

Socioeconomic Impact of Cruise on Thessaloniki

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



Thanos Pallis

Department of Maritime Studies
University of Piraeus

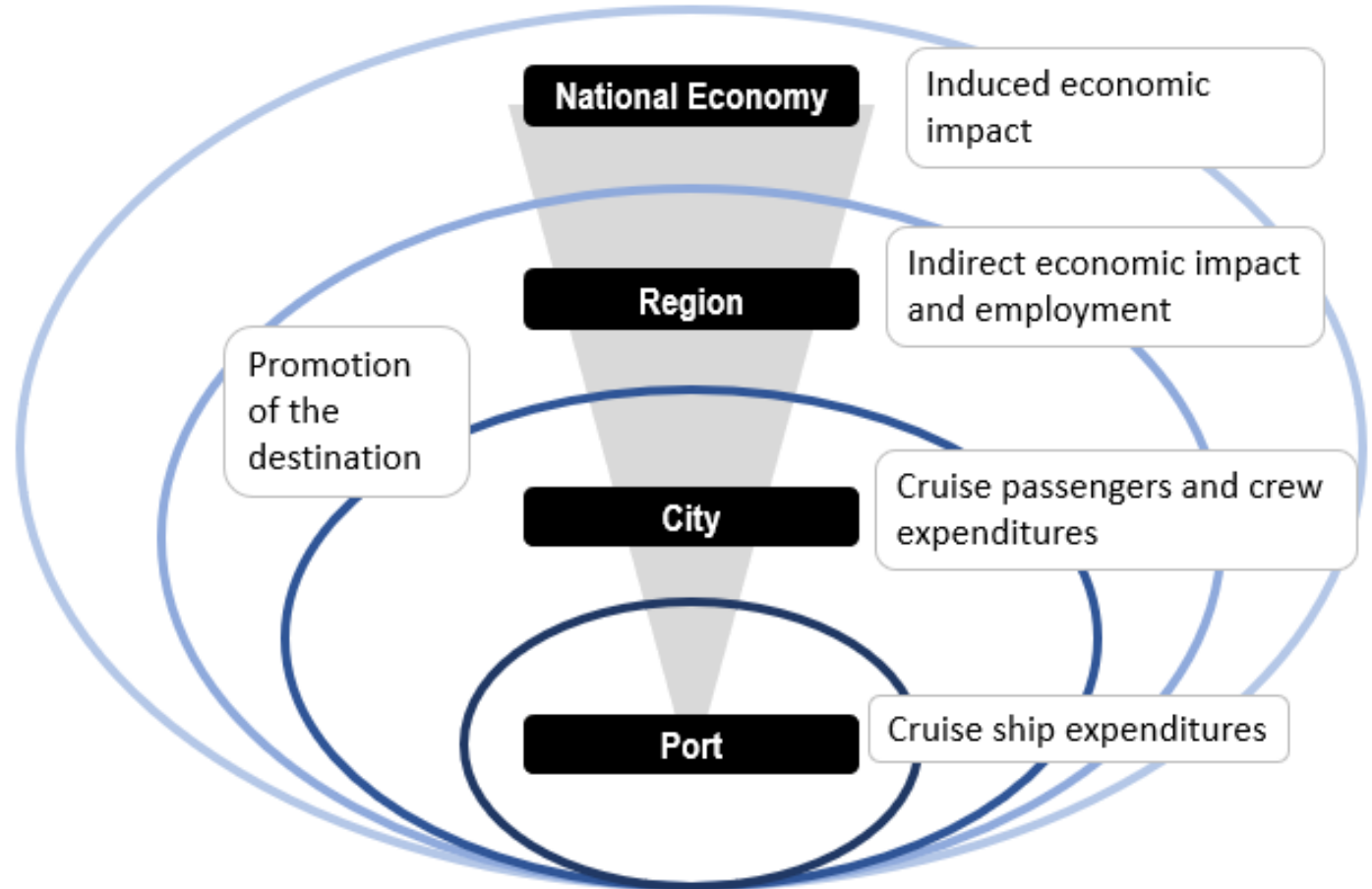
The Scope

