



16th European Tourism Forum

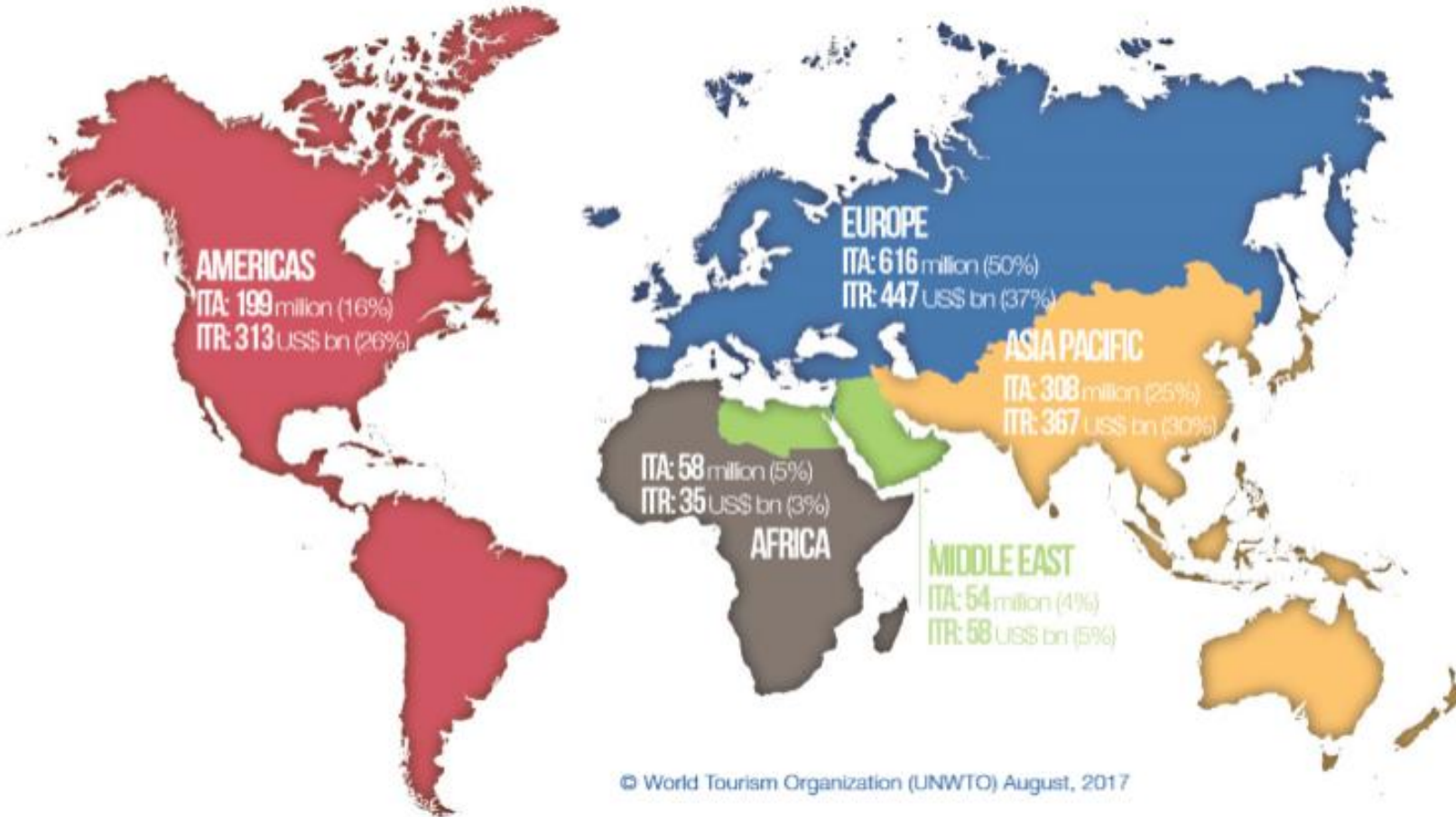
CLIA Europe
Tom Fecke, Secretary General

Tallinn, 19. October 2017

International Tourism is constantly growing....

