

Galataport Port: Descriptive analysis of the current market in terms of ship owners and cruise lines**Galataport Limanı: Armatör ve kruvaziyer işletmeler açısından mevcut pazarın tanımlayıcı analizi**

Türk Denizcilik ve Deniz Bilimleri Dergisi

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It is known that the tour packages purchased by passengers and their expenditures at homeports are making the tourism revenues. In this study, the data of ships and travel tour packages that called at Galataport Port between January 1, 2024 and January 1, 2026 were examined. The data set was obtained from the websites of shipowners and cruise lines. A total of 930 travel tour package data sets were created. Descriptive Analysis was performed by using the SPSS 29 Package program on the obtained data set. Accordingly, shipowners and cruise lines that prefer Galataport were determined through the travel tours offered for sale by Shipowners and Cruise Lines. Inferences were made about the characteristics of travel tours, routes, tour fees and incoming ships. Thus, evaluations were made on the current potential of Galataport through data analysis. It is explained that if the ships arriving Galataport, which is capable of handling three ships – 15000 passengers a day as declared officially by the port to the Turkish Ministry of Transportation, stay for one day or more, passenger expenses will increase and the ship needs will be supplied by the agency in the port city, which will contribute positively to the economy. In the evaluation section, action plans for the acceleration of cruise tourism in Türkiye are included. Evaluations are made and suggestions are included for Galataport to support cruise tourism in Istanbul, an original port city as one of the most well known brand cities in the world.

Keywords: Galataport, Cruise industry, Shipowner and cruise line, İstanbul, Cruise tour packages, Türkiye

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ÖZET

Kruvaziyer yolcuların uğrak yapılan limanlardaki satın aldıkları gezi turları ve yolcu harcamalarının turizm gelirlerini meydana getirdiği bilinmektedir. Bu çalışmada 1 Ocak 2024 ile 1 Ocak 2026 tarihleri arasında Galataport limanına uğrak yapan gemi ve seyahat tur paketleri verileri ele alınmıştır. Veri seti armatörlerin internet siteleri ve kruvaziyer işletmelerin internet sitelerinden elde edilmiştir. Toplamda 930 adet seyahat tur paketi veri seti oluşturulmuştur. Elde edilen veri seti ile SPSS 29 Paket program kullanılarak Tanımlayıcı Analiz yapılmıştır. Buna göre Armatör ve Kruvaziyer İşletmelerin satışa sunduğu seyahat turları üzerinden, Galataport limanını tercih eden armatör, kruvaziyer işletmeler tespit edilmiştir. Seyahat turları, güzergahlar, tur ücretleri ve gelen gemilerin özellikleri hakkında çıkarımlar yapılmıştır. Böylelikle veri analizi üzerinden Galataportun mevcut potansiyeli hakkında değerlendirmeler yapılmıştır. Günde üç gemi - 15000 yolcu kapasitesini resmi olarak Türk Ulaştırma Bakanlığı'na bildirmiş olan Galataport'a gelen gemilerin kalış sürelerinin bir veya daha fazla gün olması durumunda yolcu harcamalarının artacağı ve de gemi ihtiyaçlarının liman şehrindeki acenta tarafından karşılanması ile ekonomiye getireceği olumlu katkısı açıklanmıştır. Değerlendirme kısmında ise Türkiye'de ki kruvaziyer turizmin ivmelenmesi için eylem planları içerilmektedir. Galataport'un orjinal bir liman şehri ve dünyanın en iyi bilinen marka şehirlerinden birisi olan İstanbul'u kruvaziyer turizmi ile desteklemesi açısından değerlendirmeler yapılarak önerilere yer verilmiştir.

Anahtar sözcükler: Galataport, Kruvaziyer endüstrisi, Armatör ve kruvaziyer işletmeler, İstanbul, Seyahat turları, Türkiye.

1. INTRODUCTION

Cruise has many definitions in literature. Briefly, cruise is one of the passenger transport sectors in the world (Kendall, 1986). Cruise is a voyage on a ship or boat taken for pleasure or as a holiday and usually calling in at several places (Cambridge Dictionary, 2024). Cruise is a global industry, with cruise lines operating in every major world region. Rodrigue and Notteboom identified that a current trend in the cruise industry is a “ship represents in itself the destination, essentially acting as a floating resort with all the related facilities (bars, restaurants, theatres, casinos, swimming pools, etc.)” (Lau and Yip, 2020; Rodrigue and Notteboom, 2013). Cruises are proposed as ‘the transportation of pleasure-seeking travellers on ocean voyages offering one or more ports of calls’ (Kendall, 1986). Cruise Tourism type is a significant economic added value especially at sea and culture touring destinations (Alkan *et al.*, 2015). Tourism strategies that maximize the socio-economic benefits of cruise travel and technologies and innovations in the world. In addition to the economic impacts of cruise tourism (Lau *et al.*, 2014), environmental

(Johnson, 2002; Davenport and Davenport, 2006; Paiano *et al.*, 2020; Han *et al.*, 2019; Lloret Romañach *et al.*, 2021) and socio-cultural (Niatu, 2007; Brida, 2021; Aras, 2022) impacts have also been mentioned in the literature (Paiano *et al.*, 2020; Niatu, 2007; Lloret Romañach *et al.*, 2021).

The United Nations World Tourism Organization (UNWTO) stated that international tourism has reached an estimated 1.3 billion international arrivals after a strong 2023, countries are on track to return to pre-pandemic levels in 2024 (UNWTO, 2024). Number of Cruise Passengers by Source Regions is given in Table 1. Cruise destinations with the highest percentage increases in travelers include The Mediterranean, North America's West Coast, South America, and Alaska. The 11 regions are South America, Western Europe, Asia Australasia, South America, Eastern Europe, Middle East/Arabia, Scandinavia/Iceland, Africa, Caribbean, and Central America. The Average Cruise Trip Duration and Passenger Ages are given in Table 2. It is shown that the average journey time is 6.5 to 7 days and the average passenger ages are between 46 and 47. The Cruise Lines International Association

(CLIA), the world's largest cruise industry trade association, announced in its 2023 report that world cruise passenger transportation by region reached 31 million in 2023.

Tourism revenues are one of the sectors that directly affect the country's economy directly. \$138 billion in total economic impact globally, supporting \$43 billion in wages in the world. It is known that the share of cruise passengers in homeports in sightseeing tours and the expenses made by passengers for shopping are included in the revenues obtained from tourism. In the global

economy, approximately 910000 jobs were attributable to the industry's global onshore activities, particularly at ports, including direct, indirect, and induced employment effects. Almost 462000 jobs were generated through direct effects, 257000 came through indirect effects, and 191000 through induced employment effects.

