



## 2008 CLIA Cruise Market Overview Statistical Cruise Industry Data Through 2007

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### EXECUTIVE SUMMARY

**The cruise industry is the most exciting growth category in the entire leisure market** Since 1990, the industry has had an average annual passenger growth rate of 7.4% per annum.

**The cruise industry is young** Since 1980, over 150 million passengers have taken a deep-water cruise (2+ days). Of this number, 61% of the total passengers have been generated in the past 10 years. Thirty seven percent of total passengers have been generated in the past five years alone.

**The cruise market potential is strong** Over the next three years, 51 million North Americans indicate an intent to cruise. To date, approximately 19.9 % of the U.S. population has ever cruised. By maintaining historical occupancy levels, the cruise industry will welcome 12.8 million guests in 2008.

**The cruise product is incredibly diversified with literally a cruise vacation for everyone** Over the past 10 years, the industry has responded to extensive market and consumer research that has guided the addition of new destinations, new ship design concepts, new on-board/on-shore activities, new themes and new cruise lengths to reflect the changing vacation patterns of today's market.

**The cruise industry's product delivers unparalleled customer satisfaction** Whether a frequent or first-time cruiser, the cruise experience consistently exceeds expectations on a wide range of important vacation attributes. On a comparative basis versus other vacation categories, cruising consistently receives top marks. The on-going challenge for our industry is to convert cruise prospects into new cruisers.

**Cruising is an important vehicle for sampling destination areas to which passengers may return** 80% of cruise passengers agree that a cruise vacation is good way to sample destinations that they may wish to visit again on a land-based vacation. Nearly 40% of cruise vacationers state that they returned to vacation at a destination first visited by cruise. Cruisers are not exclusively cruisers; rather they are frequent vacationers who cruise as part of their vacation mix.

**The North American cruise market is strong across all 50 states and Canada** Today's array of airlift options and streamlined port processing have opened up cruising as a vacation alternative to more and more individuals. The addition of new North American embarkation ports provides cruise vacationers more options and opportunities to drive versus fly. In fact, 72% of Americans indicate that the convenience of over 30 "Close to Home" North American embarkation ports increases their likelihood to cruise within the next three years.

**CLIA Member Lines capacity utilization/deployment.** From a capacity standpoint, utilization is consistently over 100%. In 2007 the CLIA industry occupancy rate was 105.7% The Caribbean and Bahamas represents the number one destination with almost 37% of capacity development. The Mediterranean, Europe, Alaska, and Mexico follow the Caribbean in popularity.

**CLIA has become one of the largest and most influential travel industry associations** Today, it has 24 member lines and nearly 16,000 travel agency members. It's the largest association in terms of North American travel agency member representation.

**The cruise industry has a very close working relationship with the travel agency community** A vast majority of cruise passengers use the services of a travel agent to book their cruise vacations. Cruises are profitable to sell and generate a high repeat rate. The most successful and productive agencies are those that place a premium on selling cruises and training their personnel. CLIA provides a wide portfolio of travel agency training programs considered among the best in the travel industry including live classroom seminars, seminars at industry conferences and events, online training, DVD training and textbooks. The "Gold Standard" of CLIA training is the Certified Cruise Counsellor program where agents can earn the designation of Accredited (ACC), Master (MCC), Elite (ECC) and Elite Scholar (ECCS) designations. Travel agents earn these CLIA Certification designations via a

structured program of mandatory and elective training, ship inspections, actual cruise experience and required cabin sales targets. A CLIA Certified Cruise Counsellor is the travelers best resource for cruise vacation planning. Two-thirds of all travelers consider professional designation/accreditation as a cruise expert to be extremely/very important – but, as expected, is even more important to cruisers (75%) than non-cruiser/vacationers (56%) – particularly luxury (81%) cruisers.

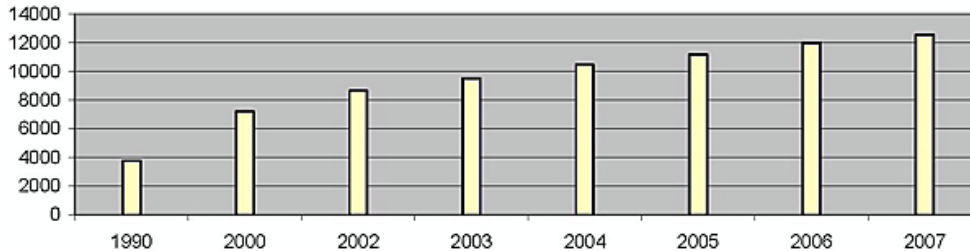
NOTE: In this report, North American market designates only U.S. and Canada.

## RECENT MARKET/GROWTH STATISTICS ^

### OVERALL PASSENGER GROWTH-NORTH AMERICAN CRUISE MARKET ^

The cruise industry is the most exciting vacation category in the United States and Canada. Its average rate of growth has been far greater than any other category.

#### THE BIG PICTURE ANNUAL PASSENGERS (2 Day or More Market)



#### RECENT GROWTH TRENDS

	Annual Passenger Growth Actual (000's)		
	North America	Foreign	Worldwide
1990	3,496	278	3,774
1991	3,834	334	4,168
1992	4,023	362	4,385
1993	4,318	410	4,728
1994	4,314	486	4,800
1995	4,223	498	4,721
1996	4,477	493	4,970
1997	4,864	516	5,380
1998	5,243	625	5,868
1999	5,690	647	6,337
2000	6,546	668	7,214
2001	6,637	862	7,499
2002	7,472	1,176	8,648
2003	7,990	1,536	9,526
2004	8,870	1,590	10,460
2005	9,671	1,509	11,180
2006	10,078	1,928	12,006
2007	10,247	2,316	12,563
	Average Growth Rate 1990-2007		7.4%

SOURCE: CLIA 2007 Year End Passenger Carrying Report as reported by CLIA member cruise lines only.

### GROWTH BY LENGTH OF CRUISE-NORTH AMERICAN MARKET ^

Reflecting North America's shorter vacation patterns, the cruise industry's hottest growth category has been the 2-5 day cruise category.

#### PASSENGERS:

	Passengers (000's)		
	1980	2007	% Growth
2-5 Days	347	3,854	1011.7
6-8 Days	846	6,427	659.7
9-17 Days	221	2,180	886.4
18+ Days	17	100	488.2
TOTAL	1,431	12,561	777.8

#### SHARE:

	Category Shares		
	1980	2007	% Point Change
2-5 Days	24.3%	30.7	6.4
6-8 Days	59.1	51.2	-7.9
9-17 Days	15.4	17.3	1.9
18+ Days	1.2	0.8	-0.4
TOTAL	100.0%	100.0%	0.0

SOURCE: CLIA Year End Passenger Carrying Reports

## AVERAGE LENGTH OF CRUISE ^

From 1983 through 1991, there was a steady decline in the length of cruise vacations -- a reflection of more capacity being added in the short cruise market. The average length of cruises is now 7.1 days.

