

Economic Contribution of Cruise Tourism to Europe 2022



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November 2023



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November 2023

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EXECUTIVE SUMMARY



THE CRUISE INDUSTRY IN 2022

The cruise industry is a large and rapidly growing segment within world tourism. Cruise Lines International Association (CLIA) recently commissioned Oxford Economics to assess the economic contribution of cruise activity to major markets in Europe in 2022.

Previous research published by CLIA indicates that, prior to the coronavirus pandemic, the sector generated \$154.5 billion in global economic output and supported 1.2 million jobs in 2019. The pandemic brought cruise activity to an almost complete stop in 2020 as international restrictions on travel prohibited cruises⁴.

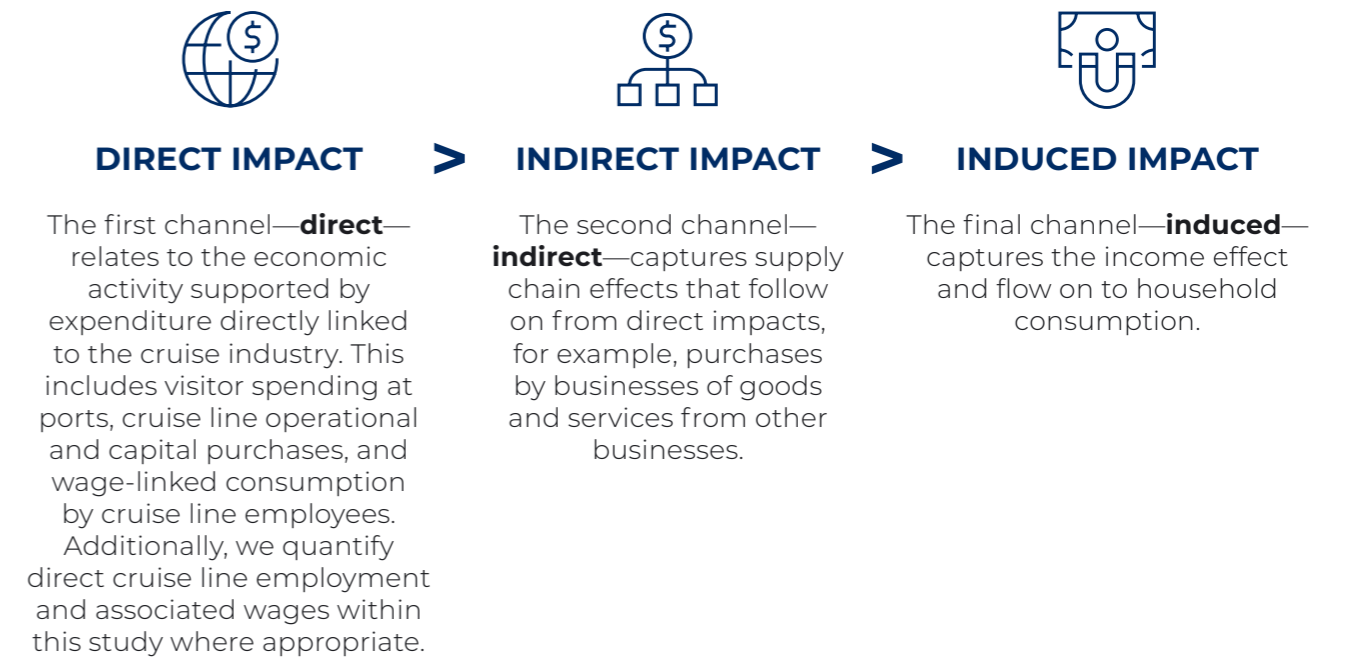
2021 was a year of rebirth for the cruise industry as temporary restrictions were lifted and as the resumption of operations accelerated through the year. Despite this the sector only generated about half of its 2019 level of output, with a total global impact of \$75 billion (although this was still a significant economic impact).

The beginning of 2022 saw an acceleration in deployment, which continued to increase throughout the year. At the end of 2022, the total capacity deployed in terms of Available Passenger Cruise Days was just marginally below the 2019 level. Overall occupancy also improved throughout the year but was below historical averages. This meant that despite the full resumption of cruise activity in 2022 actual passenger volumes were still about 70% of 2019 levels.



How does the Cruise Industry Generate Economic Impact?

We assess the economic contribution of cruise tourism in Europe using a standard approach known as an economic impact analysis that quantifies the impact of the cruise industry across three “core” channels.



KEY FINDINGS FOR EUROPE

Passenger numbers returned to normal levels after the pandemic, and as a result the cruise industry’s activities in Europe in 2022 yielded significant economic benefits, supporting:

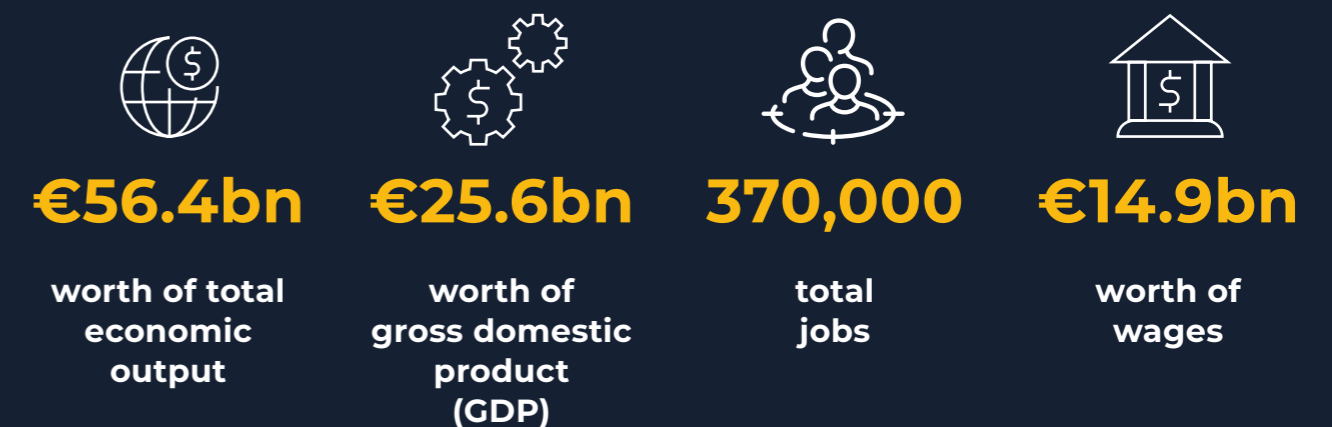


Fig. 1. Summary of cruise industry activity in Europe, 2022

	Direct Expenditure	Direct Cruise Line Employment	Indirect	Induced	Total
Output (€ bn)	26.0	-	19.4	10.9	56.4
GDP (€ bn)	10.9	-	8.9	5.8	25.6
Employment (000s)	157	44	105	64	370
Wages (€ bn)	5.7	1.5	4.6	3.1	14.9

Source: Oxford Economics.

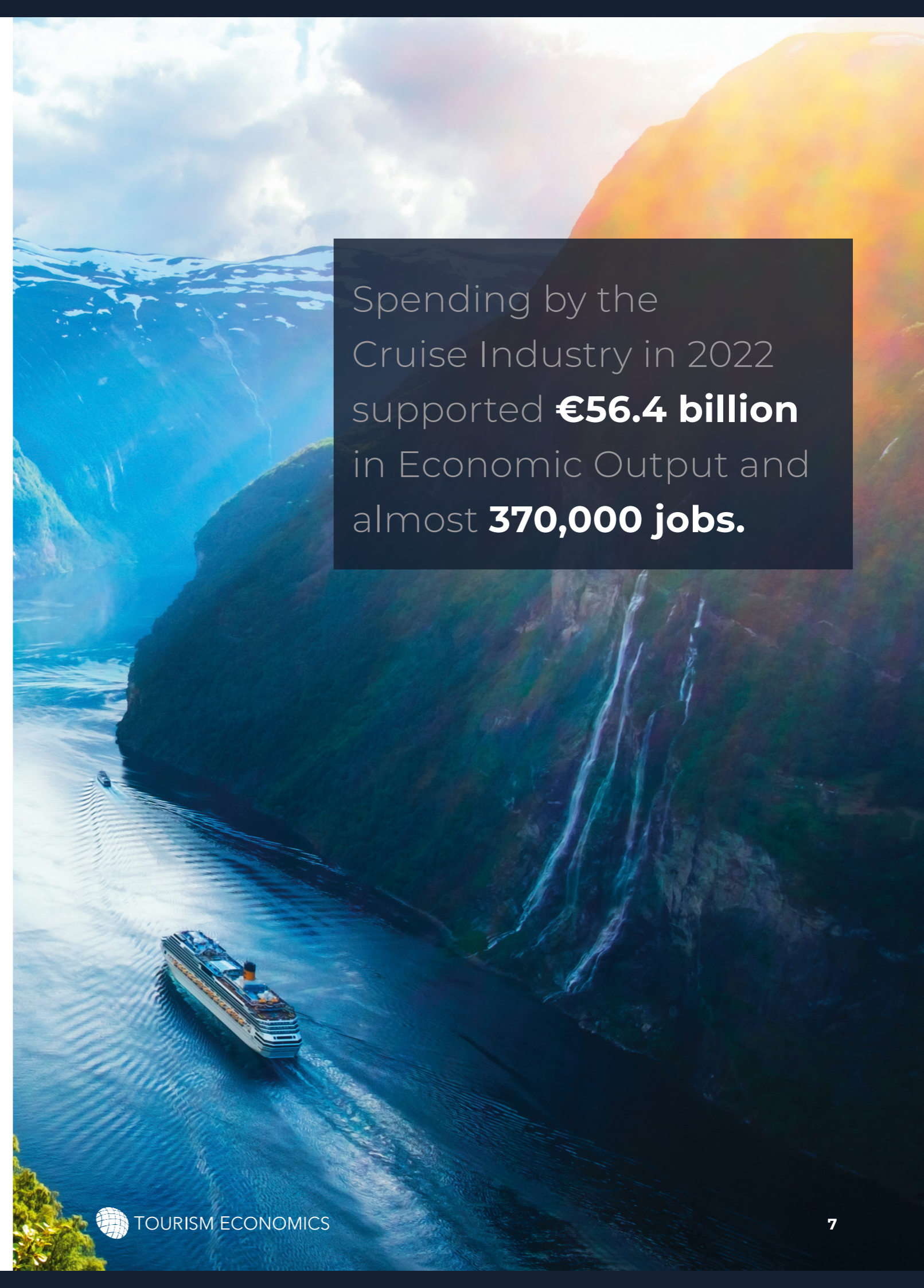
Country Results

The European countries that benefitted most from cruise related activities in 2022 are listed below in terms of the industry's impact on economic output, GDP, and employment.

Fig. 2. Summary of cruise industry activity in Europe by country, 2022

	Total Output (€ bn)	Total GDP (€ bn)	Total Employment (000s)
1 Italy	15.6	6.6	93
2 Germany	9.3	4.5	59
3 France	7.7	3.5	38
4 United Kingdom	6.2	3.1	45
5 Spain	5.7	2.6	42
6 Norway	2.7	1.2	10
7 Finland	2.5	1.1	12
8 Greece	1.4	0.6	14
9 Portugal	0.8	0.4	10
10 Netherlands	0.8	0.4	4
<i>Rest of Europe</i>	3.7	1.7	42
Europe	56.4	25.6	370

Source: Oxford Economics.



Spending by the Cruise Industry in 2022 supported **€56.4 billion** in Economic Output and almost **370,000 jobs.**

INTRODUCTION



INTRODUCTION

The cruise industry is a large and rapidly growing segment within world tourism and Cruise Lines International Association (CLIA) recently commissioned Oxford Economics to assess the economic contribution of cruise activity to major markets in Europe in 2022.

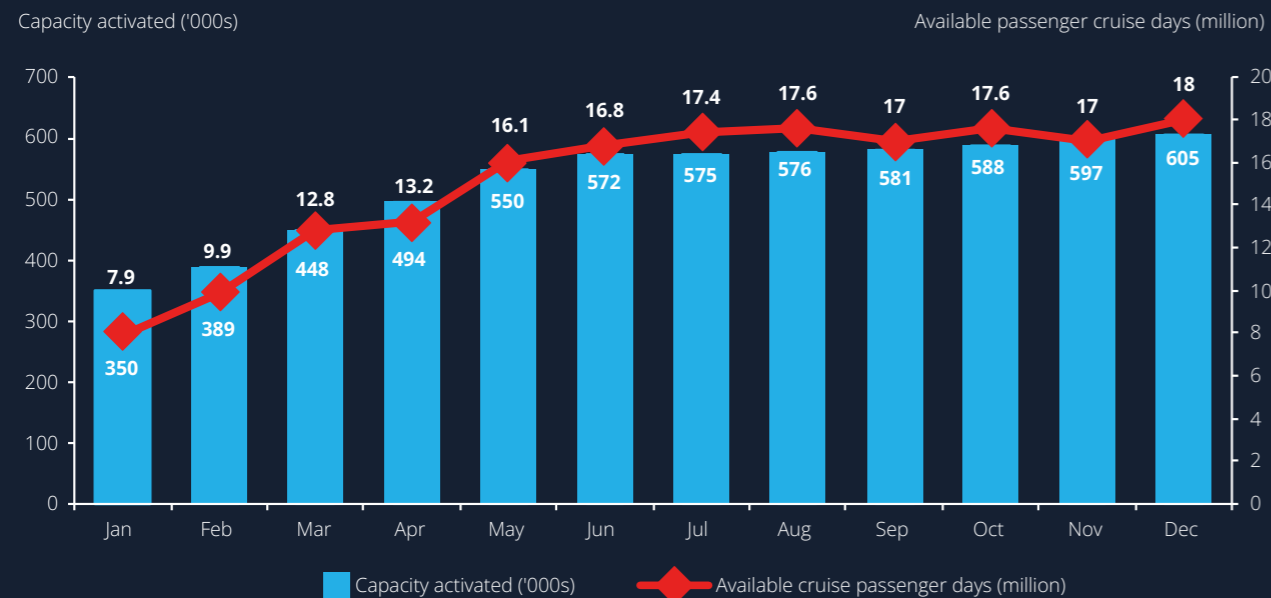
Previous research published by CLIA indicates that, prior to the coronavirus pandemic, the sector generated \$154.5 billion in global economic output and supported 1.2 million jobs in 2019. The pandemic brought cruise activity to an almost complete stop in 2020 as international restrictions on travel prohibited cruises.

2022 was a year of solid performance as covid-19 related restrictions were fully lifted and operations accelerated through the year. Over the year capacity almost doubled from 350,000 lower berths in January to 605,000 lower berths in December.

Throughout 2022, cruise in Europe disproportionately benefited from the increase in global deployment. As one of the first regions to re-open to cruising, Europe was able to capture additional market share from destinations that had not fully reopened. In this report, we examine how the various activities of the cruise sector in 2022 supported economic impacts across Europe, including a detailed assessment of the cruise industry's impact on its top 10 markets.

Fig. 3. Global cruise industry restart in 2022

Passenger numbers returned to normal levels after the pandemic, and as a result the cruise industry's activities in Europe in 2022 yielded significant economic benefits, supporting:



Source: Oxford Economics/Tourism Economics, Cruise-IP

An Overview of Economic Impact Analysis

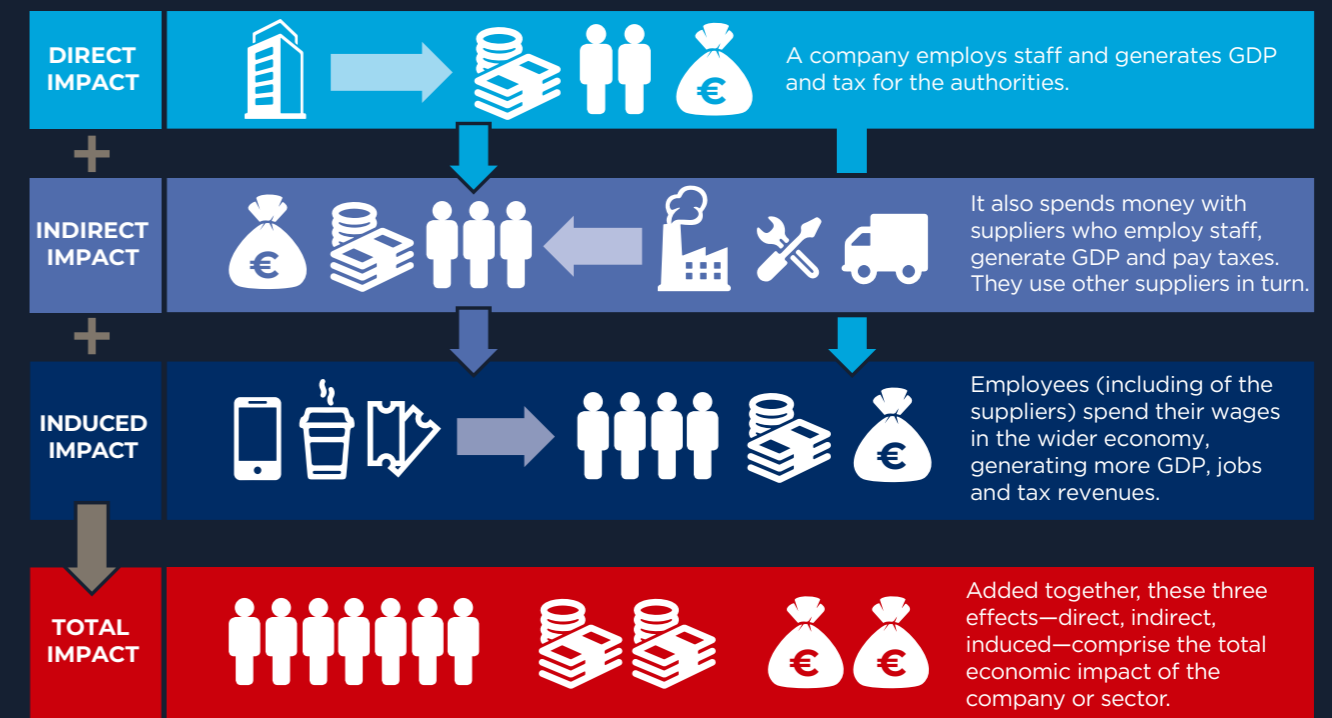
We assess the economic impact of cruise tourism in Europe using a standard approach known as an economic impact analysis that quantifies the impact of the cruise industry across three “core” channels:

- **Direct impact**—this relates to the economic activity supported by expenditure directly linked to the cruise industry. This includes visitor spending at ports, cruise line operational and capital purchases, wage-linked consumption by cruise line employees. Additionally, we quantify direct cruise line employment and associated wages within this study where appropriate.
- **Indirect impact**—captures supply chain effects that follow on from direct impacts. For example, purchases by businesses of goods and services from other businesses.
- **Induced impact**—captures the income effect and flow on to household consumption. Direct and indirect impacts generate employment and wages among businesses, and these employees then spend elsewhere in the economy.

This approach enables us to present the economic impact of the cruise tourism in Europe across four key metrics:

- **Output**—this consists of those goods or services that are produced by a company or industry. To calculate output, we add together the value of the inputs used in the production process including labour, capital, and intermediate goods and services. Output is closely linked to turnover.²
- **GDP**—the gross-value added contribution to GDP. This reflects the value (after accounting for costs) that a business or sector receives for producing goods and services. This value is distributed between wages and profits.³
- **Employment**—the number of jobs supported.
- **Wages**—which includes the gross wages paid to workers but also includes benefits in-kind and employer social security contributions (including pensions).

Channels of economic impact



CRUISE INDUSTRY'S ECONOMIC IMPACT IN EUROPE



CRUISE INDUSTRY'S ECONOMIC IMPACT IN EUROPE

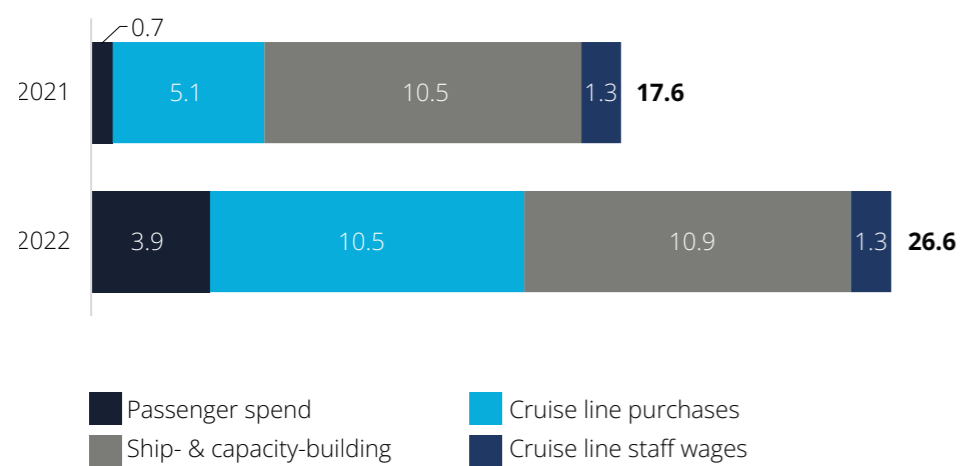
2.1 Direct Cruise-Linked Spending

The cruise industry's direct economic impact in Europe is assessed through four main expenditure channels.



