

Socioeconomic Impact of Cruise on Thessaloniki

Preliminary results of
a **Thessaloniki Port Authority & Thessaloniki Tourism Organisation** study



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Contributing to a better understanding of the benefits of cruising for the local community.

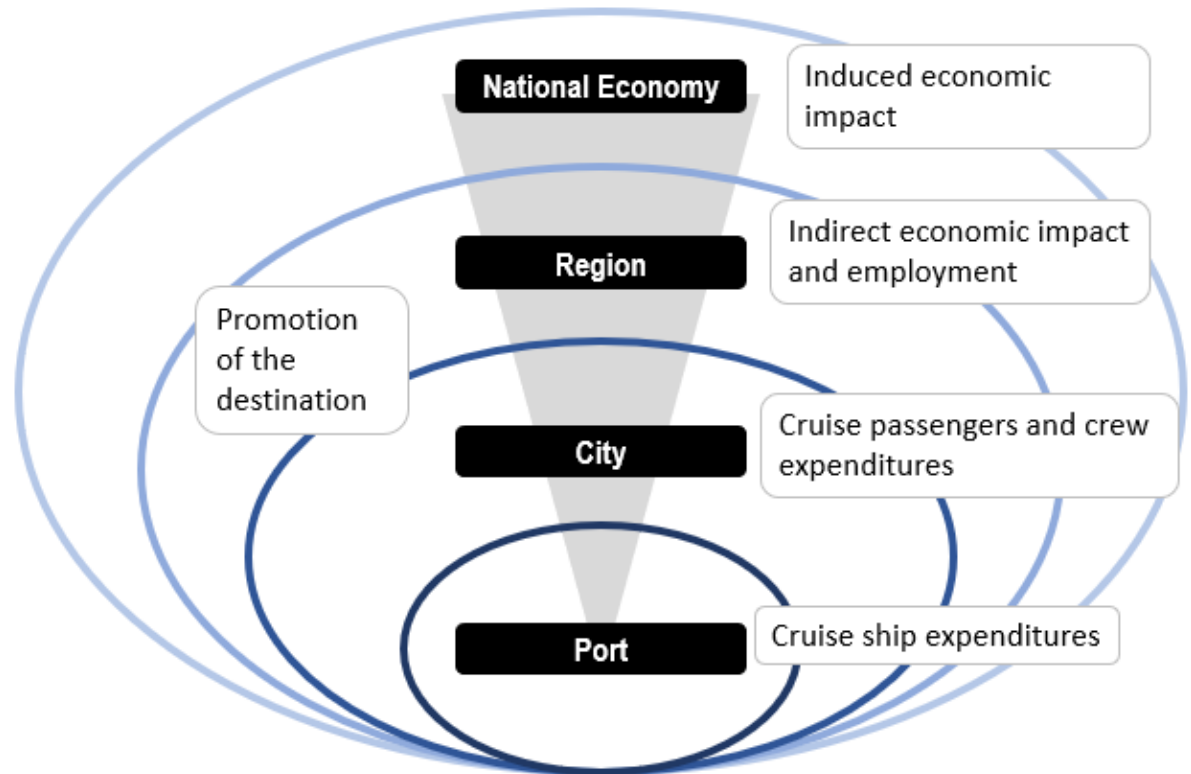
The Scope

Estimation of the socio-economic impact of cruise tourism in the Metropolitan area of Thessaloniki:

