



# Cruise Passengers and Crew Members Behaviour in Klaipėda Port

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at the Green Cruise Port Workshop

“Passenger Travel Behavior and Smart Traffic Links with the City and the Region”

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# Cruise Passengers and Crew Members Behaviour in Klaipėda Port:

Survey results for Smooth Cooperation Among Industry Stakeholders

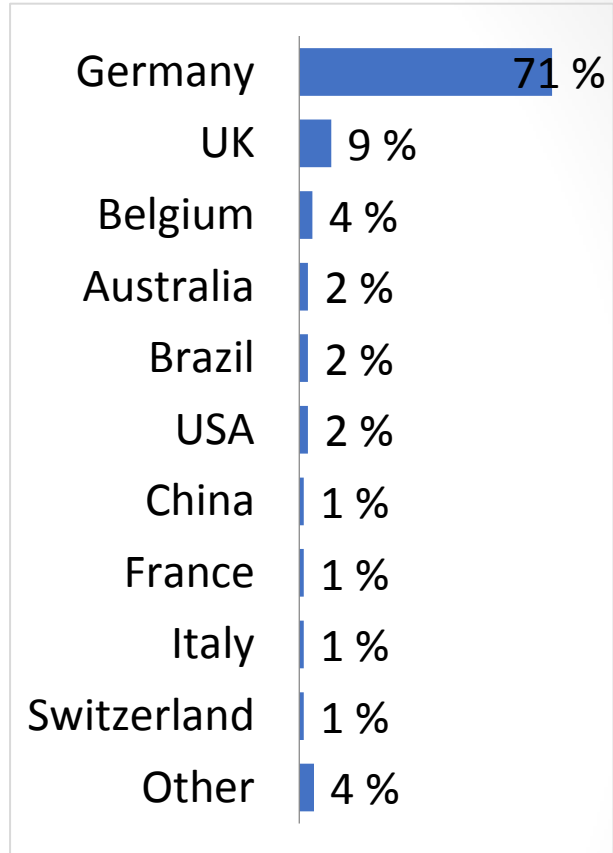
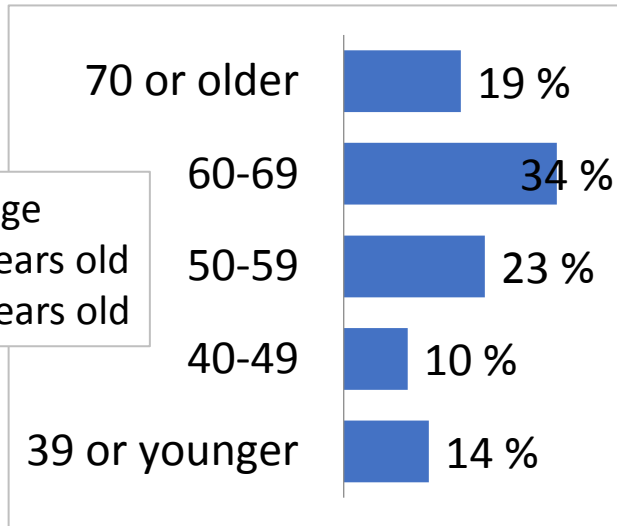
# Methodology

- Face-to-face quantitative survey
- Passengers & crew members from:
  - 17/04/2018 (ASTORIA)
  - 21/04/2018 (HANSEATIC)
  - 10/05/2018 (MSC ORCHESTRA)
  - 22/05/2018 (MEIN SCHIFF 1).
- 245 respondents
- Questionnaire: 19 items about experience in Klaipėda, 5 sociodemographic questions (gender, age, living place, travelling group's size, passenger/crew member)
- English, German

- Main results

2015: 50 % Germany, 25 % USA, 5 % UK

# Demographics



*Other: Austria, Ecuador, Israel, Canada, Madagascar, New Zealand, Portugal, Serbia, Transylvania, Turkey*

