

Cruise Economic Impact Facts & Stats Dec 13, 2013

Facts & Stats

Cruise #s

Year	2012	2013	2014
Calls	224	203	210
Passengers	503,691	481,733	490,000

Spending ~ \$ Millions

Source	2012	2013
Cruise lines	15.6	14.01
Passengers	25.8	24.68
Crew	7.6	7.29

Individual Spending (2012 survey)

2012	Spending per	Percentage coming ashore
Passengers coming ashore	\$66.11	77.5%
Crews member coming ashore	\$64.10	43%

Economic Impact

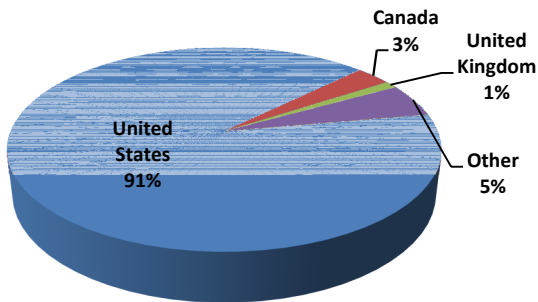
	2012	2013
Total Output (direct & indirect) (\$ Millions)	96.10	88.07
Employment (indirect)	683	636
Wage Income (\$ Millions)	30	28

Victoria Cruise Passenger Demographics (2012 Survey)

Victoria Passenger Profile

- Average household income: \$107,000
- Average age of cruise passenger: 52
- Average cruise party: 4.3 passengers
- 60% first visit to Victoria
- Average 4.5 hours spent ashore

Country of Residence



Top Ten States

