



Port of Seattle Cruise Passenger Survey 2017

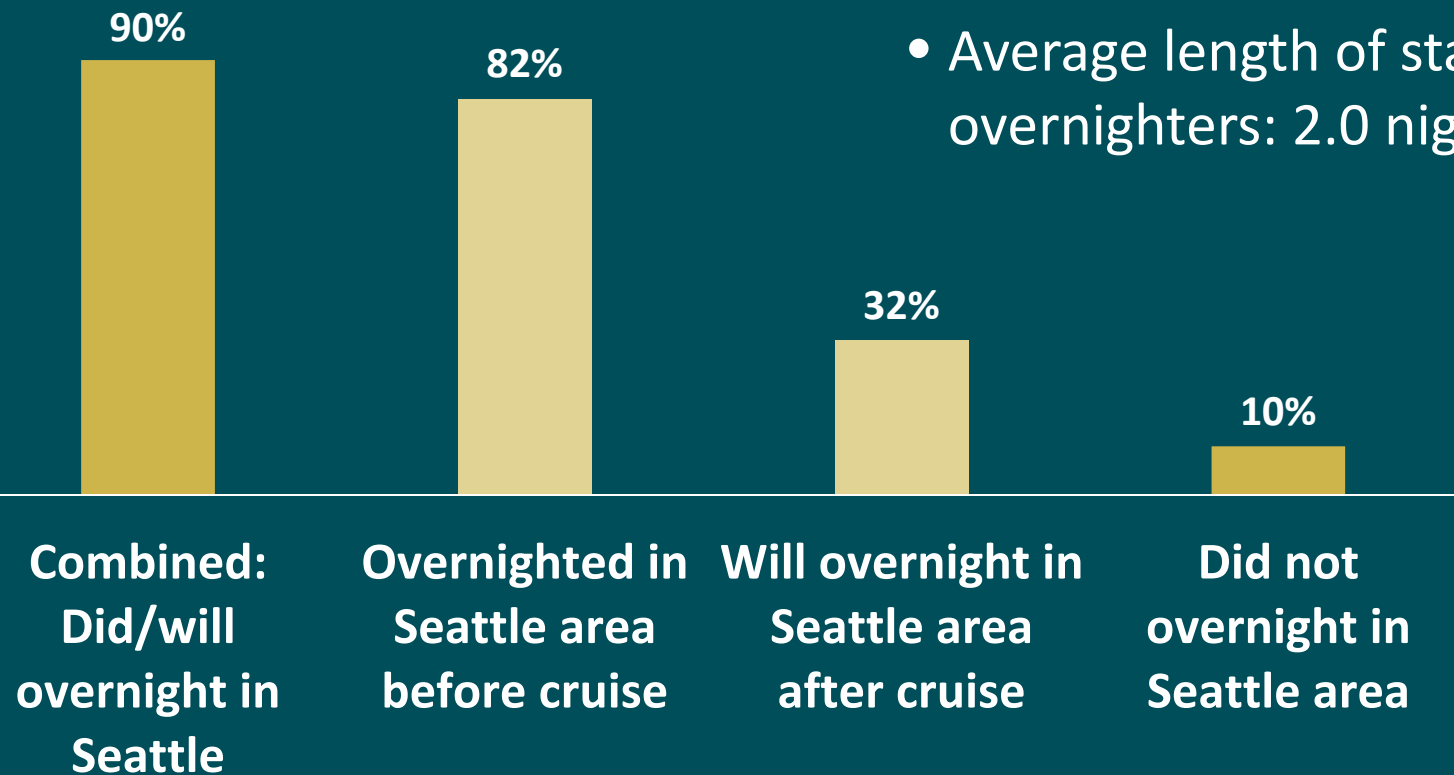
Prepared for:
Port of Seattle
November 8, 2017



