

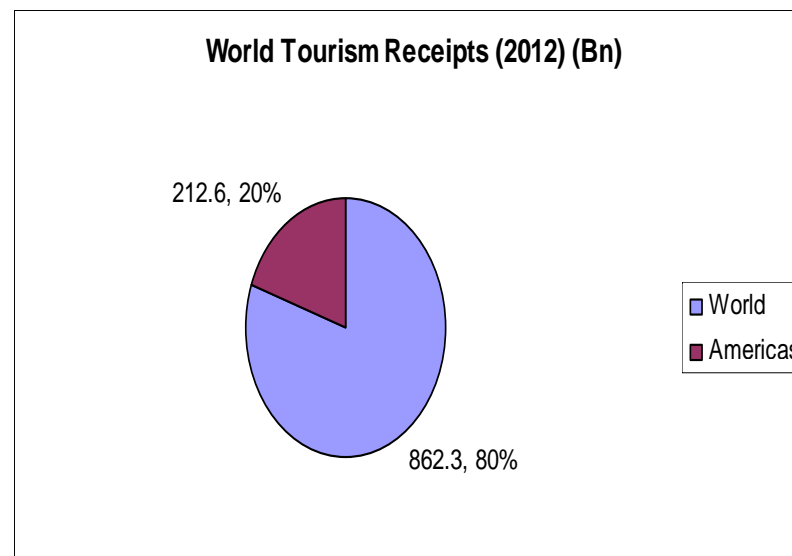
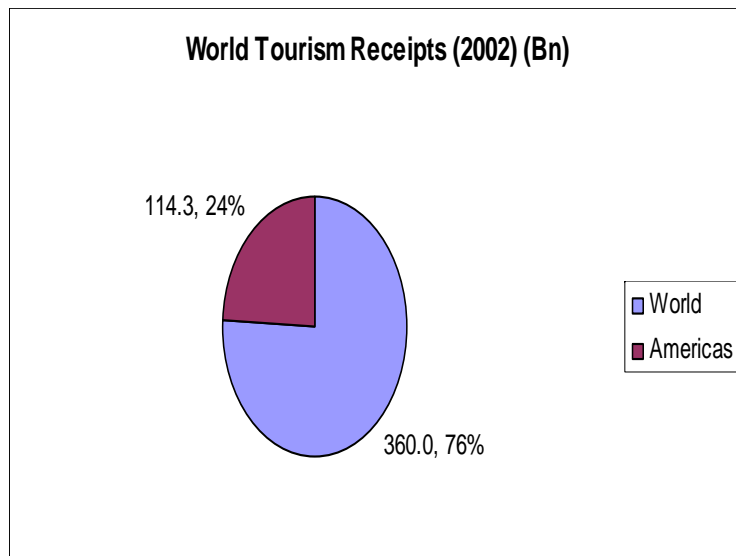
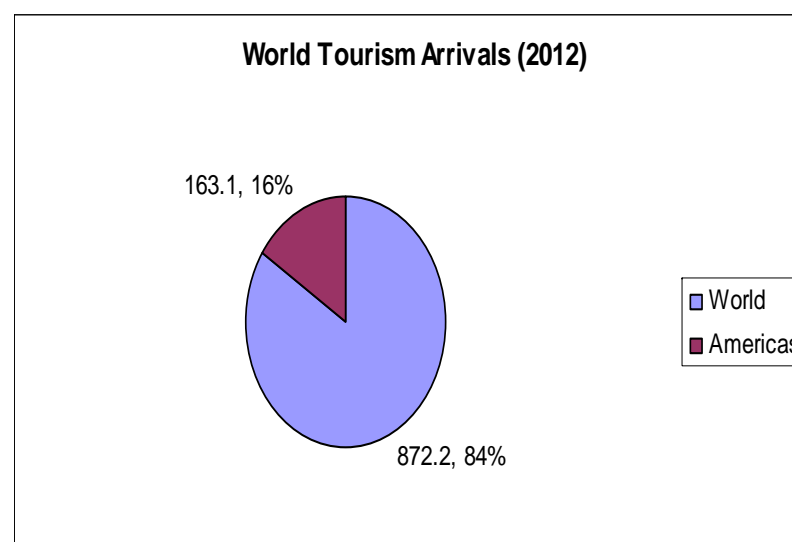
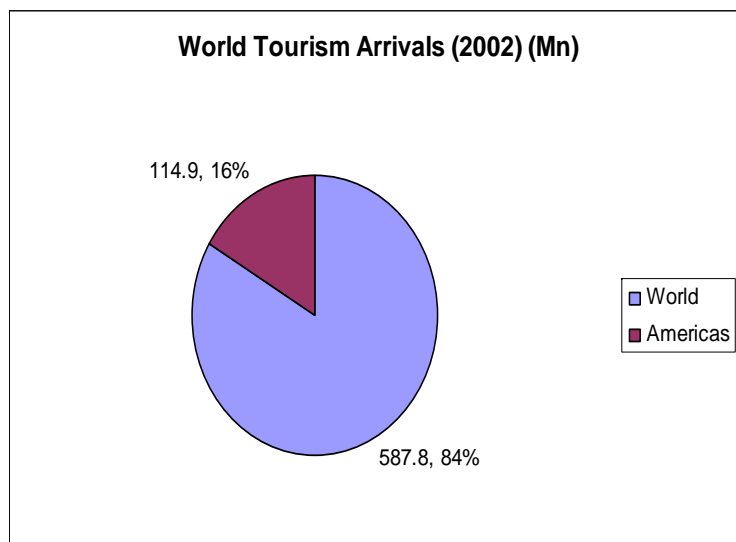


