



Innovation Spotlight:  
The Opportunity of the Second Berth

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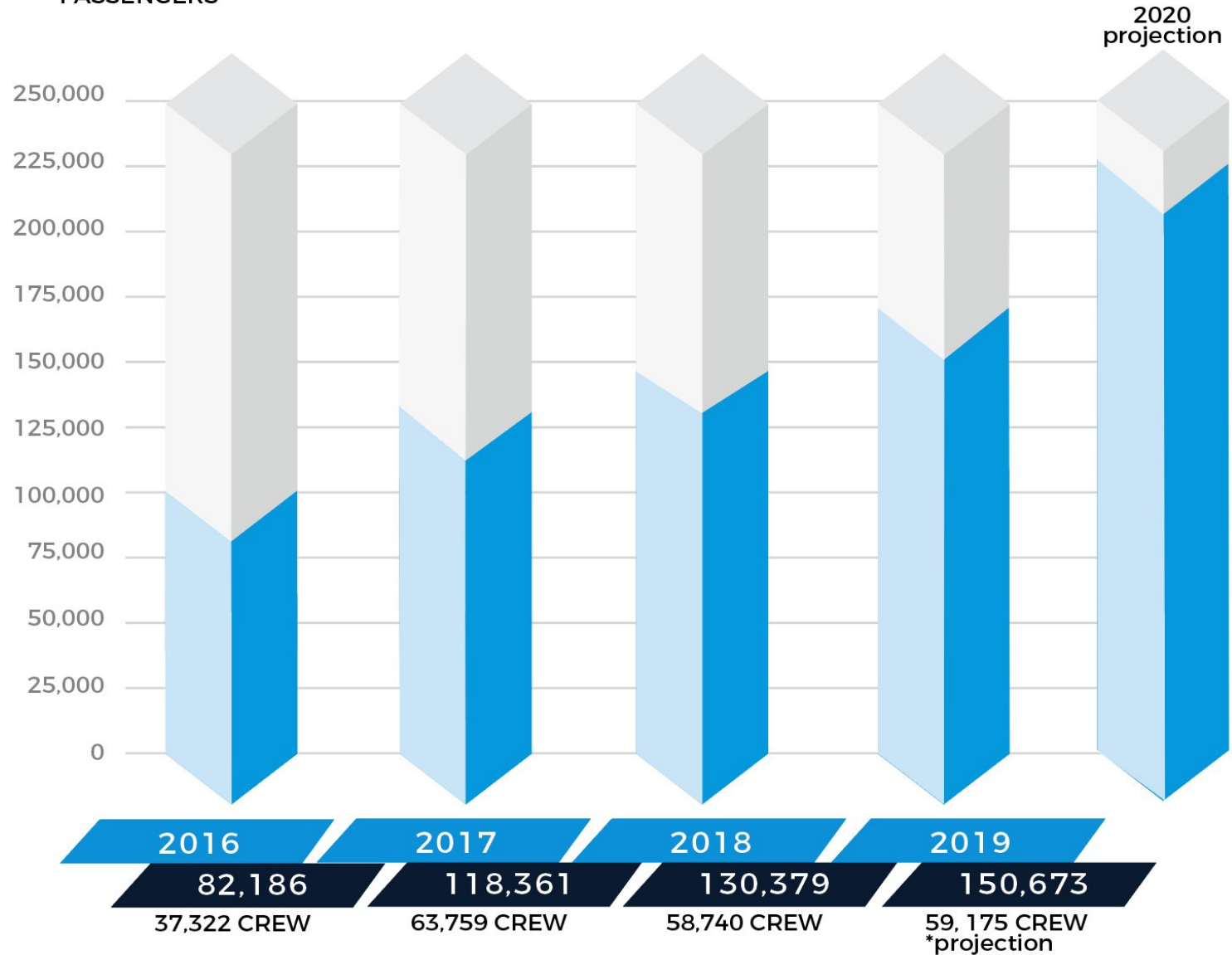


## Overview:

- State of the Cruise Industry-Cape Breton Island
- Dock Upgrades
- Second Berth
- Transportation & Innovation

# CRUISE GROWTH 2016-2020

PASSENGERS



# CRUISE GROWTH 2016-2020

Port of Sydney

2016

54 CALLS

\* 3 cancellations



2017

82 CALLS

\* 7 cancellations



2018

89 CALLS

\* 11 cancellations



2019

100 CALLS

\* 9 cancellations



2020

115 CALLS

\* current bookings



# ECONOMIC IMPACT Cruise 2018

Business Research and Economic Advisors (BREA)  
formula based on 2016 ACCA economic impact study.