Methodology

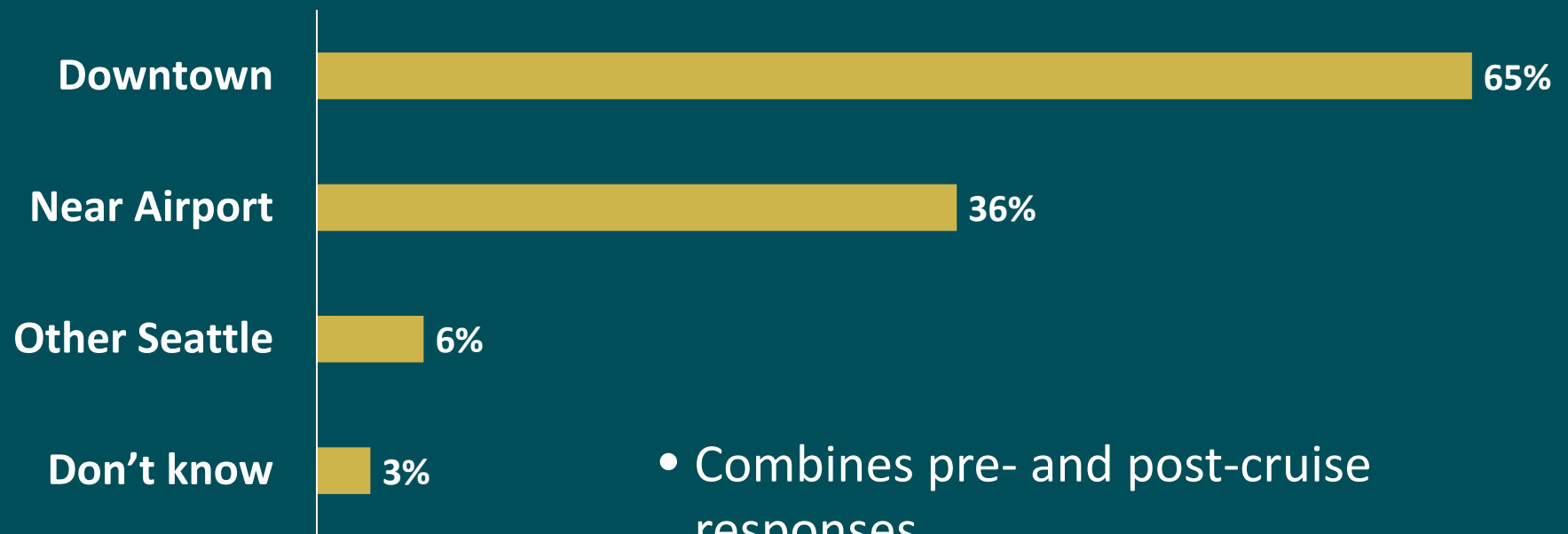
- Survey conducted at cruise ship docks in Juneau July 15-August 15
- Trained surveyors used intercept survey method
- 431 surveys conducted at 19 ship calls on 17 days
- Sample closely reflected Port of Seattle cruise market in terms of cruise line
- Survey designed in collaboration with Port of Seattle staff
- Screening process excluded:
 - Washington residents (11 percent of willing respondents)
 - Those who spent less than four hours in Seattle before/after cruise (35 percent of non-WA residents)

