

A Work Project, presented as part of the requirements for the Award of a Master's Degree in Economics from the NOVA School of Business and Economics.

Lisbon as a Home Port for Cruise Tourism

Annex

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A Directed Research Project carried out on the Master in Economics Program under the supervision of:

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May 2016

6.1 – Demand for Cruising

Table 3: International Demand for Cruising

Region	2004	2009	2010	2011	2012	2013	2014
Million passengers							
N. Am.	9.14	10.40	11.00	11.44	11.64	11.82	12.16
Europe ①	2.80	5.04	5.67	6.15	6.23	6.39	6.39
Sub-total	11.94	15.44	16.67	17.58	17.87	18.21	18.55
RoW ②	1.13	2.15	2.40	2.91	3.03	3.09	3.49
Total	13.07	17.59	19.07	20.49	20.90	21.30	22.04
% NA	69.9	59.1	57.7	55.8	55.7	55.5	55.2

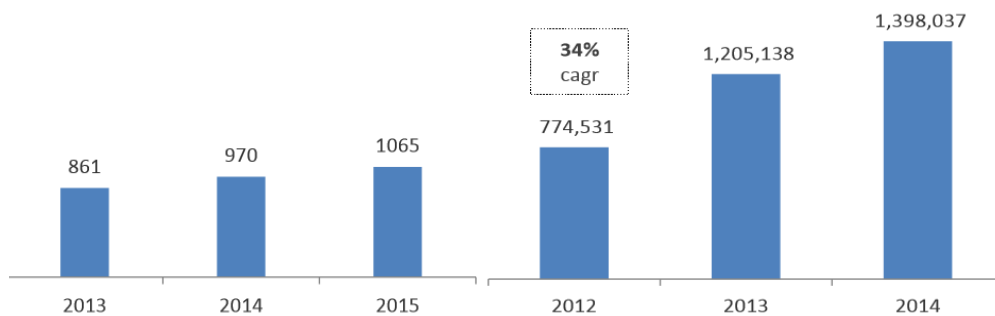
① Including Russia and Central and Eastern European countries outside the EU-7.

② Rest of the world: Largely estimated and adjusted from 2009 to take account of dynamic growth in China and the southern hemisphere.

Source: CLIA, 2015

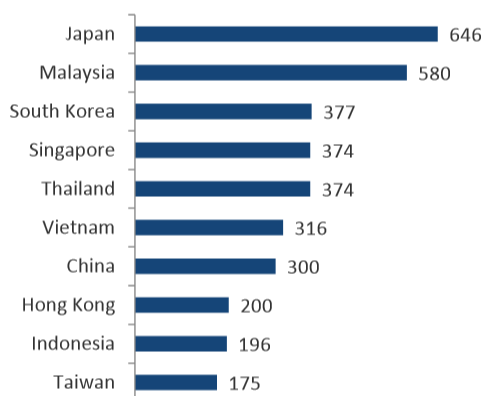
6.2 – Asia Cruise Market (all figures obtained from CLIA, 2014)

