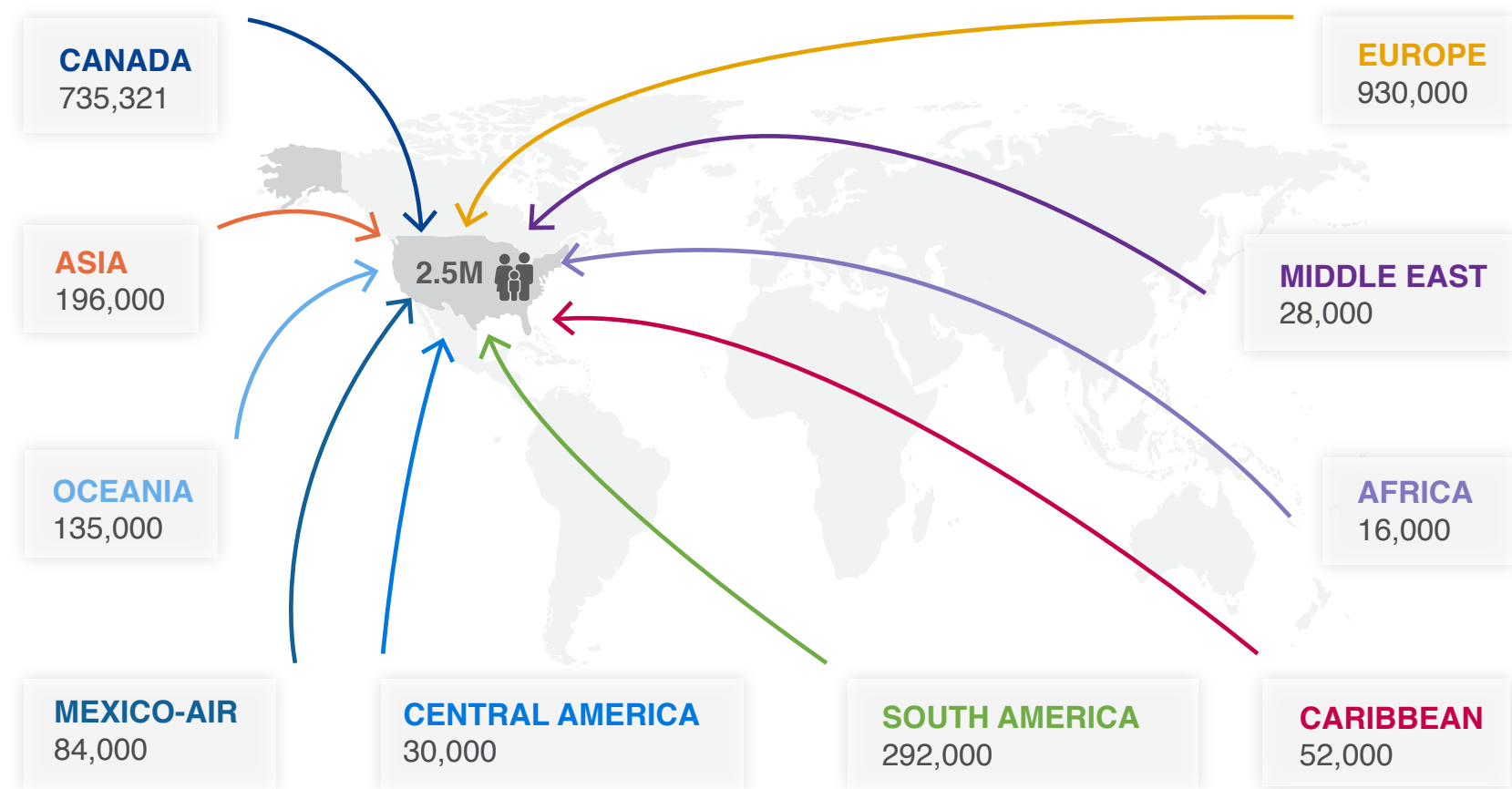


ECONOMIC IMPACT

The cruise sector is an important driver of international visits to the U.S. The U.S. hosted approximately **2.5 million** international cruise visitors from around the world, in 2019, who contributed **\$4.5 billion** in direct spending to the U.S. economy resulting in a total of **\$9.7 billion** in business sales.

