



Cruise Baltic

One sea – oceans of adventures



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Northern Europe



Cruise Baltic Market Review 2010



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Introduction

- Cruise Baltic is a network of 27 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 ports conducted in January 2010
- The report presents the actual developments until 2009 and the expected numbers for 2010



Summary

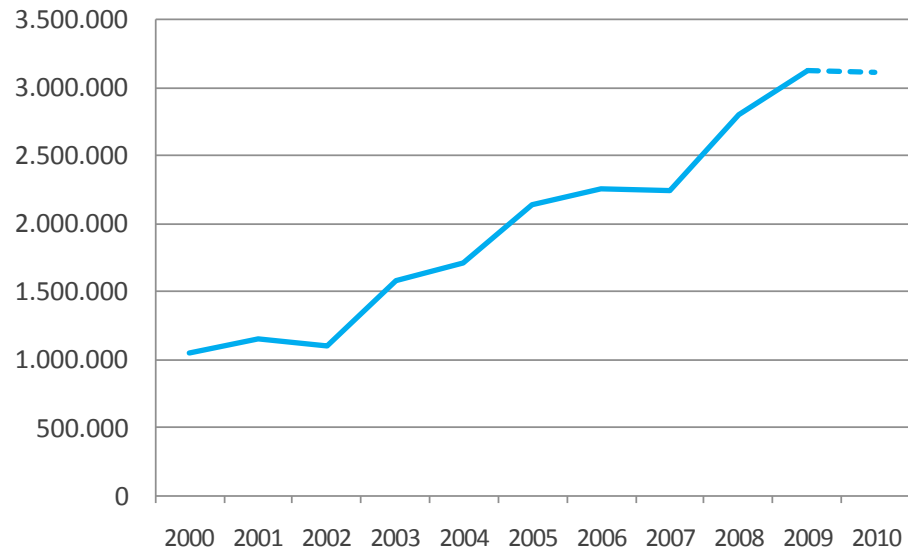
- The cruise business in the Baltic Sea continued to increase in 2009 – but the growth is lower than in 2008
- The number of passengers increased by 11.7% in 2009
- The number of calls increased slightly by 3.8% in 2009
- The number of turnarounds increased by 5.8% in 2009
- Copenhagen was the largest port with regards to both passengers, calls and turnarounds in 2009



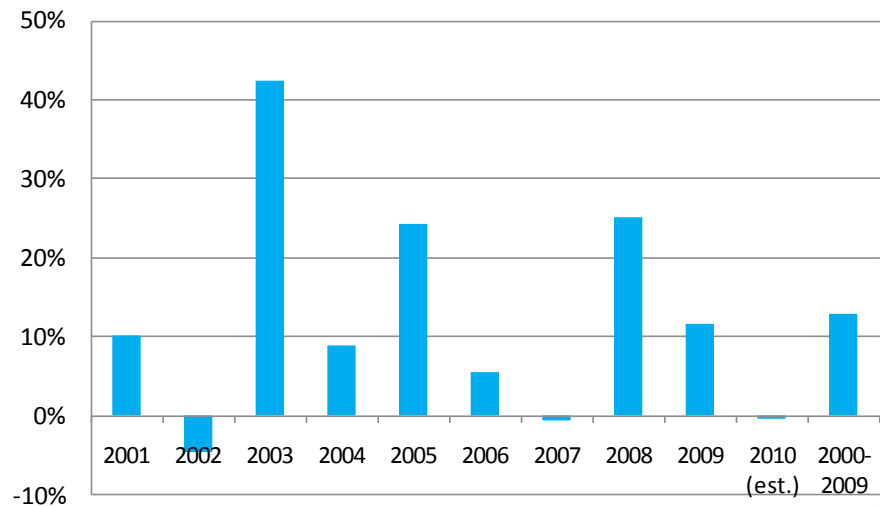
Passengers

- The number of passengers visiting Cruise Baltic destinations increased substantially in 2009
- The growth of 2009 was lower than in 2008 and close to the average annual growth since 2000
- From 2000-2009 the number of passengers increased by an average annual rate of 12.9% (from 1.1 mill. in 2000 to 3.1 mill. in 2009)
- The number of passengers is expected to be approximately the same in 2010 as in 2009 (perhaps with a slight decline)