Proposals for sustainable cruise development

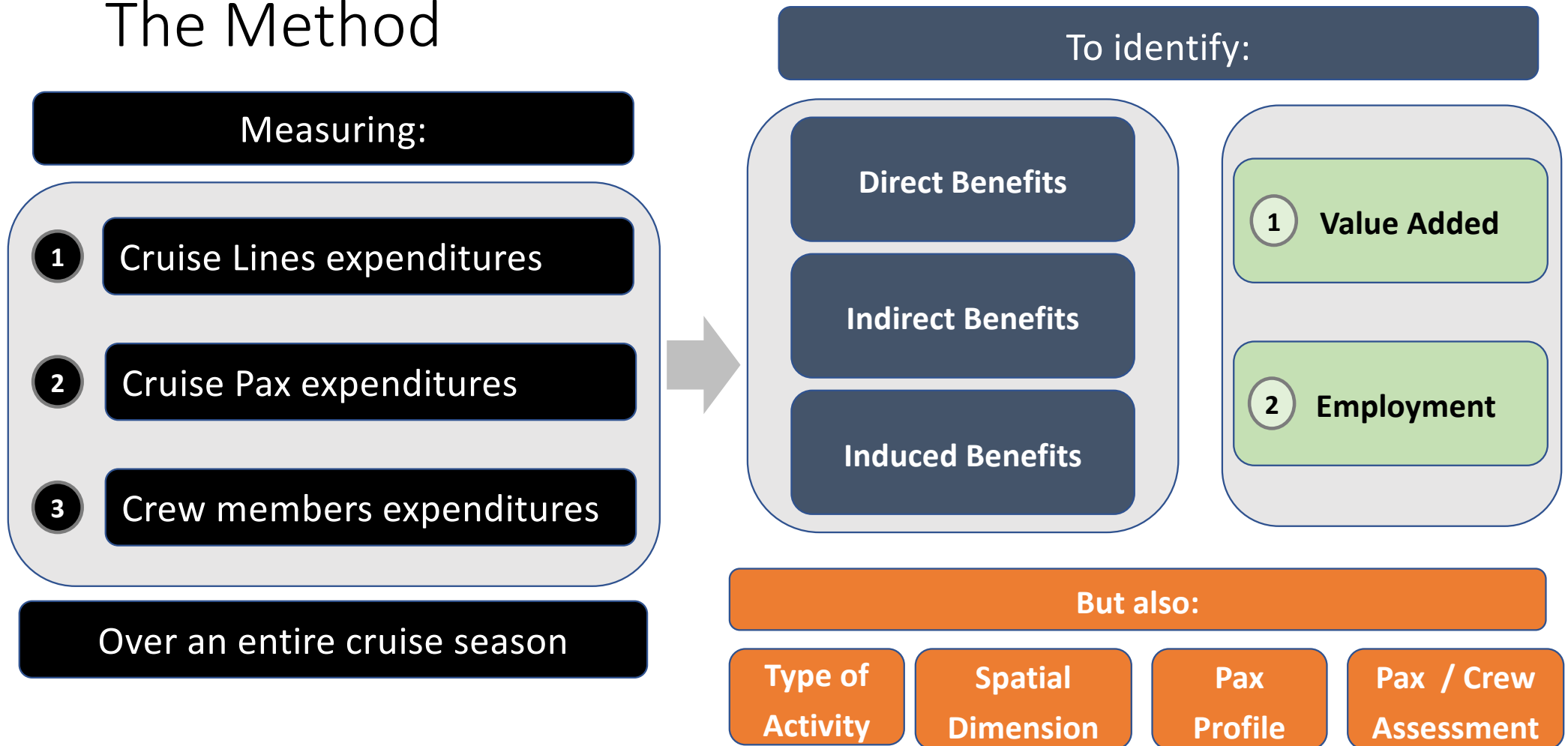
Communicate to/with local communities on the benefits of cruising

Identify how to increase the added value



Contributing to a better understanding of the benefits of cruising for the local community.

The Method



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The Cruise year (Nov 22 - Oct 23)

Cruise Calls

68

Pax Capacity (total)

79.151

Crew Members

32.031

Pax Capacity (average)

