



Cruise Baltic Market Review 2009



Scandinavian Airlines

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Northern Europe

Introduction

- Cruise Baltic is a network of 26 cruise destinations in the Baltic Sea
- The purpose of this report is to present an updated view on the developments in the cruise sector in the Baltic Sea region, including data on passengers, calls and turnarounds
- The data presented in this report is based on a survey among Cruise Baltic Members conducted in February 2009
- The report presents the actual developments until 2008 and the expected numbers for 2009



Summary

- The activity in the Cruise Baltic member cities continues to increase
- The number of passengers increased by 25% in 2008
- From 2000-2008 the number of passengers increased by an average annual rate of 13.1%
- The number of calls increased slightly (5%) in 2008 compared to 2007
- The number of turnarounds increased strongly (19%) in 2008



Note: See end of presentation for definitions and terminology

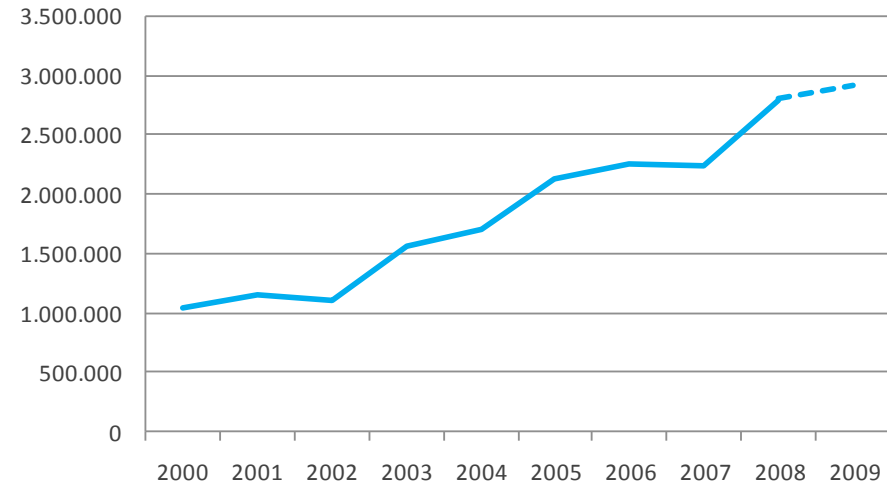


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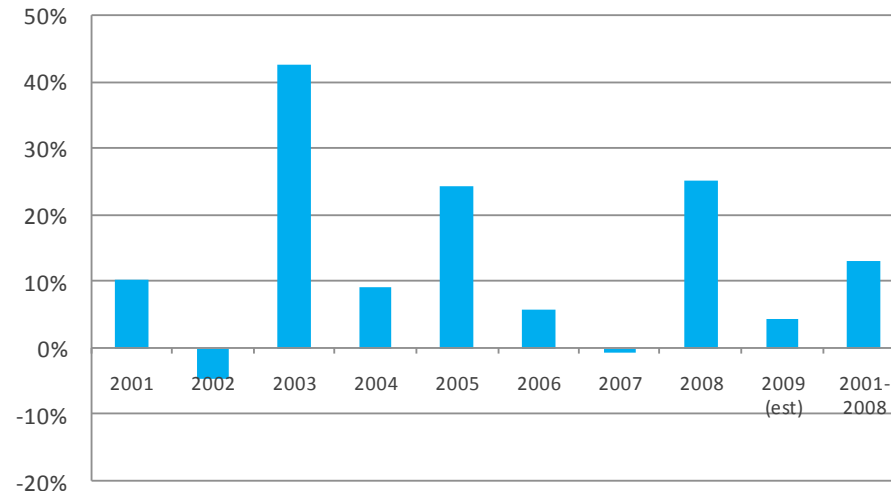
Passengers

- The number of passengers visiting Cruise Baltic member cities continues to increase
- The growth of 2008 was higher compared to previous years (by 25% from 2.2 mill. in 2007 to 2.8 mill. in 2008)
- From 2000-2008 the number of passengers increased by an average annual rate of 13.1% (from 1.1 mill. in 2000 to 2.8 mill. in 2008)
- The number of passengers is expected to continue to increase in 2009 (by 4% to 2.9 mill.)

