



The Contribution of the North American Cruise Industry to the U.S. Economy in 2013



Prepared for:

Cruise Lines International Association

September 2014

Business Research & Economic Advisors
P.O. Box 955
Exton, PA 19341

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Executive Summary

Since 2010, the year the U.S. economy began its recovery from the 2009 recession, the North American cruise industry has experienced significant growth in its capacity and in the number of passengers embarking from U.S. ports.

Over the three year period since 2010, the industry has seen the number of ocean-going ships in its worldwide fleet increase by 5.3 percent, to 178 vessels. With increasingly larger ships being introduced, the lower berth capacity of the fleet has increased by 10 percent while available bed days have increased by 18 percent.

After a strong rebound in 2010 and 2011 from the recession induced impacts of 2009, the North American cruise industry continued to expand in 2012 and again into 2013. In both 2010 and 2011 global passenger carryings and available bed days increased by approximately 10 percent. This increase allowed the industry to reach new highs for capacity and passenger carryings. As shown in Table ES-1, the growth in available bed days has continued, rising 5.5 percent in 2012, and another 2.7 percent in 2013. Similarly, global passenger carryings continued to increase, by 3.8 percent in 2012 and by 3.9 percent during 2013.

A number of factors influenced the level of growth in 2013 including: i) weak economic conditions in Europe which reduced demand for cruises, especially in the Mediterranean; ii) the continued weak growth in consumer discretionary spending in the United States; and iii) continued redeployment of capacity from the North American markets to other regions, such as Asia, Australia and the South Pacific.

Table ES-1 – Global Summary Statistics for the North American Cruise Industry, 2010 - 2013

	2010	2011	2012	2013	Average Annual Growth			
					2010	2011	2012	2013
Capacity Measures								
Number of Ships ^①	169	173	177	178	5.6%	2.4%	2.3%	0.6%
Lower Berths ^①	307,501	318,405	329,243	338,505	7.8%	3.5%	3.4%	2.8%
Available Bed Days (Millions) ^②	104.36	114.06	120.36	123.56	11.7%	9.3%	5.5%	2.7%
Global Passengers								
Global Passengers (Millions)	14.82	16.32	16.95	17.61	10.3%	10.1%	3.8%	3.9%
Global Passenger Bed Days (Millions) ^②	107.64	116.60	123.48	129.36	10.2%	8.3%	5.9%	4.8%
Capacity Utilization (Bed Days)	103.1%	102.2%	102.6%	104.7%				

① Number of ships and lower berths are for CLIA ocean-going vessels only.

② Bed day figures are for CLIA member lines only.

Note: Historical capacity data has been revised to be consistent with CLIA current members.

Source: Business Research & Economic Advisors and Cruise Lines International Association.

During 2013, there was a net increase of one ship bringing the fleet of the CLIA member ocean going cruise lines¹ to 178 ships with 338,505 lower berths, a 2.8 percent increase in capacity. The moderation in capacity growth during 2013 was primarily the result of the removals of larger ships, most notably the *Carnival Destiny* (2,624 pax) and Royal Caribbean's *Monarch of the Seas* (1,978). The introduction of the *Norwegian Breakaway* added 3,970 lower berths. Other vessels introduced during 2013 included: the *Carnival Sunshine* (2,992 pax), Costa *neoRiviera* (1,248), *Royal Princess* (3,600), MSC's *Preziosa* (3,500) and the *Silver Galapagos* (100 pax).

The net increase in ships and lower berths resulted in a 2.7 percent increase in the number of available bed days in 2013. With a net increase of one cruise ship and the addition of over 9,000 lower berths, the average size of a vessel rose from 1,860 lower berths to just over 1,900.

The regional deployment of the industry's capacity (available bed days) continued to shift to three principal markets, Asia, Australia/Pacific and South America. Combined these three markets experienced a 20 percent increase in capacity and accounted for more than half of the global increase in bed day capacity during 2013. At the same time Europe's growth continued, though at a slower pace, from 18 percent in 2011 to 6.7 percent in 2012 and to 3.5 percent in 2013. North America remains the largest market in terms of deployed capacity, accounting for about 40 percent of the industry's available bed days.

Growth in passenger carryings continued in 2013, rising 3.9 percent. As a result, global passengers of CLIA member ocean going cruise lines reached a new high of 17.6 million. In fact since 2010 passenger carryings have increased by 18.8 percent. This increase was primarily the result of the increase in capacity discussed previously and a capacity utilization rate which rose from 102.2 percent in 2011 to 104.7 percent in 2013. ²With the average

¹ CLIA fleet defined by the 20 CLIA Global Member ocean going cruise lines with passenger sourcing focused in North America including: Azamara Club Cruises, Celebrity Cruises, Royal Caribbean International, Carnival Cruise Line, Costa Cruises, Crystal Cruises, Cunard Line, Disney Cruise Line, Holland America Line, Hurtigruten, MSC Cruises, Norwegian Cruise Line, Oceania Cruises, Paul Gauguin Cruises, Princess Cruises, Regent Seven Seas Cruises, SeaDream Yacht Club, Seabourn Cruise Line, Silversea Cruises, Windstar Cruises

² Capacity is measured in terms of lower berths, so 100% utilization implies that 100% of the lower berths are occupied. Additional passengers utilize upper berths that are available in some cabins. Thus a utilization rate above 100% implies that passengers also occupied upper berths.

length of a cruise and capacity utilization increasing, purchased global passenger bed days³ increased at a faster rate than passenger carryings in 2013, 4.8 percent versus 3.9 percent. Since 2010, purchased passenger bed days have increased by 20 percent.

Table ES-2 – Operating Statistics of the North American Cruise Industry in the United States, 2010 – 2013

	2010	2011	2012	2013	Annual Percent Change			
					2010	2011	2012	2013
Carryings (Millions)								
Global Passengers	14.82	16.32	16.95	17.61	10.3%	10.1%	3.8%	3.9%
Passengers Sourced from the U.S.	10.09	10.45	10.67	10.71	6.2%	3.5%	2.2%	0.3%
U.S. Embarkations	9.69	9.84	10.09	9.96	8.9%	1.5%	2.5%	-1.3%
Industry Spending in U.S. (\$ Billions)	\$ 16.82	\$ 17.59	\$ 18.29	\$ 18.72	5.2%	4.6%	4.0%	2.4%
Cruise Lines	\$ 13.40	\$ 14.07	\$ 14.63	\$ 15.09	5.8%	5.0%	4.0%	3.1%
Goods and Services	\$ 11.54	\$ 12.15	\$ 12.66	\$ 13.13	4.4%	5.3%	4.2%	3.7%
Capital Expenditures (incl. net interest)	\$ 1.86	\$ 1.92	\$ 1.97	\$ 1.96	15.4%	3.4%	2.5%	-0.4%
Passengers and Crew	\$ 3.41	\$ 3.52	\$ 3.66	\$ 3.63	3.1%	3.2%	4.0%	-0.7%
Wages & Taxes Paid by Cruise Lines	\$ 1.20	\$ 1.29	\$ 1.34	\$ 1.38	2.6%	7.9%	3.8%	3.2%
Total U.S.-based Spending	\$ 18.01	\$ 18.88	\$ 19.63	\$ 20.10	5.0%	4.8%	4.0%	2.4%

Source: Business Research & Economic Advisors and Cruise Lines International Association

While cruise passenger embarkations at U.S. ports declined slightly in 2013 to 9.96 million (see **Table ES-2**), they remained 3 percent higher than in 2010. This minor decline in U.S. embarkations during 2013 is the result of two primary causes. First, the cruise industry has been focused on increasing its deployed capacity in new markets, first Europe and now in Asia and the Australia / Pacific markets. Second, deployed capacity has been contracting in the Caribbean, and most recently Mexico.

Passengers sourced from the U.S., including Puerto Rico, reached 10.7 million in 2013. This is another high and now stands 6 percent higher than in 2010. As a result, cruise passengers sourced from the United States accounted for 61 percent of all passengers carried by the North American cruise lines.

The growth in spending by the industry and its passengers and crew in the United States rose by 2.4 percent to \$20.1 billion in 2013, 11.6 percent higher than in 2010. With this increase in cruise industry spending in the U.S., total spending reached a new peak of \$20 billion. The \$16.5 billion in expenditures by the cruise lines for wages, taxes and goods and services accounted for 82 percent of the direct spending and was a 3.1 percent increase from 2012. Cruise lines' direct expenditures for goods and services (including capital equipment) also

³ Passenger bed days are the number of days that all berths were occupied during the calendar year. For example, a single passenger on a 7-day cruise represents one passenger carrying and seven passenger bed days.

increased by 3.1 percent while payments for wages and taxes made by the cruise lines in the United States rose by 3.2 percent.

The \$3.63 billion in passenger and crew spending for transportation, accommodations, food and other retail goods accounted for the remaining 18 percent. Since 2010, passenger and crew spending has increased by 6.5 percent.

The major characteristics of the North American cruise industry's activity during 2013 are as follows:

- By year-end 2013, the cruise industry's ocean-going fleet showed a net increase of one, to 178 ships with a combined capacity of 338,505 lower berths. Since 2010, the number of ships in the North American fleet has increased by 5.3 percent while the number of lower berths have increased by 10 percent.
- During 2013, the North American cruise industry carried 17.6 million passengers on a global basis. This represented a 3.9 percent increase from the previous year and a 18.8 percent increase over 2010.
- An estimated 10.7 million U.S. residents took cruise vacations throughout the world and accounted for 61 percent of the industry's global passengers.
- An estimated 9.96 million cruise passengers embarked on their cruises at U.S. ports during 2013, accounting for 57 percent of the North American cruise industry's global embarkations. Florida, whose ports handled 6.15 million embarkations, accounted for 62 percent of all U.S. cruise embarkations, an increase of two percentage points from 2012.
- The cruise lines and their passengers and crew directly spent \$20.1 billion on goods and services in the United States, a 2.4 percent increase from 2012 and an 11.6 percent increase from 2010. The cruise lines spent nearly \$16.5 billion while passengers and crew spent slightly more than \$3.6 billion.
- Including the indirect economic impacts, the spending of the cruise lines and their crew and passengers was responsible for the generation of over 363,133 American jobs throughout the country. This represents a 2% increase over 2012.
- Total wages and salaries paid to these workers was \$18.3 billion, an increase of 5% over 2012.
- The cruise industry generated the direct employment of an estimated 147,898 workers with U.S. businesses, who, in return, received \$6.6 billion in wages and salaries during 2013.

- Including the indirect economic impacts, the spending of the cruise lines and their crew and passengers was responsible for the generation of \$44 billion in gross output in the United States, a 4.3 percent increase from 2012.
- Within the U.S., cruise industry expenditures were up from \$10.67 million in 2012 to \$10.71 in 2013.
- Nearly 70% of the cruise industry's non-wage expenditures were made with U.S.-based businesses.

The Contribution of the North American Cruise Industry to the U.S. Economy

As discussed above, 2013 represented a year in which the North American cruise industry continued to expand. After two years of double-digit growth in global passenger carryings in 2010 and 2011, passenger growth steadily averaged about 3.9 percent in both 2012 and 2013. As indicated in **Table ES-3**, 9.96 million passengers embarked at U.S. ports in 2013, 2.8 percent higher than in 2010.

After increasing by about 5.0 percent in both 2010 and 2011, the growth in direct cruise industry expenditures in the U.S. was about 4.0 percent in 2012 and 2.4 percent in 2013. Direct cruise industry expenditures in the United States were sufficient to hit a new peak of \$20.1 billion which is 11.6 percent higher than achieved during 2010.

Table ES-3 – Economic Contribution of the North American Cruise Industry, 2010 - 2013

	2010	2011	2012	2013	Average Annual Growth			
					2010	2011	2012	2013
U.S. Passenger Embarkations (Millions)	9.69	9.84	10.09	9.96	8.9%	1.5%	2.5%	-1.3%
Direct Economic Impacts								
Direct Cruise Industry Expenditures (\$ Billions)*	\$ 18.01	\$ 18.88	\$ 19.63	\$ 20.10	5.0%	4.8%	4.0%	2.4%
Employment	140,359	145,835	146,785	147,898	4.4%	3.9%	0.7%	0.8%
Wages and Salaries (\$ Billions)	\$ 5.84	\$ 6.22	\$ 6.39	\$ 6.63	6.5%	6.6%	2.7%	3.7%
Total Economic Impacts								
Total Output (\$ Billions)	\$ 37.85	\$ 40.42	\$ 42.27	\$ 44.09	7.8%	6.8%	4.6%	4.3%
Employment	329,943	347,787	356,311	363,133	5.1%	5.4%	2.5%	1.9%
Wages and Salaries (\$ Billions)	\$ 15.24	\$ 16.50	\$ 17.42	\$ 18.27	7.0%	8.3%	5.5%	4.9%

* Includes wages and salaries paid to U.S. employees of the cruise lines

Source: Business Research & Economic Advisors and Cruise Lines International Association

The expenditures by the cruise lines and their passengers and crew generated employment, income and other economic benefits throughout the U.S. economy. These economic benefits of the North American cruise industry arise from five principal sources:

- spending by cruise passengers and crew for goods and services associated with their cruise, including travel between their places of residence and the ports of embarkation and pre- and post-cruise vacation spending;
- the shoreside staffing by the cruise lines for their headquarters, marketing and tour operations;
- expenditures by the cruise lines for goods and services necessary for cruise operations, including food and beverages, fuel, hotel supplies and equipment, navigation and communication equipment and so forth;
- spending by the cruise lines for port services at U.S. ports-of-embarkation and ports-of-call; and

- expenditures by cruise lines for the maintenance and repair of vessels at U.S. shipyards, as well as capital expenditures for port terminals, office facilities and other capital equipment.

The total contribution of the cruise industry to the U.S. economy is the sum of the direct, indirect and induced economic impacts. The direct impacts consist of the expenditures made by the cruise lines and their crew and passengers during the course of providing or taking cruises. These include cruise line expenditures for headquarters operations, food and beverages provided onboard cruise ships and business services such as advertising and marketing. Additionally, cruise passengers and crew purchase a variety of goods and services including clothing, shore excursions and lodging as part of their cruise vacation or as part of a pre- or post-cruise stay. These types of expenditures are included in the direct cruise industry expenditures.

The expenditures of cruise line vendors and those businesses that provide the goods and services to passengers and crew generate the indirect impacts. For example, food processors must purchase raw foodstuffs for processing; utility services, such as electricity and water, to run equipment and process raw materials; transportation services to deliver finished products to the cruise lines or wholesalers; and insurance for property and employees. Thus, the indirect impacts primarily affect providers of business goods and services.

Finally, the employees of the directly and indirectly impacted businesses purchase a variety of consumer goods such as housing, personal services, insurance, food and transportation to name just a few. This spending generates the induced economic impacts which occur primarily among providers of consumer goods and services.

As shown in **Table ES-4**, the major direct economic impacts of the North American cruise industry in the United States during 2013 were as follows:

- Cruise passenger embarkations at U.S. ports totaled 9.96 million in 2013.
- The \$20.1 billion in direct spending by the cruise lines and their passengers and crew was a 2.4 percent increase from 2012 and generated 147,898 direct jobs paying \$6.6 billion in wages and salaries.

- The industry spent \$9.78 billion in the core cruise travel sector, primarily transportation services and passenger and crew spending. This was a 1.2 percent increase over 2012. These expenditures generated 104,411 jobs and wage income of \$4.2 billion.
- The cruise lines directly employed more than 27,000 U.S. residents as shore-side staff and crew members, and paid them wage income of nearly \$1.2 billion.

Table ES-4 –Direct Economic Contribution of the North American Cruise Industry in 2013

Sector	Direct Spending \$ Millions	Employment	Wage Income \$ Millions
Core Cruise Travel Sector	\$ 9,784	104,411	\$ 4,205
Passenger & Crew Spending	\$ 1,729	21,239	\$ 524
Port Services & Cruise Lines	\$ 3,349	47,688	\$ 2,052
Transportation Services	\$ 2,722	24,541	\$ 1,099
Air Transportation	\$ 1,984	10,944	\$ 531
Cruise Industry Suppliers	\$ 10,315	43,487	\$ 2,427
Agriculture, Mining, Utilities & Construction	\$ 47	206	\$ 7
Manufacturing	\$ 5,541	11,978	\$ 779
Food & Beverages	\$ 995	2,046	\$ 95
Apparel & Textiles	\$ 147	882	\$ 39
Chemicals & Plastics	\$ 288	361	\$ 32
Petroleum Refining	\$ 2,037	152	\$ 20
Fabricated Metal Products	\$ 216	837	\$ 53
Industrial Machinery	\$ 401	1,182	\$ 75
Ship Maintenance & Repair	\$ 754	2,179	\$ 163
Computers & Electronic Equipment	\$ 278	804	\$ 82
Other Manufacturing	\$ 425	3,535	\$ 219
Wholesale Trade	\$ 590	2,827	\$ 183
Other Transportation Services	\$ 21	36	\$ 4
Information Services	\$ 269	541	\$ 45
Finance, Insurance, Real Estate & Leasing	\$ 998	2,771	\$ 231
Services & Government (ex. Lodging & Travel Services)	\$ 2,851	25,127	\$ 1,180
Professional, Scientific & Technical Services	\$ 1,564	14,489	\$ 584
Administrative & Waste Management Services	\$ 45	209	\$ 12
Arts, Entertainment & Recreation	\$ 211	1,775	\$ 89
Other Services & Government	\$ 1,031	8,654	\$ 494
Total - 2013	\$ 20,099	147,898	\$ 6,632
Total - 2012	\$ 19,628	146,785	\$ 6,393
Percentage Change from 2012	2.4%	0.8%	3.7%

Source: Business Research & Economic Advisors.

- Cruise passengers and crew spent \$1.73 billion in non-transportation expenditures creating an estimated 21,239 jobs in the retail trade, restaurant and lodging industries. These jobs generated \$524 million in wage income.
- Cruise lines spent another \$10.3 billion for goods and services from suppliers in the United States in support of their global cruise operations. This spending created an estimated 43,487 jobs in virtually all industries and generated \$2.43 billion in wage income.

- Including the direct, indirect and induced economic impacts, the spending of the cruise lines and their crew and passengers was responsible for the generation of \$44.1 billion in gross output in the United States, a 4.3 percent increase from 2012. This, in turn, generated 363,133 jobs throughout the country paying \$18.3 billion in wages and salaries (see **Table ES-5**).

Table ES-5 –Total Economic Contribution of the North American Cruise Industry in 2013

Sector	Industry Output \$ Millions	Employment	Wage Income \$ Millions
Agriculture, Mining, Utilities & Construction	\$ 4,722	6,993	\$ 547
Manufacturing	\$ 10,453	31,253	\$ 2,121
Food & Beverages	\$ 744	3,046	\$ 196
Apparel & Textiles	\$ 1,229	1,643	\$ 113
Paper and Printing	\$ 316	1,514	\$ 108
Chemicals & Plastics	\$ 431	4,217	\$ 193
Petroleum Refining	\$ 1,132	743	\$ 88
Fabricated Metal Products	\$ 659	3,632	\$ 262
Industrial Machinery	\$ 605	1,486	\$ 219
Transportation Equipment	\$ 1,123	2,228	\$ 244
Computers & Electronic Equipment	\$ 3,060	2,516	\$ 458
Other Manufacturing	\$ 1,156	10,229	\$ 241
Wholesale & Retail Trade	\$ 2,617	32,105	\$ 1,562
Transportation	\$ 6,843	74,141	\$ 3,337
Information Services	\$ 874	3,377	\$ 286.04
Finance, Insurance, Real Estate & Leasing	\$ 3,700	14,367	\$ 1,106.35
Services & Government	\$ 14,881	200,898	\$ 9,312
Professional, Scientific & Technical Services	\$ 5,394	35,959	\$ 2,556
Administrative & Waste Management Services	\$ 3,208	49,706	\$ 1,482.06
Accommodations & Food Services	\$ 1,384	42,176	\$ 920
Performing Arts & Amusements	\$ 853	23,282	\$ 527
Other Services & Government	\$ 4,041	49,776	\$ 3,827
Total - 2013	\$ 44,089	363,133	\$ 18,271
Total - 2012	\$ 42,265	356,311	\$ 17,416
Percentage Change from 2012	4.3%	1.9%	4.9%

Source: Business Research & Economic Advisors.

These total economic impacts affected virtually every industry in the United States. Nearly 60 percent of the \$44.1 billion in total gross output and 40 percent of the 363,133 jobs generated by the direct and indirect impacts of the cruise industry affected seven industry groups as follows:

- Nondurable Goods Manufacturing \$6.0 Billion in Output 11,282 Jobs
- Professional & Technical Services⁴ \$5.3 Billion in Output 35,959 Jobs
- Durable Goods Manufacturing \$4.4 Billion in Output 22,086 Jobs
- Travel Services⁵ \$4.0 Billion in Output 40,509 Jobs

⁴ Includes such services as legal services, advertising, management consulting, engineering and architectural services and computer consulting services.

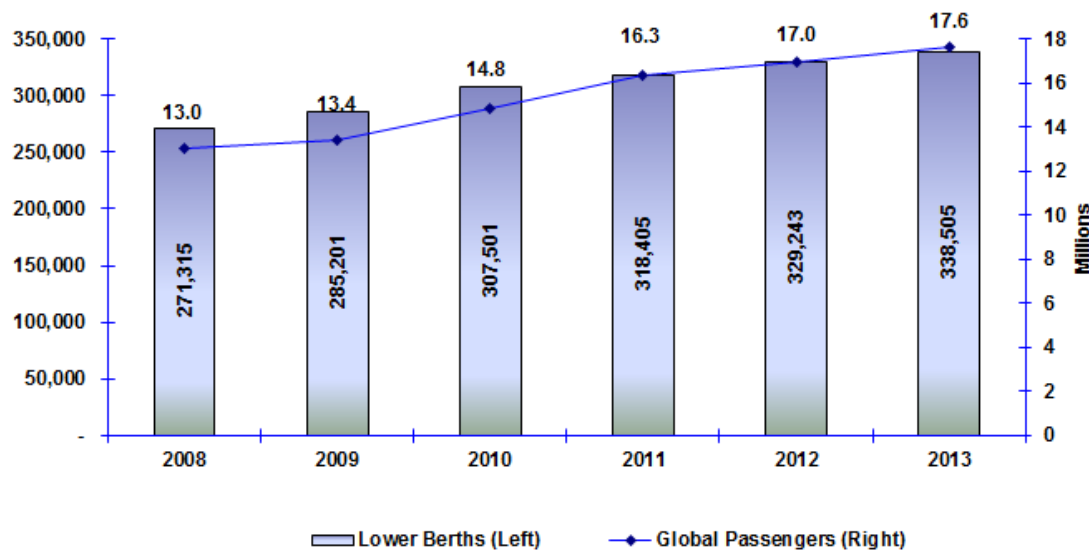
⁵ Includes travel agents, ground transportation services and US-based shore excursions.

➤ Financial Services ⁶	\$2.3 Billion in Output	9,545 Jobs
➤ Airline Transportation	\$2.1 Billion in Output	9,552 Jobs
➤ Wholesale Trade	\$1.9 Billion in Output	12,757 Jobs

Five Year Trend: 2008 – 2013

In 2008 the fleet of the North American cruise industry stood at 152 vessels with a capacity of 271,315 lower berths. By the end of 2013, the fleet had increased by 17 percent to 178 vessels. Over the same period the capacity increased by 25 percent to 338,505 lower berths (see **Figure ES-1**). The higher growth in capacity reflects the continual increase in the size of new cruise ships. As a result, the average size of a cruise ship increased from 1,785 lower berths in 2008 to 1,902 in 2013. With the increase in capacity, passenger carryings also expanded, increasing by 35 percent from 13.0 million in 2008 to 17.6 million in 2013.

Figure ES-1 – Lower Berth Capacity and Passenger Carryings of the N.A. Cruise Industry, 2008 – 2013



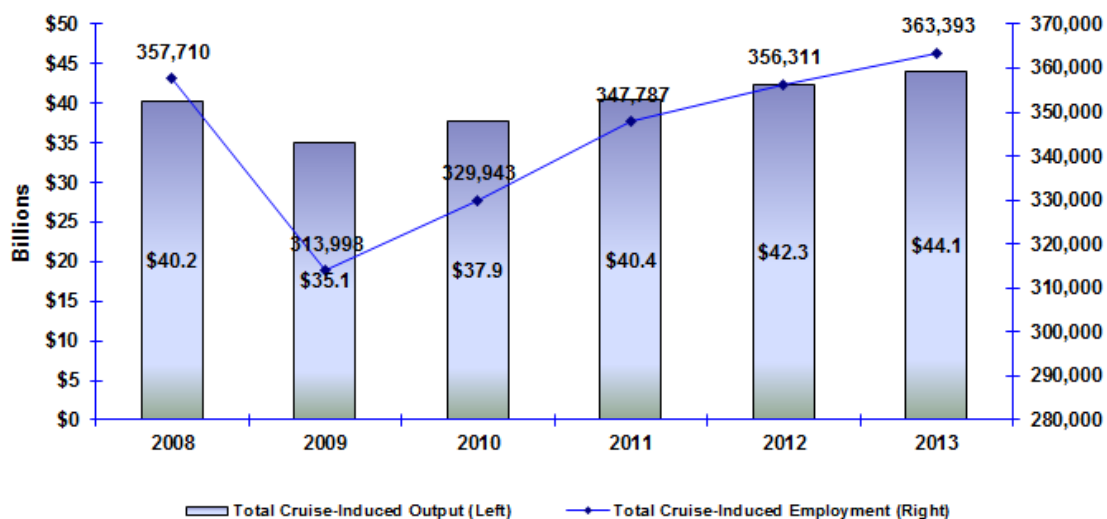
Source: CLIA

To support its cruises, the industry buys goods and services, such as food and beverages, hotel supplies and equipment to name a few, from businesses around the world. Since the majority of the industry's cruises originate in and/or visit North American ports, purchases from U.S. businesses account for most of these expenditures. In 2008, U.S. businesses received an estimated \$19.1 billion, approximately 77 percent of global expenditures. These

⁶ Includes banking, investment and insurance services.

expenditures increased by 5.2 percent to \$20.1 billion by 2013, 75 percent of global expenditures. The decline in share reflects the globalization of the industry and the growing diversification of the industry's supply chain. As evidence of this, the share of global passengers sourced from North America has fallen from 72 percent in 2008 to 61 percent in 2013. In addition, the bed day capacity of the North American cruise industry deployed in Europe and Asia/Pacific accounted for approximately 34 percent of the industry's global capacity in 2008. By 2013 this share had increased to 41 percent.

Figure ES-2 – Total Economic Impact of the North American Cruise Industry, 2008 - 2013



Source: Business Research & Economic Advisors

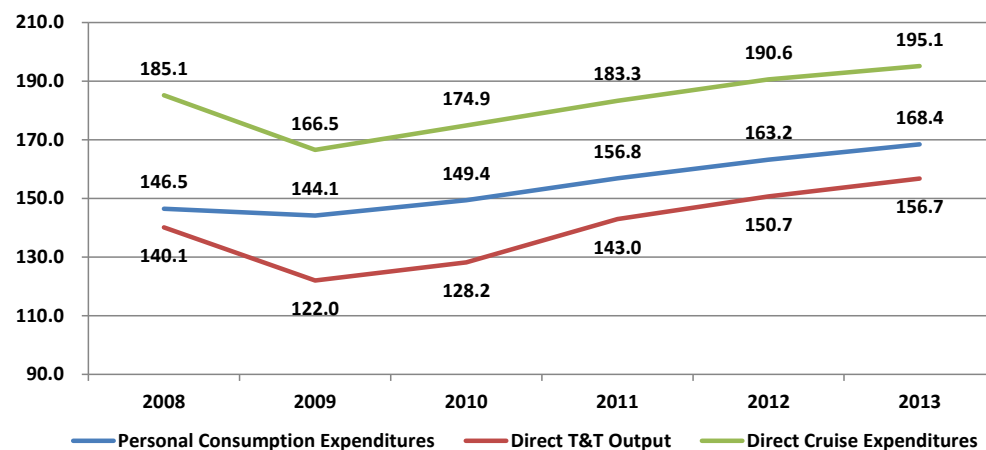
As the direct expenditures of the North America cruise industry with U.S. businesses has grown over the past five years so has the industry's economic impact on the U.S. economy. As discussed previously, the total economic impacts are the sum of the direct, indirect and induced impacts that result from the direct expenditures. As shown in Figure ES-2, the total impact on cruise-induced output in the United States reached a pre-recession peak of \$40.2 billion in 2008. The impact declined by 12.7 percent in 2009 due to the global recession and then partially recovered in 2010. The recovery continued in 2011 and the total output impact increased to \$40.4 billion, just slightly above the 2008 peak and then increased by another 4.6 percent to \$42.3 billion in 2012 and then by 4.3 percent in 2013 to \$44.1 billion.

Thus, over the past five years the total output that has resulted from cruise-related spending in the U.S. has increased at an average annual rate of 1.9 percent.⁷

The total employment impact of the cruise industry has also followed the same cyclical pattern, declining from 357,710 jobs in 2008 to 313,998 jobs in 2009 and then increasing to 363,133 jobs by 2013. Due to the recession impacts, the total employment impact has increased by only 1.5 percent since 2008.

To put these figures in perspective we have compared the growth in the cruise industry impacts to growth in the overall economy and the travel and tourism (T&T) sector in the United States. As derived from the data shown in Figure ES-3, from 2000 through 2008 the growth in the cruise industry's direct expenditures exceeded the growth in national personal consumption expenditures and direct output of the T&T sector. Over this eight year period, annual direct expenditures of the cruise industry had increased by 85 percent, about double the 46 and 40 percent increase in annual personal consumption expenditures and the annual direct output of the T&T sector, respectively.

Figure ES-3 – Direct Cruise Industry Expenditures Compared to Other Economic Indicators, 2008-2013, Index: 2000 = 100



Source: Business Research & Economic Advisors and the Bureau of Economic Analysis.