	Average Length of Cruise (Days)	% of Total Passengers in 2-5 Day Category
1981	6.7	29.6%
1982	6.9	25.3
1983	6.9	21.6
1984	6.9	22.3
1985	6.8	26.3
1986	6.4	35.1
1987	6.4	32.8
1988	6.4	32.9
1989	6.4	33.8
1990	6.2	38.3
1991	6.1	37.4
1992	6.2	35.2
1993	6.4	36.7
1994	6.3	38.0
1995	6.5	33.7
1996	6.4	35.9
1997	6.5	33.6
1998	6.7	34.7
1999	6.6	35.8
2000	6.5	36.9
2001	6.4	37.2
2002	6.9	35.5
2003	6.9	32.9
2004	6.9	31.4
2005	6.9	34.0
2006	6.9	32.9
2007	7.1	34.6

SOURCE: CLIA year-end Passenger Carrying Report.

## CRUISE MARKET POTENTIAL DEMOGRAPHICS, VACATION BEHAVIOR & ATTITUDES ^

### 2008 CLIA CRUISE MARKET PROFILE STUDY

The cruise vacation industry is positioned well for continued growth with relatively modest market penetration (19.9% of Americans have cruised) as well as strong cruise interest and demand (Nearly 51 million Americans expressed interest in cruising within the next three years).

These market statistics as well as cruiser demographics, cruise characteristics and satisfaction, travel agency relevance, cruise interest & potential plans, cruiser histories and trip characteristics can be found in the CLIA 2008 Cruise Market Profile Study. The CLIA Cruise Market Profile Study is a biennial research project designed to track cruise awareness, perceptions, attitudes and future intent. Findings of this 2008 study are available on CLIA's website at <http://www.cruising.org/Press/research/index.cfm>.

## SOURCE OF BUSINESS-PASSENGERS ^

### REGIONAL PASSENGER CONTRIBUTION 1990 VS. 2007 (USA)^

The South Atlantic and Pacific regions continue to be the largest source of passengers.

	Regional Shares – 1990 vs. 2007		
	1990	2007	Point change
<b>New England</b> (CT, ME, MA, NH, VT, RI)	5.78%	6.82%	1.04
<b>Mid-Atlantic</b> (NJ, NY, PA)	16.21%	11.69%	(4.52)
<b>East North Central</b> (IL, IN, MI, OH, WI)	14.03%	7.77%	(6.26)
<b>West North Central</b> (IA, KS, MN, MO, NE, SD)	4.50%	3.29%	(1.21)
<b>South Atlantic</b> (DE, DC, FL, GA, MD, NC, SC, VA, WV)	24.16%	34.66%	10.50
<b>East South Central</b> (AL, KY, MS, TN)	2.86%	2.85%	(0.01)
<b>West South Central</b> (AR, LA, OK, TX)	5.42%	10.24%	4.82
<b>Mountain</b> (AZ, CO, ID, MT, NV, NM, UT, WY)	3.86%	6.23%	2.37
<b>Pacific</b> (AK, CA, HI, OR, WA)	23.18%	16.45%	(6.73)

<b>TOTAL</b>	100.0%	100.0%	0.00
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SOURCE: 2007-Year End CLIA Passenger Carrying Reports.

## REGIONAL CONTRIBUTION BY CRUISE LENGTH (USA) ^

Shorter cruises skew towards the South Atlantic Region while longer cruises skew to the Pacific Coast Region.

2007 Regional Contribution (%) By Cruise Length					
	2-5 Days	6-8 Days	9-17 Days	18+ Days	Total Days
<b>New England (CT, ME, MA, NH, VT, RI)</b>	6.29	7.42	6.16	3.78	6.82
<b>Mid-Atlantic (NJ, NY, PA)</b>	9.62	12.54	14.26	7.70	11.69
<b>East North Central (IL, IN, MI, OH, WI)</b>	7.29	8.61	6.10	5.10	7.77
<b>West North Central (IA, KS, MN, MO, NE, SD)</b>	2.58	4.02	2.49	2.35	3.29
<b>South Atlantic (DE, DC, FL, GA, MD, NC, SC, VA, WV)</b>	41.89	30.66	30.40	21.46	34.66
<b>East South Central (AL, KY, MS, TN)</b>	4.22	2.28	1.32	1.51	2.85
<b>West South Central (AR, LA, OK, TX)</b>	11.35	10.14	7.68	9.58	10.24
<b>Mountain (AZ, CO, ID, MT, NV, NM, UT, WY)</b>	4.31	7.50	6.60	8.88	6.23
<b>Pacific (AK, CA, HI, OR, WA)</b>	12.45	16.83	24.99	39.64	16.45
<b>TOTAL</b>	100.0%	100.0%	100.0%	100.0%	100.0%

