



COMMISSION
AGENDA MEMORANDUM

Item No. 7b

BRIEFING ITEM

Date of Meeting February 27, 2018

DATE: January 25, 2018

TO: Executive Director Stephen P. Metruck

FROM: Stephanie Jones Stebbins, Managing Director Maritime Division
Michael McLaughlin, Director Cruise Operations

SUBJECT: Cruise Overview

EXECUTIVE SUMMARY

Staff will brief commission on Maritime Cruise business– highlighting growth in the industry, our record season in 2017, forward-looking market demand for Alaska cruising, cruise economic impact, Port Valet Program (flight check in and luggage service), and a look ahead of the 2018 cruise season.

Background

The Port of Seattle’s continued success as a homeport supporting the Alaska cruise market is an important component of the Ports economic impact to the region as well, as important to industry’s continued growth. The opportunities for Seattle are significant. This briefing will include discussion on the following items.

- The overall cruise industry growth and Alaska market growth
- Year over year passenger growth
- Overview of 2017 cruise season
- Economic Impacts
- Port Valet (flight check in and luggage service)
- Cruise Connections event held January 19, 2018
- Look ahead at 2018 and beyond

ADDITIONAL BACKGROUND

Current capacity includes two terminals with three berths total with cruise ships scheduled in the harbor from mid-April to mid-October. Cruise ships are in the harbor every day of the week except Wednesday and Thursday. Continued growth is limited by current berth availability in Seattle and Alaska.

ATTACHMENTS TO THIS BRIEFING

Presentation slides.

Meeting Date: February 27, 2018

PREVIOUS COMMISSION ACTIONS OR BRIEFINGS

April 11, 2017 – The Commission authorized the Cruise Luggage Valet Program- 2017 Cruise Season

August 11, 2015 – The Commission authorized the Bell Street Cruise Terminal Lease Agreement with Norwegian Cruise Line Holdings

June 23, 2015 – The Commission was briefed on Cruise Industry Trends