

Seattle's Cruise Industry

Port of Seattle Commission

May 6, 2014



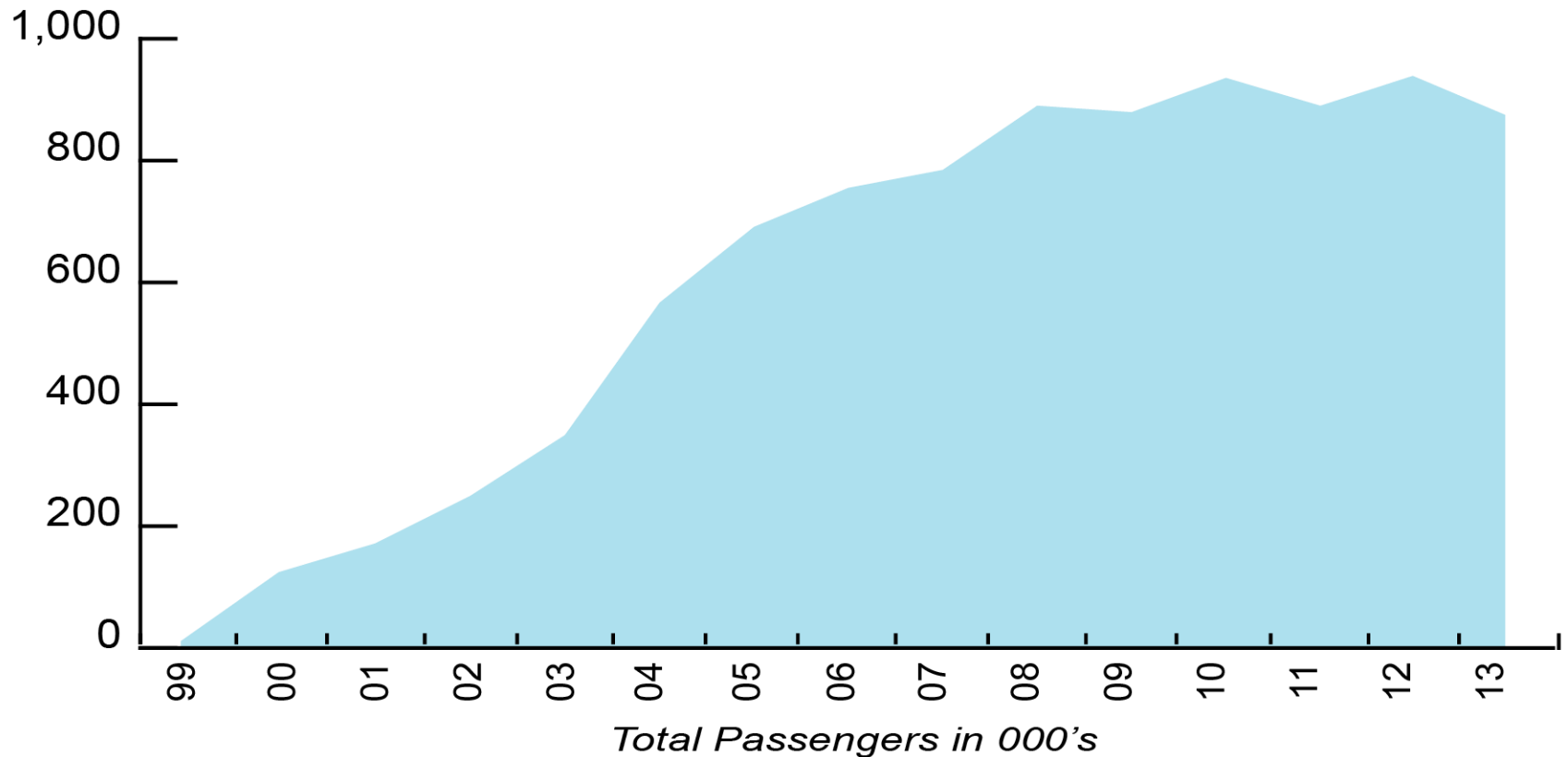
Seattle's Cruise Passenger Growth 1999-2013

THE PORT OF SEATTLE HOSTED

870,994

PASSENGERS IN 2013

That's a little more than the population of San Francisco



2013: 187 vessels and 870,994 revenue passengers



Terminal 91

Terminal 91

Global Deployment Capacity Market Share



**Global Cruise
Passengers**

2013 Estimate: 21,300,000

2014 Forecast: 21,700,000

Something for Everyone!

Exciting ships and itineraries for your cruise adventure.



