

# Capturing the Benefits of Cruise Ship Tourism in Portland, Maine



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# Capturing the Benefits of Cruise Ship Tourism in Portland, Maine

- ❖ Project overview
- ❖ Who visits Portland on cruise ships?
- ❖ How much do they spend?
- ❖ What do they buy?
- ❖ What is the economic impact?
- ❖ What are some strategies for capturing future benefits?

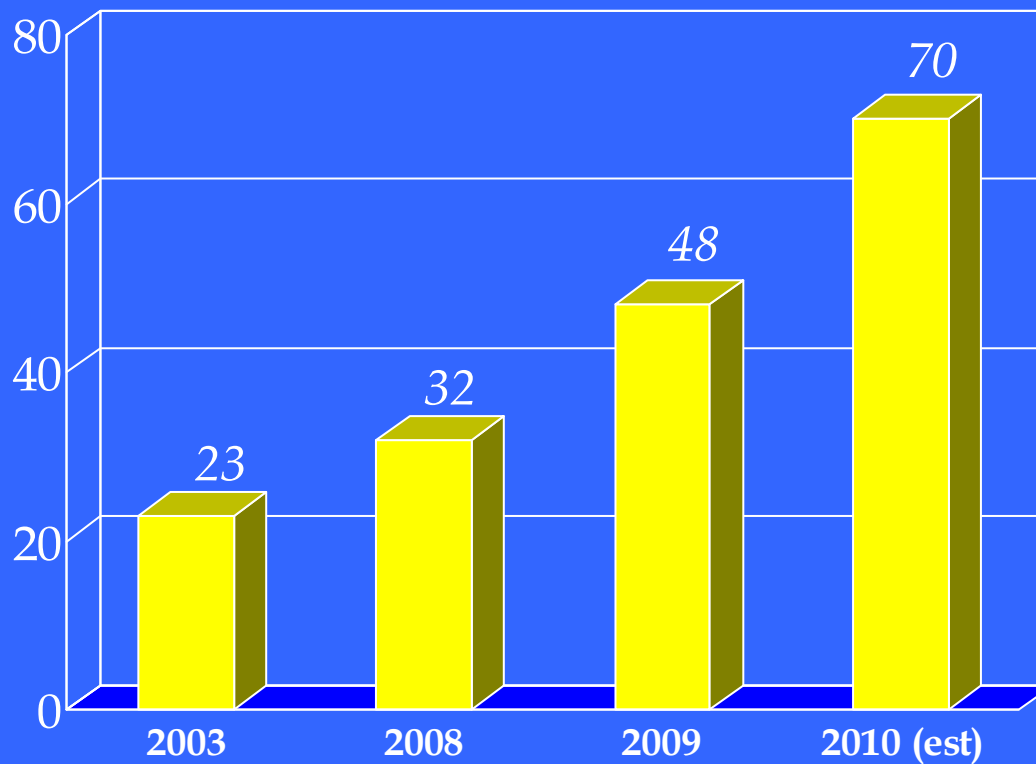
# Typical New England Cruise Ship Route



Celebrity Cruise Lines

# Number of Cruise Ships Visiting Portland, Maine\*

*Ships*

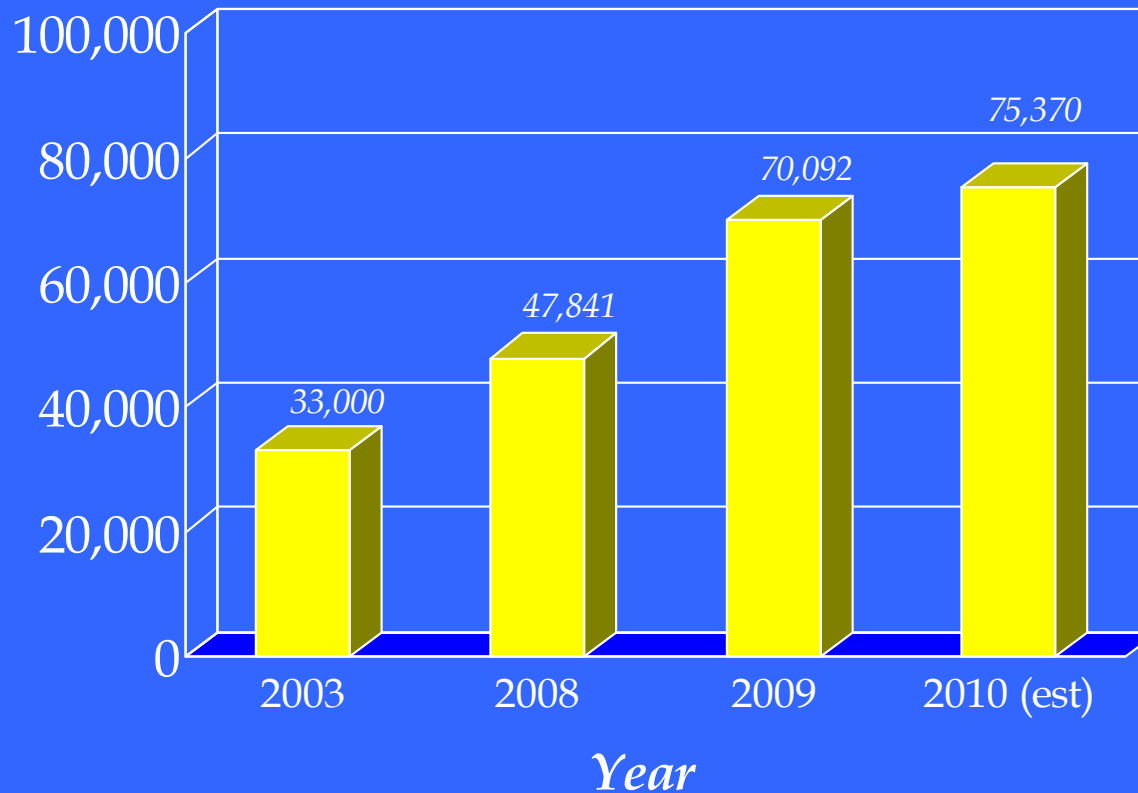


*Year*

*\*Port of Portland website*

# Number of Cruise Ship Passengers Visiting Portland, Maine\*

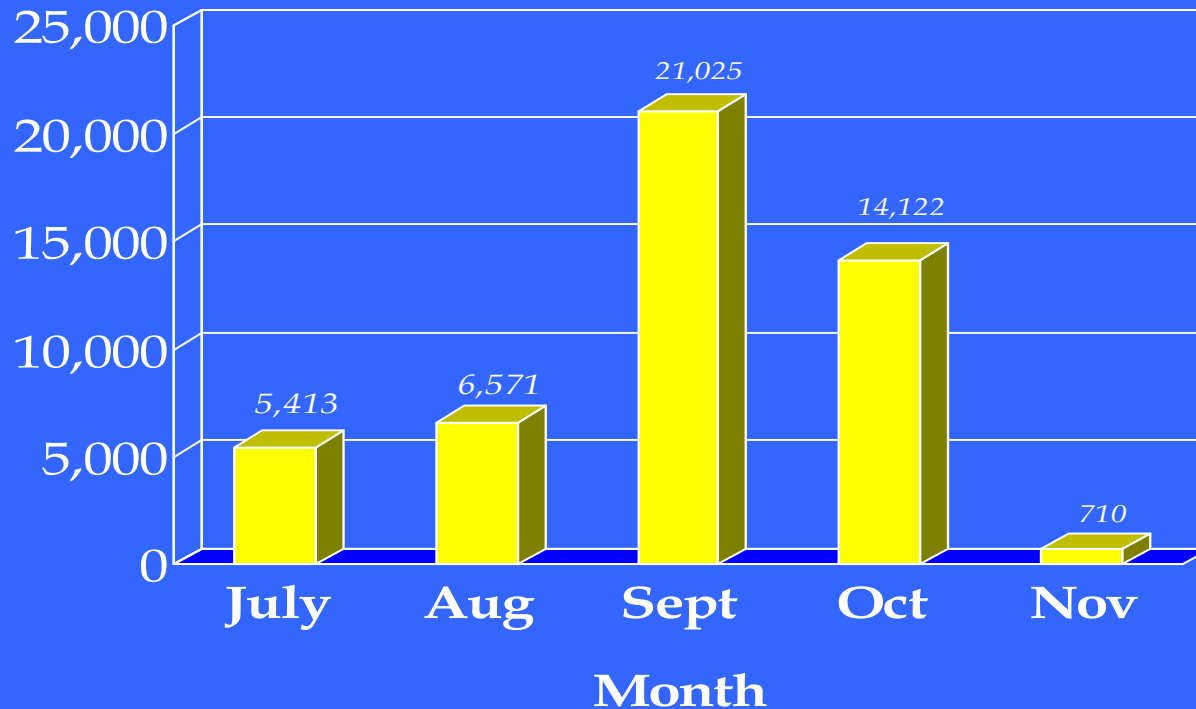
*Passengers*



*\*Port of Portland website*

# Number of Cruise Ship Passengers Visiting Portland in 2008\*

Passengers



\* Port of Portland website

# Project Goals

- ❖ Develop a demographic profile of cruise ship passengers visiting Portland, Maine
- ❖ Estimate cruise ship passenger expenditures while in port for selected categories
- ❖ Estimate the economic impact of cruise ship passenger spending on the Portland area economy
- ❖ Provide a positive learning experience for UMaine students
