



# RDC Breakfast Forum: Alaska Cruise Industry Update September 19, 2024



## Mission

Our mission is to foster our members' success and the common interests of the cruise industry by protecting and promoting the industry's license to operate responsibly.

CLIA members comprise a vast and influential cruise community



CLIA-member cruise lines represent  
**95%**  
of global ocean-going capacity



### Cruise lines

- Ocean cruise lines
- River cruise marketing affiliates

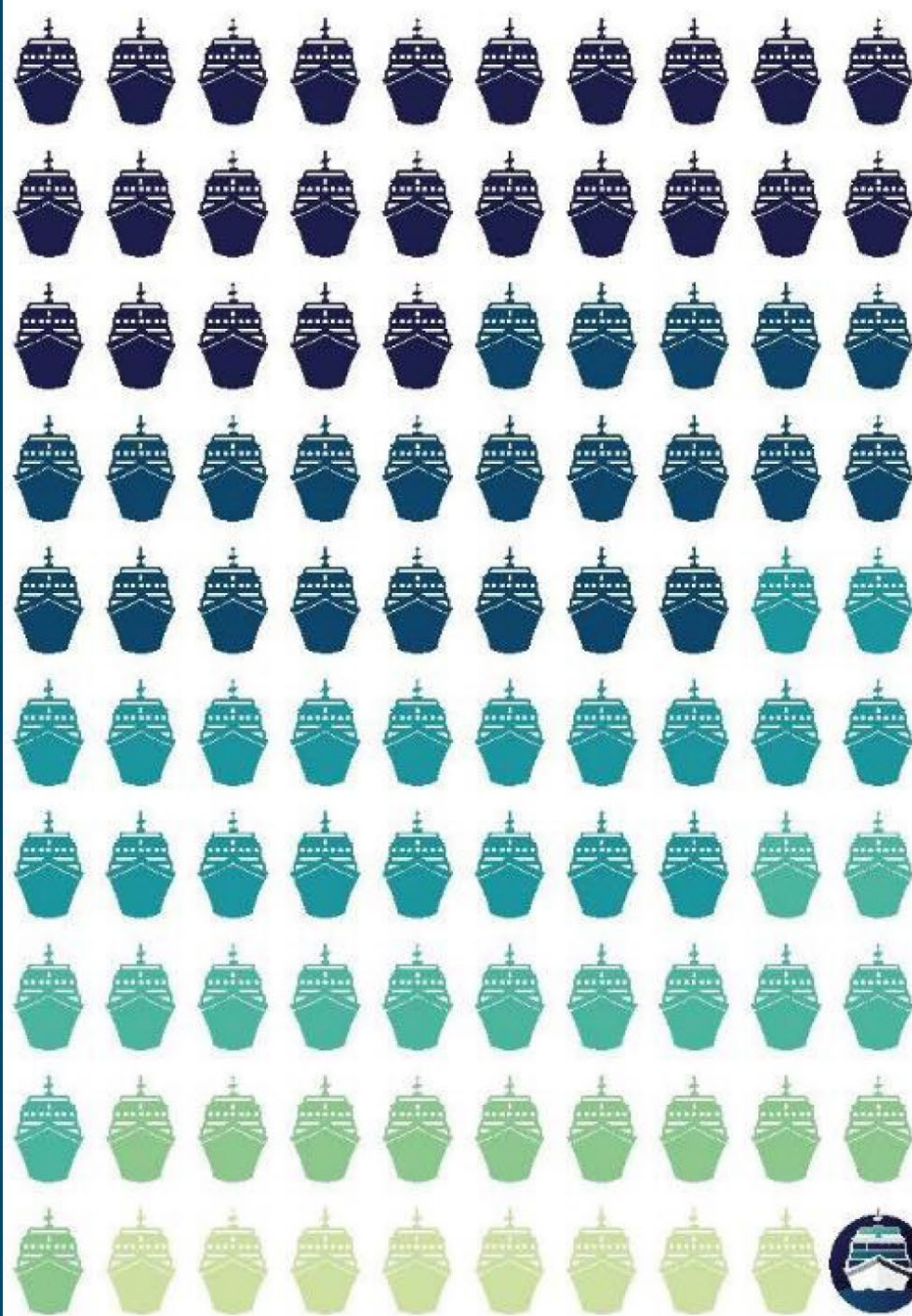
### Executive partners

- Ports and destinations
- Shipbuilders
- Engineers
- Business and services providers