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

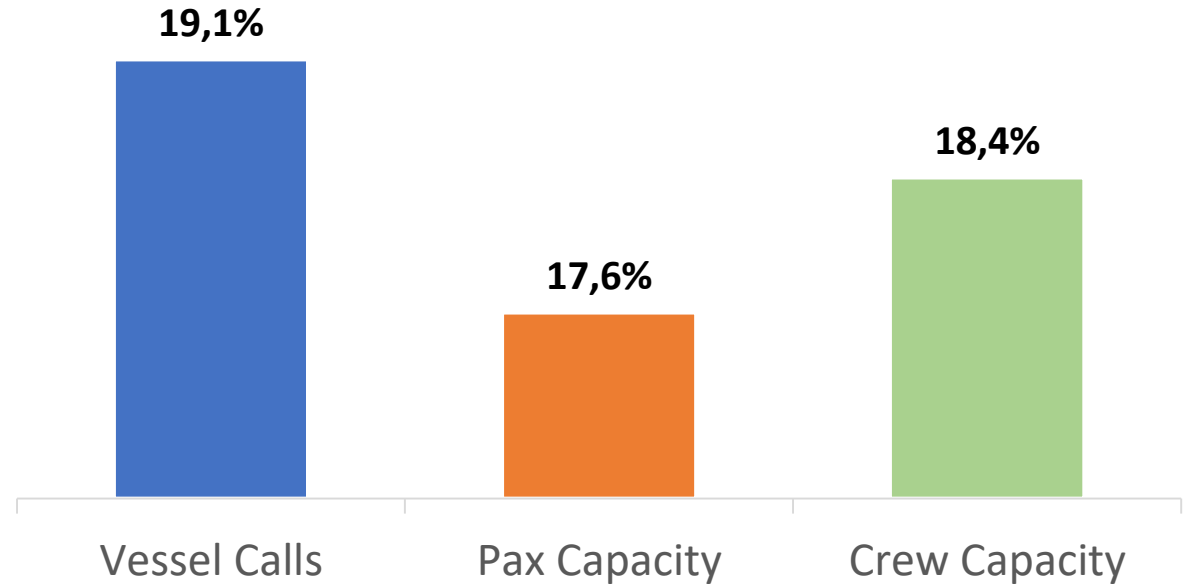
Pax / Crew Assessment

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

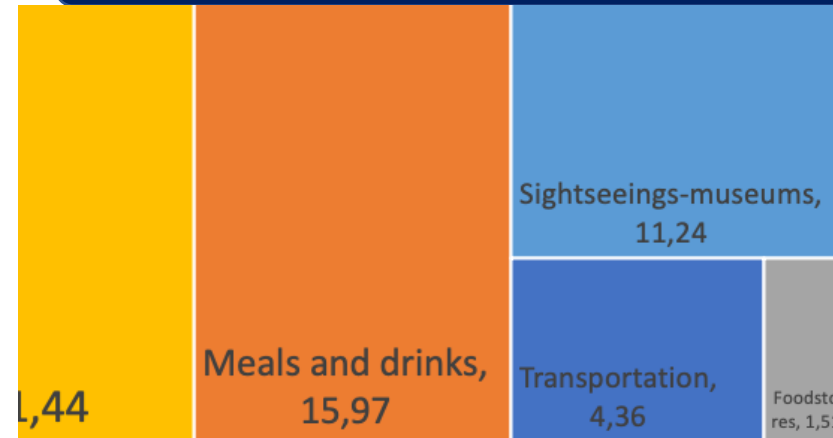
The average expenditure per passenger on excursion is

