

# INDUSTRY TREND WATCH

Insights on the current impacts and opportunities for the travel and hospitality industry

March 2023

## Return of Cruises to Southeast Asia

The pandemic put a temporary stop to the cruise industry worldwide. After gradually recovering and adapting - with "cruises to nowhere" as its main product whilst borders were still closed - cruise operators have restarted international sailings, including in Southeast Asia

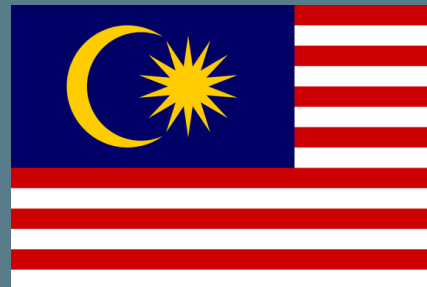


# SUMMARY

Major international cruise ships have resumed sailings to and from Southeast Asia after over two years of absence due to the pandemic.

Governments have also stepped up efforts to develop and promote cruise tourism, as well as improve sea port infrastructure and facilities to accommodate and attract larger cruise ships.

## COUNTRIES IMPACTED



# Government



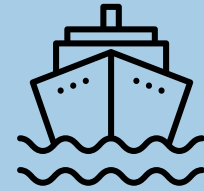
expects Singapore's cruise industry to return to pre-COVID levels in **2023-2024**

to **take over regulation of cruise terminal** operations from the MPA, in line with its goal to **develop the cruise sector**, and remain as **the region's leading cruise hub**

  **SILVERSEA®**  
3-year partnership to **develop luxury cruise industry** in Singapore



to establish **Cruise Tourism Task Force** to develop road map on bilateral initiatives to **drive cruise tourism** between the two countries

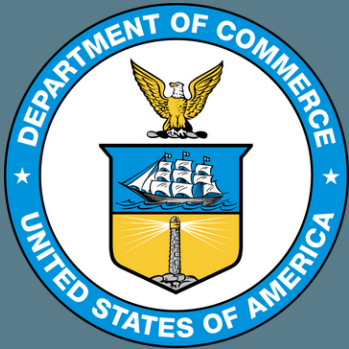


Indonesian Immigration to cooperate with cruise ship operators to carry out **immigration processes directly on board the cruises**



Transport Ministry will work with Port Klang Cruise Terminal to **extend its wharves and improve facilities** to accommodate more ships and passengers

# Economy



## Global Cruise Industry Revenue

**US\$239.1 million**  
in 2022



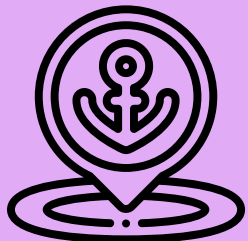
**US\$401.8 million**  
in 2026



**45%** of all Asian ports in 2016 were in Southeast Asia



**US\$80 million**



to transform Benoa Harbour into the **Bali Maritime Tourism Hub**, and construct the **Benoa Cruise Terminal**



**156.2 million THB**



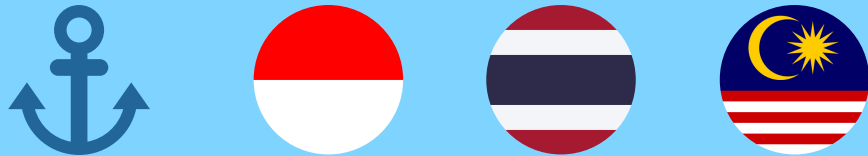
to build **cruise ship terminals** in **Pattaya, Krabi and Phuket** until 2023, with more funds to be allocated for construction

# Corporates



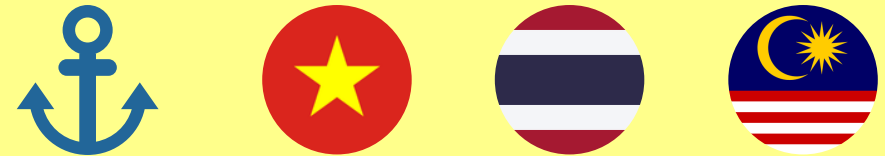
**Genting Dream**

**Muslim-friendly cruise sailing from Singapore and Kuala Lumpur**



**Mein Schiff 5**

**Homeports in Singapore between Dec 2022-May 2023**



**Spectrum of the Seas**

**Sailing from Singapore for the 2023/2024 season**



**Viking Orion**

**Resumed sailings in Asia**

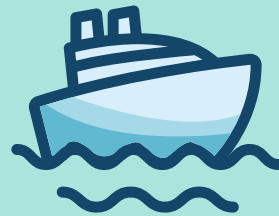


# Consumers

## “Keeping Pace with Southeast Asia’s Consumers” Poll by milieu

**50%**

of respondents from Singapore, Malaysia, Indonesia and the Philippines intend to travel in 2023