Passengers



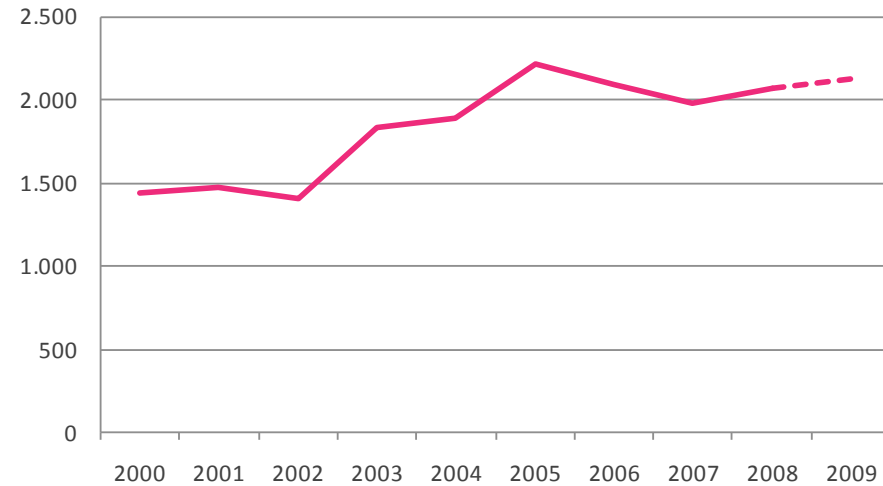
Annual growth rate, number of passengers



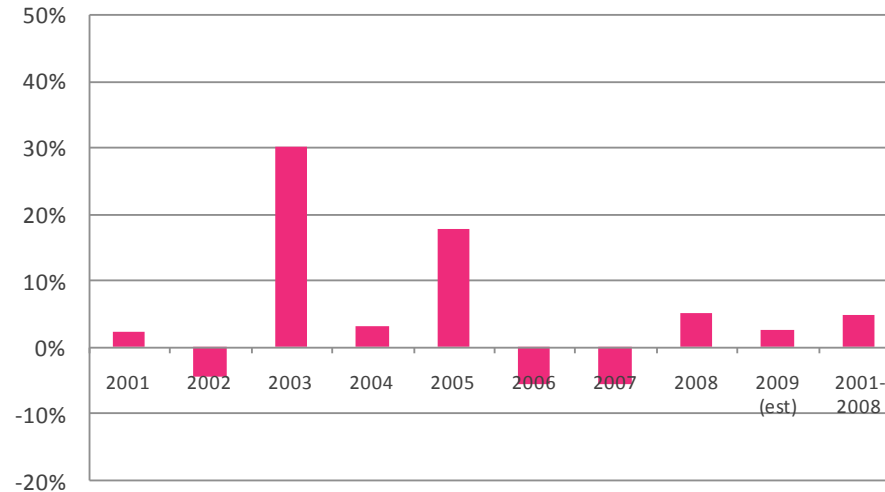
Calls

- The number of calls increased slightly in 2008 compared to 2007 (by 5% from 1977 in 2007 to 2083 in 2008)
- From 2000-2008 the number of calls increased by an average annual rate of 4.7% (from 1443 in 2000 to 2083 in 2008)
- The Cruise Baltic member cities expect a small increase in the number of calls in 2009 (by 2% to 2123)