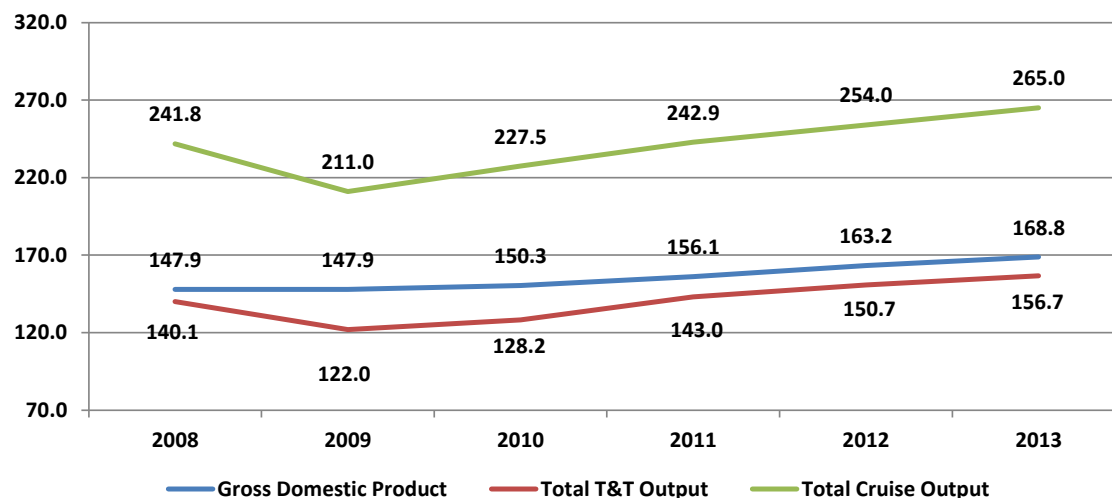
Over the subsequent five years, the annual direct expenditures of the cruise industry increased by 5.4 percent versus a 15 percent increase in personal consumption expenditures and a 12 percent increase in direct T&T expenditures. The slower growth in direct cruise

⁷ These figures are not adjusted for inflation. Using the implicit deflator for personal consumption of services the average annual growth in inflation-adjusted direct cruise expenditures is 0.2 percent.

industry expenditures relative to consumer spending over the five-year period is a result of the sharper decline in cruise spending during 2009. In that year cruise industry spending fell by 10 percent while consumer spending declined by only 1.6 percent. Following the 2009 recession, cruise industry spending has increased by 17 percent, surpassing its 2008 peak. Personal consumption has increased by an identical 17 percent while T&T spending has grown by 28 percent.

As shown in **Figure ES-4**, between 2000 and 2008, total output generated by direct cruise industry expenditures had increased by 142 percent while GDP had only increased by 48 percent and T&T total output had increased by 40 percent. Since then the growth in total output generated by the cruise industry has increased by 9.6 percent. The 12.8 percent decline in the total output impact of the cruise industry in 2009 was higher than the zero percent change in GDP but almost identical to the 12.9 percent decline in T&T total output. However, the cumulative 25.6 percent growth of the cruise industry's total output impact from 2009 through 2013 was 80 percent higher than the 14.1 percent growth of GDP and just slightly lower than the 28.4 percent growth of the T&T sector.

Figure ES-4 – Total Output Impact of the Cruise Industry Compared to Other Economic Indicators, Index 2000 = 100



Source: Business Research & Economic Advisors and the Bureau of Economic Analysis.

The Contribution of the North American Cruise Industry to Individual State Economies

The economic impact of the North American cruise industry spread into every state economy. Cruise passengers came from every state and the cruise lines made purchases in support of their operations in just about every state. The principal location factors that influenced the economic impacts by state were:

- cruise lines headquarters and other facilities,
- ports-of-embarkation and ports-of-call,
- place of residence of cruise passengers, and
- place of business of cruise industry vendors.

As discussed above, 9.96 million cruise passengers embarked on their cruises from U.S. ports in 2013. The top ten U.S. cruise ports accounted for 86 percent of 2013 embarkations, the same percentage as in 2012 (see **Table ES-6** and **Figure ES-5**).

Table ES-6 – U.S. Embarkations by Port, 2010 - 2013

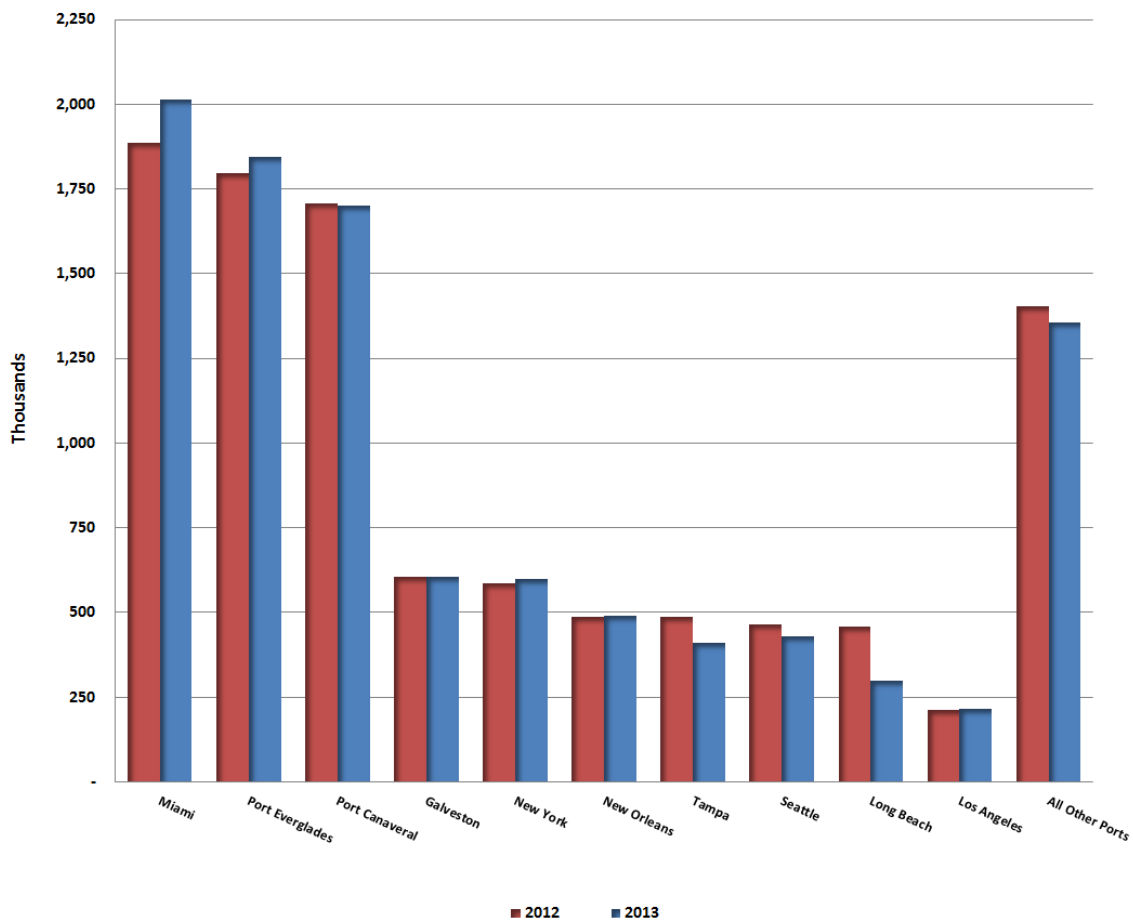
Port	2010	2011	2012	2013	Growth			
					2010	2011	2012	2013
Miami	2,166,000	2,003,000	1,887,000	2,015,000	5.4%	-7.5%	-5.8%	6.8%
Port Everglades	1,758,000	1,795,000	1,797,000	1,845,000	23.6%	2.1%	0.1%	2.7%
Port Canaveral	1,289,000	1,483,000	1,708,000	1,701,000	7.9%	15.1%	15.2%	-0.4%
Galveston	435,000	459,000	604,000	605,000	10.1%	5.5%	31.6%	0.2%
New York	553,000	611,000	586,000	600,000	31.7%	10.5%	-4.1%	2.4%
New Orleans	260,000	369,000	488,000	489,000	10.6%	41.9%	32.2%	0.2%
Tampa	397,000	449,000	487,000	410,000	0.0%	13.1%	8.5%	-15.8%
Seattle	466,000	443,000	464,000	430,000	6.6%	-4.9%	4.7%	-7.3%
Long Beach	414,000	408,000	457,000	298,000	0.5%	-1.4%	12.0%	-34.8%
Los Angeles	366,000	304,000	213,000	214,000	-8.5%	-16.9%	-29.9%	0.5%
All Other Ports	1,590,000	1,510,000	1,404,000	1,357,000	3.5%	-5.0%	-7.0%	-3.3%
United States	9,694,000	9,834,000	10,095,000	9,964,000	8.9%	1.4%	2.7%	-1.3%
Top 10 Ports	8,104,000	8,324,000	8,691,000	8,607,000	10.0%	2.7%	4.4%	-1.0%
Share of the U.S.	83.6%	84.6%	86.1%	86.4%				
Florida Ports	5,784,000	5,920,000	6,074,000	6,150,000	10.0%	2.4%	2.6%	1.3%
Share of the U.S.	59.7%	60.2%	60.2%	61.7%				

Source: U.S. Cruise Ports and BREAA

Florida remains the center of cruising in the United States, accounting for nearly 62 percent of all U.S. embarkations. Passenger embarkations in Florida increased by 1.3 percent in 2013 to 6.15 million. Miami led the Florida ports with a 6.8 percent increase, adding 128,000 embarkations in 2013. Port Everglades experienced a growth of 2.7 percent adding 48,000 em-

barkations. Since 2010, Florida ports have experienced a 6.3 percent increase in passenger embarkations.

Figure ES-5 – U.S. Embarkations by Port, 2012 and 2013



Source: U.S. Cruise Ports and MARAD, U.S. Department of Transportation

Embarkations in California's ports (Los Angeles, Long Beach, San Diego, and San Francisco) were 659,000 in 2013. The decline during 2013 is primarily the result of a continued reduction in the capacity deployed for the Mexico West cruise market which has primarily impacted the ports of San Diego and Long Beach during 2013, which experienced respective declines of 35 percent and 29 percent. However, Los Angeles embarkations rose in 2013 by 0.5 percent to 214,000, while San Francisco experienced an 18 percent increase as capacity in the Alaska market has increased from 2011 through 2013.

While cruise activity in the remaining states is not as large, there were significant developments among these smaller ports which include the following. New York embarkations at its two cruise terminals in Manhattan and Brooklyn increased by 2.4 percent to 600,000. After experiencing 30+ percent growth in 2012, embarkations at both Galveston and New Orleans remained virtually unchanged in 2013 with both ports reporting a 0.2 percent increase. After experiencing a 4.7 percent increase in passenger embarkations in 2012, Seattle saw embarkations fall by 7.3 percent in 2013 as a result of homeport redeployments to Vancouver, BC. This continues a pattern of increases followed by decreases as the cruise industry adjusts its home port deployment in the Alaska market between Seattle and Vancouver, BC. Boston reported a 16 percent increase in embarkations from 2012 due to the redeployment of larger ships.

The major economic impacts of the cruise industry by state during 2013 as shown in **Table ES-7** were as follows:

- The economic impacts were concentrated in 10 states. These states accounted for 77 percent of the cruise industry's direct purchases in the United States, 80 percent of the total employment impact and 81 percent of the income impact.
- Total cruise passenger and crew visits to Florida totaled 9.46 million in 2013, accounting for 43 percent of all passenger and crew visits in the U.S. with a 2.6 percent increase from 2012. Combined, passengers, crew and cruise lines directly spent \$7.33 billion in the state, accounting for 36 percent of the industry's direct expenditures and a 4.7 percent increase over 2012. This spending generated 140,408 jobs paying \$6.53 billion in income. In addition, the state of Florida, the home of corporate or administrative offices for most of the cruise lines, accounted for more than half of the cruise lines' U.S.-based employment during 2013.
- California, like Florida, hosts both cruise line headquarters and ports-of-embarkation. During 2013, cruise passenger and crew visits totaled 1.36 million, a decline of nearly 12 percent from 2012. With the declining deployment of cruise ships in Mexico, especially the Mexico West market, passenger and crew visits have declined for five consecutive years and are now about 40 percent below the 2008 peak. With 9.3 percent of the industry's direct expenditures, California businesses received \$1.86 billion in direct industry spending which in turn generated 40,445 jobs paying \$2.40 billion in wage income.
- An estimated 901,000 passengers and crew visited Texas during 2013, 4.1 percent of all passenger and crew visits at U.S. ports and a 4.4 percent increase from 2012. With \$1.26 billion in direct spending and 20,271 jobs

paying \$1.16 billion in income, Texas accounted for 6.3 percent of the industry's direct expenditures, 5.6 percent of the industry's total employment impact and 6.3 percent of the income impact.

Table ES-7 – Total Economic Impact of the North American Cruise Industry by State, 2013

State	2013	2012	Direct Purchases (\$ Millions)	Share of the U.S.	Total Employment	Share of the U.S.	Total Income (\$ Millions)	Share of the U.S.	Average Annual Wage (\$1,000)
Florida	1	1	\$ 7,334	36.5%	140,408	38.7%	\$ 6,526	35.7%	\$ 46.5
California	2	2	\$ 1,863	9.3%	40,445	11.1%	\$ 2,396	13.1%	\$ 59.2
Texas	3	3	\$ 1,261	6.3%	20,271	5.6%	\$ 1,160	6.3%	\$ 57.2
New York	4	4	\$ 1,257	6.3%	16,486	4.5%	\$ 967	5.3%	\$ 58.6
Alaska	5	5	\$ 993	4.9%	18,938	5.2%	\$ 866	4.7%	\$ 45.7
Washington	6	6	\$ 757	3.8%	18,043	5.0%	\$ 925	5.1%	\$ 51.3
Georgia	7	7	\$ 654	3.3%	11,763	3.2%	\$ 603	3.3%	\$ 51.3
Illinois	8	9	\$ 494	2.5%	7,506	2.1%	\$ 440	2.4%	\$ 58.6
Massachusetts	9	8	\$ 491	2.4%	7,876	2.2%	\$ 483	2.6%	\$ 61.3
New Jersey	10	10	\$ 427	2.1%	8,057	2.2%	\$ 457	2.5%	\$ 56.7
Hawaii	11	13	\$ 415	2.1%	6,417	1.8%	\$ 227	1.2%	\$ 35.4
Colorado	12	11	\$ 412	2.1%	2,402	0.7%	\$ 137	0.8%	\$ 57.2
Louisiana	13	12	\$ 406	2.0%	8,129	2.2%	\$ 323	1.8%	\$ 39.7
Pennsylvania	14	14	\$ 360	1.8%	5,801	1.6%	\$ 323	1.8%	\$ 55.7
Indiana	15	15	\$ 314	1.6%	7,095	2.0%	\$ 344	1.9%	\$ 48.5
North Carolina	16	16	\$ 236	1.2%	3,262	0.9%	\$ 152	0.8%	\$ 46.7
Michigan	17	18	\$ 211	1.0%	2,443	0.7%	\$ 136	0.7%	\$ 55.7
Arizona	18	17	\$ 207	1.0%	3,527	1.0%	\$ 153	0.8%	\$ 43.5
Maryland	19	19	\$ 203	1.0%	3,223	0.9%	\$ 173	0.9%	\$ 53.6
Ohio	20	20	\$ 170	0.8%	3,222	0.9%	\$ 153	0.8%	\$ 47.5
Connecticut	21	21	\$ 161	0.8%	1,146	0.3%	\$ 87	0.5%	\$ 76.3
Virginia	22	22	\$ 147	0.7%	2,471	0.7%	\$ 141	0.8%	\$ 57.1
Missouri	23	23	\$ 138	0.7%	3,227	0.9%	\$ 155	0.8%	\$ 48.1
Oregon	24	24	\$ 127	0.6%	3,959	1.1%	\$ 180	1.0%	\$ 45.5
South Carolina	25	25	\$ 121	0.6%	2,207	0.6%	\$ 83	0.5%	\$ 37.7
Nevada	26	26	\$ 116	0.6%	1,761	0.5%	\$ 78	0.4%	\$ 44.4
Minnesota	27	27	\$ 103	0.5%	1,929	0.5%	\$ 110	0.6%	\$ 57.1
Alabama	28	28	\$ 95	0.5%	1,171	0.3%	\$ 51	0.3%	\$ 43.3
Tennessee	29	29	\$ 60	0.3%	964	0.3%	\$ 43	0.2%	\$ 44.4
Kentucky	30	30	\$ 55	0.3%	957	0.3%	\$ 40	0.2%	\$ 41.9
New Hampshire	31	32	\$ 48	0.2%	507	0.1%	\$ 26	0.1%	\$ 51.7
Wisconsin	32	31	\$ 47	0.2%	702	0.2%	\$ 31	0.2%	\$ 44.6
Maine	33	33	\$ 46	0.2%	747	0.2%	\$ 25	0.1%	\$ 34.1
Kansas	34	34	\$ 44	0.2%	1,667	0.5%	\$ 74	0.4%	\$ 44.2
Dist. of Columbia	35	36	\$ 38	0.2%	232	0.1%	\$ 30	0.2%	\$ 129.0
Utah	36	35	\$ 35	0.2%	717	0.2%	\$ 29	0.2%	\$ 40.0
Iowa	37	37	\$ 34	0.2%	289	0.1%	\$ 12	0.1%	\$ 41.7
Mississippi	38	38	\$ 33	0.2%	394	0.1%	\$ 15	0.1%	\$ 37.1
Oklahoma	39	39	\$ 30	0.2%	512	0.1%	\$ 22	0.1%	\$ 42.5
Delaware	40	40	\$ 26	0.1%	201	0.1%	\$ 11	0.1%	\$ 54.8
Arkansas	41	41	\$ 26	0.1%	434	0.1%	\$ 15	0.1%	\$ 35.1
Rhode Island	42	42	\$ 24	0.1%	350	0.1%	\$ 14	0.1%	\$ 40.9
Nebraska	43	43	\$ 22	0.1%	422	0.1%	\$ 18	0.1%	\$ 43.8
New Mexico	44	44	\$ 15	0.1%	231	0.1%	\$ 11	0.1%	\$ 45.4
Idaho	45	45	\$ 10	0.0%	149	0.0%	\$ 6	0.0%	\$ 40.5
West Virginia	46	46	\$ 9	0.0%	154	0.0%	\$ 6	0.0%	\$ 37.4
Vermont	47	47	\$ 9	0.0%	51	0.0%	\$ 2	0.0%	\$ 48.6
North Dakota	48	48	\$ 6	0.0%	104	0.0%	\$ 4	0.0%	\$ 34.8
South Dakota	49	49	\$ 5	0.0%	60	0.0%	\$ 2	0.0%	\$ 35.9
Montana	50	50	\$ 4	0.0%	70	0.0%	\$ 3	0.0%	\$ 36.4
Wyoming	51	51	\$ 2	0.0%	32	0.0%	\$ 1	0.0%	\$ 43.4
U. S. Total			\$ 20,099		363,133		\$ 18,272		\$ 48.9

- In 2013, an estimated 878,000 passengers and crew visited New York, 4.0 percent of total passenger and crew visits in the U.S. and a 2.45 percent increase from 2012. This represented a partial rebound from the 4.4 percent decline in 2012. New York accounted for 6.3 percent of the industry's direct expenditures with \$1.26 billion in 2013. This spending generated an estimated 16,486 jobs paying \$967 million in income. As a result of the in-

crease in passenger and crew visits and direct expenditures, New York maintained its fourth place ranking among all states.

- Alaska benefits from the cruise industry primarily as a destination market. During 2013, the cruise industry produced 4.91 million passenger and crew visits to Alaska destinations, a 2.9 percent increase from 2012. The state primarily benefits from cruise passenger spending for shore excursions, pre- and post-cruise stays, food and beverages and general retail. Because of this spending, Alaska accounted for 4.9 percent of the industry's direct spending with \$993 million in expenditures generating 18,938 full- and part-time jobs paying just over \$866 million in wage income.⁸
- The state of Washington is the location of cruise industry administrative facilities and a port-of-embarkation in Seattle. During 2013 an estimated 631,000 passengers and crew visited Seattle. With \$757 million in direct spending and 18,043 jobs paying \$925 million in income, Washington accounted for about five percent of the industry's national economic impact.
- While Georgia has no direct cruise operations, it is a major source market for cruise passengers, making it a net exporter of cruise passengers, and also supports the industry with a wide range of goods and services. During 2013, 239,000 residents of Georgia cruised. This represented 2.2 percent of U.S. resident passengers. As a result of the activity of the cruise industry, Georgia businesses received \$654 million, or 3.3 percent of the direct expenditures generated by the cruise industry in the United States. These direct expenditures generated total economic impacts of 11,763 jobs and \$603 million in income throughout the Georgia economy during 2013.
- Like Georgia, Illinois has no direct cruise operations. The state is a net exporter of cruise passengers. It also supports the industry with a wide range of goods and services. Resident cruise passengers in Illinois totaled 152,000 during 2013 and accounted for 1.4 percent of U.S. resident passengers. As a result of the activity of the cruise industry, Illinois businesses received \$494 million, or 2.5 percent of the direct expenditures generated by the cruise industry in the United States. These direct expenditures generated total economic impacts of 7,506 jobs and \$440 million in income throughout the Illinois economy during 2013.
- The Boston cruise port in Massachusetts is both a port-of-embarkation and a port-of-call for cruises to Canada and Bermuda. An estimated 335,000 passengers and crew visited Massachusetts during 2013. Massachusetts accounted for 2.4 percent of the industry's direct expenditures with \$491 million in direct spending. These expenditures generated an estimated 7,876 jobs paying \$483 million in income.

⁸ The direct spending and resulting economic impacts in Alaska have been adjusted downward due to a benchmark of cruise line employees and their income in Alaska and other states. This adjustment resulted in a reduction of annualized employment of 1,400 employees and a \$34 million decline in cruise line payroll in the state.

- In 2013, an estimated 345,000 passengers and crew visited New Jersey, 1.6 percent of total passenger and crew visits in the U.S. and a 1.5 percent increase from 2012. New Jersey accounted for 2.1 percent of the industry's direct expenditures with \$427 million. This spending generated an estimated 8,057 jobs paying \$457 million in income.
- The impacts in the remaining states were primarily generated by cruise passenger spending for air travel and cruise line purchases from vendors located in each of the state.

Section I: Impact of the North American Cruise Industry on the U.S. Economy in 2013

The contribution of the North American cruise industry is the result of the spending by the cruise lines and their passengers and crew. In this section, passengers sourced from the U.S., passenger embarkations from U.S. ports, crew arrivals at U.S. ports and the spending activity of the industry are detailed.

U.S. Cruise Passengers

During 2013, passenger embarkations at U.S. ports declined by a modest 1.3 percent, while cruising globally is up overall. As shown in **Table 1**, passenger embarkations at U.S. ports increased by 8.9 percent in 2010 and then by 1.4 percent in 2011 and 2.6 percent in 2012.

Table 1 – Global Embarkations of the North American Cruise Industry, 2010 - 2013

Port	2010	2011	2012	2013	Growth			
					2010	2011	2012	2013
Florida	5,784,000	5,920,000	6,074,000	6,150,000	10.0%	2.4%	2.6%	1.3%
Miami	2,166,000	2,003,000	1,887,000	2,015,000	5.4%	-7.5%	-5.8%	6.8%
Port Everglades	1,758,000	1,795,000	1,797,000	1,845,000	23.6%	2.1%	0.1%	2.7%
Port Canaveral	1,289,000	1,483,000	1,708,000	1,701,000	7.9%	15.1%	15.2%	-0.4%
Tampa	397,000	449,000	487,000	410,000	0.0%	13.1%	8.5%	-15.8%
Jacksonville	174,000	190,000	195,000	179,000	-7.4%	9.2%	2.6%	-8.2%
California	1,064,000	902,000	837,000	659,000	-16.0%	-15.2%	-7.2%	-21.3%
Los Angeles	366,000	304,000	213,000	214,000	-8.5%	-16.9%	-29.9%	0.5%
Long Beach	414,000	408,000	457,000	298,000	0.5%	-1.4%	12.0%	-34.8%
San Diego	243,000	144,000	105,000	74,000	-39.4%	-40.7%	-27.1%	-29.5%
San Francisco	41,000	46,000	62,000	73,000	-22.6%	12.2%	34.8%	17.7%
New York	553,000	611,000	586,000	600,000	31.7%	10.5%	-4.1%	2.4%
Other U.S. Ports	2,293,000	2,401,000	2,598,000	2,555,000	16.9%	4.7%	8.2%	-1.7%
Galveston	435,000	459,000	604,000	605,000	10.1%	5.5%	31.6%	0.2%
New Orleans	260,000	369,000	488,000	489,000	10.6%	41.9%	32.2%	0.2%
Alaska	128,000	129,000	137,000	125,000	-29.3%	0.8%	6.2%	-8.8%
Seattle	466,000	443,000	464,000	430,000	6.6%	-4.9%	4.7%	-7.3%
Boston	84,000	85,000	123,000	143,000	3.7%	1.2%	44.7%	16.3%
Baltimore	208,000	252,000	241,000	212,000	24.6%	21.2%	-4.4%	-12.0%
Honolulu	123,000	119,000	122,000	117,000	1.7%	-3.3%	2.5%	-4.1%
Remaining U.S. Ports	589,000	545,000	419,000	434,000	71.2%	-7.5%	-23.1%	3.6%
United States	9,694,000	9,834,000	10,095,000	9,964,000	8.9%	1.4%	2.7%	-1.3%
Canada	298,900	356,000	375,000	460,000	-33.6%	19.1%	5.3%	22.7%
Vancouver	272,400	323,000	331,000	407,800	-35.8%	18.6%	2.5%	23.2%
Other Canada Ports	26,500	33,000	44,000	52,200	1.9%	24.5%	33.3%	18.6%
San Juan	521,700	522,000	510,000	520,000	2.9%	0.1%	-2.3%	2.0%
North America	10,514,600	10,712,000	10,980,000	10,944,000	6.6%	1.9%	2.5%	-0.3%
Rest of the World	4,260,400	5,612,000	5,970,000	6,666,000	19.0%	31.7%	6.4%	11.7%
Total	14,775,000	16,324,000	16,950,000	17,610,000	9.9%	10.5%	3.8%	3.9%

Source: Port Authorities and Business Research and Economic Advisors

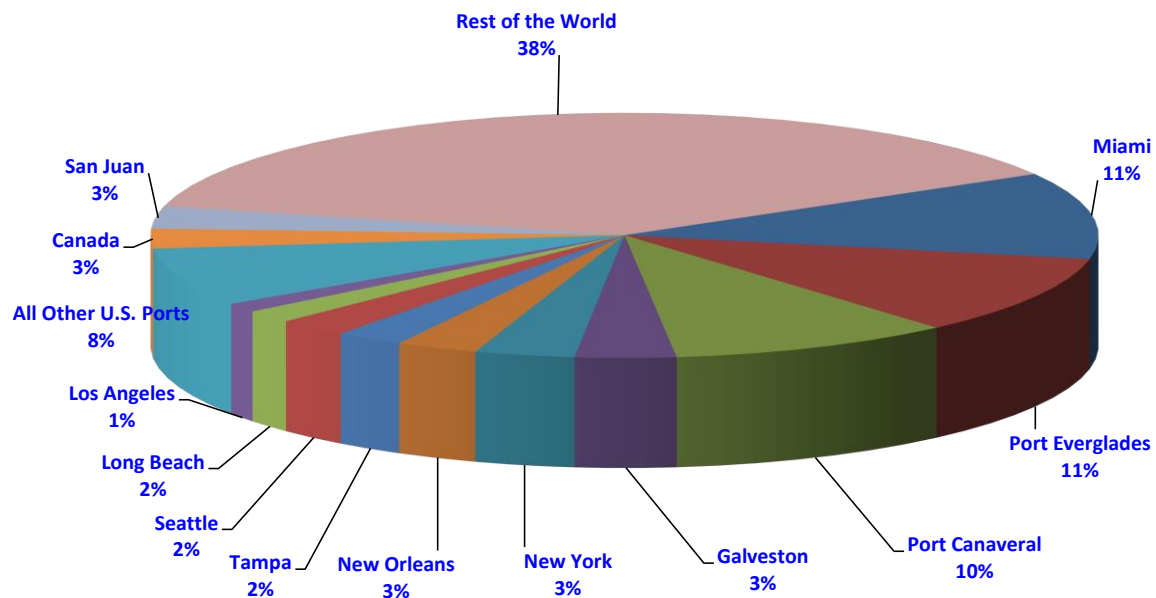
Adding in San Juan and Canadian ports, embarkations at North American ports fell slightly by 0.3 percent to 10.94 million. The slower rate of decline for all North American ports was

the net result of a 22.7 percent increase at Canadian ports and a 2.0 percent increase in San Juan.

Within the United States there was a significant variation in growth among the cruise ports. Passenger embarkations in Florida increased by 76,000 to 6.15 million in 2013, an increase of 1.3 percent from 2012. Miami led the Florida ports with a 6.8 percent increase, adding 128,000 passengers in 2013. Port Everglades experienced a growth of 2.7 percent adding 48,000 embarkations. Since 2010, passenger embarkations in Florida have increased by 6.3 percent. As a result, Florida's share of total U.S. embarkations has risen from 60 percent in 2010 to 62 percent in 2013.

Passenger boardings in California's four cruise ports (Los Angeles, Long Beach, San Diego, and San Francisco) experienced a 21.3 percent decline in passenger boardings in 2013, the fifth consecutive year of losses. Boardings fell below one million for the first time since 2003 in 2011 and have continued to fall since. This is primarily the result of continued reduction in capacity deployed for the Mexico West cruise market which has principally impacted the three ports in southern California. Since 2010, the ports of San Diego, Los Angeles and Long Beach have experienced respective declines of 70 percent, 42 percent and 28 percent. On the positive side San Francisco has experienced a 78 percent increase in embarkations since 2010 as capacity in the Alaska market has increased during this period.

