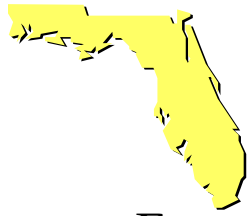


THE CRUISE INDUSTRY IN ...



FLORIDA

Economic Benefit of the Cruise Industry in Florida (2008)

- Florida remains the center of cruising in the United States, ranking first in the nation for cruise industry expenditures with \$6.3 billion in direct spending, accounting for over 33 percent of total industry direct expenditures.
- Cruise industry spending generated 128,910 jobs and wages totaling nearly \$5.5 billion in income for Florida workers.
- Florida's five cruise ports handled over 5 million embarkations, which accounted for nearly 57 percent of all U.S. cruise embarkations.
- The state of Florida is the home of corporate or administrative offices for 13 CLIA member cruise line brands, including the top three cruise companies that own three-fourths of the North American industry cruise capacity: Carnival Corporation & plc, Royal Caribbean Cruises, Ltd., and NCL Corporation. Overall, these three companies employ nearly 14,000 people representing 45 percent of the cruise industry employment throughout the United States.
- Florida also leads the country in resident cruise passengers with nearly 2.3 million passengers, or 25 percent, of all U.S. resident passengers.
- Major Florida industries that benefit from cruise line spending include travel agencies, airlines, hotels, restaurants, food processors, chemical manufacturers, advertising agencies, management and technical consulting companies, manpower agencies, recreation and amusements, manufacturers of machinery and fabricated metal products, interior designers, interior designers and computer services consultants.

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

- Amadeus North America LLC
- Fidelio Cruise Software Inc
- Fowler White Burnett P.A.
- Hamilton, Miller & Birthisel LLP
- Hayden, Milliken, Boeringer & Irick, P.A.
- Hill, Betts & Nash LLP
- International Paint LLC
- Jacksonville Port Authority
- Jotun Paints, Inc.
- Lloyd's Register North America
- Mase & Lara P.A.
- McIntosh, Sawran, Peltz & Cartaya, P.A.
- McRoberts Maritime Security, Inc.
- MHG Services, Inc.
- Port Canaveral
- Port Everglades
- Port of Miami
- Port of Palm Beach
- Rodriguez, Aronson, Essington, & Ross, P.A.
- SeaMobile Enterprises
- Tampa Port Authority
- Unisource Worldwide, Inc.
- Wärtsilä
- Wireless Maritime Services

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
- \$15.2 billion in total wages for U.S. employees

