## CRUISE TRAFFIC BOOM ON THE FORTH AND TAY





Robert Mason – Head of Cruise









Warm Scottish Welcome

History, Heritage Culture

> Diverse Itineraries

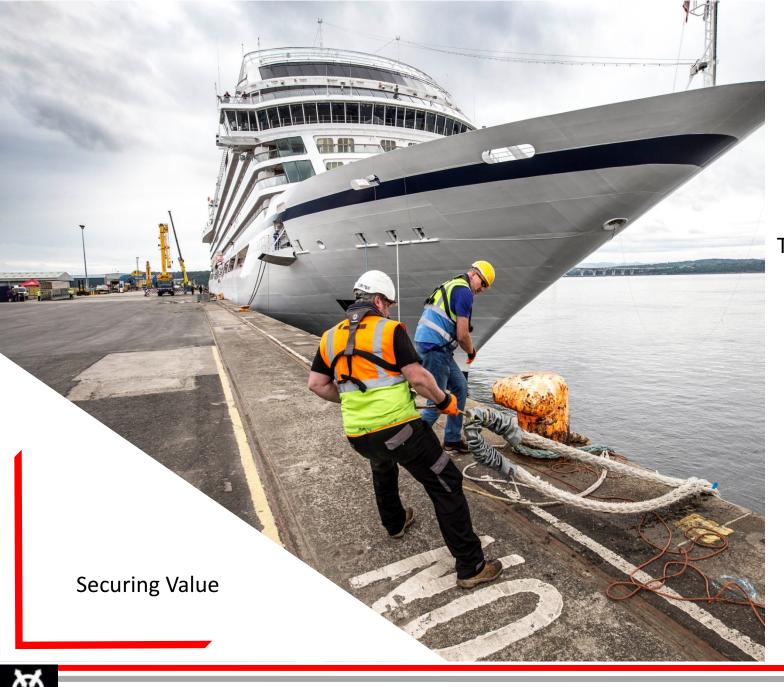
Location

**Geo Political** 

**Home Porting** 

Supply led Demand





Cruise Sector Scotland £72m

Up to £100 per Transit passenger

Up to £400 per T/A passenger

40% Crew

Return to destination for land based holiday

























PRINCESS CRUISES



























Thomson Cruises











Cruise Lines, Forth and Tay 2017...