Table 1. Number of Cruise Passengers by Source Regions (Thousand, Years) (CLIA, 2021; CLIA, 2023; CLIA, 2024)

Region Years	2018	2019	2020	2021	2022	2023
North America	14240	15408	3008	2218	12592	18103
Western Europe	6731	7226	1223	1671	5433	7722
Asia	4240	3738	497	626	791	2329
Avustralasia*	1460	1351	340	7	471	1339
South America	883	935	458	89	426	997
Eastern Europe	213	263	72	32	161	332
Middle East/Arabia	111	108	8	22	149	229
Scandinavia/İceland	225	218	52	45	131	151
Africa	154	169	68	0	88	150
Caribbean	56	57	7	0	30	48
Central America	47	49	14	0	20	35
Total	28360	29252	5474	4710	20292	31435

*(Avustralia/ New Zealand/ Pacific)

Table 2. Average Cruise Trip Duration and Passenger Age (CLIA, 2021; CLIA, 2023; CLIA, 2024)

Year	2018	2019	2020	2021	2022	2023
Average Duration (day)	7	7.1	7.2	6.5	7	7.3
Average Passenger Age	46.7	46.8	47.6	47.7	46.5	46.3

In addition, 301000 jobs were provided by Cruise Lines. The sum of jobs linked to cruise lines economic impact at ports economic impact at ports (910000) and employment sustained by the cruise lines directly equates to 1.2 million jobs (CLIA, 2024). The number of ships in cruise industry is 300 and 37 new ships are in the order process by the end of 2028.

Cruise ship owners either operate their ships themselves or allow them to be operated by cruise companies in the world. In the literature,

those who have their own fleet are referred to as Cruise Ship Owners and those who carry out the operating activities of the ships are referred to as Cruise Line Operators. In fact, Shipowners can operate their own ships through their own lines or through Cruise Lines.

The ship's arrival port is also known as homeport in maritime literature- it is expressed as a homeport. Moreover, cruise revenues are generated from various business activities such as port services, shipbuilding industry services,

ship supply services, ship agency services, travel tour agency services and public services etc. Cruise expenditures have a direct impact on countries economy. The passenger expenses, which consist of cruise passengers' expenses for both sightseeing tours and shopping in the port, are much higher in the regions referred to as homeports. Incoming passengers contribute to economic activity by spending their time city sightseeing activities such as visiting historical places, eating delicious foods, and shopping. Additionally, If the ship's itinerary is more than 1 day, passenger' and ship' expenditures are directly increases and therefore revenues are raised.

1.1. Galataport

Karaköy-Salıpazarı port, is known as one of the historical places of Istanbul located in Karakoy village, formerly known as Galata. Istanbul symbolizes the habits from the past as being one of the most known brand cities in the world and city has its own ports. It serves as a docking area for cruise ships coming in from the Mediterranean. Additionally, Galataport attracts cruise tourism with its location and supports other tourism activities. Istanbul has a title of brand port and brand port city in Europe. Accordingly, this positions Istanbul more valuable in the global market.

The Galataport Istanbul Cruise Terminal details are as follows (Galataport, 2024):

- 29000 m² underground terminal area
- 176 units of 3-meters high hatches
- Daily 3 ships 15 thousand passenger handling capacity
- 15 thousand luggage storage capacity
- 5 ramps
- Total conveyor length of 1200 meters.

1.2. Istanbul

The touristic and historical places of port cities significantly increase tourism expenditures with the visits of tourists. Istanbul is one of the best examples of this. In the Brand Finance, "Brand Cities in 2024 List" Istanbul is ranked 64th (Londra Aktüel, 2024). Galataport still continues to attract cruise tourism with its location.

"Dolmabahçe Palace" one of the most popular

architectural structures in Istanbul, is at the top of the list of important places to visit in Istanbul. "Topkapı Palace" one of the largest palaces in Istanbul built by Fatih Sultan Mehmet, which continues on the list, "Galata Tower" which was included in the UNESCO World Heritage Temporary List in 2013, "Basilica Cistern" Cistern for shopping tourism, "Spice Bazaar" and "Grand Bazaar", "Ottoman Cuisine"; Palace Desserts for gastronomy tourism, "Hagia Sophia Mosque" one of the most magnificent structures in Istanbul in terms of faith tourism, and touristic places such as Aya Yorgi Monastery and Eyüp Sultan Mosque are very close to Galataport and can be reached in about 1 hour via inland transport. Many ship and passenger needs, such as provisions, fresh water supply, and bunker supply, which are included in the agency services, are often served by the port cities on the route.

Istanbul as one of most popular brand cities in the world with its Galataport located in Karaköy-Salıpazarı village, directly affects cruise tourism and supports other tourism activities, giving the existing tourist attraction of cruise vessels if she stay more than one day, this revenue is the income coming from the expenditures made by passengers during sightseeing tours and shopping at homeport, if they stay a day longer at homeport. It has been determined that cruise ships arriving in Galataport port have an average of 3 thousand to 4 thousand people, including the crew. Many ship and passenger needs, such as provisions, fresh water supply, and bunker supply, which are included in the agency services, are often supplied by the port cities on the route.

1.3. Cruise Industry in Türkiye

The revenue items obtained from cruise tourism are among the sectors that directly affects Türkiye. It is known that the share of cruise passengers at homeports, both in the tours and the expenses made by the passengers for shopping are included in the income obtained from tourism, but it cannot be fully monitored.

When the economic effects of the cruise sector are examined, the income obtained from the expenses of individuals should not be considered only, as it is a fact that income is obtained from

various business lines such as port services, shipbuilding industry services, ship supply. services, ship agency services, travel and tour agency services and public services in Turkish territorial waters.

Until the early 2000s, Turkish Maritime Lines (TDI) was both a shipowner and a cruise operator in the market with 9 ships, due to very old aged ships having high renewal costs, they had to withdraw from the market. Today, it has been determined that 1 small-tonnage ship belonging to a Turkish shipowner will be carrying passengers in the Black Sea region as of 2022. On the other hand, multinational and multi-partner shipowner and cruise lines jointly offer cabin capacity from the Turkish Cruise Market and these partnerships largely shape the direction of the Turkish Cruise market as well.

2. METHODOLOGY

In this study, the ships, shipowners, and cruise lines that have called at Galataport between 2024-2025 were analyzed. The data included in the research were taken from the cruise mapper website and the cruise in Türkiye website (Cruiseinturkey, 2024; Cruisemapper, 2024a; Cruisemapper 2024b). In addition, the accuracy of the information from all shipowners and cruise companies' websites was double checked from both sides. In this content, some minor exceptions were ignored.

A data set of travel tours that called at Galataport between January 1, 2024, and January 1, 2026 has been created. 930 travel tour package data sets obtained from shipowners' websites and cruise lines' websites were analyzed. The data were analyzed using the Descriptive Analysis method in the SPSS 29 program. We have following questions raised in the article.

- Which shipowners and Cruise Lines do prefer Galataport?
- Is there a partnership relation between the shipowners and cruise companies who prefer Galataport as a homeport?
- What are the numbers of ships, their carrying capacity, technical specifications, and number of passengers they are bringing to Galataport?

- What is Türkiye's position in Cruise market?
- Is the modernization made with the Galataport meets the requirements of the ships coming into the port?
- Can Türkiye have a tour package in Aegean and Mediterranean seas with its own fleet and what class ships should be owned by Türkiye in this regard?

The limits of this study: Assessment is done over the standard cabin prices per single person declared by tour seller for a certain period of time. The tour prices are checked from both shipowners and cruise lines to obtain the correct values. Accordingly, assessment is done over the current datas provided by shipowners and cruise sellers.