Travelling:  
13 % alone  
66 % two persons

# How many hours were spent in Klaipėda?

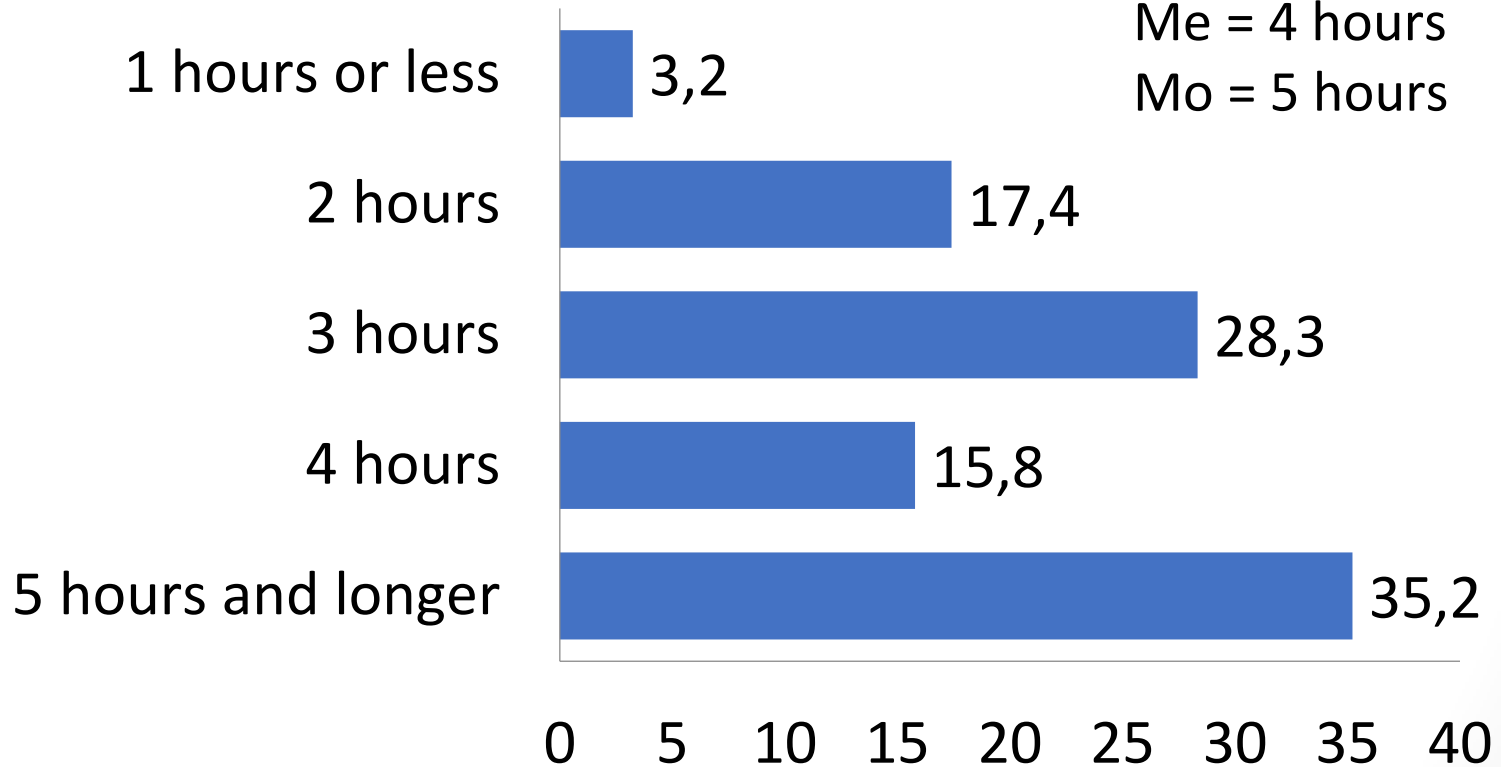
Ave 2015 = 5 hours

*How many hours did you spend in Klaipėda?*

Ave = 3,6 hours

Me = 4 hours

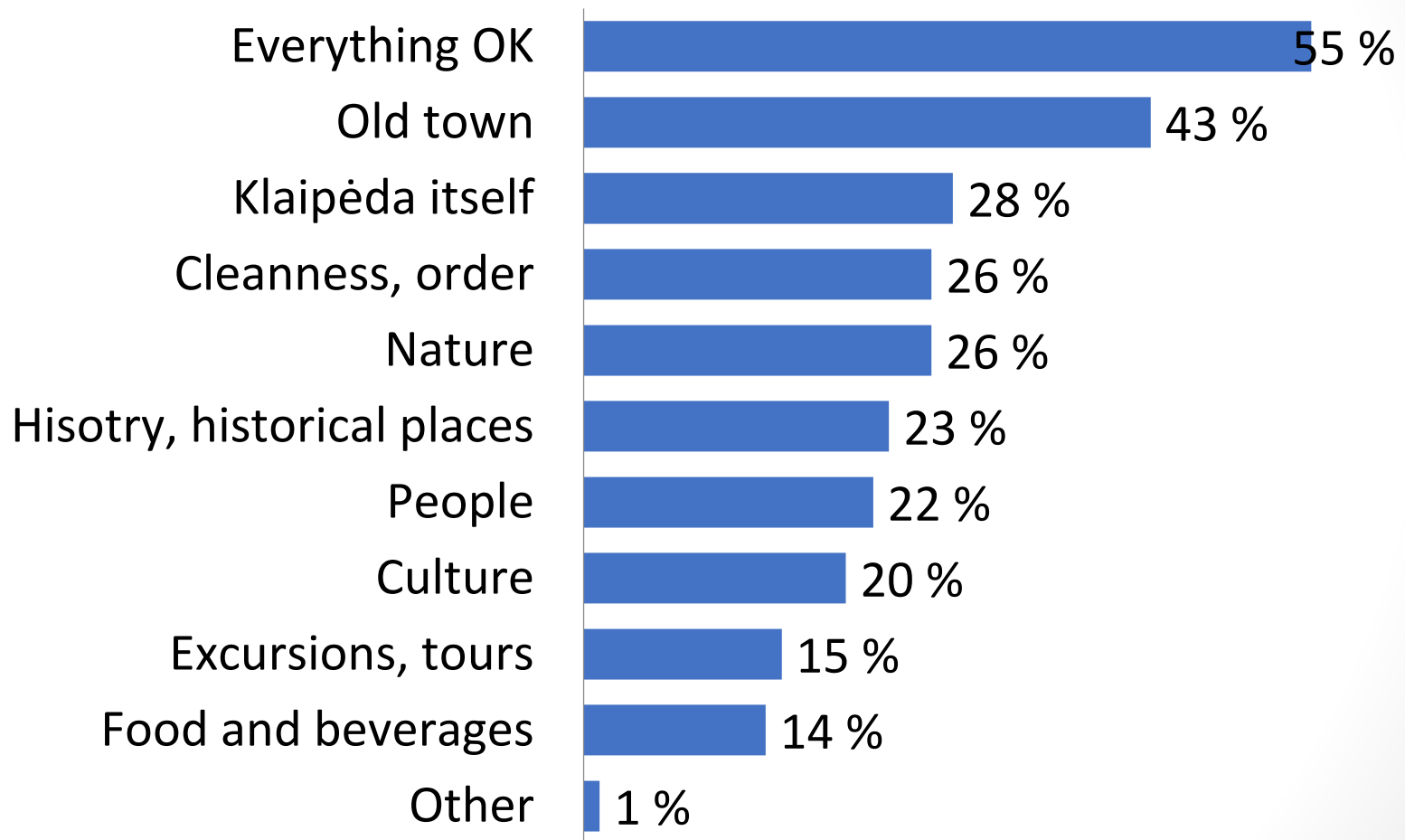
Mo = 5 hours



