

Future of the Cruise Ship Industry

Cruise vacations continue to be among the strongest markets in tourism, due in part to demography, a strong North American economy and the great diversity offered in cruise vacations. Most cruise lines are expanding; adding more ships and seeking new, attractive regions to cruise. Alaska continues to be a popular market and the East Coast of Canada, including the St. Lawrence, also has great vacation appeal.

The economic impact of the cruise ship industry continues to be significant. In BC alone, the estimated spending by the ships, passengers and crew is in excess of \$500 million (Cdn) per year. This includes ship supplies, repairs and maintenance, fuel, stevedoring, port costs, pilotage, hotel accommodations for passengers and crew, local tours and shopping, restaurants, buses, taxis and air transportation. The same situation exists in Alaska, where recent studies cite more than \$700 million (US) in annual economic benefits directly tied to the industry.

About North West CruiseShip Association

The North West CruiseShip Association (NWCA) is a not-for-profit association representing the major cruise lines operating in the Pacific Northwest, Canada, Alaska and Hawaii. The Association was established in 1986, initially for the purpose of providing security services to the member lines. Its role was later expanded to include government relations on legal and regulatory issues. NWCA also works to develop strong partnerships with the communities where its member lines are based, and those they visit. The Association provides support for the work of local organizations to mitigate industry-related concerns, and to develop local opportunities. It supports economic and environmental studies related to the industry, and collaborates with government agencies to ensure a workable regulatory environment. The NWCA office is located in Vancouver, BC, Canada. The Association has affiliate associations based in Ketchikan, Alaska and Hawaii.

NWCA Members

NWCA annually elects a Board of Directors to represent its member lines. Operations and technical, security, government relations and management personnel from the member lines work closely with NWCA President John Hansen.

The member lines of NWCA are:

- Celebrity Cruises
- Carnival Cruise Lines
- Crystal Cruises
- Holland America Line
- Norwegian Cruise Line
- Princess Cruises
- Radisson Seven Seas Cruises
- Royal Caribbean International

Together these member lines will operate 27 ships in 2004 to Alaska destinations from May to October, with hundreds of round trips and departures from Los Angeles, San Francisco, Seattle, Vancouver and Seward.

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