

THE CRUISE INDUSTRY IN ...



CALIFORNIA

Economic Benefit of the Cruise Industry in California (2008)

- In 2008, California received \$2.2 billion in direct spending from the cruise industry. The state ranked second in the nation in cruise industry expenditures.
- Cruise industry spending generated 49,682 jobs and wages totaling almost \$2.6 billion in income for California workers.
- California's ports embarked more than 1.4 million passengers in 2008. The four major California ports of Los Angeles, Long Beach, San Diego and San Francisco accounted for 16 percent of total U.S. embarkations.
- There were nearly 1.2 million Californians who took a cruise in 2008. This number accounted for about 13 percent of all U.S. cruise passengers.
- California is also home to cruise line headquarters, including Princess Cruises, Cunard Line, Crystal Cruises, AMA Waterways and Uniworld Boutique River Cruise Collection.
- Major California suppliers that most benefit from cruise line spending include tourism-related businesses such as travel agents, airlines and hotels; food processing; ship repair companies; advertising agencies; insurance companies; petroleum refining; business service providers; and entertainment and amusement industries.

A Selection of Cruise Industry Strategic Business Partners (CLIA Executive Partners) in California

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|----------------------------------|---------------------------|---------------|
| - Survival Systems International | - The Port of Los Angeles | - UK P&I Club |
| - Kaye, Rose & Partners, LLP | - Port of San Diego | |
| - Metro Cruise Services LLC | - The Kezia Group | |
| - International Paint LLC | - Port of San Francisco | |

Nationwide, the Cruise Industry Generates...

- \$40.2 billion in total economic benefits
- \$19.07 billion in direct spending by the cruise lines and passengers on U.S. goods and services
- 357,710 total U.S. jobs generated by cruise expenditures
- \$16.18 billion in total wages for U.S. employees

