

## **Assessment of the Socio-Economic Impact of the Cruise for Thessaloniki** by Thanos Pallis, Professor, Department of Maritime Studies, University of Piraeus

### **KEY TAKE AWAY**

The preliminary results of a study on the "Assessment of the Socio-Economic Impact of the Cruise for Thessaloniki" study, were presented during the 7th Posidonia Sea Tourism Forum. The study is currently developed by the Thessaloniki Port Organisation and the Thessaloniki Tourism Organisation, in collaboration with the Universities of Piraeus and the Aegean,

The research, which started in November 2022 and is expected to be completed in October 2023, investigates the economic impact of the cruise activity both in the city of Thessaloniki and in the wider metropolitan area of Thessaloniki.

According to the findings so far, which were presented by the scientific director of the study and professor of the University of Piraeus, Thanos Pallis:

- the spending per cruise passenger in the city of Thessaloniki stands at €54.5.
- additionally, each passenger spends €15.1 during organized excursions
- the cost of purchasing an excursion is €98.8

To these expenditures, one should add the significant spending of the crews, which amount to €105.4 per crew member.

It is worth emphasizing that these expenditures traditionally increase during the spring and summer months when the weather conditions favor the longer stay of passengers in the city or the increase of those who choose excursions in the wider region.

Taking into account the income of the shipping agents and the port fees from the winter cruises of the November-April period,

- the direct positive effects from the 'winter' cruises (November-April) for Thessaloniki and the region amount to €798,000,
- the indirect positive effects from the 'winter' cruises (November-April) amount to €533,000
- The total positive effects from the 'winter' cruises (November-April) amount to €1.33 million.

Regarding employment, winter cruises calling at Thessaloniki result in the maintenance of 35 jobs annually.

Thanos Pallis also presented the estimates for the effects of cruises in Thessaloniki on an annual basis, based on alternative scenarios, with

- the direct positive effects range between €5.23 million (base scenario) and €6.49 million (positive scenario)
- the indirect positive effects range between €3.43 million (base scenario) and €4.33 million (positive scenario)
- the total positive effects range between €8.56 million (base scenario) and €10.82 million (positive scenario)

With the expected number of cruise ship calls at the port of Thessaloniki this record cruise season reaching 68 - it is estimated to result in the cruise sustaining 111 full-time jobs annually.

Among the most important findings of the research are the levels of satisfaction of cruise passengers who visit Thessaloniki. As reflected in the study, 90.1% of visiting passengers stated that it is extremely to quite likely to recommend Thessaloniki as a tourist destination.

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