SOURCE: 2007-Year End CLIA Passenger Carrying Report

## NORTH AMERICA BY STATE / PROVINCE ^

	2007 TOTAL PASSENGERS	% OF NORTH AMERICA	2006 TOTAL PASSENGERS	CHANGE AMOUNT	CHANGE PCT	2005 TOTAL PASSENGERS	2004 TOTAL PASSENGERS
Alabama	89,513	0.87%	80,609	8,904	11.05%	84,357	140,352
Alaska	7,550	0.07%	6,810	740	10.87%	5,561	6,770
Arizona	306,181	2.99%	286,288	19,893	6.95%	267,956	207,527
Arkansas	41,123	0.40%	41,063	60	0.15%	37,940	43,811
California	1,282,999	12.52%	1,195,262	87,737	7.34%	1,141,452	1,185,355
Colorado	73,844	0.72%	71,373	2,471	3.46%	69,668	82,480
Connecticut	99,247	0.97%	99,611	-364	-0.37%	99,937	107,462
Delaware	21,875	0.21%	22,891	-1,016	-4.44%	19,088	20,487
Dist. of Columbia	7,074	0.07%	7,591	-517	-6.81%	6,384	13,493
Florida	2,274,707	22.20%	2,279,295	-4,588	-0.20%	2,101,896	1,461,909
Georgia	336,585	3.28%	347,899	-11,314	-3.25%	345,679	228,912
Hawaii	22,496	0.22%	22,293	203	0.91%	18,721	16,922
Idaho	18,456	0.18%	19,312	-856	-4.43%	24,639	22,083
Illinois	268,476	2.62%	228,741	39,735	17.37%	210,253	235,328
Indiana	84,790	0.83%	83,171	1,619	1.95%	81,067	94,287
Iowa	33,764	0.33%	33,905	-141	-0.42%	31,244	31,416
Kansas	42,639	0.42%	44,362	-1,723	-3.88%	41,869	40,847
Kentucky	43,749	0.43%	42,338	1,411	3.33%	45,279	52,161
Louisiana	120,788	1.18%	88,709	32,079	36.16%	84,056	98,392
Maine	16,429	0.16%	15,749	680	4.32%	17,866	17,130
Maryland	145,006	1.42%	147,584	-2,578	-1.75%	144,475	167,872
Massachusetts	441,034	4.30%	502,505	-61,471	-12.23%	557,371	418,577
Michigan	144,113	1.41%	151,685	-7,572	-4.99%	161,549	187,896
Minnesota	95,948	0.94%	96,665	-717	-0.74%	79,641	82,835
Mississippi	37,958	0.37%	30,183	7,775	25.76%	28,849	31,903
Missouri	106,324	1.04%	104,121	2,203	2.12%	96,232	95,060
Montana	9,251	0.09%	8,199	1,052	12.83%	7,534	8,306
Nebraska	18,168	0.18%	20,010	-1,842	-9.21%	19,841	22,013
Nevada	69,687	0.68%	72,832	-3,145	-4.32%	71,756	137,607
New Hampshire	46,490	0.45%	48,910	-2,420	-4.95%	48,147	32,736
New Jersey	298,535	2.91%	321,612	-23,077	-7.18%	347,987	349,162
New Mexico	29,717	0.29%	30,349	-632	-2.08%	29,534	24,930
New York	444,176	4.33%	461,650	-17,474	-3.79%	461,363	501,950
North Carolina	218,785	2.14%	211,685	7,100	3.35%	213,610	192,035
North Dakota	7,335	0.07%	17,291	-9,956	-57.58%	11,578	4,591
Ohio	172,372	1.68%	174,564	-2,192	-1.26%	180,553	206,328
Oklahoma	47,631	0.46%	46,412	1,219	2.63%	44,145	48,202
Oregon	60,834	0.59%	57,514	3,320	5.77%	54,218	52,137
Pennsylvania	361,903	3.53%	390,662	-28,759	-7.36%	407,762	373,365
Rhode Island	35,232	0.34%	39,875	-4,643	-11.64%	42,739	36,278

South Carolina	111,447	1.09%	109,201	2,246	2.06%	103,735	113,497
South Dakota	6,625	0.06%	6,924	-299	-4.32%	6,209	7,209
Tennessee	98,047	0.96%	91,481	6,566	7.18%	89,983	94,613
Texas	758,752	7.40%	729,437	29,315	4.02%	651,775	543,662
Utah	76,364	0.75%	65,562	10,802	16.48%	63,874	59,325
Vermont	6,650	0.06%	6,531	119	1.82%	6,580	7,271
Virginia	144,922	1.41%	149,202	-4,280	-2.87%	146,497	177,729
Washington	181,118	1.77%	162,855	18,263	11.21%	172,340	139,639
West Virginia	15,789	0.15%	14,825	964	6.50%	14,271	17,667
Wisconsin	64,989	0.63%	65,865	-876	-1.33%	61,671	67,965
Wyoming	4,707	0.05%	4,297	410	9.54%	3,752	4,687
<b>TOTAL U.S.</b>	<b>9,452,194</b>	<b>92.24%</b>	<b>9,357,760</b>	<b>94,434</b>	<b>1.01%</b>	<b>9,064,483</b>	<b>8,314,171</b>
<b>PUERTO RICO</b>	<b>119,351</b>	<b>1.16%</b>	<b>126,382</b>	<b>-7,031</b>	<b>-5.56%</b>	<b>120,781</b>	<b>121,975</b>
Alberta	69,667	0.68%	60,149	9,518	15.82%	44,416	45,496
British Columbia	200,499	1.96%	162,947	37,552	23.05%	156,595	126,725
Manitoba	13,536	0.13%	11,075	2,461	22.22%	8,196	7,975
New Brunswick	5,573	0.05%	4,711	862	18.30%	4,445	3,390
Newfoundland	4,211	0.04%	3,279	932	28.42%	3,461	1,687
Nova Scotia	7,394	0.07%	6,117	1,277	20.88%	4,962	4,783
Ontario	258,456	2.52%	244,556	13,900	5.68%	187,441	178,732
Prince Edward Island	994	0.01%	756	238	31.48%	1,066	524
Quebec	108,315	1.06%	94,623	13,692	14.47%	71,397	60,901
Saskatchewan	6,516	0.06%	5,518	998	18.09%	3,745	4,249
North West Territory	152	0.00%	158	-6	-3.80%	202	154
Yukon Territory	275	0.00%	193	82	42.49%	177	139
<b>Total Canada</b>	<b>675,588</b>	<b>6.59%</b>	<b>594,082</b>	<b>81,506</b>	<b>13.72%</b>	<b>486,103</b>	<b>434,755</b>
<b>Total North America</b>	<b>10,247,133</b>	<b>100.00%</b>	<b>10,078,224</b>	<b>168,909</b>	<b>1.68%</b>	<b>9,671,367</b>	<b>8,870,901</b>
<b>Foreign</b>	<b>2,315,449</b>		<b>1,927,600</b>	<b>387,849</b>	<b>20.12%</b>	<b>1,509,035</b>	<b>1,589,936</b>
<b>Total World</b>	<b>12,562,582</b>		<b>12,005,824</b>	<b>556,758</b>	<b>4.64%</b>	<b>11,180,402</b>	<b>10,460,837</b>

