

Worldwide Cruise Ship Activity

EXECUTIVE SUMMARY

CONTENTS

1 INTRODUCTION

1.1 The cruise as a tourist resort

1.2 Reference terms

2 A STUDY OF THE DEMAND: CRUISE PASSENGER

2.1 Quantitative aspects

2.1.1 Geographical origin of US cruise passengers

2.1.2 Duration of trip

2.2 Qualitative aspects: socio-demographic profile of cruise passengers

2.2.1 United States and Canada

2.2 Europe

2.2.3 Asia-Pacific

2.3 Specific examples of niche markets

2.3.1 Cruises for American families

2.3.2 The European Union's senior citizen market

2.3.3 The Conferences and Incentives Segment

2.3.4 Theme cruises

2.3.5 Adventure cruises

2.4 Analysis of the supply and demand relationship

3 A STUDY OF THE SUPPLY: BUSINESS STRUCTURE

3.1 Main Cruise Line Associations

3.1.1 United States of America and Canada: CLIA, ICCL and FCCA

3.1.2 Europe: PSA, Croisimer and VFF

3.1.3 Asia

3.2 Cruise classification

3.3 Main Groups

3.3.1.- Carnival Corporation

3.3.2 P&O Princess Group

3.3.3 Royal Caribbean Cruises Ltd. Group (RCC)

3.3.4 Star Cruises Group

3.4 Other cruise lines

- 3.4.1 *Cruise lines in the US and Canadian source markets*
- 3.4.2 *Cruise lines operating in the European source market*
- 3.4.3 *Cruise lines operating in the Asian source market*
- 3.5 Commercial middlemen in the cruise business
 - 3.5.1 *Cruise trip distribution channels*
 - 3.5.2 *Other agents: independent ship managers, shipping agents and ship brokers*
- 3.6 Main conventions and special trade fair
 - 3.6.1 *Seatrade Convention*
 - 3.6.2 *- Other Convention*
 - 3.6.3 *Activities aimed at travel agencies*

4 THE PRODUCT: CRUISE PACKAGES

- 4.1 Creating the itinerary
- 4.2 Cruise package cost
 - 4.2.1 *Revenue generated on-board*
- 4.3 Main regions of operation and destination
 - 4.3.1 *- The Caribbean*
 - 4.3.2 *Alaska*
 - 4.3.3 *Atlantic Europe and the Baltic Sea*
 - 4.3.4 *The Mediterranean*
 - 4.3.5 *Asia-Pacific*
 - 4.3.6 *Emerging regions*

5 THE INTERACTION BETWEEN THE CRUISE AND ITS ENVIRONMENT

- 5.1 Financial implications of cruises on their destination
 - 5.1.1 *Definition of main services provided*
 - 5.1.2 *Analysis of spending by ship managers, cruise passengers*
- 5.2 Effects on marine life: sustainability
- 5.3 Safety aspects for cruise passengers and crew

6 MEDIUM-TERM TRENDS

- 6.1 Growth in European demand at higher levels than in the US
 - 6.1.1 *Evidence*
 - 6.1.2 *Characteristics in the growth of European demand*
 - 6.1.3 *Main consequences*
- 6.2 Entry into service of greater tonnage vessels
 - 6.2.1 *Evidence*

6.2.2 *Characteristics of the process of bringing larger tonnage ships into operation*

6.2.3 *Main consequences*

6.3. Cruise line horizontal business consolidation.

6.3.1 *Evolution*

6.3.2 *Characteristics of business centralization*

6.3.3 *Main consequences*

7 ANNEX I. SHIPPING TERMINOLOGY

7.1 Relative size of tourist cruise fleets

7.1.1 *Sea cruises: scheduled or tramp traffic?*

7.1.2 *Financial agents*

7.1.3 *Tourist cruiser registration*

7.2 Definitions and symbols used

7.2.1 *Explanation of symbols and abbreviations used*

7.3 Addresses and websites of interest

7.3.1 *Associations*

7.3.2 *Main shipping companies: websites*

7.3.3 *Other websites of interest*

8 ANNEX II. NUMERIC STUDIES

8.1 Spending patterns in the Côte d'Azur (France) and in the Caribbean

8.1.1 *Spending category grouped by type*

8.1.2 *Spending attributable to port services (SPORT)*

8.1.3 *On-land passenger spending (SON-LAND).*

8.1.4 *Other spending patterns in destinations on the French Côte d'Azur*

8.2 Forecast of cruise demand in the European Union and in the United States

9 BIBLIOGRAPHY

Per la versione originale del documento consultare il seguente link: www.unwto.org