Expenditure through each of these channels supports economic activity and employment throughout Europe, to a greater or lesser degree depending on the amount of spend. The figure and commentary below summarise the spending performance of these four channels in 2021 and 2022.

Fig. 4. Direct cruise-linked spending in Europe, 2021 and 2022 (€ billions)

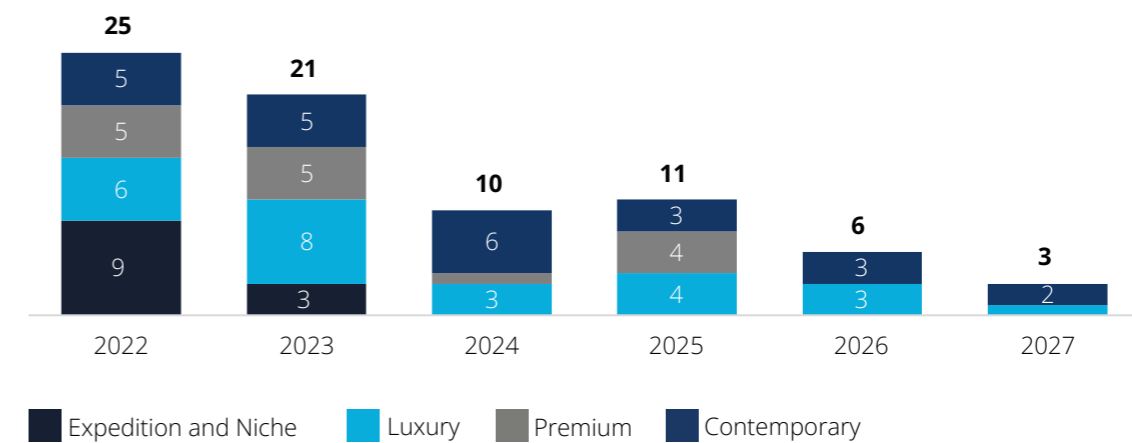


Source: Oxford Economics

To facilitate delivery of cruise vessels €10.5 billion was spent on shipbuilding in 2022 in Europe. Shipbuilding continued to play a key part in the European cruise ecosystem in 2022 and was the largest spend item. Globally, 25 vessels were due to be launched in 2022 but, due to various delays, only 21 vessels were delivered. European shipyards produced 18 of them. Shipyards in Italy, France, and Germany experienced the highest construction volume.

The shipbuilding sector has longer timescales and as a result was not able to react to the reduced demand during the pandemic years. We expect the global order book of new vessels—most of which are manufactured in Europe—to shrink in the coming years as the industry as the order book has not been refreshed since the beginning of the pandemic. Most of the new capacity will be in the Contemporary and the Premium segment. The luxury sector will experience the most significant growth in the coming years in the number of vessels.

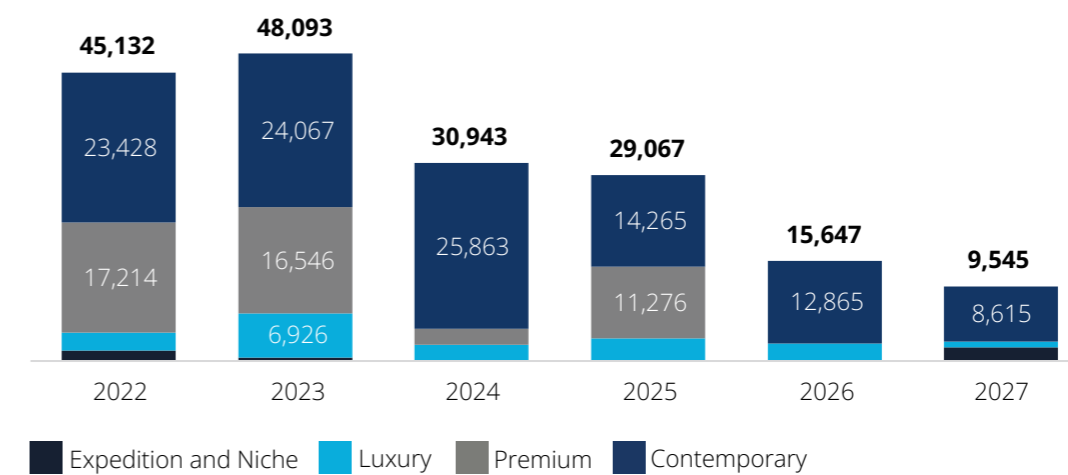
Fig. 5. Cruise ships on the orderbook, by cruise segment (# of cruise ships by expected delivery date)



Note: As of Jan 2022

Source: Oxford Economics/Tourism Economics, Cruise-IP

Fig. 6. Capacity of ships on orderbook, by cruise segment (lower berths)



Note: As of Jan 2022

Source: Oxford Economics/Tourism Economics, Cruise-IP

5.7 million

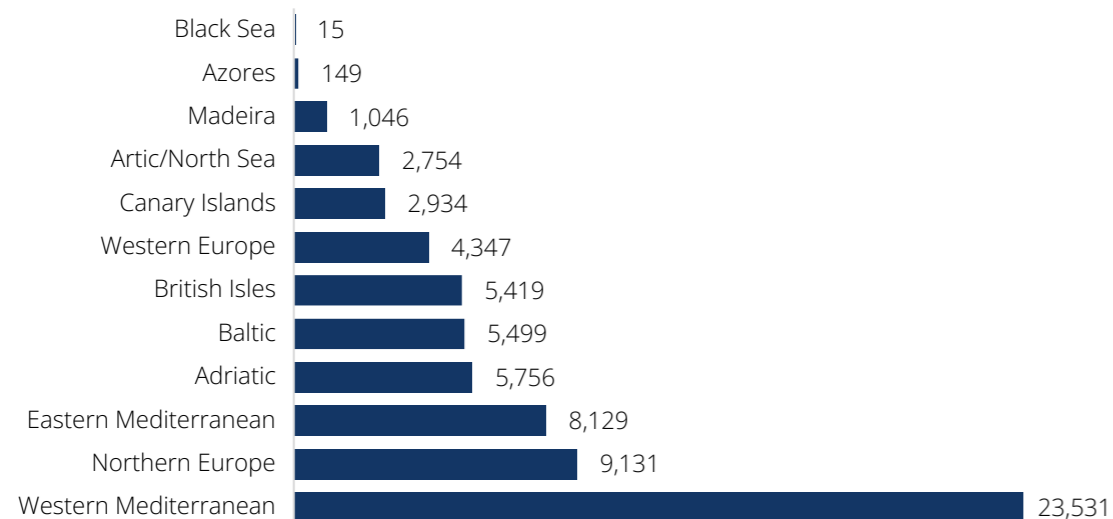
European passengers cruised in 2022, compared to just **1.75 million** in 2021.



Passenger spending and cruise line purchases rebounded in 2022 to €3.9 billion and €10.5 billion respectively. In 2022, passengers returned to cruises, pushing up visitor spending at embarkation and transit ports, and increasing cruise line purchases. 5.7 million passengers cruised in 2022, compared to just 1.75 million in 2021. However, due to low occupancy, this is still below the 2019 levels of 7.7 million.

Within Europe, the Western Mediterranean lead the recovery with over 23 million Available Passenger Cruise Days (APCDs) overall, ranging from 1.6 million in the first quarter to almost 9 million in the third quarter. The Atlantic Islands*, dominated by the Canaries, worked to cushion lower overall demand during the winter months.

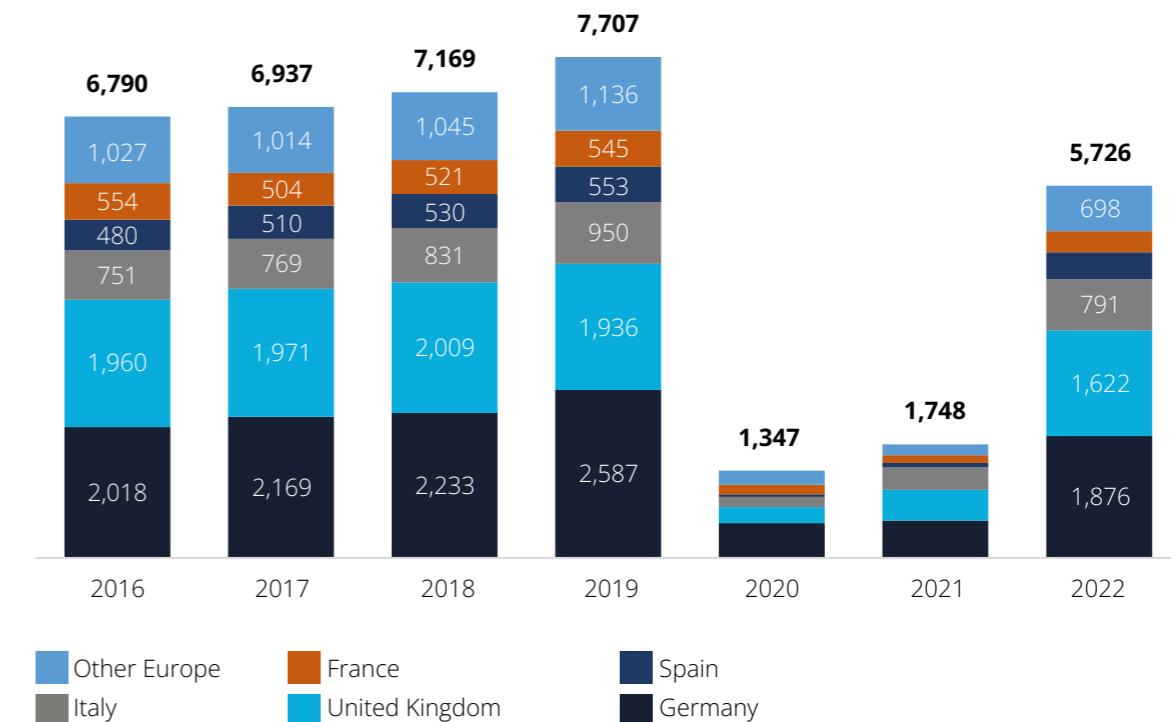
Fig. 7. Available passenger cruise days by region, 2022 (000s)



Source: Oxford Economics/Tourism Economics, Cruise-IP

The breakdown of passengers by source market has not changed in 2022 when compared to the years before the pandemic, indicating a return to normality across Europe.

Fig. 8. Europe cruise passengers by source market, 2016-2022 (000s)



Note: As of Jan 2022
Source: Oxford Economics/Tourism Economics, Cruise-IP



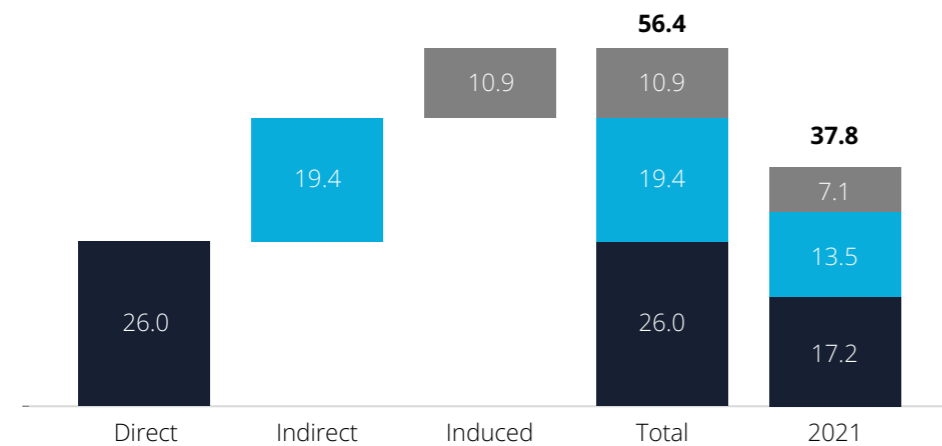
68 million APCDs deployed in European Cruise regions in 2022. These ranged from 5 million in the first quarter to more than **27 million** in the third quarter.

2.2 Economic Impact

2.2.1 Output

Cruise-linked spending supports the production of goods and services (output) through direct, indirect, and induced channels. **Output generated by the industry directly along with ancillary impacts amounted to an estimated €56.4 billion in 2022.**⁵

Fig. 9. Cruise industry output in Europe, 2022 (€ billions)

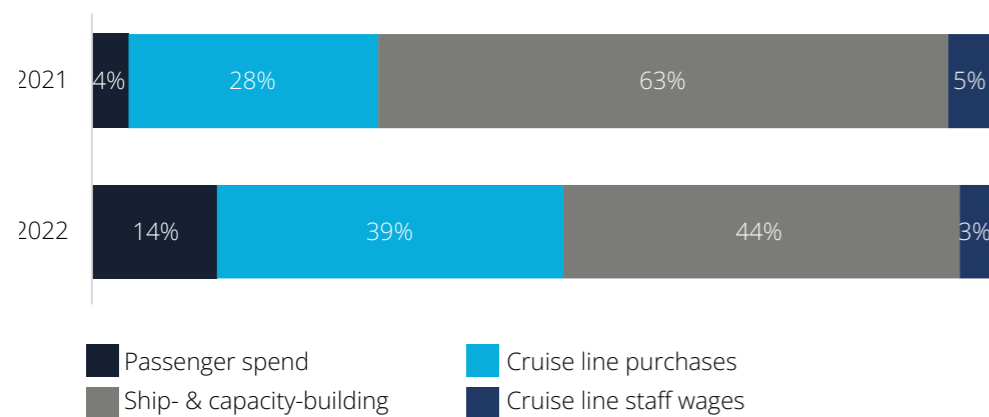


Source: Oxford Economics/Tourism Economics, Cruise-IP

In 2022 44% of the industry's overall output in Europe was linked to ship- and capacity-building activities. This dropped from over 60% in 2021, as the increase in passenger activity pushed spending and cruise purchases.

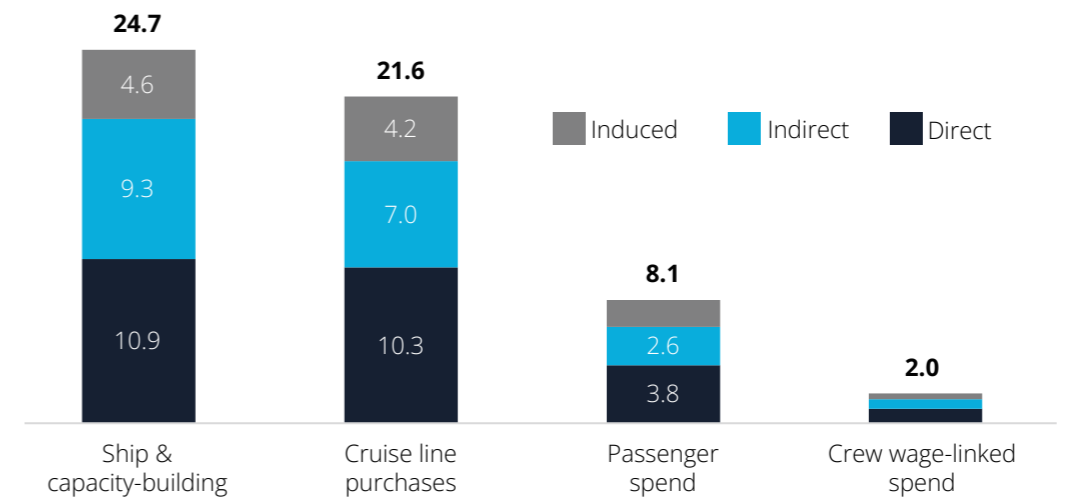
Cruise line purchases generated an estimated €21.6 billion—equivalent to 39% of the industry's estimated overall output in Europe in 2022. Passenger spending generated an additional €7.8 billion, while crew wage-linked spending accounted for a relatively small proportion of the industry's overall output.

Fig. 10. Composition of cruise industry's overall output impact in Europe, 2021 and 2022 (% total output impact)



Source: Oxford Economics

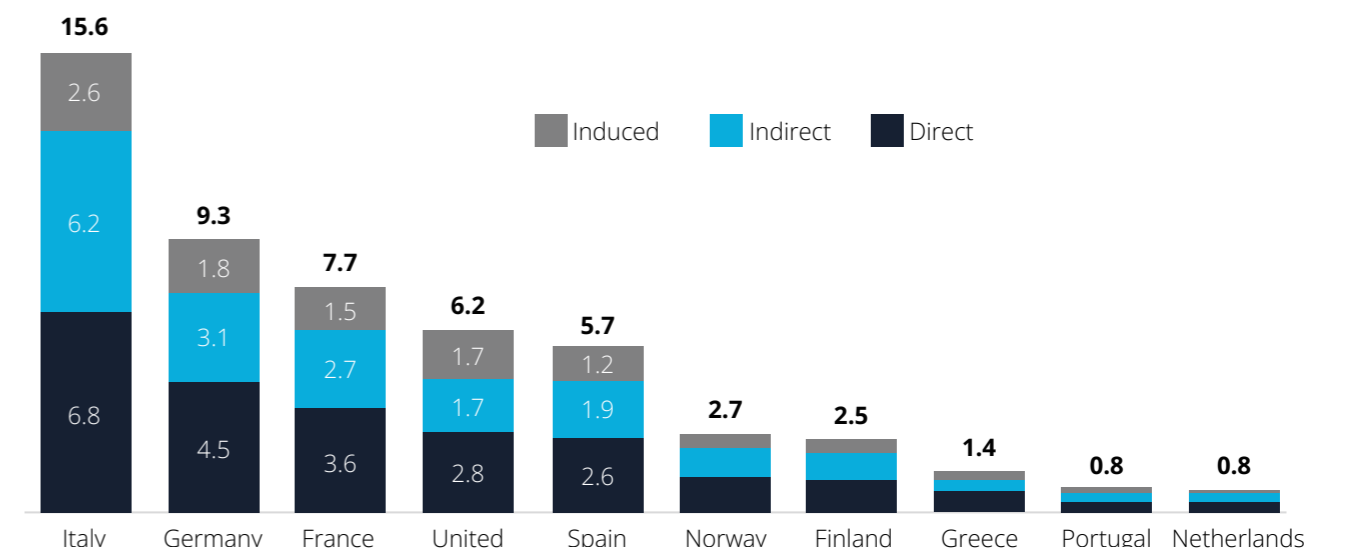
Fig. 11. Composition of cruise industry's output impacts by channel, 2022 (€ billions)



Source: Oxford Economics

The industry's contribution varied by country, with some countries seeing greater output generated by the cruise industry compared to others. Italy enjoyed the highest contribution from the cruise industry relative to European peers, with the total output generated by the industry's activities equating to €15.6 billion in 2022. This is because it is home to the world's biggest cruise shipyard operated by Fincantieri and is also a popular cruise destination with a strong cultural and leisure offering. Germany and France rounded the top three with total output stemming from the cruise industry in 2022 equating to €9.3 billion and €7.7 billion respectively. France was less dependent on direct passenger activity than Germany as it had a higher contribution of shipbuilding to output.

