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Cruise Baltic Survey

By COWI
 July 2007

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Content of the survey

- What characterizes a cruise passenger in the Baltic Sea Region (BSR)?
 - Nationality and age
 - How experienced cruise passengers are they?
 - Have they cruised other regions before?
 - Will they return to the BSR?
 - What are their impression of the BSR?

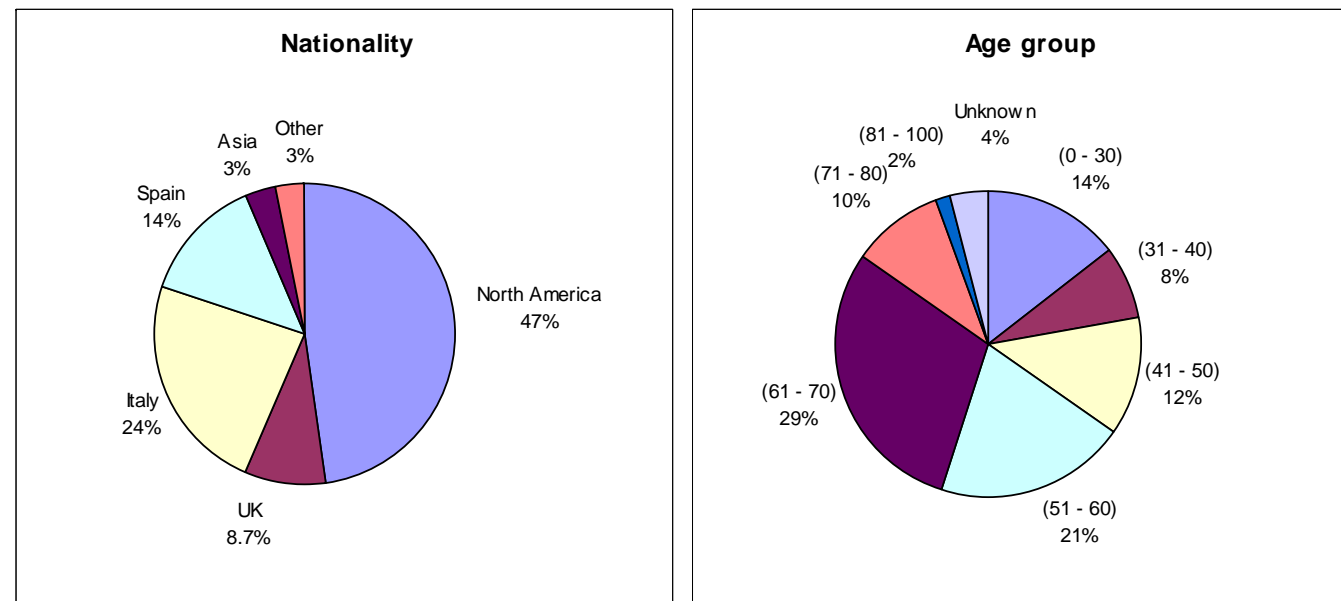
In July 2007 COWI asked 390 cruise passengers from 5 different vessels about their past cruises and satisfaction with the cruise in the BSR

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Nationality and age of the passengers



- 1 of 2 passengers are from North America
- 1 of 3 passengers are younger than 50 years old

The nationality is in line with the average cruise passenger in the BSR

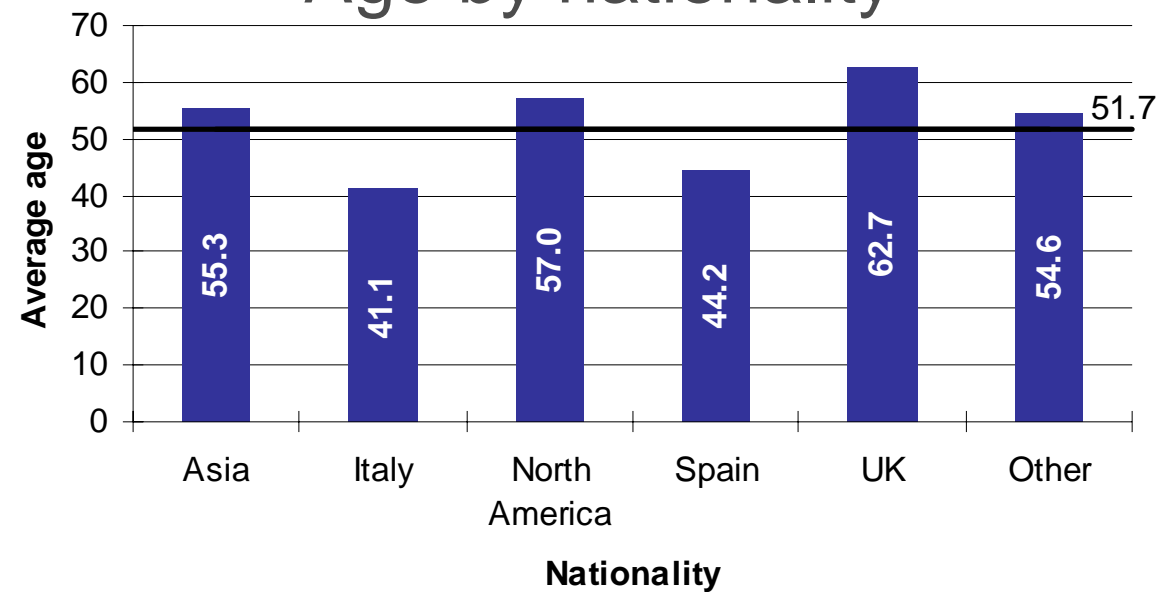
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Age by nationality

