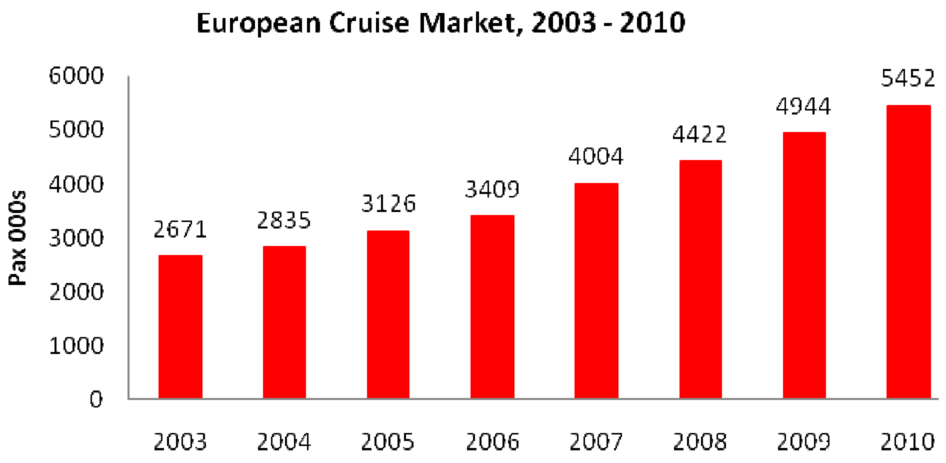
European
Cruise Council

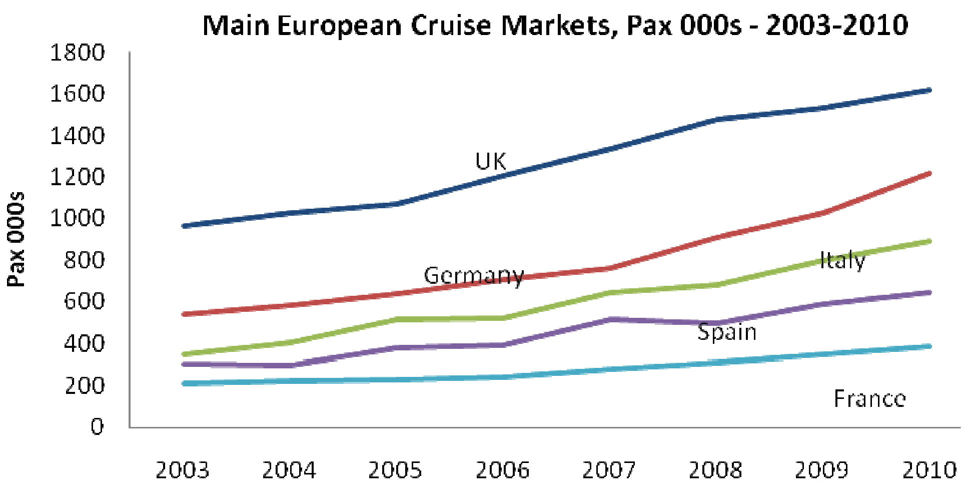
STATISTICS AND SOURCE MARKETS 2010

1. European Cruise Market by Country, 2003-2010

Passengers (000s)	2003	2004	2005	2006	2007	2008	2009	2010	% change 2009-2010
UK"	964	1,029	1,071	1,204	1,335	1,477	1,533	1,622	6
Germany	537	583	639	705	763	907	1,027	1,219	19
Italy	346	400	514	517	640	682	799	889	11
Spain	307	300	379	391	518	497	587	645	10
France	212	222	233	242	280	310	347	387	12
Scandinavia (inc Finland)	54	56	42	62	94	123	173	168	-3
Benelux	42	41	42	64	82	92	110	126	15
Austria	35	38	39	44	52	59	80	93	16
Switzerland	47	50	51	56	64	65	76	91	17
Other*	127	115	117	123	175	211	213	212	1
Total	**2,671**	**2,835**	**3,126**	**3,409**	**4,004**	**4,422**	**4,944**	**5,452**	**10**

