

《世界邮轮旅游城市概况及 中国邮轮旅游发展报告》发布

*Overview of World Cruise Ship Destinations and
Report of China's Cruise Ship Tourism Was
Issued*



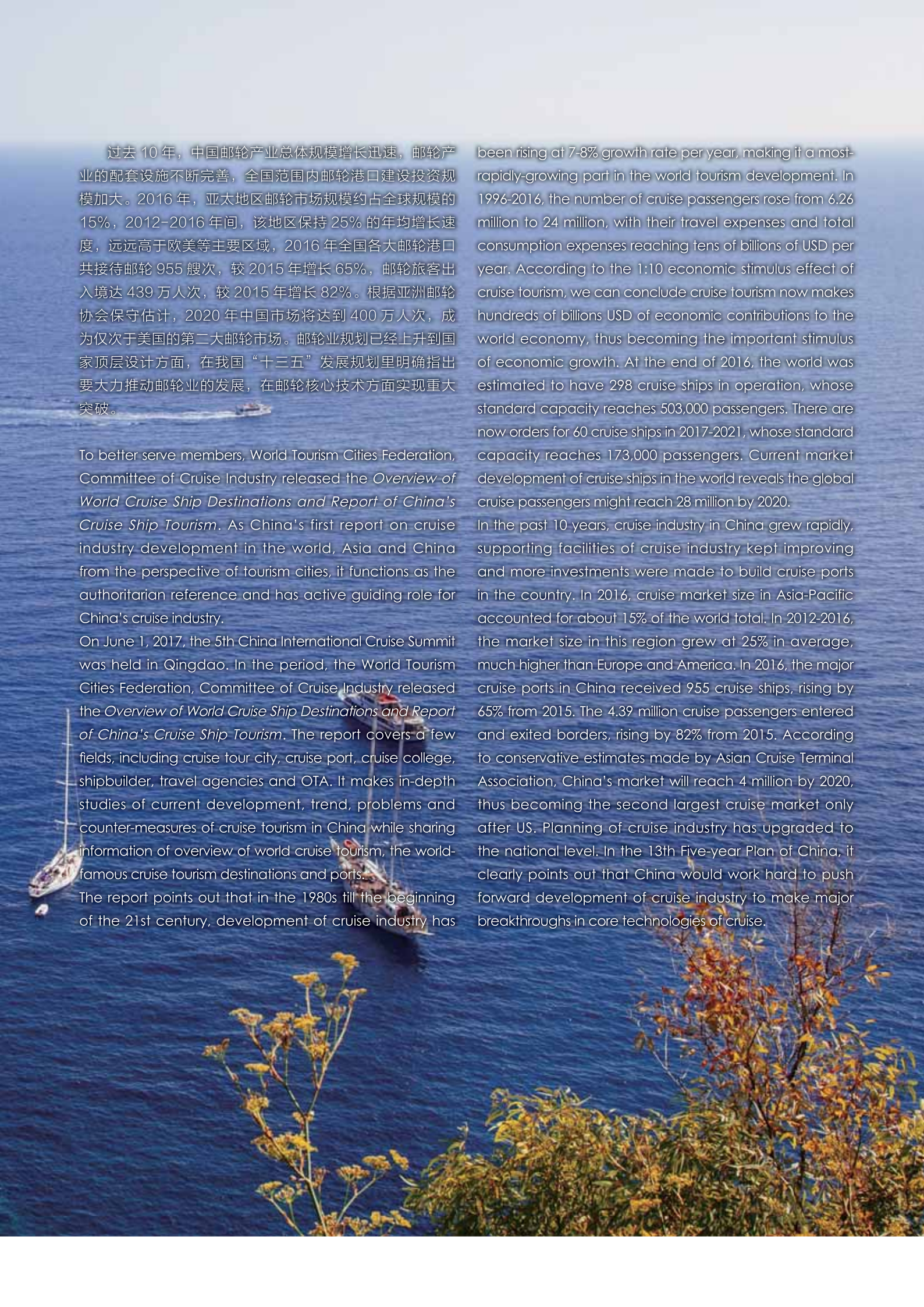




为了更好地服务会员，世界旅游城市联合会邮轮分会发布《世界邮轮旅游城市概况及中国邮轮旅游发展报告》。它是国内首个以旅游城市为视角，介绍世界、亚洲及中国邮轮产业发展的报告，对中国邮轮产业发展具有时效参考和积极指导意义，是国内邮轮产业发展的权威参考书。