1.164

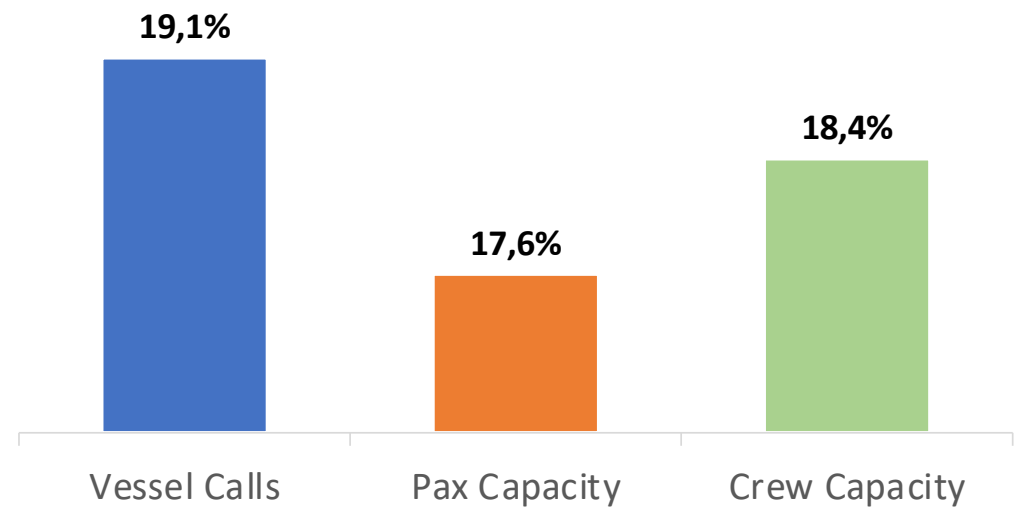
Crew Members (average)

471

Contributing to a better understanding of the

Our Sample (Nov 22 – April 23)

**% of as of the cruise season already
measured**



Our sample (Nov 22 – April 23)

13 Cruise calls

55% occupancy

439 Cruise Pax

5,3% of arrivals

134 Crew members

Shipping Agents

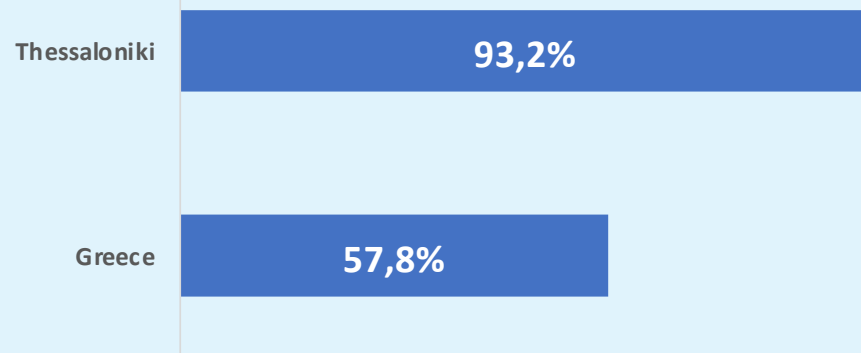
Shorex Agents

Port dues

- Entrance fees
- Berthing fees
- Embarkation/ Disembarkation
- Transit Cruise Passengers
- ISPS Code charges (pax)
- Fuel Waste and Garbage
- Water Supply