* includes other countries and cruise lines returns where destinations are not specified. " UK includes Rep. of Ireland.
Source: ECC/IRN Research

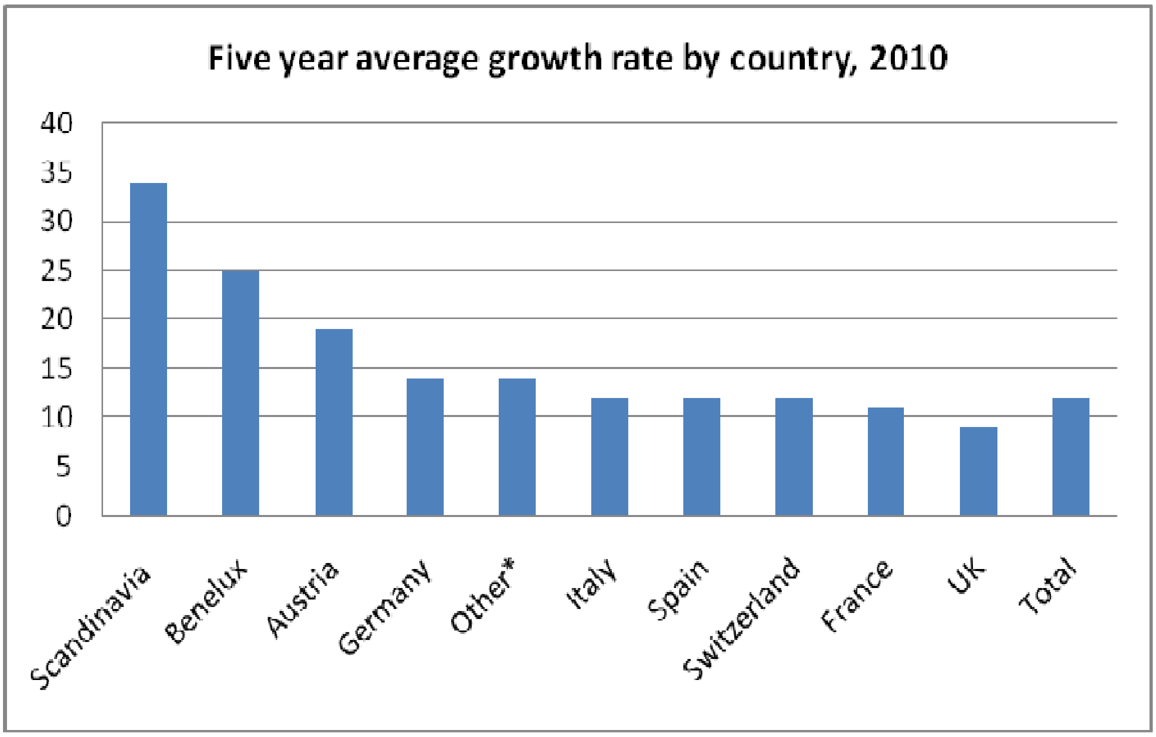




2. European Market Growth Rates by Country, 2006-2010

Annual growth rate (%)	2006	2007	2008	2009	2010	5 year average 2009-2010
UK¨	12,4	10,9	10,6	3,8	5,8	8,7
Germany	10,3	8,2	18,9	13,2	18,9	13,9
Italy	0,6	23,8	6,6	17,2	11,3	11,9
Spain	3,2	32,5	-4,1	18,1	9,9	11,9
France	3,9	15,7	10,7	11,9	11,5	10,7
Scandinavia (inc Finland)	47,6	51,6	30,9	40,7	-2,9	33,6
Benelux	52,4	28,1	12,2	19,6	14,8	25,4
Switzerland	9,8	14,3	1,6	16,9	19,1	12,3
Austria	12,8	18,2	13,5	35,6	15,7	19,2
Other*	5,1	42,3	20,6	0,8	-0,2	13,7
Total	9,1	17,5	10,4	11,8	10,2	11,8
Source: ECC/IRN Research						

