

**ECONOMIC IMPACTS OF CRUISE TOURISM**  
**An Analysis of Expenditures by Cruise Ship Passengers Visiting the Colombian Caribbean**

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Given the rapid growth of the cruise activity in the world, governments and other policy actors involved in this type of tourism have noted the necessity of knowing the form and magnitude of the different impacts that the cruise activity produces on the different destinations. In particular, to clearly understand how the cruisers spend their money during the stay in the port, this is essential information to the actors involved in the management and development of this activity. The aim of this paper is to analyze the profiles of tourists related to different types of expenditure of passengers arriving in cruise ships to Cartagena de Indias, Colombia. Between September 27 and November 14 of 2009 visitors returning to the cruise ship completed 1361 questionnaires just minutes before their departure. The results show that the heavy spender segment can be distinguished from the rest of the cruisers by the following characteristics: a) they spent more on jewelry and, in general, they spent more on all categories; b) they were younger; c) they have high income; d) the heavy spenders in jewelry are females residents in the USA; e) they are traveling in their first or second cruise; f) they stayed longer at destination; and g) they tend to travel in groups.

**KEY WORDS:** Cartagena de Indias, cruise industry. cruisers expenditure, Logit, Tobit