



**U.S. Department of Transportation
Maritime Administration**



North American Cruise Statistics Snapshot, 2nd Quarter 2008



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**North American Cruise
Statistics Snapshot,
2nd Quarter 2008**

Office of
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Maritime Administration

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Preface

The cruise statistics cover seventeen major cruise lines that offer North American cruises with a U.S. port of call. The statistics include passengers booked and capacities offered by the cruise lines. Capacities are based on two passengers per stateroom. The statistics are presented in terms of passengers and passenger nights.

Notes and Sources

Destinations:

Alaska
Atlantic Coast
Bahamas
Bermuda
Canada (CA)/New England
Eastern Caribbean
Hawaii
Mexico
Nowhere
Pacific Coast
South America
South Pacific/Far East
Southern Caribbean
Trans-Panama Canal
Transatlantic
Western Caribbean

Cruise Lines:

Carnival
Celebrity
Costa
Crystal
Cunard
Disney
Holland America
MSC
Norwegian (NCL)
Oceania
Princess
Regent
Royal Caribbean
Seabourn
Seadream
Silversea
Windstar

Destination Notes:

Eastern Caribbean – South of the Bahamas to St. Martin, as far west as Haiti.

Southern Caribbean - South of St. Martin to northern coast of South America as far as Aruba.

Western Caribbean - West of Haiti, includes ports in Mexico, Central America and Columbia.

Nowhere - Cruises that begin and end at the same port with no intervening calls.

Sources:

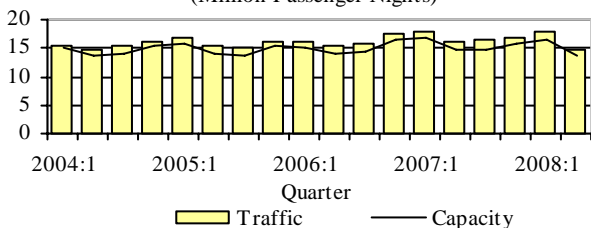
Cruises, cruise passengers and departure ports are derived from the U.S. Customs and Border Patrol Vessel Entrance and Clearance documents. Destinations are derived from the Official Steamship Guide International (Michaela Barber, editor) and cruise line brochures.

North American Cruise Statistics

Highlights

During the second quarter of 2008, 14.9 million passenger nights were booked on North American cruises, down 15.8 percent from the previous quarter (Figure 1 and Table 1). About 2.4 million passengers were carried on 987 cruises by the seventeen largest cruise lines. The decline can be attributed largely to the movement of cruise ships from North America to Europe.

Figure 1. North American Cruises, Traffic and Capacity, 2004-2008 (YTD)
(Million Passenger Nights)



The occupancy rate (based on passenger nights) for North American cruises was 110 percent for the second quarter, the highest 2nd quarter occupancy in the last 4 years. (Note: A double stateroom with two passengers is considered 100 percent occupied. Since many double staterooms can accommodate three or four people, occupancy can be more than 100 percent.).

Measured over the last 5 years, passenger nights booked during the second quarter averaged about 9 percent lower than during the previous quarter as cruise ships moved from North America to Europe (Table 2). For the Caribbean segments (combined), the seasonal decline averaged about 33 percent as cruise ships departed for Bermuda, Canada, New England and Europe.

North American Cruise Statistics

Table 1. North American Cruises, Key Statistics, 2004-2008*

(Capacity and Traffic in Millions)

Year/Qtr.	Vessels		Capacity [^]		Traffic		Occupancy (%)	
	No.	Cruises	Pass.	Pass. Nights	Pass.	Pass. Nights	Pass.	Pass. Nights
2004	112	4,465	8.66	57.61	9.42	61.63	109	107
1	99	1,173	2.17	14.80	2.31	15.41	106	104
2	95	1,068	2.11	13.72	2.32	14.83	110	108
3	87	1,097	2.17	13.83	2.44	15.31	112	111
4	107	1,127	2.20	15.27	2.36	16.07	107	105
2005	114	4,463	8.88	59.03	9.75	63.73	110	108
1	102	1,209	2.35	15.84	2.54	16.92	108	107
2	101	1,096	2.18	14.19	2.41	15.41	110	109
3	84	1,063	2.16	13.71	2.42	15.22	112	111
4	100	1,095	2.20	15.28	2.37	16.18	108	106
2006	111	4,435	9.09	60.21	9.97	65.03	110	108
1	99	1,118	2.25	15.10	2.42	16.01	108	106
2	99	1,065	2.18	14.32	2.44	15.70	112	110
3	82	1,091	2.26	14.39	2.53	15.94	112	111
4	103	1,161	2.40	16.40	2.59	17.38	108	106
2007	117	4,464	9.35	62.15	10.29	67.20	110	108
1	104	1,205	2.46	16.87	2.65	17.84	108	106
2	104	1,063	2.25	14.81	2.50	16.12	111	109
3	79	1,098	2.33	14.71	2.63	16.39	113	111
4	100	1,098	2.31	15.75	2.51	16.85	109	107
2008 (YTD)	109	2,167	4.59	30.04	5.07	32.65	110	109
1	98	1,180	2.48	16.49	2.70	17.73	109	108
2	90	987	2.11	13.55	2.37	14.92	112	110

Source: Maritime Administration.