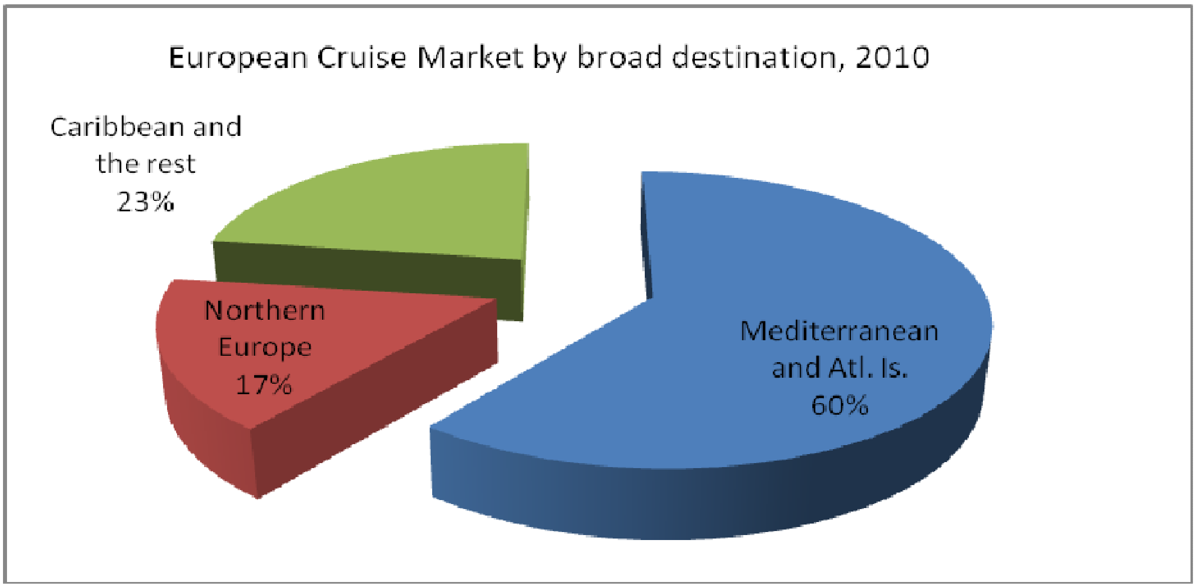
* includes other countries and cruise lines returns where destinations are not specified. " UK includes Eire.
Source: ECC/IRN Research



3. European Cruise Market by Destination, 2004-2010

Passengers (000s)	2004	2005	2006	2007	2008	2009	2010	% change 2009-2010
Mediterranean and Atl. Is.	1,568	1,847	1,981	2,397	2,649	2,873	3,303	15
Northern Europe	428	500	595	651	737	866	907	5
Caribbean and the rest	839	779	832	957	1,036	1,206	1,242	3
TOTAL	2,835	3,126	3,409	4,004	4,422	4,944	5,452	10