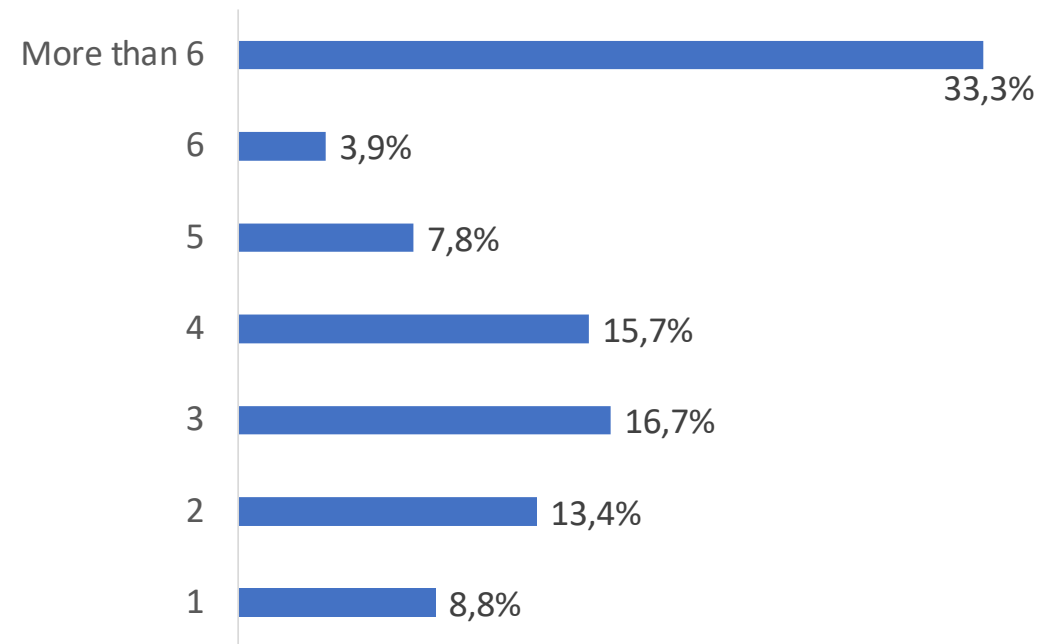
Passengers Profile

First time in Greece or Thessaloniki



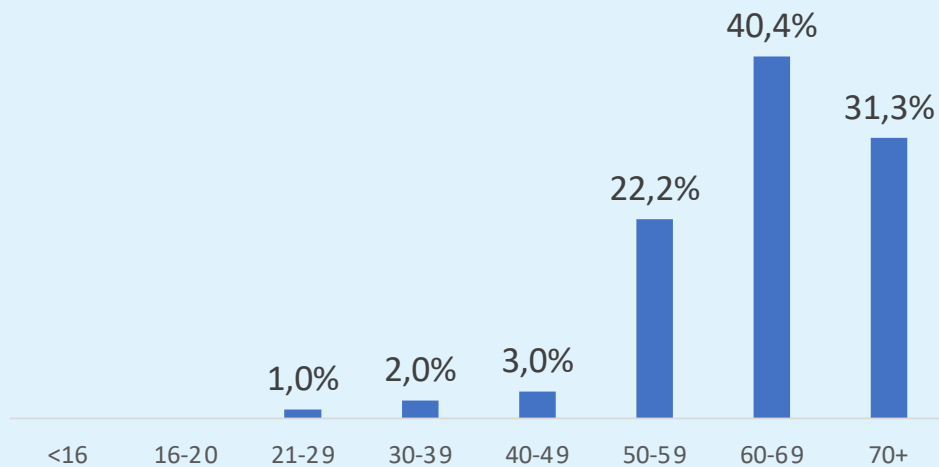
n = 439 / collection is on-going

Number of cruises taken



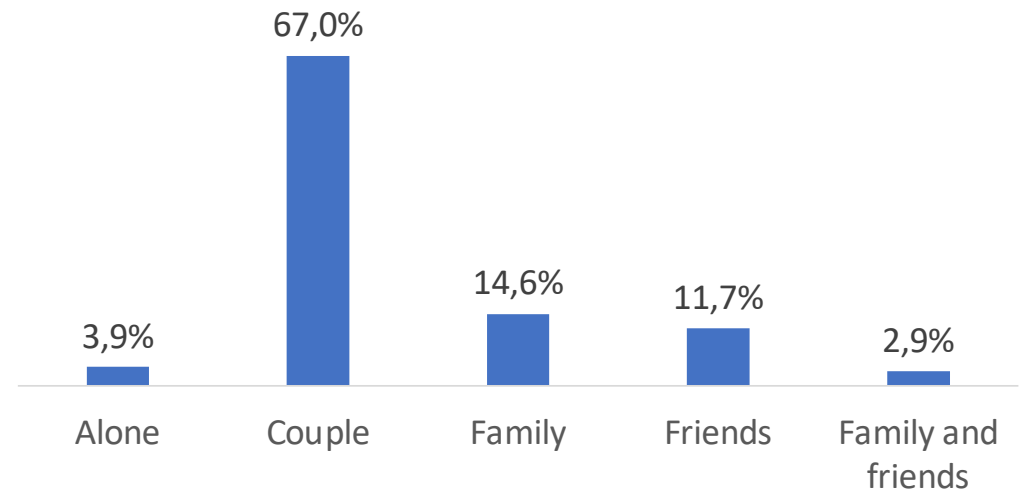
Passengers Profile

Age of passengers



n = 439 / collection is on-going

How do they travel?



