

# Cruise Tourism's Contribution to the New Zealand Economy 2017

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REPORT PREPARED BY M.E. CONSULTING.

# Global Cruise Tourism

CRUISE PASSENGERS

1989



2017

GROWING AT AROUND **7%** PER ANNUM 

The text 'GROWING AT AROUND' is in grey, '7%' is in large bold black font, and 'PER ANNUM' is in grey. To the right is a large black upward-pointing arrow.

# National Cruise Tourism

CRUISE PASSENGERS

2010



NOW



2018



GROWING  
AT AROUND **13%**  
PER ANNUM



# Cruise Tourism Activity

## Vessels



**42**

VESSELS

**138**

VOYAGES

**747**

PORT DAYS



**37**

VESSELS

**162**

VOYAGES

**809**

PORT DAYS



**39**

VESSELS

**191**




VOYAGES

**984**

PORT DAYS

# Cruise Tourism Activity

## Passengers

	 UNIQUE PAX	 EXCHANGE PAX	 PAX PORT DAYS
<b>2016/17</b>	<b>235,900</b>	<b>95,000</b>	<b>1,363,200</b>
<b>2017/18</b>	<b>270,500</b>	<b>131,900</b>	<b>1,445,600</b>
<b>2018/19</b>	<b>344,000</b>	<b>147,100</b>	<b>1,905,800</b>

# Cruise Tourism Activity

## Crew

	 CREW	 EXCHANGE CREW	 CREW PORT DAYS
<b>2016/17</b>	<b>101,600</b>	<b>5,300</b>	<b>540,300</b>
<b>2017/18</b>	<b>116,300</b>	<b>6,000</b>	<b>607,900</b>
<b>2018/19</b>	<b>150,400</b>	<b>7,800</b>	<b>816,500</b>