Calls



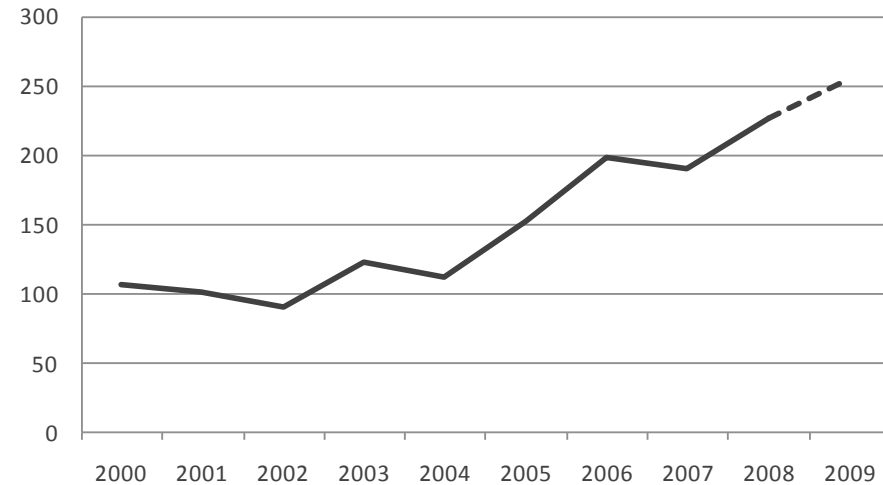
Annual growth rate, number of calls



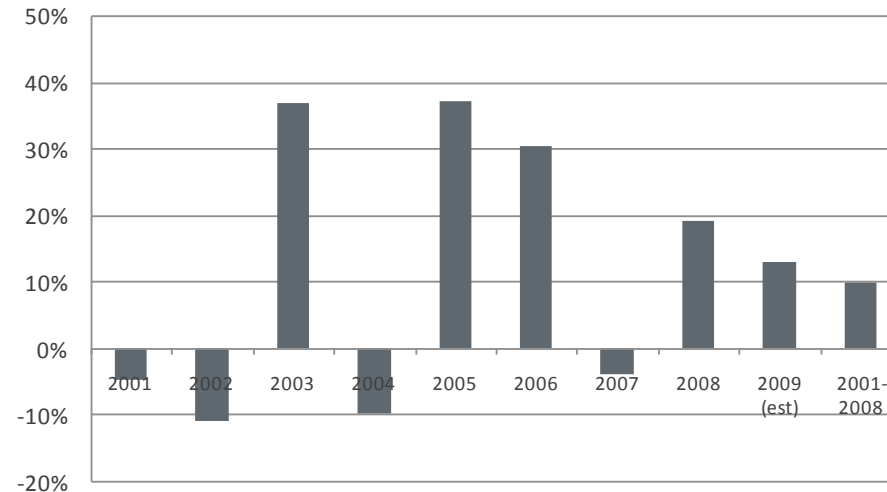
Turnarounds

- The number of turnarounds increased strongly in 2008 (by 19% from 190 in 2007 to 226 in 2008)
- This trend is expected to continue in 2009 (13%)
- From 2000-2008 the number of turnarounds increased by an average annual rate of 9.9% (from 106 in 2000 to 226 in 2008)