Passengers 3,7, Crew members 2,7

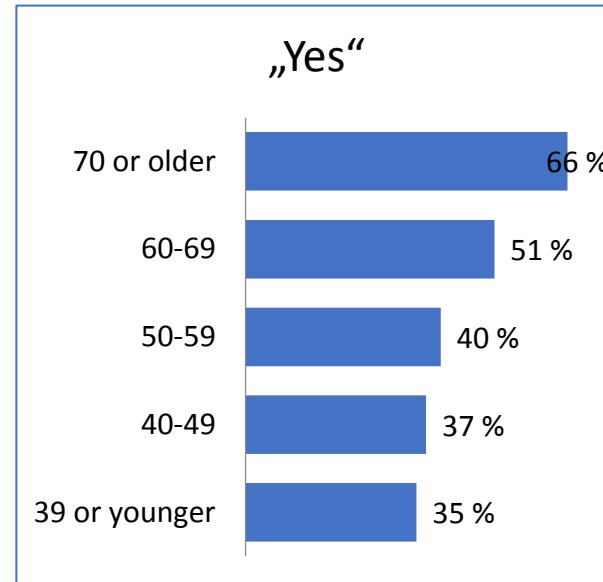
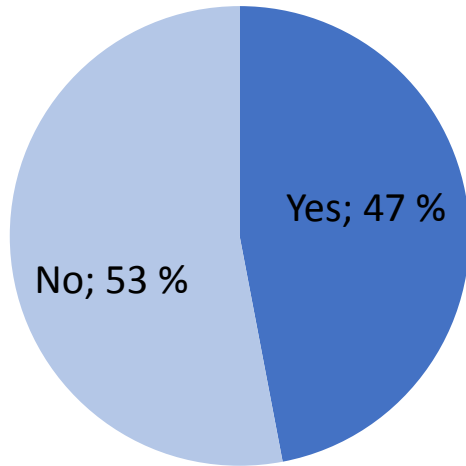
USA 4,3, DE 3,7 FR, CN 2,7

# Was there anything you liked during your stay?



# Shore excursion, guided tour

Did you purchase a shore excursion, guided tour?