3. RESULTS

It is determined that a total of 90 ships made one or more stops at Galataport at various times of the years 2024 and 2025. In Figure 1; It is understood that 55 ships called at the port in year 2024 and 66 ships called in 2025 are list.

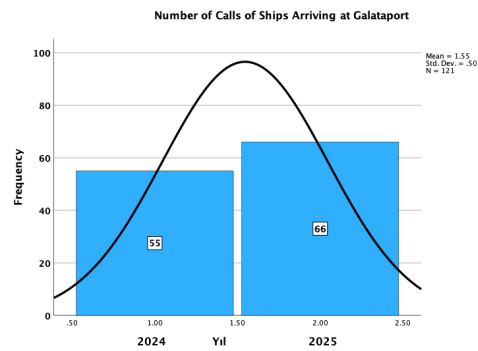


Figure 1. Number of Calls of Ships Arriving port in between 2024-2025.

In Figure 2 and in Figure 3 Cruise Lines and Shipowners names and their fleet codes are given. It's understood that total of 25 shipowners and 33 cruise lines preferred Galataport.

When the distribution of ships of the shipowners coming to Galataport is examined, it is observed that Norwegian Cruise Line Holding operates its ships in the market with a rate of 17.4% and Carnival Corporation & PCL with a rate of 16.5%.

Shipowner	Name of Shipowners	Vessel Code
NCLLtd	Norwegian Cruise Line Holdings Ltd	Grande-NorDown-NorGeta-NorPear-NorSky-NorViva-OceAllure-OceMan-OceRivi-OceVist-OceVista-RsGrande-RsMarine-RsNavega-RsSplenda-RsVoyage-Voyager
CC&PLC	Carnival Corporation & PLC	Aidas-Aidas-CA-mM-CosDi-CosFor-IsIPrin-MajPrinc-msNiSta-MsOoster-MsVolen-msZuider-QueVic-StarPrinc-SunPrinc
RCCLLtd&LEFG	Royal Caribbean Cruise Limited & Lefebvre Family (Rome, Italy)	BravoSea-CelebAs-CelebEq-CelebIn-CelebSi-OdySea-SerailSea-VoyotSea
VCLtd	Viking Cruises Ltd	VikLupi-VikMars-VikNept-VikSato-VikSky-VikStar-VikVela-VikVenu-VikVesta
A&K TGvCSLtd	A&K Travel Group Ltd (via Crystal Serenity Ltd)	CrystSer-CrystSymp
BolCLtd	Bolton Cruise Ltd	FoBaol
BCLtd	Balmoral Cruise Ltd	FoBaol
CC&PLCvSCLtd	Carnival Corporation & PLC (via Seabourn Cruise Line Ltd)	SeaboInc
ColtGmbH	Comit Holding GmbH	SmCmsHam
LGPCvCTOLLC	Louis Group Plc (via CRISTAL TRADING OPCO LLC)	CelesCr
LGPCvCOASSsa	Louis Group Plc (via OASIS SHIPPING SERVICES SA)	Celeslr
MHI	Mystic Invest Holding (Portugal)	McCMVdgm
MSASC	MS Arania Shipping Company GmbH	PhoeArt
MSCG	Mediterranean Shipping Company (MSC Group)	MscSanf-MscSplm
MSCGv MSCGs	Mediterranean Shipping Company (MSC Group) via MSC Crociere SpA	MscExpI
RCGvRCCLLtd	RCG-Royal Caribbean Group (via RCCL-Ltd)	Moon-Ray-SilvesDown-SilvesMuse-SilvesPur-Whisper
SCLtd	Star Clippers Ltd	StarClip
SeaDYC	SeaDream Yacht Club	SeaDreamI-SeaDreamII
SGa	Scenic Group (Australia)	EmetDes-EmetLon-EmetSky-EmetStar
SP	Sycamore Partners	AzaI-AzaO-AzaP
STA	Scenic Tours Australia	ScenCryst-Scenade-ScenJasp-ScenOpal
TRDhdhCYOPCOLT	The Ritz-Carlton Hotel Company LLC (via Cruise Yacht OpCo Ltd)	Rtzevrima-RtzeIlma
TUIAG-RCCLLtd	TUI AG and RCCL (Ltd)	MacDise-TuiS2-TuiMS4-TuiMS5
TUIAGvTUIcltd	TUI AG (via TUI Cruises GmbH)	HplmsEu-HPlmsEu2
XP&RI	Xanterra Parks & Resorts Inc.	Wlegnd

Figure 2. Names of shipowner, shipowner codes, vessel names

Cruise Lines	Cruise Lines	Vessel Codes
CdtDbah	Crystal Cruises, LTD (Bahamas)	CrystSer-CrystSymp
FOCLLtd	Fred Olsen Cruise Lines Ltd	FoBaol-FoBaol
PCLLtdusa	Princess Cruise Lines Ltd (USA)	IsPam-MajPrinc-StarPrinc-SunPrinc
CoC	Costa Cruises	CosDi-CosFor
HolAL	Holland America Line	msNiSta-MsOoster-msVolen-MsZuider
SeabC	Seabourn Cruises	SeaboInc
AIDAAC	AIDA Kreuzfahrten (AIDA Cruises)	Aidas-Aidas
CLtduk	Conrad Line Ltd (UK)	QueVic
PlnK	Platanos Kreuzfahrten	SmCmsHam
CoCL	Carnival Cruise Line	CarnM
CeleC	Celestyal Cruises	Celeslr-Celeslr
SchGmbH(NickoCCGm	Schaffhausen GmbH (Nicko Cruises Germany)	McCMVdgm
PhoRGmbH	Phoenix Reisen GmbH	PhoeArt
NCL	Norwegian Cruise Line	NorDown-NorGeta-NorPear-NorSky-NorViva
MSCC	MSC Cruises	MscSanf-MscSplm
MSCCvMSCEJ	MSC Cruises (via MSC Explorer Journeys)	MscExpI
RSSC	(RSSC) Regent Seven Seas Cruises	Grande-Navegat-RsGrand-RsMarine-RsNavega-RsSplenda-RsVoyage-Voyager
Ocinc	Oceania Cruises Inc.	msNiSta-OceAllure-OceMan-OceNatu-OceVist-OceVista
SC	Silversea Cruises	Moon-SilvesDown-SilvesMuse-SilvesPur-Whisper
SICltusa	Silversea Cruises Ltd USA (via Silversea Expeditions)	Ray
CoC	Celebrity Cruises	CelebAs-CelebEq-CelebIn-CelebSi
RCI	RCL Royal Caribbean International	BravoSea-OdySea-SerailSea-VoyotSea
SCC	Star Clippers Cruises	StarClip
SeaDCL	SeaDream Cruise Line	SeaDreamI-SeaDreamII
EWdEa	Emerald Waterways (Europe), Evergreen Tours (Australia)	EmetDes-EmetLon-EmetSky-EmetStar
AzC	Azamara Cruises	AzaI-AzaO-AzaP
SoC	Scenic Cruises	ScenCryst-Scenade-ScenJasp-ScenOpal
TRCYC	The Ritz-Carlton Yacht Collection	Rtzevrima-RtzeIlma
TUICGmbH	TUI Cruises GmbH	TuiMS2-TuiMS4-TuiMS5
HILC	Hapag-Lloyd Cruises	HPlmsEu
MacCtcltUK	Maeda Cruises Ltd (TUI UK)	HPlmsEu2
VOCusa	Viking Ocean Cruises (USA)	VikLupi-VikMars-VikNept-VikSato-VikSky-VikStar-VikVela-VikVenu-VikVesta
WC	Windstar Cruises	Wlegnd