- ❖ Identify possible marketing and development strategies to enhance benefits of cruise ship tourism

# Project Design

- Two-page paper survey with 15 questions
- Handed surveys in postage-paid return envelopes to 2,484 passengers as they returned to ship
- Distributed surveys on seven different days during September and October 2008
- Students helped distribute surveys and tabulate the results





# Cruise Ship Passengers Surveyed

Number of surveys distributed	2,484
Number of surveys received	1,287
Survey response rate	51.8%

# Who Visits Portland on Cruise Ships?

- Average respondent is 62 years old
- 60% have at least a college degree
- 40% have household incomes > \$100,000
- 40% have taken at least 5 other cruises
- 75% first time to Portland



# Who Visits Portland on Cruise Ships?

- 95% of respondents from U.S.
- 5% from United Kingdom, Canada, etc.
- 44 states and Puerto Rico
- 30% from MD, VA and PA
- 20% from CA, TX, MO and AZ
- Extends Maine's tourism market



# Where Do Passengers Visit While in Port?

- ◆ Downtown Portland
- ◆ Ship Sponsored Tours:
  - Portland
  - Kennebunkport
  - Freeport
- ◆ Local Portland Area Tours



# How Much Do Passengers Spend?

- ❖ The typical passenger spent \$80.51
- ❖ Varies by ship from \$62.77 to \$97.25