Turnarounds

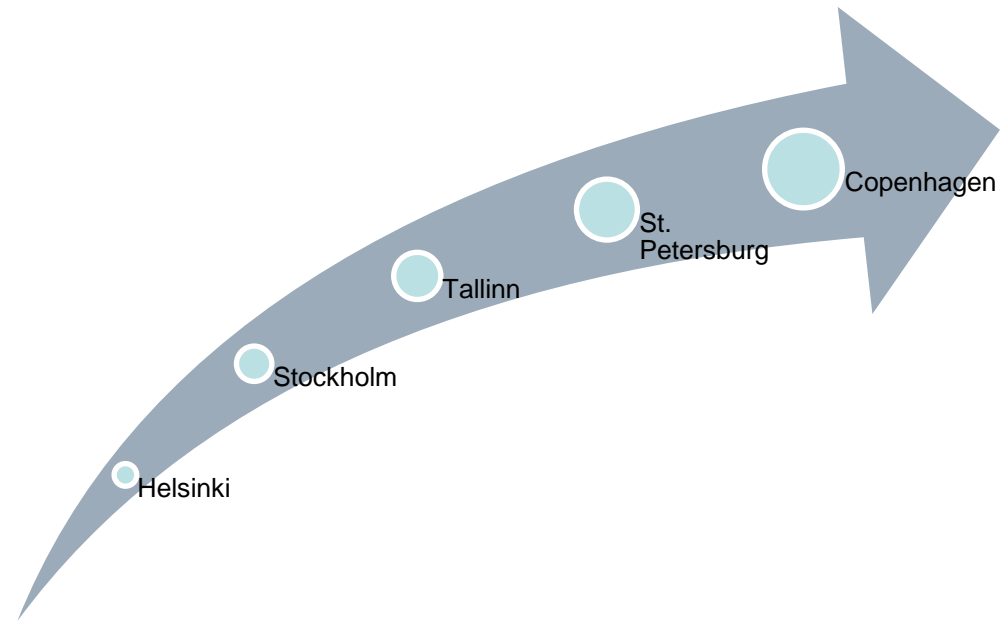


Annual growth rate, number of turnarounds



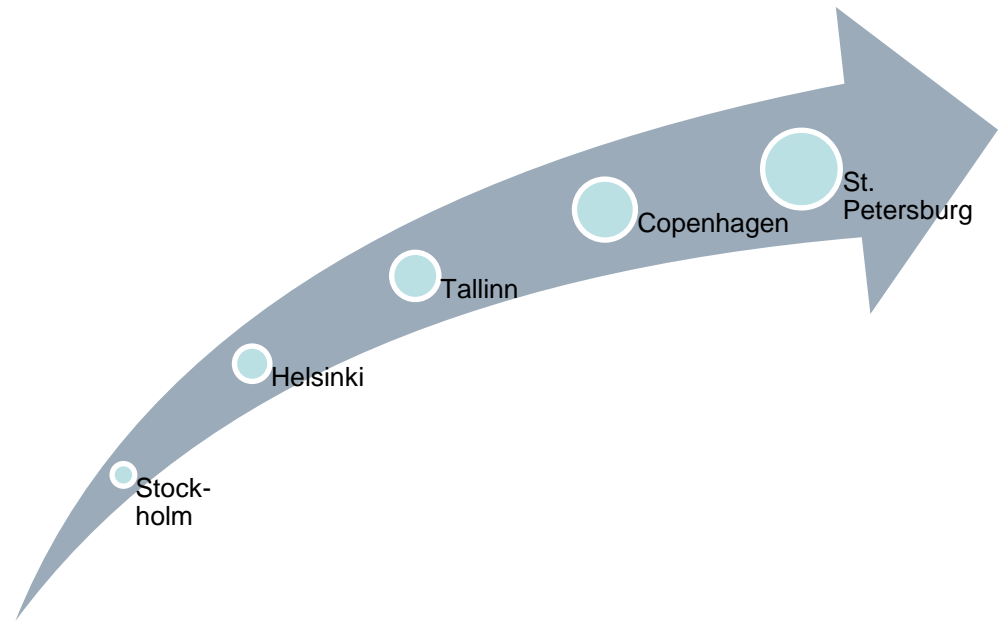
Top 5: Most passengers

- Copenhagen is the largest port in terms of passengers (560.000 in 2008)
- The following 4 ports are about the same size (360.000-395.000 in 2008)