### Travel trade members

- 15,000 travel agencies
- 60,000 travel advisors

Cruise ships  
comprise  
**< 1%**  
of the world's  
commercial fleet



**25%** general cargo ships

**23%** bulk carriers

**20%** ferry/ro-ro passenger ships

**13%** oil and LNG tankers

**10%** container ships

**8%** chemical tankers

**<1%** **cruise ships**  
(300 total)



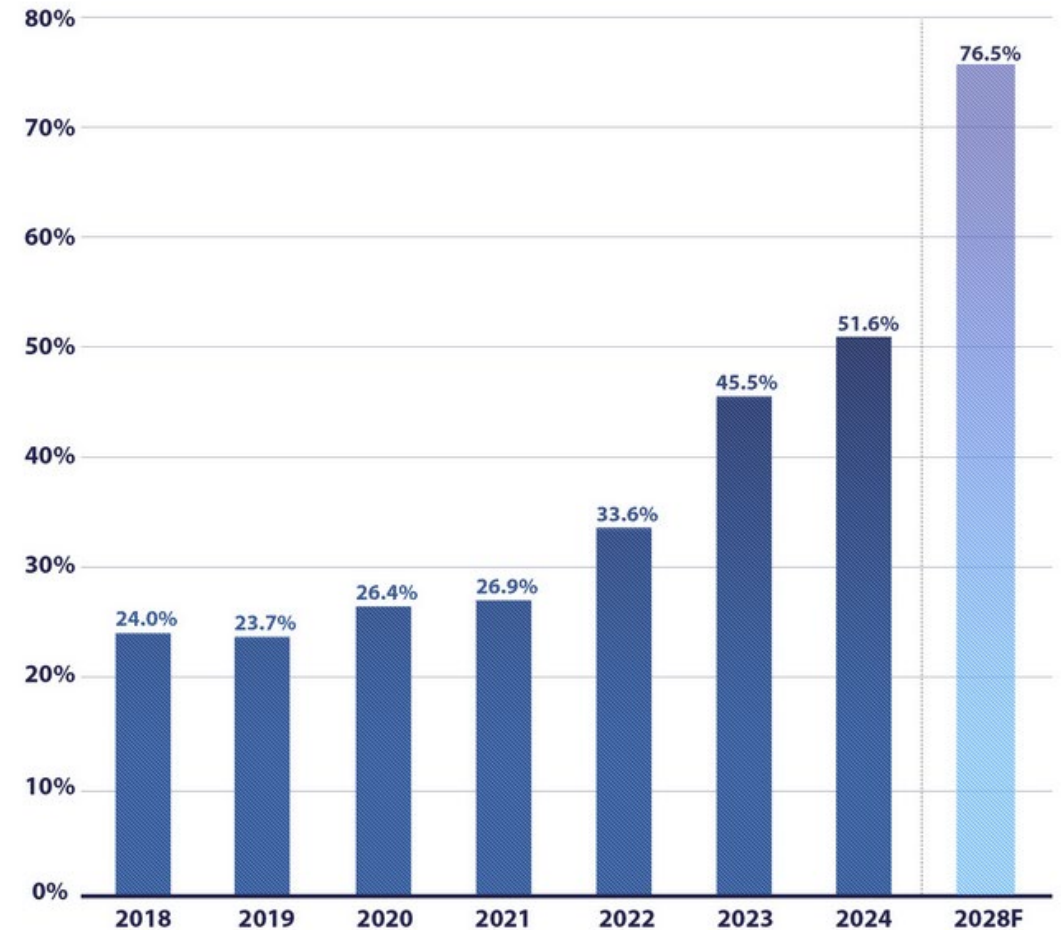
## Cruise lines are pursuing net-zero emissions by 2050

- Reducing emissions at berth and at sea
- Pursuing fuel flexibility, conducting multiple trials
- Making substantial and concrete investments in environmental technologies and practices

# Our Region: Shore Power Pioneers



Percent of Ships with SSE



Source: CLIA Environmental Technologies & Practices Reports, 2018, 2019, 2020, 2021, 2022, 2023 and 2024 available at [cruising.org](https://cruising.org)  
Shows percent of ships in CLIA fleet reporting into the ETP project by year of report published

# Cruise Ships are part of a comprehensive system of regulation, enforcement and inspection that protects passengers, crew and the environment



## Port States

U.S. COAST GUARD, CDC, EPA, FBI, CUSTOMS & BORDER PROTECTION

- Review ship designs and issue safety certification before the ship sails.
- Conduct announced and unannounced inspections and enforce compliance with all international and domestic laws and regulations.
- Detain ships if serious violations are found.