Graph 1: Total Cruises in Asia

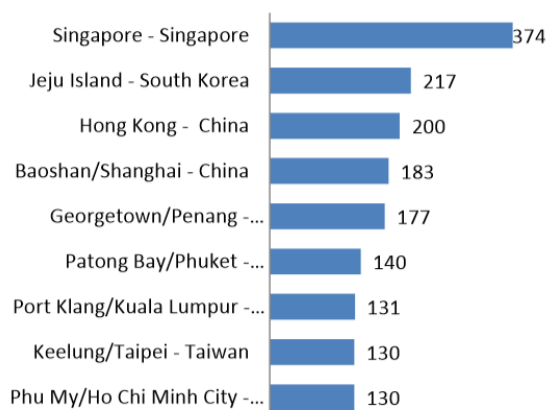


Graph 2: Asian Source Passenger Volume Trend

Graph 3: Top 10 Markets by Port Call, 2015



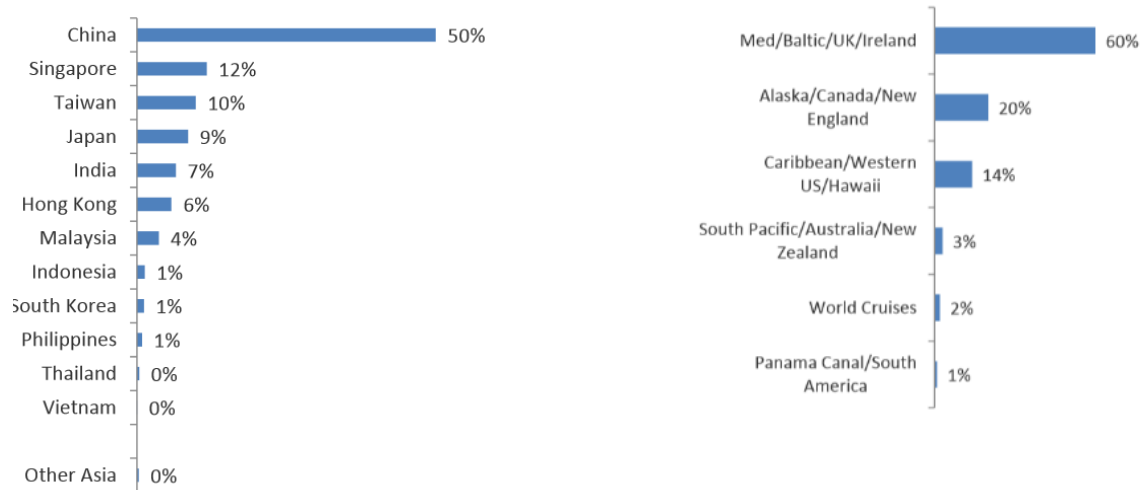
Graph 4: Top 10 Ports by Port Calls, 2015



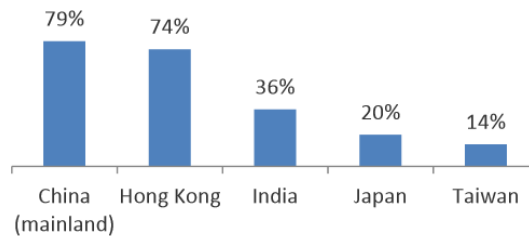
Graph 5: Passenger Volume by Source Market, 2014

Graph 6: Top Non-Asian Destinations, 2014

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Graph 7: Markets by Annual Passenger Growth, 2012-2014



6.3 – European Cruise Market (all figures obtained from CLIA, 2015)

Table 3: European Source Market

Source Market	2012		2013		2014		% Change 2012/14
	Group Total	Market Share	Group Total	Market Share	Group Total	Market Share	
	1,000s Pax	%	1,000s Pax	%	1,000s Pax	%	
Germany	1,544	25.2	1,687	26.5	1,771	27.7	+15
UK ①	1,701	27.7	1,726	27.2	1,644	25.7	-3
Italy	835	13.6	869	13.7	842	13.2	+1
France	481	7.8	522	8.2	593	9.3	+23
Spain	576	9.4	475	7.5	454	7.1	-21
Other	1,002	16.3	1,078	17.0	1,083	17.0	+8
Total	6,139	100	6,357	100	6,387	100	+4

① Including Ireland

Table 4: Economic Impacts by Industry, 2014

Industry	Expenditures € Million	Jobs	Compensation € Million
Agr., Mining & Constr.	€2,353	17,295	€332
Manufacturing	€14,529	82,227	€3,176
Nondurable Goods	€4,645	20,089	€728
Durable Goods	€9,884	62,138	€2,448
Wholesale & Retail Trade	€2,382	31,266	€569
Transportation & Utilities	€8,561	108,790	€3,141
Hospitality	€1,246	17,033	€377
Financial and Business Services	€9,279	66,852	€2,363
Personal Services & Govt	€1,873	25,467	€795
Total	€40,223	348,930	€10,753

Table 5: Economic Impacts by Country, 2014

Country	Direct Expenditures € Million	Growth from 2013	Total Jobs	Compensation € Million
Italy	€4,601	0.7%	102,284	€3,111
Germany	€3,254	6.3%	49,559	€1,801
UK	€3,155	1.0%	71,022	€2,594
Spain	€1,208	-1.4%	25,483	€763
France	€1,117	3.9%	15,101	€658
Top 5	€13,385	2.5%	263,449	€8,927
Norway	€591	-2.5%	14,745	€477
Finland	€582	12.4%	8,743	€330
Greece	€506	-11.8%	10,136	€190
Netherlands	€399	11.8%	6,481	€187
Sweden	€228	11.2%	3,022	€119
Next 5	€2,306	2.9%	43,127	€1,303
Rest of the EU+3	€946	8.5 %	42,354	€523
Total	€16,637	2.8%	348,930	€10,753