# Importance of Cruise Sector in the Americas 2004-2012

**Richard Campbell - Chief, Section for Culture and Tourism  
Department of Economic and Social Development**

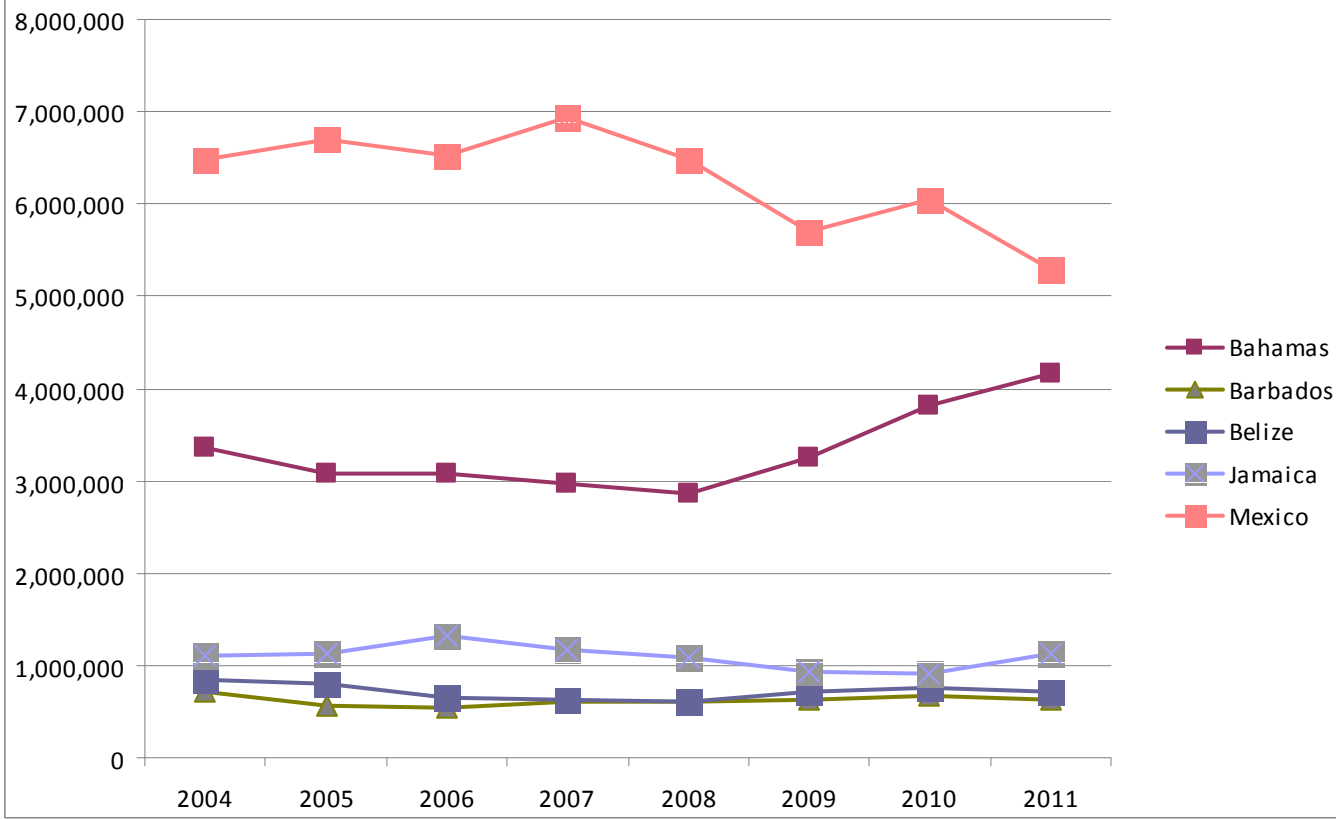