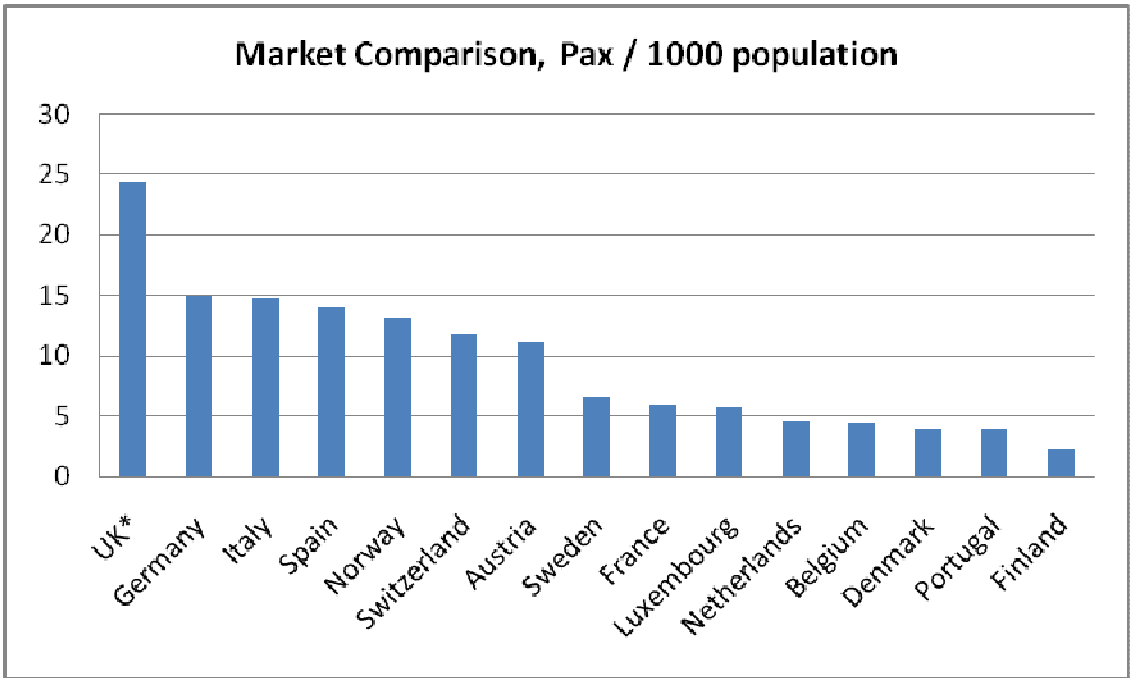
Source: ECC/IRN Research



4. Cruise Market Comparisons by Country, 2010

	Total Pax 000s	Bed Nights 000s	Ave Nights	Population (000s)	Pax/1000 Population
UK and Ireland	1,622	17,735	10,9	66,513	24
Germany	1,219	11,337	9,3	81,802	15
Italy	889	6,718	7,6	60,574	15
Spain	645	4,646	7,2	46,153	14
France	387	3,289	8,5	65,821	6
Austria	93	761	8,2	8,397	11
Switzerland	91	808	8,9	7,783	12
Netherlands	76	719	9,5	16,656	5
Norway	65	502	7,7	4,947	13
Sweden	61	399	6,5	9,419	6
Belgium	47	411	8,7	10,828	4
Portugal	41	309	7,5	10,637	4
Denmark	26	141	5,5	5,561	5
Finland	16	113	6,9	5,381	3
Luxembourg	3	27	9,5	0,502	6
Subtotal	5,281	47,915	9,1	400,974	13
Others	171	1171	6,8		
Total	5,452	49,086	9,0		
UK	1,564	17,251	11.0	62,042	25
Rep of Ireland	58	484	8.3	4,471	13

Populations taken from Wikipedia
Source: ECC/IRN Research



*Including Rep of Ireland

5. UK and Ireland

The UK and the Republic of Ireland is the largest market in Europe with 30% share. As the largest market, growth is dampened by its large base. The additional 89,000 passengers, exceeded only by Germany and Italy in 2010, was a growth rate 6% compared with the European average of 10%. This was against a background of tough economic conditions and another year of contraction in the outbound holiday market. Cruises are now equivalent of 11.7% of the outbound UK package holiday market. Growth in the market is being driven UK port cruises, particularly to Mediterranean, where there was a significant increase in capacity. There were three new ships dedicated to the UK market in 2010 - Celebrity Cruises' *Celebrity Eclipse*, Cunard's *Queen Elizabeth* and P&O Cruises' *Azura.,* Cruise & Maritime had a second ship, *Ocean Countess*, and Royal Caribbean International had a year-round service from Southampton with *Independence of the Seas.* Disney Cruise Lines and Holland America Line also introduced cruises out of Dover.