Pax expenditures

Based on our (winter) sample

n = 439 / collection is on-going

Important note for the findings:

- I. **Occupancy rate to increase** as this has been “the winter period”
- II. **Spending to increase** due to more favorable conditions

When in town

The average expenditure per passenger is

€54,5

The shore excursion:

The average cost of shore excursions (shorex) is

€98,9

A % of this cost remains in the local economy as revenue of the shorex companies

The average expenditure per passenger on excursion is

€15,1

Pax expenditures (when in town)

The average expenditure per
passenger is

€54,5

Distribution of Expenses at the destination



- Based on our (winter) cruise sample

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Pax expenditures (at excursion)

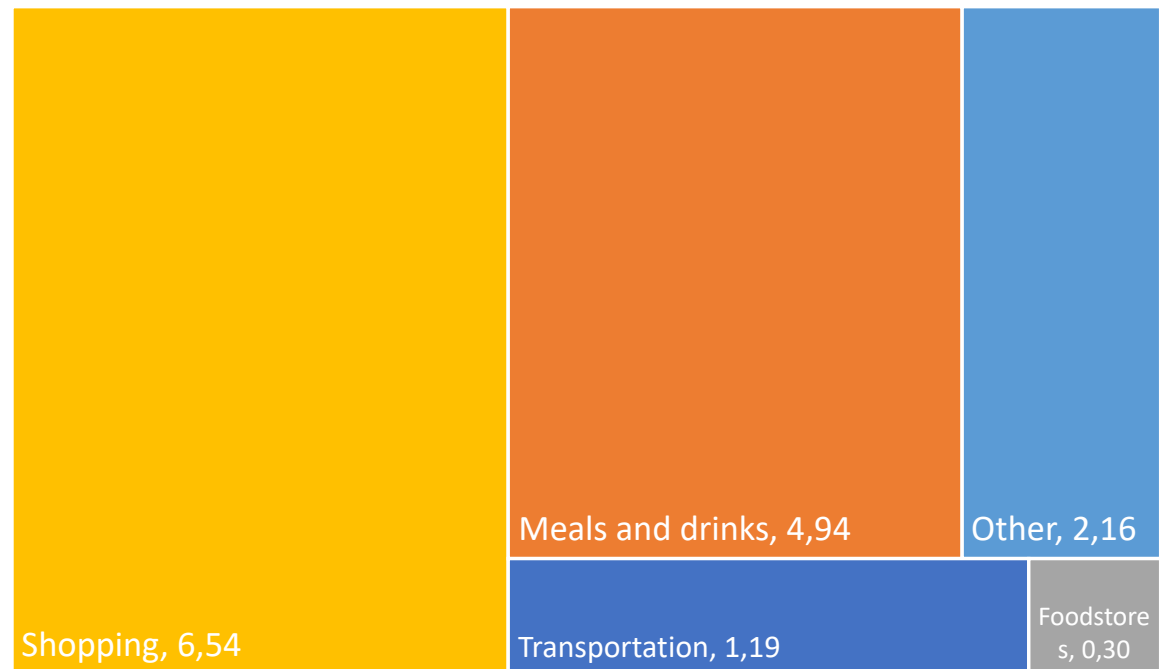
Average expenditure per
passenger on excursion: **€15,1**

Average cost of shore
excursions: **€98,9**

*A percentage of this cost remains at the local economy as revenue
of the shorex companies*

- Based on our (winter) cruise sample

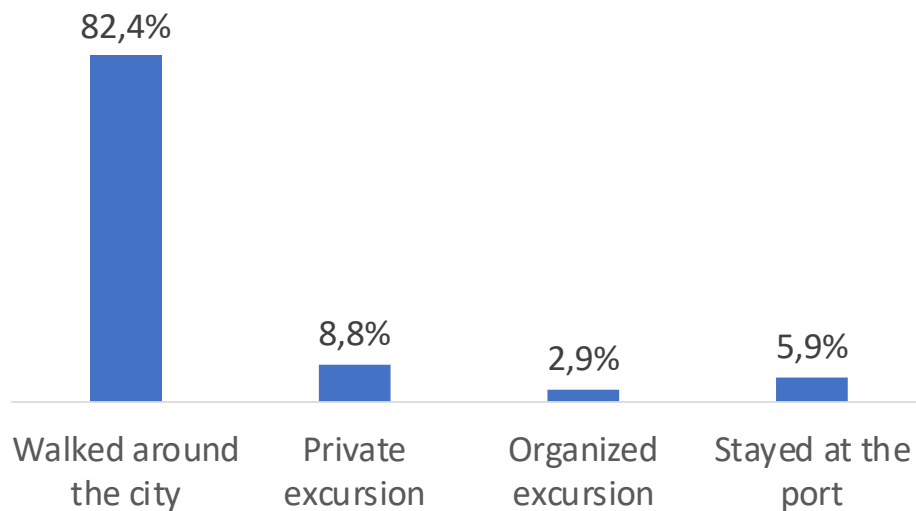
Distribution of expenses at the excursion



