

# Socioeconomic Impact of Cruise on Thessaloniki

Preliminary results of  
a **Thessaloniki Port Authority & Thessaloniki Tourism Organisation** study



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Contributing to a better understanding of the benefits of cruising for the local community.

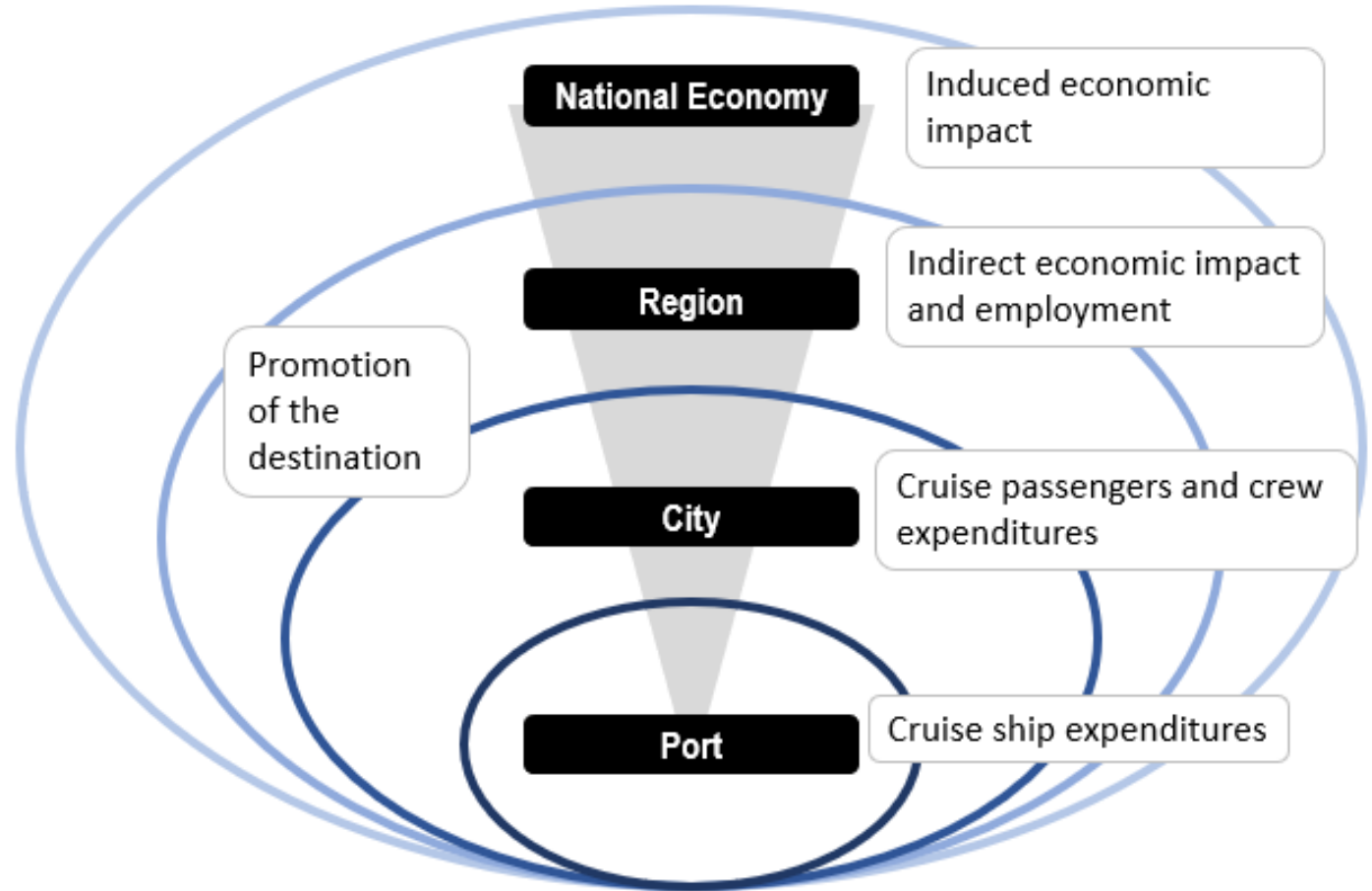
# The Scope

Estimation of the socio-economic impact of cruise tourism in the Metropolitan area of Thessaloniki:

Proposals for sustainable cruise development

Communicate to/with local communities on the benefits of cruising

Identify how to increase the added value



# The Method

## Measuring:

- 1 Cruise Lines expenditures
- 2 Cruise Pax expenditures
- 3 Crew members expenditures

Over an entire cruise season



## To identify:

Direct Benefits

Indirect Benefits

Induced Benefits

1 Value Added

2 Employment

## But also:

Type of  
Activity

Spatial  
Dimension

Pax  
Profile

Pax / Crew  
Assessment

# The Cruise year (Nov 22 - Oct 23)

**Cruise Calls**

**68**

**Pax Capacity (total)**

**79.151**

**Crew Members**

**32.031**

**Pax Capacity (average)**

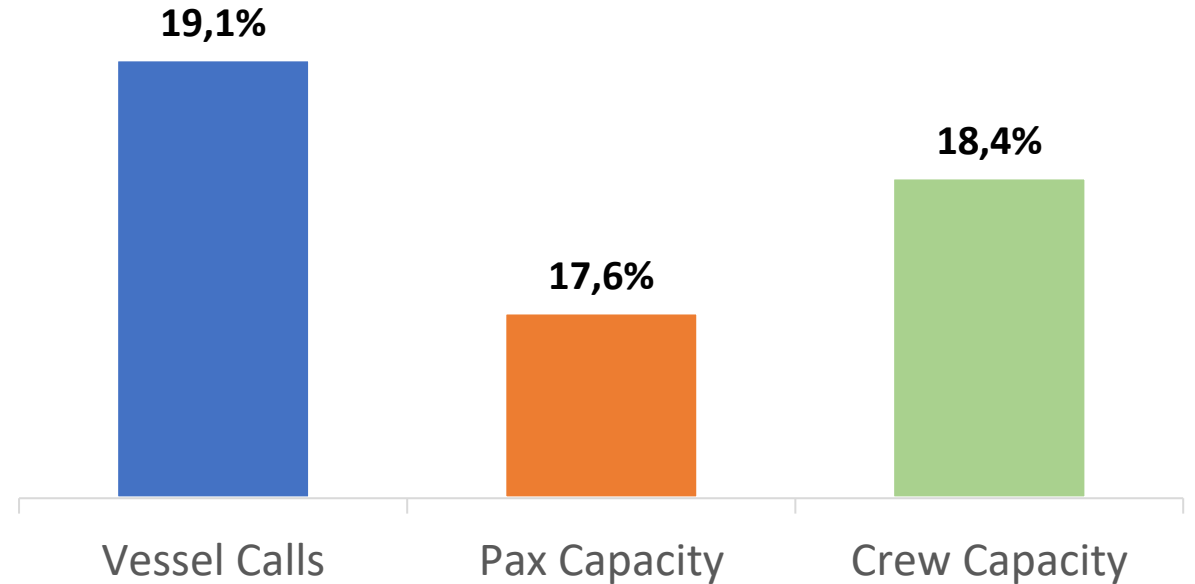
**1.164**

**Crew Members (average)**

**471**

# Our Sample (Nov 22 – April 23)

**% of as of the cruise season already measured**



# Our sample (Nov 22 – April 23)

**13** Cruise calls

55% occupancy

**439** Cruise Pax

5,3% of arrivals

**134** Crew members

Shipping Agents

Shorex Agents

Port dues

- Entrance fees
- Berthing fees
- Embarkation/ Disembarkation
- Transit Cruise Passengers
- ISPS Code charges (pax)
- Fuel Waste and Garbage
- Water Supply

# Passengers Profile

## First time in Greece or Thessaloniki

Thessaloniki

93,2%

Greece

57,8%

n = 439 / collection is on-going

## Number of cruises taken

More than 6

33,3%

6 3,9%

5 7,8%

4 15,7%

3 16,7%

2 13,4%

1 8,8%

# Pax expenditures

**Based on our  
(winter) sample**

n = 439 / collection is on-going

Important note for the findings:

- I. **Occupancy rate to increase** as this has been “the winter period”
- II. **Spending to increase** due to more favorable conditions

When in town

The average expenditure per passenger is

**€54,5**

The shore excursion:

The average cost of shore excursions (shorex) is

**€98,9**

*A % of this cost remains in the local economy as revenue of the shorex companies*

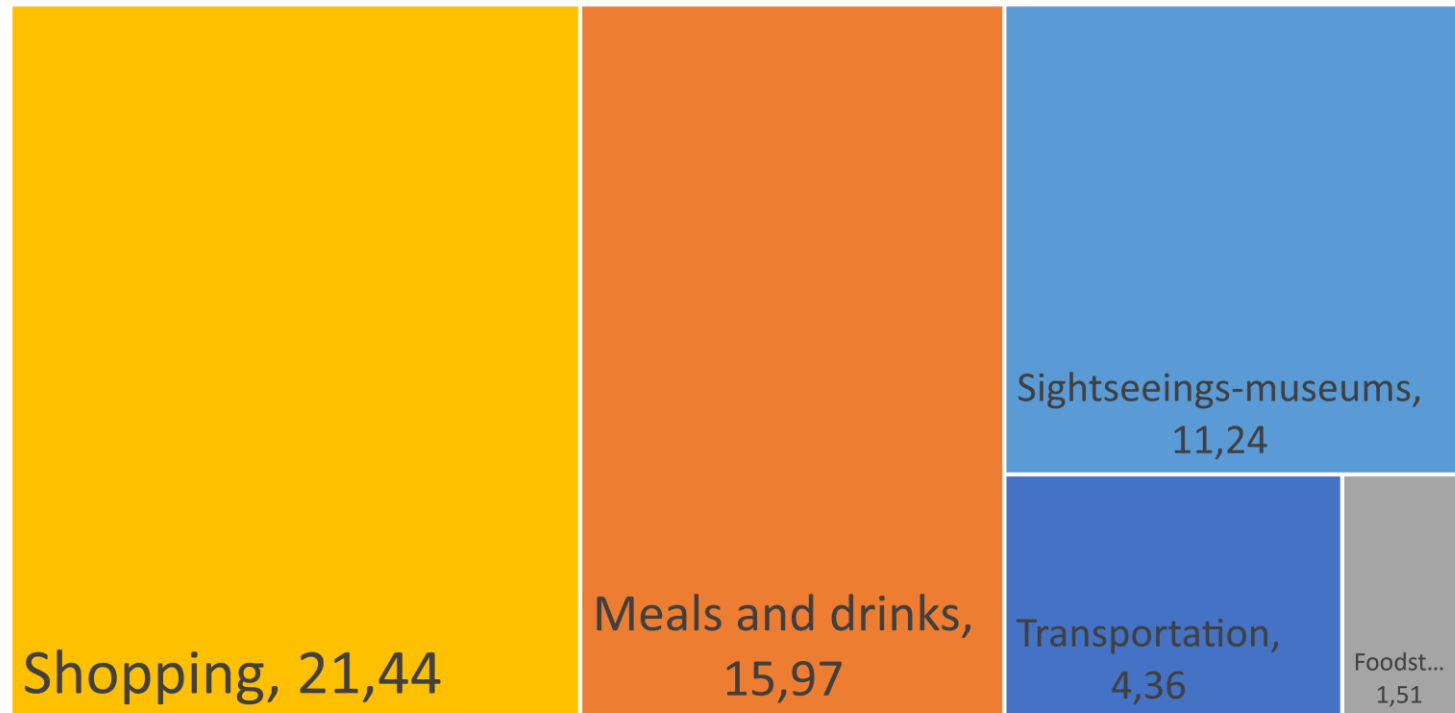
The average expenditure per passenger on excursion is