UK and Ireland - Breakdown by destination (Passengers 000s), 2001–2010

Area	**2003**	**2004**	**2005**	**2006**	**2007**	**2008**	**2009**	**2010**	**% diff 09-10**
UK-Port Cruises									
- Mediterranean	75	100	107	130	154	168	190	267	41
- Baltic	36	48	51	54	59	70	92	94	2
- Norway	38	37	57	59	65	77	89	82	-8
- UK - Western Europe	53	56	67	88	70	81	71	80	13
- Round Britain (Pre 2009 UK-West E)	<	<	<	<	<	<	16	22	38
- Atlantic Islands	44	45	50	51	57	70	61	58	-5
- Caribbean	9	7	14	15	11	14	13	17	31
- Line Voyages	9	9	18	18	23	35	24	17	-29
- Other areas (Greenland, USA, etc.)	3	9	28	26	23	39	34	16	-53
- Charter	14	5	9	10	5	3	3	1	-67
UK-Port Cruises	281	316	403	451	467	557	594	653	10
Fly Cruises									
- Mediterranean Total	336	311	263	322	388	439	402	430	7
- Caribbean/Bahamas/Bermuda	179	228	202	195	217	241	262	255	-3
- Indian Ocean, Red Sea, Persian Gulf	<	<	<	40	40	18	33	58	76
- Atlantic Islands	41	44	46	35	36	38	41	40	-3
- W.Coast/Mex/Hawaii	23	24	34	35	33	34	37	21	
- Trans Panama Canal	<	<	<	<	<	<	<	15	
- Far East/Australia	18	7	15	15	21	26	29	30	3
- Alaska	13	22	26	29	32	31	25	25	0
- Norway (Pre 2009 in Baltic)	<	<	<	<	<	<	18	16	-11
- Baltic/Scandinavia	16	20	14	15	19	19	10	9	-10
- Transatlantic – repositioning	15	16	19	25	34	42	31	23	-26
- Round the World and sectors	9	13	10	13	14	13	25	22	-12
- East Coast	<	<	<	<	<	8	8	10	25
- South America	15	12	7	14	12	8	11	8	-27
- Other areas (Arctic, Pacific, etc)	17	13	29	12	18	4	8	7	-12
- Charter	2	4	3	3	2	1	1	1	0
Total Fly Cruises	683	713	669	753	867	920	939	969	3
Total	964	1029	1071	1204	1335	1477	1533	1622	6

< Included in other areas

Source: IRN Research – UK CRUISE MARKET 2010, includes Republic of Ireland

Historically the UK and the Republic of Ireland markets have been assessed as one market due to the difficulty that many cruise lines had separating UK and Republic of Ireland bookings which was compounded by cross-border bookings. For 2010, most of the main cruise lines have been able to provide separate Irish market figures, equating to 58,000 cruise passengers or 3.6% of the combined UK and Republic of Ireland market.

Republic of Ireland - Breakdown by destination (Passengers 000s), 2010

Passengers	Winter	Summer	Total
UK Port Cruises			
Mediterranean	7832	1843	9675
Baltic	5834	1	5835
UK/West Europe	2	690	692
Other UK Port Cruises	31	4	35
Fly Cruises			
West Med	18623	3997	22620
East Med	3747	159	3906
Atlantic Island	170	700	870
Caribbean/Bermuda	5608	3190	8798
Baltic Fly	633	0	633
Far East/Australia	162	139	301
Panama	79	45	124
West Coast	259	180	439
East Coast/St Lawrence	66	65	131
Alaska	625	0	625
Red Sea/Persian Gulf	64	533	597
Other Fly Cruises	2580	47	2627
Total	46315	11657	57972

Source: IRN Research – UK CRUISE MARKET 2010

6. Germany

Again the German Cruise market had a double digit growth rate (18.9%) in 2010 compared with 2009. There were more than 1,2 million German cruise passengers in 2010 as the German cruise market consolidated its position as the second largest market in Europe, increasing its share from 21% to 22%. However, in terms of revenue the German market captures 28% of the European market due to its above average per diems (183 Euros vs 149 Euros) and above average cruise duration (9.3 nights vs 9.0 nights).