#### NORTH AMERICA - RANK BY STATE / PROVINCE

STATE / PROVINCE	TOTAL PASSENGERS	% OF TOTAL	1-5 DAY		6-8 DAY		9-17 DAY		18 DAY PLUS	
			PAX AMT	% OF TOTAL	PAX AMT	% OF TOTAL	PAX AMT	% OF TOTAL	PAX AMT	% OF TOTAL
1 Florida	2,274,707	22.20	985,173	27.78	989,531	19.06	292,720	20.19	7,283	12.49
2 California	1,282,999	12.52	378,443	10.67	616,585	11.87	272,986	18.83	14,985	25.71
3 Texas	758,752	7.40	279,825	7.89	389,101	7.49	85,786	5.92	4,040	6.93
4 New York	444,176	4.33	113,606	3.20	250,390	4.82	78,578	5.42	1,602	2.75
5 Massachusetts	441,034	4.30	170,451	4.81	226,987	4.37	42,653	2.94	943	1.62
6 Pennsylvania	361,903	3.53	136,770	3.86	177,910	3.43	46,337	3.20	886	1.52
7 Georgia	336,585	3.28	188,810	5.32	126,064	2.43	21,078	1.45	633	1.09
8 Arizona	306,181	2.99	79,829	2.25	179,516	3.46	44,779	3.09	2,057	3.53
9 New Jersey	298,535	2.91	79,874	2.25	160,982	3.10	56,505	3.90	1,174	2.01
10 Illinois	268,476	2.62	104,661	2.95	135,865	2.62	27,187	1.88	763	1.31
11 Ontario	258,456	2.52	29,752	0.84	157,600	3.03	67,718	4.67	3,386	5.81
12 North Carolina	218,785	2.14	105,469	2.97	96,647	1.86	16,137	1.11	532	0.91
13 British Columbia	200,499	1.96	44,460	1.25	106,950	2.06	44,205	3.05	4,884	8.38
14 Washington	181,118	1.77	37,580	1.06	113,486	2.19	27,448	1.89	2,604	4.47
15 Ohio	172,372	1.68	54,185	1.53	98,334	1.89	19,275	1.33	578	0.99
16 Maryland	145,006	1.42	47,261	1.33	71,921	1.38	25,254	1.74	570	0.98
17 Virginia	144,922	1.41	43,925	1.24	83,414	1.61	16,916	1.17	667	1.14
18 Michigan	144,113	1.41	43,841	1.24	83,673	1.61	15,977	1.10	622	1.07
19 Louisiana	120,788	1.18	75,762	2.14	40,653	0.78	4,140	0.29	233	0.40
20 Puerto Rico	119,351	1.16	18,999	0.54	91,701	1.77	8,622	0.59	29	0.05
21 South Carolina	111,447	1.09	52,951	1.49	49,838	0.96	8,295	0.57	363	0.62
22 Quebec	108,315	1.06	9,008	0.25	69,950	1.35	28,588	1.97	769	1.32
23 Missouri	106,324	1.04	35,649	1.01	59,900	1.15	10,443	0.72	332	0.57
24 Connecticut	99,247	0.97	24,657	0.70	57,177	1.10	17,046	1.18	367	0.63
25 Tennessee	98,047	0.96	42,469	1.20	47,878	0.92	7,423	0.51	277	0.48
26 Minnesota	95,948	0.94	19,172	0.54	66,264	1.28	10,172	0.70	340	0.58
27 Alabama	89,513	0.87	59,302	1.67	25,760	0.50	4,236	0.29	215	0.37
28 Indiana	84,790	0.83	31,261	0.88	45,909	0.88	7,410	0.51	210	0.36
29 Utah	76,364	0.75	16,380	0.46	51,612	0.99	8,058	0.56	314	0.54
30 Colorado	73,844	0.72	14,730	0.42	46,074	0.89	12,329	0.85	711	1.22
31 Nevada	69,687	0.68	24,842	0.70	35,028	0.67	9,194	0.63	623	1.07
32 Alberta	69,667	0.68	6,988	0.20	43,172	0.83	18,303	1.26	1,204	2.07
33 Wisconsin	64,989	0.63	16,329	0.46	40,678	0.78	7,728	0.53	254	0.44
34 Oregon	60,834	0.59	8,839	0.25	40,048	0.77	11,112	0.77	835	1.43
35 Oklahoma	47,631	0.46	16,804	0.47	26,816	0.52	3,835	0.26	176	0.30
36 New Hampshire	46,490	0.45	8,469	0.24	27,983	0.54	9,850	0.68	188	0.32
37 Kentucky	43,749	0.43	17,607	0.50	22,207	0.43	3,800	0.26	135	0.23
38 Kansas	42,639	0.42	12,488	0.35	25,956	0.50	4,021	0.28	174	0.30
39 Arkansas	41,123	0.40	17,440	0.49	19,621	0.38	3,950	0.27	112	0.19
40 Mississippi	37,958	0.37	25,447	0.72	11,129	0.21	1,291	0.09	91	0.16
41 Rhode Island	35,232	0.34	7,352	0.21	22,112	0.43	5,580	0.38	188	0.32
42 Iowa	33,764	0.33	12,885	0.36	17,661	0.34	3,114	0.21	104	0.18

43 New Mexico	29,717	0.29	6,746	0.19	17,232	0.33	5,470	0.38	269	0.46
44 Hawaii	22,496	0.22	1,264	0.04	15,478	0.30	5,390	0.37	364	0.62
45 Delaware	21,875	0.21	6,075	0.17	11,622	0.22	4,092	0.28	86	0.15
46 Idaho	18,456	0.18	2,970	0.08	13,232	0.25	2,101	0.14	153	0.26
47 Nebraska	18,168	0.18	5,092	0.14	10,775	0.21	2,211	0.15	90	0.15
48 Maine	16,429	0.16	3,716	0.10	10,394	0.20	2,267	0.16	52	0.09
49 West Virginia	15,789	0.15	6,136	0.17	8,250	0.16	1,371	0.09	32	0.05
50 Manitoba	13,536	0.13	1,166	0.03	8,318	0.16	3,905	0.27	147	0.25
51 Montana	9,251	0.09	1,255	0.04	6,564	0.13	1,365	0.09	67	0.11
59 Alaska	7,550	0.07	1,179	0.03	5,233	0.10	1,064	0.07	74	0.13
65 Nova Scotia	7,394	0.07	635	0.02	4,846	0.09	1,827	0.13	86	0.15
70 North Dakota	7,335	0.07	1,817	0.05	4,454	0.09	1,038	0.07	26	0.04
71 Dist. Of Columbia	7,074	0.07	2,543	0.07	3,617	0.07	871	0.06	43	0.07
72 Vermont	6,650	0.06	1,407	0.04	4,194	0.08	990	0.07	59	0.10
73 South Dakota	6,625	0.06	1,594	0.04	4,361	0.08	619	0.04	51	0.09
74 Saskatchewan	6,516	0.06	622	0.02	4,011	0.08	1,782	0.12	101	0.17
75 New Brunswick	5,573	0.05	648	0.02	3,642	0.07	1,231	0.08	52	0.09
76 Wyoming	4,707	0.05	1,057	0.03	3,013	0.06	605	0.04	32	0.05
77 Newfoundland	4,211	0.04	415	0.01	2,637	0.05	1,128	0.08	31	0.05
78 Prince Edward Island	994	0.01	66	0.00	722	0.01	196	0.01	10	0.02
79 Yukon Territory	275	0.00	27	0.00	168	0.00	71	0.00	9	0.02
85 North West Terr.	152	0.00	20	0.00	78	0.00	50	0.00	4	0.01
<b>TOTAL NORTH AMERICA</b>	<b>10,247,133</b>	<b>100.00</b>	<b>3,546,195</b>	<b>100.00</b>	<b>5,192,924</b>	<b>100.00</b>	<b>1,449,723</b>	<b>100.00</b>	<b>58,291</b>	<b>100.00</b>