Fig. 12. Composition of cruise industry's output impacts by country and channel, 2022 (€ billions)

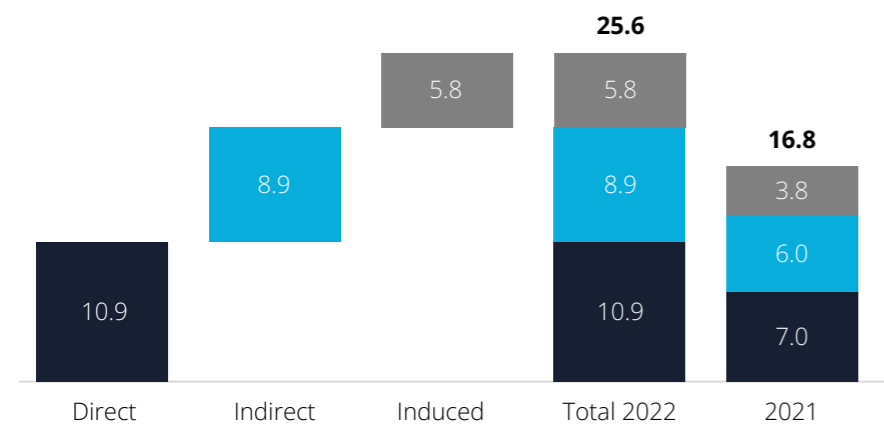


Source: Oxford Economics

2.2.2 GDP

The cruise industry is estimated to have contributed **€25.6 billion in gross domestic product (GDP) to the European economy in 2022**, a 52% increase from 2021. Of this, €10.9 billion was delivered through direct effects, €8.9 billion through indirect effects (e.g., supply chain effects) and €5.8 billion through induced effects (e.g., household consumption resulting from the income effect). This suggests that each €1 spent in cruise in Europe had an overall impact of €2.36.

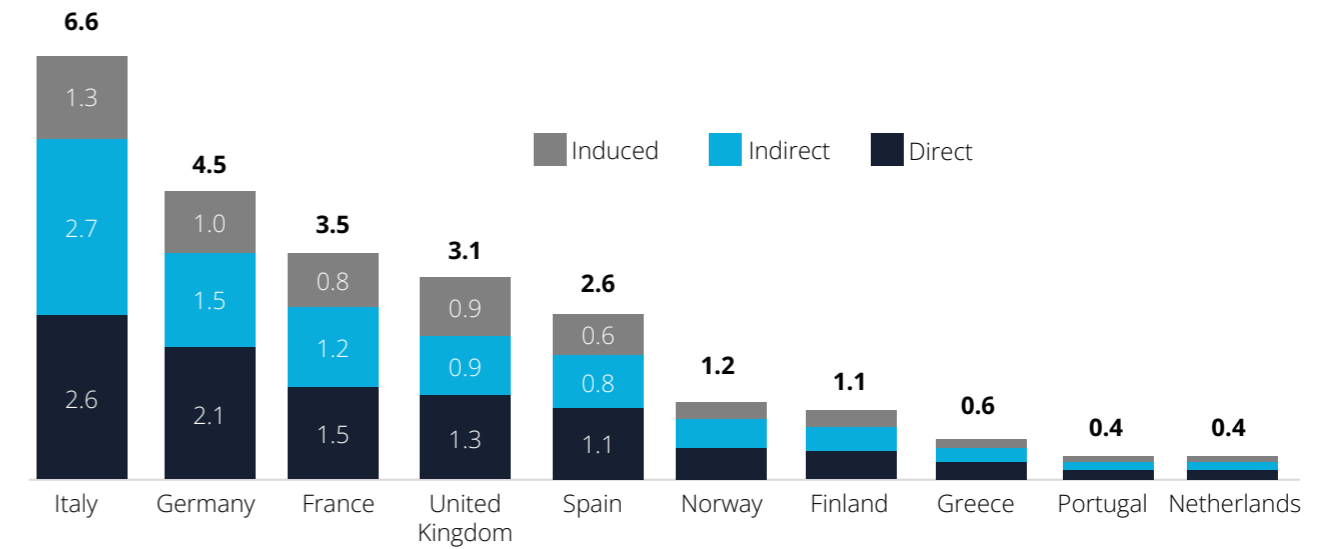
Fig. 13. Cruise industry GDP in Europe, 2022 (€ billions)



Source: Oxford Economics

The GDP impacts across Europe varied by country but tended to mirror the country rankings based on industry output. Again, Italy was the chief European beneficiary based on GDP generated by the industry's activities. In 2022, cruise industry GDP in Italy totalled €6.6 billion; unlike output, indirect effects delivered more GDP for Italy than direct effects. Again, Germany and France rounded out the top three with the industry's total GDP equated to €4.5 and €3.5 billion respectively. As in the case of output, direct effects accounted for the greatest share of the overall output generated.

Fig. 14. Cruise industry GDP by country, 2022 (€ billions)



Source: Oxford Economics



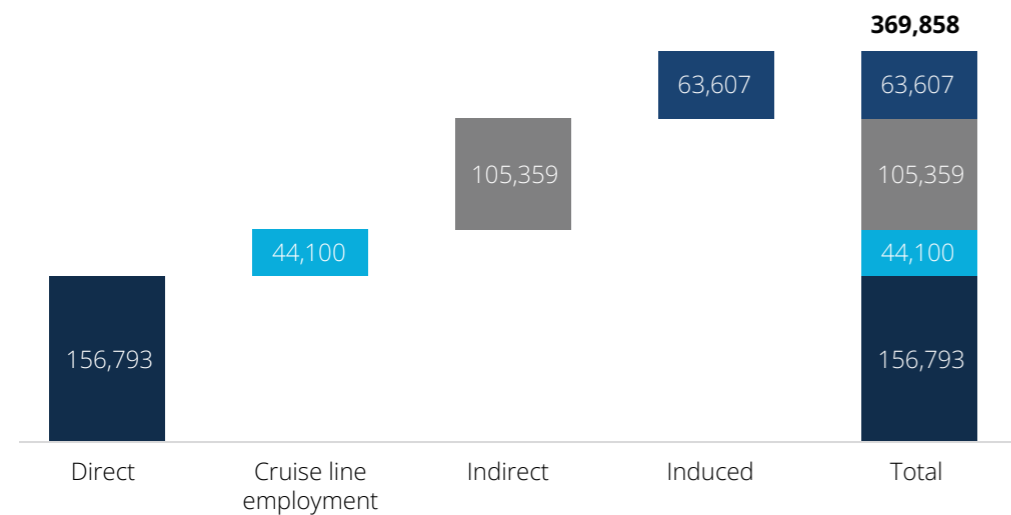
Italy was the chief European beneficiary with a total GDP impact of **€6.6 billion**. It was followed by Germany and France, at **€4.5** and **€3.5 billion** respectively.

1.2.3 Employment

The industry's presence in Europe required a workforce to sustain it. **In total, the cruise industry supported nearly 370,000 jobs in Europe in 2022.** When assessing the impact of employment, we include the employment supported by the expenditure channels linked to cruise (through direct, indirect, and induced channels) as well as the employment sustained by the cruise lines themselves.

It is estimated that an additional 325,000 jobs were attributable to the industry's activities in the region, including direct, indirect, and induced employment effects. Almost 157,000 jobs were generated through direct effects, 105,000 came through indirect effects, and 63,000 through induced effects. In addition, 44,000 jobs were provided by cruise lines.

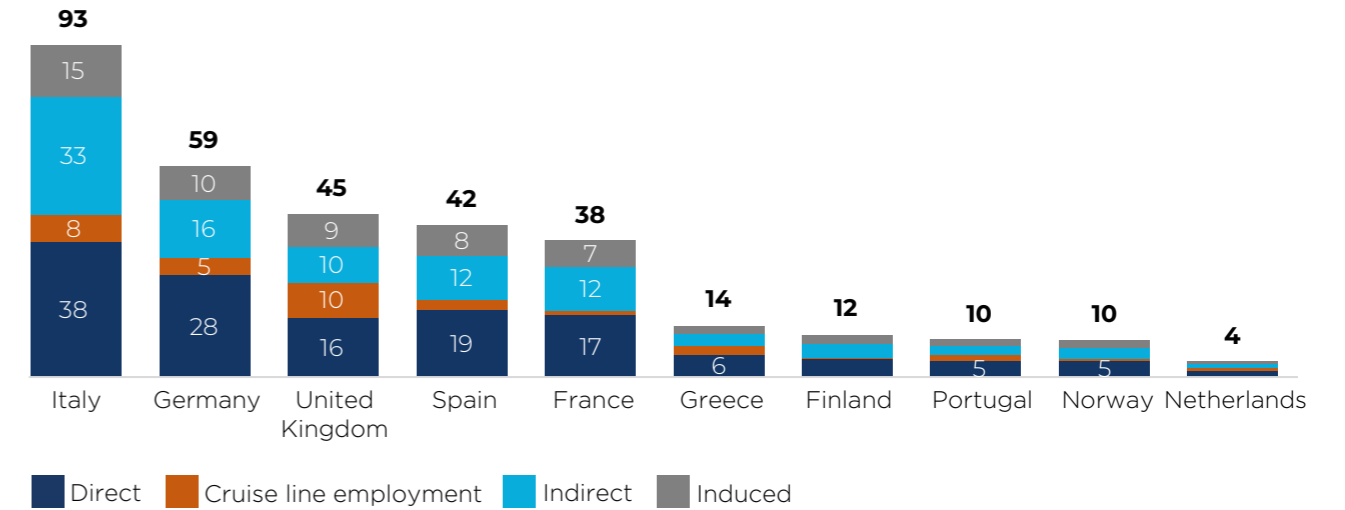
Fig. 15. Cruise industry employment in Europe, 2022 (number of jobs)



Source: Oxford Economics

The industry supported the greatest volume of jobs in Italy, with an estimated 93,000 jobs generated through cruise and related activity in 2022. More than half of these jobs were generated indirectly or through induced activities associated with the industry. In Germany and the United Kingdom, the industry supported 59,000 and 45,000 jobs respectively.

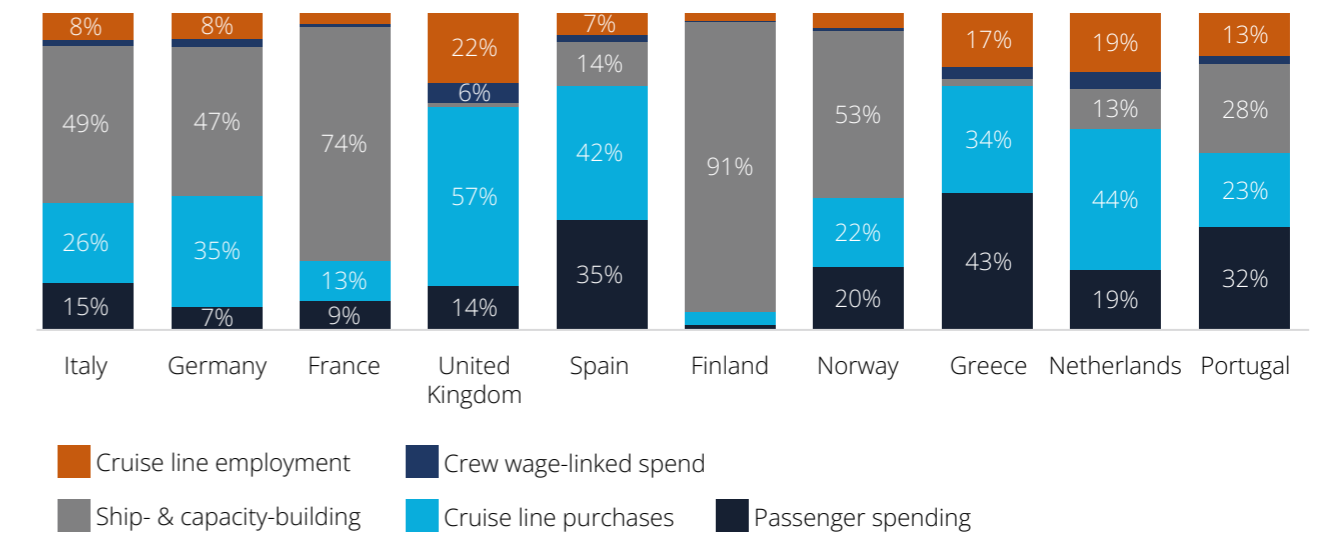
Fig. 16. Cruise industry employment by country, 2022 (number of jobs, 000s)



Source: Oxford Economics

The cruise industry also boosted employment in Croatia and Malta, both major cruise destinations. Cruise-related activities, including cruise line employees, supported over 10,000 jobs in Croatia and 4,500 jobs in Malta (not shown). These are significant contributions given the relatively small size and population of these countries.

Fig. 17. Employment generated by cruise industry by channel and country, 2022 (% of total jobs)

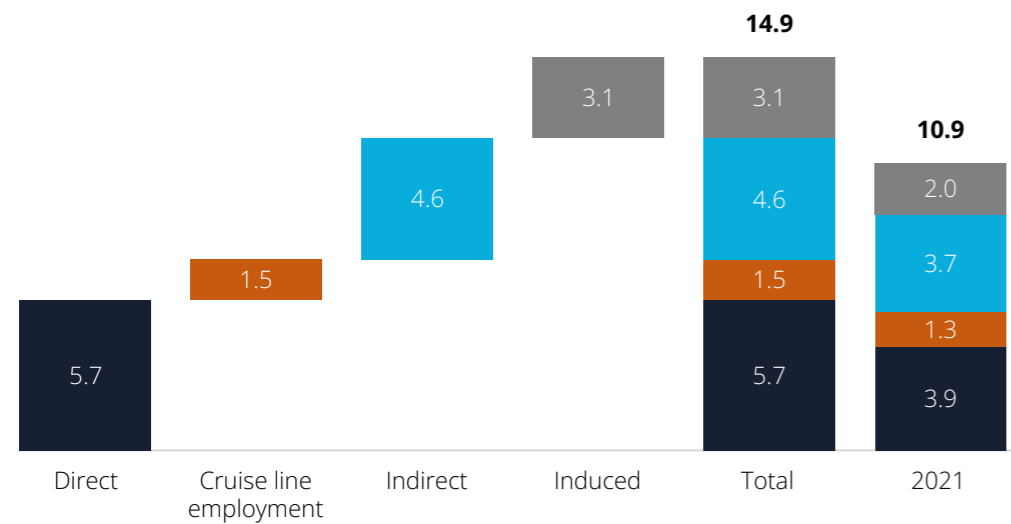


Source: Oxford Economics

1.2.4 Wages

The cruise industry provided significant wages for European workers through direct cruise line employment and additionally through direct, indirect, or induced effects related to the industry's activities at the region's ports⁶. **Total wages provided or supported by the industry in Europe overall equated to an estimated €14.9 billion in 2022**, with €1.5 billion provided directly through cruise line employment, €5.7 billion through direct channels, €4.6 billion through indirect channels, and €3.1 billion through induced channels.

Fig. 18. Cruise industry wages in Europe, 2022 (€ billions)

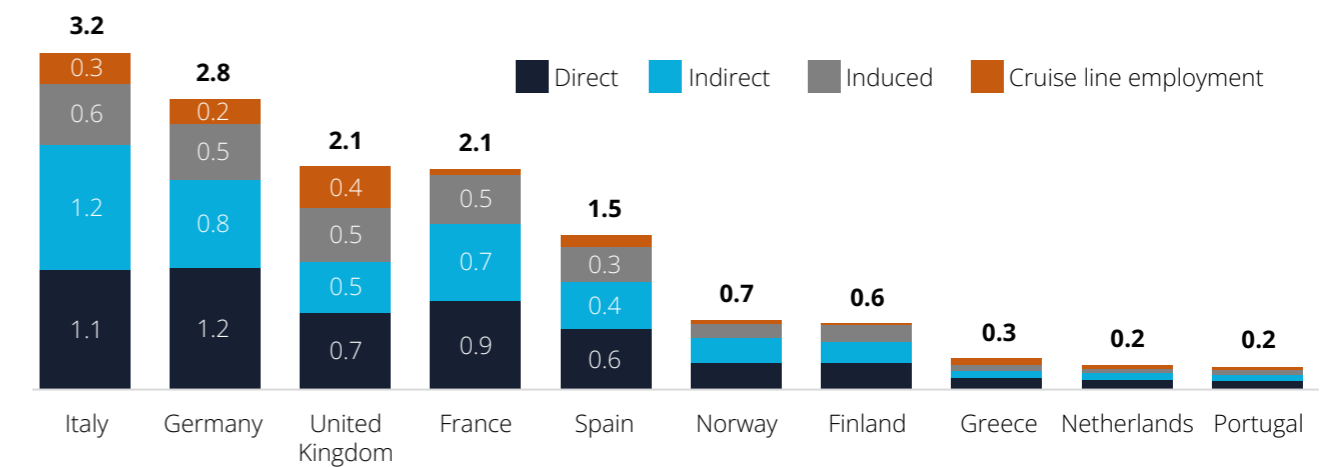


Source: Oxford Economics

⁶ Unlike Output and GDP, but similar to employment, we include the impact of cruise line employment in our wage analysis as well as the impact of cruise linked spending.

The volume of wages generated via cruise activity within a given country will be a function of the level and composition of cruise activity in that country. For example, shipbuilding is likely to generate more wages for skilled shipbuilders compared to passenger and crew spending which is more likely to support lower wage work (e.g., staff in a café or sales assistants in retail). Further, average (and statutory minimum) wage rates vary by country which means that while two countries might enjoy similar levels and composition of cruise activity, different wage rates could yield higher total wages for one country compared to the other.

Fig. 19. Cruise industry wages by country, 2022 (€ billions)



Source: Oxford Economics

The cruise industry provided and supported wages worth **€14.9 billion** in Europe in 2022

COUNTRY PROFILES



COUNTRY PROFILES

3.1 ITALY

In 2022, the cruise industry supported more than 92,500 jobs and generated a total output of €15.6 billion in Italy.

Italy is home to Fincantieri, the largest cruise shipyard in the world, and was leading Europe's shipbuilding activity in 2022. Overall, 33 cruise ships representing 68,400 lower berths aligned with shipyards in Italy were on the orderbook at the beginning of the year. The order book is still very rich from 2023 to 2025, so this activity should still support the local economy in the coming years. However, the volume of new vessels should start to decline by 2026.

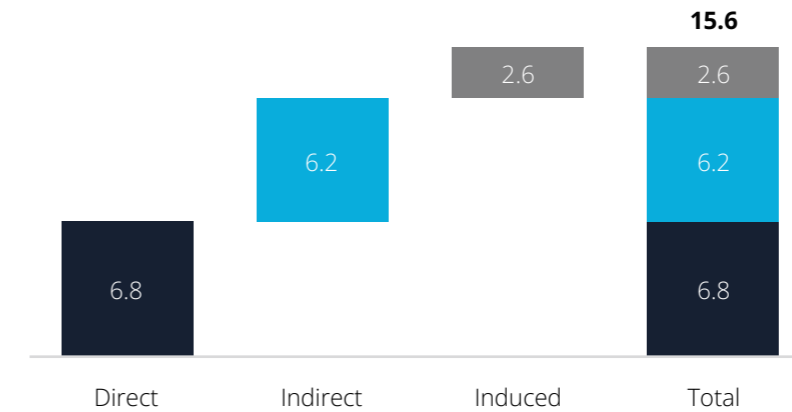
Italy is also a large destination for cruise tourism, with a solid culture and nature offering and two large cruise operators. Civitavecchia and Genoa were the busiest ports, with almost 2,2 million and 1,6 million visits respectively. They are both popular embarkation points for cruises in the Western Mediterranean, the busiest cruise region in Europe, and popular transit destinations. The Naples/Salerno/Castellammare di Stabia area was the third busiest point with almost 1,27 million visits, 85% of which were for transit only.

In 2022, Italy's cruise industry supported more than **92,500 jobs** and generated a total output of **€15.6 billion**.

3.1.1 Output

In Italy, activities related to the cruise industry's presence generated a total output impact of €15.6 billion in 2022. Of this, €6.8 billion was generated directly, with the remaining output (€8.8 billion) coming through indirect and induced effects.

Fig. 20. Cruise industry output in Italy, 2022 (€ billions)

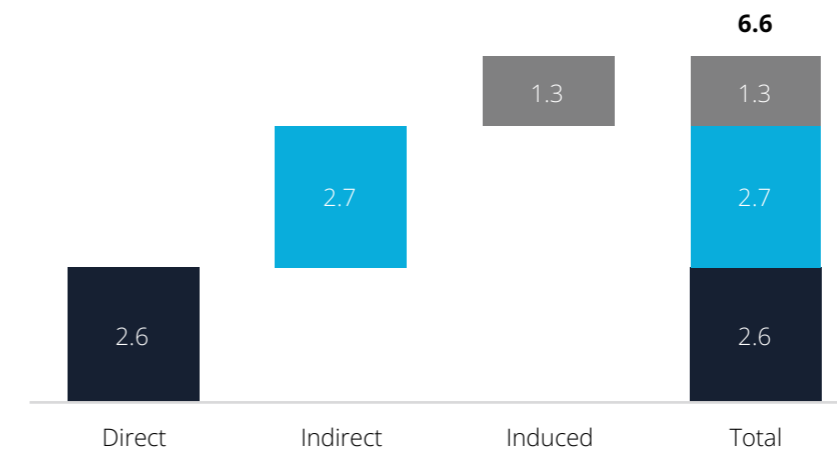


Source: Oxford Economics

3.1.1 GDP

Total GDP generated by the cruise industry equated to €6.6 billion, of which €2.6 billion came through direct effects and an additional €4 billion coming through indirect and induced effects.