*930K Europeans traveled to the U.S. to take a cruise—this represents 5.9% of European inbound visitors to the U.S.**

Where They Are Coming From

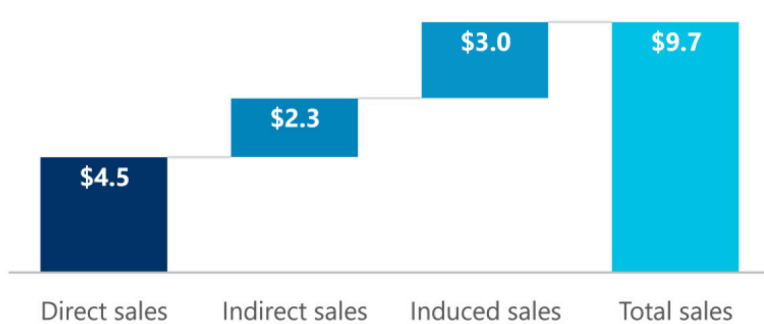


KEY SECTORS IMPACTED

Total Business Sales Impacts

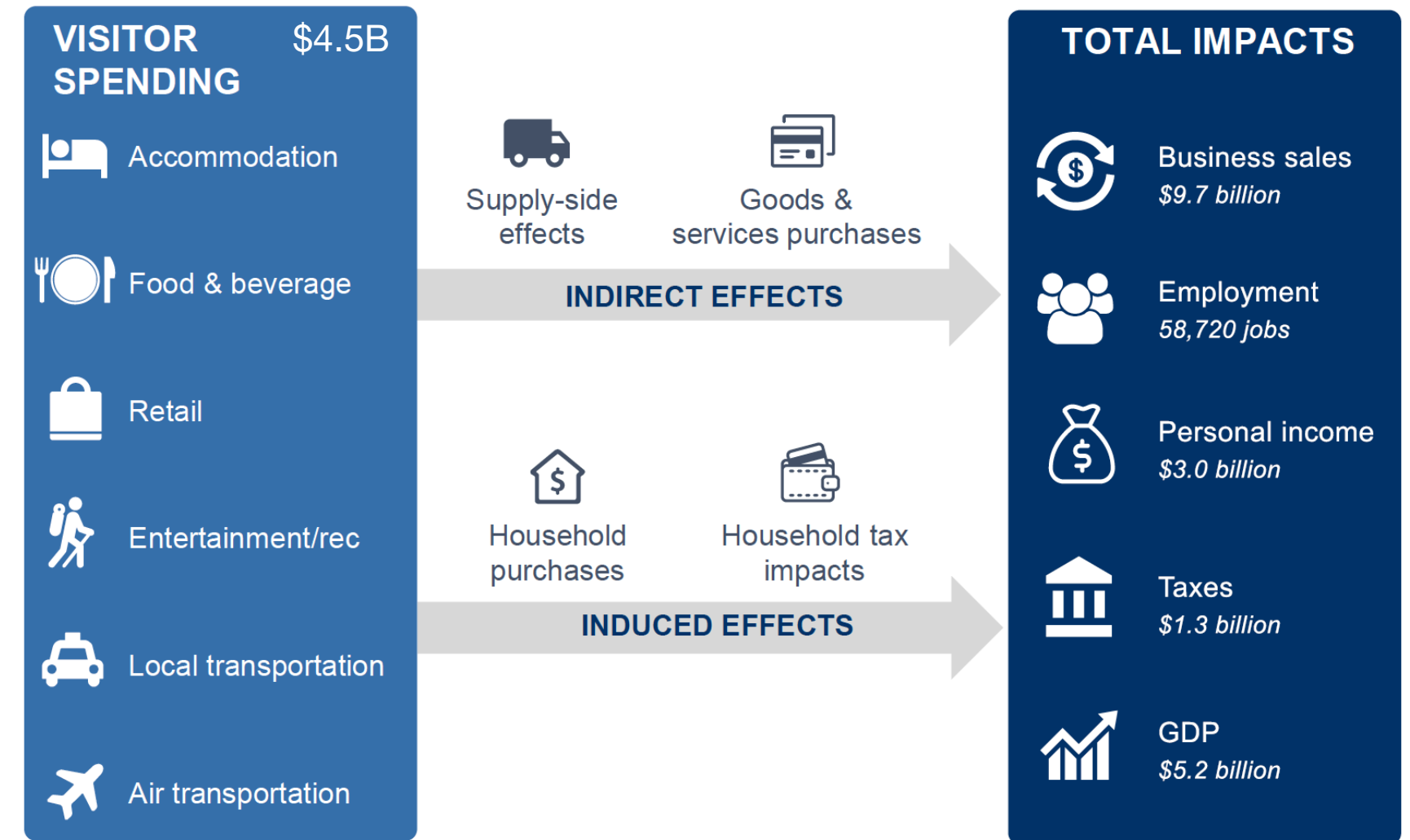
Direct visitor spending by international cruise visitors tallied \$4.5 billion in 2019. Including indirect and induced impacts, tourism activity supported \$9.7 billion in business sales.