Number of passengers



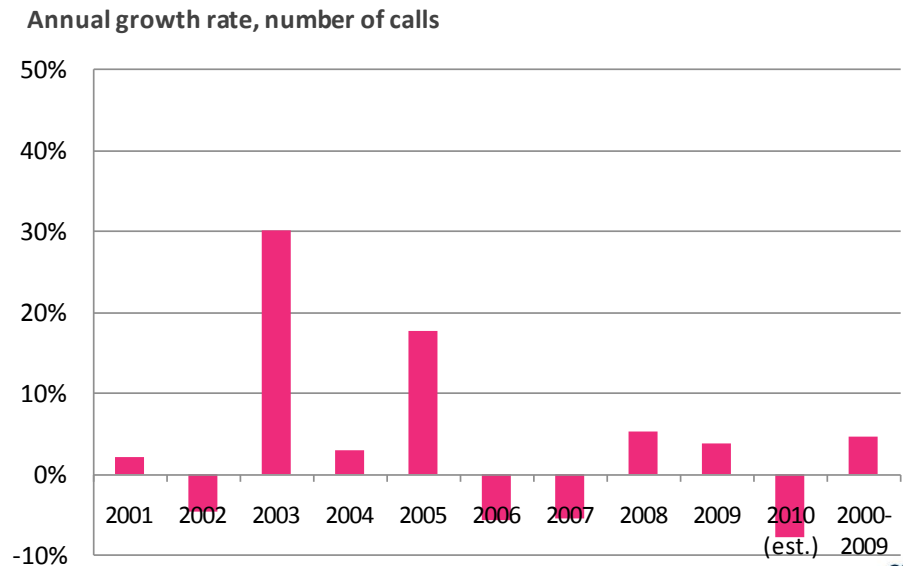
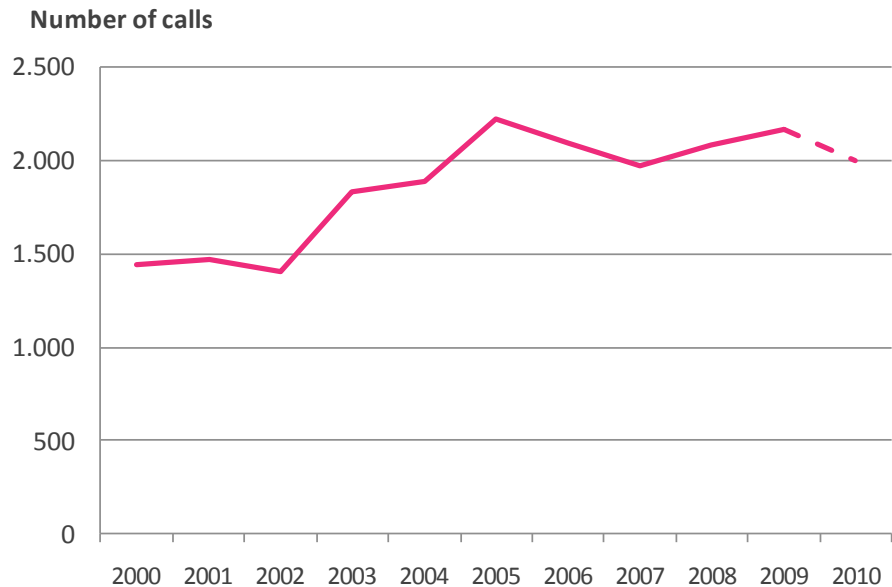
Annual growth rate in number of passengers



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Calls

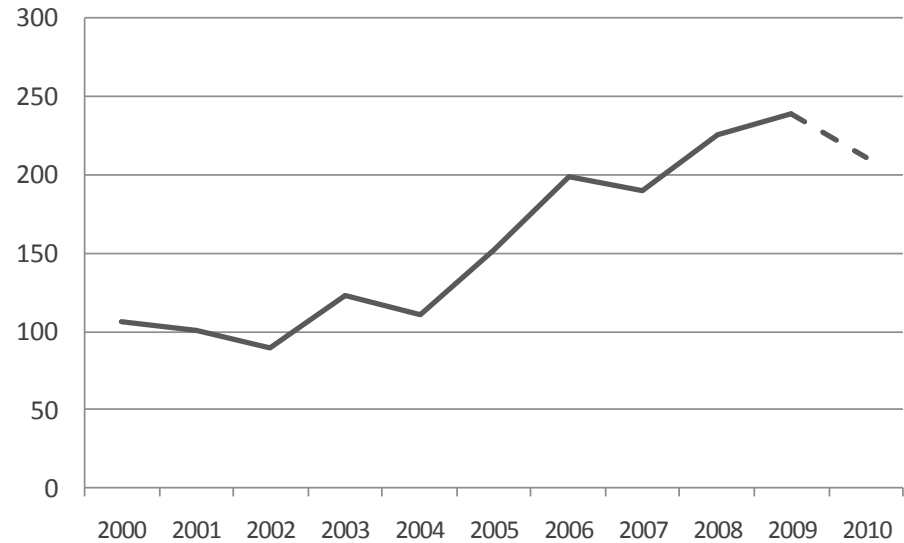
- The number of calls increased slightly in 2009 compared to 2008 (by 3.8% from 2083 in 2008 to 2163 in 2009)
- From 2000-2009 the number of calls increased by an average annual rate of 4.6% (from 1443 in 2000 to 2163 in 2009)
- The Cruise Baltic ports expect a 7.5% decrease in the number of calls to an expected 2001 calls in 2010