While cruise activity in the remaining states is not as large, there were significant developments among these smaller ports which include the following. In New York embarkations at its two cruise terminals in Manhattan and Brooklyn increased by 2.4 percent during 2013. After experiencing 30+ percent growth in 2012, embarkations at both Galveston and New Orleans remained virtually unchanged in 2013 with both ports reporting a 0.2 percent increase. After experiencing a 4.7 percent increase in passenger embarkations in 2012, embarkations in Seattle declined by 7.3 percent in 2013 as a result of homeport redeployments to Vancouver, BC. This continues a pattern of increases followed by decreases as the cruise industry adjusts its home port deployment in the Alaska market between Seattle and Vancouver, BC. Finally, the Port of Boston experienced a 16 percent increase in passenger embarkations in 2013 to 143,000. Cruises originating in Boston are seasonal cruises to Canada/New England and Bermuda.

Figure 1 - Distribution of Global Embarkations - 2013

Source: Port Authorities and Business Research and Economic Advisors

The remaining ports in North America, primarily Vancouver and San Juan, handled 980,000 cruise passengers in 2013, an increase of 10.7 percent from 2012. Vancouver experienced a 23.2 percent increase in passenger embarkations after a 2.5 percent increase in 2012 while San Juan experienced a 2.0 percent increase in passenger embarkations during 2013 after experiencing a 2.3 percent decline in 2012..

Embarkations in the rest of the world, primarily Europe and the Mediterranean, totaled 6.67 million during 2013, an 11.7 percent increase from 2012, and accounted for 37.8 percent of global embarkations, up from 28.8 percent in 2010. As noted earlier, the North American cruise industry is rapidly expanding its deployment in Europe and Asia while removing capacity from the Caribbean and Mexico West markets.

As indicated in **Table 2**, the global capacity deployed in the Caribbean (including the Bahamas) increased by 1.9 percent in 2013. As global capacity continues to increase, the region's share was 34.4 percent in 2013. In Alaska, capacity increased by 7.7 percent to 6.32 million bed days. As a consequence, the Alaska market's share of global capacity increased for the third consecutive year.

Table 2 – Destination Bed Day Capacity of the North American Cruise Industry, 2011 - 2013
Millions of Bed Days

Destination	2011	2012	2013
Caribbean	45.89	44.20	45.06
Percent Change	-8.0%	-3.7%	1.9%
Share of Total	37.7%	35.1%	34.4%
Europe (w/ Med)	38.67	41.25	42.72
Percent Change	12.2%	6.7%	3.6%
Share of Total	31.7%	32.8%	32.6%
Alaska	5.42	5.87	6.32
Percent Change	-9.1%	8.3%	7.7%
Share of Total	4.4%	4.7%	4.8%
Asia	2.32	3.21	4.49
Percent Change	32.7%	38.4%	39.9%
Share of Total	1.9%	2.6%	3.4%
Australia/Pacific	4.50	5.49	6.55
Percent Change	19.1%	22.0%	19.3%
Share of Total	3.7%	4.4%	5.0%
South America	4.33	4.81	5.10
Percent Change	12.5%	11.1%	6.0%
Share of Total	3.6%	3.8%	3.9%
All Others	20.68	21.01	20.68
Percent Change	15.0%	1.6%	-1.6%
Share of Total	17.0%	16.7%	15.8%
Total	121.81	125.84	130.86
Percent Change	3.5%	3.3%	4.0%

Source: CLIA

At the same time, the capacity in Asia, Australia/Pacific and South America increased at double digit rates. Combined, capacity in the three markets increased by 19.5 percent to 16.1 million bed days. The share of global capacity in these three markets rose from 9.2 percent in 2011 and 10.8 percent in 2012 to 12.3 percent in 2013. Capacity growth in Europe was 3.6 percent in 2013.

As shown in **Table 3**, 10.71 million, or 60.8 percent of the 2013 global cruise passengers of the North American cruise industry, were sourced from the United States, including Puerto Rico. This represented a 0.3 percent increase from 2012. The number of passengers sourced from the United States increased in the South Atlantic census division, where 4.17 million passengers were sourced for cruises on the ships of the North American cruise industry. This was a 4.4 percent increase from 2012 and increased the region's share of U.S. passengers to 39.2 percent from 37.6 percent in 2012.

Table 3 –Cruise Passengers Sourced from the United States, 2010 – 2013⁹

Census Divisions	Passengers				Share of the U.S.			
	2010	2011	2012	2013	2010	2011	2012	2013
New England	795,700	817,900	887,300	855,500	7.9%	7.8%	8.3%	8.0%
Middle Atlantic	849,000	858,600	852,600	841,800	8.4%	8.2%	8.0%	7.9%
South Atlantic	3,693,200	3,890,000	3,991,000	4,167,300	36.6%	37.2%	37.4%	38.9%
East North Central	608,900	611,400	563,000	548,200	6.0%	5.9%	5.3%	5.1%
East South Central	262,800	267,400	256,500	250,600	2.6%	2.6%	2.4%	2.3%
West North Central	260,300	270,600	270,800	264,300	2.6%	2.6%	2.5%	2.5%
West South Central	1,308,000	1,337,900	1,425,600	1,383,000	13.0%	12.8%	13.4%	12.9%
Mountain	904,400	916,100	930,000	925,000	9.0%	8.8%	8.7%	8.6%
Pacific	1,333,500	1,399,900	1,426,900	1,389,300	13.2%	13.4%	13.4%	13.0%
Puerto Rico	74,500	78,300	71,200	84,000	0.7%	0.7%	0.7%	0.8%
United States	10,090,300	10,448,100	10,674,900	10,709,000	67.8%	63.7%	63.0%	60.8%

Source: Cruise Lines International Association

The West South Central and Pacific regions accounted for about 13 percent of passenger sourced from the United States. Since 2010, passenger sourced from the West South Central region increased by 5.7 percent while passenger sourced from the Pacific region increased by 4.2 percent

The New England, Mountain and the Middle Atlantic census divisions each accounted for about 8 percent of passenger sourced from the United States. Since 2010, passengers sourced from New England have increased by 7.5 percent while passengers sourced from the Middle Atlantic have fallen by one percent and those sourced from the Mountain region increased by 2.3 percent.

About 5 percent or less of U.S.-sourced passengers reside in the remaining three regions, East North Central East South Central and West North Central. Since 2010, passengers sourced from the East North and South Central census divisions have declined while they have increased in the West North Central census division.

As shown in **Figure 2**, three regions, South Atlantic, Pacific and West South Central accounted for two-thirds of all passengers sourced from the United States. The South Atlantic

⁹ The definitions of the nine census divisions are as follows:

New England: Connecticut, Maine, Massachusetts, New Hampshire, Vermont and Rhode Island

Middle Atlantic: New Jersey, New York and Pennsylvania

South Atlantic: Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia and West Virginia

East North Central: Illinois, Indiana, Michigan, Ohio and Wisconsin

East South Central: Alabama, Kentucky, Mississippi and Tennessee

West North Central: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota and South Dakota

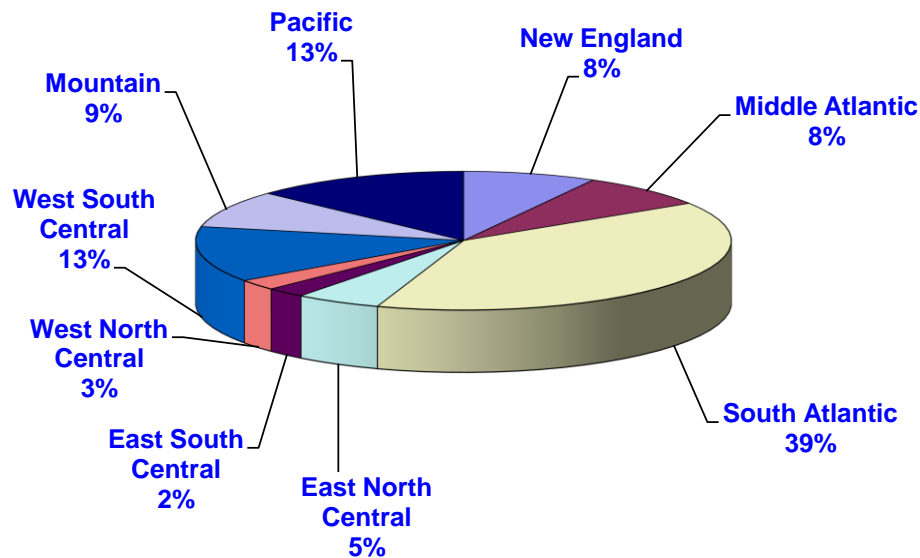
West South Central: Arkansas, Louisiana, Oklahoma and Texas

Mountain: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah and Wyoming

Pacific: Alaska, California, Hawaii, Oregon and Washington.

region is the single largest source market for cruise passengers, accounting for 39 percent of all U.S.-sourced passengers. As noted previously, cruise passengers sourced from this market increased by 4.4 percent to 4.17 million. The increase of 176,300 sourced passengers was the only increase among the nine census divisions.

Figure 2 – Distribution of Cruise Passengers Sourced from the United States - 2013



Source: Cruise Lines International Association

The Pacific region is the second largest source market, accounting for 13.1 percent of passengers sourced from the United States. The West South Central is the source market for an almost equal share of U.S. passengers, 13.0 percent.

The United States is the dominant source of cruise passengers for the North American fleet, accounting for 60 percent of all passengers. U.S. passengers come from all regions of the country with passenger growth reflecting both the changing deployment strategy of the cruise industry and the underlying population growth in each region. Additionally, the number of cruise passengers that reside in the United States is greater than the number of cruise passenger embarkations from U.S. ports, 10.71 million versus 9.96 million. Consequently, U.S. resident cruise passengers also provide an economic stimulus to

embarkation ports outside the United States. Finally, with 9.96 million cruise embarkations from U.S. ports in 2013, the North American cruise industry is a source of significant economic activity in the U.S. economy. In fact, the U.S. economy is the recipient of the majority of the industry's global economic impact. Our analysis of the North American cruise industry's operating and administrative expenses shows that nearly 70 percent of the industry's non-wage expenditures are made with U.S.-based businesses.

Spending in the U.S. Economy Generated by the Cruise Industry

Business Research and Economic Advisors (BREA) conducted a survey of the member cruise lines of the Cruise Lines International Association (CLIA) that provides the basis for our estimates of the industry's 2013 expenditures for the operating and administrative expense categories outlined in **Table 4**. These data were collected for global payments and payments made to U.S. businesses in addition to other regions of the world. Surveys were returned by 13 cruise lines. These cruise lines were: Carnival Cruise Line, Celebrity Cruises, Costa Crociere, Crystal Cruises, Disney Cruise Line, Holland America Line, Norwegian Cruise Line, Paul Gauguin Cruises, Prestige Cruise Holdings (Oceania and Regent Seven Seas), Princess Cruises, Royal Caribbean International and Seabourn Cruise Line. Combined, these cruise lines accounted for approximately 95 percent of the industry's global passengers.

Table 4 – Operating and Administrative Expense Categories

Operating Expenses	Administrative Expenses
Travel Agent Commissions	Marketing, Advertising & Promotion
Cost of Travel Insurance for Passengers	Other Cost of Sales
Customs/Immigration/Int'l Arrivals Fees Charged to Passengers	Accounting & Legal Services
Air Fares Collected from Passengers	Computer/Internet Consulting Services
Costs of Pre- or Post-Cruise Packages Collected from Passengers	Financial Services
Food & Beverages	Other Professional Services
Fuel	Telephone
Port Charges & Fees	Travel & Entertainment
Restaurant/Hotel/Casino Supplies	Rent
Vessel Maintenance, Repair & Drydock Fees	Utilities
Vessel Insurance	Land-Side Employees Wages & Salaries
Maintenance Equipment & Supplies	
Cost of Shore Excursions	
Crew Wages & Salaries	

Source: Business Research and Economic Advisors

In addition to the aggregate revenue and expense data, more detailed data on vendor purchases in 2013 were obtained from a smaller group of cruise lines. Vendor-specific data were obtained from the following cruise lines: Carnival Cruise Lines, Celebrity Cruises, Holland America Line, Princess Cruises and Royal Caribbean International. These five cruise lines accounted for approximately 75 percent of the industry's non-wage U.S. operating and administrative expenses. These data were then aggregated by industry group and state and used to estimate total cruise industry expenditures by industry. These detailed expenditures accounted for about 65 percent of the total aggregate expenditures made by the North

American cruise lines with U.S. businesses. The vendor purchases were aggregated into 95 industry sectors consistent with the 2012 U.S. input/output accounts.

The economic benefits that accrue to the U.S. economy arise from five principal sources of spending by the cruise industry and its passengers and crew:

- spending by cruise passengers and crew for goods and services associated with cruise ship arrivals at U.S. ports, including travel to the port of embarkation, pre- and post-cruise vacation spending, shore excursions, food and beverages and other retail;
- expenditures by the cruise lines for goods and services necessary for cruise operations, including food and beverages, fuel, vessel maintenance and repair, ship's supplies and so forth;
- spending by the cruise lines for port services at U.S. ports-of-embarkation and ports-of-call;
- the shore-side staffing by the cruise lines for their headquarters, marketing and tour operations; and
- capital expenditures for facilities constructed in the U.S., including port terminals, office facilities, and other capital equipment.

As shown in **Table 5**, the cruise lines spent an estimated \$15.1 billion for goods and services with U.S. businesses during 2013, including nearly \$2.0 billion for capital expenditures. This represents a 3.1 percent increase from similar expenditures in 2012. This was the fourth consecutive year of increased spending with U.S. businesses following the 12 percent decline in 2009. As a result, the 2013 spending for goods and services by cruise lines reached a new peak.

Table 5 – U.S. Expenditures (\$ Billions) of the North American Cruise Industry, 2010 – 2013

					Annual Percent Change			
	2010	2011	2012	2013	2010	2011	2012	2013
U.S. Purchases of the Cruise Lines	\$ 13.40	\$ 14.07	\$ 14.63	\$ 15.09	5.8%	5.0%	4.0%	3.1%
Goods and Services	\$ 11.54	\$ 12.15	\$ 12.66	\$ 13.13	4.4%	5.3%	4.2%	3.7%
Capital Equipment (incl. net interest)	\$ 1.86	\$ 1.92	\$ 1.97	\$ 1.96	15.4%	3.4%	2.5%	-0.4%
Passengers and Crew Expenditures	\$ 3.41	\$ 3.52	\$ 3.66	\$ 3.63	3.1%	3.2%	4.0%	-0.7%
Wages & Taxes Paid by Cruise Lines	\$ 1.20	\$ 1.29	\$ 1.34	\$ 1.38	2.6%	7.9%	3.8%	3.2%
Total U.S.-based Spending	\$ 18.01	\$ 18.88	\$ 19.63	\$ 20.10	5.0%	4.8%	4.0%	2.4%

Source: Business Research and Economic Advisors

Cruise passengers and crew added \$3.63 billion in spending with U.S. businesses. Approximately 33 percent of these expenditures represented airfares that were directly

purchased by passengers. Of the remaining passenger and crew expenditures, 27 percent were spent on food and beverages and lodging. Entertainment, local transit, retail purchases, sightseeing and other travel related expenditures accounted for the remaining 40 percent. Passenger expenditures, excluding airfares, were made at the U.S. ports-of-embarkation and ports-of-call.

Estimated passenger and crew spending for 2013 declined by 0.7 percent from 2012. This was the first decline following three successive year of increases after two years of declines during the recession years of 2008 and 2009. The recession resulted in both a decline in US passenger embarkations as well as a decline in the average spend per passengers.

Thus, the North American cruise industry and its passengers and crew spent a total of \$18.7 billion for goods and services (excludes wages and taxes) provided by U.S. businesses, a 2.4 percent increase from similar expenditures in 2012.

In addition to the direct purchase of goods and services from U.S. businesses, the cruise industry made combined payments of \$1.38 billion in wages and benefits to its employees and taxes to federal, state and local governments in the United States. Wage and benefit payments accounted for about 85 percent of the total. The tax payments consisted primarily of employer contributions to Social Security and sales and property taxes paid to state and local governments. This represented a 3.2 percent increase from 2012.

Including wages and taxes, the North American cruise industry and its passengers made total payments of \$20.1 billion to U.S. businesses, U.S.-resident cruise line employees and U.S. taxing jurisdictions. This was a 2.4 percent increase from total spending by the North American cruise industry in 2012.

Direct Economic Impacts in the United States During 2013

The direct economic impacts of the cruise industry in the United States are derived from a broad range of activities including:

- port services and cruise industry employment;
- transportation of cruise passengers from their place of residence to the ports of embarkation;
- travel agent commissions;

- spending for shore excursions and pre- and post-cruise stays in U.S. port cities;
- passenger and crew spending for retail goods in U.S. port cities; and
- purchases of supplies by the cruise lines from U.S. businesses.

As shown in **Table 6**, the North American cruise industry and its passengers and crew spent \$20.1 billion in the United States during 2013, a 2.4 percent increase from 2012. Spending in the core cruise travel sector totaled \$9.78 billion while the cruise industry purchased an additional \$10.32 billion in goods and services from its suppliers.

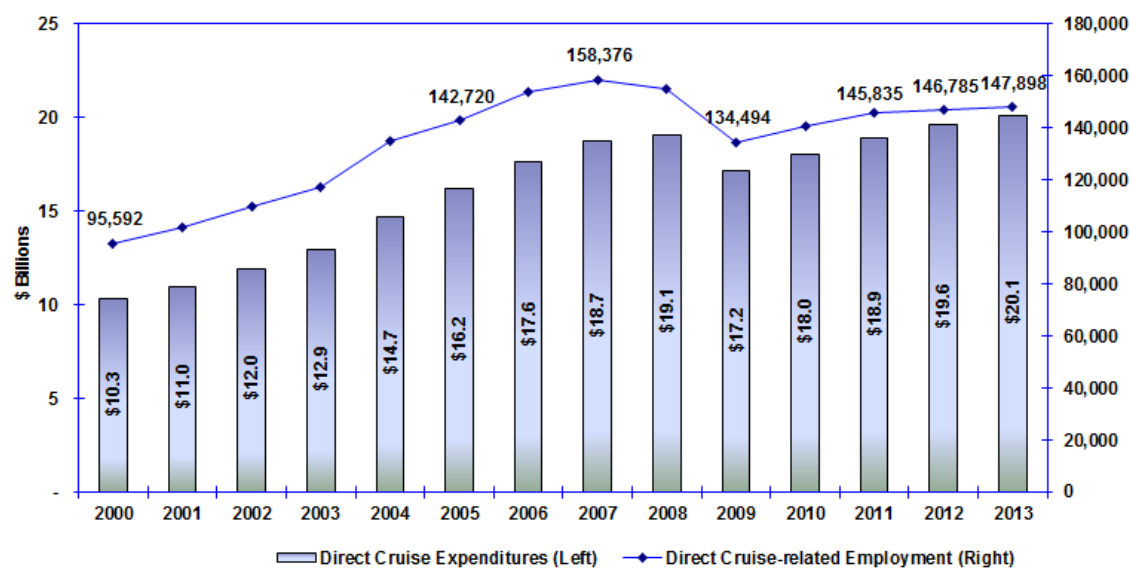
Table 6 – Direct Economic Impacts of the Cruise Industry in the United States – 2013

Sector	Direct Spending \$ Millions	Employment	Wage Income \$ Millions
Core Cruise Travel Sector	\$ 9,784	104,411	\$ 4,205
Passenger & Crew Spending	\$ 1,729	21,239	\$ 524
Port Services & Cruise Lines	\$ 3,349	47,688	\$ 2,052
Transportation Services	\$ 2,722	24,541	\$ 1,099
Air Transportation	\$ 1,984	10,944	\$ 531
Cruise Industry Suppliers	\$ 10,315	43,487	\$ 2,427
Agriculture, Mining, Utilities & Construction	\$ 47	206	\$ 7
Manufacturing	\$ 5,541	11,978	\$ 779
Food & Beverages	\$ 995	2,046	\$ 95
Apparel & Textiles	\$ 147	882	\$ 39
Chemicals & Plastics	\$ 288	361	\$ 32
Petroleum Refining	\$ 2,037	152	\$ 20
Fabricated Metal Products	\$ 216	837	\$ 53
Industrial Machinery	\$ 401	1,182	\$ 75
Ship Maintenance & Repair	\$ 754	2,179	\$ 163
Computers & Electronic Equipment	\$ 278	804	\$ 82
Other Manufacturing	\$ 425	3,535	\$ 219
Wholesale Trade	\$ 590	2,827	\$ 183
Other Transportation Services	\$ 21	36	\$ 4
Information Services	\$ 269	541	\$ 45
Finance, Insurance, Real Estate & Leasing	\$ 998	2,771	\$ 231
Services & Government (ex. Lodging & Travel Services)	\$ 2,851	25,127	\$ 1,180
Professional, Scientific & Technical Services	\$ 1,564	14,489	\$ 584
Administrative & Waste Management Services	\$ 45	209	\$ 12
Arts, Entertainment & Recreation	\$ 211	1,775	\$ 89
Other Services & Government	\$ 1,031	8,654	\$ 494
Total - 2013	\$ 20,099	147,898	\$ 6,632
Total - 2012	\$ 19,628	146,785	\$ 6,393
Percentage Change from 2012	2.4%	0.8%	3.7%

Source: Business Research and Economic Advisors

As a result of this spending, an estimated 147,898 full and part-time jobs¹⁰ were generated, paying wages of \$6.63 billion during 2013.¹¹ Thus, the 2.4 percent annual growth in direct industry expenditures resulted in a 0.8 percent increase in direct employment and a 3.7 percent increase in direct wage income. The slower growth in employment is primarily the result of the overall increase in labor productivity in all sectors which reduced the number of employees per dollar of final demand. This increase in labor productivity also resulted in a higher increase in direct wage income relative to the direct employment gains.

Figure 3– Direct Cruise Industry Expenditures and Employment, 2000 - 2013



Source: Business Research and Economic Advisors

Figure 3 shows the direct cruise industry expenditures and direct employment impacts from 2000 through 2013. Despite the decline in the direct employment impact in both 2008 and 2009, the North American cruise industry's direct contribution to the U.S. economy has grown significantly since 2000. Direct cruise industry expenditures have nearly doubled from \$10.3 billion in 2000 to \$20.1 billion in 2013. Throughout this period, direct expenditures have declined in only one year, 2009, and, in fact, had peaked in 2008 at \$19.1 billion until reaching a new peak of \$19.6 billion in 2012. With the 2.4 percent increase in 2013 another

¹⁰ Throughout this report all employment impacts are the sum of annualized full- and part-time jobs.

¹¹ These figures include the U.S. employees of the cruise lines and the industry's trade associations and their wage income.

industry milestone and peak were reached with the \$20.1 billion in cruise industry expenditures.

Similarly, the annual direct employment contribution increased by nearly 55 percent since 2000, rising from 95,592 to 147,898. Since 2010 the direct employment impact has increased by 5.4 percent over the subsequent four year period.

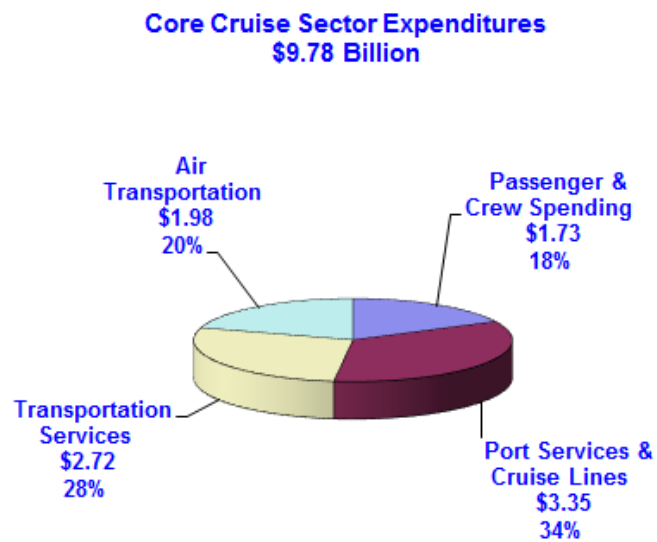
The Core Cruise Travel Sector in the United States

The core cruise travel sector in the United States consists of the cruise lines, airlines, travel agents, port service providers and local businesses, such as hotels and restaurants that are directly impacted by passenger and crew spending. Businesses in these sectors of the U.S. economy received an estimated \$9.78 billion in direct spending by the cruise lines and their passengers and crew in 2013. This was an increase of 1.2 percent from 2012. This, in turn, supported the employment of an estimated 104,411 workers, an increase of 0.1 percent from 2012, and \$4.2 billion in wage income, an increase of 3.1 percent.

The core cruise travel sector accounted for 49 percent of the direct spending by the cruise industry, 71 percent of the direct employment, and 63 percent of the direct wage income. The \$9.78 billion in core cruise travel spending in 2013 was almost double the \$4.92 billion in the corresponding expenditures in 2000, while the direct employment and wage impacts were 59 percent and 121 percent higher, respectively.

Port Services and Cruise Lines in the United States

Cruise lines and port service providers were the leading component of the core cruise sector, accounting for 34 percent of cruise industry spending in the core cruise travel sector (see **Figure 4**). This segment of the core cruise sector includes two primary components: i) expenditures with U.S. cruise ports and their service providers, ii) the direct U.S.-based employment and wages of the cruise industry, including the cruise industry trade association employment and income.

Figure 4 – Distribution of Core Cruise Travel Sector Direct Spending - 2013

Source: Business Research and Economic Advisors

Port service providers at each of the embarkation ports and ports-of-call in the United States provide a broad range of services including tugboat and piloting services, port agents, stevedores, passenger reception services, warehousing and other material handling services. Secondly, all of the major North American cruise lines maintain administrative and marketing offices throughout the United States. While Florida hosts the majority of cruise headquarters, cruise line offices are also located in California and Washington. Additionally, the lines also maintain marketing and telephone centers in several other states, including Colorado and Kansas, and also have tour operations and support staff in Alaska and Hawaii. These employees and their wages are included in this sector. Third, industry trade associations maintain staff in Alaska, Florida, Washington and Virginia. As with the cruise lines, the employees of these associations and their wages are also included in the core cruise travel sector.

During 2013, the cruise industry spent \$3.35 billion on such services. This represents a 3.2 percent increase from 2012. The growth in these expenditures is the result of a 3.8 percent increase in cruise industry employee wages and salaries and a 2.6 percent increase in the costs associated with cruise port operations. As a result of these expenditures, port service providers, the cruise lines and their trade associations provided 47,688 full- and part-time

jobs, an increase of 2.4 percent from 2012, paying an annual income of \$2.05 billion, an increase of 4.4 percent from 2012.

On an industry basis, all of these jobs are found in the transportation sector, including water transportation, trucking, warehousing and other transport services. The cruise lines directly account for approximately 57 percent of the employment and wage impacts in this sector. The remaining 43 percent of the impacts occur principally with port authorities with additional impacts affecting ship agents, stevedoring and warehousing firms and other water transportation services, such as pilots and tugboats.

Transportation Services in United States

The second largest component of the core cruise travel sector is transportation services which accounted for 28 percent of cruise industry spending in the core cruise travel sector. Transportation services primarily include travel agents and tour operators. Payments to travel agents throughout the U.S. accounted for about 57 percent of the total, or \$1.54 billion. While tour operators, principally in U.S. destinations in Alaska, Florida and Hawaii, but also in port cities in other states, accounted for 24 percent of the total. The remaining 19 percent was paid to businesses providing ground and other miscellaneous transport services.

U.S. businesses in this sector received \$2.72 billion in spending by the cruise lines and their passengers and crew. This is a 1.7 percent increase from 2012. During 2013, passenger visits (embarkations plus transit calls) totaled 15.4 million. Passenger embarkations at U.S. ports fell by 0.7 percent while transit visits to all U.S. ports remained virtually unchanged from 2012. Overall, BREa estimated that the cruise industry spending for these transportation services was responsible for the generation of 24,541 jobs in this sector, paying \$1.1 billion in wage income, an increase of 3.0 percent.

Travel agents accounted for about 60 percent of the direct employment and wage impacts in the transportation services sector while tour operators and other providers of transportation services accounted for the remaining 40 percent of the direct effects. The high proportion of impacts on travel agents reflects the fact that the United States is primarily a source market for cruises rather than a destination market.

Air Transportation Services in United States

The third largest component of the core cruise travel sector is air transportation which accounts for another 20 percent of cruise industry spending in the core cruise travel sector. The percentage of passengers arriving by air at the ports-of-embarkation was 50 percent. At the same time the average airfare increased by about 2.5 percent to approximately \$400 per passenger. As a result, cruise passengers who flew to their port city spent an estimated \$1.98 billion on air transportation. These expenditures produced 10,944 jobs in the United States, with total wage income of \$531 million, a 1.0 percent increase from 2012.

Passenger and Crew Spending in United States

The final component of the core cruise travel sector is the spending of cruise passengers and crew for a variety of retail, dining, local transit and lodging services.¹² First, as previously discussed, 9.96 million passengers embarked on cruises at U.S. ports. Second, the industry generated approximately 5.4 million visits at U.S. ports-of call, most of which were in Alaska, Hawaii, Port Canaveral and Key West. Finally, crew onboard cruise ships visit both ports-of-embarkation and ports-of-call. The combined spending for non-transportation services of passengers and crew totaled an estimated \$1.73 billion in the United States during 2013. These expenditures accounted for 18 percent of cruise industry spending within the core cruise travel sector. This spending was responsible for the generation of 21,239 jobs in United States paying annual wages of \$524 million, a 0.6 percent increase from 2012.

On an industry basis, the employment and wage impacts were concentrated in the accommodation, food and beverage service and retail industries. The accommodation sector accounted for 31 percent of passenger and crew non-transportation expenditures while the food and beverage service sector accounted for about 33 percent and the retail trade industry accounted for the remaining 36 percent of the economic impacts generated by passenger and crew expenditures.

Adding in the cost of shore tours and local transportation, which was included in Transportation Services, passengers and crew spent \$2.18 billion in port cities throughout

¹² Passenger and crew expenditures for sightseeing and shore excursions are included in the Transportation Services category of the core cruise travel sector.

the United States.. As shown in **Table 7** and **Figure 5**, embarkation passengers accounted for 54 percent of the total spending with \$1.17 billion in 2013. Based upon the passenger survey data referenced previously, about 40 percent of embarking passengers stayed one or more nights in a port city and spent a total of \$995 million during their visits.