The German market is dominated by German-speaking brands that include the market leader AIDA Cruises, Hapag-Lloyd Kreuzfahrten, Peter Deilmann, Plantours & Partner, Sea Cloud Cruises, Transocean Kreuzfahrten and TUI Cruises. However Hapag-Lloyd Kreuzfahrten, Peter Deilmann and Sea Cloud Cruises also market outside the German speaking countries of Germany, Austria, Switzerland, the Netherlands and Luxembourg. Last year Delphin Kreuzfahrten and Hansa Kreuzfahrten became insolvent and went out of the market.

The Mediterranean and Atlantic Islands accounts for 49% of the market while Northern Europe accounts for 25%.

For 2011 further growth is expected as more new vessels will put into service like "AIDAsol", "Mein Schiff 2" and "Artania" mainly for the German market and in addition new buildings for Carnival Cruise Lines, Celebrity Cruises, Costa Crociere, Ponant Cruises and Seabourn Cruise Line which will be marketed in Germany as well.

Germany - Breakdown by destination (Passengers 000s), 2009–2010

Destination	2009 Passengers 000s	2010 Passengers 000s	% Growth 2009/2010	% share 2010
Scandinavia	156	196	26	16
Baltic Sea	113	115	2	9
Atlantic Islands	128	175	37	14
Mediterranean	342	421	23	35
Caribbean/USA	163	179	10	15
Rest of the World	123	133	8	11
TOTAL	1,027	1,219	19	100

Source: ECC/IRN Research/German Travel Agents Association

7. Italy

Italy, the third largest cruise market in Europe after the UK and Germany, grew by 11% in 2010 to reach nearly 890,000 passengers. The Mediterranean is the most popular destination for the Italian market accounting for over 82% of passengers. Italy is one of the most concentrated markets in Europe and is dominated by Costa and MSC.

Italy - Cruise Passengers (000s) by main area, 2008-2009

Passengers (000s)	2008	2009	2010	% change	%share
Mediterranean / Black Sea	565	660	731	11	82
North Europe	51	60	61	1	7
Caribbean / Bermuda	27	27	30	12	3
Transatlantic	18	23	21	-10	2
Indian Ocean/Red Sea/Arabian Gulf	11	18	32	80	4
Other	10	11	14	25	2
Charters - Incentives, conventions, pension funds	3	5	3	-41	0
Far East/Australia	4	4	3	-18	0
South America	2	1	1	20	0
Other	1	1	6	531	1
Total	682	799	889	11	100

Source: ECC/IRN Research

8. Spain

The Spanish market posted a 10% increase in 2010 despite some of the toughest economic conditions of any market in Europe. The Spanish industry comprises six brands with more than 10% each including three main national Spanish brands. A strategy of the Spanish speaking brands was to target other Spanish speaking markets to compensate for the tough economics in Spain. Nevertheless, the Spanish market registered growth across most of the leading brands. The driving force of the Spanish market is weekly Mediterranean cruises.