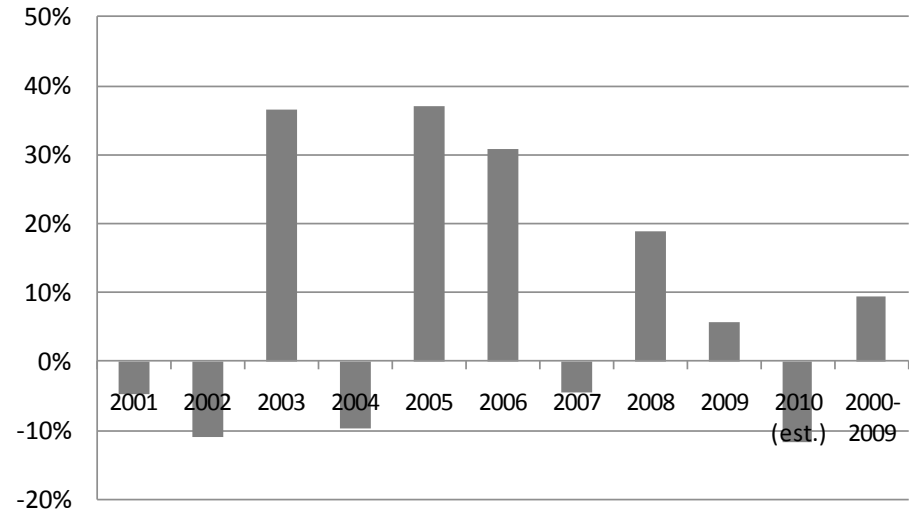
Turnarounds

- The number of turnarounds increased by 5.8% in 2009
- A decrease is expected in 2010 (from 239 in 2009 to an expected 211 in 2010)
- From 2000-2009 the number of turnarounds increased by an average annual rate of 9.5% (from 106 in 2000 to 239 in 2009)