INTERNATIONAL TOURISM 2016

International tourist arrivals (ITA): 1,235 million
International tourism receipts (ITR): US\$ 1,220 billion



© World Tourism Organization (UNWTO) August, 2017

1,2b

Travellers in 2016



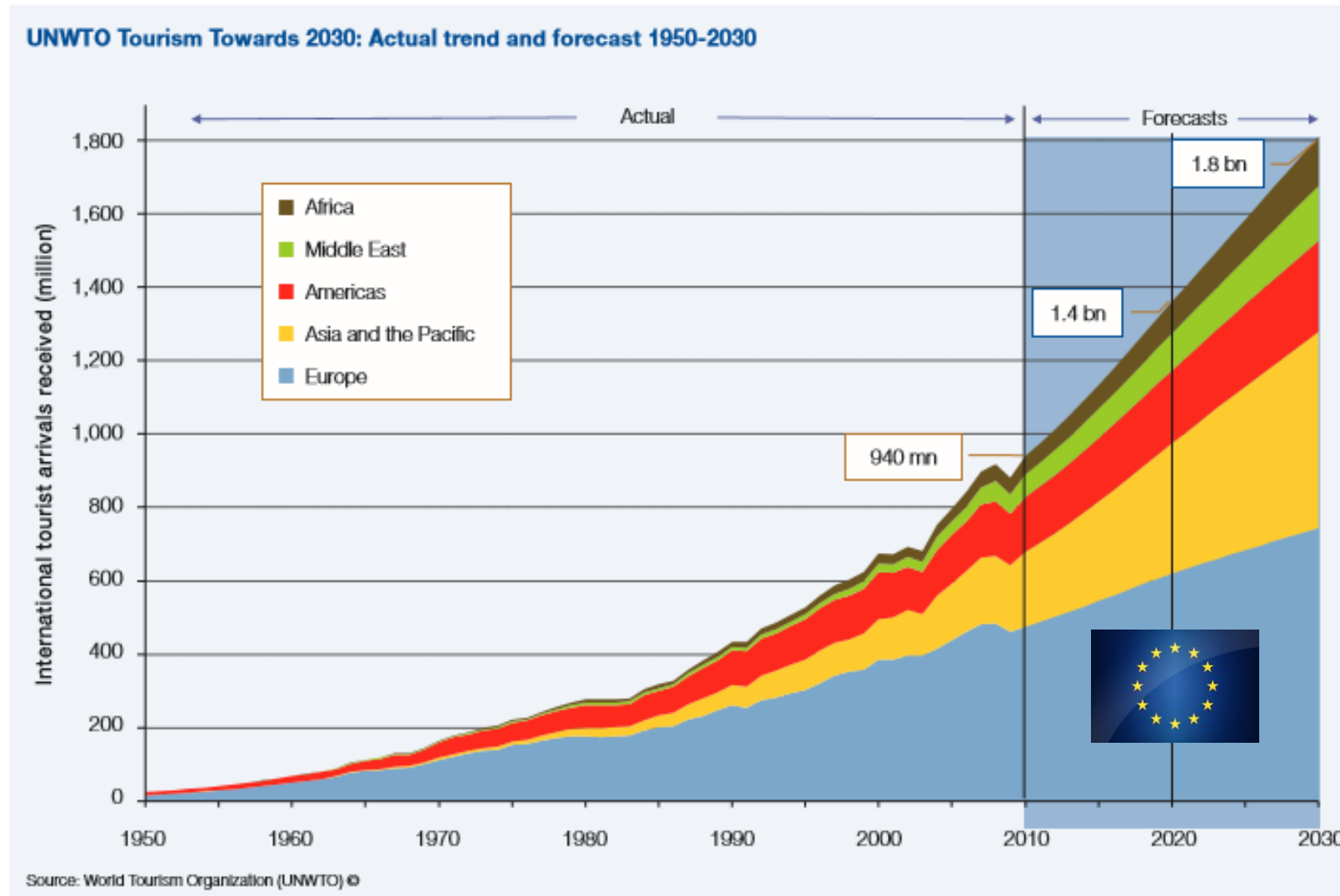
1,8b

Travellers in 2030

ONE INDUSTRY. ONE VOICE.