€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*

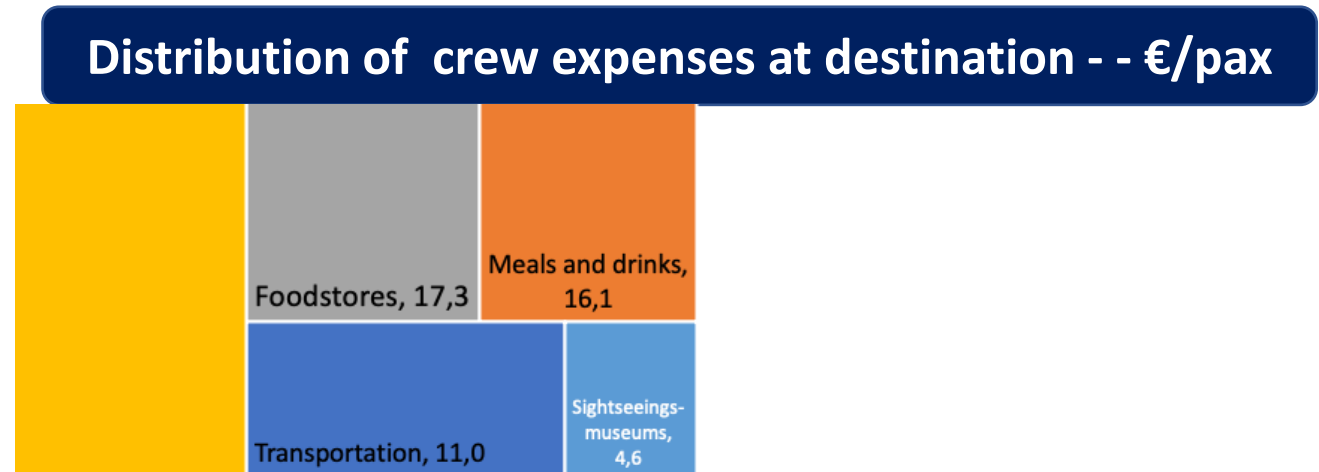
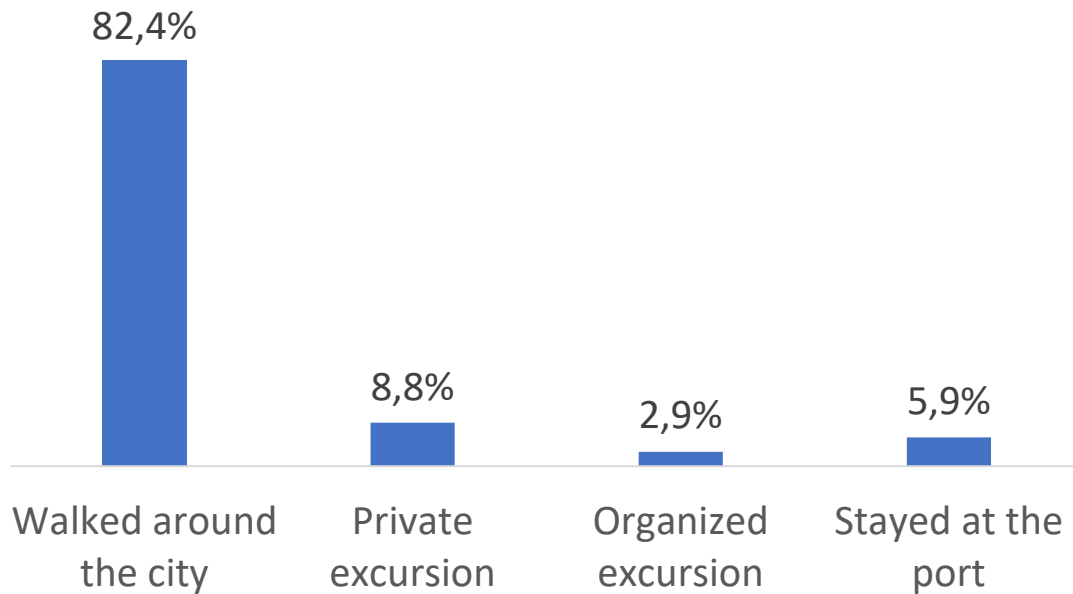
Distribution of expenses at the excursion - €/pax



- Based on our (winter) cruise sample

Crew expenditures

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



- 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

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

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

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

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

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.