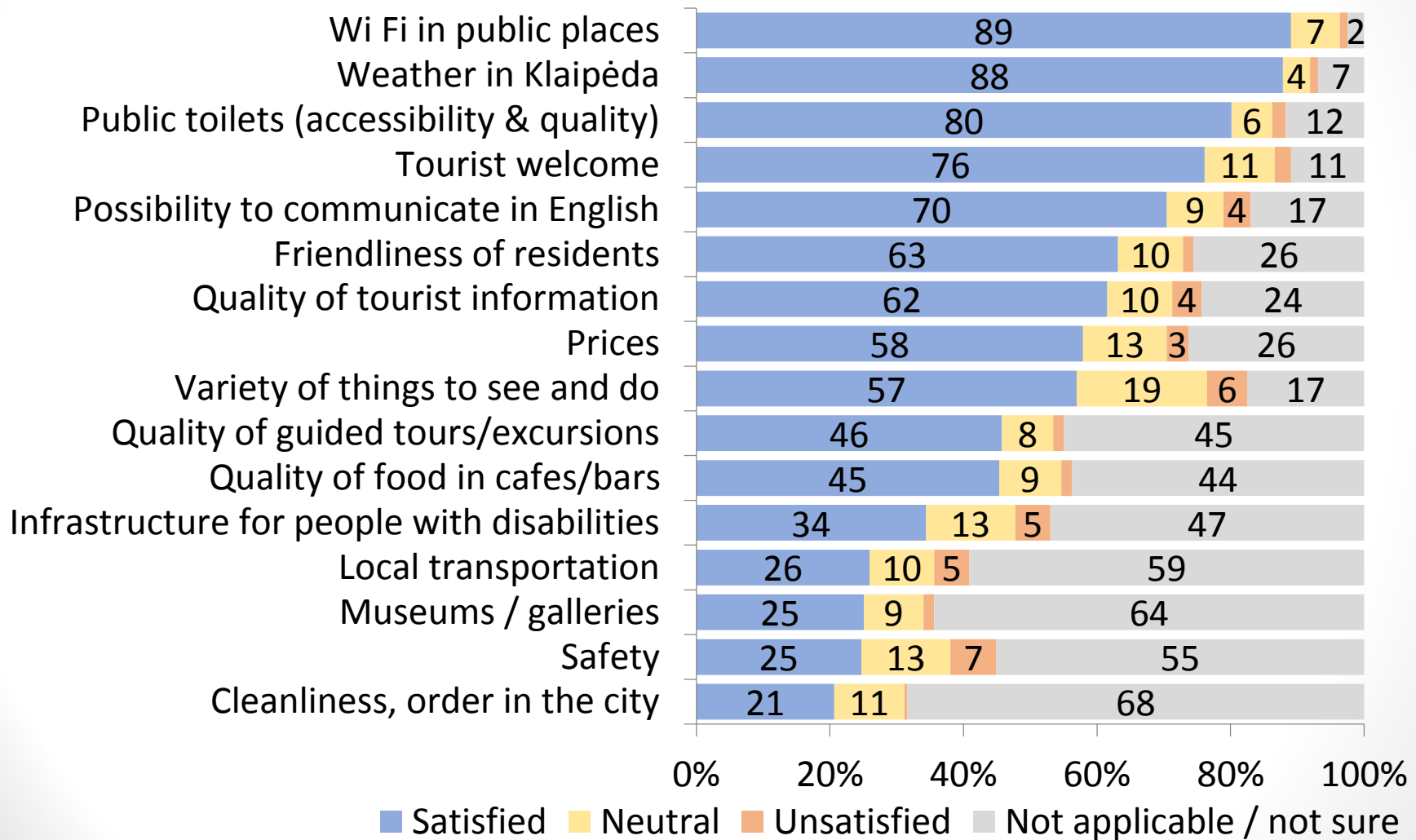


No statistically significant differences by gender, country

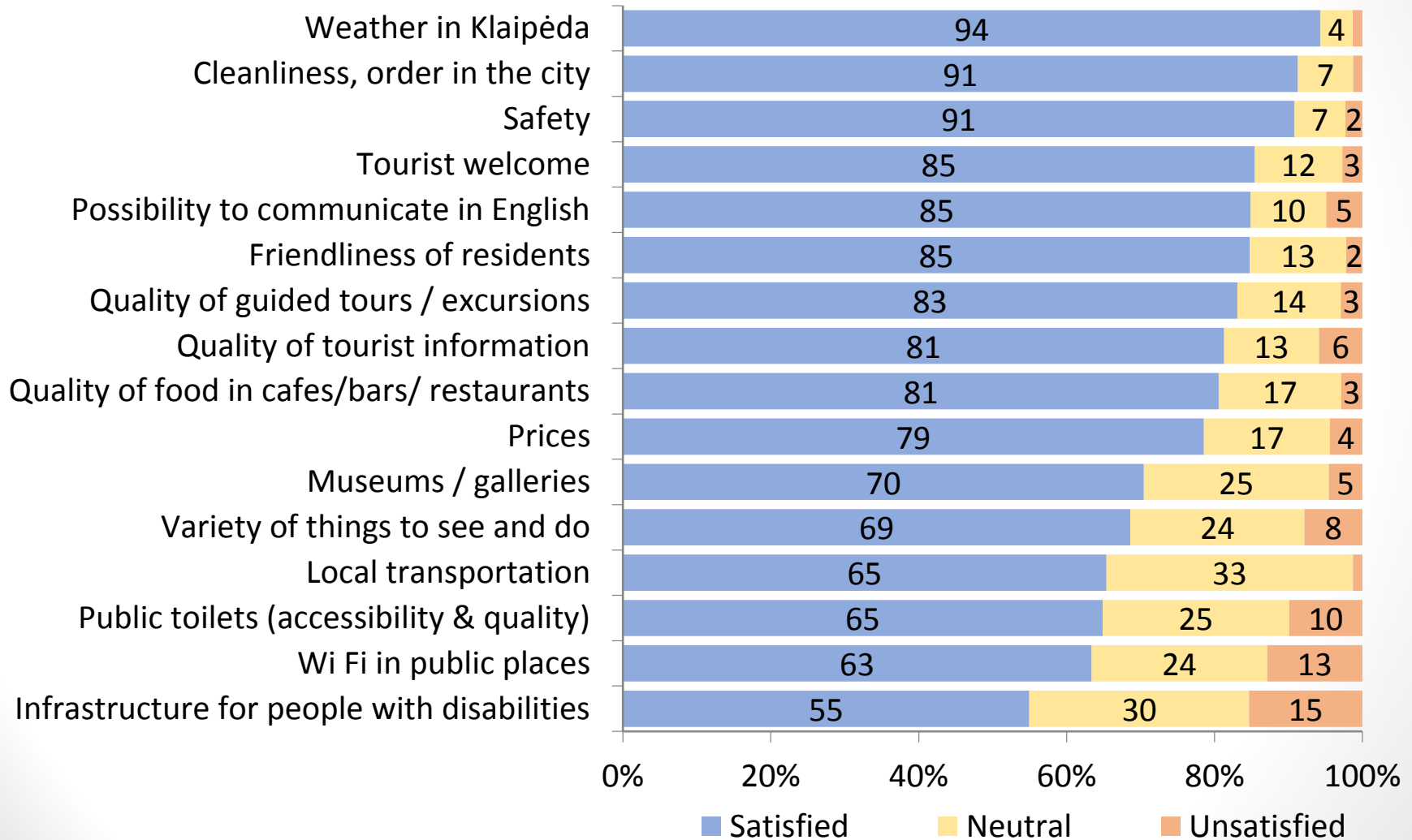
2015	2018
„Yes“ 67 %	„Yes“ 47 %



