

# Economic Significance of the Cruise Industry for the Hamburg Region

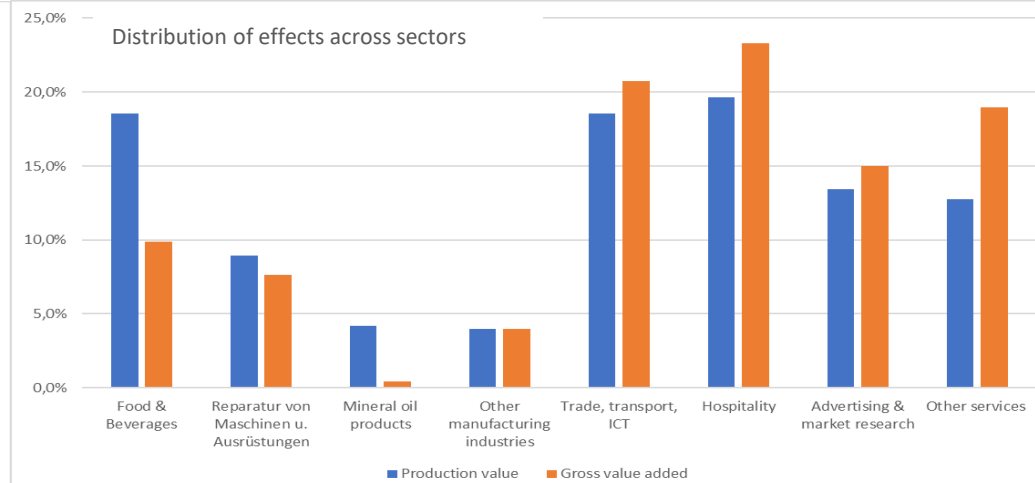
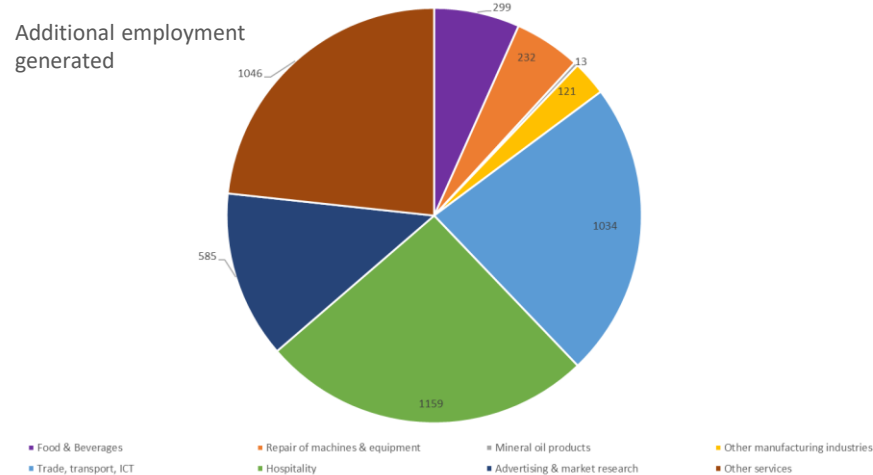
Study commissioned by Hamburg Cruise Net e.V. and the Free and Hanseatic City of Hamburg

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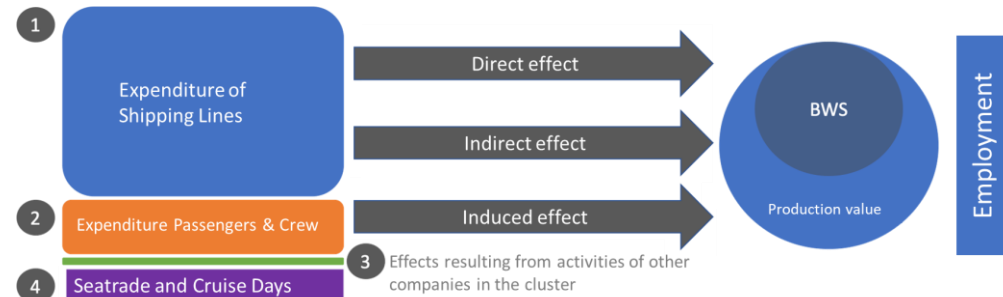
## Executive Summary

An input-output analysis was carried out to investigate the regional value-added contribution of the cruise industry to Hamburg's economy in 2018, prior to the outbreak of the COVID-19 pandemic.

**Results:** The impact of regional **production value/turnover amounted to around €1.03 billion**. The contribution to gross value added - which is a better measure of economic significance after deduction of intermediate input - **was around €419.7 million**. This corresponds to the creation of **approx. 4,490 additional full-time jobs** in addition to direct employment at the shipping companies. The figures below show that the positive effects on the economy are spread quite broadly across a number of sectors, with the service sector - in particular hospitality, trade and the advertising industry - benefiting most.



**Approach:** The empirical analyses are based on data from official statistics and detailed company data from two Hamburg-based cruise lines. Four sources of value-added attributable to the cruise industry are considered: 1) the regional expenditure of shipping companies operating in Hamburg; 2) the local expenditure of visitors and crew members; 3) the revenues of companies in Hamburg's cruise cluster that export their services; 4) the expenditure of visitors at regular cruise-related events, such as Seatrade Europe and the Hamburg Cruise Days.



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