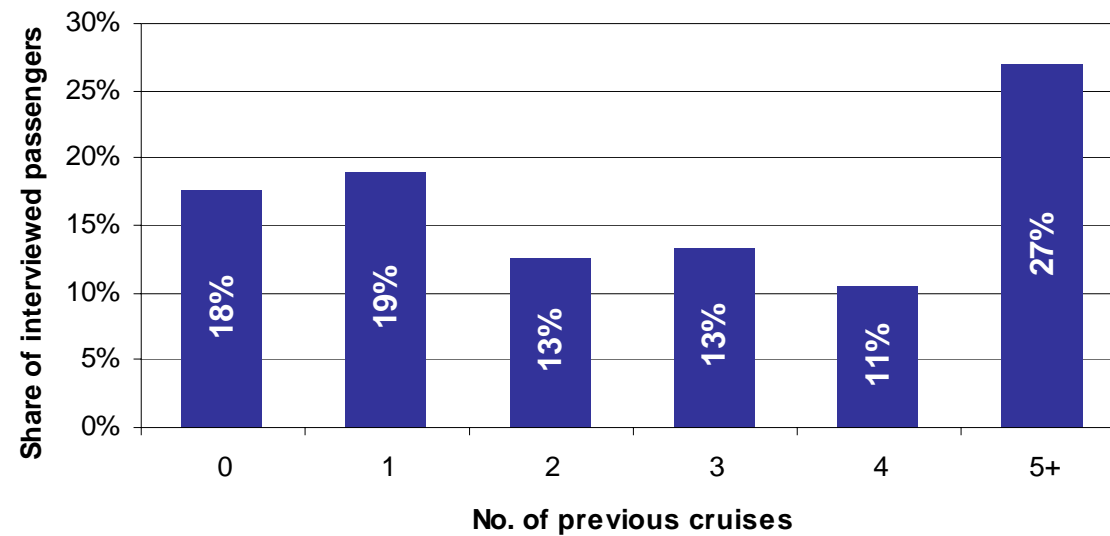


- The average age is 51.7 years
- Southern Europeans are younger than average

More than 1/3 of the Italian and Spanish passengers are less than 40 years old



How experienced cruise passengers are they?



- 1 out of 5 have never been on a cruise before
 - 4 out of 10 from Southern Europe is on their first cruise
 - Only 1 of 10 of other passengers are on their first cruise

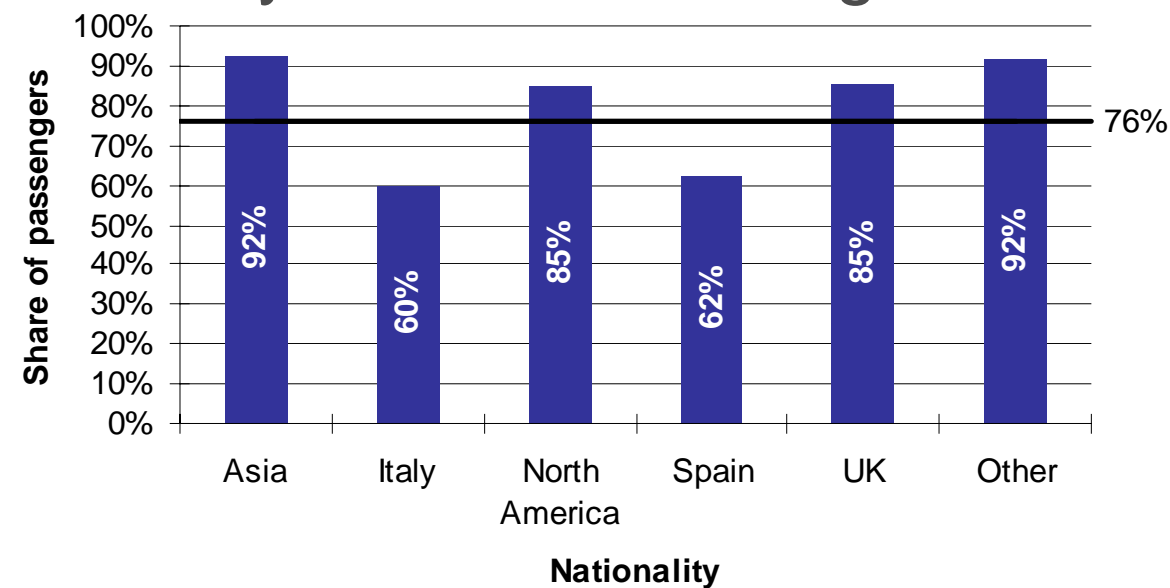
The average Italian and Spaniard was on his 2nd or 3rd cruise, while other passengers were on their 4th or 5th cruise

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Have they cruised other regions before?



