

Great Lakes Cruising
Estimated Economic Impact for Port Milwaukee

The summary of estimates below is based on Port Milwaukee actuals and 2022 Great Lakes cruise data, derived from an economic impact study commissioned by a consortium of U.S. and Canadian Great Lakes St. Lawrence Seaway System stakeholders, including the American Great Lakes Ports Association.

** Amounts for Milwaukee were determined by applying the percentage of visits to Port Milwaukee (compared to other Wisconsin ports) to the data for Wisconsin. The percentage used is 92%, amounts have been rounded. This does not differentiate between homeports and ports of call, in which case Milwaukee's percentage would be increased across all categories.*

Port Milwaukee Services - Charges for services to cruise vessels, paid directly to Port Milwaukee.

Wharfage	\$105,353.50	Wharfage	\$57,280.00	54%
Dockage	\$42,010.00	Dockage	\$21,470.00	51%
Services	\$157,784.03	Services	\$63,610.81	40%
Total	\$305,147.53	Total	\$142,360.81	47%

Visitor Spend - Estimated amount of money passengers spend on shore in cities where cruise ships dock. The economic impact study estimates this amount to be \$97 for transit visits and \$164.38 for turnaround visits. In 2022, Milwaukee welcomed a total of 13,611 passengers. It should be noted that for the past three years (2022-2024), roughly 95% of scheduled cruise visits have been turnarounds. In 2025, turnaround visits will account for 100% of scheduled visits. Viking totals based on 7,391 passengers - 2022 actuals.

Transit Stops	1,195 x \$97=	\$115,915.00	Viking Transit	\$0.00
Turnarounds	12,416 x \$164.38	\$2,040,942.08	Viking Turnaround	\$1,214,932.58
		\$2,156,857.08		\$1,214,932.58

Employment Impact - Jobs created and/or sustained by the cruise industry, in three categories:

- Direct Jobs - jobs that employ people providing direct services to the cruise industry
- Induced Jobs - jobs created to support the people working directly for the cruise industry
- Indirect Jobs - jobs created to support the businesses directly serving the cruise industry

	United States	Wisconsin	Milwaukee *	Viking
Direct Jobs	328	119	109	36
Induced Jobs	199	62	57	19
Indirect Jobs	134	55	51	17
Totals	661	236	217	72

Business Revenue & Local Purchases - The amount of revenue generated from businesses supplying food, beverages and services to cruise lines and the amount spent locally by firms providing direct services to cruise lines. Amounts are in 1,000s.

	United States	Wisconsin	Milwaukee *	Viking
Business Revenue	\$59,512	\$22,774	\$20,952	\$6,914
Local Purchases	\$5,272	\$2,312	\$2,127	\$702
Totals	\$64,784	\$25,086	\$23,079	\$7,616

Total Taxes - Tax revenue resulting from cruise business activity

	United States	Wisconsin	Milwaukee *	Viking
State/Local	\$4,931	\$1,652	\$1,520	\$502
Federal	\$7,834	\$2,498	\$2,298	\$758
Totals	\$12,765	\$4,150	\$3,818	\$1,260