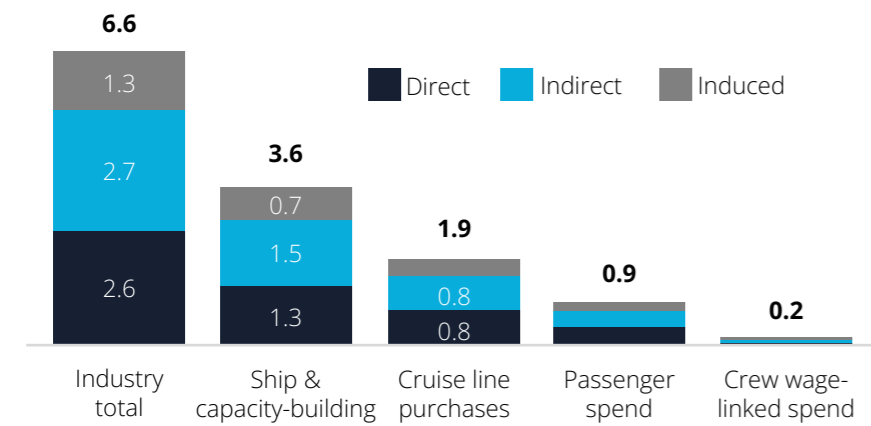
Fig. 21. Cruise industry GDP in Italy, 2022 (€ billions)



Source: Oxford Economics

The cruise industry's impact on the Italian economy was delivered through four key activities: cruise line purchases, ship- and capacity-building, on-shore passenger spending, and the wage-linked spending of crew that reside in Italy. Ship- and capacity-building activities contributed €3.6 billion to Italian GDP, accounting for 54% of the cruise industry's total impact in Italy. Cruise line purchases contributed €1.9 billion to GDP, while passenger spending and crew wages made smaller contributions - each accounting for around €0.9 and €0.2 billion of total GDP respectively.

Fig. 22. Composition of cruise industry GDP and impact channel in Italy, 2022 (€ billions)



Source: Oxford Economics

Fig. 23. Cruise industry GDP in Italy versus other European countries, 2022

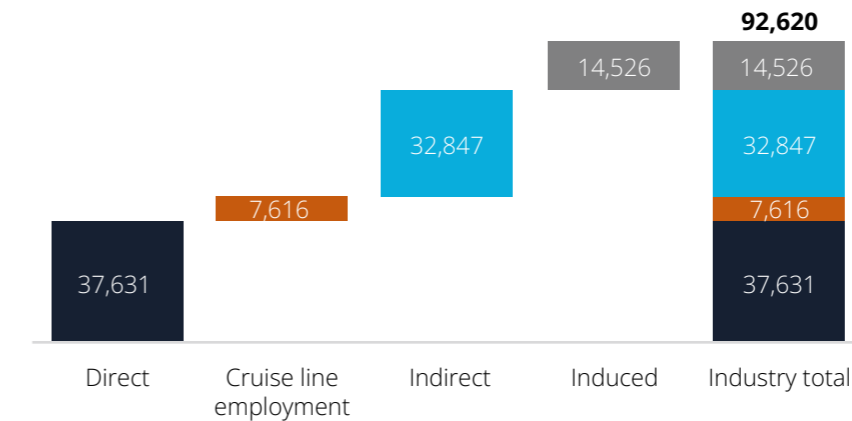
	Total GDP (€ bn)	% Europe Total
1 Italy	6.6	25.8%
2 Germany	4.5	17.5%
3 France	3.5	13.7%
4 United Kingdom	3.1	12.3%
5 Spain	2.6	10.1%
6 Norway	1.2	4.7%
7 Finland	1.1	4.2%
8 Greece	0.6	2.4%
9 Portugal	0.4	1.5%
10 Netherlands	0.4	1.4%
Europe	25.6	100.0%

Source: Oxford Economics.

3.1.2 Employment

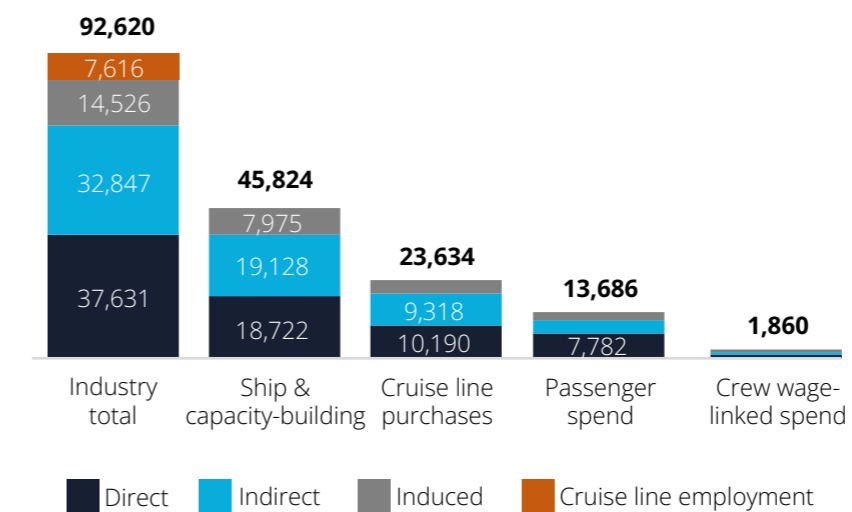
Cruise line employment (i.e. cruise ship crew and cruise line head office employees) equated to an estimated 7,616 jobs in 2022. In addition, cruise lines supported jobs in the wider economy, with a total of 85,004 jobs created through direct, indirect, and induced effects. Most of these jobs (49%) were created via ship- and capacity-building and related activities.

Fig. 24. Cruise industry employment in Italy, 2022 (number of jobs, 000s)



Source: Oxford Economics

Fig. 25. Composition of cruise industry employment and impact channel in Italy, 2022 (number of jobs, 000s)



Source: Oxford Economics

3.1.3 Summary of Impacts

Fig. 26. Summary of cruise industry activity and impacts in Italy, 2022

	Direct Cruise Line Employment	Italy	Europe
Passengers (000s)	Transit	5,920	30,386
	Embark	1,721	6,374
	Debark	1,754	6,232
	Total passengers	9,395	42,992
Spend (€ Billions)	Passengers	0.88	3.94
	Cruise line purchases	2.18	10.46
	Shipbuilding	3.59	10.88
	Staff income	0.26	1.33
	Total spend	6.92	26.61
Output (€ Billions)	Direct	6.82	26.01
	Indirect	6.24	19.42
	Induced	2.56	10.93
	Total output	15.63	56.36
GDP (€ Billions)	Direct	2.58	10.85
	Indirect	2.70	8.90
	Induced	1.32	5.82
	Total GDP	6.60	25.58
Employment (000s)	Direct (expenditure linked)	38	157
	Direct (cruise line employment)	8	44
	Indirect	33	105
	Induced	15	64
	Total employment	93	370

Source: Oxford Economics



In 2022, the cruise industry generated a total output impact of **€15.6 billion** in Italy, including **€6.8 billion** in direct output and **€8.8 billion** in indirect and induced output.

3.2 GERMANY

In 2022, the cruise industry supported close to 59,000 jobs and generated a total output impact of €9.3 billion in Germany.

In 2022, the cruise industry supported close to 59,000 jobs and generated a total output impact of €9.3 billion in Germany.

Historically, Germany was the leading passenger cruise market in Europe, with more than 2.5 million German cruise passengers in 2019. In 2022, Germany is still the leading source market in Europe with close to 1.9 million German cruise passengers. Moreover, Germany is the home of several cruise lines that are specifically targeting German travelers.

Germany is also very active in shipbuilding activity, which was the main driver of the cruise economic activity in the country in 2022. This level of activity should still provide support for the local economy in the coming years but, if the order book is not refreshed, the importance of this sector will start to diminish.

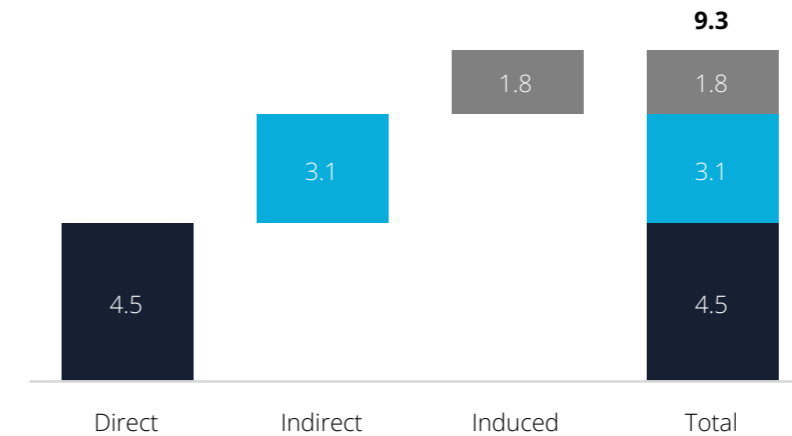
Kiel and Hamburg, both main turnaround ports in Germany accounted for more than 1.6 million passenger visits in 2022. Kiel is a gateway to cruises in the Baltic, a region which is experiencing some challenges as it lost St Petersburg, a vital destination. Cruises from Hamburg are primarily deployed to Northern Europe.

In 2022, Germany's cruise industry supported close to **59,000 jobs** and generated a total output of **€9.3 billion**.

3.2.1 Output

In Germany, activities related to the cruise industry's presence generated a total output impact of €9.3 billion in 2022. Of this, €4.5 billion was generated directly, with the remaining output (€4.8 billion) coming through indirect and induced effects.

Fig. 27. Cruise industry output in Germany, 2022 (€ billions)

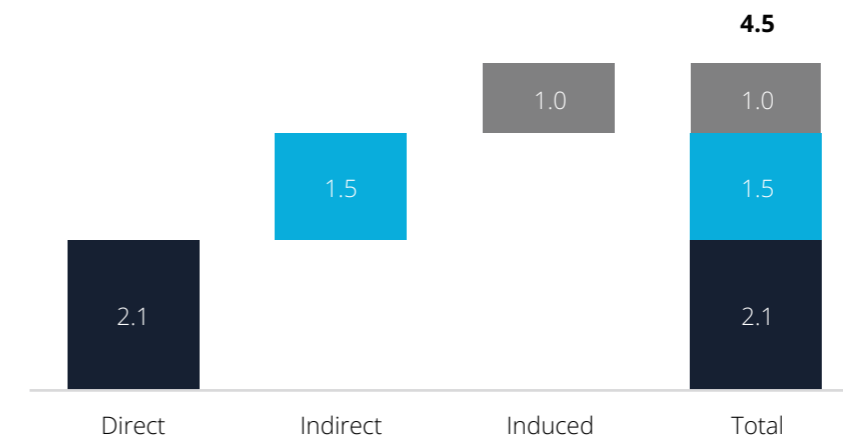


Source: Oxford Economics

3.2.2 GDP

Total GDP generated by the cruise industry equated to €4.5 billion, of which €2.1 billion came through direct effects and an additional €2.4 billion coming through indirect and induced effects.

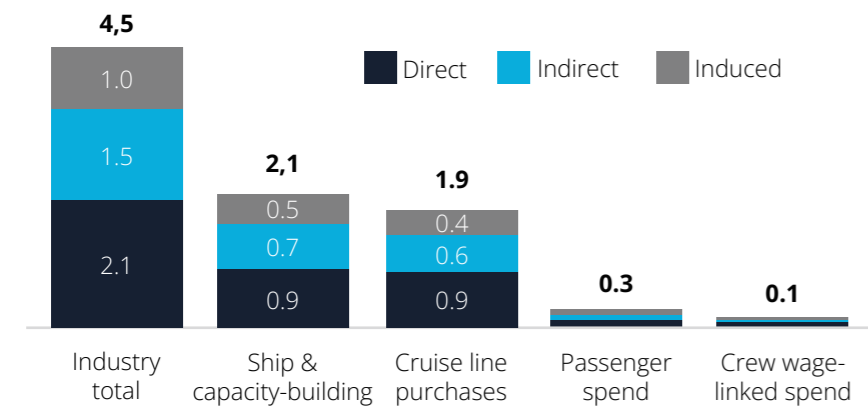
Fig. 28. Cruise industry GDP in Germany, 2022 (€ billions)



Source: Oxford Economics

The cruise industry's impact on the German economy was delivered through four key activities: cruise line purchases, ship- and capacity-building, on-shore passenger spending, and the wage-linked spending of crew that reside in Germany. Ship- and capacity-building activities contributed €2.1 billion to German GDP, accounting for 48% of the cruise industry's total impact in Germany. Cruise line purchases contributed €1.9 billion to GDP, while passenger spend and crew wages made smaller contributions - each accounting for around €0.3 and €0.1 billion of total GDP respectively.

Fig. 29. Composition of cruise industry GDP and impact channel in Germany, 2022 (€ billions)



Source: Oxford Economics

Fig. 30. Cruise industry GDP in Germany versus other European countries, 2022

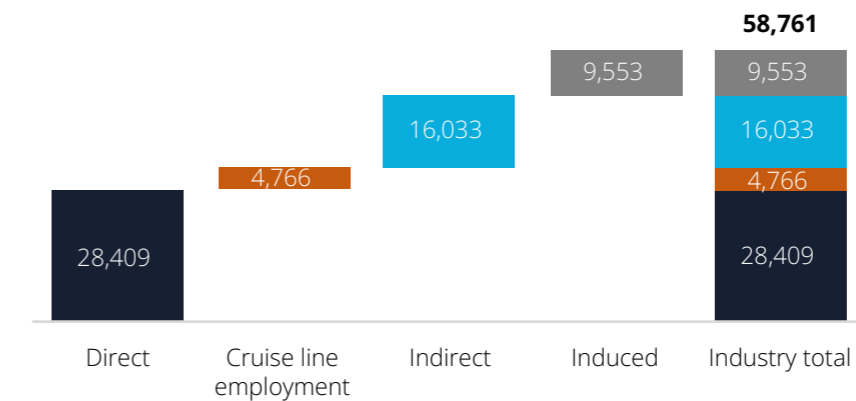
Rank	Country	Total GDP (€ bn)	% Europe Total
1	Italy	6.6	25.8%
2	Germany	4.5	17.5%
3	France	3.5	13.7%
4	United Kingdom	3.1	12.3%
5	Spain	2.6	10.1%
6	Norway	1.2	4.7%
7	Finland	1.1	4.2%
8	Greece	0.6	2.4%
9	Portugal	0.4	1.5%
10	Netherlands	0.4	1.4%
	Europe	25.6	100.0%

Source: Oxford Economics

3.2.3 Employment

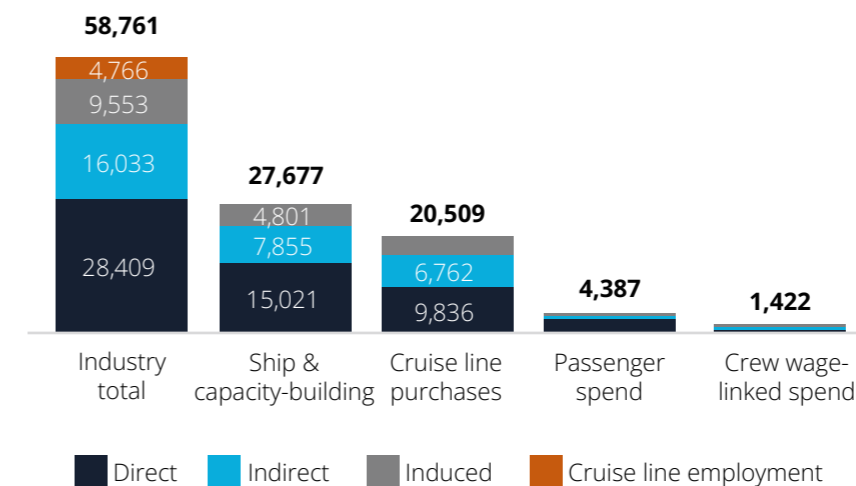
Cruise line employment (i.e. cruise ship crew and cruise line head office employees) equated to an estimated 4,766 jobs in 2022. In addition, cruise lines also created jobs in the wider economy, with a total of 53,995 jobs created through direct, indirect, and induced effects. Most of these jobs (47%) were created via ship- and capacity-building and related activities.

Fig. 31. Cruise industry employment in Germany, 2022 (number of jobs, 000s)



Source: Oxford Economics

Fig. 32. Composition of cruise industry employment and impact channel in Germany, 2022 (number of jobs, 000s)



Source: Oxford Economics

3.2.4 Summary of Impacts

Fig. 33. Summary of cruise industry activity and impacts in Germany, 2022

	Direct Cruise Line Employment	Germany	Europe
Passengers (000s)	Transit	397	30,386
	Embark	886	6,374
	Debark	872	6,232
	Total passengers	2,155	42,992
Spend (€ Billions)	Passengers	0.3	3.94
	Cruise line purchases	1.9	10.46
	Shipbuilding	2.1	10.88
	Staff income	0.2	1.33
	Total spend	4.5	26.61
Output (€ Billions)	Direct	4.5	26.01
	Indirect	3.1	19.42
	Induced	1.8	10.93
	Total output	9.3	56.36
GDP (€ Billions)	Direct	2.1	10.85
	Indirect	1.5	8.90
	Induced	1.0	5.82
	Total GDP	4.5	25.58
Employment (000s)	Direct (expenditure linked)	28	157
	Direct (cruise line employment)	5	44
	Indirect	16	105
	Induced	10	64
	Total employment	59	370

Source: Oxford Economics



In 2022, the cruise industry generated a total output impact of **€9.3 billion** in Germany, including **€4.5 billion** in direct output and **€4.8 billion** in indirect and induced output.

3.3 FRANCE

In 2022, the cruise industry supported close to 38,000 jobs and generated a total output impact of €7.7 billion in France.

Shipbuilding activity has been the main driver of economic activity in France, mostly concentrated at the Chantiers de L'Atlantique. At the beginning of the year, the orderbook in France tallied to 9 cruise ships, which in total will provide more than 41,600 in passenger capacity.

Passenger volume rebounded from 116,000 passengers in 2021 to 325,000 in 2022, but still far below the 2019 volume of 545,000. Unlike Germany Italy and the UK, France does not have national cruise operators targeting the largest contemporary and premium cruise segment. This means that the volume of French passengers is lower than for countries of similar income profile. In 2023, France could experience a small rebound with the launch of a new brand, Compagnie Francaise de Croisieres, which is targeting the French segment specifically.

Marseille, providing cruises to the Western Mediterranean, was by far the busiest port in France with a total of 1,475,000 passengers, while Corsican ports also saw a strong level of activity with close to 430,000 visits.

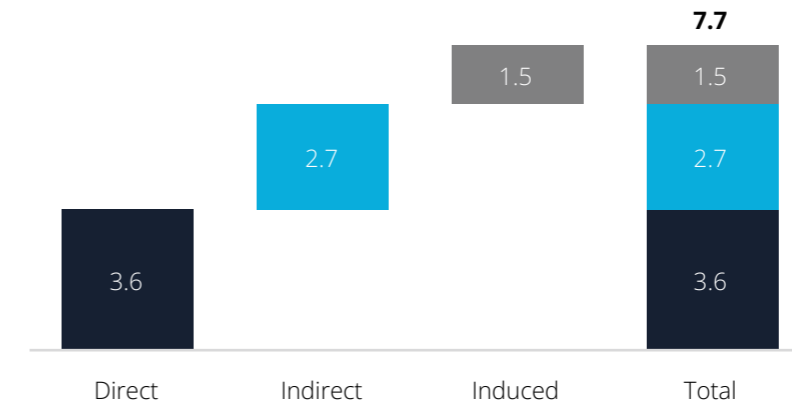
In 2022, France's cruise industry supported nearly **38,000 jobs** and generated a total output of **€7.7 billion**.



3.3.1 Output

In France, activities related to the cruise industry's presence generated a total output impact of €7.7 billion in 2022. Of this, €3.6 billion was generated directly, with the remaining output (€4.1 billion) coming through indirect and induced effects.