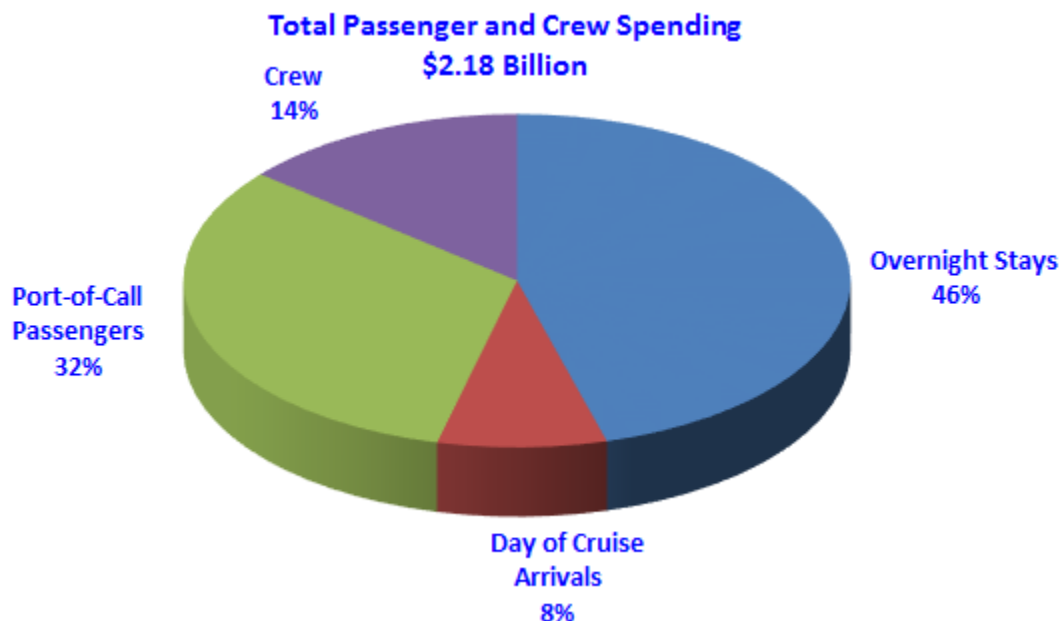
Table 7 – Passenger and Crew Expenditures in the United States – 2013

	Visits	Spending	Spending per Visit
Embarkation Passengers	9,964,298	\$ 1,173,770,948	\$117.80
Overnight Stays	4,043,770	\$ 995,321,436	\$246.14
Day of Cruise Arrivals	5,920,528	\$ 178,449,511	\$30.14
Port-of-Call Passengers	5,439,040	\$ 701,556,272	\$128.99
Crew	6,545,220	\$ 304,549,087	\$46.53
Total	21,948,558	\$ 2,179,876,307	\$99.32

Source: Business Research and Economic Advisors

On average, these overnight cruise visitors spent \$246 per visit. The average length of stay of these passengers was approximately 1.1 nights. Combining this with 4.0 million in passengers with an overnight stay, the total expenditures made by these passengers was \$995 million.¹³

Figure 5 – Distribution of Passenger and Crew Spending in the United States - 2013



Source: Business Research and Economic Advisors

¹³ The increase in passengers with overnight stays was the net result of the increase in the percentage of passengers with overnight stays from 39% in 2012 to 40% in 2013 and the 1.3% decline in total passenger embarkations.

Embarking passengers who arrived at the port city on the day of their cruise spent an average of \$30.14. Most of these expenditures were for local transit, parking and limited food and retail purchases. In total, we estimated that these passengers spent \$178 million during 2013.

BREA also estimated that the cruise industry generated approximately 5.44 million port-of-call visits.¹⁴ Approximately 60 percent of these visits were made to ports in Alaska. Cruise ships also make calls at other ports throughout the United States including Hawaii, Port Canaveral, Key West and many of the East and West Coast ports. Survey data for port-of-call passengers indicated that the typical port-of-call passenger spent an average of nearly \$129 per visit. Consequently, we have estimated that these passengers spent \$702 million in the United States during 2013, or 32 percent of the total passenger and crew spending. The average passenger expenditure per port-of-call visit rose by 4.4 percent from 2012.

Finally, crew onboard the cruise ships will disembark at both ports-of-embarkation and ports-of-call. We estimated that 6.55 million crew visits were made at U.S. port cities with an average per crew expenditures of \$46.53 per visit. Consequently, crew spent an estimated \$305 million in the United States during 2013, or 14 percent of the total expenditures of passengers and crew.

Table 8 – Estimated Onshore Spending Generated by a 2,500-Passenger Cruise Ship – 2013

	Onshore Visits	Spending	Spending per Visit
Homeport Cruise Visit		\$ 319,266	\$ 322.81
Passengers with Overnight Stays	1,000	\$ 246,137	\$ 246.14
Passengers Arriving on Day of Cruise	1,500	\$ 45,211	\$ 30.14
Crew	600	\$ 27,918	\$46.53
Port-of-Call Cruise Visit		\$ 334,258	\$ 175.52
Passengers	2,375	\$ 306,340	\$ 128.99
Crew	600	\$ 27,918	\$46.53

Source: Business Research and Economic Advisors

Another way to view passenger and crew spending is in terms of the onshore spending generated by a typical or average cruise ship call. As shown in **Table 8**, we have estimated

¹⁴ Since individual passengers will make several port-of-call visits on any itinerary, passenger visits are approximately three times greater than the number of passengers taking cruises to U.S. ports-of-call.

that a 2,500-passenger ship generated an average of approximately \$320,000 in passenger and crew onshore spending per call in the homeport city during 2013. A similar ship making port-of-call visits generated an average of approximately \$334,000 in passenger and crew onshore spending per U.S. port call, an increase of 3.8 percent from 2012.

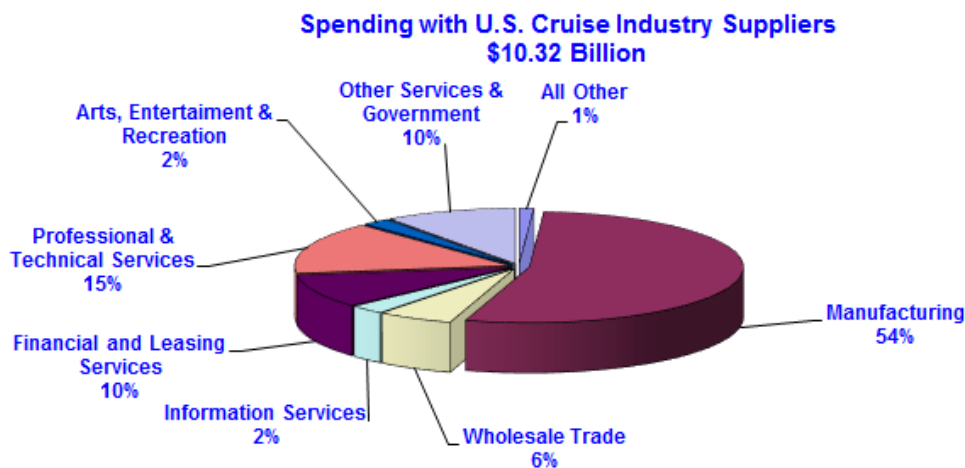
Other Direct Impacts in the United States – Cruise Line Expenditures

During 2013, U.S. businesses outside the core cruise travel sector received \$10.32 billion in direct spending by the cruise lines. These expenditures generated an estimated 43,487 jobs in the nation paying wage income of \$2.43 billion. Expenditures with suppliers increased by 3.6 percent from 2012. As a result of a shift in industry mix and productivity gains, the employment impact among cruise industry suppliers increased by 2.4 percent while the income impact rose by 4.9 percent. Table 6 shows the direct impacts of these expenditures by the cruise lines on major business sectors of the U.S. economy. These economic impacts by sector are as follows:

- Petroleum Refining (\$2.04 billion in direct expenditures, 152 jobs and \$20 million in wage income): the refining of petroleum products used to power the cruise ships and lubricate engines and equipment. Due to the continued expansion of the North American fleet and an increase in oil prices during 2013, expenditures for petroleum products rose by 5.3 percent. The employment and wage impacts in this capital intensive industry increased by 1.3 percent and 5.3 percent, respectively.
- Professional, Scientific and Technical Services (\$1.56 billion in direct expenditures, 14,489 jobs, and \$584 million in wage income): comprised of a very broad range of business services, including legal, accounting and consulting services; advertising, promotional and marketing agencies; computer hardware and software consulting; and security and manpower services. The cruise industry expenditures with these service providers increased by 7.8 percent from 2012. The subsequent employment impact rose by 5.0 percent while the income impact increased by 7.8 percent.
- Finance, Insurance, Real Estate and Leasing (\$998 million in direct expenditures, 2,771 jobs, \$231 million in wage income): banking and brokerage services; vessel, passenger travel and employee health insurance; real estate services and the leasing of property and equipment. Spending with financial service providers fell by 2.3 percent from 2012. The employment impact decreased by 4.0 percent from 2012 while the income impact remained virtually unchanged.

- Food and Beverages (\$995 million in direct expenditures, 2,046 jobs, and \$95 million in wage income): cruise line purchases of alcoholic and nonalcoholic beverages and food consumed on the cruise ships by passengers and crew. The cruise industry increased its expenditures on food and beverages by 4.5 percent in 2013. The direct employment impact rose by 2.0 percent while the wage impact increased by 4.4 percent.
- Ship Maintenance and Repair (\$754 million in direct expenditures, 2,179 jobs and \$163 million in wage income): includes cruise ship maintenance and repair by all of the cruise lines at U.S. shipyards and the construction of support vessels, such as lifeboats and passenger tenders. Cruise industry expenditures for ship repair and maintenance in the U.S. declined by 1.4 percent from 2012. The direct employment impact fell by 3.5 percent while the wage impact was unchanged from 2012.

Figure 6 – Distribution of Direct Expenditures to Cruise Industry Suppliers - 2013



Source: Business Research and Economic Advisors

- Wholesale Trade (\$590 million in direct expenditures, 2,827 jobs, and \$183 million in wage income): primarily includes the wholesale distribution and warehousing costs associated with the purchase and delivery of manufactured products consumed and/or used aboard the cruise ships. Expenditures among wholesalers remained virtually flat, increasing by 0.2 percent from 2012, while the employment impact declined by 2.4 percent and the wage impact increased by 0.7 percent from 2012.
- Industrial Machinery (\$401 million in direct expenditures, 1,182 jobs, and \$75 million in wage income): includes heavy equipment used to power the cruise ships such as boilers and turbines, elevators and parts, printing equipment, kitchen and restaurant equipment and plumbing and water treatment equipment. Direct expenditures in this industry increased by 3.4 percent while the direct employment and wage impacts increased by 1.1 percent and 8.7 percent, respectively.

- Computers and Electronic Equipment (\$278 million in direct expenditures, 804 jobs and \$82 million in wage income): includes the manufacture of computers, lighting equipment, audio-visual products and communication and navigation equipment. The cruise industry's expenditures for computers and electronic equipment increased by 3.0 percent. As a result, the direct employment impact in this industry increased by 0.5 percent and the wage income impact rose by 5.1 percent.
- Fabricated Metal Products (\$216 million in direct expenditures, 837 jobs, and \$53 million in wage income): includes a variety of hard goods, such as doors and fixtures in cabins and crew quarters, security equipment, fabricated products used in equipment and storage facilities on the cruise ships, etc., and tools used aboard cruise ships during repair and maintenance of the vessels. Direct expenditures in this industry increased by 7.5 percent from 2012 while the direct employment and wage impacts increased by 3.6 percent and 8.2 percent, respectively.
- Arts, Entertainment and Recreation (\$211 million in direct expenditures, 1,775 jobs and \$89 million in wage income): includes the purchase of art work for cruise ships, the hiring of designers, entertainers and crew for shows aboard cruise ships and other recreational activities on and off the cruise ships. Cruise industry expenditures for entertainment services increased by 2.4 percent over 2012. The direct employment impact increased by 1.1 percent while the wage income impact rose by 2.3 percent.

Indirect and Induced Economic Impacts in the United States During 2013

The indirect economic benefits derived from the cruise industry result in part from the additional spending by the suppliers to the cruise industry. For example, food processors must purchase raw foodstuffs for processing; utility services, such as electricity and water, to run equipment and process raw materials; transportation services to deliver finished products to the cruise lines or wholesalers; and insurance for property and employees. The U.S. input/output table and multipliers were used to estimate the indirect impacts.¹⁵ The input/output table reflects the inter-industry links among industries in the U.S. economy. Use of the U.S. input/output table permits the estimation of the additional economic impacts that the direct spending by the cruise industry, its passengers and its suppliers has on all other industries in the U.S. economy.

In addition to the indirect impacts generated by the purchase of business goods and services by cruise industry suppliers, the employees of the cruise lines and their suppliers generate

¹⁵ Bureau of Economic Analysis, Annual Input/Output Accounts for the U.S. Economy, 2012.

additional economic benefits through their purchases of consumer goods and services including such goods as autos, food, clothing, furniture, health care and so forth.

The input/output analysis implied that the direct spending of the North American cruise industry generated another 215,235 jobs in the United States through the indirect spending by businesses and employees, an increase of 2.7 percent from 2012. In addition, these jobs generated \$11.6 billion in wage income for these workers, an increase of 5.6 percent from 2012. As shown in **Table 9**, the indirect economic impacts touch virtually every industry in the nation.

Table 9 – Indirect and Induced Economic Impacts of the Cruise Industry in the United States – 2013

Sector	Cruise Industry Direct Spending \$ Millions	Employment	Wage Income \$ Millions
Agriculture, Mining, Utilities & Construction	\$ 47	6,787	\$ 535
Manufacturing	\$ 5,541	19,275	\$ 1,342
Food & Beverages	\$ 995	2,051	\$ 101
Apparel & Textiles	\$ 147	1,496	\$ 74
Paper & Printing	\$ 115	1,226	\$ 75
Chemicals & Plastics	\$ 288	2,180	\$ 172
Petroleum Refining	\$ 2,037	527	\$ 34
Fabricated Metal Products	\$ 216	3,231	\$ 187
Industrial Machinery	\$ 401	732	\$ 56
Transportation Equipment	\$ 755	1,950	\$ 163
Computers & Electronic Equipment	\$ 278	2,091	\$ 239
Other Manufacturing	\$ 309	3,791	\$ 241
Wholesale & Retail Trade	\$ 912	29,030	\$ 1,368
Transportation	\$ 5,285	15,446	\$ 749
Information Services	\$ 269	2,791	\$ 244
Finance, Insurance, Real Estate & Leasing	\$ 998	12,270	\$ 1,000
Services & Government	\$ 7,047	129,637	\$ 6,400
Professional, Scientific & Technical Services	\$ 1,564	21,470	\$ 1,971
Administrative & Waste Management Services	\$ 2,689	24,055	\$ 831
Accommodations & Food Services	\$ 1,507.53	21,007	\$ 438
Performing Arts & Amusements	\$ 226.40	4,748	\$ 177
Other Services & Government	\$ 1,061	58,357	\$ 2,983
Total - 2013	\$ 20,099	215,235	\$ 11,638
Total - 2012	\$ 19,628	209,526	\$ 11,023
Percentage Change from 2012	2.4%	2.7%	5.6%

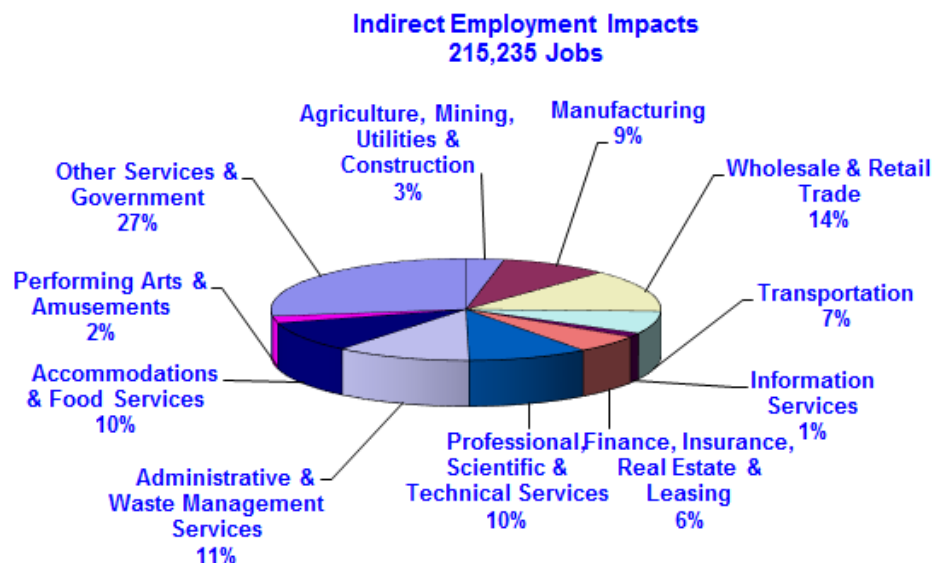
Source: Business Research and Economic Advisors

The Services & Government sector was the most significantly impacted sector within the nation. This sector accounted for 60 percent of the indirect employment impact and 55 percent of the wage impact. The indirect impacts of cruise industry spending generated 129,637 jobs in the Services and Government sector paying \$6.4 billion in wage income. The indirect

employment impacts in this sector rose by 4.7 percent while the income increased by 9.7 percent from 2012. Within the Services & Government segment, approximately 98 percent of the employment and income impacts were in the services industry, while federal, state and local government agencies accounting for the remaining two percent.

Within the Professional, Scientific and Technical Services subsector, the indirect impacts added 21,470 jobs, an increase of 7.0 percent from 2012, and \$1.97 billion in wage income, a growth of 9.6 percent over 2012. These impacts resulted from business demand for a variety of services, including legal and accounting services, consulting services, especially computer consulting, advertising and other business services.

Figure 7 – Distribution of Indirect Employment Impacts - 2013



Source: Business Research and Economic Advisors

Another 24,055 jobs and \$831 million in income were generated in the Administrative and Waste Management Services subsector. The respective percentage increases from 2012 for the employment and wage income impacts were 3.1 and 7.8 percent, respectively. This sector is comprised of establishments that provide routine support activities for the day-to-day operations of other businesses. These include such activities as temporary help services, document preparation services, telephone call and answering services, security services, travel agents and tour operators and sanitary services to name a few.

The Accommodations and Food Services subsector, which includes hotels and restaurants, benefited from the creation of an estimated 21,007 jobs and \$438 million in wage income. These impacts are primarily due to the travel and dining requirements of day-to-day business operations, as well as consumer vacation travel. The indirect employment impact rose by 4.3 percent from 2012 and the income impact increased by 9.2 percent.

The indirect impacts measured in the Other Services & Government subsector are primarily personal, health, amusement and entertainment, and educational and social services that are generated by the spending of households whose income is directly and indirectly generated by the cruise industry. With respective indirect employment and income impacts of 58,357 jobs and \$2.98 billion, the indirect employment impacts increased by 4.5 percent from 2012 while the income impacts increased by 10.2 percent.

An estimated 29,030 indirect jobs, 13 percent of the total indirect employment impacts, with an annual income of \$1.37 billion were generated in the Wholesale & Retail Trade sector because of cruise industry spending in 2013. Relative to 2012, the indirect employment impacts in this sector rose by 0.5 percent while the wage income impacts increased by 2.1 percent. The wholesale trade subsector accounted for approximately 40 percent of the indirect employment impacts and 55 percent of the wage income impacts in the two subsectors. The higher income share reflects the higher average wage in the wholesale trade industry.

The Transportation sector remained an important sector within the nation with 15,446 indirect jobs, seven percent of the total indirect employment impacts, paying \$749 million in wages. This reflects the strong inter-industry linkages within the transportation sector, as well as, the heavy usage of a variety of transportation services to supply businesses with their inputs and to deliver consumer goods to retail outlets. The indirect employment impacts in this sector rose by 2.2 percent from 2012 while the income impacts increased by 0.4 percent.

Finally, the indirect impacts of cruise industry spending generated 19,275 jobs within the manufacturing sector during 2013, nine percent of the total indirect employment impacts and an increase of 0.1 percent from 2012. These jobs paid \$1.34 billion in annual income, an increase of 1.7 percent from 2012. The majority of the employment impacts were spread

among nine industries with the employment impacts ranging from 527 jobs in the petroleum refining industry to 3,231 jobs in the fabricated metals industry. Combined, the nine industries shown in Table 9 accounted for 80 percent of the indirect impacts in the manufacturing sector.

Total Economic Impacts in the United States During 2013

Even though the North American cruise industry provides a service that is considered an import to the U.S. economy, it is responsible for considerable domestic economic activity. As noted previously the industry directly spent \$20.1 billion in the United States in 2013. As shown in **Table 10**, this spending generated \$44.1 billion in total industry output among U.S. businesses during 2013, an increase of 4.3 percent from 2012. The \$44.1 billion in total gross product resulted in the employment of 363,133 workers, an increase of 1.9 percent from 2012, and \$18.3 billion in wages and salaries, a growth of 4.9 percent from 2012. These total impacts are the sum of the direct, indirect and induced impacts of the direct spending of the North American cruise industry.

Table 10 – Total Economic Impacts of the Cruise Industry in the United States – 2013

Sector	Industry Output \$ Millions	Employment	Wage Income \$ Millions
Agriculture, Mining, Utilities & Construction	\$ 4,722	6,993	\$ 547
Manufacturing	\$ 10,453	31,253	\$ 2,121
Food & Beverages	\$ 744	3,046	\$ 196
Apparel & Textiles	\$ 1,229	1,643	\$ 113
Paper and Printing	\$ 316	1,514	\$ 108
Chemicals & Plastics	\$ 431	4,217	\$ 193
Petroleum Refining	\$ 1,132	743	\$ 88
Fabricated Metal Products	\$ 659	3,632	\$ 262
Industrial Machinery	\$ 605	1,486	\$ 219
Transportation Equipment	\$ 1,123	2,228	\$ 244
Computers & Electronic Equipment	\$ 3,060	2,516	\$ 458
Other Manufacturing	\$ 1,156	10,229	\$ 241
Wholesale & Retail Trade	\$ 2,617	32,105	\$ 1,562
Transportation	\$ 6,843	74,141	\$ 3,337
Information Services	\$ 874	3,377	\$ 286.04
Finance, Insurance, Real Estate & Leasing	\$ 3,700	14,367	\$ 1,106.35
Services & Government	\$ 14,881	200,898	\$ 9,312
Professional, Scientific & Technical Services	\$ 5,394	35,959	\$ 2,556
Administrative & Waste Management Services	\$ 3,208	49,965	\$ 1,482.06
Accommodations & Food Services	\$ 1,384	42,176	\$ 920
Performing Arts & Amusements	\$ 853	23,282	\$ 527
Other Services & Government	\$ 4,041	49,516	\$ 3,827
Total - 2013	\$ 44,089	363,133	\$ 18,271
Total - 2012	\$ 42,265	356,311	\$ 17,416
Percentage Change from 2012	4.3%	1.9%	4.9%

Source: Business Research and Economic Advisors

Since 2000, the total economic impact of the North American cruise industry has increased significantly. Total annual output supported by the cruise industry has more than doubled over the thirteen year period, increasing by 166 percent. As a result of the increased output, the cruise industry's total annual employment and wage impacts have increased by 42 percent and 110 percent respectively.

Virtually all sectors of the economy were affected by the North American passenger cruise industry. The industries that were most significantly affected included:

- Air Transportation
- Travel Agents
- Advertising
- Food Processing
- Ship Maintenance and Repair
- Petroleum Refining
- Business Services
- Wholesale Trade

However, many other industries were affected in some form, including lodging, insurance, telecommunications, retail trade and many others.

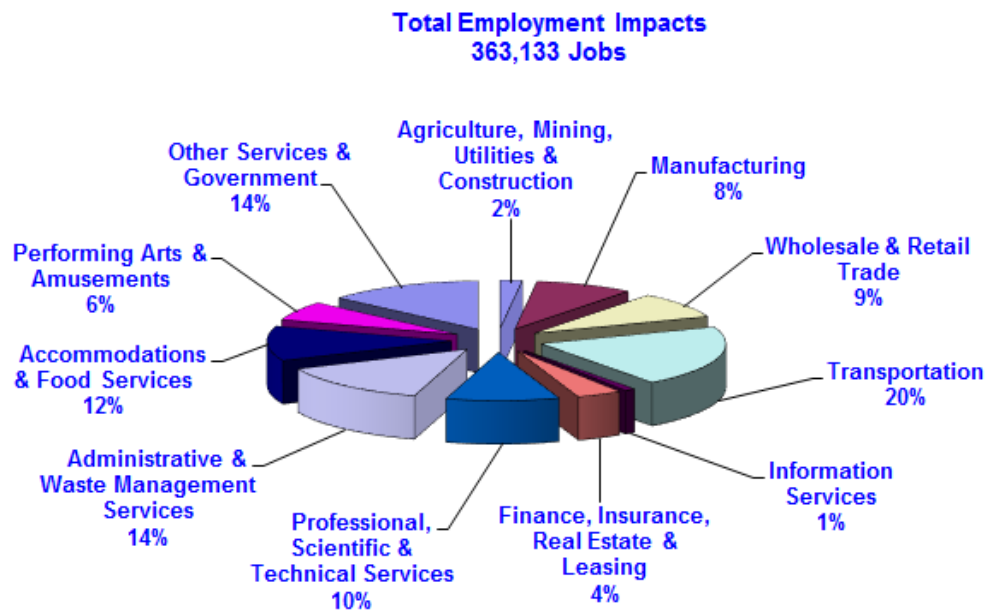
As shown in **Table 10** and **Figure 8**, the Transportation Services sector accounted for the most total jobs generated by the North American cruise industry. Just over 74,100 jobs were generated in this sector, accounting for 20 percent of the total employment impact. These jobs, in turn, generated \$3.34 billion in wages.

The Administrative & Waste Management Services and the Other Services & Government subsectors each accounted for 14 percent of all (direct and indirect) jobs generated in the United States by the spending of the cruise industry and its passengers and crew. Combined, these two subsectors generated nearly 100,000 jobs and \$6.4 billion in wages during the year as a result of the spending by the North American cruise industry.

Approximately, \$10.5 billion in output was generated in the Manufacturing sector. The Manufacturing sector accounted for nine percent of the total jobs, over 31,200, and almost

12 percent of the income, \$2.12 billion, generated by cruise industry spending. The impacts were split evenly between nondurable and durable goods industries.

Figure 8 – Distribution of Total Employment Impacts - 2013



Source: Business Research and Economic Advisors

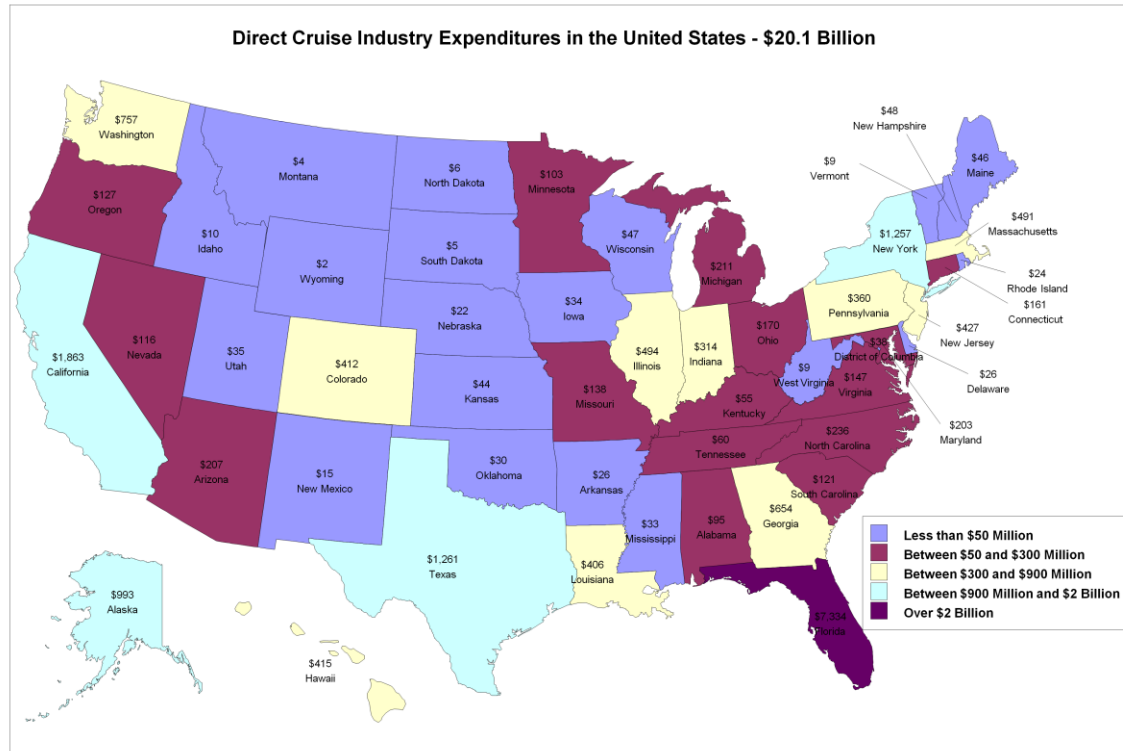
Finally, the Wholesale & Retail Trade sector accounted for nine percent of the total employment impact of the cruise industry having generated just over 32,100 jobs and \$1.56 billion in income as a result of the expenditures of the North American cruise industry.

Section II: The Contribution of the North American Cruise Industry to the U.S. Economy by State in 2013

The national economic contributions discussed in the previous section also had an effect on individual state economies. The direct economic contribution of the cruise industry and its passengers and crew was allocated to each state based on several criteria. First, vendor purchases by industry were allocated to each state based upon a sample of state- and industry-specific vendor purchases obtained from the cruise lines. Second, wages and salaries of shoreside employees of the cruise lines were allocated to each state based upon the location of administrative facilities as provided by the cruise lines. Third, national travel agent commissions were allocated to each state based upon the place of residence of cruise passengers. Fourth, air transportation spending was assigned to each state based upon a combination of the residence of passengers and the ports of embarkation of passengers. Fifth, cruise passenger and crew expenditures were allocated to states based upon embarkation and arrival data.

