

The background of the slide is a photograph of a cruise ship's deck during sunset. The sun is a bright, glowing orb on the horizon, casting a long, shimmering path of light across the dark blue ocean. The ship's deck is made of light-colored wood planks, and a white metal railing runs along the edge. Two white lounge chairs are visible on the deck, one in the foreground and one further back. The overall atmosphere is peaceful and scenic.

# Global State of the Cruise Industry

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A large cruise ship is shown from a low angle, sailing through a narrow waterway (fjord) flanked by steep, forested mountains. The ship has multiple decks with many windows and balconies. The water is calm, and the sky is clear. In the background, more mountains are visible, some with patches of snow or light-colored rock.

# A United Cruise Community

- Whole-of-government approach now firmly on the national agenda
- Progress made, but challenges remain both locally and globally
- Collaboration and momentum are key to future growth



# Cruising is Thriving Worldwide

- 34.6 million ocean cruise passengers last year
- Strong growth in first-time and younger cruisers
- Intent to cruise remains at high levels
- This global momentum creates new opportunities for New Zealand





## Changing Cruise Demographics

- Nearly one-third first-time cruisers (up from 25% in 2019)
- Gen-X & Millennials leading interest
- Average age 46.5; over one-third under 40
- Growth in multi-generational and repeat cruising



# A Cleaner, Smarter Global Fleet

- 81 new ships on order through 2036 (US\$70B)
- Focus on LNG, methanol, biofuels & hybrid tech
- Net-zero emissions by 2050 is the industry's goal
- Cruise ships among the cleanest vessels at sea
- Industry investing in cleaner energy & port partnerships



# Path to Net Zero

- Sustainable fuels: LNG, methanol, biofuel, hydrogen, hybrid
- Advanced efficiency: air lubrication, waste heat recovery, hull coatings, smart energy management
- Advocacy for sustainable infrastructure investment
- NZ needs supportive port and fuel infrastructure to benefit



# Responsible Cruise Tourism

- Destination Stewardship: supporting long-term sustainability
- Community Collaboration: aligning with local goals
- Cultural Respect & Economic Contribution
- Environmental Care & Transparent Governance



# Supporting Regional & Coastal Economies

- Up to 100% local provisioning in some destinations
- Jobs across transport, hospitality, retail & supply chains
- Meaningful spend from guests, crew & cruise lines
- Focus on ensuring benefits stay in the community





## Respecting Culture

- Tourism must be community-led and collaborative
- Cruise can be a positive force: economic, cultural, environmental
- Shared planning yields resilient, proud, thriving destinations
- Together, we shape a tourism model that uplifts people and place
- Supports cultural exchange and resilience
- Builds economic opportunities in remote areas



# Telling New Zealand's Cruise Story

- [oceansofopportunities.co.nz](https://oceansofopportunities.co.nz) – public information & advocacy hub
- Highlights emissions reduction, waste management, environmental protection
- “More Than a Ship” campaign tells cruise’s human and economic stories









# NZ Economic Impact Report

- **\$1.37B** contribution to the NZ economy
- Supports nearly **10,000 jobs** nationwide
- First national cruise economy analysis, with regional data
- Second report due in October to track year-on-year trends
- Evidence to drive better policy, regulation, and investment decisions



# Shaping the Future

- Create a globally competitive, cruise-friendly regulatory environment
- Keep port and operating costs fair to attract and retain ships
- Strengthen whole-of-government coordination on cruise policy
- Share the positive stories of cruise in local, regional, and national forums
- Demonstrate that New Zealand is open for business and welcomes cruise tourism



# Stewardship for the Future

- Cruise success depends on partnerships ashore
- Managed tourism can be a positive force
- Shared planning builds stronger destinations
- Together, we protect people, place, and planet





# Thank You

[www.cruising.org.au](http://www.cruising.org.au)