Spain - Cruise Passengers (000s) by main area, 2008 – 2010

Passengers (000s)	2008	2009	2010	% change	% share
Mediterranean / Black Sea	313	414	497	20	77
Northern Europe	53	64	75	17	12
Atlantic Islands	4	13	25	95	4
Caribbean / Bermuda	17	25	23	-7	4
Charters - Incentives, conventions, pension funds	49	52	13	-75	2
Transatlantic	2	2	2	-16	0
Far East/Australia	2	2	2	-21	0
Alaska	1	1	1	6	0
South America	36	10	1	-93	0
Other	4	4	7	75	1
Total	481	587	645	10	100

Source: ECC/IRN Research

9. France

The 2010 French ocean cruise market increased by 12%, the same percentage as 2009, and slightly higher than the increase in the total European market of 10%. The French market is the fifth largest market in Europe but is far behind the Italian and Spanish markets although the French market grew at a slightly higher rate than Italy and Spain in 2010. There is much being done to develop the market despite the lack of a national cruise line among the market leaders. However, French style products have increased as well as international products.

The Mediterranean increased its market share from 67% to 70% in 2010 mainly due to the increase of capacity from French Mediterranean ports, notably Marseille, confirming its key position among French Mediterranean ports.

The travel trade has embraced the growth wave of cruising, particularly web agencies that are gaining market share, as cruise distribution in general is becoming more dynamic. Cruising is gaining market share from package holidays as more French consumers consider and choose to cruise, being backed by marketing initiatives of national and international cruise operators to increase cruising visibility.

France - Cruise Passengers (000s) by main area, 2008-2010

Passengers 000s	2008	2009	2010	% change 2009-2010	% share
Mediterranean / Black Sea	200	233	272	17	70
Caribbean / Bermuda	46	47	42	-10	11
Northern Europe	32	32	21	-34	5
Charters - Incentives, conventions, pension funds	6	8	15	89	4
Transatlantic	11	9	11	21	3
Indian Ocean/Red Sea/Arabian Gulf	4	9	11	18	3
Round World and sectors			3		1
Far East/Australia	3	4	3	-27	1
East Coast USA			2		1
Poles			2		1
South America	3	2	1	-32	0
West Coast USA/Mexico/Hawaii/Trans-Canal	1	1	1	-36	0
Other	4	2	2	20	1
Total	310	347	387	12	100

Source: IRN Research/ECC

10. The Netherlands

After considerable growth of cruise vacations in the Netherlands over the last 3 years, 2010 again showed double digit growth of 13%. Although the cruise penetration is still low (0.5% or 5 pax per 1000 population) the Dutch cruise market continues to develop. With a share of 63%, Europe remains the main destination for Dutch guests. The Mediterranean is the most selected destination with a share of 45% followed by Northern Europe with19% and the Caribbean with 18%. Nevertheless, homeport sailings from local Dutch ports and new destinations like Dubai are creating opportunities to open up the cruise market in the Netherlands.

The Netherlands - Cruise Passengers (000s) by main area, 2009-2010

Passengers (000s)	2009	2010	% Change	% Share
Mediterranean / Black Sea	26914	34157	27	45
Northern Europe	17713	14354	-19	19
Caribbean / Bermuda	12287	13670	11	18
Indian Ocean Arabia	1382	3148	128	4
West Coast USA/Mexico/Hawaii/Trans-Canal	1849	1910	3	3
Far East/Australia	957	1521	59	2
Alaska	1166	1427	22	2
Atlantic Islands	1055	1186	12	2
Transatlantic	1028	1123	9	1
South America	876	997	14	1
Round the World - Including sectors	336	460	37	1
East Coast/St Lawrence	186	400	115	1
Poles	185	195	5	0
Not Specified /Other	1362	1524	12	2
Total ECC	67296	76073	13	100

Source: IRN Research/ECC

11. Belgium

Belgium has no major national brands and although there are more international brands with a presence in the market than most other markets, it has a relatively low penetration rate per head of population. Its long tail of international brands is led by three brands who command 73% of the market. The main market is for Mediterranean cruises with 57% of the market followed by the Caribbean with 14% and Northern Europe with 12%. Much of the growth in 2010 came from outside these core destinations as the market recorded 5% growth overall.