Figure 3. Names of cruise lines, cruise line codes and codes of ship that operated by cruise lines

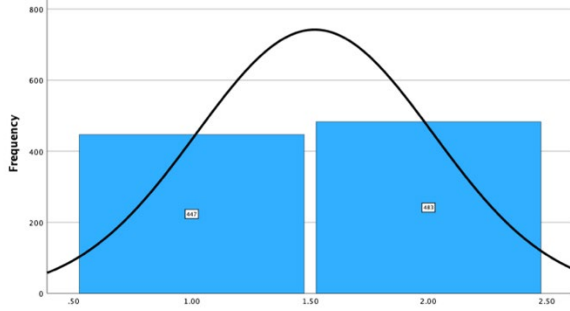


Figure 8. Number of travel tours-packages offered by shipowners

In Figure 8; It's seen that 448 tour packages have been on sale in 2024 and 482 in 2025. It is seen that a total of 930 tour packages were on sale by Cruise Lines and Ship Owners for these ships.

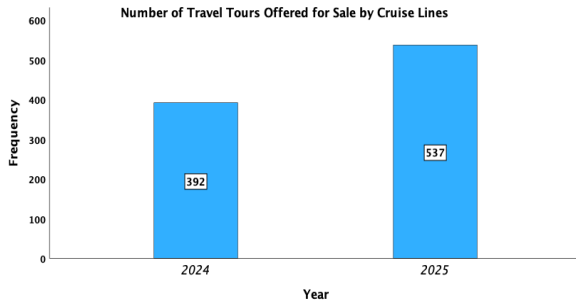


Figure 9. Number of Travel Tours Packaged Offered by Cruise Line

In Figure 9, It is observed that the tour packages on sale by Cruise Lines are 392 in 2024 and 537 in 2025.

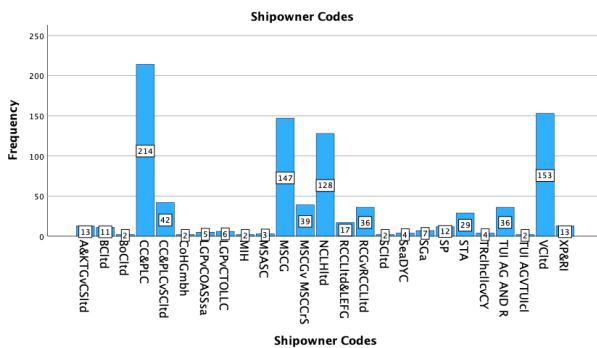


Figure 10. Number of tour packages offered by shipowners

In Figure 10 and in Figure 11; shipowner and cruise line-based tour packages are given. When the tour packages on sale by the shipowners are examined, it is observed that Carnival Corporation & PLC (via Seabourn Cruise Line Ltd) is taking the first place with 214 tour packages, followed by Viking Cruise Ltd with 153 tour packages.

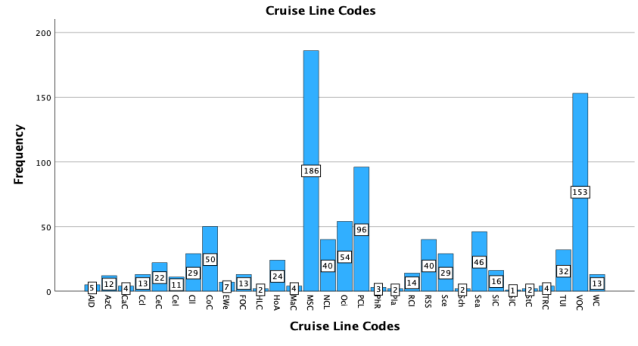


Figure 11. Number of tour packages offered by cruise lines

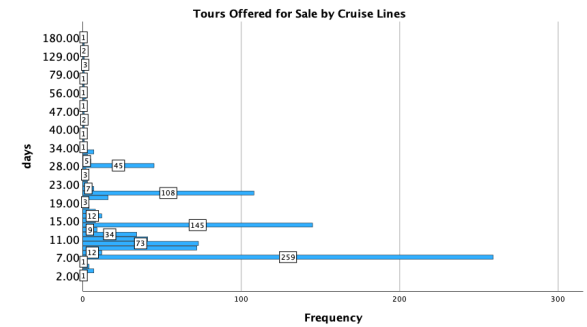


Figure 12. Number of tours-packaged offered for sale by time basis

In Figure 12, it was determined that the package tour durations were 2, 7, 11, 15, 19, 23, 28, 34, 40, 47, 56, 79, 129 and 180 days. It was determined that the travel tour durations for Galataport were the tours covering 7, 15 and 21 days. It is seen that there are a maximum of 401 tours based on homeport Istanbul, 259 tours on sale include 7-day package tours, and it is observed that 145 tours and 15-day tours follow these package tours in the Figure 13.

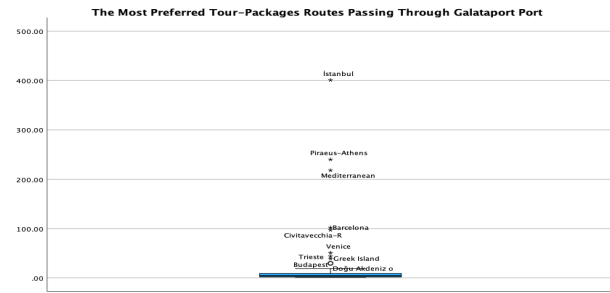


Figure 13. Tour-Packages routes calling Galataport

The most frequent Galataport call tour routes are Istanbul 401, Piraeus-Athens 240, Mediterranean 218, Barcelona 102, Civitavecchia 97, Venice 51, Trieste 44, Greek Islands 39, Eastern

Mediterranean 30 and Budapest 29. In addition, Galataport call tour routes with a frequency of less than 5 are shown in Figure 14.