# Evaluation of different aspects and services



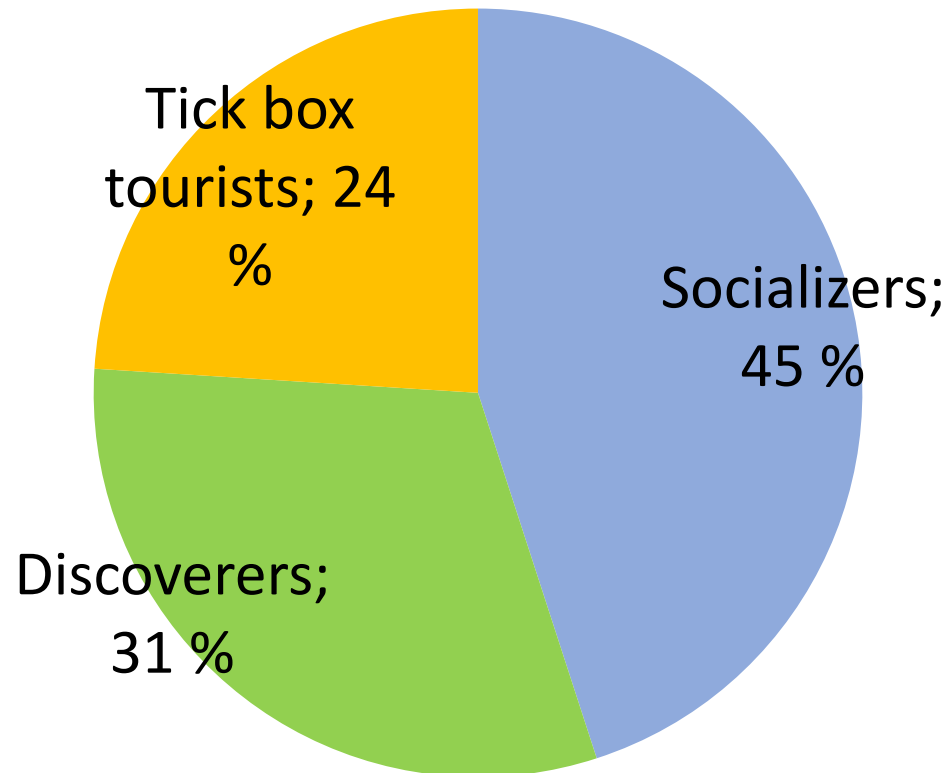
# Evaluation of different aspects and services („not sure“ removed)