Overnighting in Seattle

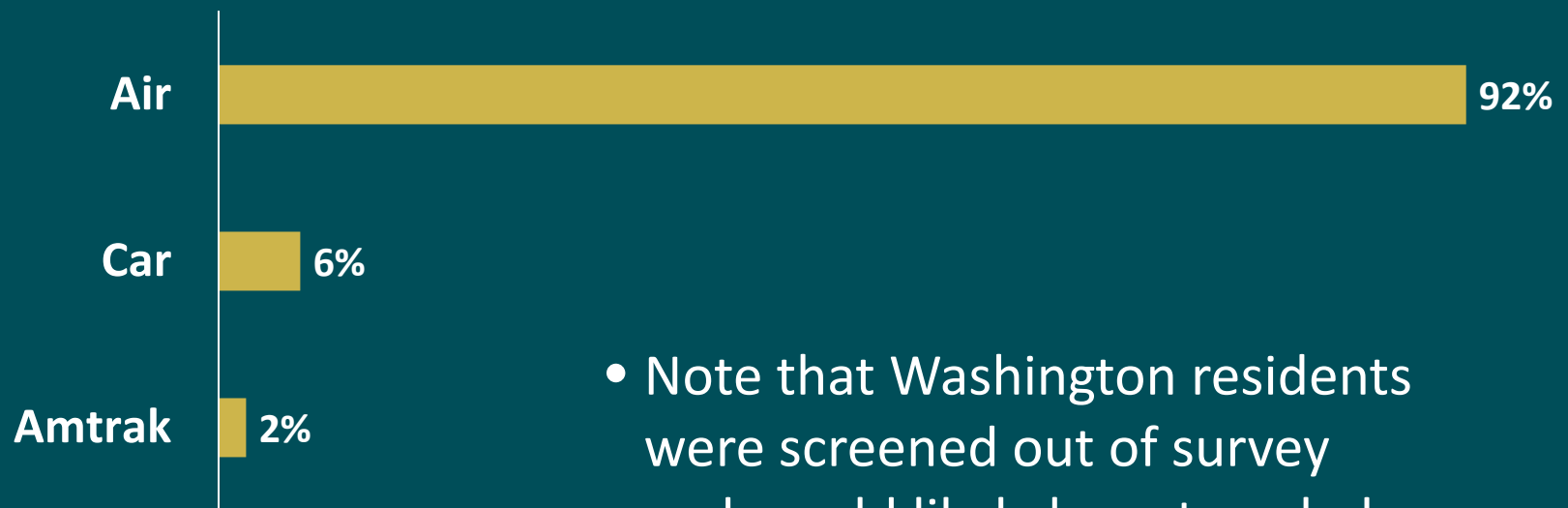


- Average length of stay among overnighnters: 2.0 nights

Seattle-Area Lodging Location

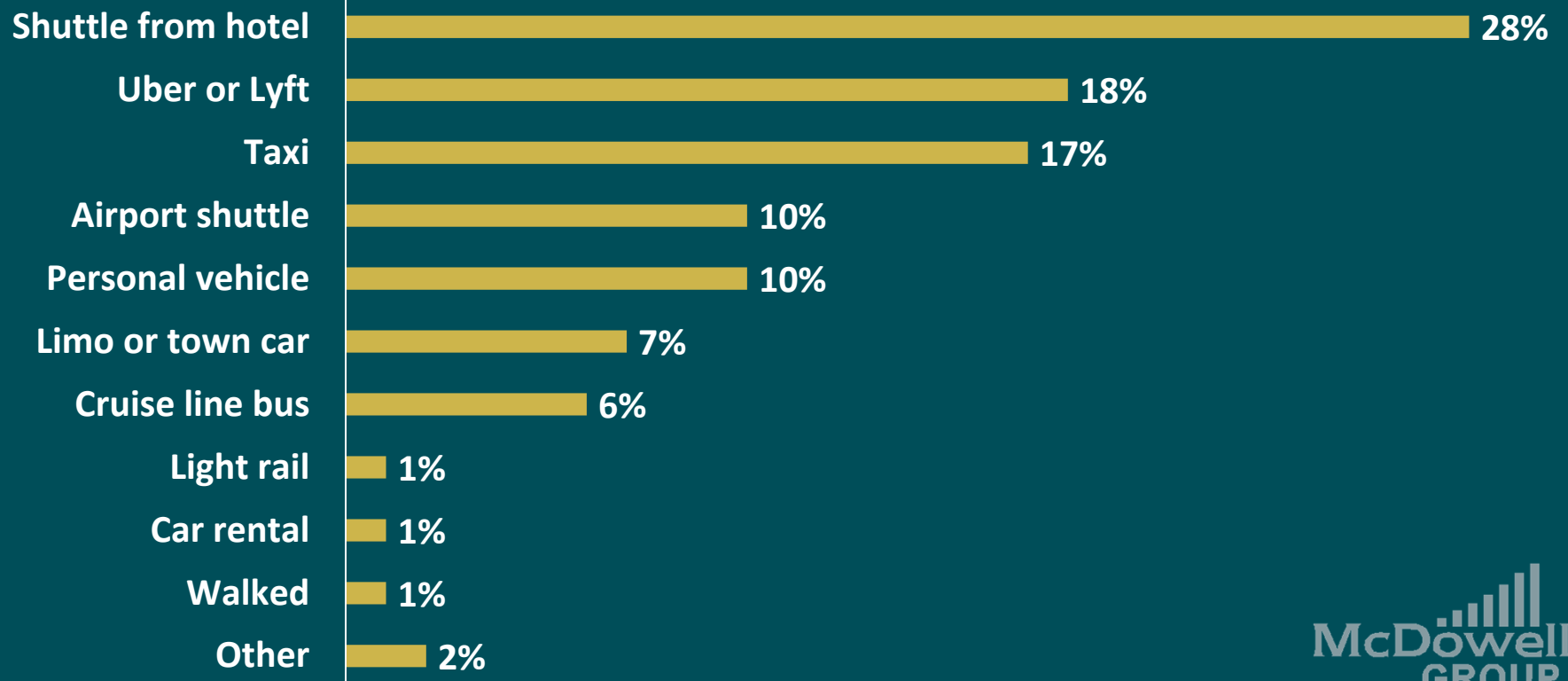