The total economic contribution in each state was estimated by using state- and industry-specific multipliers obtained from the Bureau of Economic Analysis. These multipliers reflect the industry and wage structure in each state. As a consequence, the direct and indirect economic contributions estimated for each state reflect the distribution of vendor purchases by the cruise industry by industry and state, the place of residence of cruise passengers, the regional distribution of cruise embarkations and port-of-call visits and the economic structure of each state.

As shown in **Figure 9**, our analysis shows that the North American passenger cruise industry affects every state economy. The contributions result, in part, from the direct spending of the cruise lines for goods and services used to support their cruise operations. These range from the purchase of food and beverages, to ship maintenance and refurbishment to engineering, insurance and management consulting services. Economic contributions are also generated by other components of what we have called the core cruise travel sector. These include the commissions received by travel agents from the cruise lines, fares received by airlines from cruise passengers and fees received by port authorities and port service providers.

Figure 9 – Direct Expenditures of the North American Cruise Industry by State - 2013

Source: Business Research and Economic Advisors

Economic Impacts in the Top Ten States

As shown in **Figure 10**, all states had some direct expenditures generated by the North American cruise industry in 2013. This ranged from \$2 million in Wyoming to \$7.3 billion in Florida.

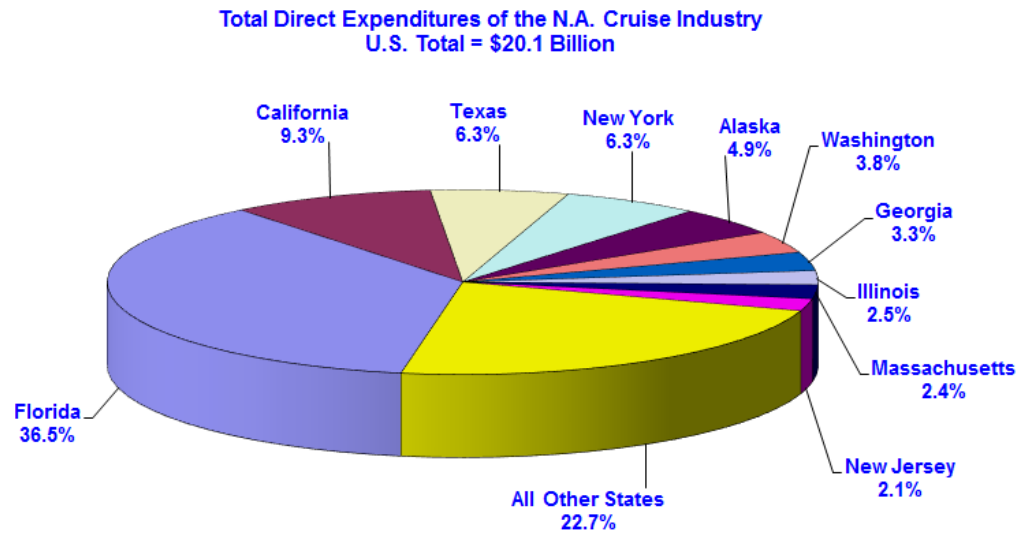
The top 10 states accounted for 77 percent of the direct expenditures of the cruise industry with \$15.5 billion (See **Table 11**). Of the top 10 states, eight (Florida, California, Texas, Alaska, New York, Washington, Massachusetts and New Jersey) had significant cruise ports. Of these, Alaska was primarily a destination rather than a homeport state. The other two states, Georgia, and Illinois, had no cruise ports but were significant source markets for cruise passengers and provided vendor support for cruise and cruise tour operations. These ten states also accounted for 80 percent of the total jobs generated by cruise tourism in the United States with nearly 290,000 jobs paying \$14.8 billion in wage income, 81 percent of the total national impact.

Table 11 – Direct Expenditures of the North American Cruise Industry by State – 2013

State	2013	2012	Direct Purchases (\$ Millions)	Share of the U.S.	Total Employment	Share of the U.S.	Total Income (\$ Millions)	Share of the U.S.	Average Annual Wage (\$1,000)
Florida	1	1	\$ 7,334	36.5%	140,408	38.7%	\$ 6,526	35.7%	\$ 46.5
California	2	2	\$ 1,863	9.3%	40,445	11.1%	\$ 2,396	13.1%	\$ 59.2
Texas	3	3	\$ 1,261	6.3%	20,271	5.6%	\$ 1,160	6.3%	\$ 57.2
New York	4	4	\$ 1,257	6.3%	16,486	4.5%	\$ 967	5.3%	\$ 58.6
Alaska	5	5	\$ 993	4.9%	18,938	5.2%	\$ 866	4.7%	\$ 45.7
Washington	6	6	\$ 757	3.8%	18,043	5.0%	\$ 925	5.1%	\$ 51.3
Georgia	7	7	\$ 654	3.3%	11,763	3.2%	\$ 603	3.3%	\$ 51.3
Illinois	8	9	\$ 494	2.5%	7,506	2.1%	\$ 440	2.4%	\$ 58.6
Massachusetts	9	8	\$ 491	2.4%	7,876	2.2%	\$ 483	2.6%	\$ 61.3
New Jersey	10	10	\$ 427	2.1%	8,057	2.2%	\$ 457	2.5%	\$ 56.7
Hawaii	11	13	\$ 415	2.1%	6,417	1.8%	\$ 227	1.2%	\$ 35.4
Colorado	12	11	\$ 412	2.1%	2,402	0.7%	\$ 137	0.8%	\$ 57.2
Louisiana	13	12	\$ 406	2.0%	8,129	2.2%	\$ 323	1.8%	\$ 39.7
Pennsylvania	14	14	\$ 360	1.8%	5,801	1.6%	\$ 323	1.8%	\$ 55.7
Indiana	15	15	\$ 314	1.6%	7,095	2.0%	\$ 344	1.9%	\$ 48.5
North Carolina	16	16	\$ 236	1.2%	3,262	0.9%	\$ 152	0.8%	\$ 46.7
Michigan	17	18	\$ 211	1.0%	2,443	0.7%	\$ 136	0.7%	\$ 55.7
Arizona	18	17	\$ 207	1.0%	3,527	1.0%	\$ 153	0.8%	\$ 43.5
Maryland	19	19	\$ 203	1.0%	3,223	0.9%	\$ 173	0.9%	\$ 53.6
Ohio	20	20	\$ 170	0.8%	3,222	0.9%	\$ 153	0.8%	\$ 47.5
Connecticut	21	21	\$ 161	0.8%	1,146	0.3%	\$ 87	0.5%	\$ 76.3
Virginia	22	22	\$ 147	0.7%	2,471	0.7%	\$ 141	0.8%	\$ 57.1
Missouri	23	23	\$ 138	0.7%	3,227	0.9%	\$ 155	0.8%	\$ 48.1
Oregon	24	24	\$ 127	0.6%	3,959	1.1%	\$ 180	1.0%	\$ 45.5
South Carolina	25	25	\$ 121	0.6%	2,207	0.6%	\$ 83	0.5%	\$ 37.7
Nevada	26	26	\$ 116	0.6%	1,761	0.5%	\$ 78	0.4%	\$ 44.4
Minnesota	27	27	\$ 103	0.5%	1,929	0.5%	\$ 110	0.6%	\$ 57.1
Alabama	28	28	\$ 95	0.5%	1,171	0.3%	\$ 51	0.3%	\$ 43.3
Tennessee	29	29	\$ 60	0.3%	964	0.3%	\$ 43	0.2%	\$ 44.4
Kentucky	30	30	\$ 55	0.3%	957	0.3%	\$ 40	0.2%	\$ 41.9
New Hampshire	31	32	\$ 48	0.2%	507	0.1%	\$ 26	0.1%	\$ 51.7
Wisconsin	32	31	\$ 47	0.2%	702	0.2%	\$ 31	0.2%	\$ 44.6
Maine	33	33	\$ 46	0.2%	747	0.2%	\$ 25	0.1%	\$ 34.1
Kansas	34	34	\$ 44	0.2%	1,667	0.5%	\$ 74	0.4%	\$ 44.2
Dist. of Columbia	35	36	\$ 38	0.2%	232	0.1%	\$ 30	0.2%	\$ 129.0
Utah	36	35	\$ 35	0.2%	717	0.2%	\$ 29	0.2%	\$ 40.0
Iowa	37	37	\$ 34	0.2%	289	0.1%	\$ 12	0.1%	\$ 41.7
Mississippi	38	38	\$ 33	0.2%	394	0.1%	\$ 15	0.1%	\$ 37.1
Oklahoma	39	39	\$ 30	0.2%	512	0.1%	\$ 22	0.1%	\$ 42.5
Delaware	40	40	\$ 26	0.1%	201	0.1%	\$ 11	0.1%	\$ 54.8
Arkansas	41	41	\$ 26	0.1%	434	0.1%	\$ 15	0.1%	\$ 35.1
Rhode Island	42	42	\$ 24	0.1%	350	0.1%	\$ 14	0.1%	\$ 40.9
Nebraska	43	43	\$ 22	0.1%	422	0.1%	\$ 18	0.1%	\$ 43.8
New Mexico	44	44	\$ 15	0.1%	231	0.1%	\$ 11	0.1%	\$ 45.4
Idaho	45	45	\$ 10	0.0%	149	0.0%	\$ 6	0.0%	\$ 40.5
West Virginia	46	46	\$ 9	0.0%	154	0.0%	\$ 6	0.0%	\$ 37.4
Vermont	47	47	\$ 9	0.0%	51	0.0%	\$ 2	0.0%	\$ 48.6
North Dakota	48	48	\$ 6	0.0%	104	0.0%	\$ 4	0.0%	\$ 34.8
South Dakota	49	49	\$ 5	0.0%	60	0.0%	\$ 2	0.0%	\$ 35.9
Montana	50	50	\$ 4	0.0%	70	0.0%	\$ 3	0.0%	\$ 36.4
Wyoming	51	51	\$ 2	0.0%	32	0.0%	\$ 1	0.0%	\$ 43.4
U. S. Total			\$ 20,099		363,133		\$ 18,272		\$ 48.9

Source: Business Research and Economic Advisors

Of the remaining states, twenty-one, including the District of Columbia, received less than \$50 million in direct cruise industry expenditures. With the exception of Maine, these were largely source market states with small populations. Another 20 states received between \$50 and \$425 million in direct expenditures. These were larger states but, again most were source markets with the exception of Louisiana, Hawaii, Maryland and South Carolina which have homeport cruise operations.

Figure 10 – Distribution of Direct Expenditures of the North American Cruise Industry by State - 2013

Source: Business Research and Economic Advisors

The following sections provide a summary of the characteristics of cruise-related activity in each of the top ten states.

Florida

As has been discussed previously in this report, Florida is the center for cruising from the United States. As shown in **Table 12**, 6.15 million passengers boarded their cruises from one of Florida's five cruise ports, Port of Miami, Port Everglades, Port Canaveral, Port of Tampa and Port of Jacksonville¹⁶, accounting for 62 percent of embarkations at all U.S. ports. While these ports primarily offer cruises to the Bahamas, the Caribbean and Central America, cruises that originate in Florida also travel to ports around the world.

Table 12 – Summary of 2013 Cruise Industry Impacts – Florida

	Florida	Share of the U.S.
Passenger Embarkations	6,150,000	61.7%
Resident Cruise Passengers	3,335,000	31.4%
Total Passenger & Crew Visits	9,463,000	43.1%
Direct Expenditures (\$ Millions)	\$ 7,334	36.5%
Total Employment Impact	140,408	38.7%
Total Wage Impact (\$ Millions)	\$ 6,526	35.7%

Source: Cruise Lines International Association and Business Research and Economic Advisors

Given the proximity of cruise homeports in Florida and the Gulf Coast to Florida residents, the state also led the nation in U.S.-sourced cruise passengers with over 3.3 million passengers, 31 percent of all U.S.-sourced cruise passengers. With nearly twice as many embarkations as resident passengers, the cruise industry in Florida is the largest net importer of cruise passengers in the United States.

Relative to 2012, Florida experienced an increase in both passenger embarkations and resident cruise passengers. Passenger embarkations rose by 1.25 percent while resident cruise passengers increased by 5.5 percent, both above the national average. As a result, Florida's share of both passenger embarkations and U.S.-sourced cruise passengers increased in 2013.

Including homeport and transit calls, cruising at Florida ports generated an estimated 9.5 million passenger and crew visits, accounting for 43 percent of all passenger and crew visits

¹⁶ Key West is a port-of-call for Caribbean cruises and thus does not generate passenger embarkations. However, passenger and crew transit visits and spending in Key West and other ports are included in the state visit and spending estimates.

in the United States. These visits produced an estimated \$914 million in passenger and crew onshore spending, or just under \$97 per visit. Total passenger and crew spending in Florida increased by 2.0 percent from 2012 as a result of the net impact of the 2.6 percent increase in visits and a 0.6 percent decrease in the average spend per visit.

Florida is not only the center for cruise originations; it is the center of just about all aspects of the cruise industry. Carnival Corporation & plc. and Royal Caribbean Cruises, Ltd., which combined control about three-fourths of the North American cruise industry's capacity, have their headquarters in Miami. Norwegian Cruise Line also has its headquarters in Florida as do other cruise lines. Overall, these operations employed more than 16,000 workers, approximately 60 percent of the total employment of the cruise lines throughout the United States.

As a result of the activity of the cruise industry, Florida businesses received \$7.3 billion, or 37 percent of the direct expenditures generated by the cruise industry in the United States. This represents a 4.8 percent increase from 2012. Tourism-related businesses in addition to the cruise lines, such as travel agencies, airlines, hotels, restaurants and providers of ground transportation were certainly the main beneficiaries of the cruise industry. These tourism-related industries received approximately \$3.4 billion, or 45 percent of the industry's direct expenditures in Florida. Another \$1.0 billion, or 14 percent of the total, was spent with businesses in six additional business segments, food processors, electrical and nonelectrical machinery manufacturers and chemical manufacturers, including, paints, pharmaceuticals and cleaning supplies, within the manufacturing sector; and advertising agencies, management and technical consulting companies and manpower agencies in the nonmanufacturing sector. Due to the absolute scale of the industry, direct expenditures in Florida impacted just about all segments of the economy, including recreation and amusement establishments, wholesalers of products purchased by cruise lines, manufacturers of communications and navigation equipment, producers of machinery and equipment such as engine parts, boilers, laundry equipment and computers, manufacturers of fabricated metal products such as locks and security equipment and business service providers such as interior designers and computer services consultants.

Finally, these direct expenditures generated total economic impacts of 140,408 jobs and \$6.53 billion in income throughout the Florida during 2013. Florida's total employment impact increased by 6.9 percent while the total wage impact rose by 10.2 percent. These impacts accounted for 39 percent of the national employment impact and 36 percent of the national wage impact.

California

With respect to the cruise industry, California is very similar to Florida only on a smaller scale. The state has four major cruise ports in Los Angeles, Long Beach, San Diego and San Francisco that combined generated 659,000 passenger embarkations during 2013, 6.6 percent of total U.S. embarkations. Cruise itineraries primarily include ports along the Pacific coast of Mexico, but also include cruises through the Panama Canal, to Hawaii and Alaska.

Table 13 – Summary of 2013 Cruise Industry Impacts – California

California		Share of the U.S.
Passenger Embarkations	659,000	6.6%
Resident Cruise Passengers	1,046,000	9.8%
Total Passenger & Crew Visits	1,361,000	6.2%
Direct Expenditures (\$ Millions)	\$ 1,863	9.3%
Total Employment Impact	40,445	11.1%
Total Wage Impact (\$ Millions)	\$ 2,396	13.1%

Source: Cruise Lines International Association and Business Research and Economic Advisors

Embarkations declined for the fifth consecutive year and fell by 21 percent in 2013. This was primarily the result of the reduced deployment of cruise capacity in the Mexico West market and Transcanal cruises. Long Beach with a 35 percent decline lost 159,000 passenger embarkations. This decline is directly related to the replacement of short (3- and 4-day cruises) with longer (7-day) cruises. Another 31,000 passenger embarkations were lost in San Diego, a 30 percent decline. In Los Angeles passenger embarkations increased by 0.5 percent with a gain of 1,000 passenger boardings. San Francisco recorded the highest growth rate with an increase of 18 percent, or 11,000 passengers as the Alaska market continued its rebound during 2013. As a result, California's share of U.S. passenger embarkations fell from 8.3 percent in 2012 to 6.6 percent in 2013.

Cruise passengers sourced from California accounted for 9.8 percent of U.S.-sourced passengers and totaled 1.05 million during 2013. Thus, California was a net exporter of cruise passengers.

Including homeport and transit calls, cruising at California ports generated an estimated 1.36 million passenger and crew visits, accounting for 6.2 percent of all passenger and crew visits

in the United States. These visits produced an estimated \$95.1 million in passenger and crew onshore spending, or about \$70 per visit. Total estimated spending by passengers and crew declined by 11 percent from 2012 as a result of the 12 percent decline in passenger and crew visits.

Again, like Florida, California is the home of headquarters and support facilities for several cruise lines including Princess and Crystal Cruises. Overall, the industry had approximately 1,100 employees, or about four percent of total employment of the cruise lines throughout the United States.

Total direct cruise industry expenditures in California fell slightly by 0.5 percent in 2013 to \$1.86 billion, or 9.3 percent of the direct expenditures generated by the cruise industry in the United States. This figure is the result of increased spending with businesses that support the industry beyond just cruises originating in California. These include entertainment, food processing and legal and professional services to name a few. Tourism-related businesses, such as travel agencies, airlines, hotels, etc., received \$595 million, or 32 percent of the industry's direct expenditures in California and a 3.3 percent increase from 2012. Another \$846 million, or 45 percent of the total, was spent with businesses in six additional business segments, food processors, ship repair companies and petroleum refiners within the manufacturing sector; and advertising agencies, insurance companies and professional services, such as legal, accounting and consulting services, in the nonmanufacturing sector. Direct expenditures in California also impacted many other industries throughout the state including business service providers such as computer services, software developers, apparel manufacturing and the entertainment and amusement industry, including artwork and producers of musical and theatrical shows.

Finally, these direct expenditures generated total economic impacts of 40,445 jobs and \$2.4 billion in income throughout the California economy during 2013. These impacts accounted for 11.1 percent of national employment impact and 13.1 percent of the national wage impact.

Texas

The primary cruise port in Texas is Galveston. During 2013, Texas' ports¹⁷ had 605,000 embarkations, 6.1 percent of total U.S. cruise embarkations. Passenger embarkations increased by 0.2 percent during 2013. Cruise passengers sourced from Texas accounted for 11.0 percent of U.S.-sourced passengers and totaled 1.17 million during 2013. Thus, Texas was a net exporter of cruise passengers. Texas' share of national embarkations increased slightly in 2013 to 6.1 percent, and its share of U.S. sourced cruise passengers was 11.0 percent.

Table 14 – Summary of 2013 Cruise Industry Impacts – Texas

Texas		Share of the U.S.
Passenger Embarkations	605,000	6.1%
Resident Cruise Passengers	1,167,000	11.0%
Total Passenger & Crew Visits	901,000	4.1%
Direct Expenditures (\$ Millions)	\$ 1,261	6.3%
Total Employment Impact	20,271	5.6%
Total Wage Impact (\$ Millions)	\$ 1,160	6.3%

Source: Cruise Lines International Association and Business Research and Economic Advisors

Combining passenger and crew visits during cruise ship calls, cruises calling at Texas ports generated an estimated 901,000 passenger and crew visits, accounting for 4.1 percent of all passenger and crew visits in the United States. This represented a 4.4 percent increase over 2012. These visits produced an estimated \$68.5 million in passenger and crew onshore spending, or approximately \$76 per visit. Total passenger and crew spending in 2013 increased by 5.3 percent from 2012 as a result of the 4.4 percent increase in visits and the 0.8 percent increase in average spend per visit.

Cruise industry direct expenditures increased by 1.6 percent in 2013 to \$1.26 billion, or 6.3 percent of the direct expenditures generated by the cruise industry in the United States. Tourism-related businesses, such as travel agencies, airlines, hotels, etc., received approximately \$533 million, 42 percent of the industry's direct expenditures in Texas. Another \$466 million, 37 percent of direct expenditures in the state, was spent with

¹⁷ Cruises resumed at Houston during the year as Princess Cruises began Caribbean cruises.

businesses in six additional business segments, food processors, machinery manufacturers and petroleum refiners in the manufacturing sector; and advertising agencies, insurance carriers, and management and technical consulting companies in the nonmanufacturing sector. The remaining 21 percent of direct expenditures in Texas also impacted many other industries throughout the state including food processors, wholesalers of products purchased by cruise lines, apparel manufacturers, software publishers and companies that manufacture and distribute communication and navigation equipment.

Finally, these direct expenditures generated total economic impacts of 20,271 jobs and \$1.16 billion in income throughout the Texas economy during 2013. These impacts accounted for 5.6 percent of national employment impact and 6.3 percent of the national wage impact.

New York

New York is primarily a place of embarkation for cruises to Canada, Bermuda, the Bahamas and the Caribbean. While the cruises to Canada and Bermuda are seasonal (Spring through Fall months), cruises to the Bahamas and the Caribbean are offered on a year-round basis. The City of New York saw 600,000 passenger embarkations during 2013, 6.0 percent of total U.S. embarkations. The Manhattan Cruise Terminal handled approximately 90 percent of the passengers while the Brooklyn Cruise Terminal, processed the remaining 10 percent.

Table 15 – Summary of 2013 Cruise Industry Impacts – New York

New York		Share of the U.S.
Passenger Embarkations	600,000	6.0%
Resident Cruise Passengers	365,000	3.4%
Total Passenger & Crew Visits	878,000	4.0%
Direct Expenditures (\$ Millions)	\$ 1,257	6.3%
Total Employment Impact	16,486	4.5%
Total Wage Impact (\$ Millions)	\$ 967	5.3%

Source: Cruise Lines International Association and Business Research and Economic Advisors

Cruise passengers sourced from New York accounted for 3.4 percent of U.S.-sourced passengers and totaled 365,000 during 2013, a decline of 3.2 percent from 2012. In addition to the state of New York, passengers boarding cruises in New York also include residents of Connecticut, New Jersey and parts of Pennsylvania. As a result, New York was a net importer of cruise passengers.

Relative to 2012, New York experienced a 2.4 percent increase in passenger embarkations. As a result, New York's share of passenger embarkations rose from 5.8 percent in 2012 to 6.0 percent in 2013.

Including homeport and transit calls, cruising at New York cruise terminals generated an estimated 878,000 passenger and crew visits, accounting for 4.0 percent of all passenger and crew visits in the United States. This was a 2.5 percent increase over 2012. These visits produced an estimated \$141 million in passenger and crew onshore spending, or nearly \$161 per visit. Passenger and crew spending increased by 10 percent from 2012.

Cruise industry direct expenditures in New York totaled \$1.26 billion, or 6.3 percent of the direct expenditures generated by the cruise industry in the United States. Direct cruise industry expenditures in the state increased by 1.5 percent over 2012.

Tourism-related businesses, such as travel agencies, airlines, hotels, etc., received approximately \$391 million, 31 percent of the industry's direct expenditures in New York. Another \$535 million, 43 percent of the direct expenditures, was spent with businesses in five additional business segments, food processors, textile and apparel manufacturers, and petroleum refiners and distributors within the manufacturing sector; and advertising agencies and financial services, including banking, insurance and securities companies in the nonmanufacturing sector. The remaining 26 percent of direct expenditures in New York also impacted many other industries throughout the state including law firms, business service companies such as computer services, software consulting and marketing, manufacturers of fabricated metal products such as locks and security equipment and performing arts and amusement establishments.

Finally, these direct expenditures generated total economic impacts of 16,486 jobs and \$967 million in income throughout the New York economy during 2013. These impacts accounted for 4.5 percent of national employment impact and 5.3 percent of the national wage impact. The employment impact in New York rose by nearly one percent while the wage impact rose by 2.4 percent over 2012.

Alaska

Alaska is the premier cruise destination market in the United States. During 2013, Alaska ports received about 3.6 million cruise passenger visits, approximately 65 percent of all port-of-call cruise passenger visits at U.S. ports. The state does have homeporting operations as well, and generated 125,000 embarkations on turnaround cruises between Alaska and Vancouver, Canada. The cruise lines also maintain significant tour operations in the state and employed an annual average of approximately 2,200 full- and part-time employees during the year. During the peak season, the cruise lines employed more than 4,000 employees in Alaska.

Table 16 – Summary of 2013 Cruise Industry Impacts – Alaska

Alaska		Share of the U.S.
Passenger Embarkations	125,000	1.3%
Resident Cruise Passengers	7,000	0.1%
Total Passenger & Crew Visits	4,914,000	22.4%
Direct Expenditures (\$ Millions)	\$ 993	4.9%
Total Employment Impact	18,938	5.2%
Total Wage Impact (\$ Millions)	\$ 866	4.7%

Source: Cruise Lines International Association and Business Research and Economic Advisors

Alaska is one of the least populous states in the nation and thus resident cruise passengers in the state totaled only 7,000 and accounted for 0.1 percent of U.S.-sourced passengers during 2013. Thus, Alaska was a net importer of cruise passengers.

Relative to 2012, Alaska experienced a 8.8 percent decrease in passenger embarkations and a 2.9 percent increase in cruise passenger and crew visits. Including homeport and transit calls, cruising at Alaska ports generated 4.91 million passenger and crew visits,¹⁸ accounting for 22.4 percent of all passenger and crew visits in the United States, unchanged from 2012. These visits produced an estimated \$546 million in passenger and crew onshore spending, or nearly \$110 per visit.

¹⁸ Since individual passengers will make several port-of-call visits on any itinerary, passenger visits are approximately three times greater than the number of passengers taking cruises to Alaska. The Alaska Department of Commerce reported that 999,600 visitors arrived in Alaska waters on cruise ship during the 2012-2013 cruise year. These ships generally make at least three calls at Alaska ports generating an estimated 3.6 million passenger onshore visits.

Alaska ranked fifth in cruise industry direct expenditures with \$993 million, or 4.9 percent of the direct expenditures generated by the cruise industry in the United States. Tourism-related businesses, such as tour operators, airlines, hotels, etc., received approximately \$653 million, approximately 70 percent of the industry's direct expenditures in Alaska.¹⁹ Another \$65 million was spent with businesses in five additional business segments, food processors and petroleum refiners and distributors within the manufacturing sector; and employment agencies, trucking companies and utilities in the nonmanufacturing sector.

Finally, these direct expenditures generated total economic impacts of 18,938 jobs and \$866 million in income throughout the Alaska economy during 2013. These impacts accounted for 5.2 percent of national employment impact and 4.7 percent of the national wage impact.

¹⁹ Excludes the wages and salaries paid to cruise line employees in the state.

Washington

Washington has only one major cruise port, Port of Seattle, which had 430,000 passenger embarkations during 2013. Also, Holland America Line has its corporate headquarters in Washington. The Seattle cruises were destined for the Alaska cruise market and also included at least one visit to a Canadian port. Washington's share of embarkations at U.S. ports was 4.3 percent in 2013.

Table 17 – Summary of 2013 Cruise Industry Impacts – Washington

Washington		Share of the U.S.
Passenger Embarkations	430,000	4.3%
Resident Cruise Passengers	290,000	2.7%
Total Passenger & Crew Visits	631,000	2.9%
Direct Expenditures (\$ Millions)	\$ 757	3.8%
Total Employment Impact	18,043	5.0%
Total Wage Impact (\$ Millions)	\$ 925	5.1%

Source: Cruise Lines International Association and Business Research and Economic Advisors

Cruise passengers sourced from Washington totaled 290,000 during 2013, 2.7 percent of U.S.-sourced passengers and a 9.8 percent increase from 2012. Thus, Washington was a net importer of cruise passengers.

Combining passenger and crew visits during cruise ship calls, cruising from the Port of Seattle generated an estimated 631,000 passenger and crew visits, accounting for 2.9 percent of all passenger and crew visits in the United States. These visits produced an estimated \$35.8 million in passenger and crew onshore spending, or nearly \$58 per visit.

As a result of the decline in passenger and crew visits in Seattle, direct cruise industry expenditures in Washington declined by 0.9 percent to \$757 million, or 3.8 percent of the direct expenditures generated by the cruise industry in the United States. Tourism-related businesses, such as travel agencies, airlines, hotels, etc., received more than \$262 million, or 35 percent of the industry's direct expenditures in the state. Another \$301 million was spent with businesses in six additional business segments, food processors, petroleum refiners and distributors, and ship repair companies within the manufacturing sector; and advertising agencies, engineering and design companies and management consulting firms in the

nonmanufacturing sector. Direct expenditures in Washington also impacted many other industries throughout the state including law firms, insurance carriers, business service providers such as computer services, software consulting and marketing, and other financial service companies.

Finally, these direct expenditures generated total economic impacts of 18,043 jobs and \$925 million in income throughout the Washington economy during 2013. Both the employment and wage impacts accounted for about 5.0 percent of the corresponding national impacts.

Georgia

While Georgia has no direct cruise operations, it is a major source market for cruise passengers, making it a net exporter of cruise passengers. It also supports the industry with a wide range of goods and services. Cruise passengers sourced from Georgia totaled 239,000 during 2013, 2.2 percent of U.S.-sourced passengers and a 5.8 percent increase over 2012.

Table 18 – Summary of 2013 Cruise Industry Impacts – Georgia

Georgia		Share of the U.S.
Passenger Embarkations	N.A.	N.A.
Resident Cruise Passengers	239,000	2.2%
Direct Expenditures (\$ Millions)	\$ 654	3.3%
Total Employment Impact	11,763	3.2%
Total Wage Impact (\$ Millions)	\$ 603	3.3%

Source: Cruise Lines International Association and Business Research and Economic Advisors

Cruise industry expenditures in Georgia grew by 6.8 percent in 2013 to \$654 million, or 3.3 percent of the direct expenditures generated by the cruise industry in the United States. Since Georgia is a source market for cruise passengers, tourism-related businesses, such as travel agencies, airlines, hotels, etc., accounted for 31 percent of the industry's direct expenditures in the state, or \$202 million. Another \$195 million was spent with businesses in the top six support industries, food processors, chemical manufacturers and computer and electronic equipment manufacturers within the manufacturing sector; and advertising agencies, insurance companies and management and technical consultants in the nonmanufacturing sector. Direct expenditures in Georgia also impacted many other industries throughout the state including telecomm companies, other financial services, software publishers and textile and apparel manufacturers.

