----------------------------------|--------------------|
| F&B at Restaurants & Bar | \$1,104,798 |
| Taxis/Ground Transport | \$372,203 |
| Watches & Jewelry | \$239,025 |
| Clothing | \$712,444 |
| Entertainment/Night Clubs/Casinos | \$570,002 |
| Museums | \$507,929 |
| Other Purchases | \$1,072,835 |
| Tours | \$1,595,356 |
| TOTALS | \$6,174,593 |

Crew Onshore Expenditures

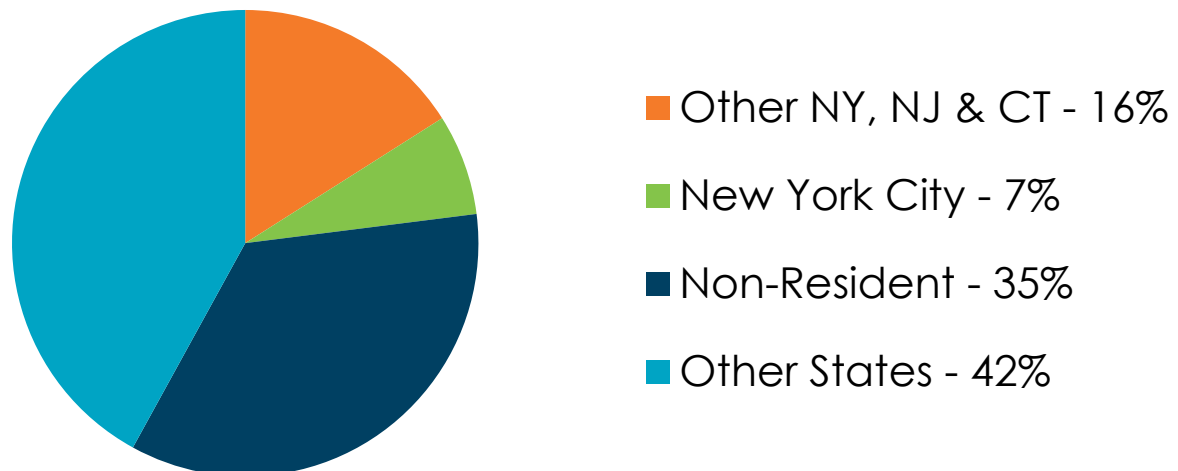
- Crew were estimated to spend an average of **\$153 per crew member** and a total of **\$17.3 million**
- 112,891 crew members visited NYC throughout 2016

| Category | Crew |
|-----------------------------------|---------------------|
| F&B at Restaurants & Bar | \$3,350,605 |
| Taxis/Ground Transport | \$806,042 |
| Watches & Jewelry | \$555,424 |
| Clothing | \$3,701,605 |
| Entertainment/Night Clubs/Casinos | \$543,006 |
| Other Purchases | \$7,803,026 |
| Museums | \$243,845 |
| Tours | \$314,966 |
| TOTALS | \$17,318,608 |

Embarking Passenger Demographics

- Passengers from outside NYC and the tri-state area continue to represent the majority of passengers
- 23% of NYC embarking cruise passengers reside in Tri-State Area

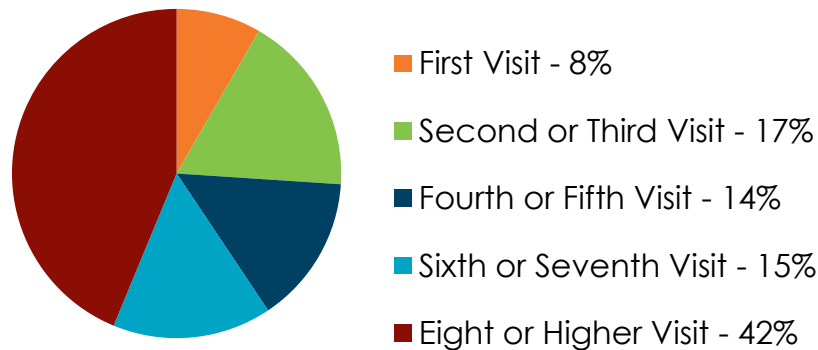
Residence of NYC Cruise Passengers



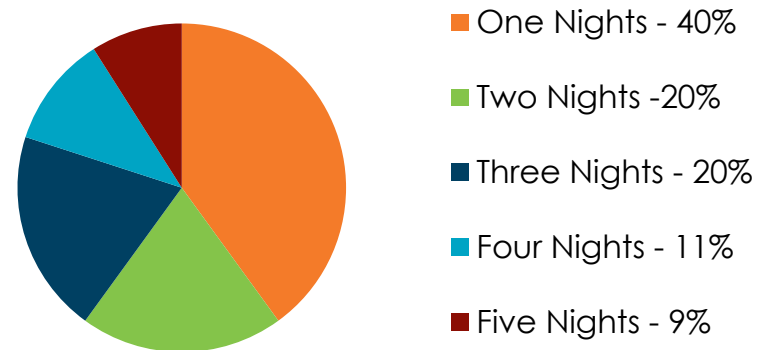
Length & Frequency of Passenger Visits

- 8% reported this was their first visit to NYC
- 47% reported this was their eighth or more visit
- 50% of cruise parties did pre- and/or post- stays in NYC

Number of Previous Visits to NYC



Length of Overnight Stay Prior to or After Cruise

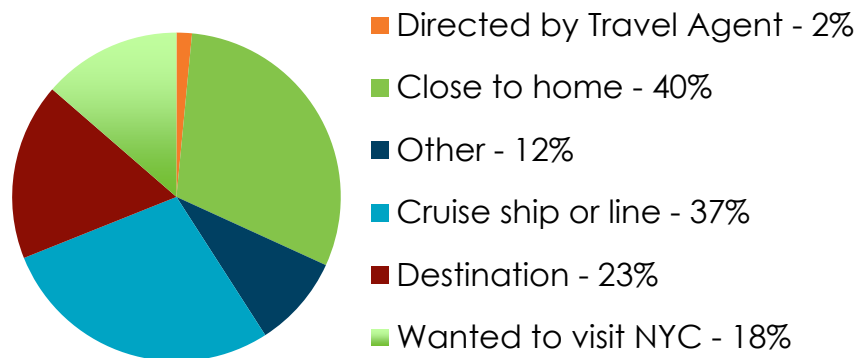


Reasons for Cruising from NYC

Most Popular Reasons for taking a cruise from NYC

1. Close to home
2. Specific cruise ship or cruise line
3. Destinations offered from NYC

Most Popular Reasons for Taking a Cruise from NYC



Passenger Satisfaction

Overall, on a five-point scale, **79% of embarking passengers were satisfied** with their overall visit to New York City

| Attribute | Extremely/Very Satisfied |
|---------------------------------|--------------------------|
| Taxis/Local Transportation | 71% |
| Overall Shopping Experience | 73% |
| Guided Tour | 77% |
| Overall Visit | 79% |
| Variety of Things to See and Do | 91% |

Contact Information

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