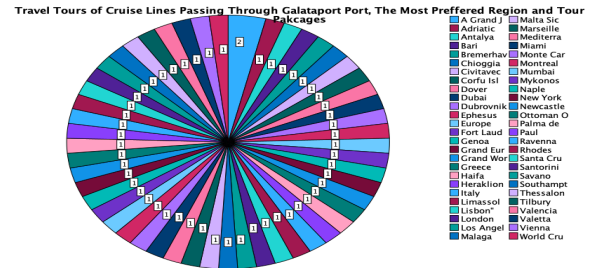


Figure 14. Tour-Packages routes calling Galataport

Vessel Name	Vessel Code	Vessel Name	Vessel Code
AIDAblu	Aidab	Oceania Nautica	OceNatu
AIDAstella	Aidas	Oceania Riviera	OceRivi
Azamara Journey	AzaJ	Oceania Vista	OceVista
Azamara Odyssey	AzaO	Odyssey of the Seas	Odyofica
Azamara Pursuit	AzaP	Phoenician Artemis	PhocArt
Brilliance Of The Seas	Brilofsea	Queen Victoria	QueVic
Carnival Miracle	CarnM	Ray	Ray
Celebrity Ascend	CelebAs	RegentSeven Seas Grandeur	RaGrande
Celebrity Equinox	CelebEq	RegentSeven Seas Mariner	RaMarine
Celebrity Infinity	CelebIn	RegentSeven Seas Navigator	RaNavigator
Celebrity Silhouette	CelebSi	RegentSeven Seas Splendor	RaSplenda
Celestyal Crystal	CelestCr	RegentSeven Seas Voyager	RaVoyager
Celestyal Journey	CelestJr	Ritz-Carlton Evrima	RtzeEvrim
Costa Diadema	CostDi	Ritz-Carlton Ilma	RtzeIlma
Costa Fortuna	CostFor	Scenic Crystal	ScenCryst
Crystal Serenity	CrystSere	Scenic Jade	ScenJade
Crystal Symphony	CrystSymp	Scenic Jasper	ScenJasp
Emerald Destiny	EmerDes	Scenic Opal	ScenOpal
Emerald Luna	EmerLun	Seabourn Encore	SeaboEnc
Emerald Sky	EmerSky	SeaDream I	SeaDreamI
Emerald Star	EmerStar	SeaDream II	SeaDreamII
Fred Olsen Bahmond	FoBa1	Serenade Of The Seas	SerSea
Fred Olsen Bolitic	FoBo1	SilverseaSilver Dawn	SilvsDawn
Grandeur	Gra	SilverseaSilver Muse	SilvsMuse
Hapag-Lloyd ms Europa	HPLmsEu	SilverseaSilver Spirit	SilvsSpir
Island Princess	IslPrin	Small Cruise Lines Cru	SmChmsHam
Majestic Princess	MajPrinc	Star Clipper	StarClip
Marcella Discovery	MarD	Star Princess	StarPrin
Moon	Moon	Sum Princess	SumPrinc
ms Nieuw Statendam	msNiSta	TUI Mein Schiff 2	TuiMS2
ms Oosterdam	msOoster	TUI Mein Schiff 4	TuiMS4
ms Volendam	msVolca	TUI Mein Schiff 5	TuiMS5
ms Zaanendam	msZu	Viking Jupiter	VikJupi
MSC Explora 1	MscExp1	Viking Mars	VikMars
MSC Sinfonia	MscSinf	Viking Neptune	VikNep
MSC Splendida	MscSpln	Viking Saturna	VikSata
Mystic Cruises CMV Vasco	McCMVdgm	Viking Sky	VikSky
da Gama-Nicko			
Hapag-Lloyd ms Europa2	HPLmsEu2	Viking Star	VikStar
Norwegian Dawn	NorDawn	Viking Vela	VikVela
Norwegian Getaway	NorGate	Viking Venus	VikVenu
Norwegian Pearl	NorPear	Viking Vesta	VikVesta
Norwegian Sky	NorSky	Voyager	Voyager
Norwegian Viva	NorViva	Voyager Of The Seas	Voyofica
Oceania Allura	OceAllur	Whisper	Whisper
Oceania Marina	OceMari	WindstarStar Legend	WLegend

Figure 15. Vessel name and vessel codes

Figure 16. Names and routes of tour packages through at Galataport in between 2024-2025

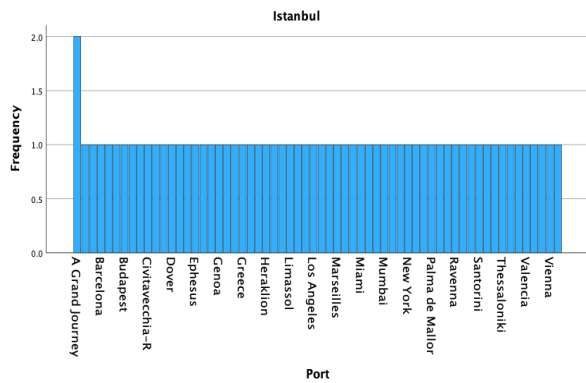


Figure 17. Tour packages with direct route to Istanbul Galataport

Figure 17 shows tour packages with direct Istanbul Galataport routes. Important regions include Barcelona, Budapest, Civitavecchia, Dover, Ephesus, Greece, Genoa, Limassol, Los Angeles, Marseilles, Miami, Mumbai, New York, Palma de Mallorca, Ravenna, Santorini, Thessaloniki, Valencia, Vienna, and A Grand journey.

When creating daily cruise data, the lowest price

open for sale in the system was taken as the basis. Since the first 4 months of 2024 have already been completed, cruise fees here could not be determined. The calculation is shown as made without applying corrections to missing data.

When the tour packages are observed, it's determined that there is more than a single tour package are sold for the same cruise ship and voyage. Comparing these tour packages with each other, it is seen that the duration of the tour varies from one another. Accordingly, it is determined that same tour packages for different times have the same daily price. However, it is seen that when the standard cabins are sold in full, deluxe cabins are in sale for some passengers willing to have a more luxurious vacation.

Tour price with a general assessment is obtained by having total tour package price divided by the total time/day of the tour package. 770 tour packages are received from the tour operators and selling offices. Past prices of the tours are strictly classified since the market keep rising and no operator, nor selling office do intend to disclose such information to any party which will

enable buyers to make a thoroughly comparison on the prices yearly. Accordingly, above said simple tour price calculation is used to obtain daily price. Thus, it is seen that the tour prices per day are varying from USD 19.01 to USD 571.09 dependent on the time spent on the voyage. The tour packages based on the homeport, Galataport Istanbul.

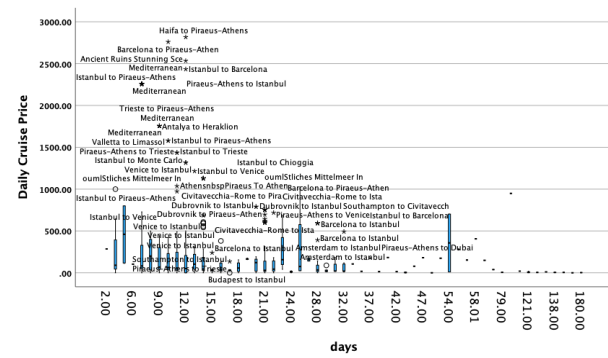


Figure 18. Cruise tour package price (daily)

In the examination, it was determined that the factors affecting the daily cruise fee are determined by the completion rate of the sale of space on the ship, the daily fee varies as the number of cabins open for sale on the ship decreases, and the prices are consistent in case the tour is purchased in advance.

On the other hand, it is observed that the purchase price of the ticket offered for sale when the tour starts does not increase much if there is space on the ship, but if there is less space available, the tour price goes up due by offering luxury cabin types for sale.

Another issue is that the pricing policy applied by shipowners is slightly higher than the prices offered by cruise lines. One reason for this is in tours offered for sale, when the rate of open seats is higher than the rate of sold tours, cruise lines organize temporary sales discount promotions to accelerate the sale of remaining empty capacity on hand.