## CRUISE CAPACITY

### North American Passenger Capacity - 2007

CRUISE MEMBER LINES	NO. OF LOWERS	NO. OF SHIPS
AMA WATERWAYS*	1,294	9
AMERICAN CRUISE LINE	302	4
AZAMARA	1,420	2
CARNIVAL CRUISE LINES	50,882	22
CELEBRITY CRUISES	13,388	8
COSTA CRUISE LINES	23,265	12
CRYSTAL CRUISES	2,014	2
CUNARD LINE, LTD.	6,411	3
DISNEY CRUISE LINE	3,508	2
HOLLAND AMERICA LINE	18,915	13
HURTIGRUTEN	5,923	13
MAJESTIC	1,588	7
MSC CRUISES USA	13,548	8
NORWEGIAN CRUISE LINE	25,326	12
OCEANIA CRUISES, INC.	2,052	3
ORIENT	826	1
PEARLSEAS CRUISES	0	0
PRINCESS CRUISES	34,110	16
REGENT SEVEN SEAS CRUISES	2,422	5
ROYAL CARIBBEAN INTERNATIONAL	52,838	22
SEABOURN CRUISE LINE	624	3
SEADREAM YATCH CLUB	110	2
SILVERSEA CRUISES	1,356	4
UNIWORLD	1,206	9
WINDSTAR CRUISES	608	3
<b>TOTAL</b>	<b>263,936</b>	<b>185</b>

\*AMA WATERWAYS BECAME A MEMBER IN 2008.  
SOURCE: 2007 Year End CLIA 5-Year Capacity Analysis

### 2008-2012 CAPACITY CHANGES

Based on public information, a total of 34 new ships are contracted or planned to be added to the North American fleet from 2008 through the end of 2012.

The following summarizes all the information as of the date of publication.

2008						
CRUISE LINE	ADDITION OR DELETION	DELIVERY DATE	SHIP NAME	#LOWER	CONTRACT OR PLANNED	NEW OR USED
CARNIVAL CRUISE LINES	A	2008	CARNIVAL SPLENDOR	3,006	C	N
CARNIVAL CRUISE LINES	D	2008	CARNIVAL CELEBRATION	-1486	C	U
CELEBRITY CRUISES, INC.	A	OCT	SOLSTICE	2,850	C	N
CUNARD	D	NOV	QE II	-1791	C	U
HOLLAND AMERICA LINE	A	JUL	EURODAM	2,104	C	N
HOLLAND AMERICA LINE	ADJ	APR	ZUIDERDAM	68	C	U
MAJESTIC AMERICA CRUISE LINE	D	OCT	EXECUTIVE EXPLORER	-49	C	U

MAJESTIC AMERICA CRUISE LINE	ADJ	MAY	COLUMBIA QUEEN	4	C	U
MSC CRUISES	A	DEC	MSC FANTASIA	3,300	C	N
MSC CRUISES	A	MAR	MSC POESIA	2,550	C	N
NORWEGIAN CRUISE LINE	D	2008	PRIDE OF HAWAII	-2,400	C	U
NORWEGIAN CRUISE LINE	A	2008	NORWEGIAN JADE	2,378	C	N
NORWEGIAN CRUISE LINE	D	2008	PRIDE OF ALOHA	-1,998	C	U
ORIENT LINES	D	APR	MARCO POLO	-826	C	U
PEARL CRUISES	A	2008	TBD	210	C	N
PRINCESS CRUISES	A	2008	TBD	3,110	C	N
ROYAL CARIBBEAN INT'L	A	MAY	INDEPENDENCE OF THE SEAS	3,634	C	N
ROYAL CARIBBEAN INT'L	D	MAR	EMPRESS OF THE SEAS	-1,598	C	U
ROYAL CARIBBEAN INT'L	D	JAN	VIKING SERENADE	-1,512	C	U
SILVERSEA CRUISES	A	JUNE	PRINCE ALBERT II	132	C	U
			<b>CLIA TOTAL</b>	<b>11,686</b>		

## 2009

CRUISE LINE	ADDITION OR DELETION	DELIVERY DATE	SHIP NAME	#LOWER	CONTRACT OR PLANNED	NEW OR USED
AMERICAN CRUISE LINE	A	AUG	INDEPENDENCE	104	C	N
CARNIVAL CRUISE LINES	A	2009	CARNIVAL DREAM	3,652	C	N
CELEBRITY CRUISES, INC.	A	JULY	EQUINOX	2,850	C	N
COSTA CRUISES	A	2009	COSTA LUMINOSA	2,260	C	N
COSTA CRUISES	A	2009	COSTA PACIFICA	3,000	C	N
HOLLAND AMERICA LINE	ADJUST	APR	OOSTERDAM	68	C	U
MAJESTIC AMERICA LINE	ADJUST	APR	MISSISSIPPI QUEEN	-84	C	U
MAJESTIC AMERICA LINE	D	NOV	DELTA QUEEN	-176	C	U
MSC CRUISES	A	MAR	MSC SPLENDIDA	3,300	C	N
PEARL SEA CRUISES	A	2009	TBD	210	C	N
ROYAL CARIBBEAN INT'L	A	OCT	GENESIS	5,400	P	N
SEABOURN CRUISE LINE	A	2009	ODYSSEY	450	C	N
SILVERSEA CRUISES	A	DEC	SILVER SPIRIT	540	C	N
			<b>CLIA TOTAL</b>	<b>21,574</b>		

The following summarizes all the information as of the date of publication. Ships under "contract" are self-explanatory: "Planned" ships have been announced but we have no confirmation of a contract being signed.

## 2010

CRUISE LINE	ADDITION OR DELETION	DELIVERY DATE	SHIP NAME	#LOWER	CONTRACT OR PLANNED	NEW OR USED
CELEBRITY CRUISES	A	JULY	ECLIPSE	2,850	C	N
COSTA CRUISES	A	2010	TBD	2,260	C	N
CUNARD LINE	A	2010	QUEEN ELIZABETH	2,092	C	N
HOLLAND AMERICAN LINE	A	JULY	TBD	2,106	C	N
MSC CRUISES	A	MAR	MSC MAGNIFICA	2,550	C	N
NORWEGIAN CRUISE LINE	A	2010	F3 - 1	4,200	C	N
NORWEGIAN CRUISE LINE	A	2010	F3 - 2	4,200	C	N
OCEANIA CRUISES	A	Q-4	TBD	1,260	C	N
ROYAL CARIBBEAN INT'L	A	2010	GENESIS II	5,400	P	N
SEABOURN CRUISE LINE	A	2010	TBD	450	C	N
			<b>CLIA TOTAL</b>	<b>27,368</b>		

## 2011

CRUISE LINE	ADDITION OR DELETION	DELIVERY DATE	SHIP NAME	#LOWER	CONTRACT OR PLANNED	NEW OR USED
CARNIVAL CRUISE LINES	A	2011	CARNIVAL	3,652	C	N
CELEBRITY CRUISES	A	2011	MAGIC	2,850	C	N
COSTA	A	2011	SOLSITCE IV	3,012	C	N
DISNEY CRUISE LINE	A	Q3	TBD	2,500	C	N
OCEANIA CRUISES	A	Q3	TBD	1,280	C	N
SEABOURN CRUISE LINE	A	2011	TBD	450	C	N
			<b>CLIA TOTAL</b>	<b>13,724</b>		

## 2012

CRUISE LINE	ADDITION OR DELETION	DELIVERY DATE	SHIP NAME	#LOWER	CONTRACT OR PLANNED	NEW OR USED
DISNEY	A	Q3	TBD	2,500	C	N
			<b>CLIA TOTAL</b>	<b>2,500</b>		

## COMPOSITE CAPACITY CHANGES 1981-2012 AND CAPACITY UTILIZATION - 2007

In order to keep capacity in line with North American demand, average capacity rose at a rate of 7.6% from 1981 to 2007. Based on current known information, contracted capacity will be increased at an average rate of 4.6% the next five years.