6.4 – Direct Expenditures Simulation

The direct expenditure values of Table 1 (page 7) are derived from the following formula:

$$DE = (TRE + TRC)TR + (TUE + TUC)TU + \frac{(TR + TU)CE}{2,4}$$

Where:

DE = Direct Expenditures

TRE = Transit passenger expenditures = 62 € (CLIA, 2015)

TRC = Ship expenditures per transit passenger = 6 € (EU, 2009)

TR = Number of transit passengers

TUE = Turnaround passenger expenditures = 81 € (CLIA, 2015)

TUC = Ship expenditures per turnaround passenger = 24 € (EU, 2009)

TU = Number of turnaround passengers

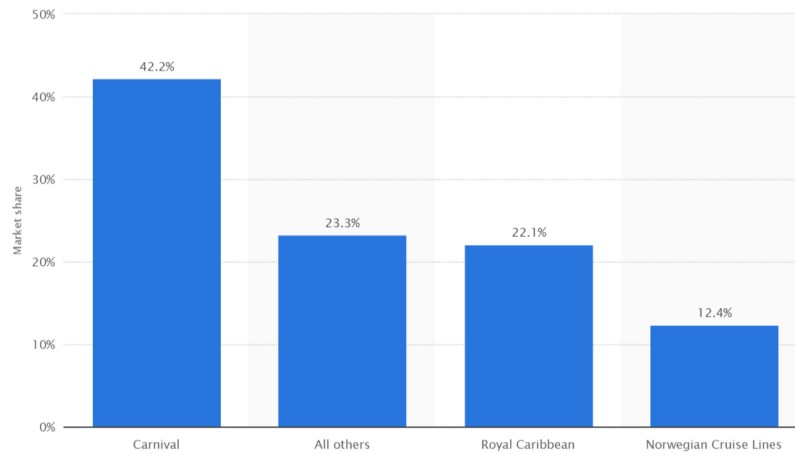
CE = Crew expenditures = 23 € (CLIA, 2015)

The tourist/crew ratio typically ranges from 1,5:1 in luxury cruises up to 3:1 in mass-market cruises. Since the mass-market cruise lines are more common and carry more tourists, the ratio 2,4:1 was chosen. Hence the term (TR+TU)/2,4 represents an estimate of the number of crew. This is a very simplified calculation with the sole purpose of comparing the economic impact between cities, as a function of passenger arrivals. As a result, the magnitude of the values obtained need not reflect the true values.

6.5 – Cruise Lines Market Share

Graph 8: Cruise Market Share

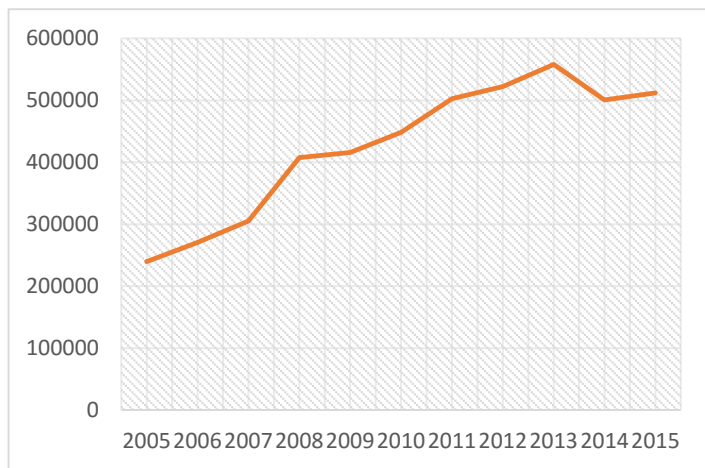
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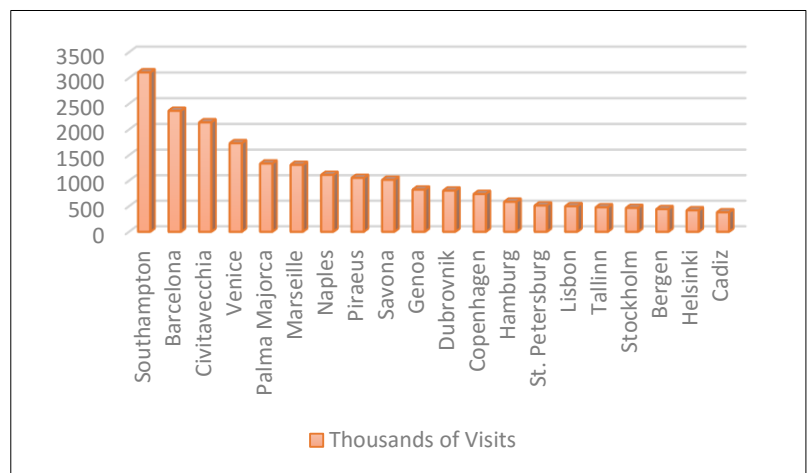
Source: www.statista.com