Transportation to Seattle

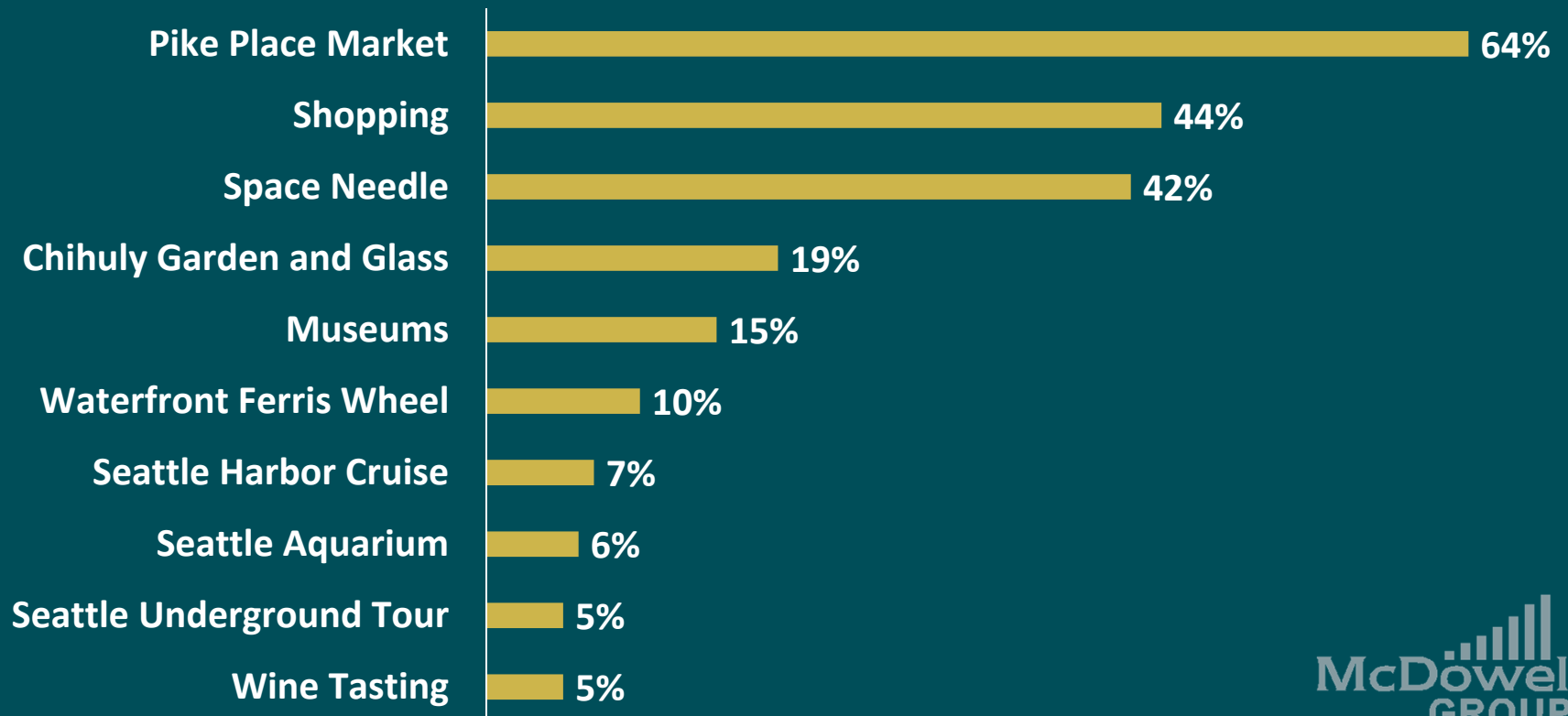


- Note that Washington residents were screened out of survey and would likely have traveled by car