Belgium - Cruise Passengers (000s) by main area, 2009-2010

	2009	2010	% Change	% Share
Mediterranean / Black Sea	26507	27086	2	57
Caribbean / Bermuda	5591	6456	15	14
Northern Europe	5797	5834	1	12
Atlantic Islands	230	419	82	1
UK/West Europe	.	25		0
Charters - Incentives, conventions, pension funds	56	158	182	0
Far East/Australia	820	1073	31	2
West Coast USA/Mexico/Hawaii/Trans-Canal	407	581	43	1
East Coast/St Lawrence	303	691	128	1
Alaska	461	544	18	1
South America	558	570	2	1
Round the World - Including sectors	42	45	7	0
Indian Ocean/ Gulf of Arabia	1365	2075	52	4
Poles	38	110	189	0
Transatlantic	1977	1087	-45	2
Not Specified Other	1062	564	-47	1
Total	45214	47318	5	100

Source: IRN Research/ECC

12. Scandinavia (Including Finland)

After five years or so as one the fastest growing markets in Europe, the Scandinavia market contracted in 2010. Denmark and Finland grew, Norway fell slightly and Sweden declined more so due to capacity cut backs on near itineraries suitable for the Swedish market.

Scandinavia - Cruise Passengers (000s) by main area, 2010

Passengers 000s	Denmark	Finland	Norway	Sweden
Northern Europe	13825	3794	28655	23329
Mediterranean / Black Sea	4668	5900	15823	22136
Caribbean / Bermuda	5128	1806	15679	12291
Indian Ocean Arabia	302	4615	918	581
Far East/Australia	294	68	1304	498
Transatlantic	388	50	107	435
South America	114	13	498	404
West Coast USA/Mexico/Hawaii/Trans-Canal	421	39	529	372
Atlantic Islands	163	25	485	156
Others	465	98	826	895
Total	25768	16407	64824	61097

13. Participating Cruise Lines (ECC Members in Bold)

The compilation of the ECC statistics draws on UK market figures from the Passenger Shipping Association (PSA)/IRN Research and German market figures from the German Travel Agency Association, and figures from participating cruise lines.

Aida Cruises
Azmara Cruises
Captain Cook Cruises
Carnival Cruise Lines
CDF Crosieres de France
Celebrity Cruises
CIC International Cruises
Club Mediterranean
Compagnie du Ponant
Costa Crociere s.p.a.
Croisieurope
Cruise & Maritime Voyages
Crystal Cruises
Cunard
Delphin Kreuzfahrten
Disney Cruise Line
Fred. Olsen Cruise Line
H&H Tur
Hansa Kreuzfahrten
Hapag Lloyd Cruises
Hebridean Island
Holland America Line
Hurtigruten
Iberocruceros
Indian Ocean Cruises
Island Cruises
Kristina Cruises
Lord Nelson-Seereisen
Louis Cruises
Marsans (Transtours)
Mediterranean Classic Cruises
MSC Crociere
Noble Caledonia
Norwegian Cruise Line
Oceania Cruises
Orient Lines
Orion Expedition Cruises
Page & Moy
Peter Deilmann
P&O Cruises
Phoenix Reisen
Plantours & Partner
Princess Cruises
Pullmantur
Quail Travel
Quark
Regent Seven Seas Cruises
Rivage du monde
Royal Caribbean International
Saga Shipping
Sea Cloud Cruises
Silversea Cruises
Spirit of Adventure
St Helena Line Ltd
Star Clippers Cruises
Swan Hellenic
Thomson Cruises
Transocean Kreuzfahrten
TUI Cruises
Yachts of Seabourn
Voyages of Antiquity
Voyages of Discovery
Windstar Cruises

**Captain Cook*
**Classic International Cruises*
**Salamis*
**SeadreamYacht Club*
**Star Cruises*

* Modelled

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Please contact fhitchins@irn-research.com for further information

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