

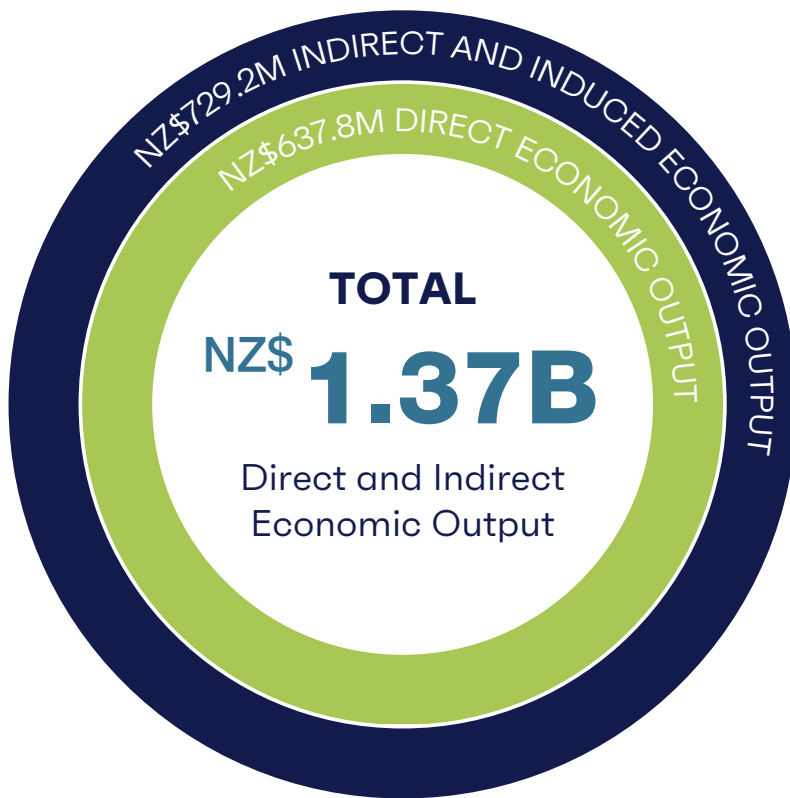
2023/24

The Value of Cruise Tourism

The inaugural New Zealand Cruise Industry Economic Impact Analysis for 2023-24 provides new and comprehensive insight into the national cruise economy, revealing the full value of cruise tourism to communities throughout the country.



2023/2024 New Zealand Cruise Industry Economic Contribution



The 2023-24 financial year brought \$1.37 billion in total economic output created by cruise tourism in New Zealand, supporting employment totaling 9,729 jobs and \$425.9 million in wages for New Zealand workers.



Source: Economic Impact Assessment of Cruise Tourism in New Zealand 2023/24, prepared by AEC Group Ltd

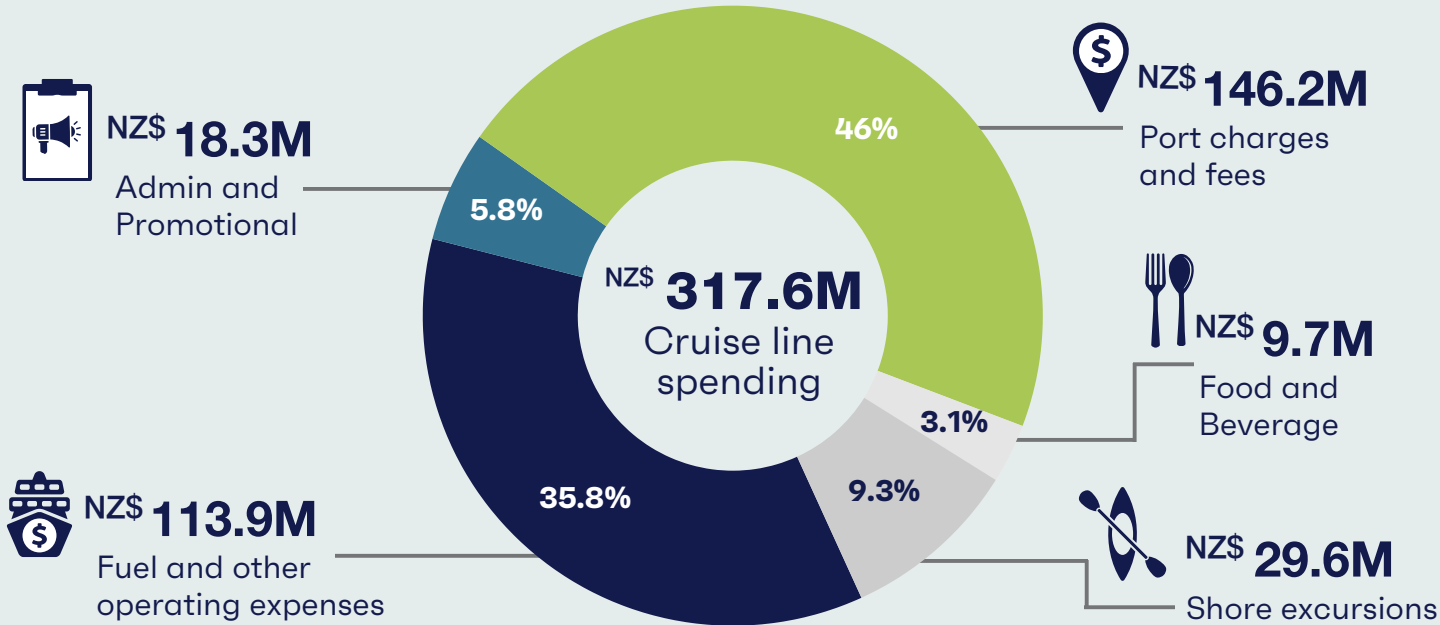
Cruise ship visits around New Zealand

The economic impact of cruise tourism is distributed beyond the major cities to ports and destinations around the country. A total of 1,011 ship visits to 21 ports and destinations delivered 1.55 million passenger visit days in 2023-24.



