

# Mexico and South America Cruise Market

AAPA Cruise Seminar -Regional Cruising  
Part 2: Cruising to Mexico and South America –  
Challenges and Opportunities

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April 24, 2013

# Cruise Destination in Mexico



# Cruise Destinations in South America





# Overall Deployment

## Top Markets: Deployment By Passenger Bed Days In Geographic Market (2011)

1. **Caribbean:** 36.2 million bed days
2. **Mediterranean:** 21.99 million bed days
3. **Europe/Scandinavia:** 8.47million bed days
4. **Alaska:** 6.65 million bed days
5. **Bahamas:** 6.5 million bed days
6. **Mexico (West): 3.51 million bed days**
7. **Transatlantic:** 3.1 million bed days
8. **Australia/New Zealand/S. Pacific:** 2.9 million bed days
9. **Trans Canal:** 2.69 million bed days
10. **South America: 2.6 million bed days**
11. **Hawaii:** 2.19 million bed days



# Overall Deployment Trends

## 5 Year Change In Geographic Deployment (2006-2011) Bed Day Percent Change /Share Shift

Caribbean + 13.5 percent / -5.5 points

Mediterranean +109.38 percent / +7.5 points

Europe/Scandinavia +24.61 percent / -.5 points

Alaska +4.66 percent / -1.62 points

Bahamas +7.2 percent / -1.4 points

**Mexico (West): -32.6 percent / -3.1 points**

Transatlantic: +111.2% / +1.08 points

Australia/New Zealand/S. Pacific: 101.2 percent / +.93 points

Trans Canal: -3.91 percent / -.94 points

**South America: +81.7 percent / +.67 points**

Hawaii: -23.9% percent / -1.5 points

# Overall Deployment

## Top Markets: Deployment By Passenger Bed Days In Geographic Market (2011)



# Mexican Market

## Cruise Traffic (passengers)

- Mexican Riviera – down 41% from 2011 to 2012
  - Acapulco – down 95%
  - Cabo San Lucas – down 64% from 2010 to 2012
  - Ensenada – up 7%
- Mexico (East) – down 26% from 2011 to 2012
  - Costa Maya – down 35%
  - Cozumel – maintained traffic

# South American Market

## Cruise Traffic (passengers)

- 2011 – 2.3 million passengers<sup>1</sup>
- 2000 - 50,000 passengers
- 2000 to 2011 = 4000%+ growth

1. <http://www.mercosurabc.com.ar>



# Cruise Destination in Mexico



# Cruise Destinations in South America