Economic Impacts Summary (billions)



| Top Industries Impacted | Total Sales (millions) |
|-----------------------------|------------------------|
| Retail Trade | \$1,386 |
| Finance, Ins. & Real Estate | \$1,238 |
| Lodging | \$1,138 |
| Air Transport | \$1,137 |
| Food & Beverage | \$864 |

The Economic Impact They Generate in the USA

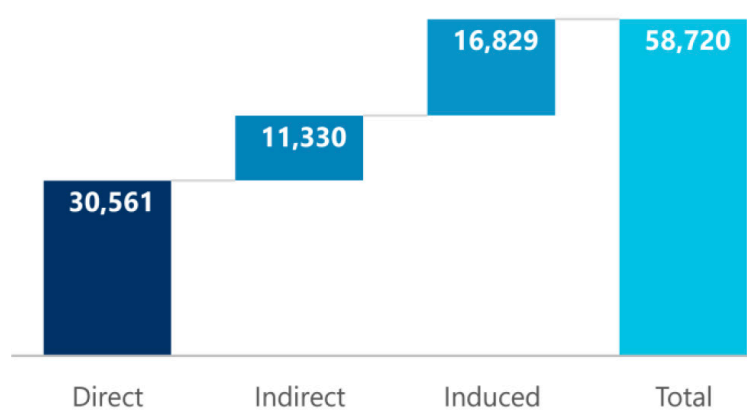


JOBS CREATED ACROSS MULTIPLE SECTORS

Employment Impacts

International cruise visitors supported a total of 58,720 jobs when indirect and induced impacts are considered.

Employment Impacts Summary (number of jobs)



| Top Industries Impacted | Total Jobs |
|------------------------------|------------|
| Food & Beverage | 12,556 |
| Lodging | 9,772 |
| Retail Trade | 7,173 |
| Business Services | 5,532 |
| Recreation and Entertainment | 4,467 |

- Data source- Tourism Economics Report- May 2021- Data
- Bureau of Economic Analysis data on average international visitor spending by country with detail on airfares and total spending
- National Travel & Tourism Office, Department of Commerce data on total visits to the US by international market (I-94 program)
- National Travel & Tourism Office, Department of Commerce data on cruise visits to the US by international market, including length of stay, and average spending levels (Survey of International Air Travelers program)
- Cruise Line Industry Association data on cruise visitors to the US from Canada
- IMPLANUS economic model, developed based on Bureau of Economic Analysis data