Number of turnarounds

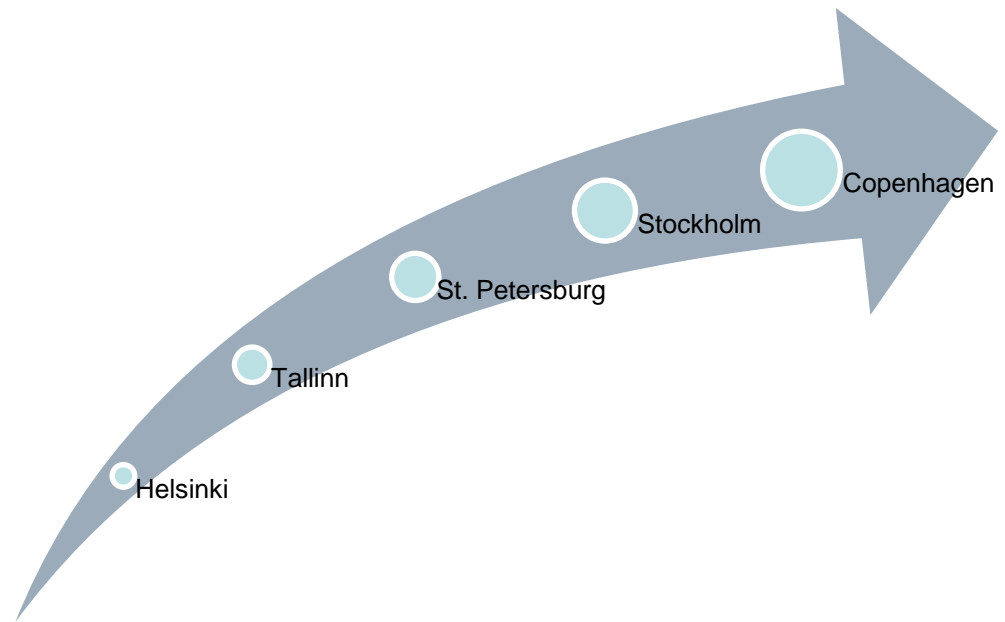


Annual growth rate, number of turnarounds



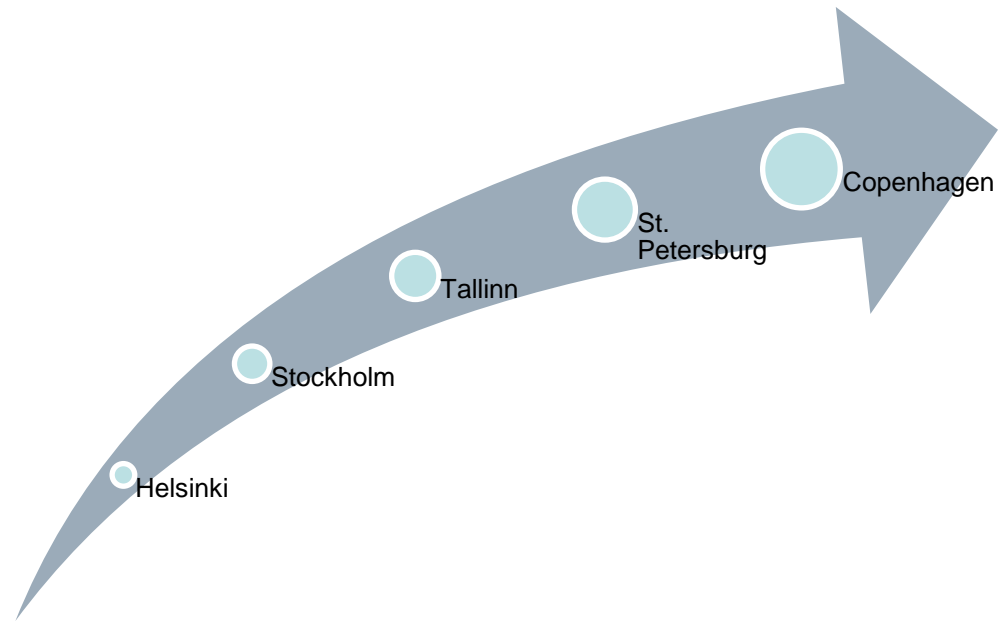
Top 5: Most passengers

- Copenhagen is the largest port in terms of passengers and has experienced a 21% increase in passengers since 2008 (675.000 in 2009)
- Stockholm, St. Petersburg and Tallinn are approximately the same size and have all had an increase in passengers in 2009 (415.575-447.000)
- Helsinki has not experienced an increase in passengers since 2008 (360.000)
- Compared to last year Stockholm has surpassed both Tallinn and St. Petersburg



