

The Economic Contribution of the International Cruise Industry in Canada in 2016 - Backgrounder -

- Canadian ports are included in four main international cruise itineraries:
 - Alaska – round-trip and one-way cruises originating and/or ending in Vancouver, Seattle or San Francisco, and making port calls in Victoria, Nanaimo and Prince Rupert.
 - Canada-New England – round-trip cruises originating and ending in northeastern US ports, calling in Atlantic Canada ports, primarily Halifax, Saint John, Sydney and Charlottetown.
 - St. Lawrence – mostly one-way cruises that sail between Montreal or Quebec City and northeastern US ports, making calls in other Quebec and Atlantic Canada ports.
 - Transatlantic – primarily ships re-positioning between Europe and the Caribbean, making calls at a number of Canadian and US ports.
- During 2016, cruise ships made approximately 1,200 calls in ports in BC, Quebec and the four Atlantic provinces, generating a total of 2.23 million passenger visits. BC accounted for 63% of Canada’s cruise passenger visits, the Atlantic provinces accounted for 26% and Quebec accounted for 11%.
- Cruise passenger visits in all Canadian ports increased 9% over the 2.05 million passenger visits recorded in 2012 (the last time a comparable economic impact study was conducted). Passenger visits are forecast to grow by another 14% in 2017 to 2.53 million.
- Direct spending by the cruise industry – including spending by the cruise lines, their passengers and crew members – totaled \$1.5 Billion across Canada, an increase of 28% over 2012.

Source	Items	Direct Spending	Increase over 2012
Cruise Lines	Fuel, business & professional services, engineering & logistics, food & beverages, vessel maintenance & repair, equipment & supplies, entertainers & producers, waste management, port charges & fees, advertising & promotion, travel agent commissions.	\$933 Million	38%
Passengers	Transportation, shore excursions, food & beverage, retail, pre-and-post-cruise vacations	\$502 million	12%
Crew	Transportation, food & beverage, retail	\$41 million	24%

- Although most cruise industry spending occurs in BC, Quebec and Atlantic Canada, other provinces and territories benefit too, as recipients of spending on petroleum products, ship provisions, equipment & supplies, business & professional services, tourism, advertising and agent commissions.
- Passengers embarking and/or disembarking, or who went ashore during a port call, spent an average of \$196 per visit. Crew members on shore leave during port calls spent an average of \$103 per visit.
- Including direct and indirect spending, the cruise industry in 2016 was responsible for making a total contribution to the Canadian economy of \$3.2 billion.
- The number of jobs generated by the industry in Canada – direct and indirect – is estimated at 23,198, paying just over \$1 billion in wages. Total employment generated by the cruise industry has increased 31% since 2012.
- Direct and indirect business taxes generated by cruise lines, passengers and crew in 2016 totaled \$347 million.