

CRUISE TRAFFIC BOOM ON THE FORTH AND TAY



Robert Mason – Head of Cruise



CALLS 2010-2017 up 109% - 808

PASSENGERS 2010-2017 up 133% - 657,000



Growth— Scottish
Market





145,000 (45%)
Passengers

121 Calls (37%)

77 Transit (35%)

44 T/A (37%)

32 Operators (25%)



Growth— Forth and
The Tay 2016 to
2017





Growth drivers

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

Securing Value





Warm local
welcome

Collaboration
with Local
Attractions

Destination
Immersion

Bridging the Gap
Port : Destination

Local Events

Exclusive/
Cruise friendly

Transport
Links





Cruise Lines, Forth and Tay 2017...