**€15,1**

# Pax expenditures (when in town)

The average expenditure per  
passenger is  
**€54,5**

## Distribution of Expenses at the destination - €/pax



- Based on our (winter) cruise sample



# Pax expenditures (at excursion)

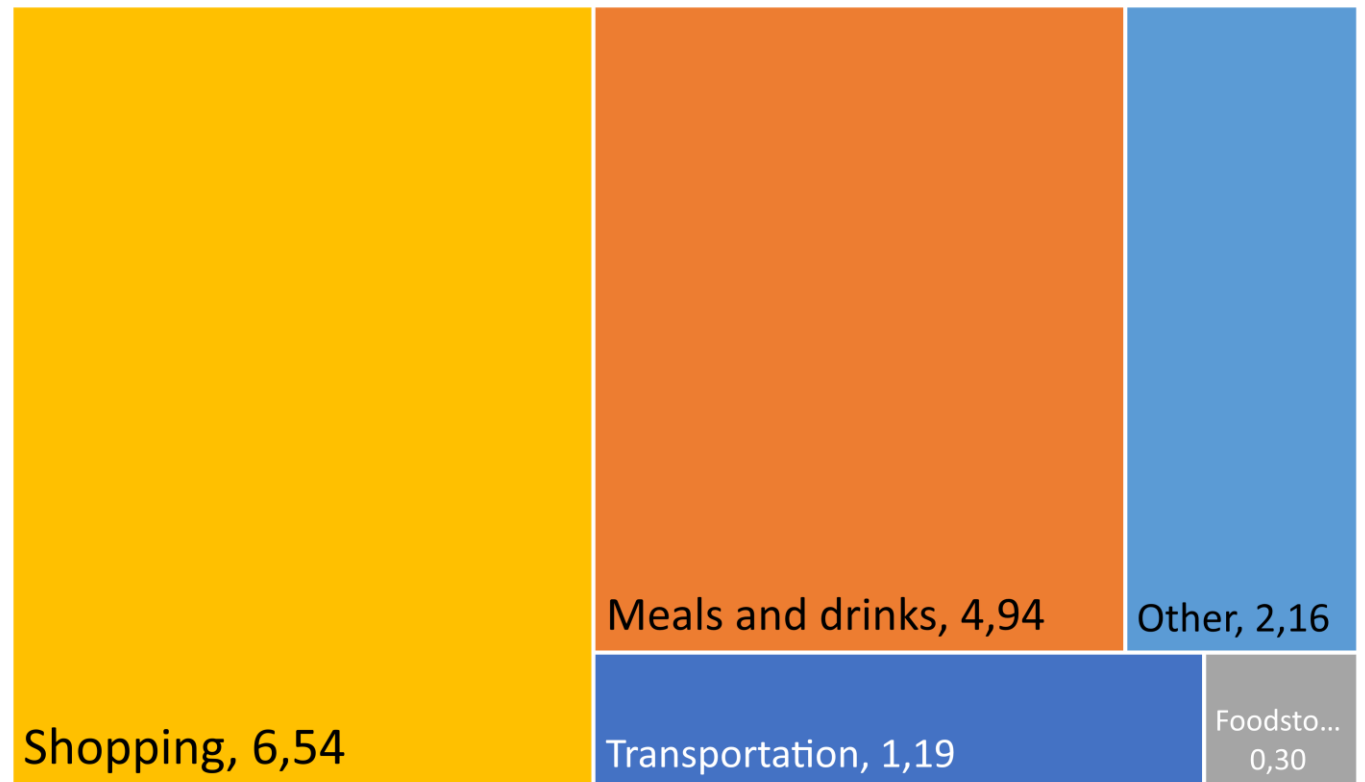
Average expenditure per  
passenger on excursion: **€15,1**

Average cost of shore  
excursions: **€98,9**

*A percentage of this cost remains at the local economy as revenue  
of the shorex companies*

