

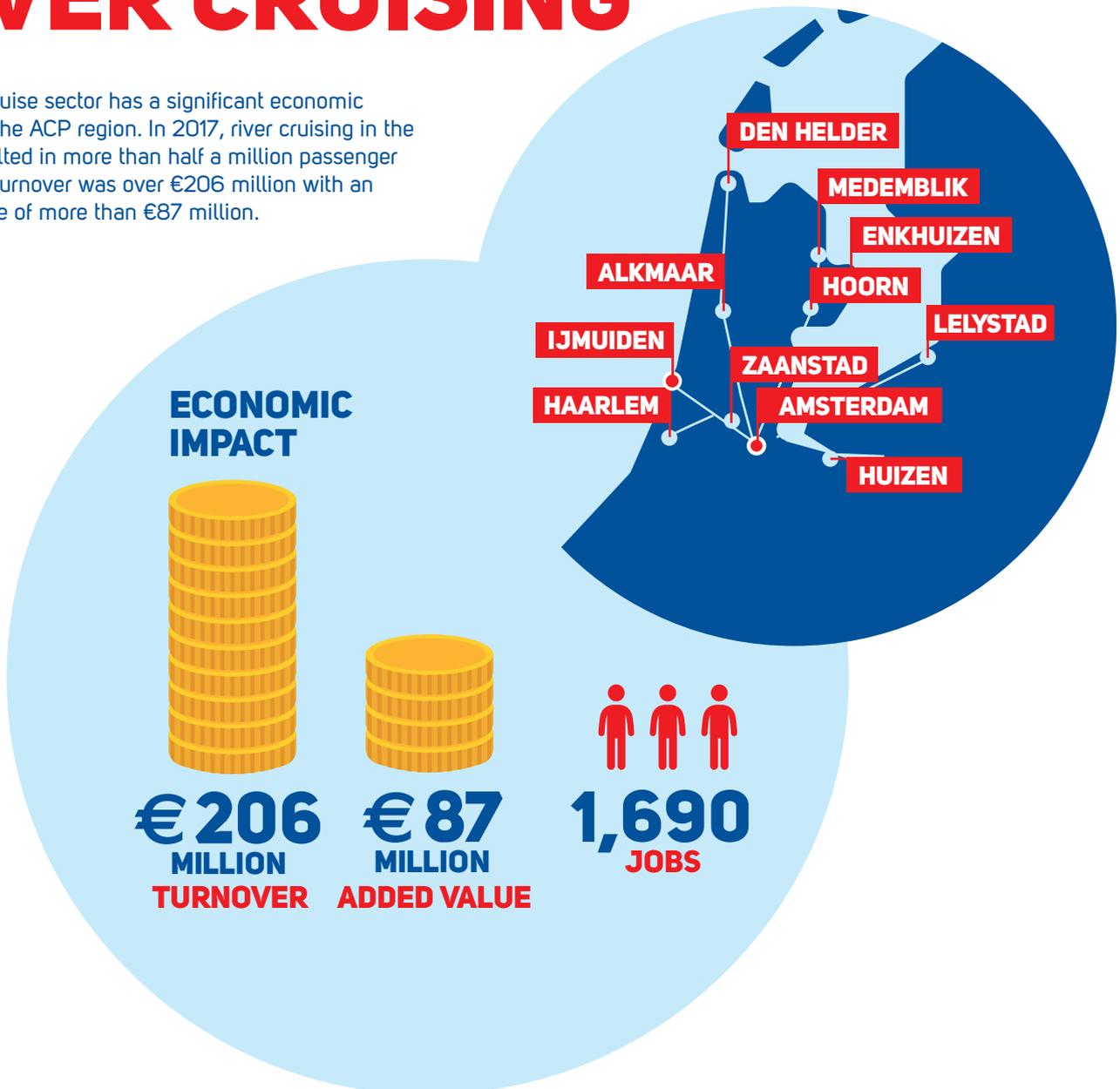
ECONOMIC IMPACT RIVER CRUISE IN THE ACP REGION



AMSTERDAM CRUISE PORT

THE ECONOMIC BENEFITS OF RIVER CRUISING

The river cruise sector has a significant economic impact on the ACP region. In 2017, river cruising in the region resulted in more than half a million passenger visits. The turnover was over €206 million with an added value of more than €87 million.