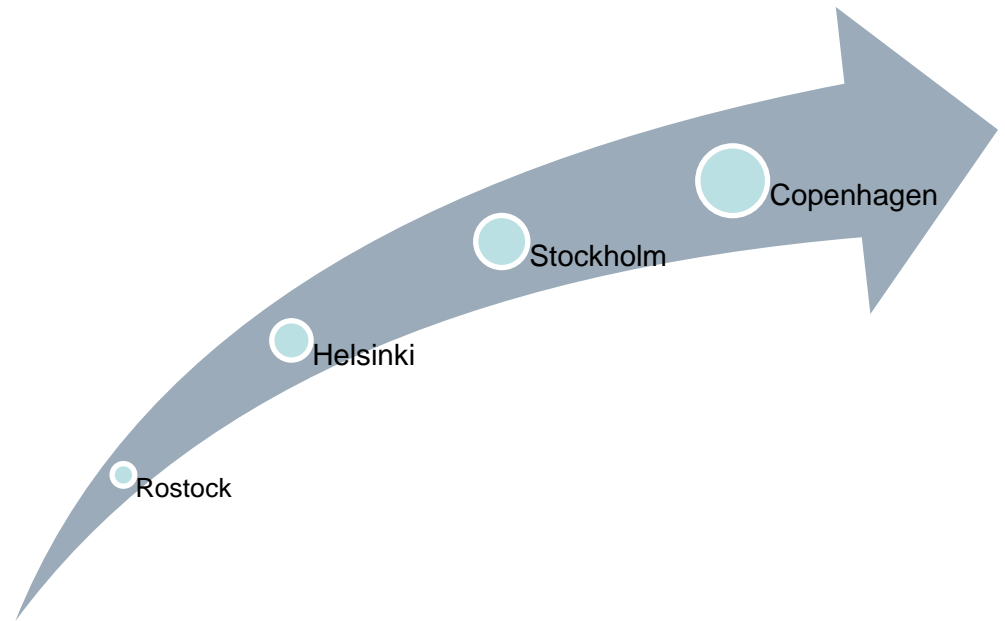
Top 5: Most Calls

- Copenhagen had the most calls in 2009 (331)
- Closely followed by St. Petersburg (321) and Tallinn (305)
- Stockholm (293) and Helsinki (263) follows as number 4 and 5



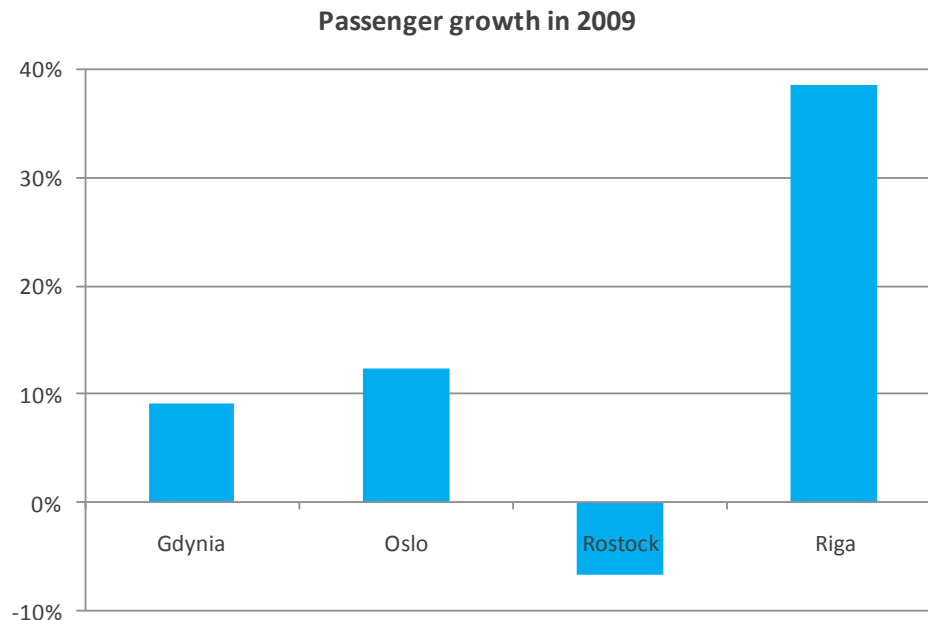
Top 4: Most turnarounds

- Copenhagen is still by far the largest turnaround port (156)
- Stockholm, Helsinki and Rostock had between 15 and 38 turnarounds in 2009



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

- The medium segment consists of Gdynia, Oslo, Riga and Rostock.
- There is continued growth in the medium segment (8% in 2009) from 585.000 passengers in 2008 to 634.000 in 2009.
- Gdynia, Oslo and especially Riga has experienced strong growth, whereas Rostock has had less passengers in 2009 than in 2008. However, the growth in Gdynia, Oslo and Riga was even higher in 2008.



Together we create easy access to more opportunities

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

- Overall the passenger growth in the small segment was 7% in 2009. However, there is great variation within the group
- The number of passengers in Helsingborg was more than 5 times higher in 2009 than in 2008. In Göteborg the number of passengers almost tripled in 2009. Kotka went from 0 to 302 passengers and Elsinore went from 0 to 450 passengers
- At the same time 7 ports experienced a decrease in passengers – Korsør and Umeå had no calls in 2009

Strong growth (>100%)

Göteborg & Helsingborg
(Kotka & Elsinore)

Medium growth (5-30%)

Kemi, Kristiansand,
Malmö, Mariehamn,
Kalmar & Rønne

Decrease

Karlskrona, Korsør,
Saaremaa, Turku, Umeå,
Visby & Århus

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. This 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	Göteborg Helsingborg Elsinore Kalmar Karlshamn Karlskrona Kemi Korsør Kotka Kristiansand Mariehamn Malmö Rønne Saaremaa Turku Umeå Visby Århus



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