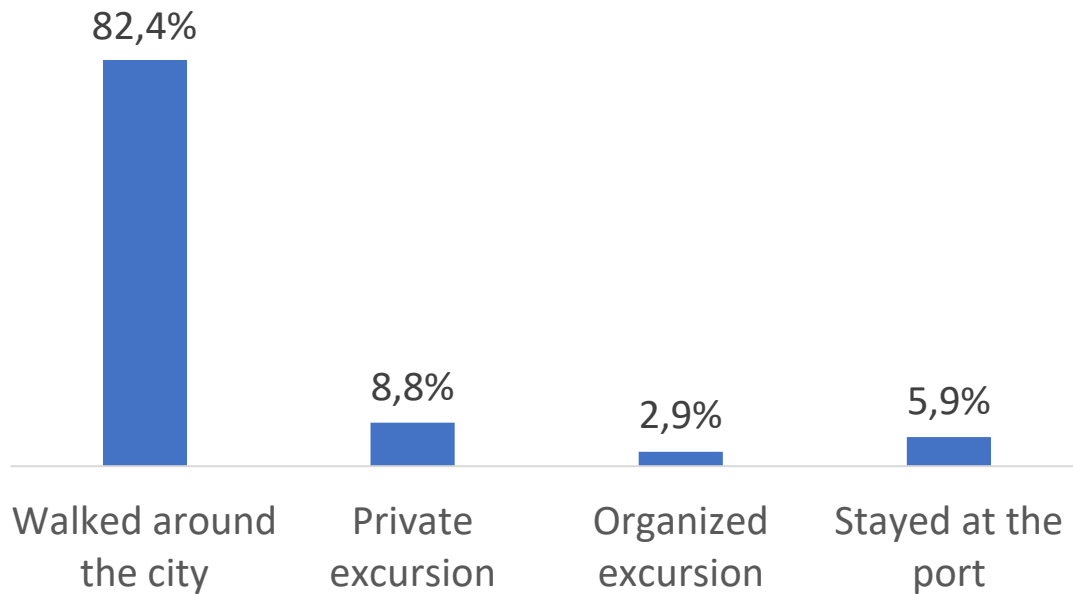
- Based on our (winter) cruise sample

## Distribution of expenses at the excursion - €/pax

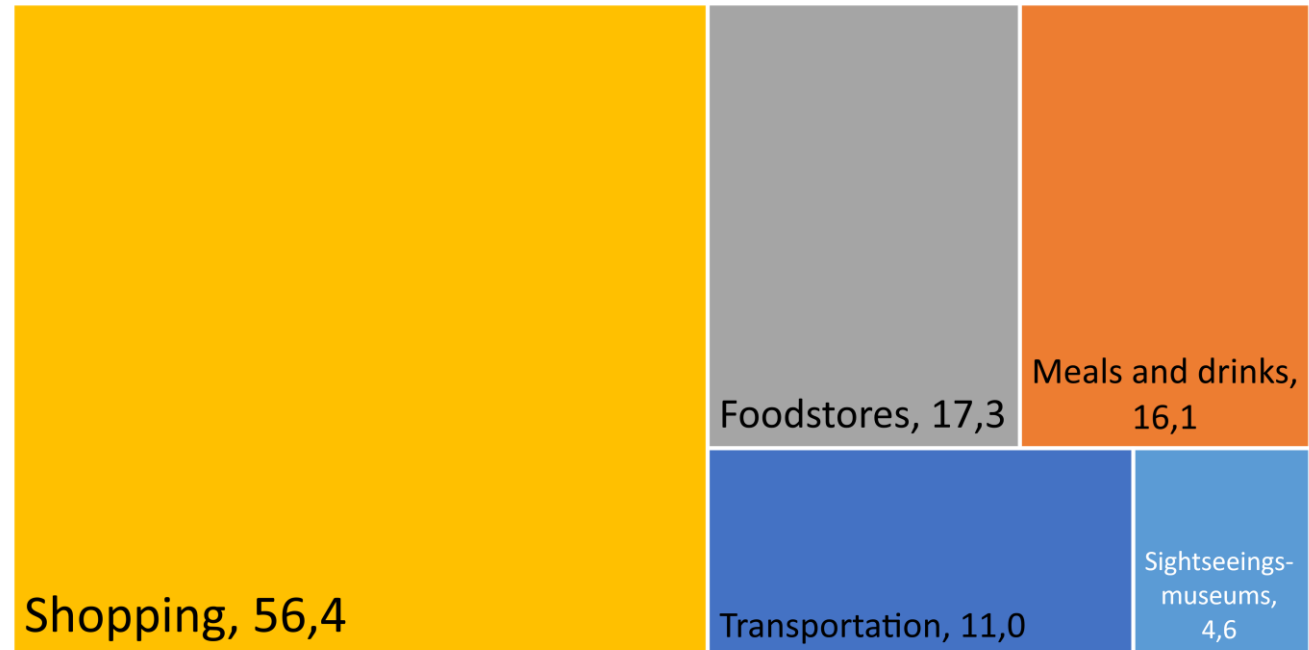


# Crew expenditures

Average expenditure per crew member: **€105,4**



## Distribution of crew expenses at destination - - €/pax



- Based on our (winter) cruise sample

# The impact of winter cruising alone

## Value Added

- Direct Impact: **€798.815**
- Indirect Impact: **€533.608**
- **Total Economic Impact: €1.332.423**

## Employment (full-time maintained jobs)

- Direct Impact: **24 FTE jobs**
- Indirect Impact: **11 FTE jobs**
- **Total Employment: 35 FTE jobs**

*Method for calculating the indirect economic impact: the Leontief Inverse Matrix table for the Greek economy. (The multiplier is 1,668)*

# An initial full cruise year estimation

## Based on our winter sample

- I. Cruise vessel occupancy rate: 70%
- II. Cruise passengers staying onboard: 20%
- III. Disembarked passengers taking a shore excursion: 35%
- IV. Crew disembarking at destination: 20%

*Method for calculating the indirect economic impact: the Leontief Inverse Matrix table for the Greek economy.*

## Value Added

<b>Total Direct Impact</b>	<b>5.133.571 €</b>
