

## New York Cruise Ship Alliance Agenda: Grow NYC's Cruise Ship Industry

To help sustain and grow a key sector of New York City's tourism and destination industry with an estimated contribution to the city's economy of \$230 million, the New York Cruise Ship Alliance (NYCSA) has announced it will expand its role in advocating on behalf of initiatives that create additional jobs, generate expanded economic activity and make further use of the city's passenger ship piers in Brooklyn and Manhattan.

Dionne Broadus, Director of the NYCSA, said, "Competition is a powerful force that drives the tourism industry worldwide. Our challenge is to ensure that New York's leadership role as a primary northeast port of embarkation for passenger ships of every flag remains strong. Our goal is to work more closely with key tourism groups and to support the cruise industry's growth in New York, which in turn will have a positive economic impact for the region. Working together, we believe the industry's local

economic contribution can well exceed \$230 million over time. We are excited about the potential for growth and we are looking forward to implementing new and innovative ideas."

Patrick Foye, Executive Director of the Port Authority of New York & New Jersey, stated, "The cruise ship industry is an integral part of the region's economy and a job creator on both sides of the Hudson. We look forward to working with the Alliance on shared goals as the Port

Authority continues to invest in the critical infrastructure needed to support this vital industry."

The goals and objectives of the Alliance were recently presented during a "meet and greet" session at the New York Stock Exchange that included Carnival Corporation's President and CEO, Arnold Donald, the CEOs of several major cruise ship brands that serve New York, and Fred Dixon, President and CEO of NYC & Company, the city's tourism chief.



## Mission Statement of the New York Cruise Ship Alliance

Our mission is to strengthen and expand the role of the New York-based cruise ship industry, which has strategically contributed to the economic rebirth of New York City, and to advocate on behalf of public policies that will allow the industry to sustain its ability to create jobs, invite investment and participate in the ongoing renaissance of the city's waterfront.

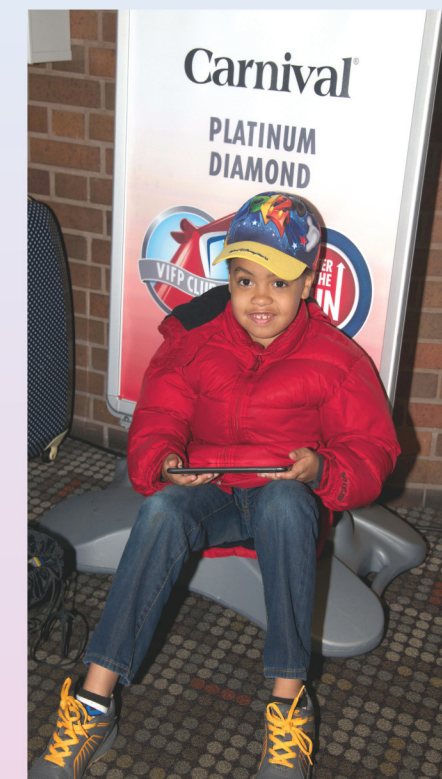
### What is the reason for its formation?

No economic sector in New York can stay static if it expects to remain relevant and successful. Our focus is ensuring that the cruise ship industry continues to be a significant presence, capable of contributing to regional job growth and strengthened economic benefits.

### What are the key factors that determine whether a cruise ship operates in New York's ports?

There are a number of factors. One of the most important issues for cruise companies is having economics that support a visiting ship. The ability to berth in a cost-efficient manner

will determine the frequency of visits, the number of tourists, the number of supporting jobs and the economic ripple effect felt throughout the region.



### Is this organization tied to the Cruise Lines International Association (CLIA) in any way?

No. This organization is completely separate and has a different charter. The Alliance's original charter - formed years ago - was focused solely on Brooklyn and Manhattan. Likewise, this particular alliance includes local New York citizens and civic leaders, as well as cruise lines and other interested parties. Anyone who supports the Alliance's mission in New York and its desire to grow this vital portion of the New York economy can become a member.

### Do you coordinate your activities with the region's tourism industry?

Part of the genesis of the Alliance is to better coordinate the cruise ship industry's role with our tourism colleagues at NYC & Company who have done so much to position New York as one of the most important tourism destinations in the world. Expect to see new and innovative efforts on our part that add depth to our collective endeavor.

## Meet Ms. Dionne Broadus, Executive Director of the New York Cruise Ship Alliance

The NYCSA is fortunate to have Dionne Broadus as its executive director. With an extensive and respected career in successfully advancing various New York initiatives, she has now brought her experience as a communications and marketing professional to the task of projecting the goals and objectives of the Alliance.

Her work includes serving as Director of Corporate Development and Sponsorship Marketing for the world-famous High Line in Manhattan and she has held the post of Vice President, Business Development, at NYC & Company, which

promotes New York before a national and global tourism audience.

Ms. Broadus stated, "In accepting the role of executive director at the Alliance, I am delighted to be part of this vital and important industry. My participation at this moment in time is especially crucial because the cruise ship industry in New



York is experiencing a sea change. Many of the factors that would allow for additional benefits for the city's economy are dependent on forces outside its control, including the cost of fuel and berthing accommodations offered by destination nations. To protect us from those uncertainties, we want as robust and dynamic a cruise ship port as possible here in New York."

Broadus also observed, "There are competitive efforts from other eastern seaboard port cities to lure visitors, escalating fuel costs and the restrictive berthing policies of destination vacation ports. It is not a challenge we intend to ignore."

Ms. Broadus has also worked on behalf of the NBA, BET Networks and Essence Magazine's Essence Festival to deliver revenue and brand growth. She is also a licensed attorney who graduated from the University of Pittsburgh and the University of Pennsylvania Law School.



# New York's Cruise Ship Economics

A fast primer on passengers.

A report issued by the New York City Economic Development Corporation reveals that the City of New York experienced 620,000 passenger embarkations during 2013 with the city ranking among the nation's top five cruise ports in embarking passengers. But the competition is fierce and growing.

The Manhattan Cruise Terminal continued to handle approximately 90% of the passengers who arrive in New York while the Brooklyn Cruise Terminal welcomed the remaining 10%. New York's passen-

ger piers berth vessels offering cruises to Canada, Bermuda, the Bahamas and the Caribbean. While the cruises to Canada and Bermuda are seasonal, cruises to the Bahamas and the Caribbean are offered year-round. The city report found there were 98% more international passengers embarking on cruises from New York during 2013 than the previous year.

## A Disturbing Trend

Including homeport and transit calls, cruising at New York ports generated an estimated 857,000 passenger and crew visits, accounting for 3.9% of all passenger and crew visits in the United States. This was a 4.4 % decrease from 2011. These visits produced an estimated \$153 million in passenger and crew onshore spending, or just over \$178 per visit.

Passenger and crew spending declined by 3.7% from 2011.

During 2013, embarking passengers spent an estimated \$118.9 million. Onshore crew spent another \$18.7 million while transiting passengers spent \$3.6 million. Not surprisingly, many passengers stayed overnight in New York, spending an average of \$437 per passenger during a two-night stay.

According to a 2011 survey, only 13% of the passengers reported that this was their first visit to New York City, while 53% stated this was their eighth or more visit. At least 41% made it a point to stay overnight at least one day to enjoy the city. Overall, 93% of embarking passengers were satisfied with their visit to New York City.



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