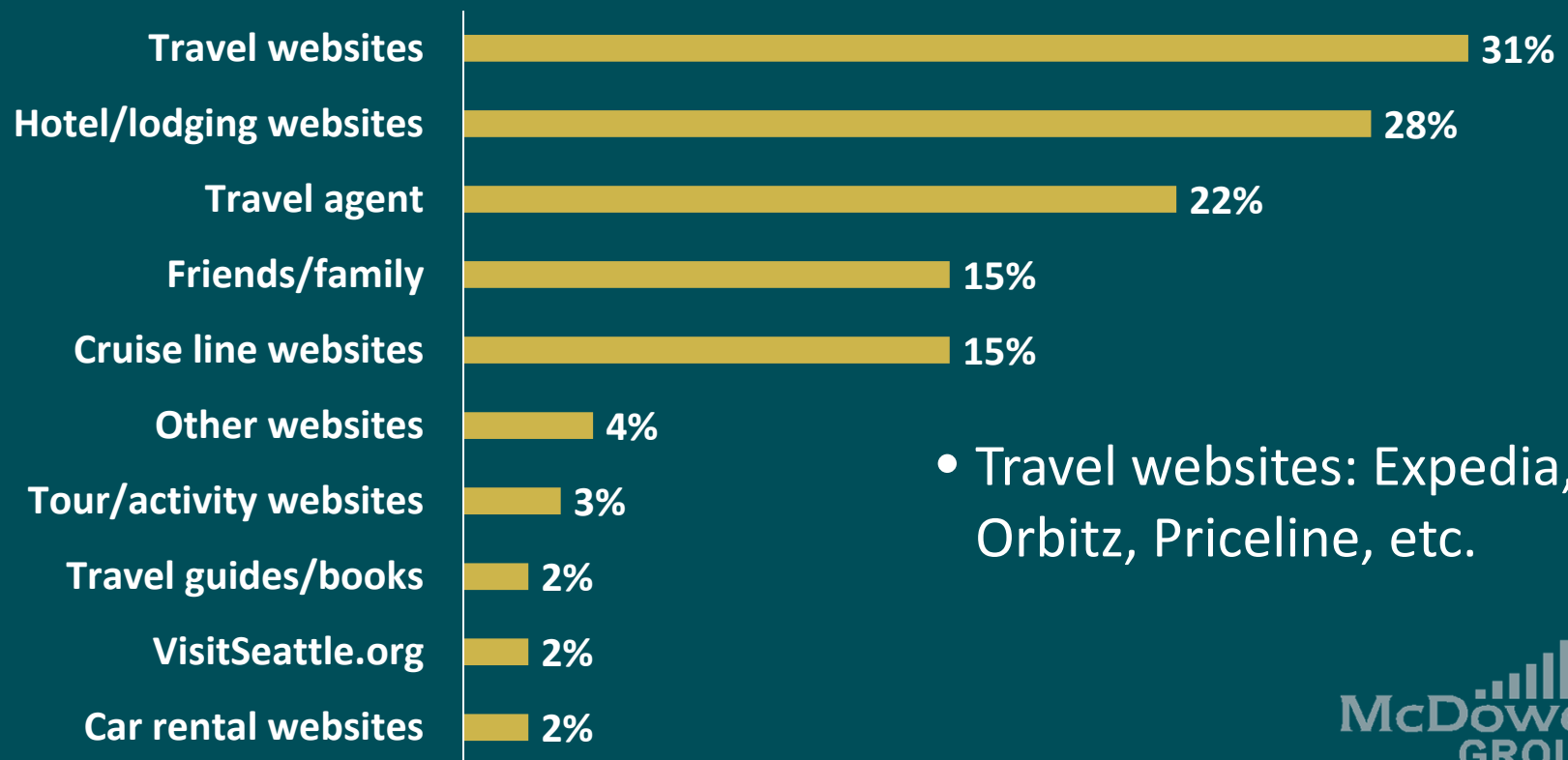
Transportation to Seattle Cruise Terminal



