THE BLUE ECONOMY OF THE BLACK SEA

Towards better integration

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CLIA CRUISE LINES INTERNATIONAL ASSOCIATION, INC.

CLIA OFFICE LOCATIONS

62

Cruise Line Members

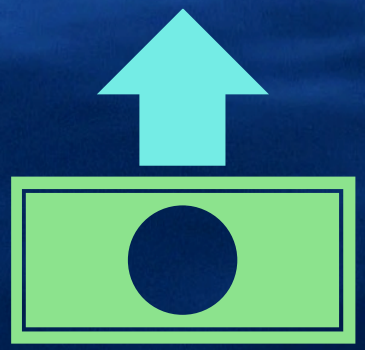
50,000

Travel Agents

275

Executive Partners

CRUIEA STRONG ECONOMIC IMPACT



Total Economic Output

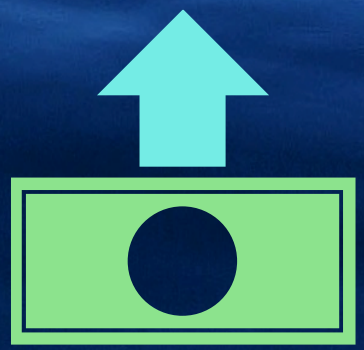
€40.9B

up 2%

Number of Jobs

360,571

up 2.8%



Industry's Direct Spend

€16.89B

up 1.5%

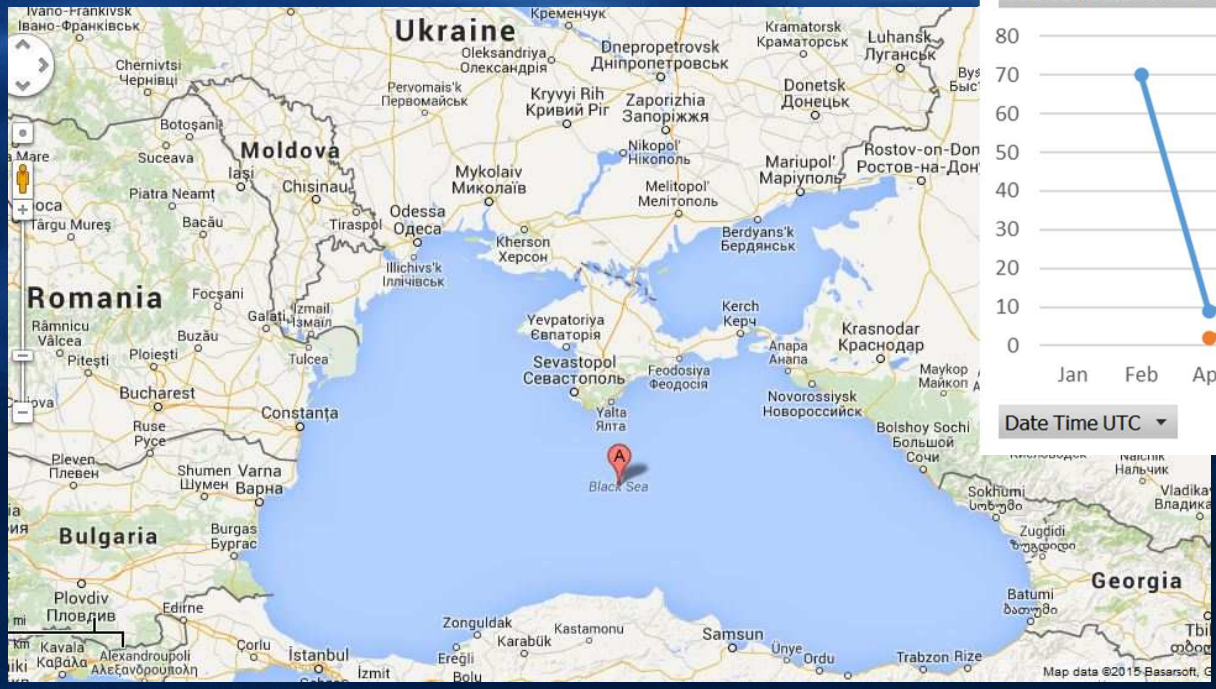
SETTING SAIL

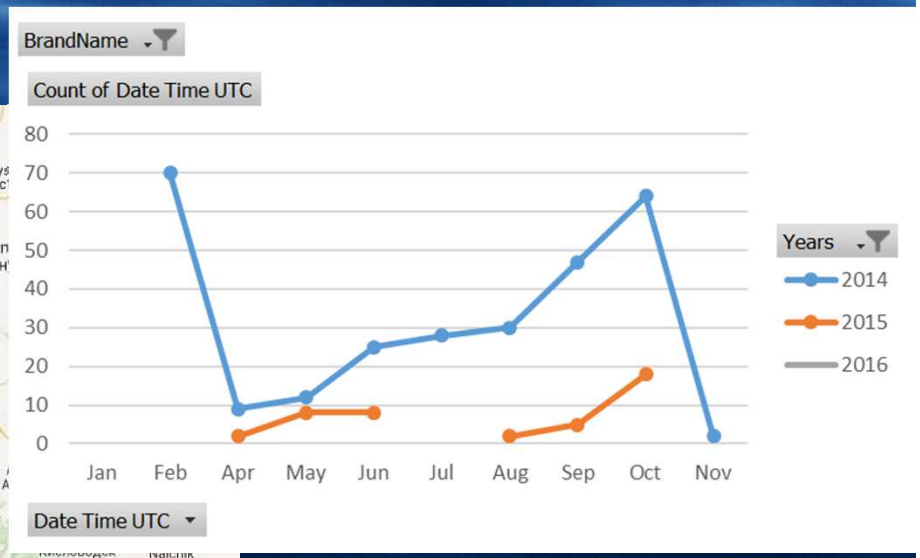
6.59 MILLION

European Passengers took a cruise in 2015

Resilient to the crisis – 48 % rise since the crisis began

THE BLACK SEA





PROMOTION

- Websites, brochures, advertising promoting the quality and the diversity of the cruise tourism offer and enhancing the specificities of the region as a unique destination (food, history, heritage, traditions);
- Broad itineraries and destinations, diversity of itinerary;
- Value for money;
- Competence and knowledge;
- Onboard activities and Shorex to discover the territory, promoting local production;
- Repeaters;

CHALLENGES TO OVERCOME

Cruise embarkations/market penetration

Operational/geo political conditions

Market share

WORKING TO UNLOCK THE POTENTIAL

Improving connectivity

- Shore excursions
- Transport connections
- Public investments
- Remote destinations

Port Facilities

- Adequacy in ports
- Public investment
- Fees

Dialogue

- Cruises- Ports- Destinations/tourism stakeholders
- Synergies
- management, planning, products

More EU budget for transport | The best Investment Plan for Europe!

THANK YOU
CLIA
CRUISE LINES INTERNATIONAL ASSOCIATION
EUROPE