6.6 – Lisbon Profile (all data obtained from APL reports)

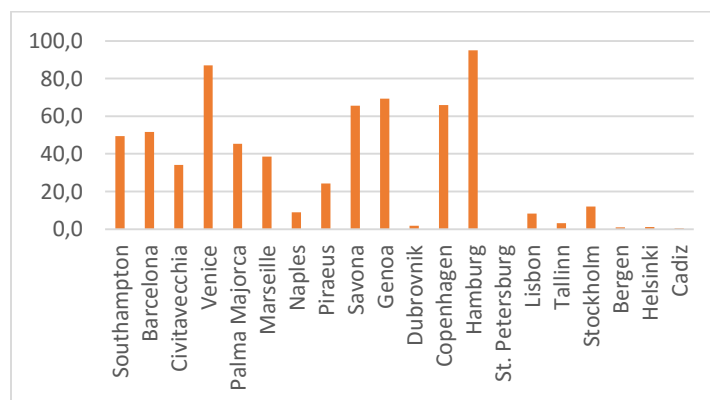
Graph 9: Total Visits in Lisbon



Graph 10: Total Visits in European Ports, 2014

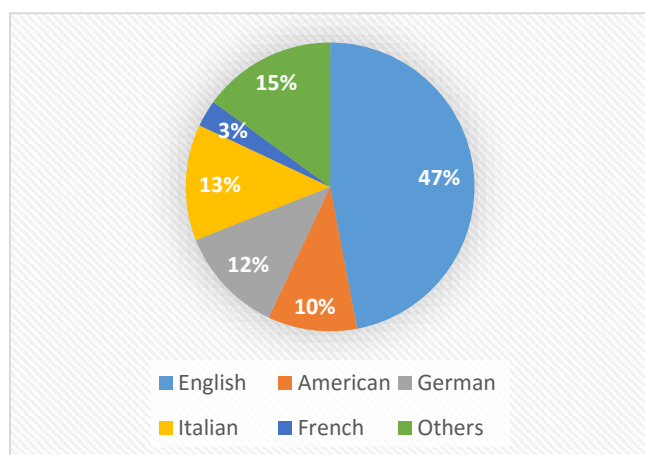


Graph 11: Share of Turnaround Passengers in European Ports, 2014

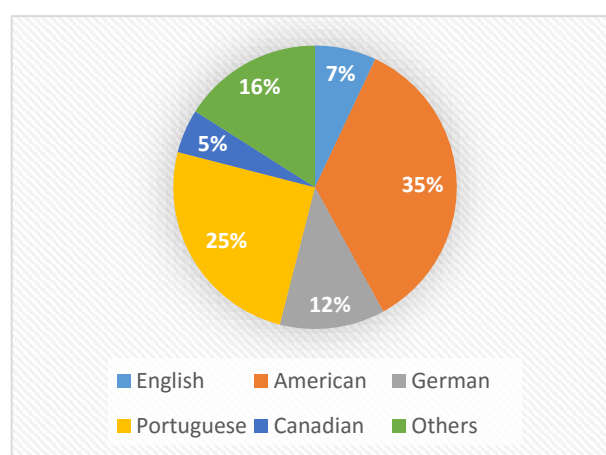


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Graph 12: Nationality of cruise tourists in Lisbon, 2014