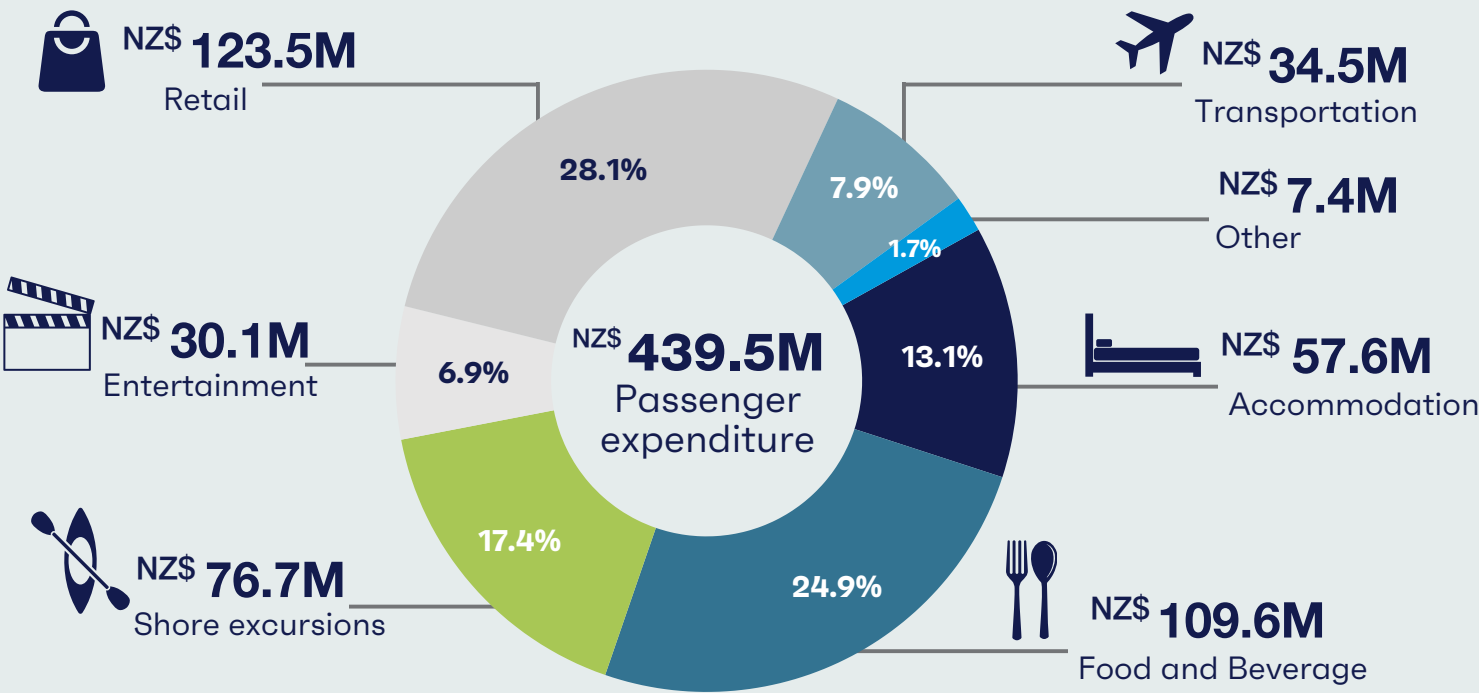
Cruise line expenditure in New Zealand

Cruise line spending is a significant contributor to New Zealand’s cruise economy, totaling \$317.6 million in 2023-24. This included \$146.2 million paid to ports and government as fees and charges, representing 46% of cruise line expenditure.



Passenger expenditure in New Zealand

Cruise visitors spent an average \$282 each per day while on shore in New Zealand, creating a total direct passenger expenditure of \$439.5 million. Passenger spending benefits local businesses in areas like accommodation, food & beverage, tour operations, transport, retail and entertainment.



Average passenger spend per day: ^{NZ\$} 282.2

Turnaround Ports

Domestic pax	International pax
NZ\$ 707.1	NZ\$ 697.8

Transit Ports

Domestic pax	International pax
NZ\$ 214.6	NZ\$ 223.2

Crew expenditure in New Zealand

NZ\$ 23.5M

Total crew spend

NZ\$ 73.9

Crew member average spend per day

Regional breakdown

Cruise tourism reaches almost every region of New Zealand. As the country’s primary cruise gateway and turnaround port, Auckland represents the lion’s share of cruise tourism in New Zealand. Otago is the second most significant cruise region, followed by Canterbury, Bay of Plenty and Wellington.



*Fiordland visits generally involve scenic cruising only, without disembarkation. Only 0.3% of guests disembarked for overland tours to Dunedin via Queenstown.