## Most satisfied are with the „first impression“ of the city

Factor (number of items)	Item	„Completely satisfied“ & „Satisfied“	Average
Feelings & impression about the city (3)	Weather in Klaipėda	94 %	92 %
	Safety	91 %	
	Cleanliness, order in the city	91 %	
Socializing (touching the city) (4)	Possibility to communicate in English	85 %	82 %
	Friendliness of residents	85 %	
	Prices	79 %	
	Quality of food in cafes/bars	81 %	
Discovering the city (4)	Tourist welcome	85 %	79 %
	Quality of tourist information	81 %	
	Variety of things to see and do	69 %	
	Quality of guided tours / excursions	83 %	
Infrastructure (4)	Wi Fi in public places	63 %	62 %
	Public toilets (accessibility & quality)	65 %	
	Infrastructure for people with disabilities	55 %	
	Local transportation	65 %	

## Cluster analysis revealed three types of tourists



## Cluster analysis (II)

	1 cluster Tick box tourists	2 cluster Socializers	3 cluster Discoverers
Cluster size	24 %, n=59	45 %, n=109	31 %, n=77
Hours spent in Klaipėda	3,3 Hours	3,6 Hours	4 Hours
Purchased the excursion	Yes, 34 %	Yes, 35 %	Yes, 73 %
<b>Ave spending:</b>	48 Eur	45 Eur	53 Eur
Excursions, guided tours	16 Eur	4 Eur	23 Eur
Food and beverages	8 Eur	12 Eur	9 Eur
Local crafts & souvenirs	11 Eur	9 Eur	15 Eur
Museums & galleries	1 Eur	1 Eur	0 Eur
Shopping (clothes)	2 Eur	6 Eur	6 Eur
„Everything OK“	Yes, 41 %	Yes, 52 %	Yes, 69 %
Liked „Excursions, History, Nature, Culture“	Low	Average	High
Liked „Klaipėda itself, Food, Cleanness, People, Old town“	Low	Average	Average
Visit met expectations	Yes, 75 %	Yes, 85 %	Yes, 97 %