**35-50%**

of respondents from the 4 markets have already booked or intend to book a cruise

**3-7**

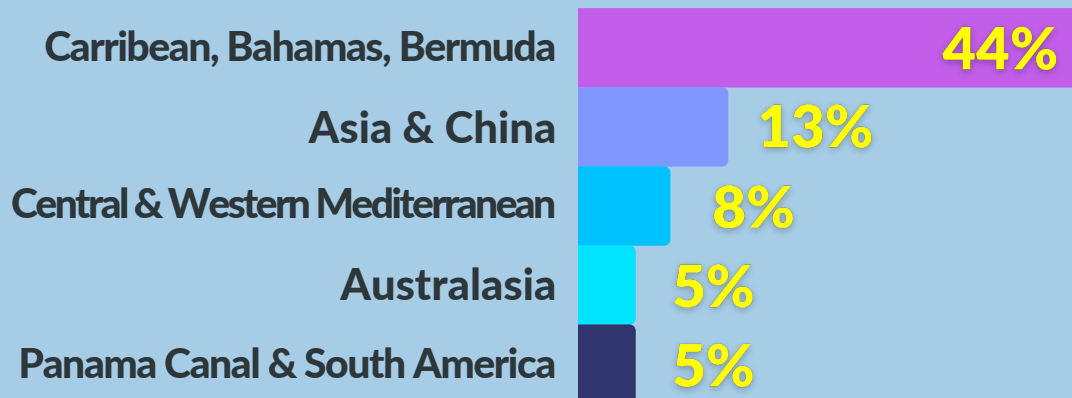
days are the ideal length for a cruise

**Quality of food, travel experiences, and hygiene** are the top concerns when it comes to choosing a cruise vacation

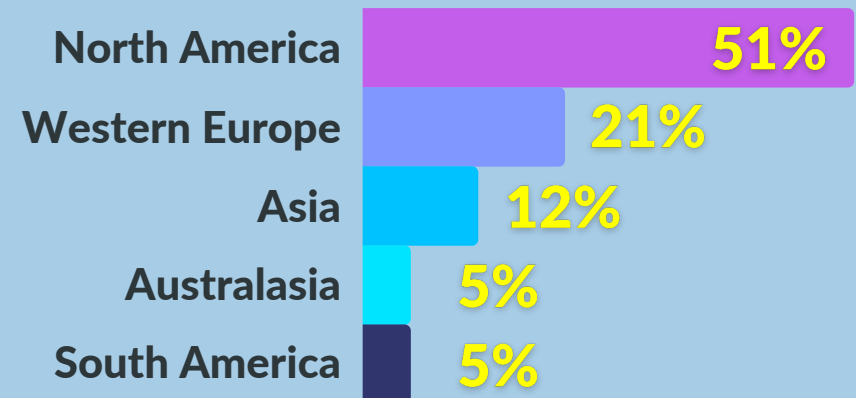


## Global Market Report 2020

### Top Destinations by Average Passenger Volume 2018-2020

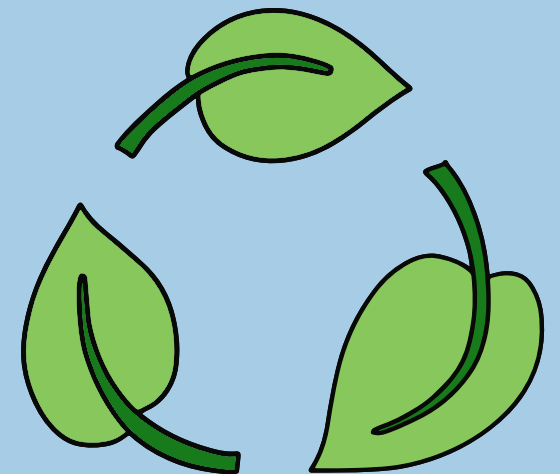
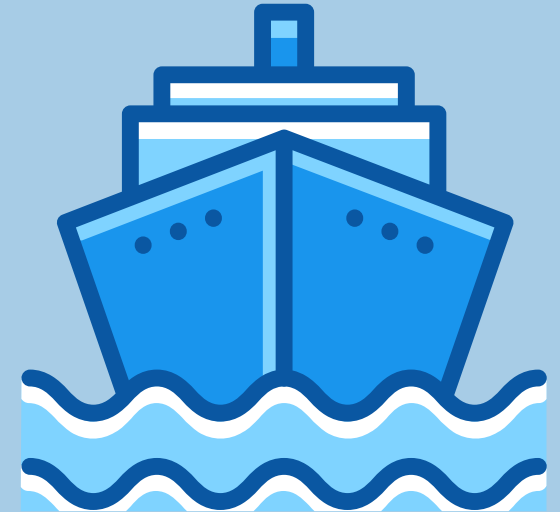


### Top Source Regions on Average 2018-2020



# Regional Impact

- With more international cruises sailing to and home-porting in Southeast Asia, not to mention the many ongoing port developments, the region has great potential to become a powerhouse in the industry
- If not properly regulated, the scale of cruise tourism may negatively impact a destination, including water/air pollution and marine degradation, making sustainability a vital point to be considered for further cruise development in the region



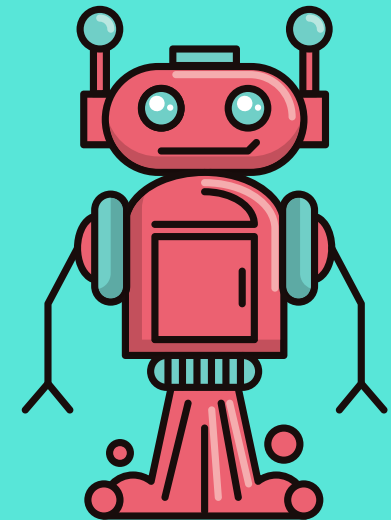
# TECH OPPORTUNITIES



**Onboard automatic  
immigration system**



**Digital payment  
system using  
wristbands/room keys**



**Automation in  
housekeeping, F&B**



# INDUSTRY



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