Fig. 34. Cruise industry output in France, 2022 (€ billions)

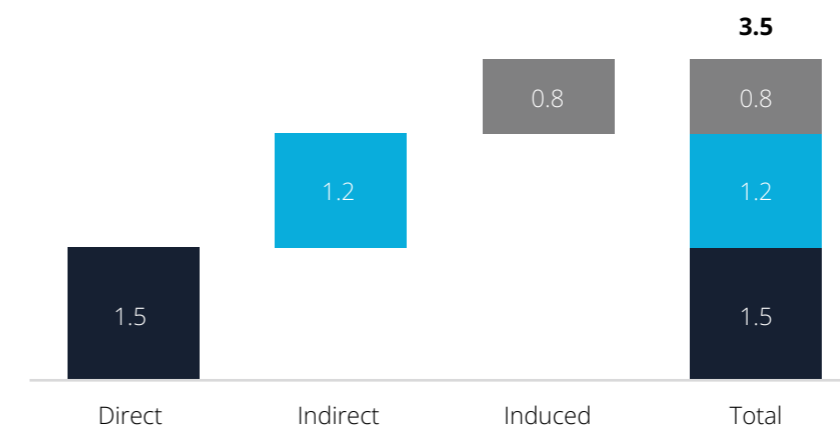


Source: Oxford Economics

3.3.2 GDP

Total GDP generated by the cruise industry equated to €3.5 billion, of which €1.5 billion came through direct effects and an additional €2 billion coming through indirect and induced effects.

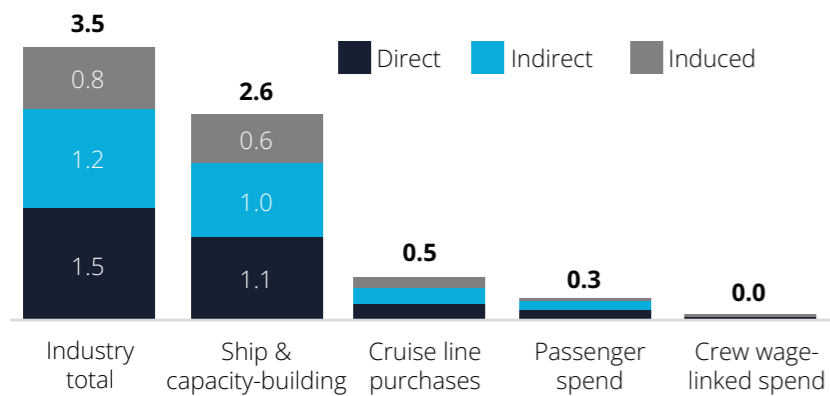
Fig. 35. Cruise industry GDP in France, 2022 (€ billions)



Source: Oxford Economics

The cruise industry's impact on the French economy was delivered through four key activities: cruise line purchases, ship- and capacity-building, on-shore passenger spending, and the wage-linked spending of crew that reside in France. Ship- and capacity-building activities contributed €2.8 billion to French GDP, accounting for 75% of the cruise industry's total impact in France. Cruise line purchases contributed €0.6 billion to GDP, while passenger spending and crew wages made smaller contributions - each accounting for around €0.3 and €0.04 billion of total GDP respectively.

Fig. 36. Composition of cruise industry GDP and impact channel in France, 2022 (€ billions)



Source: Oxford Economics

Fig. 37. Cruise industry GDP in France versus other European countries, 2022

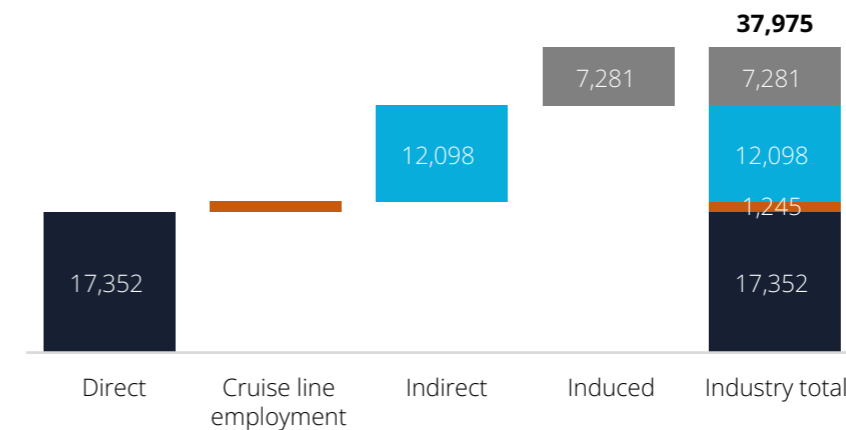
	Total GDP (€ bn)	% Europe Total
1 Italy	6.6	25.8%
2 Germany	4.5	17.5%
3 France	3.5	13.7%
4 United Kingdom	3.1	12.3%
5 Spain	2.6	10.1%
6 Norway	1.2	4.7%
7 Finland	1.1	4.2%
8 Greece	0.6	2.4%
9 Portugal	0.4	1.5%
10 Netherlands	0.4	1.4%
Europe	25.6	100.0%

Source: Oxford Economics

3.3.3 Employment

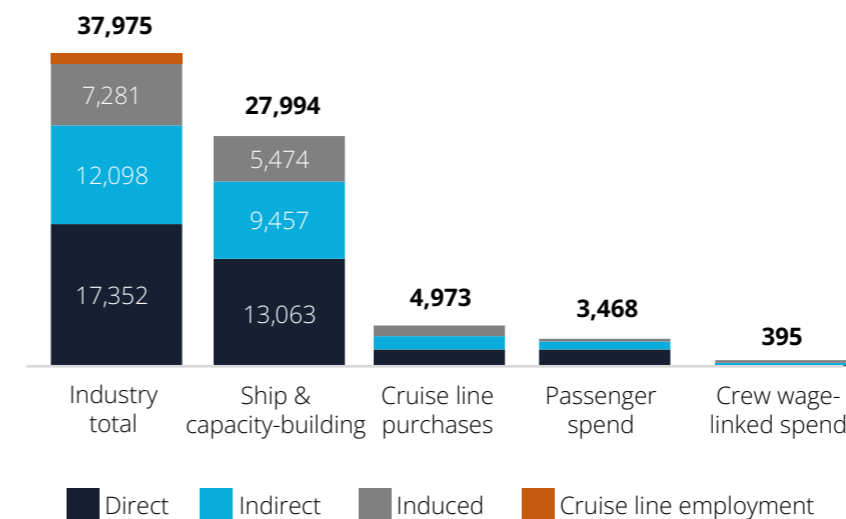
Cruise line employment (i.e. cruise ship crew and cruise line head office employees) equated to an estimated 1,245 jobs in 2022. In addition, cruise lines also created jobs in the wider economy, with a total of 36,730 jobs created through direct, indirect, and induced effects. Most of these jobs (74%) were created via ship- and capacity-building and related activities.

Fig. 38. Cruise industry employment in France, 2022 (number of jobs, 000s)



Source: Oxford Economics

Fig. 39. Composition of cruise industry employment and impact channel in France, 2022 (number of jobs, 000s)



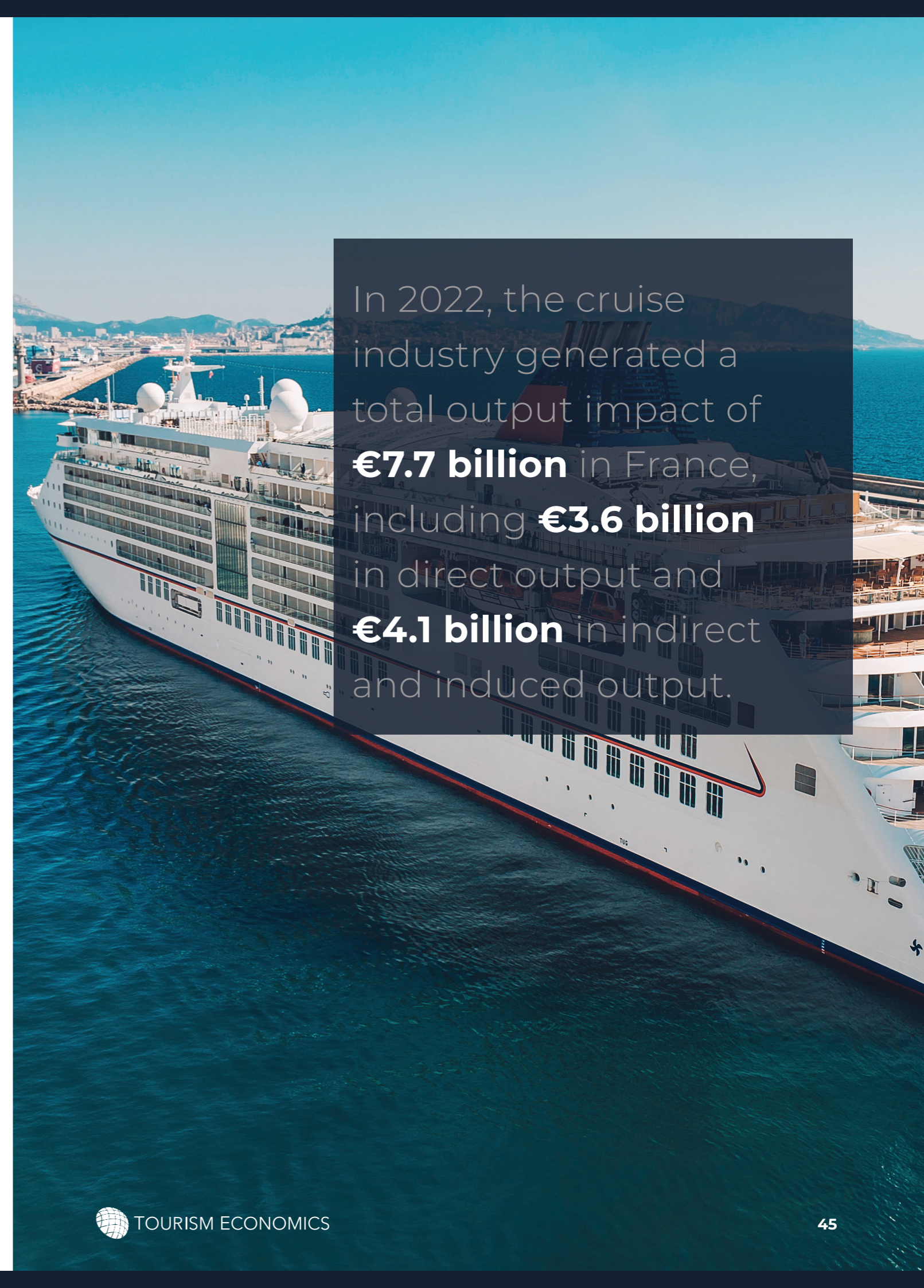
Source: Oxford Economics

3.3.4 Summary of Impacts

Fig. 40. Summary of cruise industry activity and impacts in France, 2022

	Direct Cruise Line Employment	France	Europe
Passengers (000s)	Transit	2,440	30,386
	Embark	273	6,374
	Debark	313	6,232
	Total passengers	3,026	42,992
Spend (€ Billions)	Passengers	0.3	3.94
	Cruise line purchases	0.6	10.46
	Shipbuilding	2.7	10.88
	Staff income	0.0	1.33
	Total spend	3.5	26.61
Output (€ Billions)	Direct	3.6	26.01
	Indirect	2.7	19.42
	Induced	1.5	10.93
	Total output	7.7	56.36
GDP (€ Billions)	Direct	1.5	10.85
	Indirect	1.2	8.90
	Induced	0.8	5.82
	Total GDP	3.5	25.58
Employment (000s)	Direct (expenditure linked)	17	157
	Direct (cruise line employment)	1	44
	Indirect	12	105
	Induced	7	64
	Total employment	38	370

Source: Oxford Economics



In 2022, the cruise industry generated a total output impact of **€7.7 billion** in France, including **€3.6 billion** in direct output and **€4.1 billion** in indirect and induced output.

3.4 UNITED KINGDOM

In 2022, the cruise industry supported close to 45,200 jobs and generated a total output impact of €6.2 billion in the UK.

This compares to 22,300 jobs and €1.9 billion of output in 2021. The sharp increase was driven by higher cruise purchases since Cunard, P&O, Marella and Fred Olsen returned to normal operations while Virgin Voyages, a new cruise line, entered the market.

With strong representation from national brands targeting the main cruise sectors, the UK is the second largest source market in Europe reaching 2 million passengers in 2018. In 2022, it rebounded from 475,000 passengers in 2021 to reach 1.62 million passengers. However, unlike Italy, France, and Germany, the UK does not provide shipbuilding activity thus, the economic impact is fully dependent on cruise visitor and cruise operator activity.

Southampton was by far the busiest port in the region in 2022 with 1.8 million passengers. Southampton is a main gateway to cruises in Northern Europe, Transatlantic voyages, and to a lesser extent, cruises to the Atlantic Islands and Western Mediterranean.

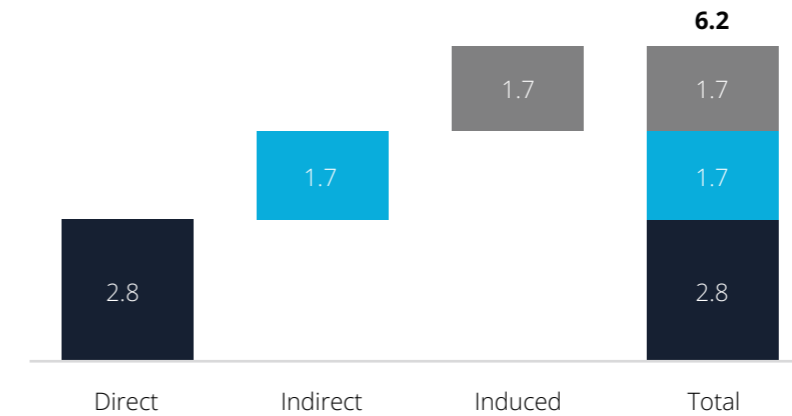
In 2022, the United Kingdom's cruise industry supported almost **45,200 jobs** and generated a total output of **€6.2 billion**.



3.4.1 Output

In the United Kingdom, activities related to the cruise industry's presence generated a total output impact of €6.2 billion in 2022. Of this, €2.8 billion was generated directly, with the remaining output (€3.4 billion) coming through indirect and induced effects.

Fig. 41. Cruise industry output in the UK, 2022 (€ billions)

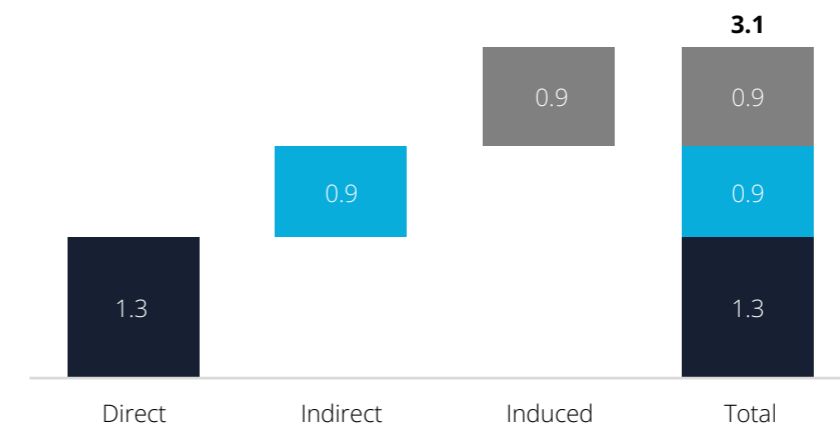


Source: Oxford Economics

3.4.2 GDP

Total GDP generated by the cruise industry equated to €3.1 billion, of which €1.3 billion came through direct effects and an additional €1.8 billion coming through indirect and induced effects.

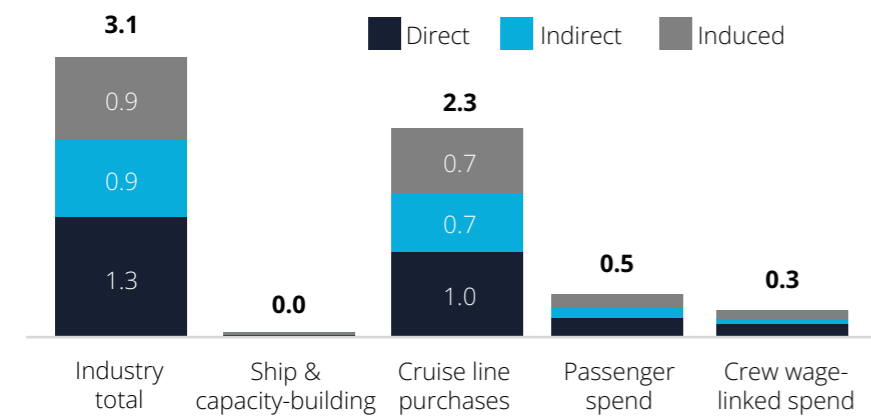
Fig. 42. Cruise industry GDP in the UK, 2022 (€ billions)



Source: Oxford Economics

The cruise industry's impact on the UK's economy was delivered through four key activities: cruise line purchases, ship- and capacity-building, on-shore passenger spending, and the wage-linked spending of crew that reside in United Kingdom. Cruise line purchases contributed €2.4 billion to the UK's GDP, accounting for 74% of the cruise industry's total impact in United Kingdom. Passenger spending and crew wages also made significant contributions - each accounting for around €0.5 and €0.3 billion of total GDP respectively. Ship- and capacity-building activities made a smaller contribution of €50 million to the UK's GDP.

Fig. 43. Composition of cruise industry GDP and impact channel in the UK, 2022 (€ billions)



Source: Oxford Economics

Fig. 44. Cruise industry GDP in the UK versus other European countries, 2022

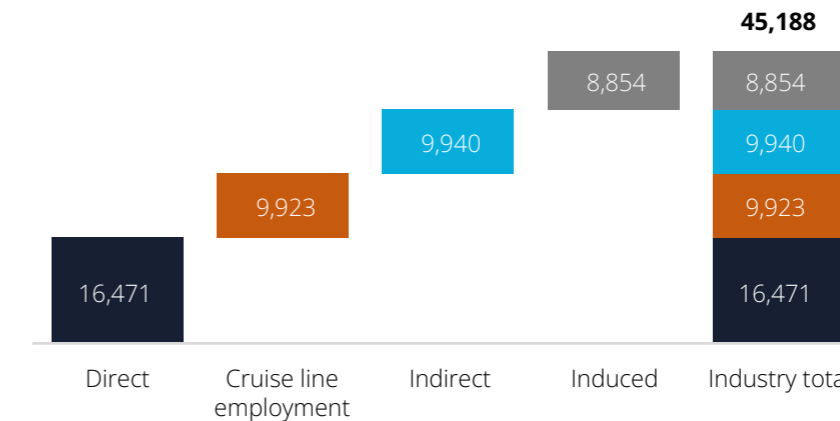
	Total GDP (€ bn)	% Europe Total
1 Italy	6.6	25.8%
2 Germany	4.5	17.5%
3 France	3.5	13.7%
4 United Kingdom	3.1	12.3%
5 Spain	2.6	10.1%
6 Norway	1.2	4.7%
7 Finland	1.1	4.2%
8 Greece	0.6	2.4%
9 Portugal	0.4	1.5%
10 Netherlands	0.4	1.4%
Europe	25.6	100.0%

Source: Oxford Economics

3.4.3 Employment

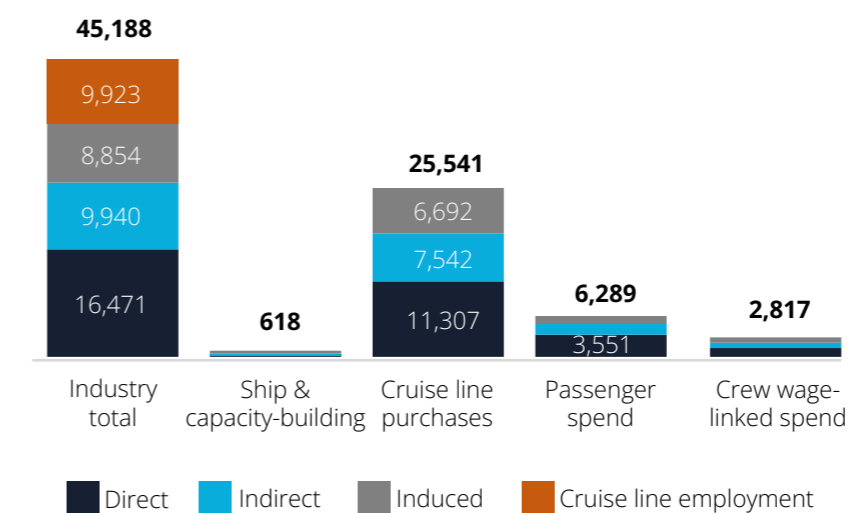
Cruise line employment (i.e. cruise ship crew and cruise line head office employees) equated to an estimated 9,923 jobs in 2022. In addition, cruise lines also created jobs in the wider economy, with a total of 35,265 jobs created through direct, indirect, and induced effects. Most of these jobs (57%) were created via cruise line purchases and related activities.