Cruise Passengers Crew members Cruise Vessels – Port Revenues Cruise Vessels Expenditures Shipping Agents Shorex Agents	
<b>Indirect Economic Impact</b>	<b>3.429.225 €</b>
<b>Total Economic Impact</b>	<b>8.562.796 €</b>

## Employment

- Direct Jobs = **25 FTEs jobs**
- Indirect Jobs = **68 FTEs**
- **Total Jobs = 93 FTEs**

# An initial full cruise year estimation

## The expected scenario

- I. Cruise vessel occupancy rate: 100%
- II. Cruise passengers staying onboard: 10%
- III. Disembarked passengers taking a shore excursion: 35%
- IV. Crew disembarking at destination: 20%

*Method for calculating the indirect economic impact: the Leontief Inverse Matrix table for the Greek economy.*

## Value Added

<b>Total Direct Impact</b>	<b>6.487.882 €</b>
Cruise Passengers Crew members Cruise Vessels – Port Revenues Cruise Vessels Expenditures Shipping Agents Shorex Agents	
<b>Indirect Economic Impact</b>	<b>4.333.905 €</b>
<b>Total Economic Impact</b>	<b>10.821.787 €</b>

## Employment

- Direct Jobs = **25 FTEs jobs**
- Indirect Jobs = **86 FTEs jobs**
- **Total Jobs = 111 FTEs jobs**

# Word of mouth: How likely is it to recommend the destination?

**ThPA S.A.**  
PORT OF THESSALONIKI

**Thessaloniki**  
Many stories, one heart  
THESSALONIKI TOURISM ORGANISATION  
[www.thessaloniki.travel](http://www.thessaloniki.travel)