A daily cruise fee graph is shown in Figure 18. Accordingly, it has been determined that the daily cruise tour price starts from 29.01 dollars and goes up to 571.29 dollars.

The total travel tour fee graph is shown in Figure 19. Accordingly, it has been determined that it

starts from 332.75 dollars and is 15795.72 dollars.

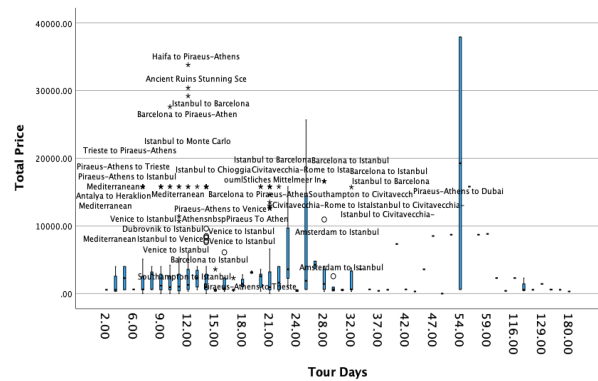


Figure 19. Cruise tour package price (total)

Total Package and Daily prices per ship are shown on Figures 20 and 21.

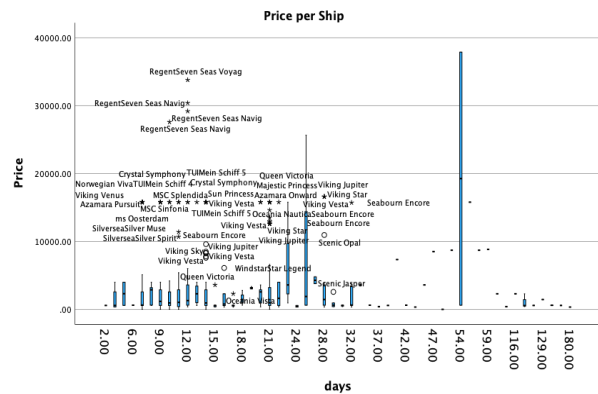


Figure 20. Price per ship

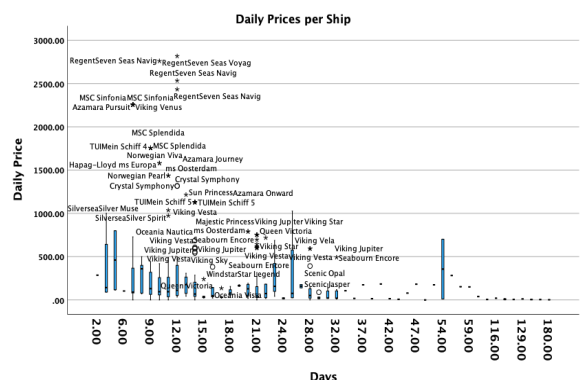


Figure 21. Daily price per ship

It has also been observed that the daily tour fee does not change much in case of long travel duration of tour packages.

In this section, the ship classification obtained from the data set of 90 ships arriving at Galataport shown in Figure 16 has been analyzed. The characteristics of the 90 ships calling at Galata Port between 2024-2025 are summarized with the given graphs below.

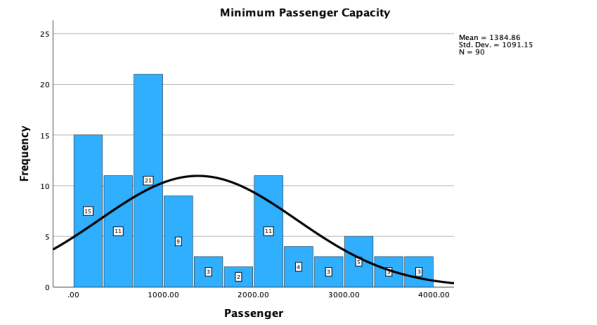


Figure 22. Minimum passenger capacity of ships arriving at Galataport

When the ship characteristics arriving at Galataport Port are examined, the average minimum passenger capacity is indicated in Figure 22 and is observed as 1384.86.

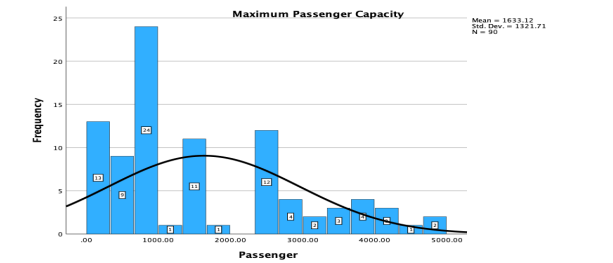


Figure 23. Maximum passenger capacity of ships arriving at Galataport

In Figure 23, the average maximum passenger capacity is given as 1633.12 by applying the same method.

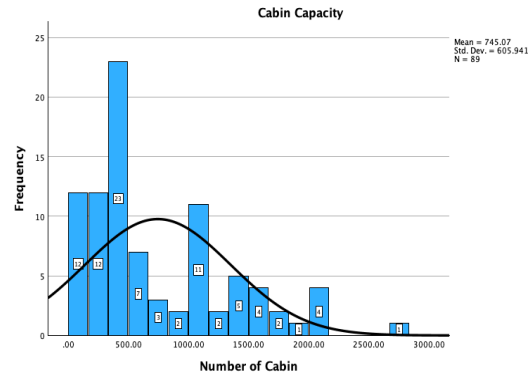


Figure 24. Number of cabin capacity

It has been determined that cruise ships arriving at Galataport have an average of 3 thousand to 4 thousand people, including the crew. Many ship and passenger needs, such as provisions, fresh water supply, and bunker supply, which are included in the agency services, are often supplied by the port cities on the route. In Figure 24, the average cabin number of the arriving ships is seen as 745.07.

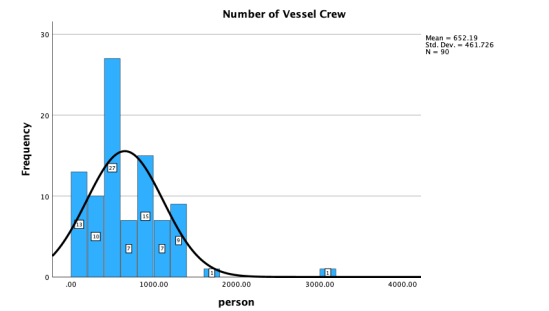


Figure 25. Number of crew

In Figure 25, the total number of personnel (crew) working on the ships is shown. Accordingly, the average number of crew on the ships arriving at Galataport is determined as 652.19.

that new ship are calling to Galataport.

Figure 26. Passenger-Area ratio

In Figure 26, the passenger area ratio is shown, 79 data sets are used, and the passenger-area ratio is observed as 43.84.

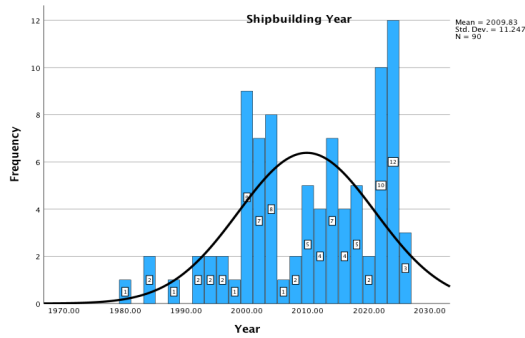


Figure 27. Overall length of vessel

In Figure 27, the overall of length of ships graph is illustrated. Accordingly, it is seen that the average length of the ships is 235.27 meters. After Galataport modernization, quay capacity has been increased as well.