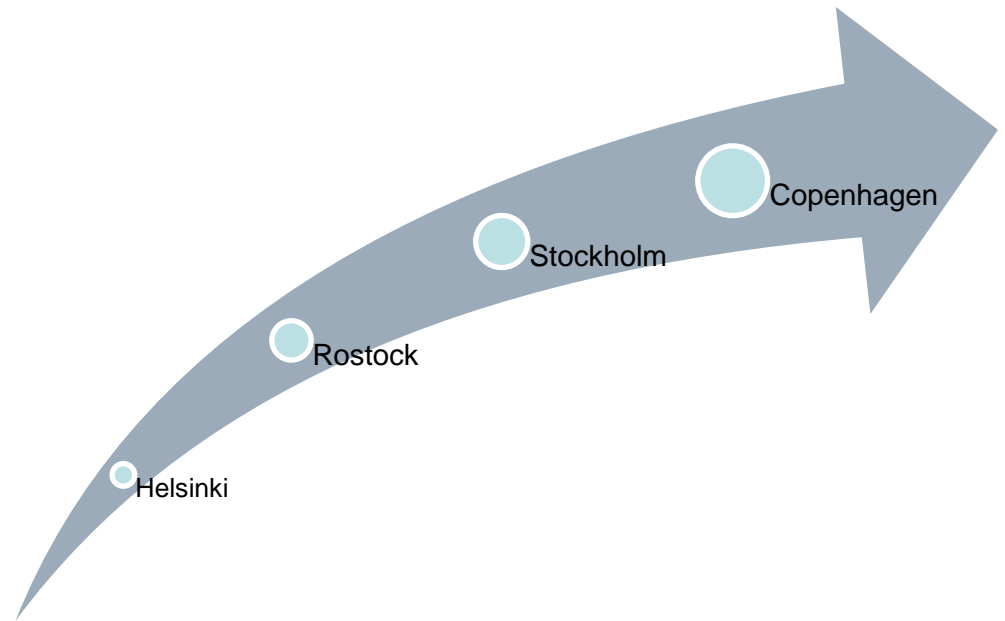
Top 5: Most calls

- St. Petersburg had the most calls in 2008 (311)
- Closely followed by Copenhagen (301) and Tallinn (298)
- Helsinki (269) and Stockholm (265) follows as number 4 and 5



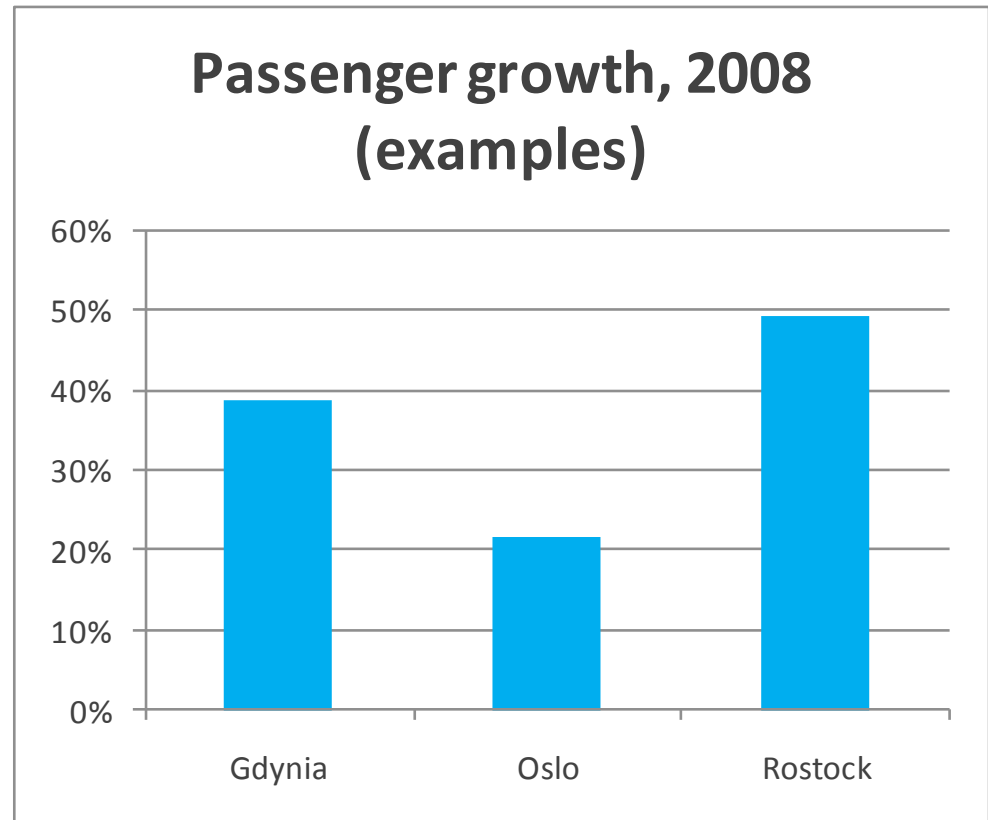
Top 4: Most turnarounds

- Copenhagen is by far the largest turnaround port (147)
- Stockholm, Rostock and Helsinki had between 18 and 28 turnarounds in 2008