Finally, these direct expenditures generated total economic impacts of 11,763 jobs and \$603 million in income throughout the Georgia economy during 2013. Georgia's total employment impact increased by 8.1 percent as a result of the increase in direct spending while the total wage impact grew by 12 percent. These impacts accounted for approximately three percent of national employment and wage impacts.

Illinois

Like Georgia, Illinois has no direct cruise operations but it is a major source market for cruise passengers, making it a net exporter of cruise passengers. It also supports the industry with a wide range of goods and services. Cruise passengers sourced from Illinois totaled 152,000 during 2013, accounting for 1.4 percent of U.S.-sourced passengers.

Table 19 – Summary of 2013 Cruise Industry Impacts – Illinois

Illinois		Share of the U.S.
Passenger Embarkations	N.A.	N.A.
Resident Cruise Passengers	152,000	1.4%
Direct Expenditures (\$ Millions)	\$ 494	2.5%
Total Employment Impact	7,506	2.1%
Total Wage Impact (\$ Millions)	\$ 440	2.4%

Source: Cruise Lines International Association and Business Research and Economic Advisors

Cruise industry expenditures in Illinois increased by 3.8 percent in 2013 to \$494 million, or 2.5 percent of the direct expenditures generated by the cruise industry in the United States. Since Illinois is source market for cruise passengers, tourism-related businesses, such as travel agencies, airlines, hotels, etc., accounted for 15 percent of the industry's direct expenditures in the state, or \$73 million. Approximately \$149 million was spent with businesses in the top five support industries, food processors, paper manufacturers, and apparel and textile firms within the manufacturing sector; and advertising agencies and insurance companies in the nonmanufacturing sector. Direct expenditures in Illinois also impacted many other industries throughout the state including management and technical consultants, video and music production companies, paint and chemical manufacturers, business service providers such as computer services, software consulting and marketing.

Finally, these direct expenditures generated total economic impacts of 7,506 jobs and \$440 million in income throughout the Illinois economy during 2013. As a result of the increases in direct cruise expenditures in the state, Illinois' total employment impact increased by 5.1 percent from 2012 while the wage impact rose by 10.6 percent. These impacts accounted for 2.1 percent of national employment impact and 2.4 percent of the national wage impact.

Massachusetts

The Boston cruise port in Massachusetts is both a port-of-embarkation and a port-of-call for cruises to Canada and Bermuda. The cruises to Canada and Bermuda are seasonal (Spring through Fall months). Cruise ships sailing from Boston carried an estimated 143,000 passengers during 2013, 1.4 percent of total U.S. embarkations and an increase of 46 percent from 2012. Cruise passengers sourced from Massachusetts accounted for 6.1 percent of U.S.-sourced passengers and totaled 645,000 during 2013.

Table 20 – Summary of 2013 Cruise Industry Impacts – Massachusetts

Massachusetts		Share of the U.S.
Passenger Embarkations	143,000	1.4%
Resident Cruise Passengers	645,000	6.1%
Total Passenger & Crew Visits	335,000	1.5%
Direct Expenditures (\$ Millions)	\$ 491	2.4%
Total Employment Impact	7,876	2.2%
Total Wage Impact (\$ Millions)	\$ 483	2.6%

Source: Cruise Lines International Association and Business Research and Economic Advisors

Total passenger and crew visits to Massachusetts were 335,000, accounting for 1.5 percent of all passenger and crew visits in the United States. These visits produced an estimated \$27.5 million in passenger and crew onshore spending, or just over \$82 per visit.

Cruise industry direct expenditures in Massachusetts in 2013 totaled \$491 million, or 2.4 percent of the direct expenditures generated by the cruise industry in the United States. Tourism-related businesses, such as travel agencies, airlines, hotels, etc., received approximately \$259 million, or 53 percent of the industry's direct expenditures in Massachusetts. Another \$150 million, 31 percent of the direct expenditures, was spent with businesses in five additional business segments, food processors and petroleum companies within the manufacturing sector and advertising agencies, insurance agencies and management consulting firms in the nonmanufacturing sector. The remaining 16 percent of direct expenditures in Massachusetts also impacted many other industries throughout the state including law firms, business service companies such as computer services, software

consulting and marketing, manufacturers of textile and apparel products, and educational and training institutions.

Finally, these direct expenditures generated total economic impacts of 7,876 jobs and \$483 million in income throughout the Massachusetts' economy during 2013. These impacts accounted for 2.2 percent of national employment impact and 2.6 percent of the national wage impact.

New Jersey

New Jersey is primarily a place of embarkation for cruises to Canada, Bermuda, the Bahamas and the Caribbean. While the cruises to Canada and Bermuda are seasonal (Spring through Fall months), cruises to the Bahamas and the Caribbean are offered on a year-round basis. Cape Liberty, New Jersey's cruise port, saw an estimated 245,000 passenger embarkations during 2013, 2.5 percent of total U.S. embarkations and an increase of 2.5 percent from 2012.

Table 21 – Summary of 2013 Cruise Industry Impacts – New Jersey

New Jersey		Share of the U.S.
Passenger Embarkations	245,000	2.5%
Resident Cruise Passengers	282,000	2.7%
Total Passenger & Crew Visits	345,000	1.6%
Direct Expenditures (\$ Millions)	\$ 427	2.1%
Total Employment Impact	8,057	2.2%
Total Wage Impact (\$ Millions)	\$ 457	2.5%

Source: Cruise Lines International Association and Business Research and Economic Advisors

Cruise passengers sourced from New Jersey accounted for 2.7 percent of U.S.-sourced passengers and totaled 282,000 during 2013. Thus, New Jersey was a net exporter of cruise passengers. Relative to 2012, New Jersey experienced a 1.1 percent increase in the number of resident cruise passengers.

Cape Liberty generated an estimated 345,000 passenger and crew visits, accounting for 1.6 percent of all passenger and crew visits in the United States. This was a 1.5 percent increase from 2012. These visits produced an estimated \$16 million in passenger and crew onshore spending in New Jersey, or just over \$46 per visit. Passenger and crew spending fell by about 1.4 percent from 2012.

Direct cruise industry expenditures increased by 2.4 percent to \$427 million, or 2.1 percent of the direct expenditures generated by the cruise industry in the United States. Tourism-related businesses, such as travel agencies, airlines, hotels, etc., received approximately \$198 million, 46 percent of the industry's direct expenditures in New Jersey. Another \$111 million, 26 percent of the direct expenditures, was spent with businesses in five additional

business segments, food processors, textile and apparel manufacturers, and petroleum refiners and distributors within the manufacturing sector; and advertising agencies and insurance companies in the nonmanufacturing sector. The remaining 28 percent of direct expenditures in New Jersey also impacted many other industries throughout the state including law firms, business service companies such as computer services, software consulting and marketing and manufacturers of chemical products

Finally, these direct expenditures generated total economic impacts of 8,057 jobs and \$457 million in income throughout the New Jersey economy during 2013. These impacts accounted for 2.2 percent of national employment impact and 2.5 percent of the national wage impact. The employment impact increased by 4.4 percent while the wage impact rose by 2.2 percent.

Economic Impacts in the Remaining States

The direct expenditures generated by the North American cruise industry and their total economic impacts in each of the states in 2013 are shown in **Table 22**. As discussed above, the magnitude of the economic impacts in each state is dependent upon the scope of cruise operations, if any, the number of resident cruise passengers and the value of vendor purchases. The 40 states and the District of Columbia outside the top ten states accounted for 23 percent of the cruise industry's direct expenditures. Most of the states outside of the top ten are source markets for cruise passengers and vendor goods and services. Some states, such as Louisiana, Maryland and South Carolina, have cruise operations, as well. These three states ranked 13th, 19th and 25th respectively in terms of direct industry expenditures during 2013. All three states have been increasing their ranking over the past several years as a result of expanding cruise activities at their cruise ports. Since 2009 passenger embarkations in New Orleans have more than doubled and reached a new high of 489,000 in 2013. In Maryland, the Port of Baltimore had 212,000 embarkations. The Port of Charleston in South Carolina had an estimated 164,000 embarkations, more than four times higher than in 2009 and a 9.3 percent increase over 2012. Hawaii, which is a major cruise destination, saw total passenger and crew visits increase by 1.5 percent in 2013 and direct cruise sector expenditures rise by 7.5 percent. As a consequence Hawaii's ranking rose by two spots to 11th in 2013.

Table 22 – Total Economic Impact of the North American Cruise Industry by State, 2013

State	2013	2012	Direct Purchases (\$ Millions)	Share of the U.S.	Total Employment	Share of the U.S.	Total Income (\$ Millions)	Share of the U.S.	Average Annual Wage (\$1,000)
Alabama	28	28	\$ 95	0.5%	1,171	0.3%	\$ 51	0.3%	\$ 43.3
Alaska	5	5	\$ 993	4.9%	18,938	5.2%	\$ 866	4.7%	\$ 45.7
Arizona	18	17	\$ 207	1.0%	3,527	1.0%	\$ 153	0.8%	\$ 43.5
Arkansas	41	41	\$ 26	0.1%	434	0.1%	\$ 15	0.1%	\$ 35.1
California	2	2	\$ 1,863	9.3%	40,445	11.1%	\$ 2,396	13.1%	\$ 59.2
Colorado	12	11	\$ 412	2.1%	2,402	0.7%	\$ 137	0.8%	\$ 57.2
Connecticut	21	21	\$ 161	0.8%	1,146	0.3%	\$ 87	0.5%	\$ 76.3
Delaware	40	40	\$ 26	0.1%	201	0.1%	\$ 11	0.1%	\$ 54.8
Dist. of Columbia	35	36	\$ 38	0.2%	232	0.1%	\$ 30	0.2%	\$ 129.0
Florida	1	1	\$ 7,334	36.5%	140,408	38.7%	\$ 6,526	35.7%	\$ 46.5
Georgia	7	7	\$ 654	3.3%	11,763	3.2%	\$ 603	3.3%	\$ 51.3
Hawaii	11	13	\$ 415	2.1%	6,417	1.8%	\$ 227	1.2%	\$ 35.4
Idaho	45	45	\$ 10	0.0%	149	0.0%	\$ 6	0.0%	\$ 40.5
Illinois	8	9	\$ 494	2.5%	7,506	2.1%	\$ 440	2.4%	\$ 58.6
Indiana	15	15	\$ 314	1.6%	7,095	2.0%	\$ 344	1.9%	\$ 48.5
Iowa	37	37	\$ 34	0.2%	289	0.1%	\$ 12	0.1%	\$ 41.7
Kansas	34	34	\$ 44	0.2%	1,667	0.5%	\$ 74	0.4%	\$ 44.2
Kentucky	30	30	\$ 55	0.3%	957	0.3%	\$ 40	0.2%	\$ 41.9
Louisiana	13	12	\$ 406	2.0%	8,129	2.2%	\$ 323	1.8%	\$ 39.7
Maine	33	33	\$ 46	0.2%	747	0.2%	\$ 25	0.1%	\$ 34.1
Maryland	19	19	\$ 203	1.0%	3,223	0.9%	\$ 173	0.9%	\$ 53.6
Massachusetts	9	8	\$ 491	2.4%	7,876	2.2%	\$ 483	2.6%	\$ 61.3
Michigan	17	18	\$ 211	1.0%	2,443	0.7%	\$ 136	0.7%	\$ 55.7
Minnesota	27	27	\$ 103	0.5%	1,929	0.5%	\$ 110	0.6%	\$ 57.1
Mississippi	38	38	\$ 33	0.2%	394	0.1%	\$ 15	0.1%	\$ 37.1
Missouri	23	23	\$ 138	0.7%	3,227	0.9%	\$ 155	0.8%	\$ 48.1
Montana	50	50	\$ 4	0.0%	70	0.0%	\$ 3	0.0%	\$ 36.4
Nebraska	43	43	\$ 22	0.1%	422	0.1%	\$ 18	0.1%	\$ 43.8
Nevada	26	26	\$ 116	0.6%	1,761	0.5%	\$ 78	0.4%	\$ 44.4
New Hampshire	31	32	\$ 48	0.2%	507	0.1%	\$ 26	0.1%	\$ 51.7
New Jersey	10	10	\$ 427	2.1%	8,057	2.2%	\$ 457	2.5%	\$ 56.7
New Mexico	44	44	\$ 15	0.1%	231	0.1%	\$ 11	0.1%	\$ 45.4
New York	4	4	\$ 1,257	6.3%	16,486	4.5%	\$ 967	5.3%	\$ 58.6
North Carolina	16	16	\$ 236	1.2%	3,262	0.9%	\$ 152	0.8%	\$ 46.7
North Dakota	48	48	\$ 6	0.0%	104	0.0%	\$ 4	0.0%	\$ 34.8
Ohio	20	20	\$ 170	0.8%	3,222	0.9%	\$ 153	0.8%	\$ 47.5
Oklahoma	39	39	\$ 30	0.2%	512	0.1%	\$ 22	0.1%	\$ 42.5
Oregon	24	24	\$ 127	0.6%	3,959	1.1%	\$ 180	1.0%	\$ 45.5
Pennsylvania	14	14	\$ 360	1.8%	5,801	1.6%	\$ 323	1.8%	\$ 55.7
Rhode Island	42	42	\$ 24	0.1%	350	0.1%	\$ 14	0.1%	\$ 40.9
South Carolina	25	25	\$ 121	0.6%	2,207	0.6%	\$ 83	0.5%	\$ 37.7
South Dakota	49	49	\$ 5	0.0%	60	0.0%	\$ 2	0.0%	\$ 35.9
Tennessee	29	29	\$ 60	0.3%	964	0.3%	\$ 43	0.2%	\$ 44.4
Texas	3	3	\$ 1,261	6.3%	20,271	5.6%	\$ 1,160	6.3%	\$ 57.2
Utah	36	35	\$ 35	0.2%	717	0.2%	\$ 29	0.2%	\$ 40.0
Vermont	47	47	\$ 9	0.0%	51	0.0%	\$ 2	0.0%	\$ 48.6
Virginia	22	22	\$ 147	0.7%	2,471	0.7%	\$ 141	0.8%	\$ 57.1
Washington	6	6	\$ 757	3.8%	18,043	5.0%	\$ 925	5.1%	\$ 51.3
West Virginia	46	46	\$ 9	0.0%	154	0.0%	\$ 6	0.0%	\$ 37.4
Wisconsin	32	31	\$ 47	0.2%	702	0.2%	\$ 31	0.2%	\$ 44.6
Wyoming	51	51	\$ 2	0.0%	32	0.0%	\$ 1	0.0%	\$ 43.4
U. S. Total			\$ 20,099		363,133		\$ 18,272		\$ 48.9

Source: Business Research and Economic Advisors

Appendix I – State Impact Methodology

As described in Section I of this report, member cruise lines of CLIA were asked to provide data on aggregate domestic and international expenditures for their operating and administrative expenses. Responses were obtained from 13 cruise lines²⁰ representing approximately 95 percent of the passengers carried by the North American cruise industry during 2013. These data were used to develop the estimates of the overall spending of the cruise industry in the United States. As indicated in Section I, we estimated that the industry spent \$20.1 billion on goods and services in the United States. Of this total, \$10.3 billion represented direct payments by the cruise lines to U.S. suppliers for operating and administrative goods and services. The remaining \$9.8 billion represented expenditures by passengers for air travel and other goods and services, wage payments to the U.S. resident employees of the cruise lines and their associations, and port-related expenses and travel agent commissions paid by the cruise lines.

In addition to the aggregate revenue and expense data for 2013, more detailed data on vendor purchases in 2013 were obtained from a smaller group of cruise lines.²¹ These data were then aggregated by industry group and state and used to estimate total cruise industry expenditures by industry. These detailed expenditures totaled \$6.5 billion and accounted for 63 percent of the estimated \$10.3 billion that the North American cruise lines spent with U.S. businesses in 2013. These data listed the type of commodities and services that were purchased, as well as the location of the vendors. As a result, we were able to establish industry- and state-specific shares for the cruise industry purchases. Using these shares, the national direct vendor purchases for 2013 were allocated to the corresponding industries in each state.

The \$9.78 billion in core cruise travel expenditures were allocated to each state using data on the place of residence of cruise passengers and passenger embarkations as described in Section I of this report. During 2013, the cruise industry spent \$3.35 billion for port services

²⁰ These cruise lines were: Carnival Cruise Lines, Celebrity Cruises, Costa Crociere, Crystal Cruises, Disney Cruise Line, Holland America Line, Norwegian Cruise Line, Oceana Cruise Line, Paul Gauguin Cruises, Princess Cruises, Regent Seven Seas Cruises, Royal Caribbean International and Seabourn Cruise Line.

²¹ Vendor-specific data were obtained for the following cruise lines: Carnival Cruise Lines, Royal Caribbean International, Celebrity Cruises, Holland America Line, and Princess Cruises. These five cruise lines accounted for approximately 75 percent of the industry's non-wage U.S. operating and administrative expenses.

and wages of their U.S.-resident employees. The \$1.18 billion in wages of the employees of the cruise lines were allocated to each state based upon state-specific employment and wage data received from the cruise lines. The remaining \$2.17 billion in U.S. port service expenditures were allocated to each state based upon its share of U.S. passenger and crew visits. For example, Florida, which accounted for 43.1 percent of total passenger and crew visits to U.S. ports, was allocated \$935 million in port service spending.

The \$1.98 billion in air transportation expenditures was split in half, one half representing the origination of air travel and the other half representing the destination of air travel. The origination half of air travel expenditures were allocated to each state based upon its share of U.S.-sourced cruise passengers. Thus, Massachusetts, which accounted for 6.1 percent of U.S. passengers sourced from the United States, was allocated \$60 million for the origination component of air travel spending. Massachusetts also accounted for 1.5 percent of U.S. cruise embarkations and thus was allocated another \$15 million for the destination component of air travel spending. Thus, Massachusetts received a total allocation of approximately \$75 million in direct air transportation expenditures, 3.8 percent of national expenditures for air transportation generated by the North American cruise industry.

The \$2.72 billion in U.S. transportation services expenditures consists of \$640 million in expenditures for passenger shore excursions and \$2.08 billion for travel agent commissions and other miscellaneous ground transportation services, such as bus service between airports and cruise terminals. Since travel agent commissions accounted for more than 98 percent of the \$2.08 billion, the total was allocated to each state based upon its share of U.S. passengers on a place-of-residence basis. Thus Texas, which accounted for 11 percent of U.S.-resident cruise passengers, was allocated approximately \$229 million in transportation service expenditures. The allocation of the \$640 million in expenditures for shore excursions is discussed below.

Finally, the \$1.73 billion in passenger and crew spending and the \$640 million in shore excursion expenditures were allocated to each state based upon each state's embarkations, split between overnight stays and day of cruise arrivals, estimated port-of-call arrivals and estimated crew visits. Total U.S. spending for the four categories was reported in Table 7 in Section I. When possible, survey data were used to estimate spending for each category for

each state. Passenger and crew spending estimates were based on data collected from various research reports prepared by BREA and other researchers for the following ports: Port Everglades, Port of Miami, Port of New Orleans, Port of New York, Port of Tampa, Port of San Diego, Port of Los Angeles and Hawaii and Alaska ports-of-call. Per passenger spending estimates for the ports-of-embarkation were used to estimate total passenger spending at each of the ports. The average for the ports was then used to estimate total passenger spending for all other passenger embarkations.²²

For example, survey data representing the five embarkation cruise ports in Florida indicated that 38.6 percent of embarking cruise passengers stayed one or more nights in the port city and that these passengers spent an average of nearly \$235 during their stay. Thus, 2.37 million (0.386×6.15 million) cruise passengers were estimated to have spent \$558 million on lodging, food, entertainment, etc. in Florida during 2013. The remaining 3.78 million Florida cruise passengers (day of cruise arrivals) spent an average of \$32.50 per passenger for a total of \$123 million. An estimated 912,000 passengers visited Florida ports as port-of-call or transit passengers. These passengers spent an average of \$96 per visit, resulting in total expenditures of approximately \$88 million. Finally, crew who went ashore spent an average of \$102 on each call to a Florida port. An estimated 1.42 million crew disembarked cruise ships and visited Florida during 2013 and spent \$145 million. Thus, we have estimated that passengers and crew spent approximately \$914 million in Florida during 2013, 42 percent of total passenger and crew spending (excluding travel) in the United States.

By comparison, passengers and crew were estimated to have spent \$141 million (6.5 percent of total U.S. spending by passengers and crew) in New York during 2013. Approximately 80 percent, \$113 million, was spent by embarking passengers who spent one or more nights in New York City. Passengers who stayed overnight in New York spent an average of \$437 during their stay which averaged 2.3 nights.

Alaska received an estimated 3.37 million cruise passenger visits during 2013. This includes approximately 125,000 passengers who either embarked or disembarked on their cruise in Alaska. Cruise passengers spent an average of \$157 per visit. Thus, we have estimated that

²² Per passenger spending estimates were segmented by passengers who stayed overnight either prior to or after a cruise and those passengers who arrived on the day of the cruise.

\$530 million was spent by cruise passengers visiting Alaska ports. An estimated 716,000 onshore crew visits generated another \$16 million, or \$22.35 per visit. Thus, cruise passengers and crew spent a total of \$546 million in Alaska, accounting for 25 percent of total passenger and crew spending in the United States.

Passenger and crew expenditures were allocated to the remaining states using average per visit spending estimates from all available surveys.

Thus, the \$20.1 billion in U.S. expenditures paid by the North American cruise industry and its passengers and crew were allocated among all states and the District of Columbia. The total value of the direct spending by state is shown in Table 11 in Section II. The direct spending data by industry in each state are shown in the individual state tables in Appendix II that follows.

The industry direct expenditure data in each state was then converted to value-added using national ratios of value-added to output for each industry. While these ratios varied by industry, the \$20.1 billion in national direct expenditures was equivalent to \$9.0 billion in value-added. Using industry- and state-specific ratios of compensation-to-value-added, implied compensation in each industry and state was estimated for the direct expenditures. The direct employment impacts resulting from the direct industry spending were estimated by dividing the wage compensation estimates by industry- and state-specific annual compensation rates. All of these data were obtained from the Bureau of Economic Analysis (BEA).

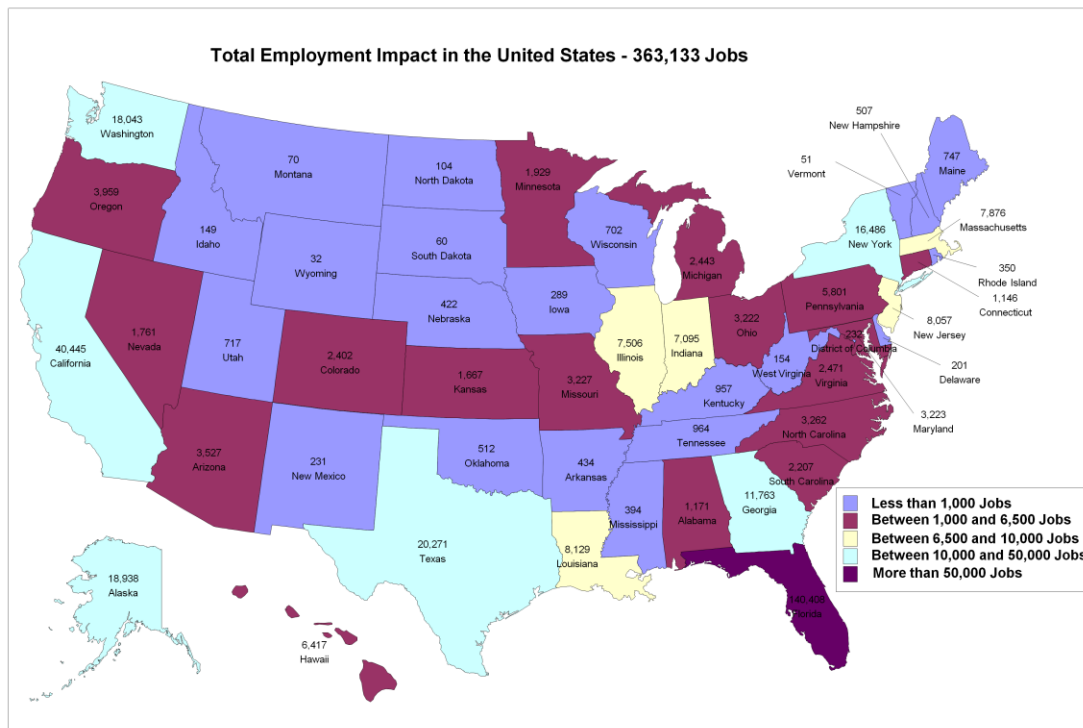
The direct employment estimates were then multiplied by the BEA employment multipliers to generate the estimates of the total employment contribution of the cruise industry by state and industry. Finally, the employment estimates were multiplied by average annual compensation rates to estimate the total effect on wage compensation in each state. The total employment and wage contribution of the North American cruise industry by state and industry are shown in Appendix II.

The estimated direct and total economic impacts at the state level were controlled to sum to the national economic impacts on an industry-by-industry basis. Thus, the estimated state

economic impacts for direct purchases, employment and wage income sum to the national impacts.

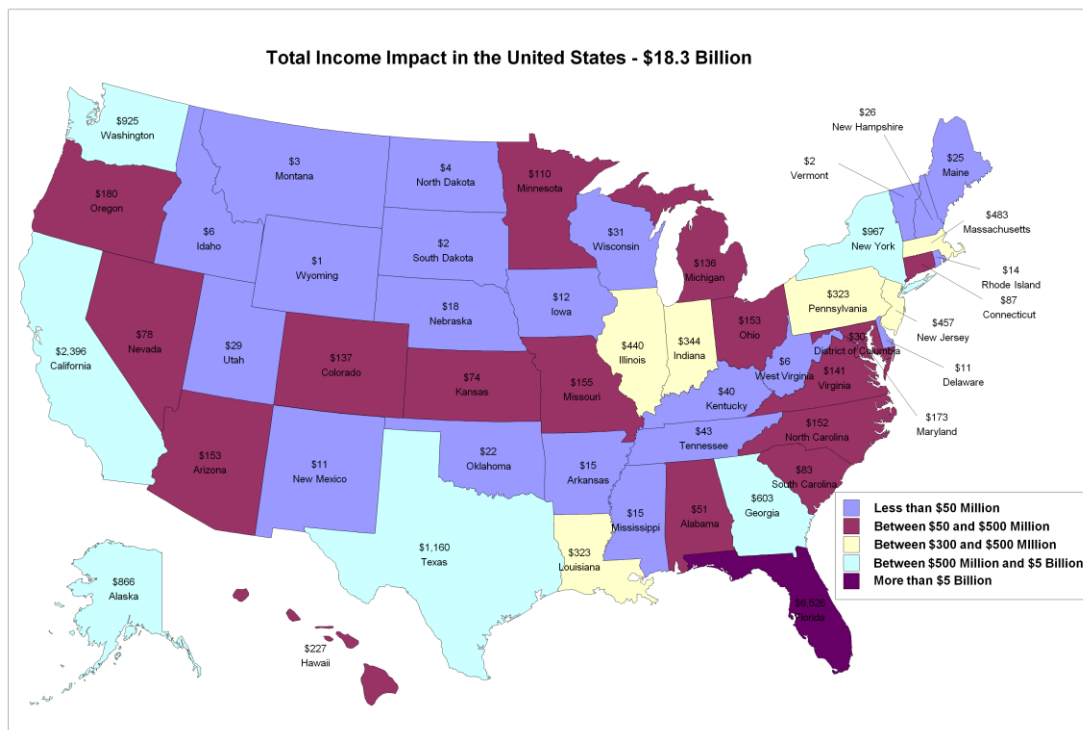
Appendix II – Individual State Tables

Figure 11 – Total Employment Impact of the North American Cruise Industry by State - 2013



Source: Business Research and Economic Advisors

Figure 12 – Total Income Impact of the North American Cruise Industry by State - 2013



Source: Business Research and Economic Advisors

Table 23 – Total Economic Impacts – Alabama - 2013

Sector	Direct Purchases (\$1,000)	Total Employment	Total Wages (\$1,000)
Agriculture, Mining, Utilities & Construction	\$ -	48	\$ 3,400
Manufacturing	\$ 40,596	256	\$ 12,763
Nondurable Goods	\$ 13,313	121	\$ 7,701
Durable Goods	\$ 27,283	135	\$ 5,062
Wholesale & Retail Trade	\$ 3,804	50	\$ 2,856
Transportation	\$ 19,613	103	\$ 5,109
Information Services	\$ 1	9	\$ 497
Finance, Insurance, Real Estate & Leasing	\$ 6,748	53	\$ 2,940
Services & Government	\$ 23,881	652	\$ 23,139
Professional, Scientific & Technical Services	\$ 7,430	143	\$ 9,884
Administrative & Waste Management Services	\$ 15,947	368	\$ 9,930
Health, Education & Social Services	\$ -	4	\$ 100
Other Services & Government	\$ 504	137	\$ 3,225
Total	\$ 94,643	\$ 1,171	\$ 50,704

Source: Business Research and Economic Advisors

Table 24 – Total Economic Impacts – Alaska - 2013

Sector	Direct Purchases (\$1,000)	Total Employment	Total Wages (\$1,000)
Agriculture, Mining, Utilities & Construction	\$ 5,532	1,400	\$ 176,236
Manufacturing	\$ 61,334	631	\$ 28,780
Nondurable Goods	\$ 50,820	101	\$ 6,060
Durable Goods	\$ 10,514	530	\$ 22,720
Wholesale & Retail Trade	\$ 94,970	1,043	\$ 41,174
Transportation	\$ 438,244	6,456	\$ 314,037
Information Services	\$ 2,234	110	\$ 5,887
Finance, Insurance, Real Estate & Leasing	\$ 2,594	126	\$ 6,967
Services & Government	\$ 388,461	9,172	\$ 292,817
Professional, Scientific & Technical Services	\$ 8,204	923	\$ 63,205
Administrative & Waste Management Services	\$ 19,786	871	\$ 35,123
Health, Education & Social Services	\$ 3,426	74	\$ 2,824
Other Services & Government	\$ 357,045	7,304	\$ 191,665
Total	\$ 993,369	18,938	\$ 865,898