*The Cruise statistics cover seventeen major cruise lines that offer North American cruises with a U.S. Port of call.

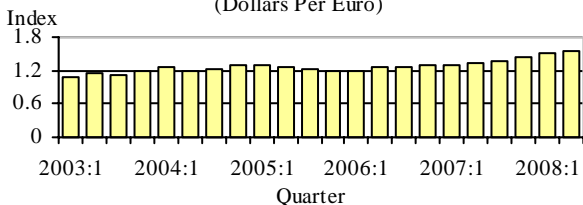
[^] Capacity is based on 2 passengers per stateroom.

North American Cruise Statistics

Exchange Rates and North American Cruises

The 2007-2008 increase in the value of the euro increased yields for European cruises, and contributed to the movement of cruise ships from North America to Europe (Figure 2). If the exchange rate had remained at its fourth quarter 2006 value, the 2008 North American cruise passenger nights would have been about 7 percent higher (Table 2).¹ The cruise lines generally set schedules 1-2 years in advance. Thus, 2008 offerings are influenced by 2007 rates, 2009 offerings are influenced by 2008 rates and so on.

Figure 2. U.S. Dollar/Euro Exchange Rate
(Dollars Per Euro)



Source: St. Louis Federal Reserve Bank.

Table 2. Impact of U.S. Dollar/Euro Exchange Rate on North American Passenger Nights, 2007-2008 (YTD)
(Passenger Nights in Millions)

Exchange Rate	Quarter				Year	Quarter		YTD
	2007:1	2007:2	2007:3	2007:4	2007	2008:1	2008:2	2008
2006:4 Rate	17.89	16.20	16.12	17.29	67.50	18.41	16.64	35.05
Actual Rate	17.84	16.12	16.39	16.85	67.20	17.73	14.92	32.65
% Diff.	0.28	0.50	-1.65	2.61	0.52	3.9	11.60	7.4

¹ The estimates are based on a regression of passenger nights on U.S. disposable income lagged 0-4 quarters (bookings are generally made up to 1 year in advance), U.S. dollar/euro exchange rates lagged 0-6 quarters (schedules and destinations are generally set up to 6 quarters in advance), and seasonal (binary) variables. All coefficients were significant at the 95 percent level, and the equation explained about 97 percent of the variation in passenger nights.

North American Cruise Statistics

Destinations

Cruise passengers to Hawaii declined by 38 percent from the first to second quarter of 2008 as NCL removed the PRIDE OF HAWAII and PRIDE OF ALOHA from the trade. In addition to Hawaii, there were significant declines in Caribbean cruise passengers as cruise lines moved vessels from the Caribbean to Bermuda, Alaska, New England and Europe.

Table 3. North American Cruise Passengers by Destination, 2005–2008 (YTD)*

(Passengers in Thousands)

Destination^	Quarter						Year	
	2007:1	2007:2	2007:3	2007:4	2008:1	2008:2	2006	2007
Alaska	0	403	611	0	0	408	939	1,014
Atlantic Coast	0	0	0	0	0	0	0	0
Bahamas	344	392	372	334	327	330	1,541	1,442
Bermuda	0	67	111	32	0	96	234	211
CA/New Eng.	0	30	123	36	0	31	165	189
Eastern Carib.	435	289	281	404	476	296	1,386	1,409
Far East	5	2	4	1	5	5	1	12
Hawaii	124	121	120	129	89	55	402	495
Mexico (Pac.)	330	237	260	388	382	294	1,075	1,215
Nowhere	0	10	9	12	0	9	9	31
Pacific Coast	0	30	7	22	3	25	60	59
S. America	9	3	0	3	2	2	18	14
S. Pacific/FE	0	0	5	1	0	1	12	7
Southern Carib.	310	119	93	283	396	135	749	805
Transatlantic	8	68	35	50	14	61	138	162
Trans-Canal	42	24	9	42	24	27	91	117
Western Carib.	1,041	700	593	773	980	593	3,151	3,107
Total	2,648	2,496	2,634	2,510	2,699	2,365	9,971	10,289

Source: Maritime Administration.

* The Cruise statistics cover seventeen major cruise lines that offer North American cruises with a U.S. Port of call.

^ See Destination Notes.