**Organization of  
American States**





### Top 5 Cruise Performers (Annual, Country-Specific)



# Cruise Tourism Contribution

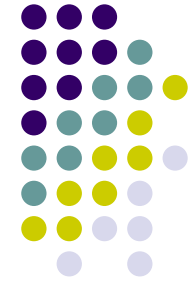
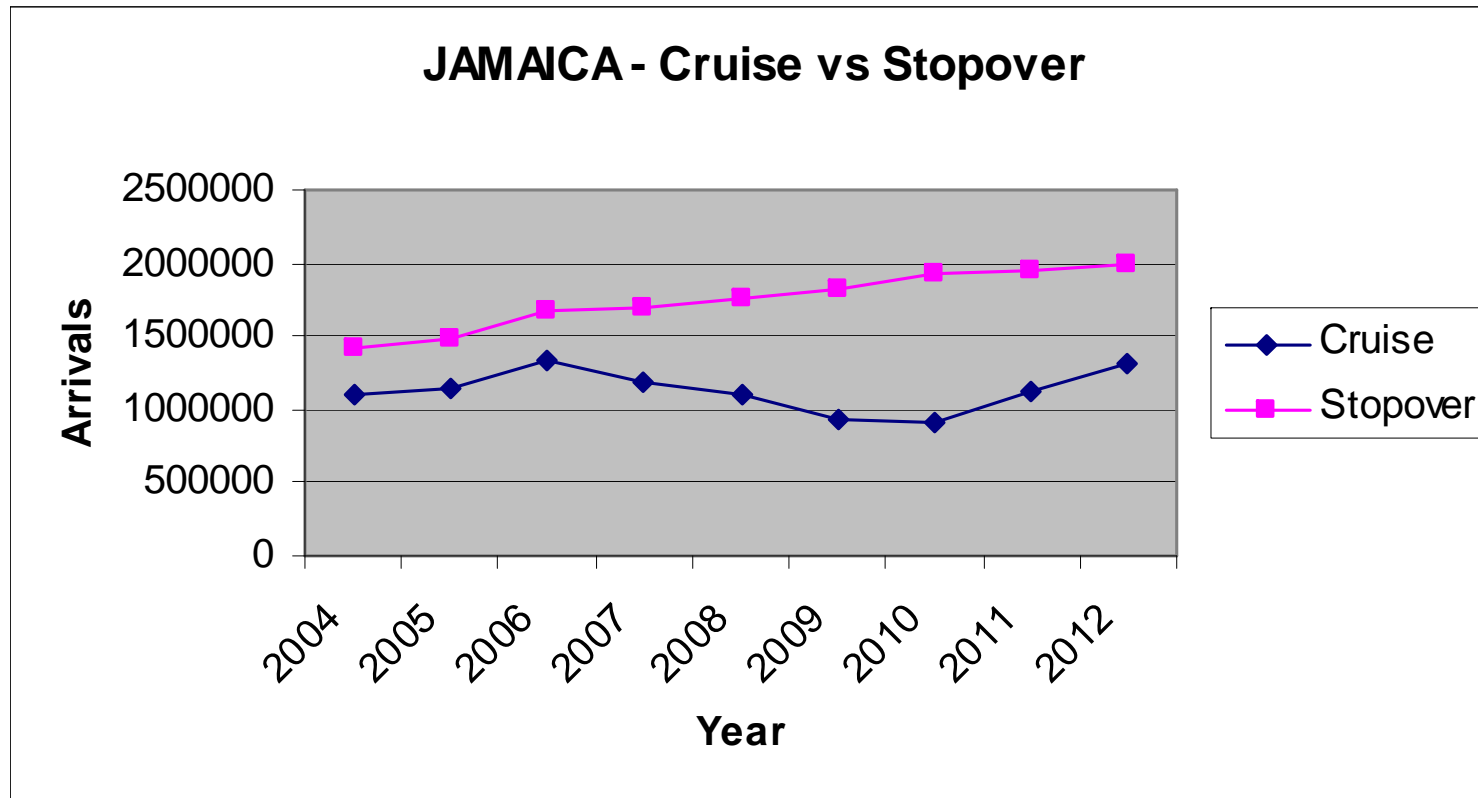