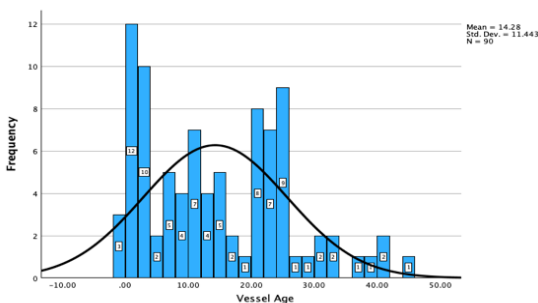


Figure 28. Vessel age

The average age of the ships is shown in Figure 28 and is seen as 14.28. It is generally observed

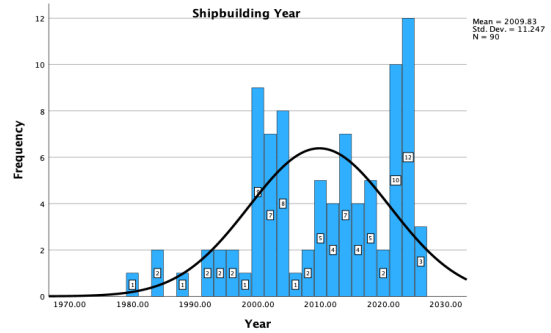


Figure 29. Shipbuilding year

The average shipbuilding year of the 90 ships arriving at Galataport in between 2024-2025 is shown in Figure 29 as 2009.

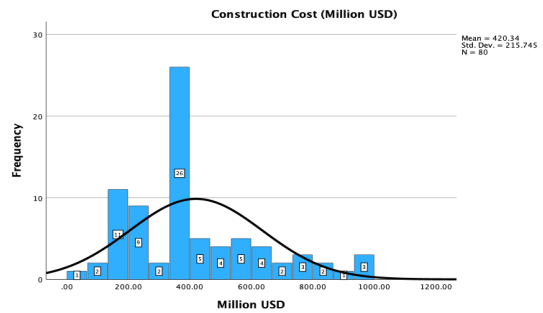


Figure 30. Construction cost

In Figure 30, it is understood that the approximate reconstruction cost of the ships is 420.34 million dollars according to the data obtained for the existing 80 ships.

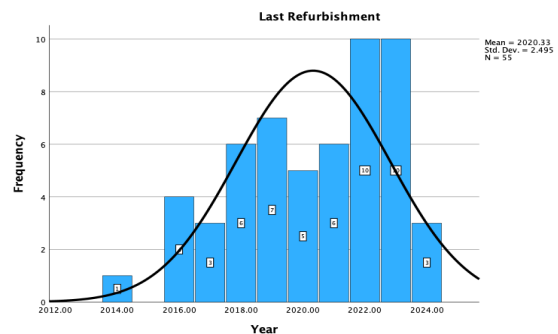


Figure 31. Last refurbishment

In Figure 31, it has been determined that 55 out

of 90 ships have refurbishment and the average maintenance and refurbishment year is observed as 2020.

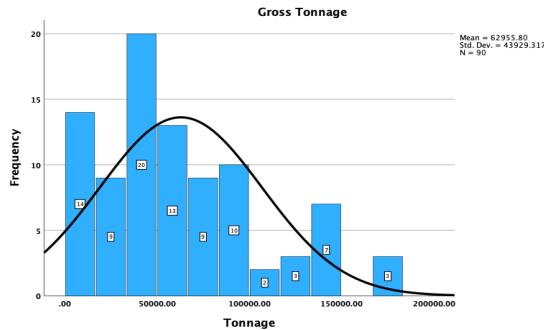


Figure 32. Gross tonnage of ships

The average Gross Tonnage of ships arriving at Galataport port is observed as 62995.80. Passenger ships have the capacity to serve 3 large ships at the same time with the modernization of Galataport in 2021.

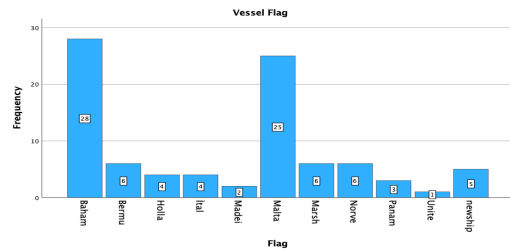


Figure 33. Convenience flag of vessels

The flag countries of the ships are shown in Figure 33. Accordingly, it is observed that 28 ships have the Bahamian flag, 25 ships have the Maltese flag, and six ships each have the Bermuda, Marshal Island and Norwegian flags. With the fiscal legislations applicable by Ministry of Treasury in Türkiye, Flag State of the ships calling at any Turkish port does not have any impact on income made by the country as “0” tax and duty applied by Türkiye to the cruise ships transiting/calling a homeport in Türkiye.

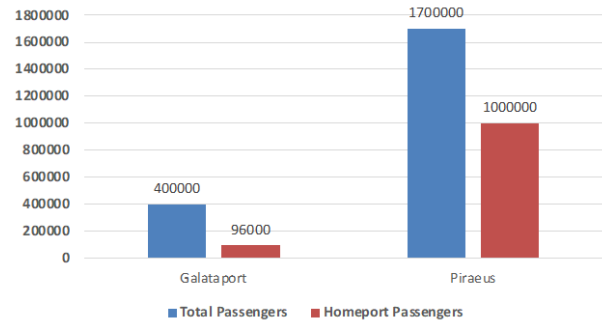


Figure 34. Comparison of Piraeus Ports against Galataport

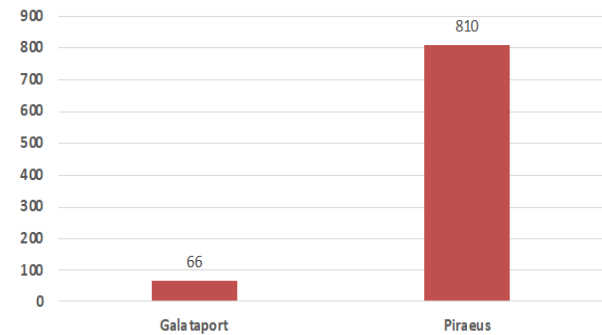


Figure 35. Comparison of Piraeus versus Galataport in terms of calls made by cruise ships and number of passengers handled

The aim of this study to have Türkiye get more share from Cruise tourism, if possible, by increasing the number of vessels from 0 to 3 till 2030 or adding more Cruise terminals to Istanbul city in order to get Istanbul as a key-gate for all Cruise Tours. In this regard, we compared Galataport to Piraeus port, statistics clearly demonstrates that Piraeus is taking the lead and Istanbul has a long way to go just to get to same level with Piraeus.

