

# **U.S.-Cuba Trade and Economic Council, Inc.**

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## **Cuba A US\$2+ Billion Travel Marketplace**

**Deliver 624,000+ Cruise Passengers To Cuba**

**375+ Sailings To Cuba**

**US\$834+ Million In Gross Revenues To The Cruise Lines**

**US\$89+ Million Spent In Cuba By Cruise Passengers**

**US\$23+ Million In Port Fees To Cuba**

**US\$250+ Million To U.S. Airlines Relating To Cruises**

**US\$116+ Million Hotels/Restaurants/Ground Transportation In Florida Relating To Cruises**

**NOTE:** This data is for cumulative announced sailings for the period 2017 through 2020 as reported by the cruise lines.

Transporting, housing, and feeding these 624,000+ travelers could result in an additional US\$250+ Million to United States airlines transporting passengers to South Florida port gateways and US\$116+ million to hotels, restaurants and ground transportation services located in South Florida.

**NOTE:** Total United States airline revenues in 2017 from transporting passengers from the United States to the Republic of Cuba and return was approximately US\$400 million. In 2017, individuals subject to United States jurisdiction spent approximately US\$650 million while visiting the Republic of Cuba.

The three (3) largest cruise lines (through their multiple brands Oceana Cruises, Azamara Club Cruises, Regent Seven Seas Cruises, and Holland America Line among others) and smaller cruise lines (through their multiple brands) have approximately 375+ itineraries which include the Republic of Cuba for the cumulative 2017, 2018, 2019 and 2020 sailing seasons. Additional itineraries continued to be announced. The largest three:

**Miami, Florida-based Norwegian Cruise Line Holdings Ltd**

**Miami, Florida-based Carnival Corporation & plc**

**Miami, Florida-based Royal Caribbean Cruises Ltd**

*NOTE: In 2017, the three-largest cruise lines combined operated a fleet of approximately 146 vessels, managed approximately 14 brands, earned approximately US\$29 billion in gross revenues, and employed approximately 218,000 men and women.*

If each vessel sails to the Republic of Cuba at capacity, more than 624,000 passengers would visit the Republic of Cuba from 2017 through 2020.

The gross revenues to the cruise lines from the approximately 375+ sailings that include the Republic of Cuba could cumulatively exceed US\$834+ million for the period 2017 through 2020.

The 624,000+ passengers would be projected to spend approximately US\$89+ million while in the Republic of Cuba [averaging approximately US\$140.00 per person in expenditures and organized/non-organized excursions including cost(s) for tour(s), meals (government-operated and privately-operated), ground transportation (privately-operated classic car tours), sundries and souvenirs (including spirits, coffee, tobacco, artwork and crafts)]. Some passengers could spend considerably more (alcohol, cigars and coffee for example) given the United States duty-free personal exemption of US\$800 per person.

Vessel port charges in the Republic of Cuba may exceed US\$23+ million, ranging up to approximately US\$79,000.00 for the largest vessels (684-passenger to 2,744-passenger).