Total North American Industry

	Lower Berths	% Change	Capacity Utilization
1981	41,073		
1982	47,266	+15.08	
1983	47,834	+1.20	
1984	52,392	+9.53	
1985	56,771	+8.36	
1986	60,446	+6.47	
1987	66,810	+10.53	
1988	72,268	+8.17	
1989	72,369	+0.14	
1990	83,533	+15.43	
1991	86,631	+3.71	
1992	97,539	+12.59	
1993	103,988	+6.61	
1994	103,296	-.67	
1995	105,161	+1.81	
1996	110,230	+4.82	
1997	118,013	+7.06	
1998	138,373	+17.25	
1999	148,750	+7.50	
2000	166,201	+11.73	
2001	175,855	+5.81	
2002	197,553	+12.34	98.6%
2003	212,004	+7.31	103.3%
2004	225,714	+6.47	103.3%
2005	231,091	+2.38	103.3%
2006	248,774	+7.65	103.9%
2007	267,145	+7.38	105.7%
<b>Average Annual Change (1981-2007)</b>		<b>+7.6</b>	

Total North American Industry				
2005-2009	Contracted		Contracted & Planned	
	Lower Berths	Percent Change	Lower Berths	Percent Change
2008	278,831	4.4	278,831	4.4
2009	295,005	5.8	300,405	7.7
2010	316,973	7.5	327,773	9.1
2011	330,697	4.3	341,497	4.2
2012	333,197	0.8	343,997	0.7
<b>Average Annual Change (2008-2012)</b>		<b>4.6</b>		<b>5.2</b>

SOURCE: CLIA Five-Year Capacity Report and Passenger Carrying Report.

## GEOGRAPHICAL DESTINATION/APPLICATION - 2008 (000'S) ^

DESTINATION	2000 TOTAL BED DAYS	2001 TOTAL BED DAYS	2002 TOTAL BED DAYS	2003 TOTAL BED DAYS	2004 TOTAL BED DAYS	2005 TOTAL BED DAYS	2006 TOTAL BED DAYS	2007 TOTAL BED DAYS	2008 TOTAL BED DAYS
CARIBBEAN	21,510	21,833	26,741	28,999	31,211	31,450	31,956	32,162	30,786
MEDITERRANEAN	6,277	7,547	6,497	8,153	9,704	9,735	10,504	14,748	16,271
ALASKA	4,197	4,699	5,053	5,265	5,914	6,417	6,356	6,927	6,968
BAHAMAS	3,200	4,699	2,876	3,306	3,657	4,398	6,073	4,634	3,477
TRANS CANAL	2,573	2,396	2,093	2,784	2,931	2,719	2,804	2,663	2,679
MEXICO WEST	2,681	1,167	3,387	3,391	4,827	5,760	5,214	5,948	6,451
EUROPE	3,745	4,837	6,923	7,722	7,560	5,522	6,800	6,798	7,592
BERMUDA	988	1,270	1,227	1,476	1,324	1,329	1,388	1,285	1,266
TRANSATLANTIC	1,016	1,129	1,006	1,146	1,425	1,748	1,467	2,209	2,830
HAWAII	857	1,557	1,903	1,953	2,629	2,907	2,885	3,826	3,031
SOUTH PACIFIC	1,155	1,158	835	1,099	683	657	1,449	1,013	1,986
SOUTH EAST ASIA	245	430	346	123	20	58	611	431	527
AFRICA	503	401	260	189	17	68	43	25	137
CANADA\NEW ENGLAND	1,108	1,139	1,151	1,105	1,489	1,174	1,233	1,627	1,911
FAR EAST (ORIENT)	202	215	360	219	404	644	127	923	527
MISSISSIPPI	347	404	0	0	0	0	0	169	137
WORLD	414	613	582	375	463	461	340	804	1,063
SOUTH AMERICA	826	1,423	1,395	1,654	1,089	1,417	1,446	2,129	2,676
U.S. COASTAL WEST	218	1,945	216	377	644	433	161	229	225
INDIAN OCEAN	121	227	94	23	11	38	10	70	229
UNCLASSIFIED	109	240	234	290	990	61	196	158	449
TRANS PACIFIC	52	67	143	79	12	50	99	323	389
U.S. COASTAL EAST	1,402	80	147	838	60	34	81	153	83
ANTARCTICA	49	49	73	109	219	151	197	260	285
PARTY CRUISES	68	56	43	11	15	0	14	193	63
<b>ZERO 2008 BED DAYS</b>	<b>53,863</b>	<b>59,581</b>	<b>63,585</b>	<b>70,686</b>	<b>77,298</b>	<b>77,231</b>	<b>81,454</b>	<b>89,707</b>	<b>91,990</b>

NOTE: Current destination classifications were established in 1994. Prior to 1985, Bermuda was included in Bahamas/Caribbean. Mississippi and Coastal East were not reported. Prior to 1992, Indian Ocean and Africa were part of unclassified. In 1993 Mexico East was changed to Western Caribbean.

SOURCE: CLIA Brochure/Destination Analysis

## CLIA AS AN ASSOCIATION ^

**CLIA CRUISE INDUSTRY REPRESENTATION-2008** CLIA is an association that represents 24 cruise lines that market the majority of customers originating in from the United States and Canada.

### MEMBER LINES

- AMA Waterways\*
- American Cruise Line
- Azamara Cruise Lines, Inc.
- Carnival Cruise Lines
- Celebrity Cruises, Inc.
- Costa Cruise Lines
- Crystal Cruises Cunard Line
- Disney Cruise Line
- Holland America Line
- Hurtigruten, Inc
- Majestic America Cruise Line
- MSC Cruises USA
- Norwegian Cruise Line
- Oceania Cruises, Inc.
- Pearl Sea Cruises
- Princess Cruises
- Regent Seven Seas Cruises
- Royal Caribbean International
- Seabourn Cruise Line
- Seadream Yacht Club
- Silversea Cruises Ltd.
- Uniworld River Cruise Collection
- Windstar Cruises

\*AMA Waterways became a CLIA member effective 2008

## NORTH AMERICAN ASSOCIATION OF TRAVEL AGENT AFFILIATES ^

CLIA finished 2007 with nearly 16,000 Travel Agency affiliates. The recent reduction in affiliate membership is a reflection of the general consolidation and attrition in the travel agency business. The trend has particularly affected corporate travel and has been accelerated as a result of the airlines reducing / eliminating travel agency base commissions. This is resulting in more travel agencies shifting their focus to cruise and leisure sales.