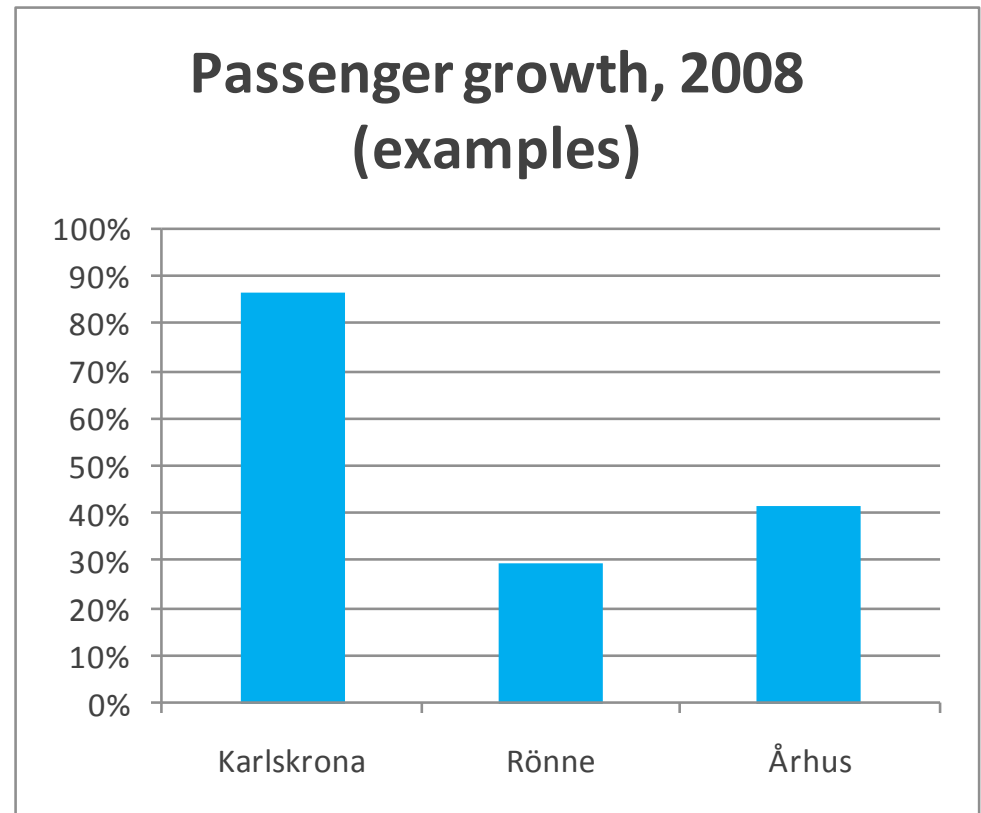
The **Medium** segment (75-200 calls)

- Also strong growth in the medium segment in 2008 (23%)
- Especially Gdynia, Oslo and Rostock experienced strong growth



The **Small** segment (< 75 calls)

- Declining number of passengers in the small segment in 2008 (-18%)
- However, with a few noteworthy exceptions (see figure to the right)



Definitions and terminology

What is a cruise?

A Cruise is a voyage of at least 60 hours by a seagoing vessel, mainly for pleasure. No cargo/rolling stock will be transported but only passengers with tickets that should include accommodation and all meals. The Cruise voyage must include at least two visiting ports apart from the starting and ending port. Definition is based on Cruise Europe's definition.

Number of passengers

Counted according to Cruise Europe's definition, i.e. turnaround passengers count double and stopovers count single.

Terminology

When a ship enters a port, it "calls". The number of calls in a port is hence the number of ships visiting that port. A call is called a turnaround, if the passengers leave the ship at the port and new passengers board the ship.

A cruise tourist is a person buying a cruise trip. A cruise includes visits to several cities/ports; each time the tourist is counted as a passenger in that city/port. If the cruise tourist stays on the ship for 7 nights and visits 5 cities/ports, he or she is counted as 1 tourist, but 5 passengers with 7 bed-days (on board the ship).

In this report we look at passengers and port visits.



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Cruise Baltic Segments

Large (> 200 calls)	Medium (75-200 calls)	Small (< 75 calls)
Copenhagen Helsinki St. Petersburg Stockholm Tallinn	Gdynia Oslo Riga Rostock Visby	Göteborg Helsingborg Elsinore Kalmar Karlskrona Kemi Korsør Kotka Kristiansand Mariehamn Malmö Rønne Saaremaa Turku Umeå Århus



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