- Only 6 of 10 Southern Europeans have cruised other regions
- The same is true for 9 out of 10 of the other nationalities
 - The BSR was the first cruise experience for 4 of 10 Italians

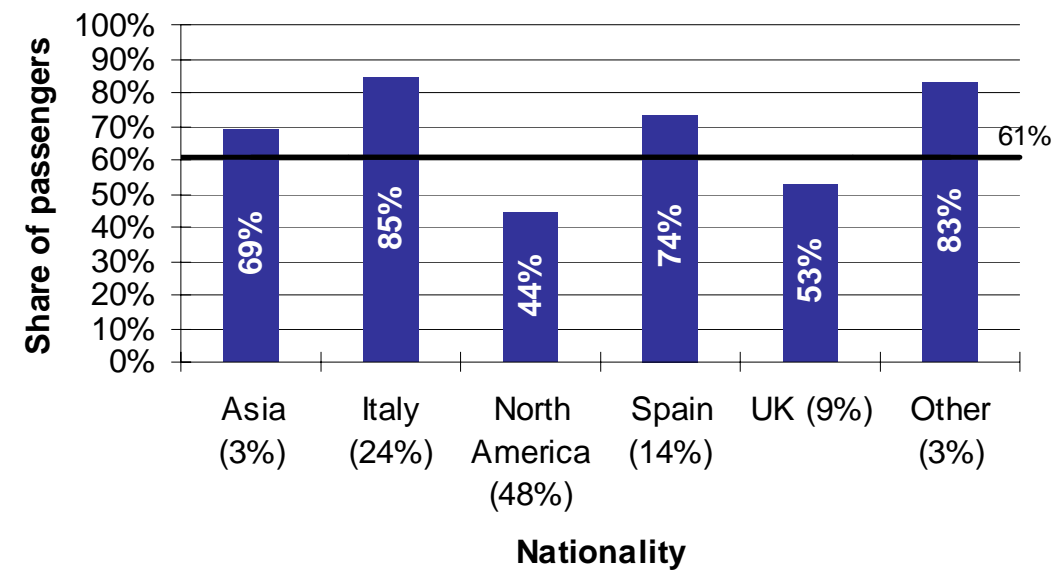
1 of 6 passengers have been on a cruise in the BSR before.

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Will they return to the BSR?



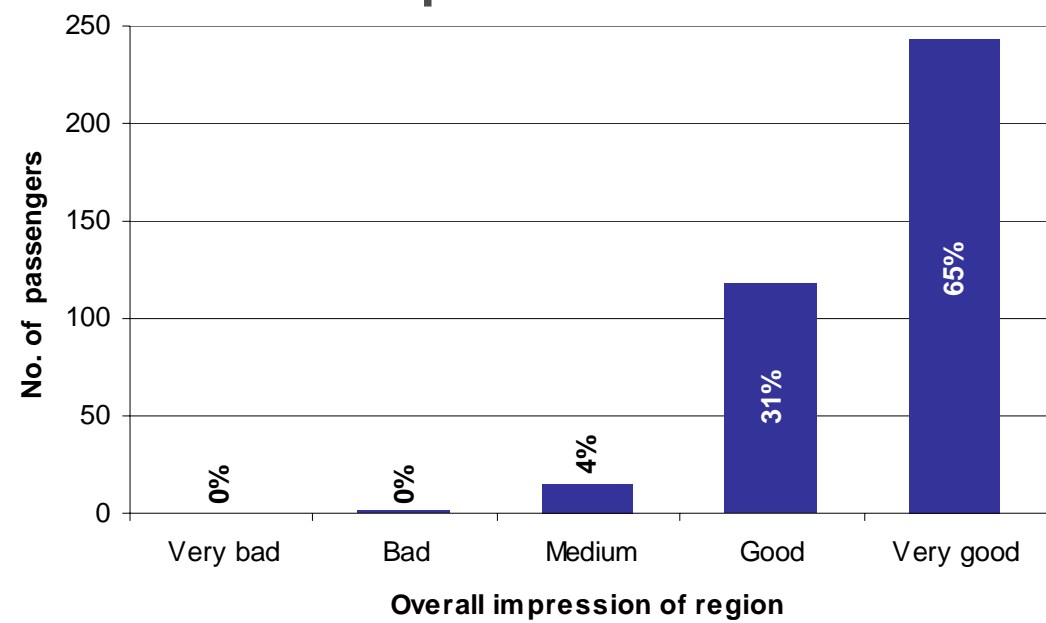
- 6 of 10 state that they are likely to return to the BSR
 - 4 of 5 from Italy and Spain are likely to return
 - 1 of 2 from UK and US says the same

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What are their impression of the BSR?



- 96% of the passengers had a "good" or "very good" impression of the region

On average 9 of 10 passengers unboard the ship at each destination

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