North American Cruise Statistics

Concentration

The North American cruise market is highly concentrated with the top four firms (Carnival, Royal Caribbean, Norwegian and Disney) accounting for 99 percent of the second quarter 2008 passenger nights. By itself, Carnival accounted for 6 brands and 56 percent of the passenger nights, up from 53 percent for the previous quarter.

Table 3. North American Cruise Passenger Nights by Cruise Line, 2005-2008 (YTD)*

(Passenger Nights in Millions)

Corp./Cruise Line	Quarter						Year	
	2007:1	2007:2	2007:3	2007:4	2008:1	2008:2	2006	2007
Carnival Corp.	8.94	8.89	9.27	9.22	9.35	8.36	34.05	36.32
Carnival	4.66	4.83	5.11	4.93	5.08	4.89	18.36	19.53
Costa	0.40	0.20	0.00	0.28	0.44	0.10	0.96	0.88
Cunard	0.21	0.21	0.23	0.23	0.43	0.20	0.77	0.88
Holland America	1.33	1.23	1.41	1.38	1.28	1.16	5.40	5.35
Princess	2.32	2.43	2.52	2.39	2.10	2.01	8.49	9.66
Seabourn	0.02	0.00	0.00	0.02	0.02	0.00	0.05	0.04
Royal Caribbean	5.65	4.63	4.58	4.80	5.48	4.35	20.37	19.66
Celebrity	1.21	0.71	0.65	0.74	0.97	0.67	3.95	3.31
Royal Caribbean	4.44	3.92	3.93	4.06	4.51	3.69	16.43	16.35
NCL	2.25	2.05	2.09	2.05	2.00	1.62	7.66	8.44
Disney Cruise	0.46	0.36	0.37	0.47	0.48	0.48	1.84	1.66
Other	0.54	0.20	0.08	0.31	0.42	0.11	1.11	1.13
Crystal	0.09	0.00	0.03	0.11	0.08	0.00	0.22	0.23
MSC	0.28	0.11	0.00	0.08	0.16	0.00	0.42	0.47
Oceania	0.06	0.00	0.00	0.00	0.05	0.00	0.08	0.06
Regent	0.07	0.07	0.05	0.07	0.07	0.08	0.24	0.26
Seadream	0.01	0.00	0.00	0.01	0.02	0.00	0.01	0.02
Silversea	0.02	0.01	0.00	0.03	0.02	0.03	0.11	0.06
Windstar	0.01	0.00	0.00	0.01	0.01	0.00	0.01	0.02
All Cruise Lines	17.84	16.12	16.39	16.85	17.73	14.92	65.03	67.20

Source: Maritime Administration.

* The Cruise statistics cover seventeen major cruise lines that offer North American cruises with a U.S. Port of call.

North American Cruise Statistics

Departure Ports

For the second quarter of 2008, 174 thousand cruise passengers departed from Seattle, up 23 percent from the same period a year earlier. Over the same period, Seattle's share of passenger departures for Alaska increased from 35 percent to 41 percent.

Table 5. North American Cruise Passengers by Departure Port, 2005-2008 (YTD)*

(Passengers in Thousands)

Departure Port	Quarter						Year	
	2007:1	2007:2	2007:3	2007:4	2008:1	2008:2	2006	2007
Miami	564	437	383	506	632	457	1,890	1,890
Port Canaveral	349	323	311	316	311	304	1,396	1,298
Seattle	0	142	224	20	0	174	382	386
Fort Lauderdale	500	230	142	417	557	167	1,145	1,289
Vancouver, CA	0	181	279	3	0	149	402	462
Los Angeles	184	126	125	189	188	147	583	626
New York	63	143	234	85	48	135	536	525
San Juan	185	99	93	156	209	108	555	534
Galveston	179	140	115	96	132	102	616	529
Long Beach	86	94	99	91	92	92	380	367
San Diego	81	43	53	164	141	86	180	341
Tampa	120	83	67	97	124	85	461	368
New Orleans	92	58	46	61	73	46	75	258
Cape Liberty	0	24	51	39	31	46	123	115
Honolulu	99	98	97	88	61	43	316	382
Whittier	0	40	73	0	0	39	109	113
Mobile	33	32	34	32	29	32	99	130
Seward	0	28	48	0	0	28	69	76
San Francisco	21	35	19	0	3	27	91	74
Charleston	20	5	0	20	21	19	47	44
Boston	0	21	30	2	0	18	62	52
Baltimore	0	17	28	16	0	16	60	62
Norfolk	0	22	5	3	0	13	25	31
Jacksonville	31	34	33	33	32	5	128	130
Philadelphia	0	7	17	6	0	0	52	30
Houston	24	3	0	0	0	0	60	27
Other Ports	16	30	28	72	18	29	129	149
All Ports	2,648	2,496	2,634	2,510	2,699	2,365	9,971	10,289

Source: Maritime Administration.

* The Cruise statistics cover seventeen major cruise lines that offer North American cruises with a U.S. Port of call.