Source: Business Research and Economic Advisors

Table 25 – Total Economic Impacts – Arizona - 2013

Sector	Direct Purchases (\$1,000)	Total Employment	Total Wages (\$1,000)
Agriculture, Mining, Utilities & Construction	\$ -	105	\$ 6,408
Manufacturing	\$ 3,579	142	\$ 9,673
Nondurable Goods	\$ 804	99	\$ 7,833
Durable Goods	\$ 2,775	43	\$ 1,840
Wholesale & Retail Trade	\$ 600	100	\$ 6,381
Transportation	\$ 49,592	226	\$ 14,770
Information Services	\$ 16,618	71	\$ 4,434
Finance, Insurance, Real Estate & Leasing	\$ 10,114	153	\$ 8,009
Services & Government	\$ 126,531	2,730	\$ 103,757
Professional, Scientific & Technical Services	\$ 13,153	359	\$ 25,945
Administrative & Waste Management Services	\$ 111,320	1,942	\$ 66,737
Health, Education & Social Services	\$ 306	14	\$ 566
Other Services & Government	\$ 1,752	415	\$ 10,509
Total	\$ 207,035	3,527	\$ 153,432

Source: Business Research and Economic Advisors

Table 26 – Total Economic Impacts – Arkansas - 2013

Sector	Direct Purchases (\$1,000)	Total Employment	Total Wages (\$1,000)
Agriculture, Mining, Utilities & Construction	\$ -	14	\$ 760
Manufacturing	\$ 3,846	65	\$ 2,504
Nondurable Goods	\$ 3,796	17	\$ 834
Durable Goods	\$ 50	48	\$ 1,670
Wholesale & Retail Trade	\$ 9	10	\$ 498
Transportation	\$ 4,651	32	\$ 1,896
Information Services	\$ 2	3	\$ 124
Finance, Insurance, Real Estate & Leasing	\$ 2,636	19	\$ 834
Services & Government	\$ 14,461	291	\$ 8,603
Professional, Scientific & Technical Services	\$ 3,949	43	\$ 2,746
Administrative & Waste Management Services	\$ 10,454	216	\$ 5,159
Health, Education & Social Services	\$ 1	1	\$ 23
Other Services & Government	\$ 57	31	\$ 675
Total	\$ 25,604	434	\$ 15,219

Source: Business Research and Economic Advisors

Table 27 – Total Economic Impacts – California - 2013

Sector	Direct Purchases (\$1,000)	Total Employment	Total Wages (\$1,000)
Agriculture, Mining, Utilities & Construction	\$ 567	1,770	\$ 128,717
Manufacturing	\$ 668,630	5,002	\$ 331,121
Nondurable Goods	\$ 470,333	2,286	\$ 197,295
Durable Goods	\$ 198,297	2,716	\$ 133,826
Wholesale & Retail Trade	\$ 94,473	2,067	\$ 132,476
Transportation	\$ 370,468	3,954	\$ 209,028
Information Services	\$ 27,268	902	\$ 98,769
Finance, Insurance, Real Estate & Leasing	\$ 78,198	2,511	\$ 186,911
Services & Government	\$ 623,687	24,239	\$ 1,309,138
Professional, Scientific & Technical Services	\$ 228,362	7,820	\$ 753,297
Administrative & Waste Management Services	\$ 243,191	8,375	\$ 305,543
Health, Education & Social Services	\$ 16,301	396	\$ 17,170
Other Services & Government	\$ 135,833	7,648	\$ 233,128
Total	\$ 1,863,293	40,445	\$ 2,396,160

Source: Business Research and Economic Advisors

Table 28 – Total Economic Impacts – Colorado - 2013

Sector	Direct Purchases (\$1,000)	Total Employment	Total Wages (\$1,000)
Agriculture, Mining, Utilities & Construction	\$ 2	82	\$ 7,421
Manufacturing	\$ 307,534	164	\$ 14,105
Nondurable Goods	\$ 292,135	89	\$ 8,043
Durable Goods	\$ 15,399	75	\$ 6,062
Wholesale & Retail Trade	\$ 48,163	231	\$ 17,238
Transportation	\$ 12,451	239	\$ 12,523
Information Services	\$ 952	44	\$ 3,620
Finance, Insurance, Real Estate & Leasing	\$ 9,499	306	\$ 17,579
Services & Government	\$ 33,839	1,336	\$ 64,942
Professional, Scientific & Technical Services	\$ 21,177	342	\$ 32,974
Administrative & Waste Management Services	\$ 11,966	730	\$ 24,964
Health, Education & Social Services	\$ 9	8	\$ 230
Other Services & Government	\$ 687	256	\$ 6,774
Total	\$ 412,439	2,402	\$ 137,428

Source: Business Research and Economic Advisors

Table 29 – Total Economic Impacts – Connecticut - 2013

Sector	Direct Purchases (\$1,000)	Total Employment	Total Wages (\$1,000)
Agriculture, Mining, Utilities & Construction	\$ -	30	\$ 2,963
Manufacturing	\$ 78,106	252	\$ 22,401
Nondurable Goods	\$ 3,137	206	\$ 18,862
Durable Goods	\$ 74,969	46	\$ 3,539
Wholesale & Retail Trade	\$ 1,238	44	\$ 3,605
Transportation	\$ 5,872	46	\$ 2,761
Information Services	\$ 3,354	18	\$ 1,381
Finance, Insurance, Real Estate & Leasing	\$ 31,368	122	\$ 14,012
Services & Government	\$ 40,948	634	\$ 40,374
Professional, Scientific & Technical Services	\$ 27,261	253	\$ 26,748
Administrative & Waste Management Services	\$ 12,803	230	\$ 8,960
Health, Education & Social Services	\$ 329	15	\$ 707
Other Services & Government	\$ 555	136	\$ 3,959
Total	\$ 160,886	1,146	\$ 87,497

Source: Business Research and Economic Advisors

Table 30 – Total Economic Impacts – Delaware - 2013

Sector	Direct Purchases (\$1,000)	Total Employment	Total Wages (\$1,000)
Agriculture, Mining, Utilities & Construction	\$ -	5	\$ 334
Manufacturing	\$ 617	13	\$ 772
Nondurable Goods	\$ 377	3	\$ 269
Durable Goods	\$ 240	10	\$ 503
Wholesale & Retail Trade	\$ 42	5	\$ 326
Transportation	\$ 1,536	6	\$ 494
Information Services	\$ -	2	\$ 162
Finance, Insurance, Real Estate & Leasing	\$ 14,508	18	\$ 1,304
Services & Government	\$ 9,490	152	\$ 7,618
Professional, Scientific & Technical Services	\$ 3,347	43	\$ 3,999
Administrative & Waste Management Services	\$ 5,542	78	\$ 2,882
Health, Education & Social Services	\$ -	1	\$ 24
Other Services & Government	\$ 601	30	\$ 713
Total	\$ 26,193	201	\$ 11,010

Source: Business Research and Economic Advisors

Table 31 – Total Economic Impacts – District of Columbia - 2013

Sector	Direct Purchases (\$1,000)	Total Employment	Total Wages (\$1,000)
Agriculture, Mining, Utilities & Construction	\$ -	2	\$ 145
Manufacturing	\$ 20	1	\$ 72
Nondurable Goods	\$ 17	-	\$ 24
Durable Goods	\$ 3	1	\$ 48
Wholesale & Retail Trade	\$ 1	1	\$ 61
Transportation	\$ 1,288	5	\$ 378
Information Services	\$ 1	3	\$ 266
Finance, Insurance, Real Estate & Leasing	\$ 1,643	49	\$ 4,970
Services & Government	\$ 35,242	171	\$ 24,008
Professional, Scientific & Technical Services	\$ 10,618	73	\$ 8,824
Administrative & Waste Management Services	\$ 2,880	46	\$ 2,018
Health, Education & Social Services	\$ 59	3	\$ 133
Other Services & Government	\$ 21,685	49	\$ 13,033
Total	\$ 38,195	232	\$ 29,900

Source: Business Research and Economic Advisors

Table 32 – Total Economic Impacts – Florida – 2013

Sector	Direct Purchases (\$1,000)	Total Employment	Total Wages (\$1,000)
Agriculture, Mining, Utilities & Construction	\$ 17,890	4,187	\$ 237,592
Manufacturing	\$ 2,127,742	10,696	\$ 595,508
Nondurable Goods	\$ 1,423,957	6,614	\$ 395,483
Durable Goods	\$ 703,784	4,082	\$ 200,025
Wholesale & Retail Trade	\$ 372,907	7,209	\$ 394,384
Transportation	\$ 2,579,944	26,724	\$ 1,377,757
Information Services	\$ 99,992	1,950	\$ 125,146
Finance, Insurance, Real Estate & Leasing	\$ 48,309	7,634	\$ 435,184
Services & Government	\$ 2,087,432	82,008	\$ 3,360,509
Professional, Scientific & Technical Services	\$ 183,029	16,664	\$ 1,403,313
Administrative & Waste Management Services	\$ 839,167	31,677	\$ 1,032,110
Health, Education & Social Services	\$ 20,185	812	\$ 29,572
Other Services & Government	\$ 1,045,051	32,855	\$ 895,514
Total	\$ 7,334,216	140,408	\$ 6,526,080

Source: Business Research and Economic Advisors

Table 33 – Total Economic Impacts – Georgia - 2013

Sector	Direct Purchases (\$1,000)	Total Employment	Total Wages (\$1,000)
Agriculture, Mining, Utilities & Construction	\$ 425	383	\$ 24,366
Manufacturing	\$ 159,764	1,420	\$ 79,646
Nondurable Goods	\$ 97,327	584	\$ 37,955
Durable Goods	\$ 62,437	836	\$ 41,691
Wholesale & Retail Trade	\$ 19,931	535	\$ 36,715
Transportation	\$ 147,213	1,364	\$ 59,776
Information Services	\$ 9,340	221	\$ 16,608
Finance, Insurance, Real Estate & Leasing	\$ 41,772	1,223	\$ 73,853
Services & Government	\$ 275,304	6,617	\$ 312,103
Professional, Scientific & Technical Services	\$ 51,406	1,651	\$ 123,851
Administrative & Waste Management Services	\$ 60,274	1,993	\$ 69,006
Health, Education & Social Services	\$ 4,116	96	\$ 3,989
Other Services & Government	\$ 159,508	2,877	\$ 115,257
Total	\$ 653,750	11,763	\$ 603,067

Source: Business Research and Economic Advisors

Table 34 – Total Economic Impacts – Hawaii - 2013

Sector	Direct Purchases (\$1,000)	Total Employment	Total Wages (\$1,000)
Agriculture, Mining, Utilities & Construction	\$ 15	46	\$ 3,113
Manufacturing	\$ 44,484	126	\$ 5,868
Nondurable Goods	\$ 39,953	48	\$ 2,984
Durable Goods	\$ 4,533	78	\$ 2,884
Wholesale & Retail Trade	\$ 19,752	149	\$ 6,913
Transportation	\$ 213,695	2,154	\$ 78,134
Information Services	\$ 70	15	\$ 906
Finance, Insurance, Real Estate & Leasing	\$ 2,120	36	\$ 2,153
Services & Government	\$ 135,086	3,891	\$ 130,257
Professional, Scientific & Technical Services	\$ 2,483	149	\$ 11,451
Administrative & Waste Management Services	\$ 3,048	1,504	\$ 45,026
Health, Education & Social Services	\$ 32	10	\$ 329
Other Services & Government	\$ 129,523	2,228	\$ 73,451
Total	\$ 415,222	6,417	\$ 227,344

Source: Business Research and Economic Advisors

Table 35 – Total Economic Impacts – Idaho - 2013

Sector	Direct Purchases (\$1,000)	Total Employment	Total Wages (\$1,000)
Agriculture, Mining, Utilities & Construction	\$ -	7	\$ 308
Manufacturing	\$ 805	12	\$ 608
Nondurable Goods	\$ 726	4	\$ 282
Durable Goods	\$ 79	8	\$ 326
Wholesale & Retail Trade	\$ 30	5	\$ 207
Transportation	\$ 987	9	\$ 438
Information Services	\$ 98	1	\$ 50
Finance, Insurance, Real Estate & Leasing	\$ 1,513	9	\$ 433
Services & Government	\$ 6,240	106	\$ 4,002
Professional, Scientific & Technical Services	\$ 3,884	38	\$ 2,321
Administrative & Waste Management Services	\$ 2,188	49	\$ 1,301
Health, Education & Social Services	\$ -	1	\$ 12
Other Services & Government	\$ 168	18	\$ 368
Total	\$ 9,671	149	\$ 6,046

Source: Business Research and Economic Advisors

Table 36 – Total Economic Impacts – Illinois - 2013

Sector	Direct Purchases (\$1,000)	Total Employment	Total Wages (\$1,000)
Agriculture, Mining, Utilities & Construction	\$ 4	205	\$ 16,950
Manufacturing	\$ 198,736	1,726	\$ 122,638
Nondurable Goods	\$ 103,570	1,174	\$ 87,555
Durable Goods	\$ 95,166	552	\$ 35,083
Wholesale & Retail Trade	\$ 22,119	395	\$ 28,008
Transportation	\$ 34,760	514	\$ 27,613
Information Services	\$ 39,699	194	\$ 15,812
Finance, Insurance, Real Estate & Leasing	\$ 68,789	492	\$ 36,967
Services & Government	\$ 129,849	3,980	\$ 192,187
Professional, Scientific & Technical Services	\$ 80,567	1,419	\$ 113,080
Administrative & Waste Management Services	\$ 45,273	1,557	\$ 52,136
Health, Education & Social Services	\$ 1,657	59	\$ 2,591
Other Services & Government	\$ 2,352	945	\$ 24,380
Total	\$ 493,957	7,506	\$ 440,175

Source: Business Research and Economic Advisors

Table 37 – Total Economic Impacts – Indiana - 2013

Sector	Direct Purchases (\$1,000)	Total Employment	Total Wages (\$1,000)
Agriculture, Mining, Utilities & Construction	\$ -	214	\$ 13,778
Manufacturing	\$ 5,401	997	\$ 63,183
Nondurable Goods	\$ 3,709	674	\$ 44,388
Durable Goods	\$ 1,692	323	\$ 18,795
Wholesale & Retail Trade	\$ 331	257	\$ 14,004
Transportation	\$ 7,552	307	\$ 16,258
Information Services	\$ 410	56	\$ 2,933
Finance, Insurance, Real Estate & Leasing	\$ 13,817	223	\$ 13,187
Services & Government	\$ 286,319	5,041	\$ 220,528
Professional, Scientific & Technical Services	\$ 8,141	585	\$ 38,509
Administrative & Waste Management Services	\$ 16,185	834	\$ 23,058
Health, Education & Social Services	\$ 1,961	54	\$ 1,969
Other Services & Government	\$ 260,032	3,568	\$ 156,992
Total	\$ 313,829	7,095	\$ 343,871

Source: Business Research and Economic Advisors

Table 38 – Total Economic Impacts – Iowa - 2013

Sector	Direct Purchases (\$1,000)	Total Employment	Total Wages (\$1,000)
Agriculture, Mining, Utilities & Construction	\$ -	7	\$ 438
Manufacturing	\$ 4,002	36	\$ 1,814
Nondurable Goods	\$ 3,998	11	\$ 670
Durable Goods	\$ 4	25	\$ 1,144
Wholesale & Retail Trade	\$ 2	8	\$ 400
Transportation	\$ 2,730	17	\$ 923
Information Services	\$ 33	4	\$ 167
Finance, Insurance, Real Estate & Leasing	\$ 17,903	48	\$ 2,930
Services & Government	\$ 9,034	169	\$ 5,391
Professional, Scientific & Technical Services	\$ 3,168	32	\$ 1,765
Administrative & Waste Management Services	\$ 5,840	112	\$ 3,080
Health, Education & Social Services	\$ -	2	\$ 34
Other Services & Government	\$ 26	23	\$ 512
Total	\$ 33,705	289	\$ 12,063

Source: Business Research and Economic Advisors

Table 39 – Total Economic Impacts – Kansas - 2013

Sector	Direct Purchases (\$1,000)	Total Employment	Total Wages (\$1,000)
Agriculture, Mining, Utilities & Construction	\$ 206	80	\$ 4,748
Manufacturing	\$ 3,391	201	\$ 10,296
Nondurable Goods	\$ 1,865	101	\$ 5,575
Durable Goods	\$ 1,526	100	\$ 4,721
Wholesale & Retail Trade	\$ 96	66	\$ 3,615
Transportation	\$ 18,689	493	\$ 22,085
Information Services	\$ 2	29	\$ 1,856
Finance, Insurance, Real Estate & Leasing	\$ 6,968	109	\$ 5,541
Services & Government	\$ 14,649	689	\$ 25,547
Professional, Scientific & Technical Services	\$ 5,734	196	\$ 12,059
Administrative & Waste Management Services	\$ 7,736	258	\$ 8,104
Health, Education & Social Services	\$ 935	15	\$ 613
Other Services & Government	\$ 244	220	\$ 4,771
Total	\$ 44,001	1,667	\$ 73,688

Source: Business Research and Economic Advisors

Table 40 – Total Economic Impacts – Kentucky - 2013

Sector	Direct Purchases (\$1,000)	Total Employment	Total Wages (\$1,000)
Agriculture, Mining, Utilities & Construction	\$ -	30	\$ 1,651
Manufacturing	\$ 10,497	110	\$ 5,586
Nondurable Goods	\$ 9,969	47	\$ 2,843
Durable Goods	\$ 528	63	\$ 2,743
Wholesale & Retail Trade	\$ 688	29	\$ 1,571
Transportation	\$ 3,981	58	\$ 3,611
Information Services	\$ 122	10	\$ 444
Finance, Insurance, Real Estate & Leasing	\$ 5,894	38	\$ 2,322
Services & Government	\$ 34,008	682	\$ 24,906
Professional, Scientific & Technical Services	\$ 18,021	209	\$ 13,726
Administrative & Waste Management Services	\$ 8,930	225	\$ 5,746
Health, Education & Social Services	\$ -	4	\$ 82
Other Services & Government	\$ 7,057	244	\$ 5,352
Total	\$ 55,190	957	\$ 40,091

Source: Business Research and Economic Advisors

Table 41 – Total Economic Impacts – Louisiana - 2013

Sector	Direct Purchases (\$1,000)	Total Employment	Total Wages (\$1,000)
Agriculture, Mining, Utilities & Construction	\$ -	739	\$ 56,022
Manufacturing	\$ 97,029	523	\$ 34,361
Nondurable Goods	\$ 64,986	259	\$ 15,384
Durable Goods	\$ 32,043	264	\$ 18,977
Wholesale & Retail Trade	\$ 15,838	376	\$ 16,118
Transportation	\$ 110,892	1,264	\$ 55,724
Information Services	\$ 24	52	\$ 2,503
Finance, Insurance, Real Estate & Leasing	\$ 5,592	191	\$ 9,559
Services & Government	\$ 176,703	4,984	\$ 148,316
Professional, Scientific & Technical Services	\$ 10,258	674	\$ 41,411
Administrative & Waste Management Services	\$ 25,561	902	\$ 26,094
Health, Education & Social Services	\$ 3,949	108	\$ 3,553
Other Services & Government	\$ 136,935	3,300	\$ 77,258
Total	\$ 406,078	8,129	\$ 322,603

Source: Business Research and Economic Advisors

Table 42 – Total Economic Impacts – Maine - 2013

Sector	Direct Purchases (\$1,000)	Total Employment	Total Wages (\$1,000)
Agriculture, Mining, Utilities & Construction	\$ -	21	\$ 1,162
Manufacturing	\$ 13,306	88	\$ 4,409
Nondurable Goods	\$ 911	42	\$ 2,481
Durable Goods	\$ 12,395	46	\$ 1,928
Wholesale & Retail Trade	\$ 7,513	82	\$ 3,102
Transportation	\$ 7,663	63	\$ 2,475
Information Services	\$ 123	6	\$ 323
Finance, Insurance, Real Estate & Leasing	\$ 2,778	25	\$ 1,503
Services & Government	\$ 14,781	462	\$ 12,479
Professional, Scientific & Technical Services	\$ 1,863	63	\$ 4,065
Administrative & Waste Management Services	\$ 3,279	75	\$ 2,412
Health, Education & Social Services	\$ -	4	\$ 104
Other Services & Government	\$ 9,639	320	\$ 5,898
Total	\$ 46,164	747	\$ 25,453

Source: Business Research and Economic Advisors

Table 43 – Total Economic Impacts – Maryland - 2013

Sector	Direct Purchases (\$1,000)	Total Employment	Total Wages (\$1,000)
Agriculture, Mining, Utilities & Construction	\$ -	86	\$ 6,067
Manufacturing	\$ 52,038	206	\$ 13,367
Nondurable Goods	\$ 41,956	81	\$ 6,661
Durable Goods	\$ 10,082	125	\$ 6,706
Wholesale & Retail Trade	\$ 11,476	174	\$ 10,021
Transportation	\$ 45,446	462	\$ 17,607
Information Services	\$ 7,907	44	\$ 3,597
Finance, Insurance, Real Estate & Leasing	\$ 11,838	301	\$ 19,837
Services & Government	\$ 73,918	1,950	\$ 102,266
Professional, Scientific & Technical Services	\$ 24,715	616	\$ 53,403
Administrative & Waste Management Services	\$ 31,808	704	\$ 26,551
Health, Education & Social Services	\$ 7,399	87	\$ 4,716
Other Services & Government	\$ 9,996	543	\$ 17,596
Total	\$ 202,624	3,223	\$ 172,762

Source: Business Research and Economic Advisors

Table 44 – Total Economic Impacts – Massachusetts - 2013

Sector	Direct Purchases (\$1,000)	Total Employment	Total Wages (\$1,000)
Agriculture, Mining, Utilities & Construction	\$ -	130	\$ 10,804
Manufacturing	\$ 69,367	500	\$ 38,713
Nondurable Goods	\$ 29,040	260	\$ 24,652
Durable Goods	\$ 40,327	240	\$ 14,061
Wholesale & Retail Trade	\$ 7,224	247	\$ 17,987
Transportation	\$ 101,096	655	\$ 31,580
Information Services	\$ 4,836	113	\$ 10,376
Finance, Insurance, Real Estate & Leasing	\$ 21,507	1,143	\$ 108,146
Services & Government	\$ 287,387	5,088	\$ 265,221
Professional, Scientific & Technical Services	\$ 114,949	1,427	\$ 125,454
Administrative & Waste Management Services	\$ 146,722	2,530	\$ 103,591
Health, Education & Social Services	\$ 4,765	135	\$ 6,354
Other Services & Government	\$ 20,951	996	\$ 29,822
Total	\$ 491,417	7,876	\$ 482,827

Source: Business Research and Economic Advisors

Table 45 – Total Economic Impacts – Michigan - 2013

Sector	Direct Purchases (\$1,000)	Total Employment	Total Wages (\$1,000)
Agriculture, Mining, Utilities & Construction	\$ -	64	\$ 4,550
Manufacturing	\$ 86,663	396	\$ 25,737
Nondurable Goods	\$ 70,215	211	\$ 15,401
Durable Goods	\$ 16,448	185	\$ 10,336
Wholesale & Retail Trade	\$ 13,396	119	\$ 8,262
Transportation	\$ 11,620	97	\$ 6,660
Information Services	\$ 1,047	21	\$ 1,377
Finance, Insurance, Real Estate & Leasing	\$ 19,970	159	\$ 9,773
Services & Government	\$ 77,922	1,587	\$ 79,807
Professional, Scientific & Technical Services	\$ 30,359	464	\$ 41,785
Administrative & Waste Management Services	\$ 24,545	547	\$ 20,477
Health, Education & Social Services	\$ 102	10	\$ 313
Other Services & Government	\$ 22,916	566	\$ 17,232
Total	\$ 210,619	2,443	\$ 136,166

Source: Business Research and Economic Advisors

Table 46 – Total Economic Impacts – Minnesota - 2013

Sector	Direct Purchases (\$1,000)	Total Employment	Total Wages (\$1,000)
Agriculture, Mining, Utilities & Construction	\$ -	51	\$ 3,741
Manufacturing	\$ 17,540	214	\$ 13,526
Nondurable Goods	\$ 13,918	106	\$ 7,502
Durable Goods	\$ 3,622	108	\$ 6,024
Wholesale & Retail Trade	\$ 1,243	75	\$ 5,163
Transportation	\$ 9,656	112	\$ 6,480
Information Services	\$ 3,284	35	\$ 2,445
Finance, Insurance, Real Estate & Leasing	\$ 18,685	367	\$ 24,412
Services & Government	\$ 52,830	1,075	\$ 54,377
Professional, Scientific & Technical Services	\$ 11,802	280	\$ 25,263
Administrative & Waste Management Services	\$ 16,255	352	\$ 11,871
Health, Education & Social Services	\$ 23	11	\$ 313
Other Services & Government	\$ 24,750	432	\$ 16,930
Total	\$ 103,237	1,929	\$ 110,144

Source: Business Research and Economic Advisors

Table 47 – Total Economic Impacts – Mississippi - 2013

Sector	Direct Purchases (\$1,000)	Total Employment	Total Wages (\$1,000)
Agriculture, Mining, Utilities & Construction	\$ -	17	\$ 963
Manufacturing	\$ 15,866	93	\$ 4,451
Nondurable Goods	\$ 1,346	64	\$ 3,449
Durable Goods	\$ 14,520	29	\$ 1,002
Wholesale & Retail Trade	\$ 172	9	\$ 429
Transportation	\$ 3,586	21	\$ 1,090
Information Services	\$ -	2	\$ 84
Finance, Insurance, Real Estate & Leasing	\$ 2,916	18	\$ 812
Services & Government	\$ 10,184	234	\$ 6,790
Professional, Scientific & Technical Services	\$ 2,002	34	\$ 1,906
Administrative & Waste Management Services	\$ 7,992	158	\$ 3,957
Health, Education & Social Services	\$ -	2	\$ 30
Other Services & Government	\$ 190	40	\$ 897
Total	\$ 32,725	394	\$ 14,619

Source: Business Research and Economic Advisors

Table 48 – Total Economic Impacts – Missouri - 2013

Sector	Direct Purchases (\$1,000)	Total Employment	Total Wages (\$1,000)
Agriculture, Mining, Utilities & Construction	\$ -	82	\$ 5,271
Manufacturing	\$ 18,374	316	\$ 16,725
Nondurable Goods	\$ 11,114	156	\$ 9,005
Durable Goods	\$ 7,260	160	\$ 7,720
Wholesale & Retail Trade	\$ 371	108	\$ 6,163
Transportation	\$ 13,929	161	\$ 8,709
Information Services	\$ 9,911	66	\$ 4,104
Finance, Insurance, Real Estate & Leasing	\$ 11,467	570	\$ 26,888
Services & Government	\$ 83,510	1,924	\$ 87,330
Professional, Scientific & Technical Services	\$ 11,476	416	\$ 33,427
Administrative & Waste Management Services	\$ 23,366	572	\$ 17,791
Health, Education & Social Services	\$ 925	33	\$ 1,260
Other Services & Government	\$ 47,743	903	\$ 34,852
Total	\$ 137,561	3,227	\$ 155,190

Source: Business Research and Economic Advisors

Table 49 – Total Economic Impacts – Montana - 2013

Sector	Direct Purchases (\$1,000)	Total Employment	Total Wages (\$1,000)
Agriculture, Mining, Utilities & Construction	\$ 8	4	\$ 233
Manufacturing	\$ 150	3	\$ 112
Nondurable Goods	\$ 141	1	\$ 39
Durable Goods	\$ 9	2	\$ 72
Wholesale & Retail Trade	\$ 5	2	\$ 82
Transportation	\$ 488	4	\$ 234
Information Services	\$ 87	1	\$ 36
Finance, Insurance, Real Estate & Leasing	\$ 1,106	8	\$ 326
Services & Government	\$ 2,495	48	\$ 1,539
Professional, Scientific & Technical Services	\$ 1,296	14	\$ 690
Administrative & Waste Management Services	\$ 1,194	26	\$ 663
Health, Education & Social Services	\$ 1	1	\$ 4
Other Services & Government	\$ 4	7	\$ 182
Total	\$ 4,341	70	\$ 2,562

Source: Business Research and Economic Advisors

Table 50 – Total Economic Impacts – Nebraska - 2013

Sector	Direct Purchases (\$1,000)	Total Employment	Total Wages (\$1,000)
Agriculture, Mining, Utilities & Construction	\$ -	12	\$ 612
Manufacturing	\$ 1,836	47	\$ 2,098
Nondurable Goods	\$ 1,662	13	\$ 689
Durable Goods	\$ 174	34	\$ 1,409
Wholesale & Retail Trade	\$ 30	17	\$ 825
Transportation	\$ 3,705	73	\$ 3,513
Information Services	\$ 360	11	\$ 653
Finance, Insurance, Real Estate & Leasing	\$ 8,818	50	\$ 2,661
Services & Government	\$ 6,854	212	\$ 8,119
Professional, Scientific & Technical Services	\$ 3,506	66	\$ 4,270
Administrative & Waste Management Services	\$ 3,289	88	\$ 2,605
Health, Education & Social Services	\$ 20	3	\$ 77
Other Services & Government	\$ 39	55	\$ 1,167
Total	\$ 21,603	422	\$ 18,481

Source: Business Research and Economic Advisors

Table 51 – Total Economic Impacts – Nevada - 2013

Sector	Direct Purchases (\$1,000)	Total Employment	Total Wages (\$1,000)
Agriculture, Mining, Utilities & Construction	\$ -	52	\$ 3,854
Manufacturing	\$ 16,917	135	\$ 9,140
Nondurable Goods	\$ 3,237	108	\$ 7,986
Durable Goods	\$ 13,680	27	\$ 1,154
Wholesale & Retail Trade	\$ 2,691	46	\$ 2,845
Transportation	\$ 19,286	108	\$ 6,110
Information Services	\$ 194	10	\$ 577
Finance, Insurance, Real Estate & Leasing	\$ 4,053	40	\$ 2,376
Services & Government	\$ 73,080	1,370	\$ 53,313
Professional, Scientific & Technical Services	\$ 10,270	160	\$ 13,971
Administrative & Waste Management Services	\$ 55,140	941	\$ 29,754
Health, Education & Social Services	\$ 18	2	\$ 65
Other Services & Government	\$ 7,652	267	\$ 9,523
Total	\$ 116,219	1,761	\$ 78,215