# Spending in Klaipėda

- 0–650 Eur
- Ave = 38 Eur
- Std Dev = 62 Eur

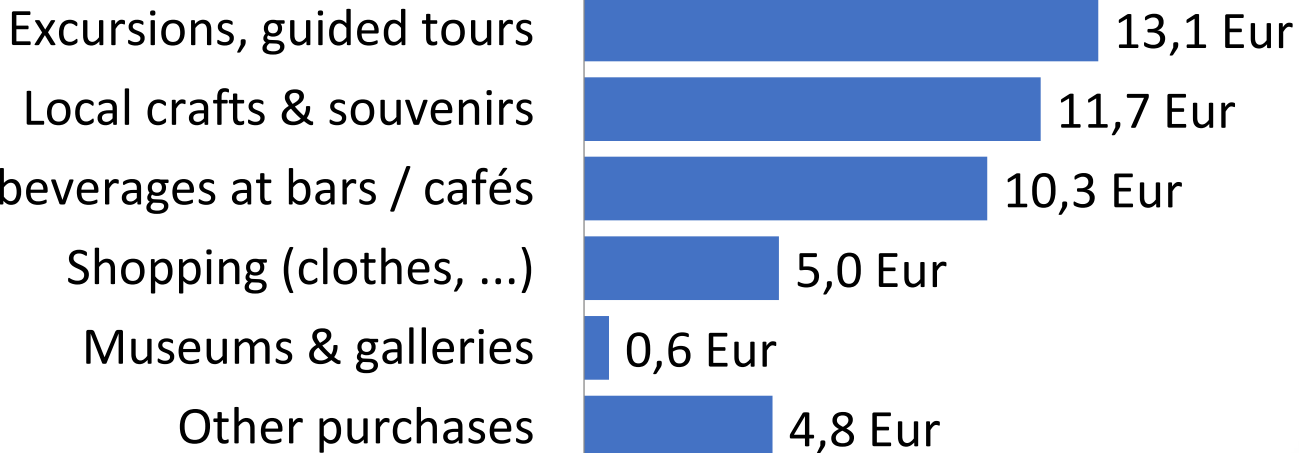
77 % spent at least 2 Eur

- Ave = 49 Eur
- Std Dev = 67 Eur
- Mode = 10 Eur

Ave = 52 Eur, 2015

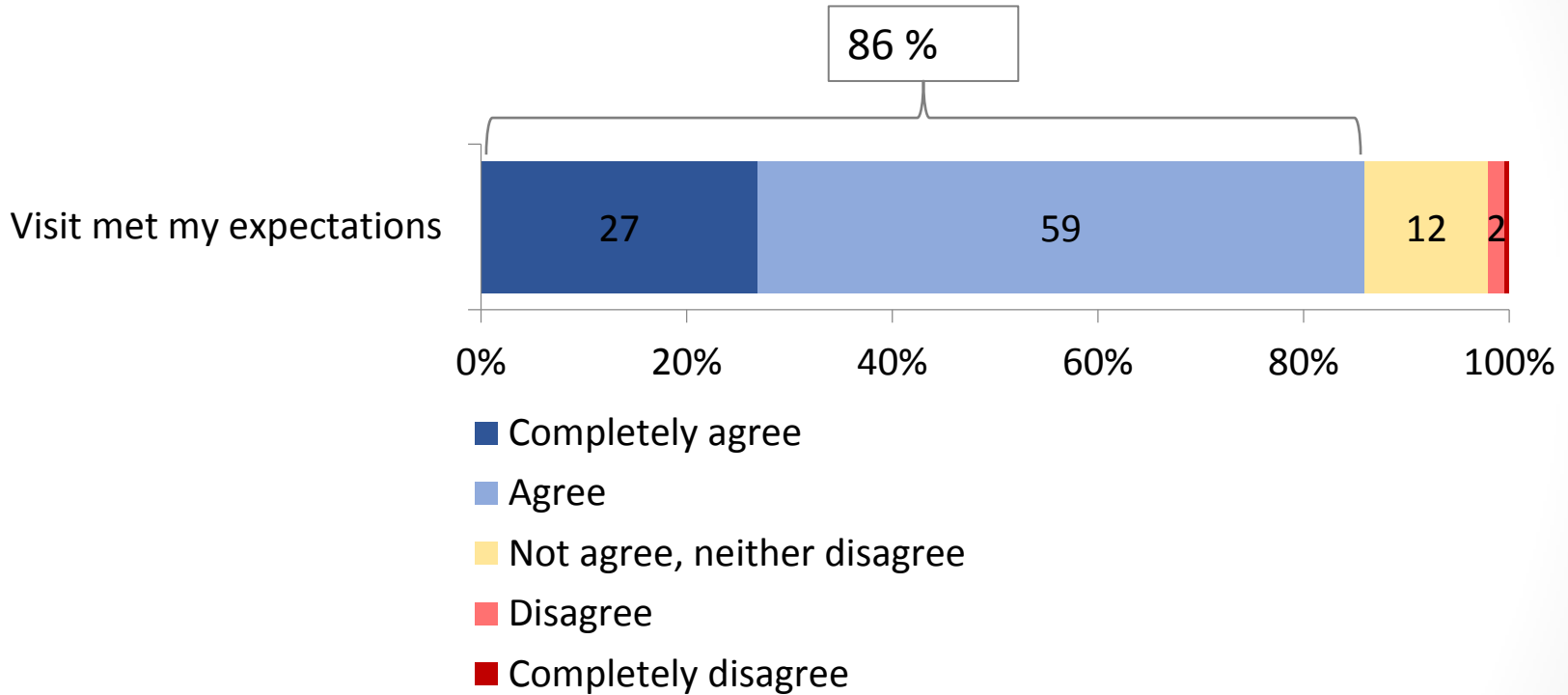
## How much did you spend on each of purchase categories? (2018)