Fig. 45. Cruise industry employment in the UK, 2022 (number of jobs, 000s)



Source: Oxford Economics

Fig. 46. Composition of cruise industry employment and impact channel in the UK, 2022 (number of jobs, 000s)



Source: Oxford Economics

3.4.4 Summary of Impacts

Fig. 47. Summary of cruise industry activity and impacts in the UK, 2022

	Direct Cruise Line Employment	United Kingdom	Europe
Passengers (000s)	Transit	1,400	30,386
	Embark	1,040	6,374
	Debark	940	6,232
	Total passengers	3,380	42,992
Spend (€ Billions)	Passengers	0.4	3.94
	Cruise line purchases	2.1	10.46
	Shipbuilding	0.0	10.88
	Staff income	0.4	1.33
	Total spend	2.9	26.61
Output (€ Billions)	Direct	2.8	26.01
	Indirect	1.7	19.42
	Induced	1.7	10.93
	Total output	6.2	56.36
GDP (€ Billions)	Direct	1.3	10.85
	Indirect	0.9	8.90
	Induced	0.9	5.82
	Total GDP	3.1	25.58
Employment (000s)	Direct (expenditure linked)	16	157
	Direct (cruise line employment)	10	44
	Indirect	10	105
	Induced	9	64
	Total employment	45	370

Source: Oxford Economics



In 2022, the cruise industry generated a total output impact of **€6.2 billion** in the United Kingdom, including **€2.8 billion** in direct output and **€3.4 billion** in indirect and induced output.

3.5 SPAIN

In 2022, the cruise industry supported more than **42,200 jobs** and generated a total output impact of **€5.7 billion in Spain**. The main driver of the cruise economic impact in Spain is cruise passenger activity, so Spain benefitted from the surge in passenger numbers.

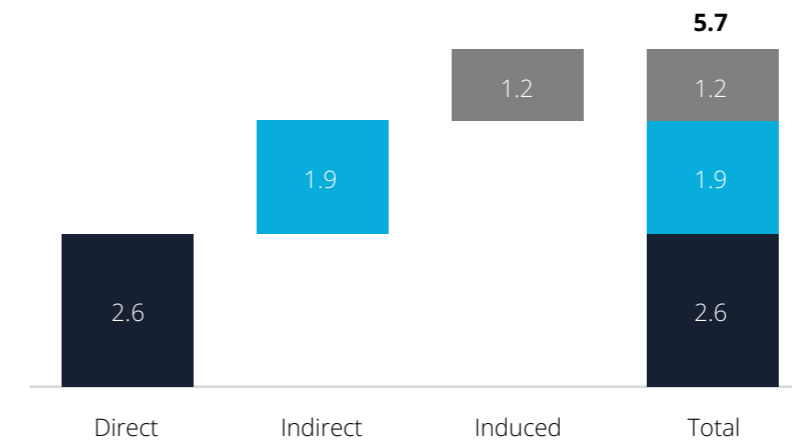
Spain was the fourth largest source market in 2022 with 414,000 cruise passengers compared to 553,000 in 2019. Similarly to the UK, Spain does not have a large shipbuilding sector. However, it is a major cruise destination in the Western Mediterranean and the Atlantic with more than 8.2 million passenger visits in 2022. With close to 2.4 million passengers in 2022, Barcelona was the busiest port in Spain and in the Western Mediterranean as it is a gateway for cruise in the region.

In 2022, Spain's cruise industry supported more than **42,200 jobs** and generated a total output of **€5.7 billion**.

3.5.1 Output

In Spain, activities related to the cruise industry's presence generated a total output impact of €5.7 billion in 2022. Of this, €2.6 billion was generated directly, with the remaining output (€3.1 billion) coming through indirect and induced effects.

Fig. 48. Cruise industry output in Spain, 2022 (€ billions)

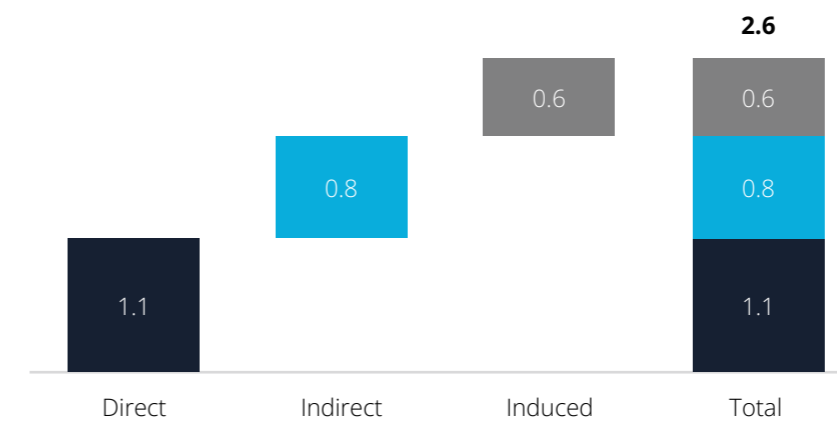


Source: Oxford Economics

3.5.2 GDP

Total GDP generated by the cruise industry equated to €2.6 billion, of which €1.1 billion came through direct effects and an additional €1.5 billion coming through indirect and induced effects.

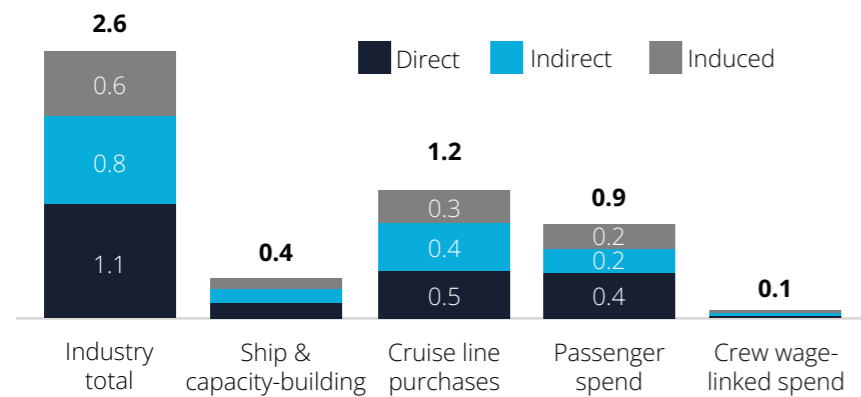
Fig. 49. Cruise industry GDP in Spain, 2022 (€ billions)



Source: Oxford Economics

The cruise industry's impact on the Spanish economy was delivered through four key activities: cruise line purchases, ship- and capacity-building, on-shore passenger spending, and the wage-linked spending of crew that reside in Spain. Cruise line purchases contributed €1.2 billion to Spanish GDP, accounting for 48% of the cruise industry's total impact in Spain. Passenger spending also represented a large share of total impact at €0.9 billion. Ship- and capacity-building activities contributed €0.4 billion to Spanish GDP, while crew wages made smaller contributions accounting for €60 million of total GDP.

Fig. 50. Composition of cruise industry GDP and impact channel in Spain, 2022 (€ billions)



Source: Oxford Economics

Fig. 51. Cruise industry GDP in Spain versus other European countries, 2022

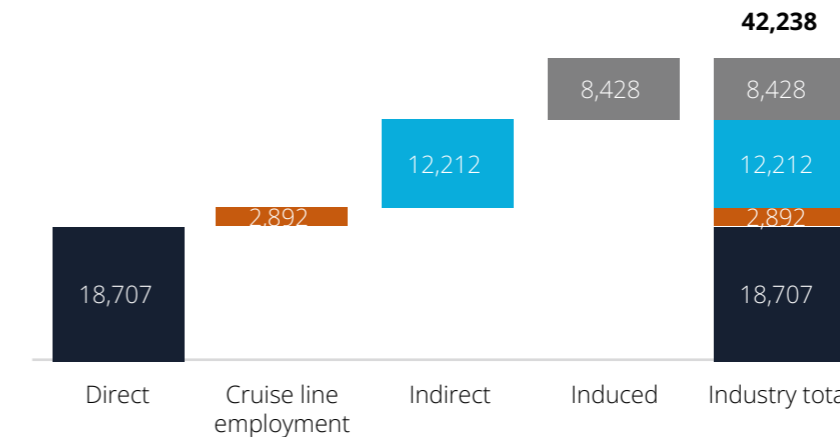
	Total GDP (€ bn)	% Europe Total
1 Italy	6.6	25.8%
2 Germany	4.5	17.5%
3 France	3.5	13.7%
4 United Kingdom	3.1	12.3%
5 Spain	2.6	10.1%
6 Norway	1.2	4.7%
7 Finland	1.1	4.2%
8 Greece	0.6	2.4%
9 Portugal	0.4	1.5%
10 Netherlands	0.4	1.4%
Europe	25.6	100.0%

Source: Oxford Economics.

3.5.3 Employment

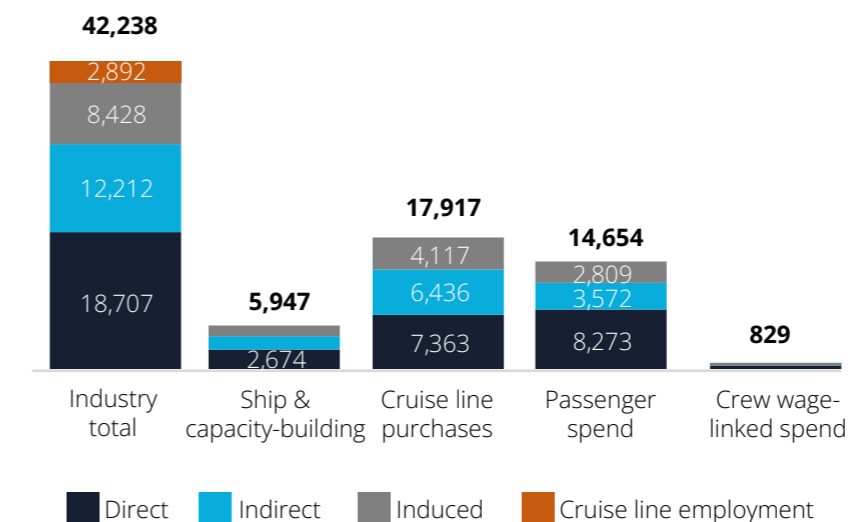
Cruise line employment (i.e. cruise ship crew and cruise line head office employees) equated to an estimated 2,892 jobs in 2022. In addition, cruise lines also created jobs in the wider economy, with a total of 39,346 jobs created through direct, indirect, and induced effects. Most of these jobs (42%) were created via cruise line purchases and related activities.

Fig. 52. Cruise industry employment in Spain, 2022 (number of jobs, 000s)



Source: Oxford Economics

Fig. 53. Composition of cruise industry employment and impact channel in Spain, 2022 (number of jobs, 000s)



Source: Oxford Economics

3.5.4 Summary of Impacts

Fig. 54. Summary of cruise industry activity and impacts in Spain, 2022

	Direct Cruise Line Employment	Spain	Europe
Passengers (000s)	Transit	5,170	30,386
	Embark	1,529	6,374
	Debark	1,533	6,232
	Total passengers	8,231	42,992
Spend (€ Billions)	Passengers	0.8	3.94
	Cruise line purchases	1.4	10.46
	Shipbuilding	0.4	10.88
	Staff income	0.1	1.33
	Total spend	2.6	26.61
Output (€ Billions)	Direct	2.6	26.01
	Indirect	1.9	19.42
	Induced	1.2	10.93
	Total output	5.7	56.36
GDP (€ Billions)	Direct	1.1	10.85
	Indirect	0.8	8.90
	Induced	0.6	5.82
	Total GDP	2.6	25.58
Employment (000s)	Direct (expenditure linked)	19	157
	Direct (cruise line employment)	3	44
	Indirect	12	105
	Induced	8	64
	Total employment	42	370

Source: Oxford Economics

In 2022, the cruise industry generated a total output impact of **€5.7 billion** in Spain, including **€2.6 billion** in direct output and **€3.1 billion** in indirect and induced output.



3.6 NORWAY

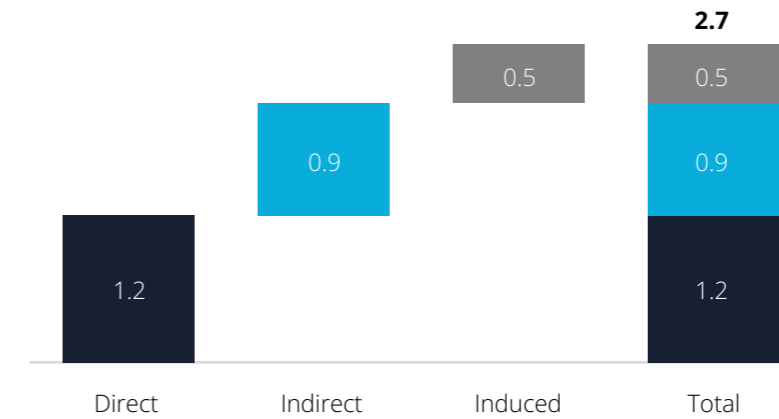
In 2022, the cruise industry supported more than 10,300 jobs and generated a total output impact of €2.7 billion in Norway. Most of the impact was generated via shipbuilding activity.

In 2022, Norway's cruise industry supported more than **10,300 jobs** and generated a total output of **€2.7 billion**.

3.6.1 Output

In Norway, activities related to the cruise industry's presence generated a total output impact of €2.7 billion in 2022. Of this, €1.2 billion was generated directly, with the remaining output (€1.4 billion) coming through indirect and induced effects.

Fig. 55. Cruise industry output in Norway, 2022 (€ billions)

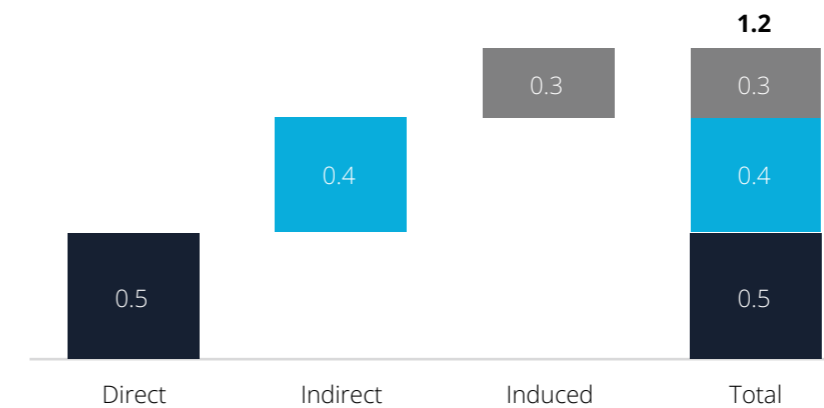


Source: Oxford Economics

3.6.2 GDP

Total GDP generated by the cruise industry equated to €1.2 billion, of which €0.5 billion came through direct effects and an additional €0.7 billion coming through indirect and induced effects.

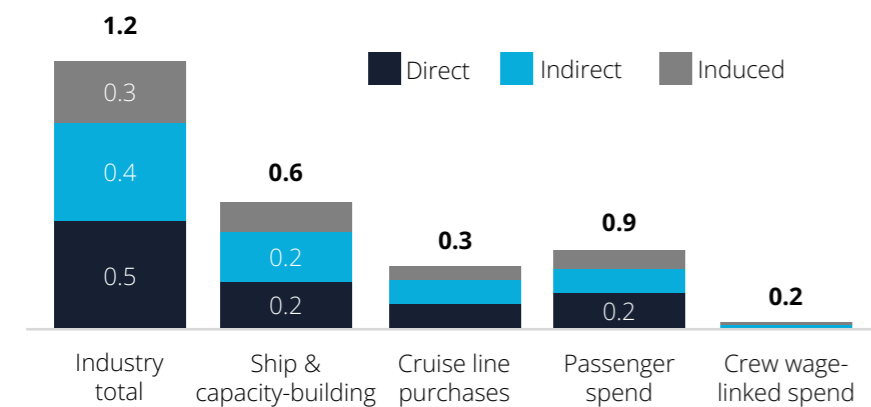
Fig. 56. Cruise industry GDP in Norway, 2022 (€ billions)



Source: Oxford Economics

The cruise industry's impact on the Norwegian economy was delivered through four key activities: cruise line purchases, ship- and capacity-building, on-shore passenger spending, and the wage-linked spending of crew that reside in Norway. Ship- and capacity-building activities contributed €0.6 billion to Norwegian GDP, accounting for 47% of the cruise industry's total impact in Norway. Cruise line purchases and passenger spending contributed an additional €0.3 billion to GDP each. Crew wages made smaller contributions, accounting for around €10 million of total GDP.

Fig. 57. Composition of cruise industry GDP and impact channel in Norway, 2022 (€ billions)



Source: Oxford Economics

Fig. 58. Cruise industry GDP in Norway versus other European countries, 2022

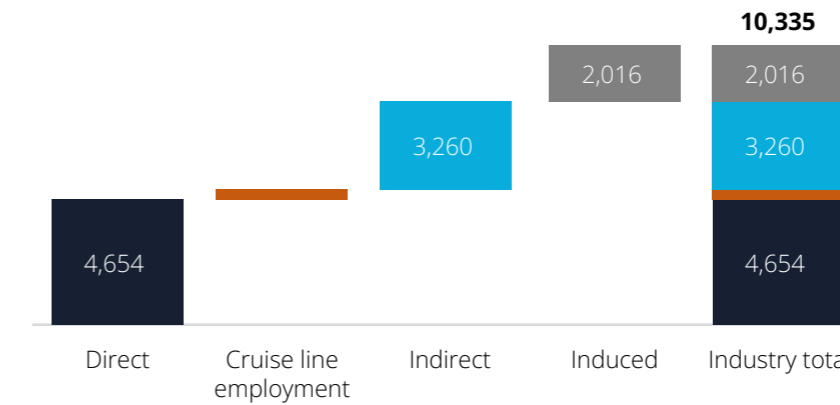
	Total GDP (€ bn)	% Europe Total
1 Italy	6.6	25.8%
2 Germany	4.5	17.5%
3 France	3.5	13.7%
4 United Kingdom	3.1	12.3%
5 Spain	2.6	10.1%
6 Norway	1.2	4.7%
7 Finland	1.1	4.2%
8 Greece	0.6	2.4%
9 Portugal	0.4	1.5%
10 Netherlands	0.4	1.4%
Europe	25.6	100.0%

Source: Oxford Economics

3.6.3 Employment

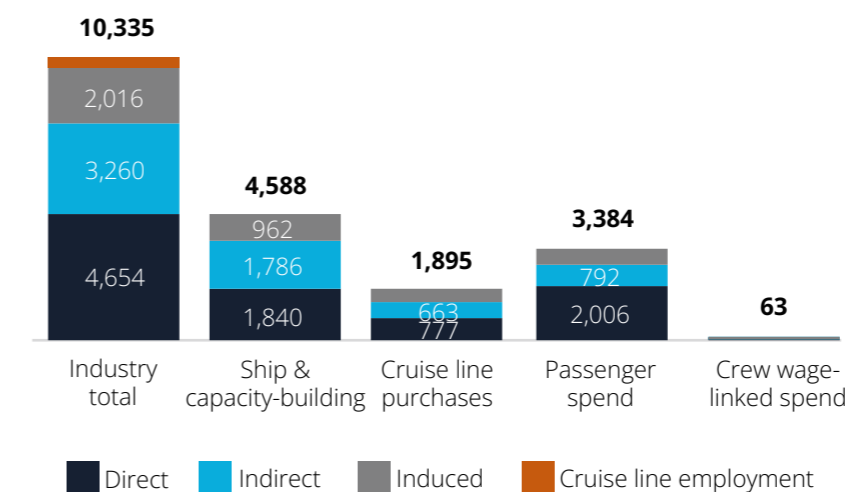
Cruise line employment (i.e. cruise ship crew and cruise line head office employees) equated to an estimated 405 jobs in 2022. In addition, cruise lines also created jobs in the wider economy, with a total of 9,930 jobs created through direct, indirect, and induced effects. Most of these jobs (44%) were created via ship- and capacity-building and related activities.