Top 10 Activities in Seattle Area

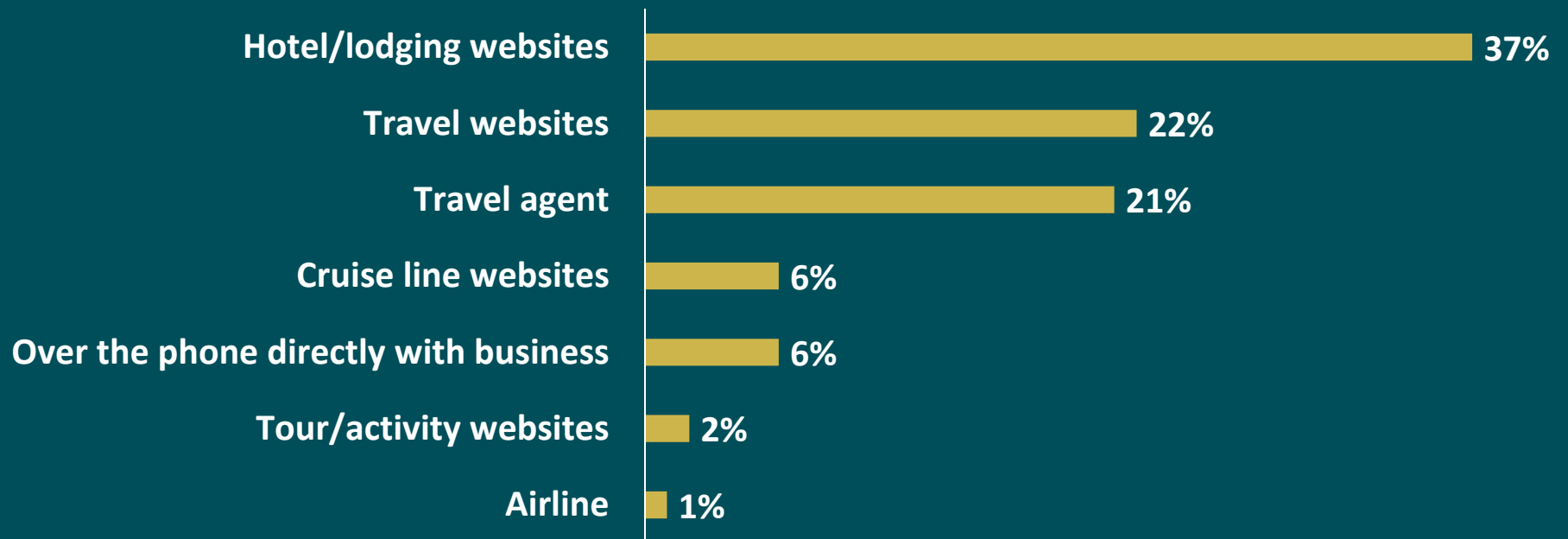


Top 10 Sources for Planning Seattle Visit



- Travel websites: Expedia, Orbitz, Priceline, etc.

Booking Methods for Seattle Visit



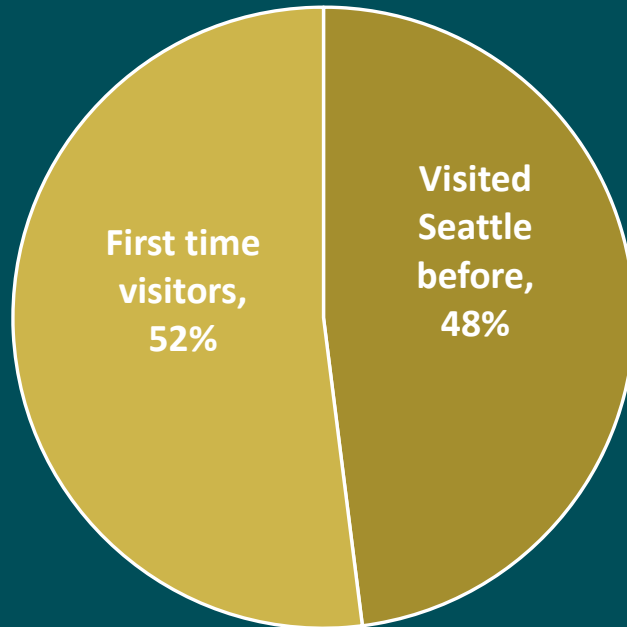
- Passengers made their Seattle arrangements an average of 4.5 months ahead of their trip