	Members	% Growth vs. Prior Year
1972	7,900	5.3
1980	10,900	4.8
1981	11,000	0.9
1982	11,000	0.0
1983	10,700	(2.7)
1984	12,500	16.8
1985	14,887	19.1
1986	15,507	4.2
1987	17,377	12.0
1988	18,620	7.2
1989	19,458	4.5
1990	20,128	3.4
1991	19,952	(0.9)
1992	20,712	3.8
1993	21,463	3.6
1994	22,300	3.9
1995	22,722	1.9
1996	21,519	(5.3)
1997	21,450	(.6)
1998	20,665	(3.6)
1999	20,905	1.2
2000	19,895	(4.8)
2001	18,707	(5.9)
2002	16,900	(9.6)
2003	16,000	(5.3)
2004	16,528	3.3
2005	16,629	0.6
2006	16,110	(3.1)
2007	15,685	(2.6)

SOURCE: CLIA data 2007 year-end actuals.

## BOOKS AND PAMPHLETS ^

OAG Cruise & Ferry Guide published by Reed Travel Group, Church Street, Dunstable, Bedfordshire, LU5 4HB, United Kingdom. Four times a year at \$237 annually. Phone: (441582) 600111, Fax: (0582) 695230. Extensive listings of ferry services worldwide. To order contact (800) 323-3537.

CLIA's Cruise Manual published by Cruise Lines International Association, 500 Fifth Avenue, Suite 1407, New York, NY 10110; (212) 921-0066; 700 pages, \$50 for CLIA affiliates and \$75 for non-CLIA affiliates. The manual is published mainly for the travel agency community as a reference source on CLIA's Member Cruise Lines. This annually updated, clearly organized, comprehensive volume reflects suggestions made by travel agents. In-depth information on cruise ship and their companies includes new, improved data on: dining aboard CLIA vessels, suggestions for on-board tipping and gratuities, summary of credit card policies of individual Member Lines, and lots more. Obtained by sending check or money order directly to Cruise Lines International Association (add \$4.00 for postage and handling) or call to order with Visa, MasterCard or American Express.

CLIA's Cruising: Guide to the Cruise Line Industry: is CLIA's cruise industry textbook designed for travel industry professionals and students of travel. This 10-chapter textbook approaches the topic of cruise vacations from the perspective of a working travel professional. Travel agents enrolled in the CLIA Cruise Counsellor Certification training program can earn 30 training credits by completing the textbook's corresponding exam. Cruising: A Guide to The Cruise Line Industry retails for \$48.95 - CLIA affiliates pay only \$44.06 To order, call 1-800-347-7707. CLIA affiliated travel agencies should mention the promotion code 9DPEM 306A.

Cruise Industry News Annual - 1997 edition published yearly by Cruise Industry News, 441 Lexington Avenue, Suite 1209, New York, NY 10017; (212) 9861025; 400 pages, \$450. This annual provides an objective overview and forecasts of the worldwide cruise industry, including supply and demand scenarios, and analysis of each market segment and sailing region. The book also provides expert discussions of relevant subjects and issues as well as analysis of the earnings reports of the leading cruise lines. In addition, the Cruise Industry News Annual profiles all cruise lines around the world and their ships, plus cruise ports, and shipyards. It also features directory listings of the entire cruise lines, ports, shipyards, and supply and service companies. Published since 1988, the Cruise Industry News Annual is mainly subscribed to by industry executives, financial analysts, port and tourism officials, and others on a decision-making level.

Cruise Vacations With Kids by Candyce H. Stapen. Prima Publishing, 400 Hahn Road, Westminster, MD 21157, (800) 726-0600. Includes tips on choosing the right family cruise, advantages of cruising, getting the most for your money and more. 400 pages. Available in bookstores.

Cruises-Selecting, Selling and Booking by Juls Zvoncheck. Published by National Publishers, P.O. Box 288, Rapid City, SD 57709. Both a training manual and guide to major cruise lines. Useful appendices.

Cruising: Q&A published by Cruise Lines International Association, 500 Fifth Avenue, Suite 1407 New York, NY 10110; (212) 921-0066; pocket size, 25 pages, free. Pamphlet answering most frequently asked questions about cruise vacations, with charts showing worldwide cruise destinations, ship line services for children, active adults, honeymooners, shipboard shopping, singles and shipboard cuisine. Obtained by sending a stamped, self-addressed envelope (55 cents postage) to CLIA.

The Complete Cruise Handbook By Anne Vipond. Published by Ocean Cruise Guides Ltd., 4844 Cedar Cres. Delta, B.C. V4M 1J8 Phone (604) 948-0594, Fax

(604) 948-2779. Email info@oceancruiseguides.com. A comprehensive introduction to cruising for first-timers. How to pick the cruise and ship that's right for you.

Caribbean by Cruise Ship By Anne Vipond. Published by Ocean Cruise Guides Ltd., 4844 Cedar Cres. Delta, B.C. V4M 1J8 Phone (604) 948-0594, Fax (604) 948-2779. Email info@oceancruiseguides.com. The complete guide to the Caribbean cruise experience. Over 80 maps and 300 photos.

Caribbean Ports of Call--Southeastern Region: (Kay Showker) 1-800-243-0495. The Globe Pequot Press P.O. Box 480 Guilford, CT 06437. Profiles, tours, sports, shopping, history and more on the islands from Puerto Rico to the Panama Canal.

Caribbean Ports of Call--Northeastern Region: (Kay Showker) 1-800-243-0495. The Globe Pequot Press P.O. Box 480 Guilford, CT 06437. Profiles, tours, sports, shopping, history and more on the islands from the Bahamas to the Virgin Islands

Caribbean Ports of Call--Western Caribbean: (Kay Showker) 1-800-243-0495. The Globe Pequot Press P.O. Box 480 Guilford, CT 06437. Profiles, tours, sports, shopping, history and more on the islands from the Bahamas to Columbia.

Cruise Business Review: Cruise media Oy, Ltd. 701 Brickell Key Blvd, Suite 1003 Miami, FL 33131. International magazine focusing on the cruise business.

Cruise Reports : (973) 605-2442. Cruise Reports 25 Washington Street, Morristown, NJ 07960. Cr@gti.net, www.cruisereports.com. Monthly newsletter features reviews of ships with ratings based on independent surveys of passengers. New and comments about cruises and cruising.

Dictionary of the cruise Industry: (Gloria Israel and Laurence Miller) Seatrade Cruise Academy, Seatrade House, 42 North Station Road, Colchester C01 1RD United Kingdom. Comprehensive dictionary of nautical and business terminology of the cruise industry.