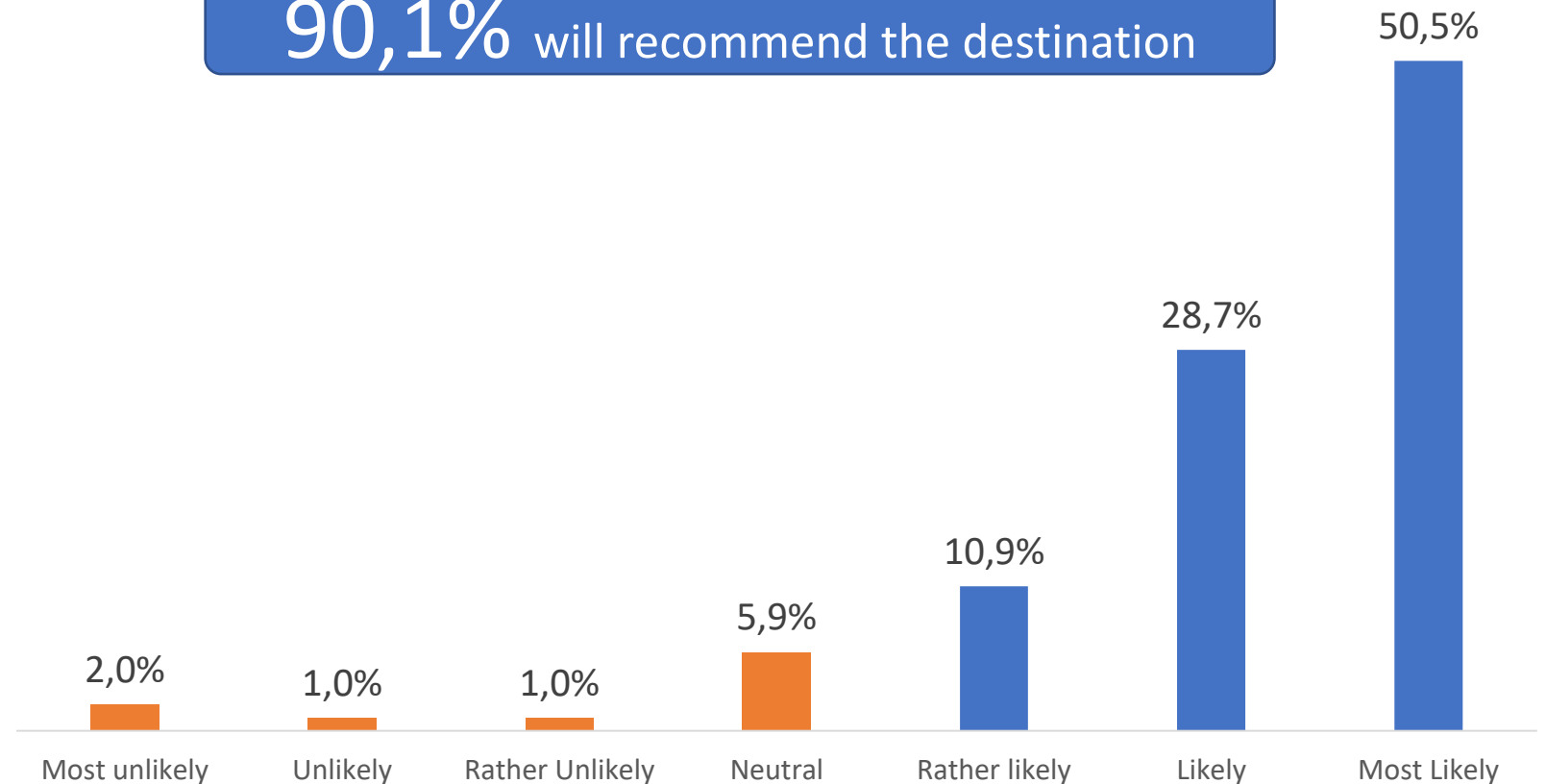


Scan this code to reply to the questionnaire

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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