## International Maritime Organization & International Labour Organization

- Set comprehensive standards for cruise ship, including safety, security, crewmember protections, and environmental practices.



## Countries of Registration

FLAG STATES

- Ensure that registered ships meet national and international requirements.



## Classification Societies

- Set safety and environmental rules and guidelines and provide oversight for ship design, construction, and operation.
- Conduct inspections and surveys on behalf of flag states, insurers, and other members of the maritime community to make sure ships are seaworthy and managed responsibly.



# Cruise in Alaska







# HOW CRUISE VISITORS TRAVEL TO AND AROUND ALASKA

- |                    |                         |
|--------------------|-------------------------|
| —                  | Motorcoach              |
| .....              | Railroad                |
| - - -              | Airlines                |
| <b>Cruise Ship</b> |                         |
| —                  | Seattle One-Way         |
| —                  | Seattle Roundtrip       |
| —                  | Vancouver One-way       |
| —                  | Vancouver Roundtrip     |
| —                  | San Francisco Roundtrip |
| —                  | Los Angeles Roundtrip   |
| —                  | Victoria Roundtrip      |
| —                  | Anchorage One-Way       |
| —                  | Northeast Passage       |
| —                  | Northwest Passage       |



# New Developments



# Working with Communities & Partners



# New Webpage and more communities to come!



## Partners In Cruise: Juneau

### Building Solutions Through Community and Cruise Collaboration

Destination stewardship is an integral component of CLIA member lines' commitment to responsible tourism. By partnering with communities, city officials, ports and other key stakeholders, we engage in ongoing, direct dialogue to protect the local way of life while also ensuring great visitor experiences and providing a predictable market for the many local businesses that rely on cruise tourism. Travelers from around the world take cruises to experience the natural beauty and cultural heritage of treasured destinations, such as Juneau and Southeast Alaska. The cruise industry is committed to safeguarding these experiences for generations to come.

City and Borough of Juneau and Cruise Lines Sign Memorandum of Agreement on Port Capacity

[Read More](#)

City and Borough of Juneau and Cruise Lines Agree on Port Capacity Guidelines

[Read More](#)

City and Borough of Juneau Partner with Cruise Lines to Sign Memorandum of Agreement on Visitor Industry Management

[Read More](#)

[View MOAs](#)



When communities know in advance the number of visitors that will arrive on any given day, it's a game changer for planning. The two most recent MOAs allow our friends and partners in Juneau to spend the next couple of years right-sizing their businesses. Whether that means growing or expanding their offerings, or working to open a new business, Juneau now has that opportunity while knowing the levels of visitation they will experience.

The City and Borough of Juneau (CBJ) contracted with McKinley Research Group to estimate the economic impacts of the cruise industry in 2023. This infographic shows the economic impact, cruise industry spending, and municipal revenues.

[Download Infographic](#)



### Cruise In the Juneau Community

## Fun Fact

Many of the initiatives that originated here in Juneau have been adopted by destinations around the world, including Tourism Best Management Practices – which is celebrating its 17th anniversary and contributing to shore power – pioneered by Princess Cruises more than two decades ago.



## Newsroom

Princess Line Contributes \$50,000 to Flood Relief in Juneau, Alaska

In Juneau, this year's Community Relief Fund provided financial aid to impacted families in

Juneau, cruise lines agree to daily berth cap (seatrader-cruise.com)

Juneau inked a memorandum of agreement with cruise lines to set a limit of 16,000 lower berths per day, with 12,000 on Saturday.

Juneau had a record-breaking cruise season last year. This year should be about the same. – Alaska Public Media

Juneau's 2024 cruise ship tourism season is just around the corner as the first ship of the year – the Norwegian Bliss – is slated to arrive early Tuesday morning.