## OTHER KEY SOURCES OF INFORMATION ON THE CRUISE INDUSTRY ^

Seatrade Cruise Review: Seatrade Organization, Seatrade House, 42 North Station Rd., Colchester C01 1RB United Kingdom. Quarterly magazine reporting on the business of cruising worldwide.

The Total Traveler by Ship: Cahners Travel Group, 500 Plaza Drive, Secaucus, NJ 07094. Directory of ships, cruise lines and ports of call.

Alaska By Cruise Ship By Anne Vipond. Published by Ocean Cruise Guides Ltd., 4844 Cedar Cres. Delta, B.C. V4M 1J8 Phone (604) 948-0594, Fax (604) 9482779. Email oceancrs@netcom.ca . The complete guide to the Alaska cruise experience. Includes over 70 photos and over 300 photos.

Mediterranean By Cruise Ship By Anne Vipond. Published by Ocean Cruise Guides Ltd., 4844 Cedar Cres. Delta, B.C. V4M 1J8 Phone (604) 948-0594, Fax

(604) 948-2779. Email oceancrs@netcom.ca . The complete guide to all Mediterranean cruises. Over 100 maps and over 400 photos.

The Essential Little Cruise Book; Author, Jim West. This compact collection of cruise wisdom has everything you need to know for a perfect vacation at sea. Jim West has logged many nautical miles as a cruise director and does out the answers to cruise questions with wit and style. How can you get the best cabin in your price range? The best table in the dining room? The best service from the crew? It's like having your own personal cruise consultant. The Essential Little Cruise Book will help you make the most of your time at sea. Available at local bookstores or by calling, toll free, Cruise Concepts at (888) 867-8600. 117 West St. Paul Street, Springville, IL 61362.

## PERIODICALS/CONSUMER ^

Agent's Cruise Monthly, published by World Ocean & Cruise Liner Society, P.O. Box 92, Stamford, CT 06904; (203) 329-2787. Annual subscription \$30.

Cruise Industry News, the Newsletter, published twice a month by Cruise Industry News, 441 Lexington Avenue, Suite 1209, New York, NY 10017; (212) 986-1025. Six pages; \$495 a year. Published since 1985, this newsletter provides the inside business news of the industry and is subscribed to by industry executives, financial analysts, port and tourism officials, government agencies, and major travel agency groups.

Cruise Industry News Quarterly Magazine, published four times a year by Cruise Industry News, 441 Lexington Avenue, Suite 1209, New York, NY 10017;

(212) 986-1025; \$30 per year. The magazine's editorial focus covers all aspects of cruise operations; shipbuilding, new ships, cruise companies, ship reviews, onboard services, food and beverage, and ports and destinations. Published since 1991, it's worldwide readership includes cruise line executives, shipboard officers and crew, shipyards, ports, service and supply companies, and travel agents.

Cruise Travel, 990 Grover Street, Evanston, IL 60201. Subscription price \$23.94, first time \$11.97. Color magazine with feature articles about ships and cruising; six issues per year. (847) 491-6440.

International Cruise Market Monitor Prepared and published by G.P. Wild (International) Limited, 15 Gander Hill, Haywards Heath, West Sussex, RH16 1QU; +44 (0) 1444 413931. An authoritative quarterly publication covering the economic, marketing and operational aspects of the cruise industry worldwide. Sectorial capacity growth, corporate activities, supply and demand are examined critically with a view to providing an independent, analytical and objective appraisal of the industry together with a guide to its future development. Price \$415.00 per four issues 250 pound sterling.

Lloyd's Annual Cruise Review Prepared by Management and Marketing Consultants G.P. Wild (International) Limited and published by Lloyd's of London Press. An authoritative study, published annually, covering the economic, marketing and operational aspects of the cruise industry world-wide. Sectorial capacity growth, corporate activities, supply and demand are examined critically with a view to providing an independent, analytical and objective appraisal of the industry together with a guide to its financial data and fleet details for future development. Subscriptions Dept., Lloyd's of London Press, Sheepen Place, Colchester, Essex, England CO3 3LP. Price \$431.00 pounds; 011 44 1206 772277.

Maritime Services Directory published by Simmons-Boardman Publications Corporation, 1809 Capitol Avenue, Omaha, NE 68102, (800) 895-4389, Fax (402) 346-3670; \$119.95 + \$9.50 shipping and handling. Extensive listings of maritime vendors, services, associations, and port authorities.

Ocean and Cruise News, published by World Ocean & Cruise Liner Society, P.O. Box 92, Stamford, CT 06904; (203) 329-2787. Single issue price \$2.50 or \$30 per year. Newsletter published 12 times per year. Profiles of "ship of the month" and other features.

Official Steamship Guide International, Executive Tower One, 9111 Cross Park Drive, Suite D247, Knoxville, TN 37923; (800) 783-4903 or (856) 531-0392. Quarterly Publication, 4 issues at \$90.00. Catalog of cruise ship departures listed by major cruising areas and date. Includes prices and itineraries.

Porthole Cruise Magazine, published by Bill Panoff, PPI Group, 4517 NW 31 Avenue, Fort Lauderdale, FL 33309. Phone (954) 377-7777. 1 year subscription (6 issues) at \$19.95. 2-year subscription (12 issues) at \$29.95. Devoted to the cruise industry and is the number one source of cruise information for the travel savvy cruise consumer. This publication provides in depth cruise ship feature reports, product evaluations and general cruise industry news.

## OTHER SOURCES

Porthole Insider, published by Bill Panoff, PPI Group, 4517 NW 31 Avenue, Fort Lauderdale, FL 33309. Phone (954) 377-7777. A publication exploring industry issues, includes state of the industry reports on marketing, financial information, and integrates information on all aspects of the cruise industry from an operations standpoint. Directed towards cruise line executives and other industry decision-makers.

Buyer's Guide to Cruise Bargains Discount & Deals. published by Ticket To Adventure, P.O. Box 41005, St. Petersburg, FL 33743-1005, (800) 929-7447 or cruisechooser@yahoo.com. U.S. \$29.95 includes S & H.

How To Get A Job With A Cruise Line, 5<sup>th</sup> Edition published by Ticket To Adventure, P.O. Box 41005, St. Petersburg, FL 33743-1005, (800) 929-7447 or cruisechooser@yahoo.com. Everything you need to know about getting a job on board a cruise ship. Job descriptions, career training, and insider tips to help the job searcher with important information. U.S. \$29.95 includes S & H.

Vacations on Video, 7662 East Gray Road, Suite 101, Scottsdale, AZ 85260, (480) 483-1551. Source for purchase of travel videos with list that includes 300 videos from 35 major cruise lines as well as other travel suppliers. Contact Vacations on Video for further pricing information.

Lloyd's Cruise International, One Singer Street, London EC2A 4LQ, England, +44 (0) 171 250 1500. Covers important aspects of the cruise industry including marketing, passenger services and related equipment, port developments, business developments, regulatory issues and market trends.