# Cruise Tourism Activity

## Source Markets

### NORTH AMERICA

49,700 **21%**

### NEW ZEALAND

24,300 **10%**

### AUSTRALIA

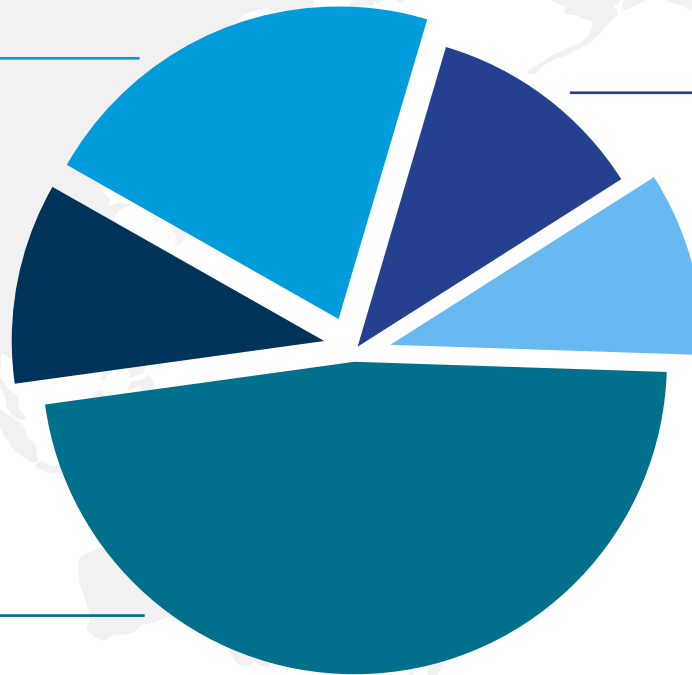
112,700 **48%**

### EUROPE

31,100 **13%**

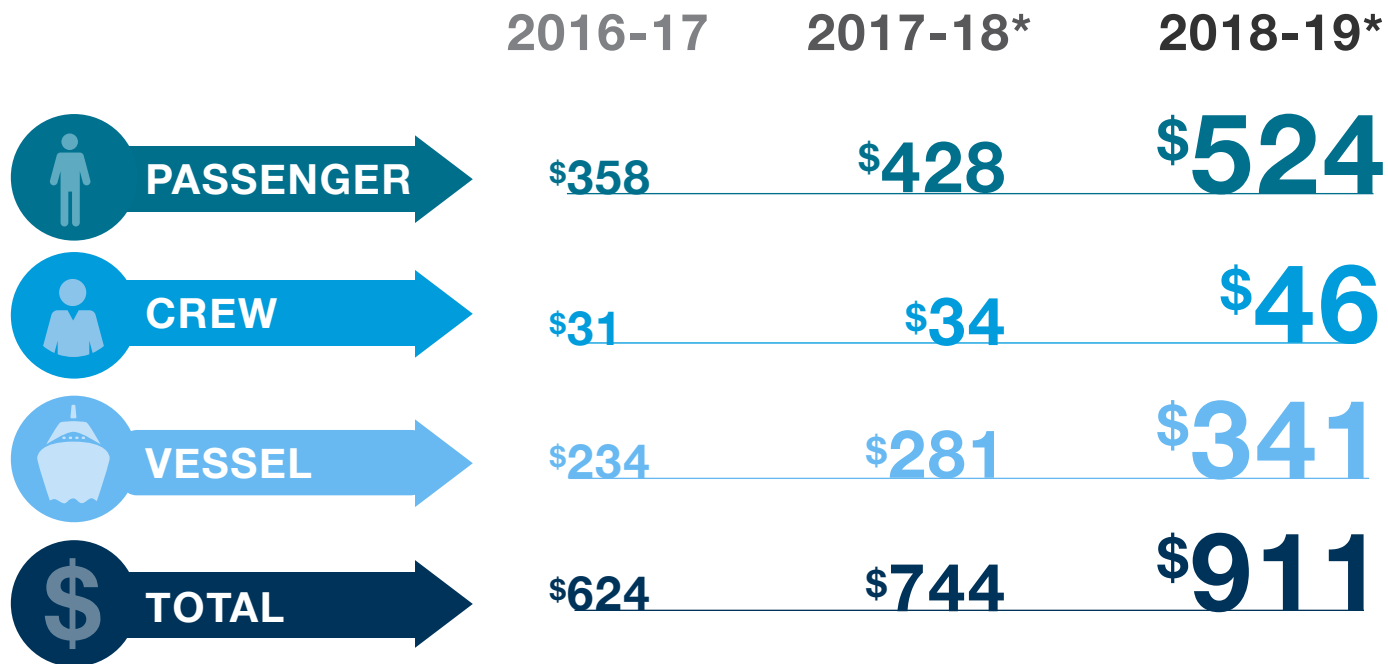
### OTHER

18,000 **8%**



# Cruise Tourism Economy

## Cruise Tourism Expenditure

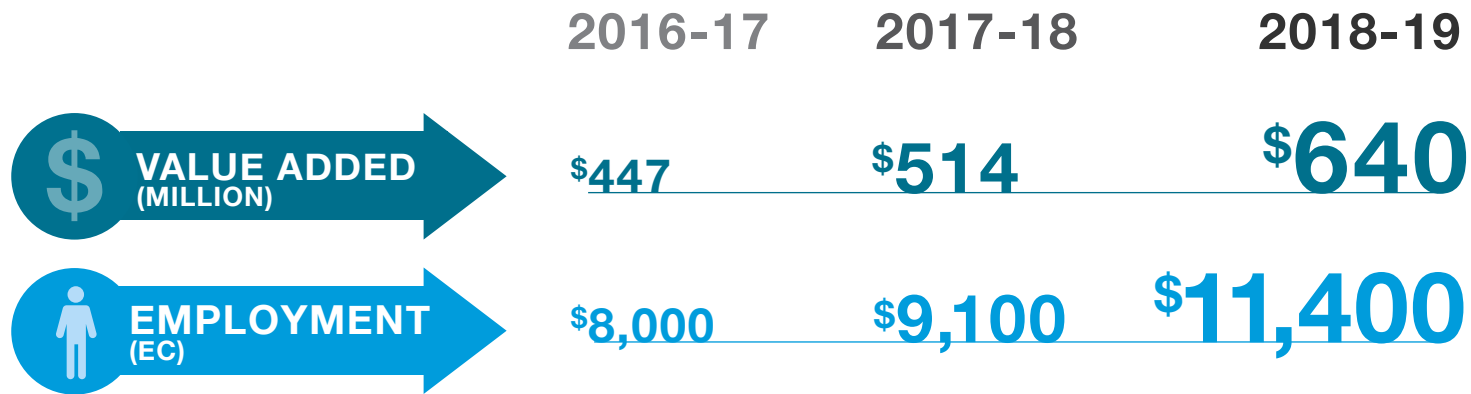


\*INCLUDES TOTAL AMOUNT SPENT ON SHIP FUEL & INTERNATIONAL AIRFARES




# Cruise Tourism Economy



## Economic Contribution





# Regional Cruise Tourism 2016 – 2017

	PORT CALLS 	VALUE ADDED \$M	EMPLOYMENT
Auckland	142	197	3165
Wellington	87	55	808
Canterbury	85	49	956
Bay of Plenty	86	38	853
Otago	83	34	738
Hawkes Bay	54	17	419
Northland	49	15	297
Marlborough	38	10	218
Southland	102	9	201
Taranaki	3	4	41
Gisborne	11	3	65
Nelson	7	2	42

# Regional Cruise Tourism 2017 - 2018

	PORT CALLS 	VALUE ADDED \$M	EMPLOYMENT 	CHANGE %
Auckland	179	245	3983	24.4%
Wellington	80	59	850	7.3%
Canterbury	92	53	1035	8.2%
Bay of Plenty	83	35	775	-7.9%
Otago	90	38	829	11.8%
Hawkes Bay	60	19	458	11.8%
Northland	64	19	373	26.7%
Marlborough	41	11	238	10.0%
Southland	109	10	226	11.1%
Taranaki	2	5	42	25.0%
Gisborne	6	2	45	-33.3%

# Regional Cruise Tourism 2018 - 2019

	PORT CALLS 	VALUE ADDED \$M	EMPLOYMENT 	CHANGE %
Auckland	185	281	4485	42.6%
Wellington	106	75	1102	36.4%
Canterbury	110	71	1398	44.9%
Bay of Plenty	116	54	1224	42.1%
Otago	120	55	1191	61.8%
Hawkes Bay	66	21	509	23.5%
Northland	74	24	475	60.0%
Marlborough	42	12	254	20.0%
Southland	141	13	299	44.4%
Taranaki	1	2	51	-50.0%
Gisborne	16	4	82	33.3%

# The NZ cruise industry continues to expand **2018-19 Season**



PORT DAYS

**984** ↑



PASSENGER NUMBERS

**344,000** ↑



ECONOMIC CONTRIBUTION

**\$640**  
**MILLION** ↑



CRUISE TOURISM EMPLOYMENT

**11,400**  
**JOBS** ↑



SIGNIFICANT GAINS FROM JUST 6 LARGE SHIPS