## Cruise Thessaloniki 2022 & 2023

### Passenger Survey

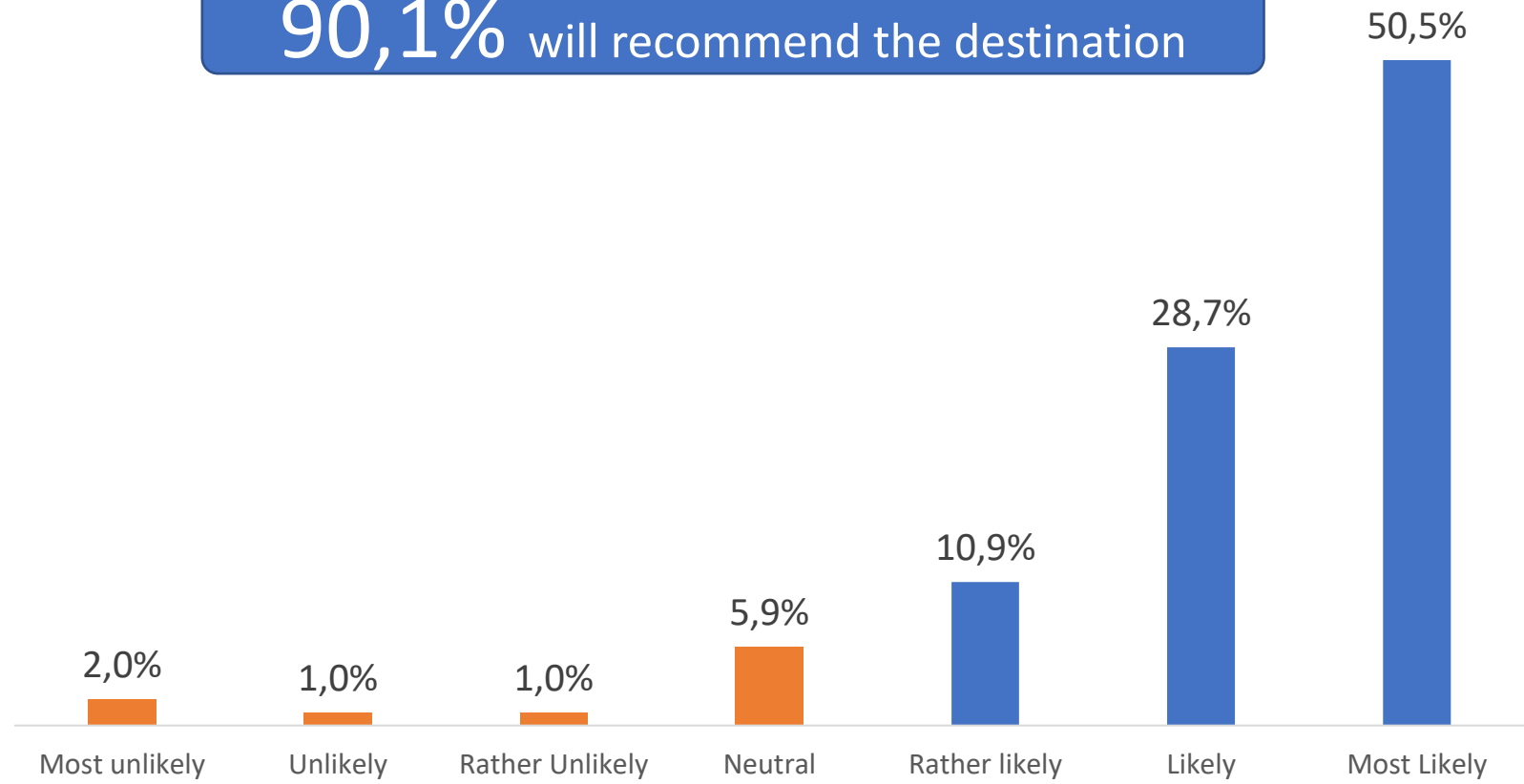
Dear Cruiser,  
ThPA S.A. - Port of Thessaloniki and Thessaloniki Tourism Organisation invite you to participate in a survey that will help our destination understand better the benefits of cruising for the local and regional community.

Scan this code to reply to the questionnaire

We kindly ask you to scan the QR and spend a maximum of 8-10 minutes of your time answering a short survey to help us improve the cruise experience.

Thank you for your participation! Enjoy your cruise!

90,1% will recommend the destination



Contributing to a better understanding of the benefits of  
cruising for the local community.



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