Fig. 59. Cruise industry employment in Norway, 2022 (number of jobs, 000s)



Source: Oxford Economics

Fig. 60. Composition of cruise industry employment and impact channel in Norway, 2022 (number of jobs, 000s)



Source: Oxford Economics

3.6.4 Summary of Impacts

Fig. 61. Summary of cruise industry activity and impacts in Norway, 2022

	Direct Cruise Line Employment	Norway	Europe
Passengers (000s)	Transit	4,182	30,386
	Embark	43	6,374
	Debark	42	6,232
	Total passengers	4,267	42,992
Spend (€ Billions)	Passengers	0.3	3.94
	Cruise line purchases	0.3	10.46
	Shipbuilding	0.6	10.88
	Staff income	0.0	1.33
	Total spend	1.2	26.61
Output (€ Billions)	Direct	1.2	26.01
	Indirect	0.9	19.42
	Induced	0.5	10.93
	Total output	2.7	56.36
GDP (€ Billions)	Direct	0.5	10.85
	Indirect	0.4	8.90
	Induced	0.3	5.82
	Total GDP	1.2	25.58
Employment (000s)	Direct (expenditure linked)	5	157
	Direct (cruise line employment)	0	44
	Indirect	3	105
	Induced	2	64
	Total employment	10	370

Source: Oxford Economics

In 2022, the cruise industry generated a total output impact of **€2.7 billion** in Norway, including **€1.2 billion** in direct output and **€1.4 billion** in indirect and induced output.



3.7 FINLAND

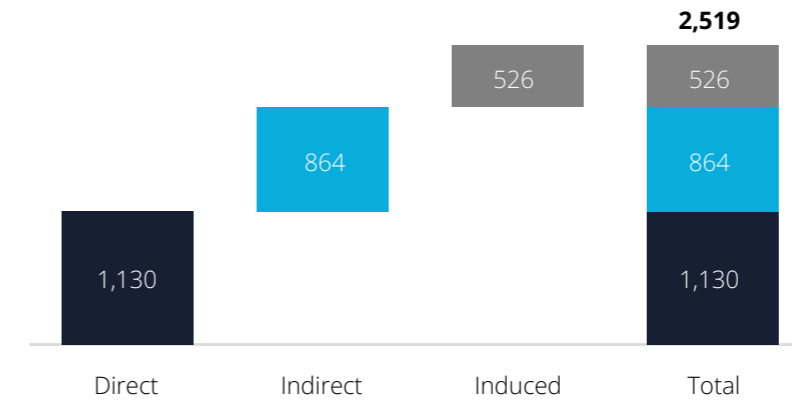
In 2022, the cruise industry supported almost 12,000 jobs and generated a total output impact of €2.5 billion in Finland. The main driver of activity was shipbuilding, which fell in comparison to 2021. The main market for cruising near Finland is the Baltic Sea, which has experienced reduced traffic since the invasion of Ukraine. This is because St Petersburg port in Russia has been one of the main destination markets for the region.

In 2022, Finland's cruise industry supported almost **12,000 jobs** and generated a total output of **€2.5 billion**.

3.7.1 Output

In Finland, activities related to the cruise industry's presence generated a total output impact of €2.5 billion in 2022. Of this, €1.1 billion was generated directly, with the remaining output (€1.4 billion) coming through indirect and induced effects.

Fig. 62. Cruise industry output in Finland, 2022 (€ millions)

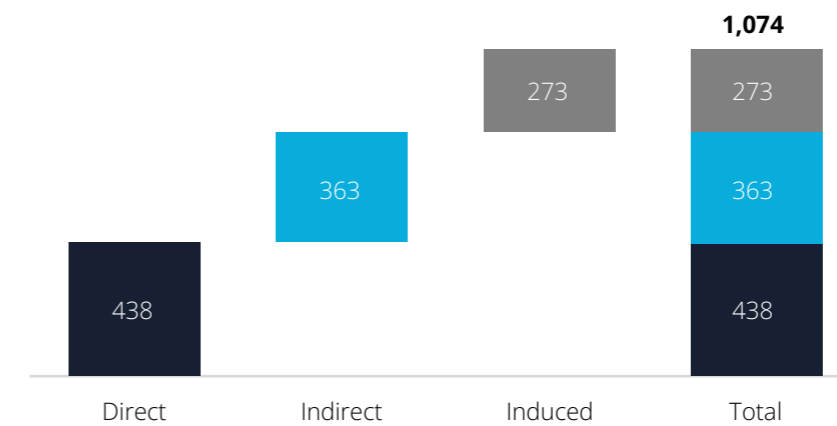


Source: Oxford Economics

3.7.2 GDP

Total GDP generated by the cruise industry equated to €1.1 billion, of which €438 million came through direct effects and an additional €636 million coming through indirect and induced effects.

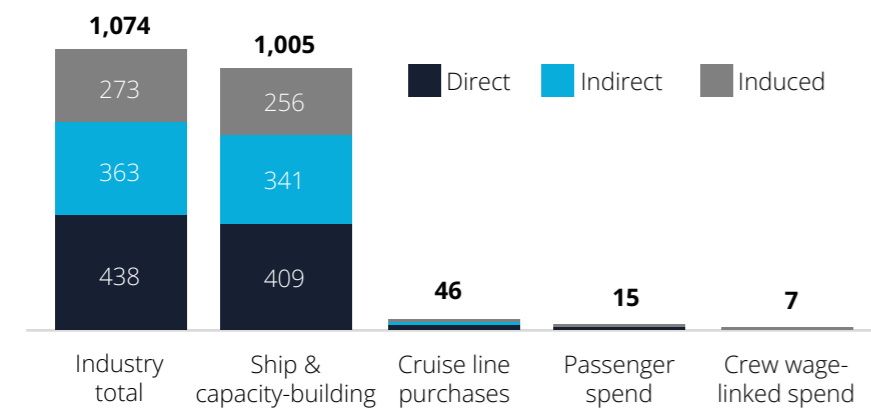
Fig. 63. Cruise industry GDP in Finland, 2022 (€ millions)



Source: Oxford Economics

The cruise industry's impact on the Finnish economy was delivered through four key activities: cruise line purchases, ship- and capacity-building, on-shore passenger spending, and the wage-linked spending of crew that reside in Finland. Ship- and capacity-building activities contributed €1 billion to Finnish GDP, accounting for 94% of the cruise industry's total impact in Finland. Cruise line purchases contributed €46 million to GDP, while passenger spending and crew wages made smaller contributions - each accounting for around €15 and €7 million of total GDP respectively.

Fig. 64. Composition of cruise industry GDP and impact channel in Finland, 2022 (€ millions)



Source: Oxford Economics

Fig. 65. Cruise industry GDP in Finland versus other European countries, 2022

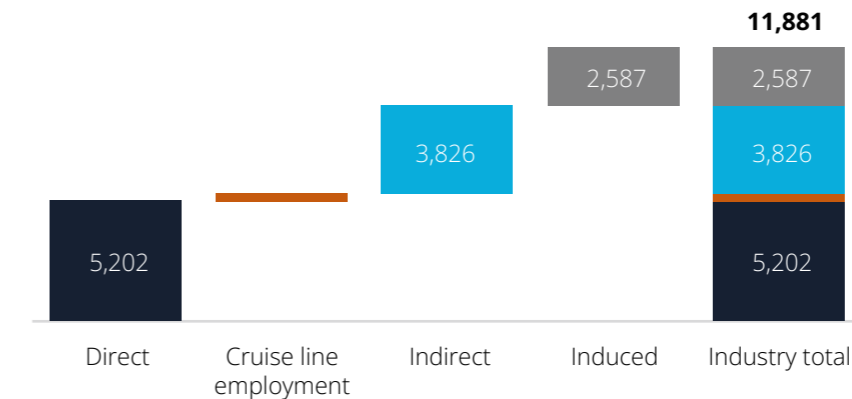
	Total GDP (€ bn)	% Europe Total
1 Italy	6.6	25.8%
2 Germany	4.5	17.5%
3 France	3.5	13.7%
4 United Kingdom	3.1	12.3%
5 Spain	2.6	10.1%
6 Norway	1.2	4.7%
7 Finland	1.1	4.2%
8 Greece	0.6	2.4%
9 Portugal	0.4	1.5%
10 Netherlands	0.4	1.4%
Europe	25.6	100.0%

Source: Oxford Economics

3.7.3 Employment

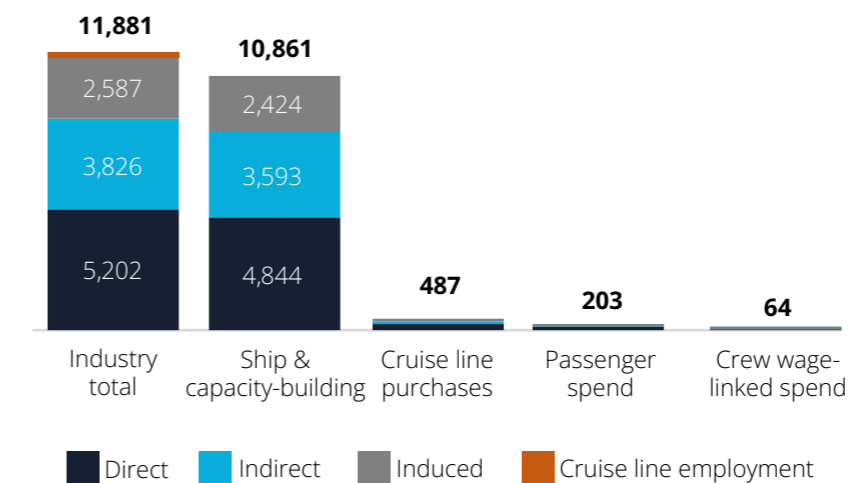
Cruise line employment (i.e. cruise ship crew and cruise line head office employees) equated to an estimated 266 jobs in 2022. In addition, cruise lines also created jobs in the wider economy, with a total of 11,615 jobs created through direct, indirect, and induced effects. Most of these jobs (91%) were created via ship- and capacity-building and related activities.

Fig. 66. Cruise industry employment in Finland, 2022 (number of jobs, 000s)



Source: Oxford Economics

Fig. 67. Composition of cruise industry employment and impact channel in Finland, 2022 (number of jobs, 000s)



Source: Oxford Economics

3.7.4 Summary of Impacts

Fig. 68. Summary of cruise industry activity and impacts in Finland, 2022

	Direct Cruise Line Employment	Finland	Europe
Passengers (000s)	Transit	191	30,386
	Embark	1	6,374
	Debark	1	6,232
	Total passengers	193	42,992
Spend (€ Billions)	Passengers	0.0	3.94
	Cruise line purchases	0.1	10.46
	Shipbuilding	1.1	10.88
	Staff income	0.0	1.33
	Total spend	1.1	26.61
Output (€ Billions)	Direct	1.1	26.01
	Indirect	0.9	19.42
	Induced	0.5	10.93
	Total output	2.5	56.36
GDP (€ Billions)	Direct	0.4	10.85
	Indirect	0.4	8.90
	Induced	0.3	5.82
	Total GDP	1.1	25.58
Employment (000s)	Direct (expenditure linked)	5	157
	Direct (cruise line employment)	0	44
	Indirect	4	105
	Induced	3	64
	Total employment	12	370

Source: Oxford Economics

In 2022, the cruise industry generated a total output impact of **€2.5 billion** in Finland, including **€1.1 billion** in direct output and **€1.4 billion** in indirect and induced output.

3.8 GREECE

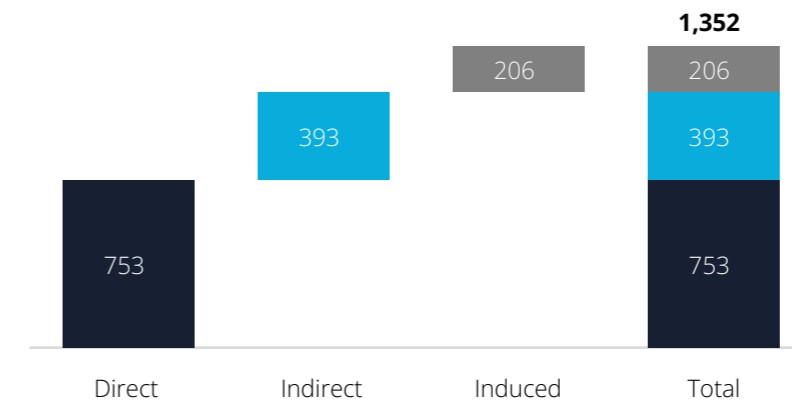
In 2022, the cruise industry supported more than 14,300 jobs and generated a total output impact of €1.4 billion in Greece. The economic footprint of cruise in Greece is based mainly on passenger spending and cruise line spending since it is a popular destination with some embarkation activity.

In 2022, Greece's cruise industry supported more than **14,300 jobs** and generated a total output of **€1.4 billion.**

3.8.1 Output

In Greece, activities related to the cruise industry's presence generated a total output impact of €1.4 billion in 2022. Of this, €0.8 billion was generated directly, with the remaining output (€0.6 billion) coming through indirect and induced effects.

Fig. 69. Cruise industry output in Greece, 2022 (€ millions)

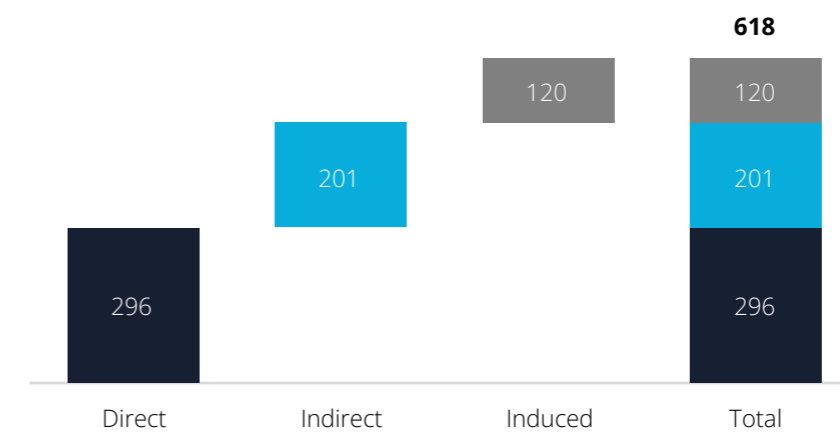


Source: Oxford Economics

3.8.2 GDP

Total GDP generated by the cruise industry equated to almost €620 million, of which €296 million came through direct effects and an additional €321 million coming through indirect and induced effects.

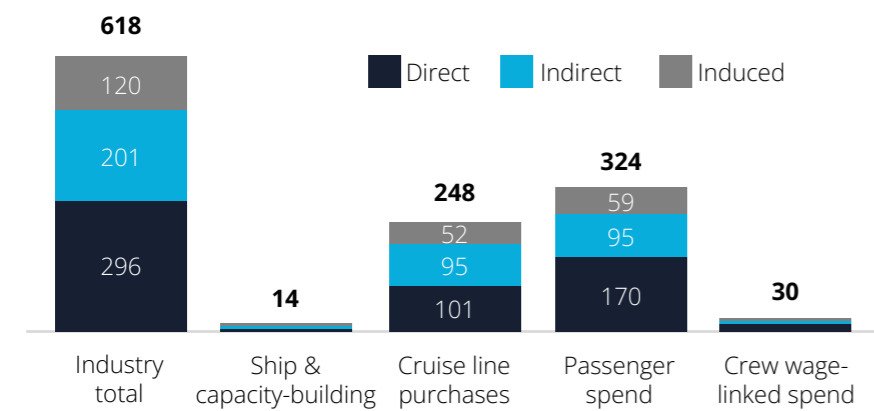
Fig. 70. Cruise industry GDP in Greece, 2022 (€ millions)



Source: Oxford Economics

The cruise industry's impact on the Greek economy was delivered through four key activities: cruise line purchases, ship- and capacity-building, on-shore passenger spending, and the wage-linked spending of crew that reside in Greece. Passenger spending contributed €324 million to Greek GDP, accounting for 53% of the cruise industry's total impact in Greece. Cruise line purchases contributed an additional €248 million to GDP, while crew wages and shipbuilding made smaller contributions - each accounting for around €30 and €14 million of total GDP respectively.

Fig. 71. Composition of cruise industry GDP and impact channel in Greece, 2022 (€ millions)



Source: Oxford Economics

Fig. 72. Cruise industry GDP in Greece versus other European countries, 2022

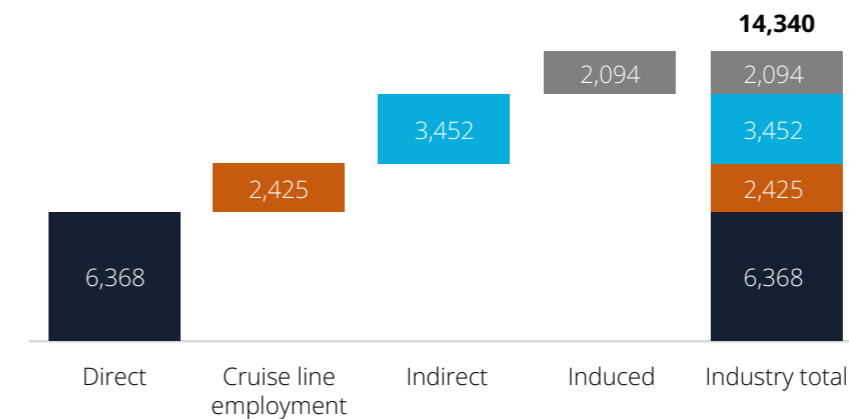
	Total GDP (€ bn)	% Europe Total
1 Italy	6.6	25.8%
2 Germany	4.5	17.5%
3 France	3.5	13.7%
4 United Kingdom	3.1	12.3%
5 Spain	2.6	10.1%
6 Norway	1.2	4.7%
7 Finland	1.1	4.2%
8 Greece	0.6	2.4%
9 Portugal	0.4	1.5%
10 Netherlands	0.4	1.4%
Europe	25.6	100.0%

Source: Oxford Economics

3.8.3 Employment

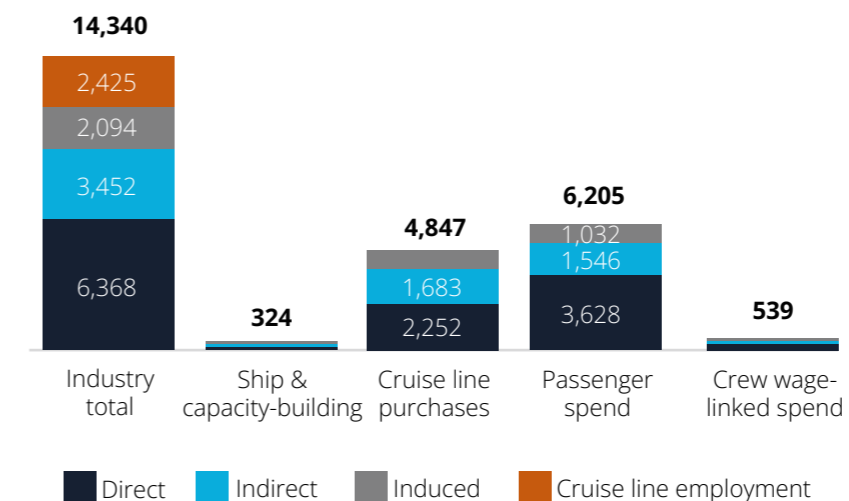
Cruise line employment (i.e. cruise ship crew and cruise line head office employees) equated to an estimated 2,425 jobs in 2022. In addition, cruise lines also created jobs in the wider economy, with a total of 11,915 jobs created through direct, indirect, and induced effects. Most of these jobs (43%) were created via passenger spend and related activities.