- ❖ Including cruise-sponsored tours, the typical passenger spent \$109.68



# What Do Passengers Buy?

- ❖ Food and Beverages (\$28.10, 78%)
- ❖ Apparel Items (\$21.18, 33%)
- ✓ Other Retail Items (\$6.42, 27%)
- ✓ Fine Art and Jewelry (\$6.15, 9%)
- ✓ Local Tours (\$6.02, 19%)
- ✓ Household Items (\$4.97, 13%)
- ✓ Transportation (\$4.72, 16%)
- Drug and Beauty Items (\$2.00, 14%)
- Rentals (\$0.95, 1%)

# What's the Economic Impact?

- ◆ \$80.51 to \$109.68 in average expenditures
- ◆ \$5.8 to \$8.0 million in sales revenue
- ◆ 69 to 96 full-and part-time jobs
- ◆ \$2.0 to \$3.2 million in wages and salaries

# Strategies for Capturing Future Benefits

## ➤ Community Infrastructure:

- Staffed visitor center
- Student led walking tours
- Free local bus/van service

## ➤ Entrepreneurial Possibilities:

- Interpretive guiding services
- Local agri-tourism excursions
- Local artisan products



# Strategies for Capturing Future Benefits

## ➤ Educational/Training Opportunities:

- Marketing tips for local businesses
- Exploring entrepreneurial possibilities
- Providing excellent customer service
- Offering community-based activities

*To obtain a copy of our paper visit:*

[www.umaine.edu/soe](http://www.umaine.edu/soe)