Source: Business Research and Economic Advisors

Table 52 – Total Economic Impacts – New Hampshire - 2013

Sector	Direct Purchases (\$1,000)	Total Employment	Total Wages (\$1,000)
Agriculture, Mining, Utilities & Construction	\$ -	11	\$ 869
Manufacturing	\$ 10,307	64	\$ 3,608
Nondurable Goods	\$ 10,276	25	\$ 1,781
Durable Goods	\$ 31	39	\$ 1,827
Wholesale & Retail Trade	\$ 991	19	\$ 1,430
Transportation	\$ 8,554	31	\$ 1,848
Information Services	\$ 36	5	\$ 391
Finance, Insurance, Real Estate & Leasing	\$ 3,994	24	\$ 1,801
Services & Government	\$ 23,628	353	\$ 16,255
Professional, Scientific & Technical Services	\$ 3,320	56	\$ 4,733
Administrative & Waste Management Services	\$ 19,555	233	\$ 9,492
Health, Education & Social Services	\$ 717	10	\$ 485
Other Services & Government	\$ 36	54	\$ 1,545
Total	\$ 47,509	507	\$ 26,202

Source: Business Research and Economic Advisors

Table 53 – Total Economic Impacts – New Jersey - 2013

Sector	Direct Purchases (\$1,000)	Total Employment	Total Wages (\$1,000)
Agriculture, Mining, Utilities & Construction	\$ 140	134	\$ 10,968
Manufacturing	\$ 88,067	585	\$ 44,024
Nondurable Goods	\$ 67,375	228	\$ 17,275
Durable Goods	\$ 20,692	357	\$ 26,749
Wholesale & Retail Trade	\$ 13,362	371	\$ 27,037
Transportation	\$ 126,741	921	\$ 42,035
Information Services	\$ 11,677	117	\$ 10,889
Finance, Insurance, Real Estate & Leasing	\$ 26,899	428	\$ 36,338
Services & Government	\$ 160,122	5,501	\$ 285,457
Professional, Scientific & Technical Services	\$ 58,504	1,217	\$ 123,941
Administrative & Waste Management Services	\$ 65,784	3,271	\$ 127,137
Health, Education & Social Services	\$ 72	38	\$ 1,422
Other Services & Government	\$ 35,762	975	\$ 32,957
Total	\$ 427,007	8,057	\$ 456,748

Source: Business Research and Economic Advisors

Table 54 – Total Economic Impacts – New Mexico - 2013

Sector	Direct Purchases (\$1,000)	Total Employment	Total Wages (\$1,000)
Agriculture, Mining, Utilities & Construction	\$ -	15	\$ 979
Manufacturing	\$ 393	8	\$ 383
Nondurable Goods	\$ 340	4	\$ 227
Durable Goods	\$ 53	4	\$ 156
Wholesale & Retail Trade	\$ 7	5	\$ 231
Transportation	\$ 2,431	14	\$ 882
Information Services	\$ 2	2	\$ 94
Finance, Insurance, Real Estate & Leasing	\$ 1,760	12	\$ 554
Services & Government	\$ 10,569	175	\$ 7,381
Professional, Scientific & Technical Services	\$ 5,096	51	\$ 3,583
Administrative & Waste Management Services	\$ 5,468	97	\$ 3,185
Health, Education & Social Services	\$ -	1	\$ 17
Other Services & Government	\$ 5	26	\$ 596
Total	\$ 15,163	231	\$ 10,504

Source: Business Research and Economic Advisors

Table 55 – Total Economic Impacts – New York - 2013

Sector	Direct Purchases (\$1,000)	Total Employment	Total Wages (\$1,000)
Agriculture, Mining, Utilities & Construction	\$ 1,279	348	\$ 29,987
Manufacturing	\$ 213,522	1,270	\$ 81,019
Nondurable Goods	\$ 151,837	555	\$ 41,645
Durable Goods	\$ 61,685	715	\$ 39,374
Wholesale & Retail Trade	\$ 36,490	709	\$ 46,938
Transportation	\$ 167,798	1,613	\$ 67,372
Information Services	\$ 3,985	279	\$ 25,508
Finance, Insurance, Real Estate & Leasing	\$ 283,550	1,405	\$ 166,710
Services & Government	\$ 550,466	10,862	\$ 549,205
Professional, Scientific & Technical Services	\$ 154,196	2,654	\$ 219,789
Administrative & Waste Management Services	\$ 91,878	3,303	\$ 138,852
Health, Education & Social Services	\$ 4,341	209	\$ 8,816
Other Services & Government	\$ 300,051	4,696	\$ 181,748
Total	\$ 1,257,089	16,486	\$ 966,739

Source: Business Research and Economic Advisors

Table 56 – Total Economic Impacts – North Carolina - 2013

Sector	Direct Purchases (\$1,000)	Total Employment	Total Wages (\$1,000)
Agriculture, Mining, Utilities & Construction	\$ -	89	\$ 4,918
Manufacturing	\$ 75,877	553	\$ 27,839
Nondurable Goods	\$ 67,027	206	\$ 11,874
Durable Goods	\$ 8,850	347	\$ 15,965
Wholesale & Retail Trade	\$ 6,136	122	\$ 7,294
Transportation	\$ 23,355	163	\$ 8,040
Information Services	\$ 2,163	38	\$ 2,638
Finance, Insurance, Real Estate & Leasing	\$ 18,438	188	\$ 12,191
Services & Government	\$ 110,321	2,109	\$ 89,327
Professional, Scientific & Technical Services	\$ 55,977	592	\$ 44,258
Administrative & Waste Management Services	\$ 45,210	1,068	\$ 32,287
Health, Education & Social Services	\$ 205	14	\$ 525
Other Services & Government	\$ 8,929	435	\$ 12,257
Total	\$ 236,291	3,262	\$ 152,247

Source: Business Research and Economic Advisors

Table 57 – Total Economic Impacts – North Dakota - 2013

Sector	Direct Purchases (\$1,000)	Total Employment	Total Wages (\$1,000)
Agriculture, Mining, Utilities & Construction	\$ 37	5	\$ 362
Manufacturing	\$ 338	5	\$ 224
Nondurable Goods	\$ 314	2	\$ 100
Durable Goods	\$ 24	3	\$ 124
Wholesale & Retail Trade	\$ 4	4	\$ 169
Transportation	\$ 495	5	\$ 308
Information Services	\$ 249	2	\$ 94
Finance, Insurance, Real Estate & Leasing	\$ 1,316	9	\$ 376
Services & Government	\$ 3,425	74	\$ 2,080
Professional, Scientific & Technical Services	\$ 878	12	\$ 600
Administrative & Waste Management Services	\$ 2,524	51	\$ 1,257
Health, Education & Social Services	\$ -	1	\$ 6
Other Services & Government	\$ 23	10	\$ 217
Total	\$ 5,865	104	\$ 3,613

Source: Business Research and Economic Advisors

Table 58 – Total Economic Impacts – Ohio - 2013

Sector	Direct Purchases (\$1,000)	Total Employment	Total Wages (\$1,000)
Agriculture, Mining, Utilities & Construction	\$ 1	85	\$ 5,806
Manufacturing	\$ 25,387	471	\$ 30,133
Nondurable Goods	\$ 8,439	317	\$ 21,677
Durable Goods	\$ 16,948	154	\$ 8,456
Wholesale & Retail Trade	\$ 1,348	120	\$ 7,142
Transportation	\$ 15,836	139	\$ 8,205
Information Services	\$ 79	32	\$ 1,880
Finance, Insurance, Real Estate & Leasing	\$ 31,054	193	\$ 11,187
Services & Government	\$ 95,992	2,181	\$ 88,673
Professional, Scientific & Technical Services	\$ 22,676	460	\$ 34,708
Administrative & Waste Management Services	\$ 35,816	852	\$ 25,403
Health, Education & Social Services	\$ 1,115	34	\$ 1,126
Other Services & Government	\$ 36,385	835	\$ 27,436
Total	\$ 169,697	3,222	\$ 153,026

Source: Business Research and Economic Advisors

Table 59 – Total Economic Impacts – Oklahoma - 2013

Sector	Direct Purchases (\$1,000)	Total Employment	Total Wages (\$1,000)
Agriculture, Mining, Utilities & Construction	\$ 21	44	\$ 3,488
Manufacturing	\$ 4,863	40	\$ 1,845
Nondurable Goods	\$ 4,675	17	\$ 871
Durable Goods	\$ 188	23	\$ 974
Wholesale & Retail Trade	\$ 531	16	\$ 789
Transportation	\$ 4,728	34	\$ 2,492
Information Services	\$ 8	5	\$ 250
Finance, Insurance, Real Estate & Leasing	\$ 4,828	36	\$ 1,527
Services & Government	\$ 15,452	337	\$ 11,354
Professional, Scientific & Technical Services	\$ 4,752	68	\$ 3,909
Administrative & Waste Management Services	\$ 10,549	213	\$ 6,184
Health, Education & Social Services	\$ 104	4	\$ 102
Other Services & Government	\$ 47	52	\$ 1,159
Total	\$ 30,431	512	\$ 21,745

Source: Business Research and Economic Advisors

Table 60 – Total Economic Impacts – Oregon - 2013

Sector	Direct Purchases (\$1,000)	Total Employment	Total Wages (\$1,000)
Agriculture, Mining, Utilities & Construction	\$ 343	229	\$ 13,260
Manufacturing	\$ 14,601	465	\$ 27,101
Nondurable Goods	\$ 6,466	254	\$ 17,849
Durable Goods	\$ 8,135	211	\$ 9,252
Wholesale & Retail Trade	\$ 1,007	192	\$ 12,352
Transportation	\$ 30,799	1,008	\$ 37,319
Information Services	\$ 487	64	\$ 4,429
Finance, Insurance, Real Estate & Leasing	\$ 5,936	164	\$ 9,071
Services & Government	\$ 74,244	1,837	\$ 76,672
Professional, Scientific & Technical Services	\$ 66,198	606	\$ 43,743
Administrative & Waste Management Services	\$ 7,606	560	\$ 16,014
Health, Education & Social Services	\$ 8	26	\$ 660
Other Services & Government	\$ 432	645	\$ 16,255
Total	\$ 127,417	3,959	\$ 180,204

Source: Business Research and Economic Advisors

Table 61 – Total Economic Impacts – Pennsylvania - 2013

Sector	Direct Purchases (\$1,000)	Total Employment	Total Wages (\$1,000)
Agriculture, Mining, Utilities & Construction	\$ -	186	\$ 14,198
Manufacturing	\$ 143,994	1,194	\$ 75,435
Nondurable Goods	\$ 44,584	780	\$ 53,528
Durable Goods	\$ 99,410	414	\$ 21,907
Wholesale & Retail Trade	\$ 19,073	262	\$ 17,230
Transportation	\$ 48,220	509	\$ 26,208
Information Services	\$ 2,345	85	\$ 5,495
Finance, Insurance, Real Estate & Leasing	\$ 32,367	573	\$ 37,566
Services & Government	\$ 113,527	2,992	\$ 147,185
Professional, Scientific & Technical Services	\$ 65,203	997	\$ 85,267
Administrative & Waste Management Services	\$ 44,965	1,221	\$ 41,101
Health, Education & Social Services	\$ 577	69	\$ 2,830
Other Services & Government	\$ 2,782	705	\$ 17,987
Total	\$ 359,524	5,801	\$ 323,317

Source: Business Research and Economic Advisors

Table 62 – Total Economic Impacts – Rhode Island - 2013

Sector	Direct Purchases (\$1,000)	Total Employment	Total Wages (\$1,000)
Agriculture, Mining, Utilities & Construction	\$ -	7	\$ 441
Manufacturing	\$ 488	25	\$ 1,304
Nondurable Goods	\$ 159	14	\$ 795
Durable Goods	\$ 329	11	\$ 509
Wholesale & Retail Trade	\$ 55	7	\$ 456
Transportation	\$ 5,936	27	\$ 1,130
Information Services	\$ -	4	\$ 325
Finance, Insurance, Real Estate & Leasing	\$ 4,189	18	\$ 1,122
Services & Government	\$ 13,609	262	\$ 9,557
Professional, Scientific & Technical Services	\$ 2,220	36	\$ 2,741
Administrative & Waste Management Services	\$ 10,042	171	\$ 5,281
Health, Education & Social Services	\$ 24	4	\$ 129
Other Services & Government	\$ 1,324	51	\$ 1,406
Total	\$ 24,278	350	\$ 14,335

Source: Business Research and Economic Advisors

Table 63 – Total Economic Impacts – South Carolina - 2013

Sector	Direct Purchases (\$1,000)	Total Employment	Total Wages (\$1,000)
Agriculture, Mining, Utilities & Construction	\$ -	78	\$ 4,697
Manufacturing	\$ 33,412	333	\$ 17,025
Nondurable Goods	\$ 21,313	153	\$ 8,629
Durable Goods	\$ 12,099	180	\$ 8,396
Wholesale & Retail Trade	\$ 5,222	109	\$ 4,727
Transportation	\$ 40,951	412	\$ 14,248
Information Services	\$ -	15	\$ 817
Finance, Insurance, Real Estate & Leasing	\$ 5,555	64	\$ 3,634
Services & Government	\$ 36,091	1,196	\$ 37,956
Professional, Scientific & Technical Services	\$ 6,044	183	\$ 11,788
Administrative & Waste Management Services	\$ 23,491	598	\$ 17,445
Health, Education & Social Services	\$ -	8	\$ 195
Other Services & Government	\$ 6,556	407	\$ 8,528
Total	\$ 121,230	2,207	\$ 83,104

Source: Business Research and Economic Advisors

Table 64 – Total Economic Impacts – South Dakota - 2013

Sector	Direct Purchases (\$1,000)	Total Employment	Total Wages (\$1,000)
Agriculture, Mining, Utilities & Construction	\$ -	2	\$ 103
Manufacturing	\$ 504	5	\$ 230
Nondurable Goods	\$ 354	2	\$ 107
Durable Goods	\$ 150	3	\$ 123
Wholesale & Retail Trade	\$ 34	2	\$ 100
Transportation	\$ 569	4	\$ 160
Information Services	\$ 1	-	\$ 19
Finance, Insurance, Real Estate & Leasing	\$ 2,090	8	\$ 351
Services & Government	\$ 2,038	39	\$ 1,207
Professional, Scientific & Technical Services	\$ 736	8	\$ 436
Administrative & Waste Management Services	\$ 1,256	22	\$ 618
Health, Education & Social Services	\$ -	1	\$ 8
Other Services & Government	\$ 46	8	\$ 145
Total	\$ 5,235	60	\$ 2,170

Source: Business Research and Economic Advisors

Table 65 – Total Economic Impacts – Tennessee - 2013

Sector	Direct Purchases (\$1,000)	Total Employment	Total Wages (\$1,000)
Agriculture, Mining, Utilities & Construction	\$ (0)	15	\$ 681
Manufacturing	\$ 5,705	114	\$ 5,816
Nondurable Goods	\$ 5,092	46	\$ 2,581
Durable Goods	\$ 613	68	\$ 3,235
Wholesale & Retail Trade	\$ 112	32	\$ 1,829
Transportation	\$ 9,097	70	\$ 4,161
Information Services	\$ 77	8	\$ 467
Finance, Insurance, Real Estate & Leasing	\$ 10,295	112	\$ 6,184
Services & Government	\$ 34,893	613	\$ 23,721
Professional, Scientific & Technical Services	\$ 12,494	139	\$ 9,259
Administrative & Waste Management Services	\$ 20,814	360	\$ 11,260
Health, Education & Social Services	\$ 267	8	\$ 321
Other Services & Government	\$ 1,318	106	\$ 2,881
Total	\$ 60,180	964	\$ 42,859

Source: Business Research and Economic Advisors

Table 66 – Total Economic Impacts – Texas - 2013

Sector	Direct Purchases (\$1,000)	Total Employment	Total Wages (\$1,000)
Agriculture, Mining, Utilities & Construction	\$ 18,303	1,820	\$ 199,746
Manufacturing	\$ 484,053	1,981	\$ 142,287
Nondurable Goods	\$ 334,866	1,156	\$ 92,235
Durable Goods	\$ 149,187	825	\$ 50,052
Wholesale & Retail Trade	\$ 65,403	1,086	\$ 69,633
Transportation	\$ 244,594	2,591	\$ 172,135
Information Services	\$ 11,550	308	\$ 22,635
Finance, Insurance, Real Estate & Leasing	\$ 40,617	1,681	\$ 109,860
Services & Government	\$ 396,491	10,804	\$ 443,864
Professional, Scientific & Technical Services	\$ 71,019	2,365	\$ 182,245
Administrative & Waste Management Services	\$ 249,876	4,604	\$ 164,948
Health, Education & Social Services	\$ 1,877	93	\$ 3,426
Other Services & Government	\$ 73,719	3,742	\$ 93,245
Total	\$ 1,261,011	20,271	\$ 1,160,160

Source: Business Research and Economic Advisors

Table 67 – Total Economic Impacts – Utah - 2013

Sector	Direct Purchases (\$1,000)	Total Employment	Total Wages (\$1,000)
Agriculture, Mining, Utilities & Construction	\$ -	22	\$ 1,345
Manufacturing	\$ 1,364	47	\$ 2,246
Nondurable Goods	\$ 966	24	\$ 1,309
Durable Goods	\$ 398	23	\$ 937
Wholesale & Retail Trade	\$ 123	19	\$ 1,025
Transportation	\$ 7,135	45	\$ 2,759
Information Services	\$ 1,114	13	\$ 667
Finance, Insurance, Real Estate & Leasing	\$ 5,041	92	\$ 4,177
Services & Government	\$ 19,831	479	\$ 16,478
Professional, Scientific & Technical Services	\$ 5,685	97	\$ 6,378
Administrative & Waste Management Services	\$ 12,870	275	\$ 7,477
Health, Education & Social Services	\$ 142	7	\$ 197
Other Services & Government	\$ 1,134	100	\$ 2,426
Total	\$ 34,607	717	\$ 28,697

Source: Business Research and Economic Advisors

Table 68 – Total Economic Impacts – Vermont - 2013

Sector	Direct Purchases (\$1,000)	Total Employment	Total Wages (\$1,000)
Agriculture, Mining, Utilities & Construction	\$ -	2	\$ 108
Manufacturing	\$ 445	6	\$ 312
Nondurable Goods	\$ 345	3	\$ 191
Durable Goods	\$ 100	3	\$ 121
Wholesale & Retail Trade	\$ 14	1	\$ 73
Transportation	\$ 389	3	\$ 117
Information Services	\$ 121	1	\$ 43
Finance, Insurance, Real Estate & Leasing	\$ 1,351	5	\$ 309
Services & Government	\$ 6,340	33	\$ 1,504
Professional, Scientific & Technical Services	\$ 5,470	14	\$ 957
Administrative & Waste Management Services	\$ 865	13	\$ 381
Health, Education & Social Services	\$ -	1	\$ 17
Other Services & Government	\$ 1	5	\$ 149
Total	\$ 8,657	51	\$ 2,466

Source: Business Research and Economic Advisors

Table 69 – Total Economic Impacts – Virginia - 2013

Sector	Direct Purchases (\$1,000)	Total Employment	Total Wages (\$1,000)
Agriculture, Mining, Utilities & Construction	\$ -	47	\$ 2,979
Manufacturing	\$ 52,316	215	\$ 12,731
Nondurable Goods	\$ 9,567	139	\$ 9,254
Durable Goods	\$ 42,749	76	\$ 3,477
Wholesale & Retail Trade	\$ 1,073	48	\$ 3,197
Transportation	\$ 14,719	99	\$ 5,469
Information Services	\$ 851	32	\$ 2,988
Finance, Insurance, Real Estate & Leasing	\$ 10,326	679	\$ 40,693
Services & Government	\$ 67,917	1,351	\$ 72,907
Professional, Scientific & Technical Services	\$ 32,816	453	\$ 42,955
Administrative & Waste Management Services	\$ 33,975	672	\$ 23,263
Health, Education & Social Services	\$ 257	12	\$ 424
Other Services & Government	\$ 869	214	\$ 6,265
Total	\$ 147,204	2,471	\$ 140,964

Source: Business Research and Economic Advisors

Table 70 – Total Economic Impacts – Washington – 2013

Sector	Direct Purchases (\$1,000)	Total Employment	Total Wages (\$1,000)
Agriculture, Mining, Utilities & Construction	\$ 1,835	729	\$ 41,656
Manufacturing	\$ 278,531	1,852	\$ 139,633
Nondurable Goods	\$ 93,013	1,015	\$ 91,362
Durable Goods	\$ 185,518	837	\$ 48,271
Wholesale & Retail Trade	\$ 20,225	779	\$ 48,089
Transportation	\$ 273,644	3,550	\$ 186,400
Information Services	\$ 6,002	354	\$ 40,810
Finance, Insurance, Real Estate & Leasing	\$ 16,142	527	\$ 34,428
Services & Government	\$ 160,703	10,252	\$ 434,297
Professional, Scientific & Technical Services	\$ 57,195	2,509	\$ 174,952
Administrative & Waste Management Services	\$ 58,620	4,207	\$ 161,611
Health, Education & Social Services	\$ 11,828	293	\$ 11,144
Other Services & Government	\$ 33,060	3,243	\$ 86,590
Total	\$ 757,086	18,043	\$ 925,313

Source: Business Research and Economic Advisors

Table 71 – Total Economic Impacts – West Virginia – 2013

Sector	Direct Purchases (\$1,000)	Total Employment	Total Wages (\$1,000)
Agriculture, Mining, Utilities & Construction	\$ -	9	\$ 611
Manufacturing	\$ 166	8	\$ 491
Nondurable Goods	\$ 166	4	\$ 258
Durable Goods	\$ -	4	\$ 233
Wholesale & Retail Trade	\$ -	3	\$ 154
Transportation	\$ 1,655	14	\$ 778
Information Services	\$ -	1	\$ 44
Finance, Insurance, Real Estate & Leasing	\$ 1,700	9	\$ 452
Services & Government	\$ 5,290	110	\$ 3,218
Professional, Scientific & Technical Services	\$ 1,659	20	\$ 1,007
Administrative & Waste Management Services	\$ 3,595	73	\$ 1,863
Health, Education & Social Services	\$ 36	1	\$ 26
Other Services & Government	\$ -	16	\$ 322
Total	\$ 8,812	154	\$ 5,748

Source: Business Research and Economic Advisors

Table 72 – Total Economic Impacts – Wisconsin - 2013

Sector	Direct Purchases (\$1,000)	Total Employment	Total Wages (\$1,000)
Agriculture, Mining, Utilities & Construction	\$ -	18	\$ 1,162
Manufacturing	\$ 6,126	116	\$ 6,549
Nondurable Goods	\$ 3,900	61	\$ 3,879
Durable Goods	\$ 2,226	55	\$ 2,670
Wholesale & Retail Trade	\$ 383	24	\$ 1,325
Transportation	\$ 4,495	37	\$ 1,877
Information Services	\$ 30	8	\$ 411
Finance, Insurance, Real Estate & Leasing	\$ 16,825	96	\$ 5,291
Services & Government	\$ 18,779	403	\$ 14,660
Professional, Scientific & Technical Services	\$ 8,199	100	\$ 6,899
Administrative & Waste Management Services	\$ 10,146	221	\$ 5,906
Health, Education & Social Services	\$ 160	6	\$ 196
Other Services & Government	\$ 274	76	\$ 1,659
Total	\$ 46,640	702	\$ 31,275

Source: Business Research and Economic Advisors

Table 73 – Total Economic Impacts – Wyoming - 2013

Sector	Direct Purchases (\$1,000)	Total Employment	Total Wages (\$1,000)
Agriculture, Mining, Utilities & Construction	\$ -	4	\$ 323
Manufacturing	\$ 80	1	\$ 41
Nondurable Goods	\$ 80	-	\$ 10
Durable Goods	\$ -	1	\$ 31
Wholesale & Retail Trade	\$ -	1	\$ 26
Transportation	\$ 300	3	\$ 208
Information Services	\$ -	-	\$ 7
Finance, Insurance, Real Estate & Leasing	\$ 493	3	\$ 128
Services & Government	\$ 1,369	20	\$ 646
Professional, Scientific & Technical Services	\$ 771	6	\$ 308
Administrative & Waste Management Services	\$ 598	9	\$ 261
Health, Education & Social Services	\$ -	1	\$ 1
Other Services & Government	\$ -	4	\$ 76
Total	\$ 2,241	32	\$ 1,379

Source: Business Research and Economic Advisors

Section III: Expansion of the North American Fleet Through 2017

As discussed previously, the North American cruise industry continued to increase its capacity in 2013, experiencing a net increase of one cruise ship and 9,262 lower berths. As indicated in **Table 74**, by the end of 2014, the year in which this report is being written, another seven ocean going cruise ships with 16,403 lower berths will be added to the North American fleet. The net additions of cruise ships will average five ships for the next two years with lower berths increasing by nearly 8,600 in 2015 and over 17,700 in 2016. For 2017, another 6,800 lower berths and four cruise ships are planned for introduction to the North American fleet. While it is likely that additional newbuilds will be announced for 2017, it is anticipated that the North American fleet will increase by 21 ships at a minimum, an 11.8 percent increase from 2013 and 49,547 lower berths, a 14.6 percent increase.

Table 74 – Planned Additions to Lower Berth Capacity, 2014 through 2017

Year	Net Additions	
	Vessels	Lower Berths
2013 Totals	178	338,505
Net Additions - 2014	7	16,403
2014 Totals	185	354,908
Net Additions - 2015	3	8,596
2015 Totals	188	363,504
Net Additions - 2016	7	17,732
2016 Totals	195	381,236
Net Additions - 2017	4	6,816
2017 Totals	199	388,052
Change from 2013	21	49,547
Average Annual Change	5.3	12,387

Source: Cruise Lines International Association and Business Research and Economic Advisors

The distribution of the new cruise ships by line and size is shown in **Table 75**. Over the four-year period from 2014 through 2017, 21 new ships with over 49,500 lower berths will be introduced to the North American fleet. Thus, the average new ship will have nearly 2,400 lower berths. The new cruise ships will range in size from the four 150-berth ships being introduced by American Cruise Line to a new 5,400 passenger Royal Caribbean Oasis class ship scheduled for 2016.

The Royal Caribbean Oasis class ship alone will account for 11 percent of the lower berth capacity planned for the four year period. The nine ships with between 3,000 and 5,000 lower berths, will account for 42 percent of the number of new ships and 73 percent of the gross increase in lower berths. Norwegian will add three ships with a combined capacity of 12,501 lower berths, including two 4,200 passenger vessels in the Breakaway Plus class. Royal Caribbean also plans to introduce three ships in the Quantum class with a total capacity of 12,512 lower berths. Princess will add one ship in this size class over the next four years with a capacity of 3,560 lower berths. Carnival (4,000 lower berths), Costa (3,700), Holland America (2,660) and MSC (2,250) will each add a new cruise ship. The four ships will have a combined capacity of 12,610 lower berths, 25 percent of the total increase in capacity.

Table 75 – Planned Gross Additions to Lower Berth Capacity, 2014 through 2017

Cruise Line	Less than 1000	1,000 - 1,999	2,000 - 2,999	3,000 - 4,999	5,000 and Over	Total	Number of Ships	Average Capacity
Carnival				4,000		4,000	1	4,000
Costa				3,700		3,700	1	3,700
Holland America			2,660			2,660	1	2,660
MSC			2,250			2,250	1	2,250
Norwegian				12,501		12,501	3	4,167
Other	2,964					2,964	9	329
Princess				3,560		3,560	1	3,560
Royal Caribbean				12,512	5,400	17,912	4	4,478
Total	2,964	0	4,910	36,273	5,400	49,547	21	2,359
Withdrawals & Adjusts								
Net Additions						49,547	21	2,359

Other: American Cruise Line, Pearl Seas Cruises, Regent Seven Seas Cruises, Seabourn, and Silversea

Source: Cruise Lines International Association and Business Research and Economic Advisors

Three cruise lines, American Cruise Line, Pearl Seas Cruises, Regent Seven Seas Cruises, Seabourn and Silversea will be adding a total on nine cruise ships with fewer than 1,000 lower berths. Combined the nine ships will add 2,964 lower berths, 6 percent of the total increase.



BREA specializes in custom market analyses for clients throughout the private and public sectors. These unique market analyses integrate economic, financial, and demographic trends with primary market research, proprietary client data, and advanced statistical and modeling techniques. This approach results in comprehensive and actionable analysis, databases and models designed to support planning, sales and marketing and public relations within client organizations.

BREA's principals each have more than 25 years of experience in consulting and forecasting with a wide range of international product and service companies, including consumer products, leisure, retailing, gaming, business services, telecommunications, utility and financial services. Their consulting assignments provide critical analysis and insight into market dynamics, product demand, economic trends, consumer behavior and public policy.

BREA's approach to market analysis focuses on determining market or product characteristics that can be summarized by three attributes: size, share, and growth. Since studies are designed to meet the specific needs of each client, they can incorporate many dimensions of the market and include a variety of ancillary services. To carry out this market analysis, BREA provides the following services:

Market Research: design and implementation of primary market research instruments using telephone, mail and intercept surveys. Test instruments are designed to collect information on product demand, attributes of consumers and users, perceived product attributes and customer satisfaction.

Segmentation Analyses: segmenting demand attributes by product line, consumer demographics (age, income, region, etc.) and business characteristics using market research, government statistics and proprietary databases.

Statistical and Econometric Modeling: developing quantitative models relating market and product demand to key economic factors and demographic market/consumer attributes. Models can be used for forecasting, trend analysis and divergence/convergence analysis.

Market Studies and Trend Analyses: detailed descriptions of markets (defined as products, regions, industries, consumer segments, etc.) and comprehensive analyses of underlying market forces (such as economic and financial conditions, competitive environment, technology, etc.).

Economic Impact Studies: thorough analysis of industries and consumption behavior and their contribution to or impact on national and regional (state, metropolitan areas, counties, etc.) economies.