Fig. 73. Cruise industry employment in Greece, 2022 (number of jobs, 000s)



Source: Oxford Economics

Fig. 74. Composition of cruise industry employment and impact channel in Greece, 2022 (number of jobs, 000s)



Source: Oxford Economics

3.8.4 Summary of Impacts

Fig. 75. Summary of cruise industry activity and impacts in Greece, 2022

	Direct Cruise Line Employment	Greece	Europe
Passengers (000s)	Transit	4,032	30,386
	Embark	300	6,374
	Debark	297	6,232
	Total passengers	4,630	42,992
Spend (€ Billions)	Passengers	0.3	3.94
	Cruise line purchases	0.4	10.46
	Shipbuilding	0.0	10.88
	Staff income	0.0	1.33
	Total spend	0.8	26.61
Output (€ Billions)	Direct	0.8	26.01
	Indirect	0.4	19.42
	Induced	0.2	10.93
	Total output	1.4	56.36
GDP (€ Billions)	Direct	0.3	10.85
	Indirect	0.2	8.90
	Induced	0.1	5.82
	Total GDP	0.6	25.58
Employment (000s)	Direct (expenditure linked)	6	157
	Direct (cruise line employment)	2	44
	Indirect	3	105
	Induced	2	64
	Total employment	14	370

Source: Oxford Economics



In 2022, the cruise industry generated a total output impact of **€1.4 billion** in Greece, including **€0.8 billion** in direct output and **€0.6 billion** in indirect and induced output.

3.9 PORTUGAL

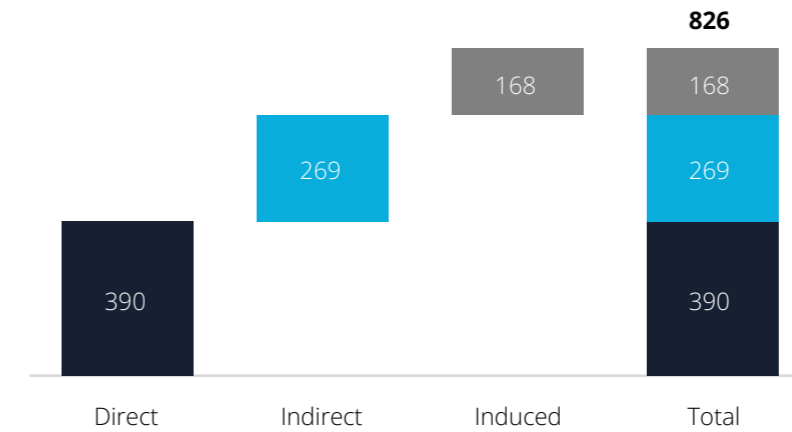
In 2022, the cruise industry supported almost 10,400 jobs and generated a total output impact of €0.8 billion in Portugal.

In 2022, Portugal's cruise industry supported almost **10,400 jobs** and generated a total output of **€0.8 billion**.

3.9.1 Output

In Portugal, activities related to the cruise industry's presence generated a total output impact of €826 million in 2022. Of this, €390 million was generated directly, with the remaining output (€436 million) coming through indirect and induced effects.

Fig. 76. Cruise industry output in Portugal, 2022 (€ millions)

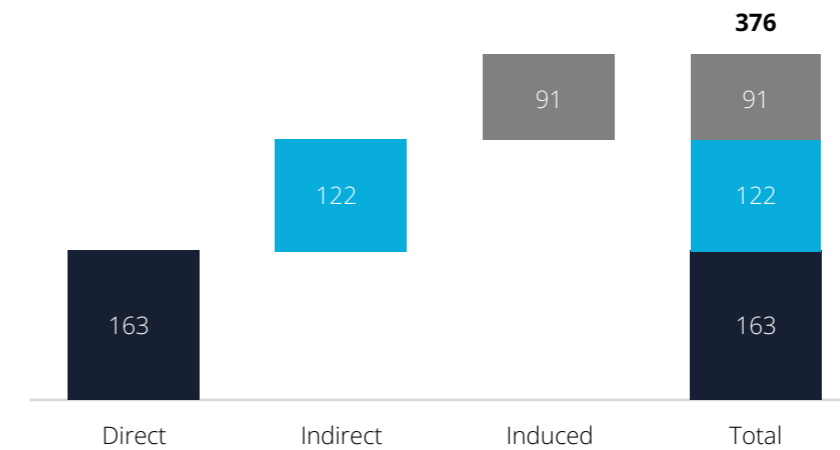


Source: Oxford Economics

3.9.2 GDP

Total GDP generated by the cruise industry equated to €376 million, of which €163 million came through direct effects and an additional €213 billion coming through indirect and induced effects.

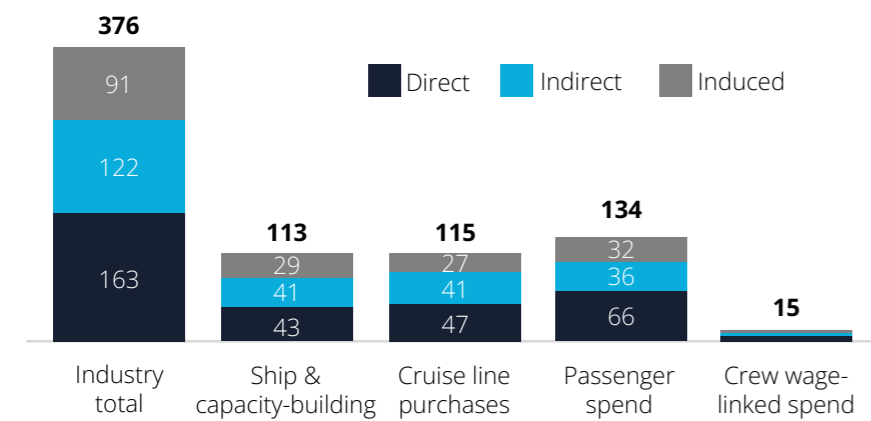
Fig. 77. Cruise industry GDP in Portugal, 2022 (€ millions)



Source: Oxford Economics

The cruise industry's impact on the Portuguese economy was delivered through four key activities: cruise line purchases, ship- and capacity-building, on-shore passenger spending, and the wage-linked spending of crew that reside in Portugal. Passenger spend contributed €134 million to Portuguese GDP, accounting for 36% of the cruise industry's total impact in Portugal. Cruise line purchases and ship- and capacity-building activities contributed similar amounts to the Portuguese GDP, at €134 and €115 million respectively. Crew wages made smaller contributions, accounting for around and €15 million of total GDP.

Fig. 78. Composition of cruise industry GDP and impact channel in Portugal, 2022 (€ millions)



Source: Oxford Economics

Fig. 79. Cruise industry GDP in Portugal versus other European countries, 2022

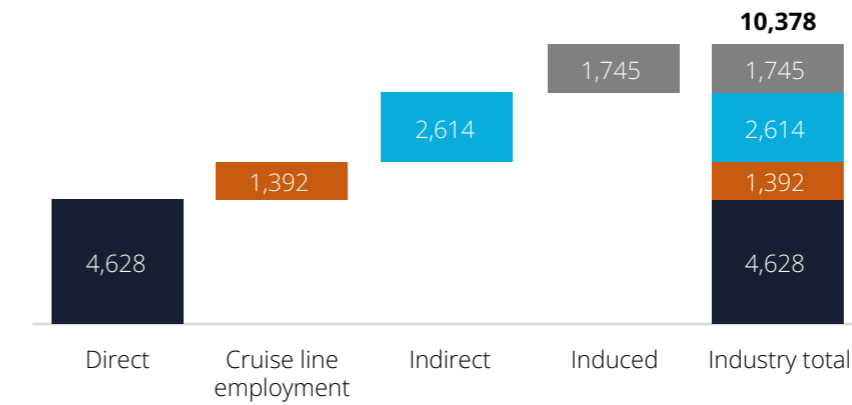
	Total GDP (€ bn)	% Europe Total
1 Italy	6.6	25.8%
2 Germany	4.5	17.5%
3 France	3.5	13.7%
4 United Kingdom	3.1	12.3%
5 Spain	2.6	10.1%
6 Norway	1.2	4.7%
7 Finland	1.1	4.2%
8 Greece	0.6	2.4%
9 Portugal	0.4	1.5%
10 Netherlands	0.4	1.4%
Europe	25.6	100.0%

Source: Oxford Economics

3.9.3 Employment

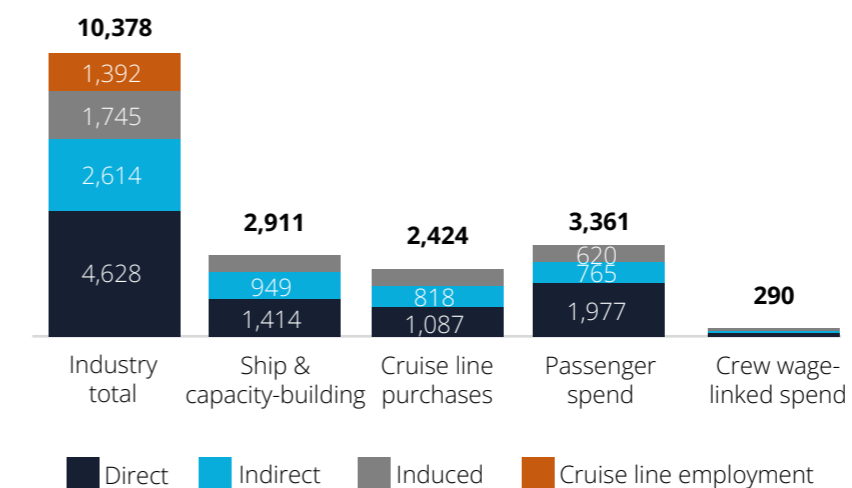
Cruise line employment (i.e. cruise ship crew and cruise line head office employees) equated to an estimated 1,392 jobs in 2022. In addition, cruise lines also created jobs in the wider economy, with a total of 8,986 jobs created through direct, indirect, and induced effects. Most of these jobs (32%) were created via passenger spend and related activities.

Fig. 80. Cruise industry employment in Portugal, 2022 (number of jobs, 000s)



Source: Oxford Economics

Fig. 81. Composition of cruise industry employment and impact channel in Portugal, 2022 (number of jobs, 000s)



Source: Oxford Economics

3.9.4 Summary of Impacts

Fig. 82. Summary of cruise industry activity and impacts in Portugal, 2022

	Direct Cruise Line Employment	Portugal	Europe
Passengers (000s)	Transit	1,061	30,386
	Embark	51	6,374
	Debark	49	6,232
	Total passengers	1,161	42,992
Spend (€ Billions)	Passengers	0.1	3.94
	Cruise line purchases	0.1	10.46
	Shipbuilding	0.1	10.88
	Staff income	0.0	1.33
	Total spend	0.4	26.61
Output (€ Billions)	Direct	0.4	26.01
	Indirect	0.3	19.42
	Induced	0.2	10.93
	Total output	0.8	56.36
GDP (€ Billions)	Direct	0.2	10.85
	Indirect	0.1	8.90
	Induced	0.1	5.82
	Total GDP	0.4	25.58
Employment (000s)	Direct (expenditure linked)	5	157
	Direct (cruise line employment)	1	44
	Indirect	3	105
	Induced	2	64
	Total employment	10	370

Source: Oxford Economics

In 2022, the cruise industry generated a total output impact of **€826 million** in Portugal, including **€390 million** in direct output and **€436 million** in indirect and induced output.

3.10 NETHERLANDS

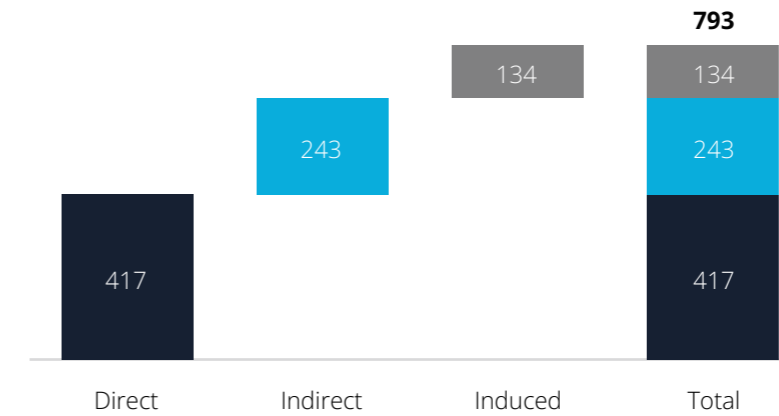
In 2022, the cruise industry supported more than 4,300 jobs and generated a total output impact of €0.8 billion in the Netherlands.

In 2022, the Netherlands' cruise industry supported more than **4,300 jobs** and generated a total output of **€0.8 billion**.

3.10.1 Output

In the Netherlands, activities related to the cruise industry's presence generated a total output impact of €793 million in 2022. Of this, €417 million was generated directly, with the remaining output (€377 million) coming through indirect and induced effects.

Fig. 83. Cruise industry output in the Netherlands, 2022 (€ millions)

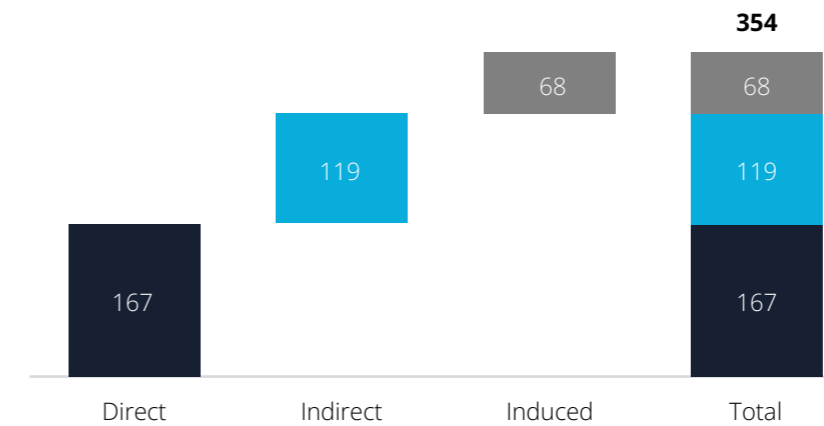


Source: Oxford Economics

3.10.2 GDP

Total GDP generated by the cruise industry equated to €354 million, of which €167 million came through direct effects and an additional €187 million coming through indirect and induced effects.

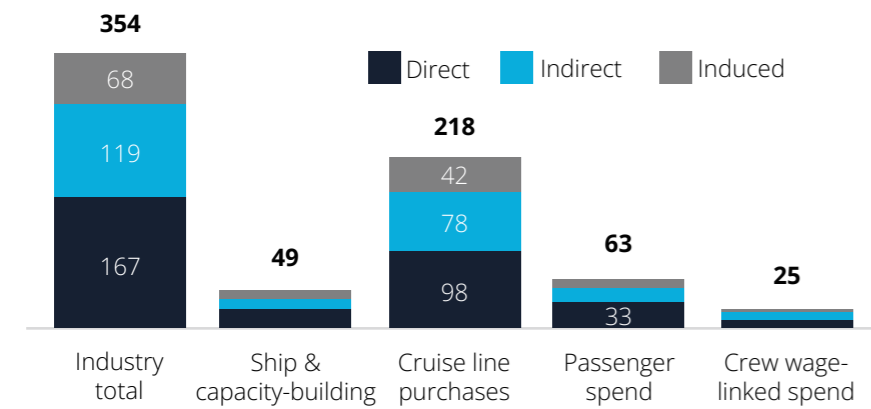
Fig. 84. Cruise industry GDP in the Netherlands, 2022 (€ millions)



Source: Oxford Economics

The cruise industry's impact on the Dutch economy was delivered through four key activities: cruise line purchases, ship- and capacity-building, on-shore passenger spending, and the wage-linked spending of crew that reside in Netherlands. Cruise line purchases contributed €218 million to Dutch GDP, accounting for 62% of the cruise industry's total impact in Netherlands. Activities related to passenger spending contributed €63 million to GDP while shipbuilding and crew wages made smaller contributions - each accounting for around €49 and €25 million of total GDP respectively.

Fig. 85. Composition of cruise industry GDP and impact channel in the Netherlands, 2022 (€ millions)



Source: Oxford Economics

Fig. 86. Cruise industry GDP in the Netherlands versus other European countries, 2022

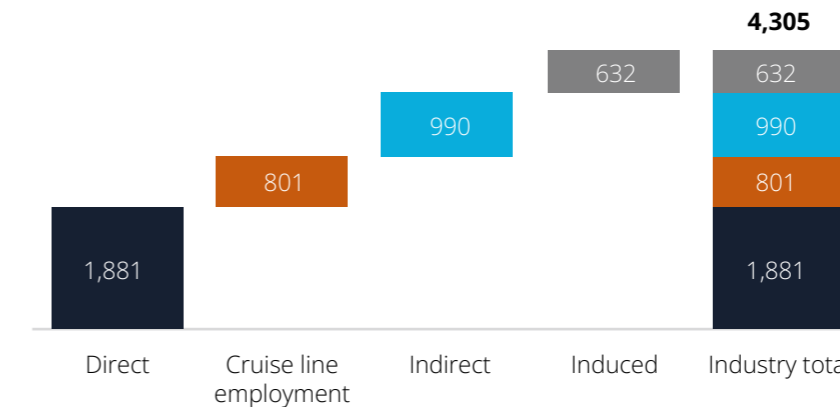
	Total GDP (€ bn)	% Europe Total
1 Italy	6.6	25.8%
2 Germany	4.5	17.5%
3 France	3.5	13.7%
4 United Kingdom	3.1	12.3%
5 Spain	2.6	10.1%
6 Norway	1.2	4.7%
7 Finland	1.1	4.2%
8 Greece	0.6	2.4%
9 Portugal	0.4	1.5%
10 Netherlands	0.4	1.4%
Europe	25.6	100.0%

Source: Oxford Economics

3.10.3 Employment

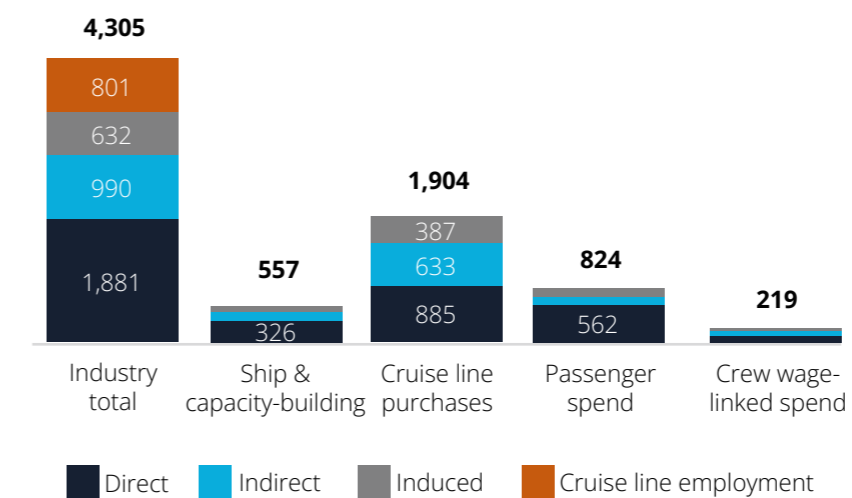
Cruise line employment (i.e. cruise ship crew and cruise line head office employees) equated to an estimated 801 jobs in 2022. In addition, cruise lines also created jobs in the wider economy, with a total of 3,504 jobs created through direct, indirect, and induced effects. Most of these jobs (44%) were created via cruise line purchases and related activities.

Fig. 87. Cruise industry employment in the Netherlands, 2022 (number of jobs, 000s)



Source: Oxford Economics

Fig. 88. Composition of cruise industry employment and impact channel in the Netherlands, 2022 (number of jobs, 000s)



Source: Oxford Economics

3.10.4 Summary of Impacts

Fig. 89. Summary of cruise industry activity and impacts in the Netherlands, 2022

	Direct Cruise Line Employment	Netherlands	Europe
Passengers (000s)	Transit	295	30,386
	Embark	146	6,374
	Debark	146	6,232
	Total passengers	588	42,992
Spend (€ Billions)	Passengers	0.1	3.94
	Cruise line purchases	0.3	10.46
	Shipbuilding	0.0	10.88
	Staff income	0.0	1.33
	Total spend	0.4	26.61
Output (€ Billions)	Direct	0.4	26.01
	Indirect	0.2	19.42
	Induced	0.1	10.93
	Total output	0.8	56.36
GDP (€ Billions)	Direct	0.2	10.85
	Indirect	0.1	8.90
	Induced	0.1	5.82
	Total GDP	0.4	25.58
Employment (000s)	Direct (expenditure linked)	2	157
	Direct (cruise line employment)	1	44
	Indirect	1	105
	Induced	1	64
	Total employment	4	370

Source: Oxford Economics



In 2022, the cruise industry generated a total output impact of **€793 million** in the Netherlands', including **€417 million** in direct output and **€377 million** in indirect and induced output.

ABOUT THE RESEARCH TEAM



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