CLIK

Europe remains the strongest market...



ONE INDUSTRY. ONE VOICE.



Also cruising is a truly Global Business...



ONE INDUSTRY. ONE VOICE.



... and provided a tremendous growth...

+25m

Passengers

\$117b

Economic Impact

950k

Jobs

... and there is so much more to come up until 2024...

74

new vessels

\$48b

Investment

+220k

lower berths

Let's have a closer look at Europe...

22%

growth since last 6Y

6.7m

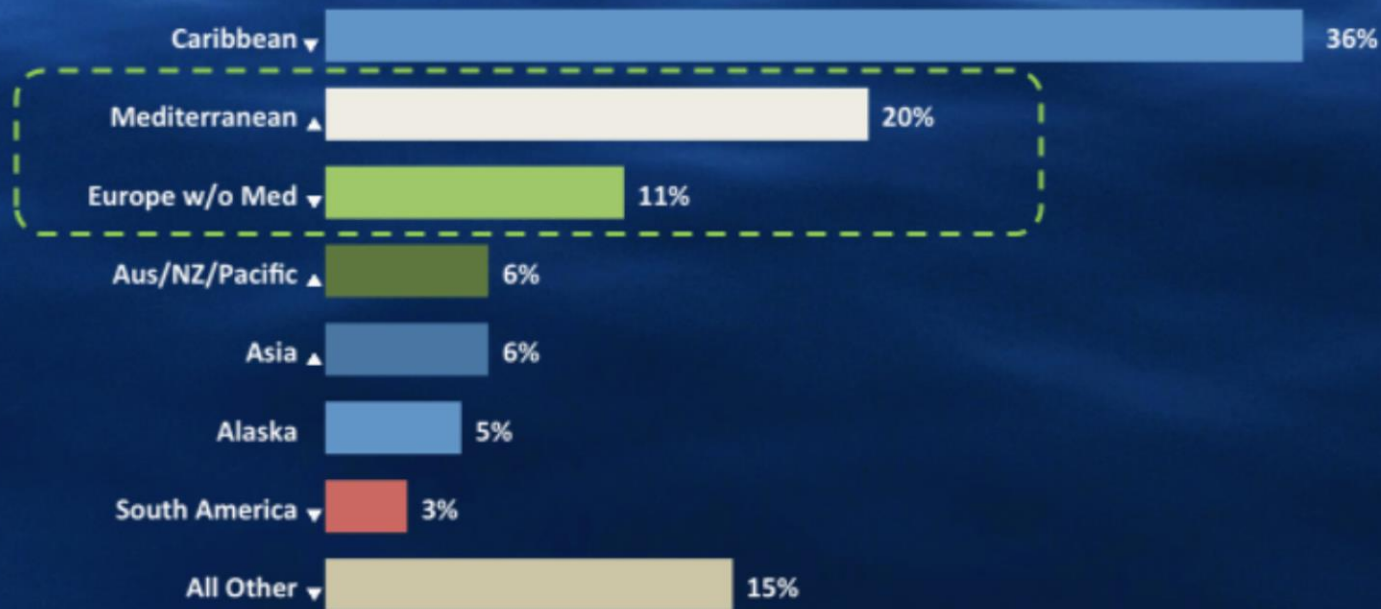
Cruise guests

+3.4%

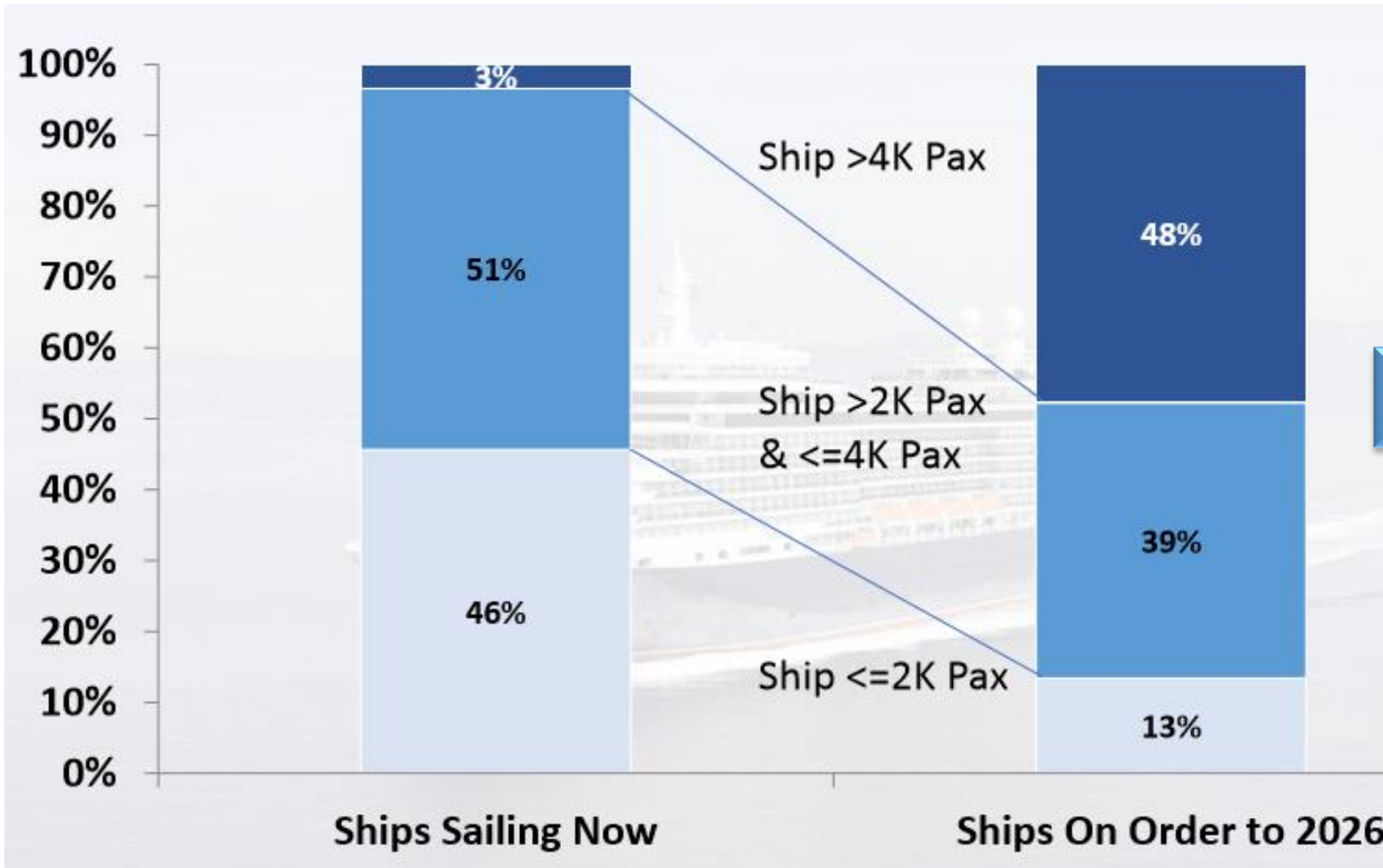
Growth in 2016

Europe is very strong in worldwide Deployment

31% of worldwide deployment is in Europe



Vessel size will change drastically...



- ✓ Great choice
- ✓ Diversity
- ✓ Penetration
- < 2%
- ✓ Young industry
- ✓ Investments

With growths comes responsibility...

- We as an industry are growing and so destinations are
- The key is to do sustainable
- We are committed and lead environmental stewardship
- We drive innovations in the industry
- However....

What the cruise industry requires...

We need the dialogue, **stakeholders** and **local authorities** support to:

- Strengthen Europe as key cruise destination in the world
- Enhance ports development
- Build infrastructure that supports growth
- Provide intermodality, airlift, travel facilitation (Visa), etc.
- Build a robust framework on regulations

ONE INDUSTRY. ONE VOICE.





Thank You & Happy Cruising

ONE INDUSTRY. ONE VOICE.