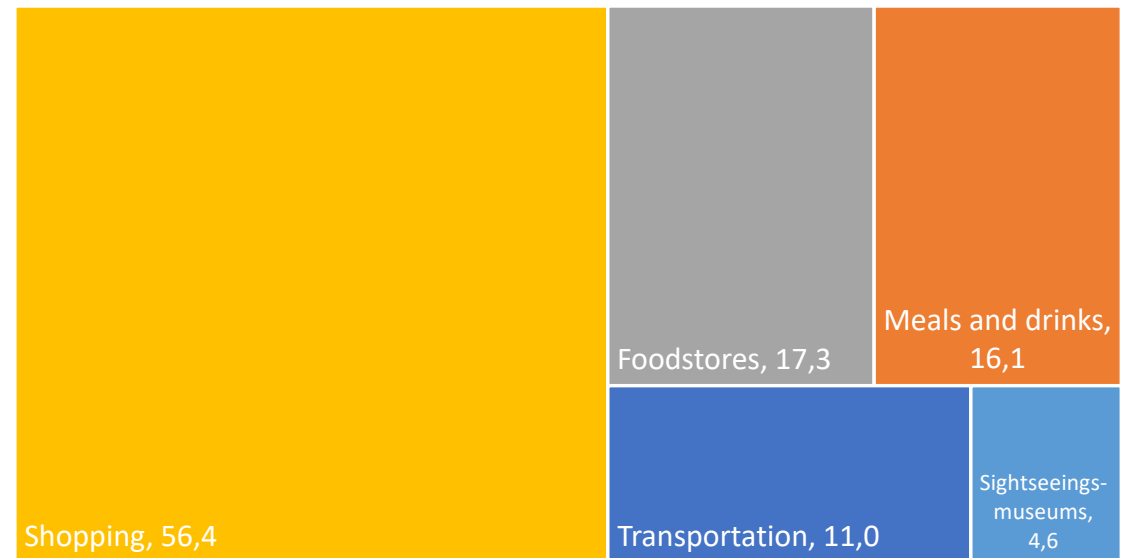
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Crew expenditures

Average expenditure per crew member: **€105,4**



Distribution of crew expenses at the destination



- Based on our (winter) cruise sample

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The impact of winter cruising alone

Value Added

- Direct Impact: **€798.815**
- Indirect Impact: **€533.608**
- **Total Economic Impact: €1.332.423**

Employment (full-time maintained jobs)

- Direct Impact: **24 FTE jobs**
- Indirect Impact: **11 FTE jobs**
- **Total Employment: 35 FTE jobs**

Method for calculating the indirect economic impact: the Leontief Inverse Matrix table for the Greek economy. (The multiplier is 1,668)

An initial full cruise year estimation

Based on our winter sample

- I. Cruise vessel occupancy rate: 70%
- II. Cruise passengers staying onboard: 20%
- III. Disembarked passengers taking a shore excursion: 35%
- IV. Crew disembarking at destination: 20%

Method for calculating the indirect economic impact: the Leontief Inverse Matrix table for the Greek economy.