Amsterdam Cruise Port (ACP) commissioned economic research bureau Decisio to make an economic impact study of river cruising in the ACP region.

The research involved a survey of 1,196 passengers from 34 cruise vessels in Amsterdam, Hoorn and Lelystad.

The research results can be seen within the context of a 2016 study into the economic impact of river cruising in the Danube region. This allows the ACP study to be compared with the results seen in the Danube region.

“ADDING VALUE”

The added value of the sector in wages, operational profits and taxes is € 87.6 million. This is the contribution made by river cruises to the gross national product (GNP) of the ACP region.

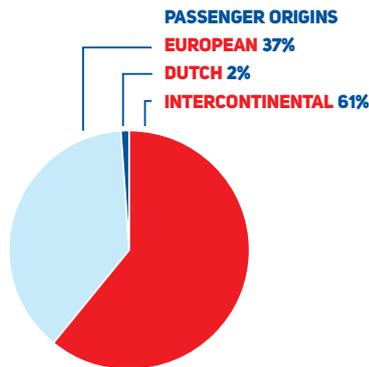
ECONOMIC EFFECTS

The economic impact of the river cruise sector in the ACP region can be divided into direct and indirect benefits.

CRUISE PASSENGER PROFILE

Cruise passengers in the ACP region mainly travel with their partner. The **majority are 65 years** or older, with only 12 per cent being younger than 45 years. These visitors have a keen interest in iconic sights and are focused on the cultural programme.

The majority of passengers are **retired**. The disposable income of the visitors is substantial: **80 per cent** of the intercontinental passengers have **US\$ 4,000** to spend.



The profile of the river cruise passengers in the ACP region is similar to that in the Danube region.

Longer stays in Amsterdam

Approximately half of the intercontinental passengers stay in Amsterdam for more than one day, mostly in a hotel. The majority of European passengers stay in Amsterdam for less than 24 hours.



DIRECT SPENDING

Passengers spend € 106 million in the ACP region. Over € 102 million is spent in Amsterdam. Surprisingly, passengers spend over € 49 million on hotel/accommodation in Amsterdam: as the start/end point of the river cruise holiday for many passengers, they often stay in the capital before or after their cruise.

Another type of direct spending is from shipping companies who pay for port fees, utilities and fuel to enable vessels to sail in the ACP region.

APRIL IS HOT

The ACP region welcomes the highest number of vessels in April.



SPENDING OF SHIPPING COMPANIES AND CREW

CREW
€ 3,395,000
FUEL
€ 34,100,000
PORT FEES
€ 3,297,000
UTILITIES
€ 4,253,000

TOTAL
€ 45,046,000

INDIRECT INCOME

Spending by supply companies. Turnover and production for hospitality venues, culture, transport and shops. € 55.2 million.

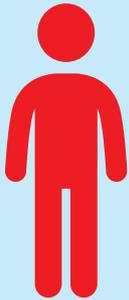
TOTAL DIRECT SPENDING

PASSENGERS
€ 106,248,000
SHIPPING COMPANIES
€ 45,046,000
TOTAL
€ 151,294,000



PASSENGER SPENDING

INTERCONTINENTAL
€ 96 MILLION
EUROPEAN
€ 9 MILLION



EMPLOYMENT

The river cruise sector provides 1,690 jobs in the ACP region, around 1,000 of which are in the hospitality sector. Over 500 jobs directly or indirectly related to river cruising in the ACP region are for low-skilled workers.



OPERATIONAL COSTS
€ 41.6 MILLION

CREW SPENDING
€ 3.4 MILLION

TOTAL SPENDING OF PASSENGERS AND SHIPPING COMPANIES

TOTAL TURNOVER: DIRECT + INDIRECT (SUPPLIERS)
€ 206.5 MILLION

ADDED VALUE (WAGES, TAXES AND PROFITS)
€ 87.6 MILLION

JOBS: DIRECT AND INDIRECT
1,690

Information in this document is subject to printing and typesetting errors.

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