DIRECT and Indirect  
economic impact:

**\$57,324,075.27**

Passengers

**130,379**



92% ashore: 119,949

Avg. Spend / Visit

**\$70.01**



Passenger spending: \$8,397,629

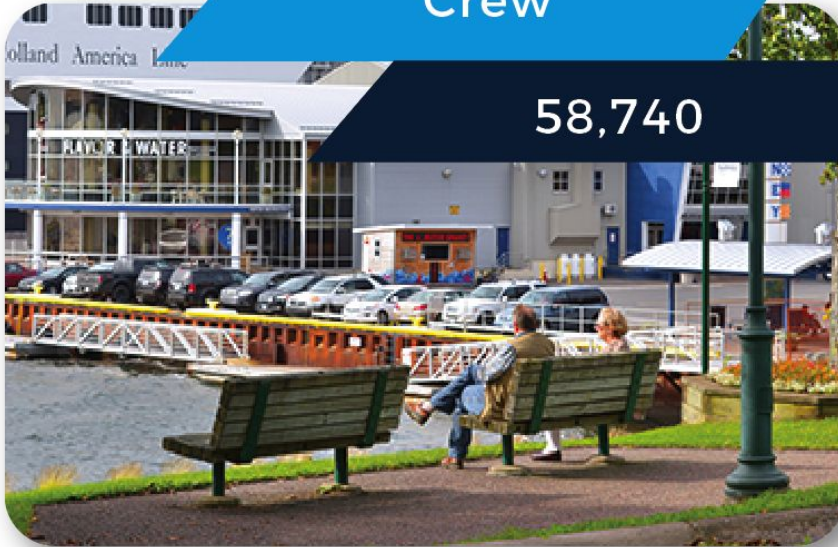


# ECONOMIC IMPACT Cruise 2018

Business Research and Economic Advisors (BREA)  
formula based on 2016 ACCA economic impact study.

## Crew

58,740



43% ashore: 24,965  
Avg spend: \$71.47  
Crew spending: \$1,784,249

## Cruise Line Spend

\$14,633,739



Cruise Line spend per passenger:  
\$112.24  
Total Cruise sector spend:  
\$24,815,617

# Cruise Line CEOs See No End to Passenger Growth

*The cruise industry is steaming past expectations and shows no signs of slowing down, the chief executives of the four largest cruise companies told industry watchers Tuesday. - Miami Herald*

## The Cruise Industry's Boom Is Primed To Continue

*For the last several years the industry has been operating at near 100% capacity and it seems to be in the enviable position that growth is limited more by capacity than demand. - Forbes Magazine*















# 2019 Cruise Trends & Industry Outlook Report

## CLIA (Cruise Lines International Association)

### 1 INSTAGRAMMABLE CRUISE TRAVEL

Instagram photos are driving interest in travel around the world. With onboard connectivity, cruise passengers are filling Instagram feeds with diverse travel experiences both onboard and on land from several cruise destinations.



### 3 ACHIEVEMENT OVER EXPERIENCES

Experiential travel has evolved into achievement travel as vacationers are looking for experiences beyond sightseeing. Bucket lists have become goal-oriented and cruise lines are meeting these demands. Passengers can conquer Machu Picchu or complete culinary workshops hosted by Le Cordon Bleu chefs.



### 8 OFF PEAK ADVENTURES

The off-peak season is rising in popularity whether travelers want to escape the cold in a tropical locale or embrace the chill in a new destination. Cruising offers some once in a lifetime experiences during colder months including excursions to see the Northern Lights, visiting a penguin colony and touring European Christmas markets.









CURRENT:



PLANNED:









# RESOLUTE HOME PORT