Amsterdam 7 and 14-day Alaska



Carnival Miracle 7-day Alaska



Oceanica Regatta 7, 10 & 14-day Alaska



Norwegian Jewel 7-day Alaska



Celebrity Solstice 7-day Alaska



Norwegian Pearl 7-day Alaska



Golden Princess 7-day Alaska



Westerdam 7-day Alaska



Grand Princess 7-day Alaska



Rhapsody of the Seas 7-day Alaska



Homeport Cruise Lines

Cruise Line	Service Launched	Vessels in 2014	Itinerary
Norwegian	2000	2	7 day Alaska
Royal Caribbean & Celebrity	2000	2	7 day Alaska
Holland America	2002	2	7 day and 14-day Alaska
Princess	2003	2	7 day
Carnival	2010	1	7 day Alaska
Oceania	2013	1	7, 10 & 14 Day Alaska





Crown Princess



Statendam



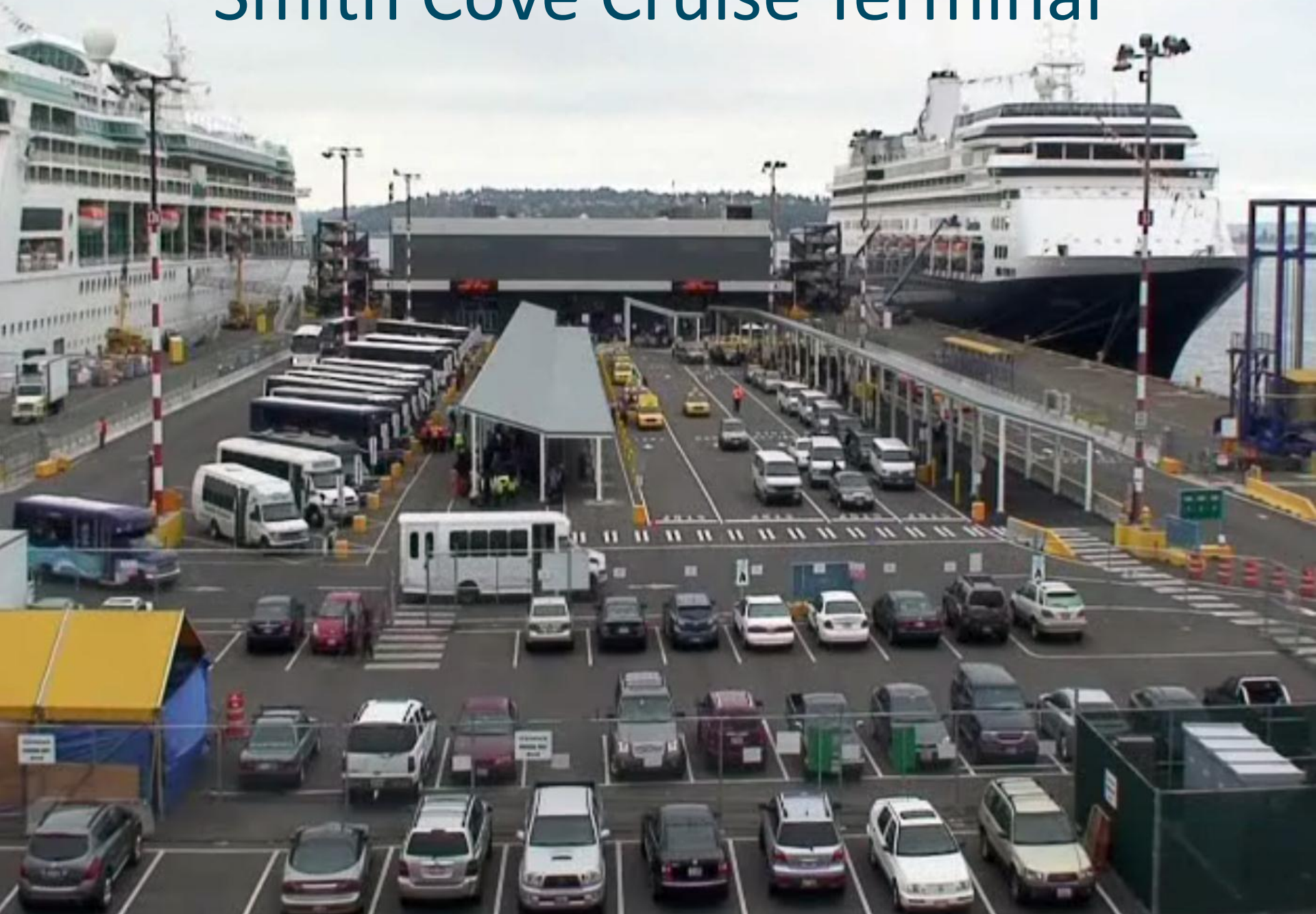
Ruby Princess



Jewel of the Seas



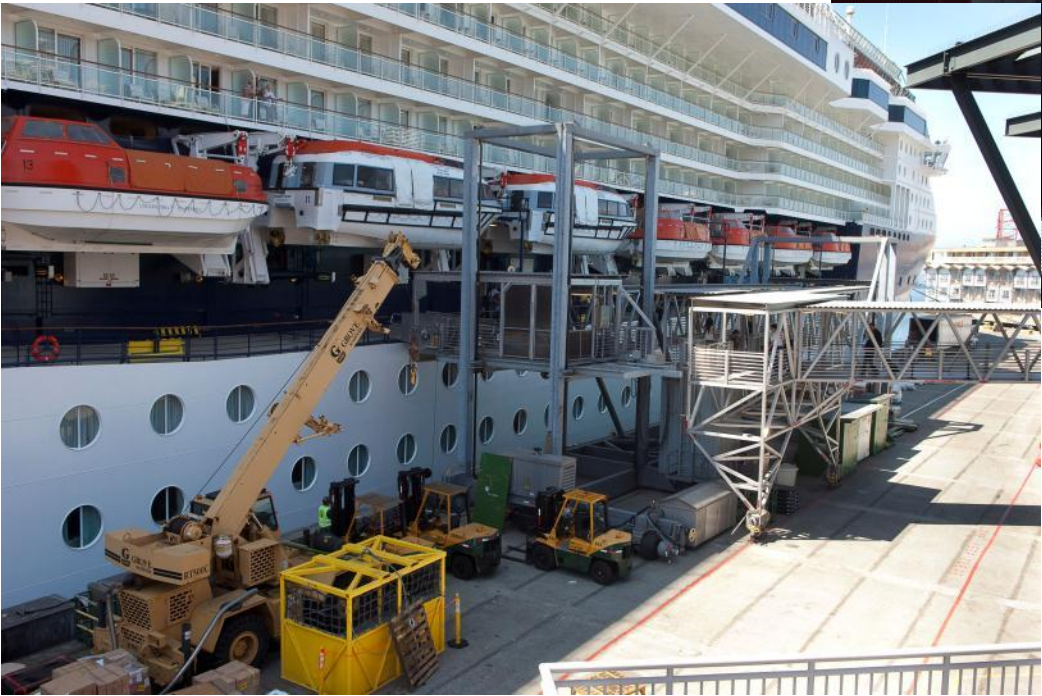
Smith Cove Cruise Terminal



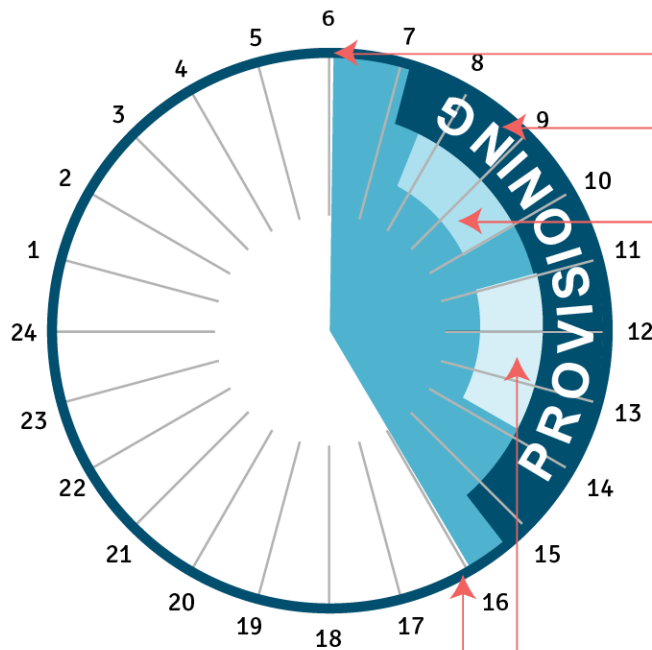
A Day at Smith Cove Cruise Terminal



Bell Street Pier Cruise Terminal



Provisioning and logistics



Typical Homeport Cruise Day

6:00amShip arrival

7:00amProvisioning (all day)



