CRUISE TOURISM

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Cruising...a growth sector
HOW DO WE CAPTURE THIS INFORMATION?

- Interviewer (enumerator) assisted interview
- Self-completion questionnaire
- Email (online) questionnaire after returning home

WHEN DO WE COLLECT IT?

- Just before the visitor boards the vessel
- Usually undertake surveys throughout the day as passengers spend different amounts of time on land
CRUISE PASSENGERS ASHORE

Visitor expenditure can involve the purchase of (virtually) any product

Cruise passenger expenditure tends to be limited to:
- Food and Drink
- Local Transport
- Shopping
- Shore Excursions
Almost all are travelling for holiday/leisure

Country of Residence tends to depend on the ship’s operator
Cruise Passengers...

Travel with others

Cruise Passengers...

Shopping is usually the main expenditure
Excursions are important, but need to factor in commissions if purchased through the cruise company/tour operator.
PASSENGERS/CABIN AND TIME ASHORE

Average number of passengers per cabin: 2.0
Average time ashore: 5.8 hours

AVERAGE EXPENDITURE PER PASSENGER

<table>
<thead>
<tr>
<th>Expenditure Item</th>
<th>Rupees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Restaurants/Bars</td>
<td>52</td>
</tr>
<tr>
<td>Food/Drink</td>
<td>79</td>
</tr>
<tr>
<td>Car Rental</td>
<td>17</td>
</tr>
<tr>
<td>Land Transport</td>
<td>101</td>
</tr>
<tr>
<td>Sea Transport</td>
<td>5</td>
</tr>
<tr>
<td>Crafts/Souvenirs</td>
<td>82</td>
</tr>
<tr>
<td>Clothing</td>
<td>41</td>
</tr>
<tr>
<td>Other</td>
<td>17</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>396</strong></td>
</tr>
<tr>
<td><strong>Tours</strong></td>
<td><strong>277</strong></td>
</tr>
<tr>
<td><strong>Total Inc Tours</strong></td>
<td><strong>673</strong></td>
</tr>
</tbody>
</table>
EXPENDITURE (INCLUDING TOURS)

- Restaurants/Bars: 8%
- Food/Drink: 12%
- Car Rental: 3%
- Land Transport: 15%
- Sea Transport: 1%
- Crafts/Souvenirs: 12%
- Clothing: 6%
- Other: 2%
- Tours: 41%

NET PROMOTER SCORE

NPS: 55.1