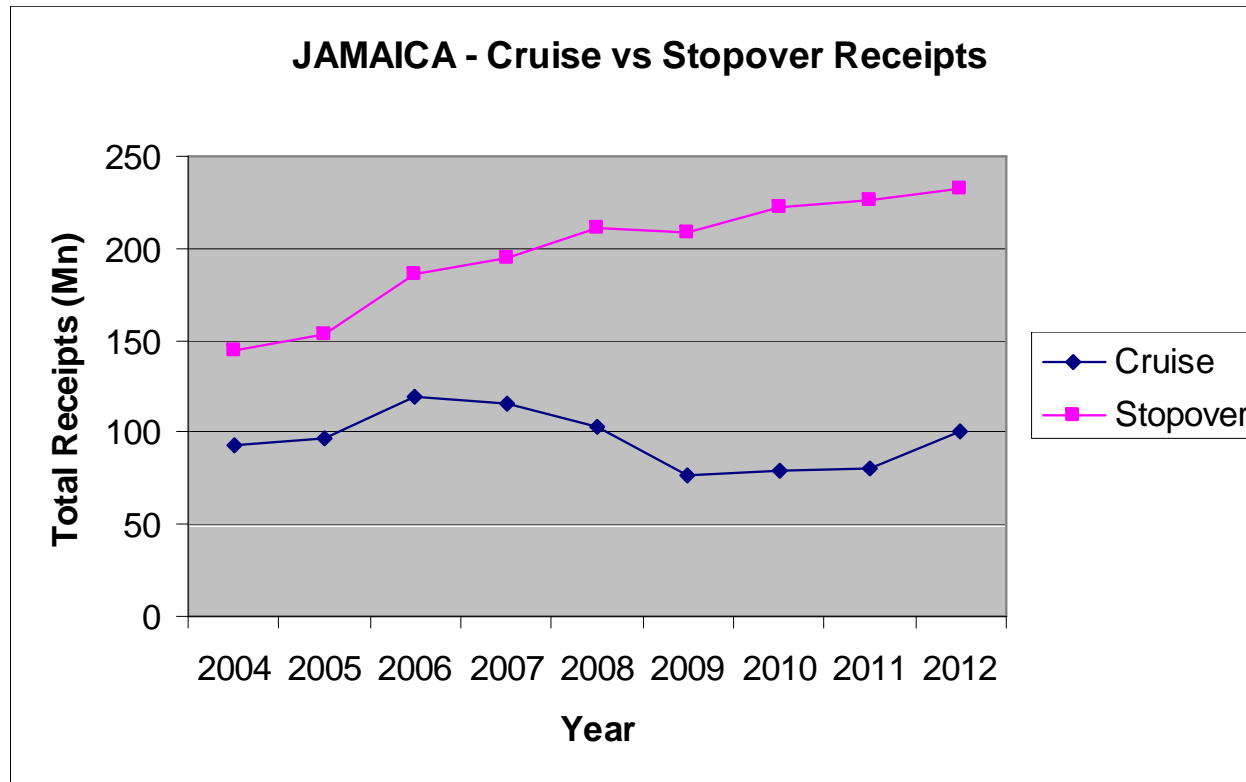
Table ES-2 – Total Economic Contribution of Cruise Tourism by Destination, 2011/2012 Cruise Year

Destinations	Total Cruise Tourism Expenditures (\$US Millions)	Total Employment	Total Employee Wage Income (\$US Millions)
Antigua & Barbuda	\$ 45.0	1,246	\$ 11.5
Aruba	\$ 63.7	1,542	\$ 25.9
The Bahamas	\$ 393.8	8,668	\$ 146.2
Barbados	\$ 53.7	1,794	\$ 18.3
Belize	\$ 61.0	1,798	\$ 18.4
British Virgin Islands	\$ 30.3	504	\$ 10.0
Cayman Islands	\$ 157.7	3,547	\$ 66.6
Colombia	\$ 33.1	819	\$ 4.9
Costa Rica	\$ 18.5	537	\$ 3.0
Curacao	\$ 39.4	735	\$ 12.9
Dominica	\$ 18.0	484	\$ 3.7
Dominican Republic	\$ 21.4	746	\$ 3.0
Grenada	\$ 15.2	434	\$ 2.9
Honduras	\$ 20.4	473	\$ 2.2
Nicaragua	\$ 2.0	111	\$ 0.3
Puerto Rico (San Juan)	\$ 186.6	4,998	\$ 70.3
St. Kitts and Nevis	\$ 70.6	1,123	\$ 9.1
St. Maarten	\$ 356.2	8,123	\$ 159.8
St. Vincent and the Grenadines	\$ 3.0	80	\$ 0.8
Turks and Caicos	\$ 60.6	1,115	\$ 18.6
U. S. Virgin Islands	\$ 339.8	6,349	\$ 139.6
<b>All Destinations</b>	<b>\$1,990.0</b>	<b>45,225</b>	<b>\$ 728.1</b>

# Jamaica Example – Cruise vs. Stayovers: Total Arrivals



# Jamaica Example– Cruise vs. Stayovers: Tourism Earnings



# Emerging Issues



- Environmental concerns
- Increasing local earnings
- Sustainable Destination management
- Safety and Security

# Emerging Issues



- Increasing local earnings
- Sustainable Destination management



# Emerging Issues

- Safety and Security



# Cruise Sector in Public Policy



- Ministerial Process
- Associate Member of the Inter-American Committee on Tourism (CITUR)

# THANK YOU



Organization of  
American States

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