Average Per-Party Spending in Seattle Area

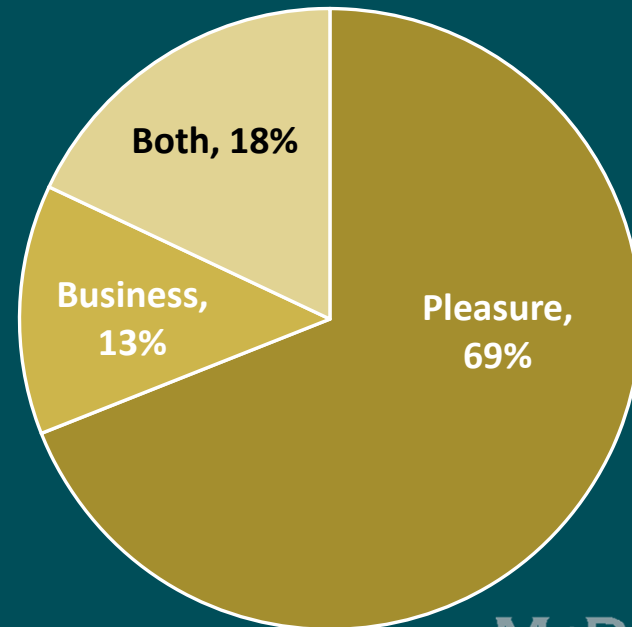
	Pre-Cruise	Post-Cruise
Lodging	\$398	\$243
Food and beverage	\$185	\$161
Tours, activities, and entertainment	\$107	\$135
Rental car, gas, taxi, shuttles, rideshare	\$94	\$92
Gifts, souvenirs, clothing	\$62	\$64
Other	\$4	\$2
Total	\$850	\$697

Previous Seattle Travel

Previously Visited?

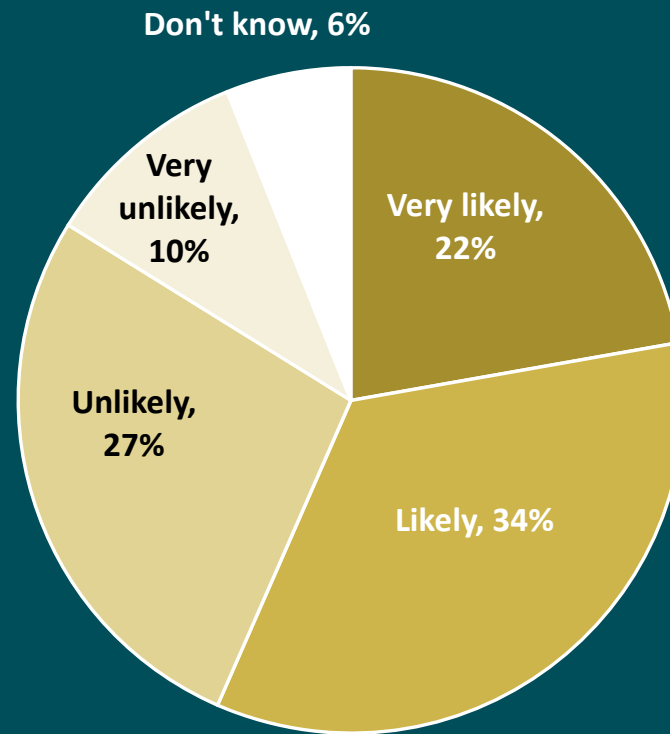


Purpose of Previous Travel



Likelihood of Returning to Seattle

In the next five years



Demographics

- Top states
 - California 14%
 - Texas 10%
 - Florida 8%
- Average party size: 3.2 people
- Gender
 - 57% female
 - 43% male
- Average age: 58 years