Value Added

Total Direct Impact	5.133.571 €
Cruise Passengers Crew members Cruise Vessels – Port Revenues Cruise Vessels Expenditures Shipping Agents Shorex Agents	
Indirect Economic Impact	3.429.225 €
Total Economic Impact	8.562.796 €

Employment

- Direct Jobs = **25 FTEs jobs**
- Indirect Jobs = **68 FTEs**
- **Total Jobs = 93 FTEs**

An initial full cruise year estimation

The expected scenario

- I. Cruise vessel occupancy rate: 100%
- II. Cruise passengers staying onboard: 10%
- III. Disembarked passengers taking a shore excursion: 35%
- IV. Crew disembarking at destination: 20%

Method for calculating the indirect economic impact: the Leontief Inverse Matrix table for the Greek economy.

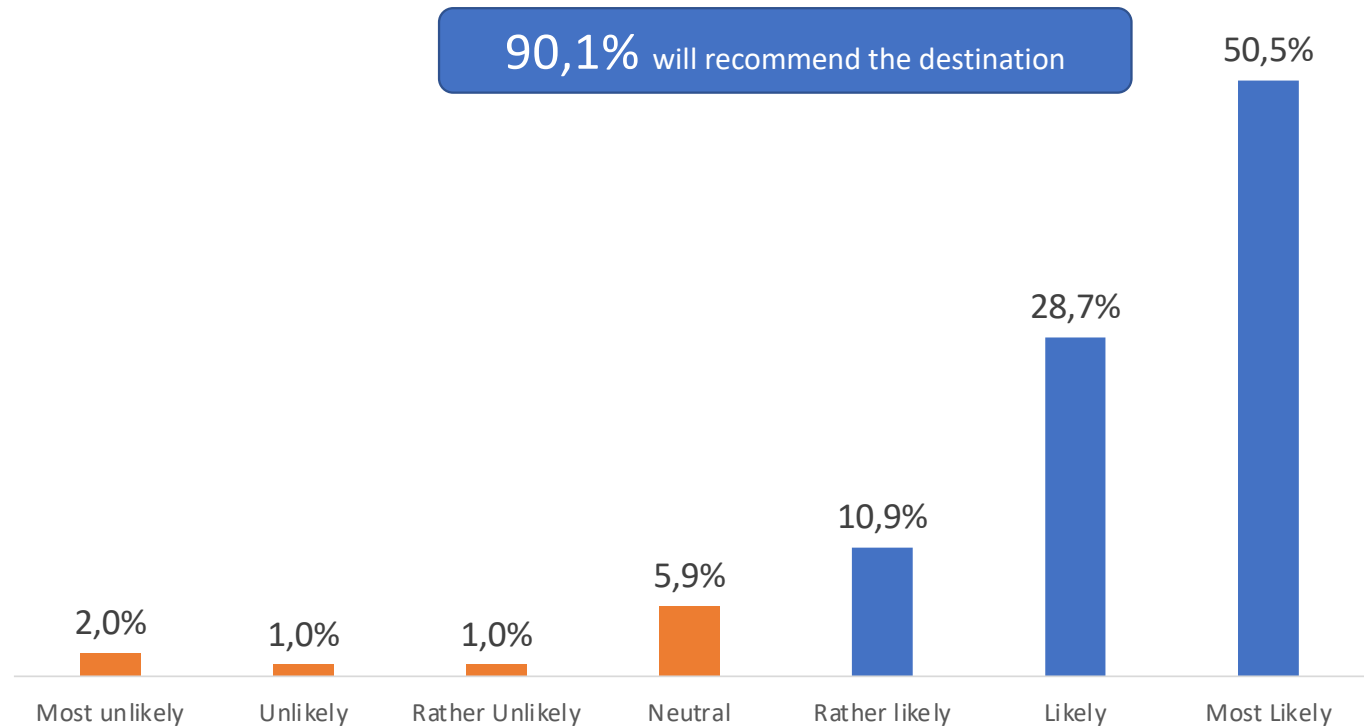
Value Added

Total Direct Impact	6.487.882 €
Cruise Passengers Crew members Cruise Vessels – Port Revenues Cruise Vessels Expenditures Shipping Agents Shorex Agents	
Indirect Economic Impact	4.333.905 €
Total Economic Impact	10.821.787 €

Employment

- Direct Jobs = **25 FTEs jobs**
- Indirect Jobs = **86 FTEs jobs**
- **Total Jobs = 111 FTEs jobs**

Word of mouth: How likely is it to recommend the destination?



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Study distributed via