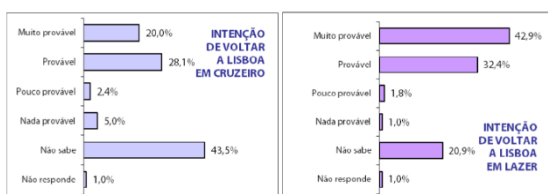
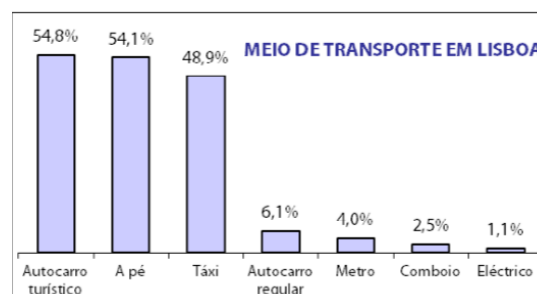
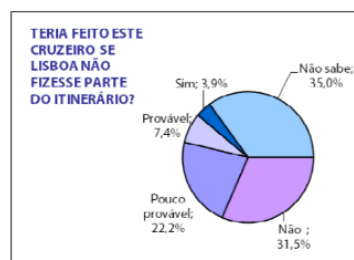
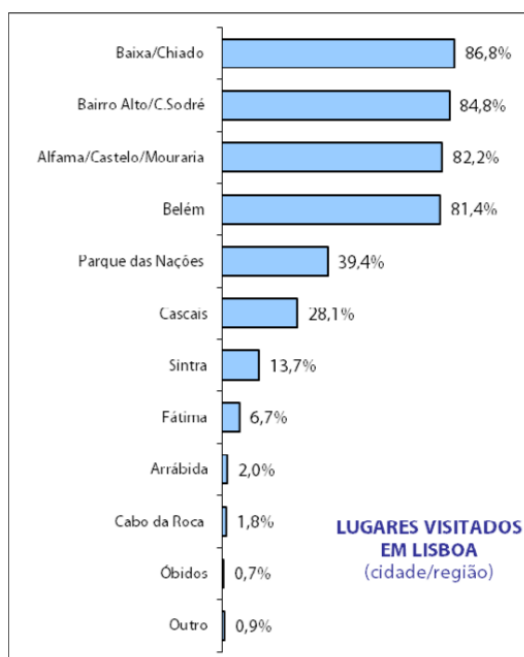
Graph 13: Nationality of Turnaround Passengers in Lisbon, 2014



6.7 – Survey Results for Cruise Passengers in Lisbon (all figures from OTL (2015))

INFLUÊNCIA NA ESCOLHA DO CRUZEIRO	nada importante	pouco importante	muito importante
Conjunto de cidades a visitar pelo cruzeiro	2,0%	20,9%	77,1%
Possibilidade de visitar Lisboa	1,9%	21,4%	76,7%
Possibilidade de descanso a bordo	1,9%	34,4%	63,7%
A animação a bordo	2,1%	35,5%	62,4%
A qualidade da restauração a bordo	2,9%	42,0%	55,1%
Preço do cruzeiro	3,3%	42,7%	54,0%
Condições de alojamento a bordo	2,7%	47,6%	49,7%
Programas para pessoas singulares	20,0%	46,4%	33,6%
Número de passageiros	17,1%	51,3%	31,6%
A companhia que realiza o cruzeiro	35,2%	40,3%	24,5%
Conselhos de agências de viagens	53,7%	26,5%	19,8%
Cruzeiros realizados anteriormente em outros destinos	55,3%	25,8%	18,9%
Cruzeiros realizados anteriormente no mesmo destino	68,8%	13,9%	17,3%

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6.8 – Port Fees Comparison

Table 6: Terminal and Passenger Fees comparison between European Ports.

Fee	Port						
	Lisbon	Barcelona	Civitavecchia	Copenhagen	Hamburg	Marseille	Valletta
Terminal Fee	3,698 €/p	0,70 €/GT	NA	0,50 €/GT	0,238 €/GT	0,032 €/m ³	1,50 €/p
Passenger Fee	0,201 €/p	1,816 €/p	3,85 €/p	0,56 €/p	0,41 €/p	0,671 €/p	3,39 €/p

Source: Port authorities of cities considered

GT – Gross Tonnage (measure of ship's volume)

Note that the fees considered in table 6 do not cover all the existent port charges. Furthermore, these fees come with different nomenclature, depending on the city. Finally, these values are for transit passengers. For turnaround tourists, either the terminal or passenger fee is higher due to the higher operating costs, though discounts are also often provided.