• 25,000 pounds of beef



• 25,000 pounds of fresh vegetables



• 10,000 bottles/cans of beer

• 2,100 pounds of lobster

• And (literally) tons more

7:30–10am ...Disembarkation of passengers

11am–3pmEmbarkation of passengers

4:00pmShip departure

All this done
in 10 hours!

Local Economic Impact



\$372 million
annual business revenue

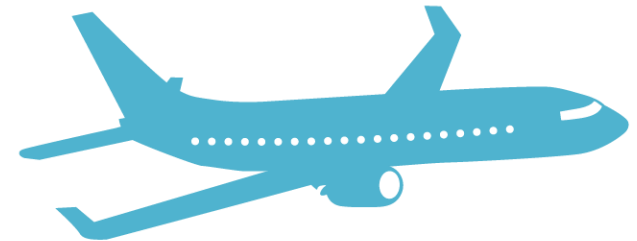


\$16.6 million
annual state & local taxes



= **\$2.2 million**


Each time a homeport ship docks it contributes **\$2.2 million** to the local economy.



75% of Cruise Passengers Flew Through Sea-Tac International Airport

Passenger Sourcing Continues to Diversify

		Global Passenger Share	5 Year % Change
1	USA	51.7%	15.1%
2	UK & Ireland	8.1%	16.4%
3	Germany	7.7%	80.5%
4	Italy	4.0%	26.1%
5	Australia/New Zealand	3.6%	130.3%
6	Brazil	3.4%	1.3%
7	Canada	3.4%	84.8%
8	Spain	2.8%	20.7%
9	France	2.4%	67.7%
10	Scandinavia & Finland	1.6%	184.6%



Promoting Cruise & Stay



Media coverage



Media coverage





Port 
of Seattle®

THANK YOU!