2017年6月1日，第五届中国（青岛）国际邮轮峰会在青岛举行。期间，世界旅游城市联合会邮轮分会发布了《世界邮轮旅游城市概况及中国邮轮旅游发展报告》。报告涵盖邮轮旅游城市、邮轮港口、邮轮院校、造船企业、旅行社及OTA等各个领域，对世界邮轮旅游发展概况，世界知名邮轮旅游城市及港口情况，中国邮轮旅游发展现状、未来趋势、面临的问题及对策等进行了深入研究。

报告指出，自20世纪80年代至21世纪初，邮轮业的发展以每年7%-8%的平均速度增长，是全球旅游市场发展最为迅速的一个板块。1996-2016年，全世界邮轮旅游的旅客量从626万人次增长到2400万人次，邮轮游客旅费与消费总支出每年达数百亿美元。按照邮轮旅游1:10的经济带动效应，当前邮轮旅游对全球经济的贡献达数千亿美元，是推动经济发展的重要动力。2016年年底，全球预估在役邮轮共298艘，标准载客量共计50.3万个。2017-2021年现有邮轮订单60艘，标准载客量共计17.3万个。根据当前全球邮轮市场发展势头，2020年全球邮轮乘客有望将达到2800万人次的规模。



过去 10 年，中国邮轮产业总体规模增长迅速，邮轮产业的配套设施不断完善，全国范围内邮轮港口建设投资规模加大。2016 年，亚太地区邮轮市场规模约占全球规模的 15%，2012-2016 年间，该地区保持 25% 的年均增长速度，远远高于欧美等主要区域，2016 年全国各大邮轮港口共接待邮轮 955 艘次，较 2015 年增长 65%，邮轮旅客出入境达 439 万人次，较 2015 年增长 82%。根据亚洲邮轮协会保守估计，2020 年中国市场将达到 400 万人次，成为仅次于美国的第二大邮轮市场。邮轮业规划已经上升到国家顶层设计方面，在我国“十三五”发展规划里明确指出要大力推动邮轮业的发展，在邮轮核心技术方面实现重大突破。

To better serve members, World Tourism Cities Federation, Committee of Cruise Industry released the *Overview of World Cruise Ship Destinations and Report of China's Cruise Ship Tourism*. As China's first report on cruise industry development in the world, Asia and China from the perspective of tourism cities, it functions as the authoritative reference and has active guiding role for China's cruise industry.

On June 1, 2017, the 5th China International Cruise Summit was held in Qingdao. In the period, the World Tourism Cities Federation, Committee of Cruise Industry released the *Overview of World Cruise Ship Destinations and Report of China's Cruise Ship Tourism*. The report covers a few fields, including cruise tour city, cruise port, cruise college, shipbuilder, travel agencies and OTA. It makes in-depth studies of current development, trend, problems and counter-measures of cruise tourism in China while sharing information of overview of world cruise tourism, the world-famous cruise tourism destinations and ports.

The report points out that in the 1980s till the beginning of the 21st century, development of cruise industry has

been rising at 7-8% growth rate per year, making it a most-rapidly-growing part in the world tourism development. In 1996-2016, the number of cruise passengers rose from 6.26 million to 24 million, with their travel expenses and total consumption expenses reaching tens of billions of USD per year. According to the 1:10 economic stimulus effect of cruise tourism, we can conclude cruise tourism now makes hundreds of billions USD of economic contributions to the world economy, thus becoming the important stimulus of economic growth. At the end of 2016, the world was estimated to have 298 cruise ships in operation, whose standard capacity reaches 503,000 passengers. There are now orders for 60 cruise ships in 2017-2021, whose standard capacity reaches 173,000 passengers. Current market development of cruise ships in the world reveals the global cruise passengers might reach 28 million by 2020.

In the past 10 years, cruise industry in China grew rapidly, supporting facilities of cruise industry kept improving and more investments were made to build cruise ports in the country. In 2016, cruise market size in Asia-Pacific accounted for about 15% of the world total. In 2012-2016, the market size in this region grew at 25% in average, much higher than Europe and America. In 2016, the major cruise ports in China received 955 cruise ships, rising by 65% from 2015. The 4.39 million cruise passengers entered and exited borders, rising by 82% from 2015. According to conservative estimates made by Asian Cruise Terminal Association, China's market will reach 4 million by 2020, thus becoming the second largest cruise market only after US. Planning of cruise industry has upgraded to the national level. In the 13th Five-year Plan of China, it clearly points out that China would work hard to push forward development of cruise industry to make major breakthroughs in core technologies of cruise.