When the number of passengers came to Piraeus port and Galataport are compared to each other for year 2024, it is obvious that Piraeus had 1700000 passengers in total whereas Galataport had only 400000. In addition, Piraeus was used a homeport by 1000000 passengers buying cruise tour packages while Galataport was only preferred by 96000 passengers (GTP, 2024). These numbers are clearly indicating that Türkiye is not having sufficient revenue from tourism although Galataport with its location which is very close to Piraeus port, with much better historical, touristic, culinary and health

tourism places that passengers can enjoy more than Piraeus, is not having necessary number of passengers, which in return can contribute to Türkiye's economy.

4. DISCUSSION

According to the statistical data published by the Ministry of Culture and Tourism: 1195 ships called at Turkish cruise ports in 2024, and the number of incoming cruise passengers is 153663 (Cruise Statistics, 2024; UAB,2024).



Figure 36. Revenues obtained from cruise tourism (edited by the author)

This item marks the potential income that can be made in proportion with the time and expenses that cruise passengers do at homeport with both sightseeing tours and shopping, if there is more than 1 day spent at the port. In such cases, it both increases the amount of expenditure per person and allows the ship's needs to be supplied at the port of call. It has been determined that the cruise ships arriving at Galataport have an average of 3000 to 4000 people, including the crew. Many ships and passengers need such as provisions, fresh water supply, and bunker supply, which are included in agency services, are often supplied by port cities on the route. In Figure 34 Revenues obtained from cruise tourism are briefly summarized.

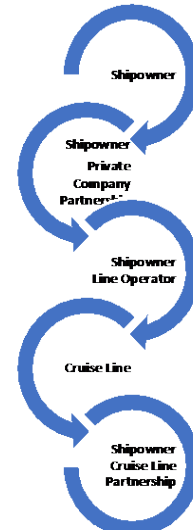


Figure 37. Relation analysis of shipowners, cruise lines of ships arriving at Galataport in between 2024 and 2025.

It has been determined that the relationship between Shipowner and Cruise Lines. The relation is shipowner, shipowner-private company partnership, shipowner's line, cruise line and cruise lines and shipowners' partnership, and this relationship is shown in Figure 37.

After the Galataport cruise lines and ship analysis, when the relations between the shipowner and cruise lines were examined, the result was that the shipowner either operated its own ships or operated them by a private company partnership or by the cruise company and the cruise company operated them by the shipowner partnership. This relationship is illustrated in Figure 30. It should be noted that cruise lines operate as an owner in the cruise market and sometimes act as a monopoly in holding the market. They can easily rise up or lower down the prices according to the available cabin space. In this context, it is seen that the 2M (Alliances) partnership seen in container market is also the same within cruise market as well. Royal Caribbean Group is a good example of this case.

5. CONCLUSION AND SUGGESTION

Although cruise tourism seems to be preferred by those over the age of 46, the trend now shows that the 18-25 age group also prefers this type of tourism. The most important differentiating

feature of cruise tourism from other tourism types that it offers the opportunity to visit the city centers of many countries with just 1 suitcase without carrying any luggage. This makes travel easier and more enjoyable.

Galataport has the capacity to serve 3 ships per day since it was opened in 2021. The most frequent Galataport call tour routes are Istanbul 401, Piraeus-Athens 240, Mediterranean 218, Barcelona 102, Civitavecchia 97, Venice 51, Trieste 44, Greek Islands 39, Eastern Mediterranean 30 and Budapest 29. The duration of the tours is between 2 and 180 days and the tours are grouped as one-way trip and round-way trip. It is understood that Galataport has an advantageous position in the market by many routes, including the world tour. It is seen that a total of 25 shipowners and 34 cruise lines preferred Galataport in their route lists. Türkiye should have a position that attracts more tourists by combining the modern structure of Galataport with the attractiveness of Istanbul.

Istanbul is an invaluable jewel in terms of tourism in every way. In addition, it is clearly observed that the cruise industry has become the center of attention with the Galataport entering service as of 2021. In the analysis, it is understood that the preferred route of tourists who prefer tours ranging from 2 to 180 is Istanbul. It is seen that tour packages are Mediterranean, Aegean, Adriatic, Eastern Europe, America etc. routes and they are preferred by tourists.

When we analyzed the relationship between the Shipowner and Cruise Lines, it is understood that cruise lines operate as an owner in the cruise market and sometimes act as a monopoly in holding the market.

There are still many actions to be taken for the tourism potential of Türkiye and Istanbul. If we briefly mention these, first, Turkish shipowners are taking place in the market as quickly as possible.

It will be a very important step for Türkiye to enter the market with at least 3 ships of average size and 2000-3000 passenger capacity by the next 2030 and to increase this number to 10 in the coming ten years. Although the cost for building a new ship is over 400 million dollars, such cruise ships can amortize themselves in a short

period of time when we consider the revenue to be coming into account as per the current daily tour packages in place. Turkish shipowners should quickly include cruise ships in their fleet, and this will enable Türkiye have a position in the cruise market. In this context, we can say that we are present in the current as Türkiye market and we can take a small but very effective step to become effective in the system. We can also progress by increasing the number of ships in our fleet with our long-term policies for the coming years. In addition, we should start selling our own fleet and our own travel tour packages not through our own offices, not via foreign Cruise lines. On the other hand, it is very important to ensure that Istanbul is a Homeport and that the ship stays for 1 day and more than one day. The increase in the ship's berthing-as free time will directly end up on increases on tourist expenditures and vessel expenditures. Thus, the income obtained from cruise tourism will increase.

The way to achieve this is to diversify the services we can offer in the city. It is necessary to create a wide range of alternative city tour packages that define historical places, entertainment venues, gastronomy areas from A to Z for tourists and to bring them together under a standard, to attract the attention of tourists and make Türkiye's places and services preferable. This can be possible especially with fast and enjoyable tours takes in 4-5 hours. Thus, as soon as the vessel berths at the port, the tourist will be able to spend their time in the most effective way and will convince the passenger who does not want to get off the ship and avoid the join the city tours.

A wide variety of tour packages can be made for the entire day, ranging from food and beverage to entertainment venues. Moreover, health and cruise tour packages can be organized in these days when Istanbul stands as one of the leading cities in health tourism. In this instance, the person first goes on a cruise ship. He gets off the ship, has an aesthetic treatment and combines his travel with another tour if he or she wishes. Additionally, plane plus cruise packages can be offered much more through tour agencies.

Moreover, it is still not fully known how much income is obtained from cruise tourism in the

world. It is very important to follow the revenues obtained from the cruise economy for future. This cannot be followed completely in the world and in Türkiye. For this reason, it will be line analyzing method is used to analyze other cruise ports in Türkiye as well with the method used in this paper. For further studies, Kuşadası, İzmir and Antalya cruise ports be examined.

AUTHORSHIP STATEMENT

Gülsüm KORALTÜRK: Conceptualization, Methodology, Validation, Formal Analysis, Resources, Writing - Original Draft, Writing-Review and Editing, Data Curation, Software, Visualization, Supervision, Project administration, Funding acquisition.

CONFLICT OF INTERESTS

The author(s) declare that for this article they have no actual, potential or perceived conflict of interests.

ETHICS COMMITTEE PERMISSION

No ethics committee permissions is required for this study.

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