2015



	2015	2018
Weather in Klaipėda	-	94
Cleanliness, order in the city	-	91
Safety	-	91
Tourist welcome	89	85
Friendliness of residents	83	85
Possibility to communicate in English	-	85
Quality of guided tours/excursions	78	83
Quality of tourist information	-	81
Quality of food in cafes/bars/ restaurants	-	81
Prices	70	79
Museums/galleries	67	70
Variety of things to see and do	61	69
Local transportation	82	65
Public toilets (accessibility & quality)	-	65
Wi Fi in public places	-	63
Infrastructure for people with disabilities	-	56
<b>Visit met expectations</b>	<b>76</b>	<b>86</b>

# Visit met the expectations for the majority of respondents





# What are the main determinants for satisfaction?

Cleanliness, order  
in the city  
( $r=0,337$ )

Variety of things to  
see and to do  
( $r=0,462$ )

Visit met my  
expectations  
(86 %)

## Weakly important aspects:

- Possibility to communicate in English (0,240)
- Quality of tours/excursions (0,223)
- Safety (0,203)
- Tourist welcome (0,192)
- Friendliness of residents (0,188)
- Public toilets (0,187)
- Quality of tourist information (0,177)
- Local transportation (0,173)
- Prices (0,151)

## Not important aspects:

- Museums/galleries
- Quality of food in cafes/bars
- Infrastructure for people with disabilities
- Wi Fi in public places
- Weather in Klaipėda



94 % passengers



6 % crew members

Hours spent in Klaipėda	3,7 hours	2,7 hours
Did you purchase a guided tour/excursion?	Yes, 50 %	Yes, 1 respondent
Average spending	49 Eur	40 Eur
Visit met expectations	86 %	93 %

Satisfied with...



Passengers



Crew members

Cleanliness, order in the city	90 %	78 %
Weather in Klaipėda	88 %	79 %
Safety	81 %	86 %
Tourist welcome	77 %	79 %
Possibility to communicate in English or other language you speak	72 %	71 %
Friendliness of residents	64 %	57 %
Quality of tourist information	62 %	64 %
Variety of things to see and do	59 %	36 %
Prices	58 %	64 %
Quality of guided tours / excursions	48 %	29 %
Quality of food in cafes/bars/ restaurants	44 %	64 %
Public toilets (accessibility & quality)	34 %	43 %
Museums / galleries	26 %	21 %
Wi Fi in public places	25 %	36 %
Infrastructure for people with disabilities	24 %	36 %
Local transportation	20 %	29 %

Determinants for satisfaction...



Passengers



Crew members

<b>Slightly important</b>	<ul style="list-style-type: none"> <li>Variety of things to see and do</li> <li>Cleanliness, order in the city</li> </ul>
<b>Very weakly important</b>	<ul style="list-style-type: none"> <li>Possibility to communicate in English</li> <li>Safety</li> <li>Quality of guided tours/excursions</li> <li>Tourist welcome</li> <li>Public toilets</li> <li>Local transportation</li> <li>Friendliness of residents</li> <li>Quality of tourist information</li> <li>Prices</li> <li>Infrastructure for people with disabilities</li> <li>Safety</li> </ul>
<b>Unimportant</b>	<ul style="list-style-type: none"> <li>Wi Fi in public places</li> <li>Museums / galleries</li> <li>Quality of food in cafes/bars/restaurants</li> </ul>

No statistically significant differences

## Comments:

- „A lot of missed opportunities, e.g. takers to sand dunes, bike rentals, ice cream, more modern stuff“
- „Chilly but lovely“
- „Good town“
- „Beautiful place“
- „Very good park of sculptures, good directing signs, very to see a real bear“
- „We loved very much the park of sculptures“
- „We liked very much Liepy street and park of sculptures“
- „People are very reserved “
- „There are no direction signs in the whole Lithuania“
- „More wifi“
- „Lack of information in a cruise ship before arrival“
- „Should be more booklets about the city“
- „We have plans to come again for a longer period“
- „Perfect“
- „Top-weil Euro- Wohrung Wirlsnhaft et was ankurbeln!“
- „I paid 130 Eur for a taxi. More info about the city would be helpful “
- „War ser interessant“
- „WC is terrible“

# Main findings:

- Apr-May 2018, 4 cruise ships
- Face-to-face quantitative survey, 245 respondents
  - 71 % Germans, 9 % UK
  - 57 years old (ave)
  - 94 % passengers, 6 % crew members
- 3,6 hours spent in Klaipėda (ave)
- 47 % purchased shore excursion/guided tour
- Spending 49 Eur (ave)
- 86 % visit met expectations, most satisfied with:
  - Weather
  - Cleanliness, order
  - Safety
  - Tourist welcome
  - Communication in English
- Satisfaction mostly correlates with „variety of things to see and to do“ and „cleanliness, order in the city“.



Questions?  
Discussion!