Steps to Limit Passengers on Cruise Ships

To mitigate the impact of increased cruise ship traffic, Juneau, Alaska, reached a conceptual agreement with cruise lines to set a daily passenger limit.

Juneau Starts Its First Limit on Cruise Ships as 2024 Season Begins (maritime-executive.com)

Juneau, Alaska is continuing with its efforts to limit the number of cruise passengers as the capital city of Alaska prepares for what many residents see as an onslaught of cruise passengers.

Cruise Ship Trash Was Slashed 92% in Juneau Last Year (cruiseradio.net)

Juneau, Alaska is proof that cooperation with cruise lines works. Last year, authorities recorded a 92% reduction in trash from cruise ships versus 2019.

Princess Cruises Reusing Cruise Ship Fuel to Reduce Oil in Alaska (alaskacruisehive.com)

With the cruise industry always seeking new ways to reduce

Cruise lines, Alaska seafood and sustainability – a natural connection (nationalfisherman.com)

Sustainability. It's more than a buzz

New agreement between Juneau and cruise industry marks big shift from past lawsuit (ktoo.org)

All of the major cruise lines that visit

# Statewide Economic Impacts

Out-of-state visitors to Alaska resulted in an estimated \$158 million in State of Alaska revenues in 2023, as outlined in the following table. All figures reflect 2023 calendar year revenues unless otherwise noted. The largest sources of revenues were Alaska Railroad (\$45 million), the Commercial Passenger Vessel Tax (\$36 million), and Fish & Game licenses/tags (\$28 million).

**State of Alaska Revenues Attributable to Tourism, 2023**

	Revenues (Millions)
Alaska Railroad Corporation	\$45.2
Commercial Passenger Vessel Tax	\$36.3
Fish & Game Licenses/Tags	\$27.9
Alaska Marine Highway System	\$19.6
Passenger Gambling Tax*	\$18.4
Vehicle Rental Tax	\$10.4
Ocean Ranger Program**	\$1.4
Commercial Passenger Vessel Environmental Compliance Program**	\$0.4
Corporate Income Tax - Tourism***	-\$1.8
<b>Total Revenues</b>	<b>\$157.8</b>

Sources: Alaska Department of Revenue; Alaska Department of Fish & Game; Alaska Railroad Corporation; Alaska Marine Highway System; McKinley Research Group calculations.

\*Based on 2022 sailings; 2023 revenues were not available.


\*\*Based on Fiscal Year 2023; calendar year revenues were not available.

\*\*\*Reflects net refunds related to pandemic-induced losses.


# Economic Impact of Cruise in Communities

## Juneau Example

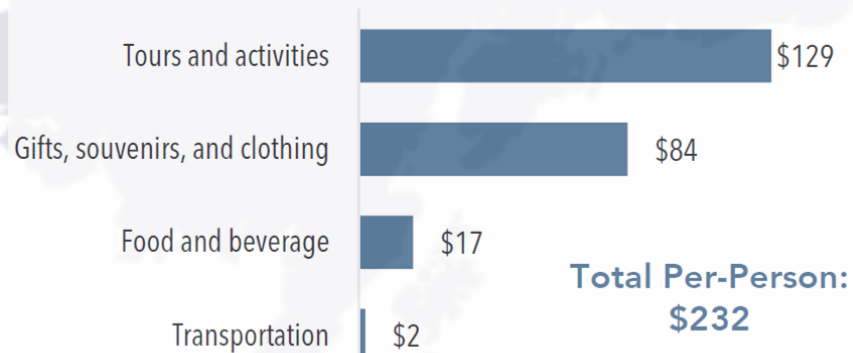
### Cruise Industry Spending

 Cruise Line Spending	\$39 m
Cruise Passenger Spending	\$320 m
Crew Member Spending	\$16 m
<b>Total Direct Spending</b>	<b>\$375 m</b>


### Economic Impacts – Direct + Indirect

 Total Employment	3,850 jobs
Total Labor Income	\$196 m
Total Spending	\$490 m

### Average Per-Person Spending in Juneau Including pre-paid tours



### Municipal Revenues

 Payments to CBJ	\$22 m
Sales Tax Revenues	\$18 m

Source: City & Borough of Juneau Report - Economic Impact of Juneau's Cruise Industry 2023



[cruising.org](http://cruising.org)

[#WeAreCruise](https://twitter.com/WeAreCruise)



Thank you!