Extended Stay:
Maximizing Passengers Added Value in Home Port Cities

AAPA Cruise Seminar
February 10, 2015
Seattle’s Cruise Industry

**Total Passengers 1999-2015**

- **Local Economic Impact**
  - $407.8 million – annual business revenue
  - 3,404 jobs
  - $16.1 million – annual state & local taxes
  - Each time a homeport ship docks it contributes $2.4 million to the local economy

*Estimated 2015: 192 vessels and 895,055 revenue passengers*
The Seattle Model
A Proactive Partnership
Partnerships

- Visit Seattle
- Washington Tourism Alliance
- SeaTac Airport
- Local Destination Marketing Organizations (DMOs)
- Contract with international PR firms
  - Promotion in key markets: Japan, China, UK, France & Germany
- Seattle Tourism Improvement Area
The Port’s Tourism Program

• Cruise brochure specifically for the international market.
• Destination highlights in cruise brochure
• Seek out regional media and operators in international markets
The Port’s Tourism Program

• Executive partnership with Cruise Line International Association (CLIA).

• Participate in cruise line’s training of travel agents about Seattle & Alaska

• Featured a cruise-and-stay promotion at Japan Association of Travel Agents (JATA) tradeshow in Japan.
Working with our cruise line customers

• Collaborative mailings & advertising
• Work with local businesses to incentivize cruise passengers to book from Seattle
• Organize workshop w/ the cruise lines to provide advice to local businesses on how they can do business with the cruise lines and how they can benefit from cruise visitors
Partnership = Success

- Port of Seattle
- City/State Tourist Organizations
- Terminal Operators
- Cruise Lines
- Tour Agents
- Local Businesses
Congratulations Princess Cruises for 50 years!