The Global Cruise Outlook and What It Means for New Zealand

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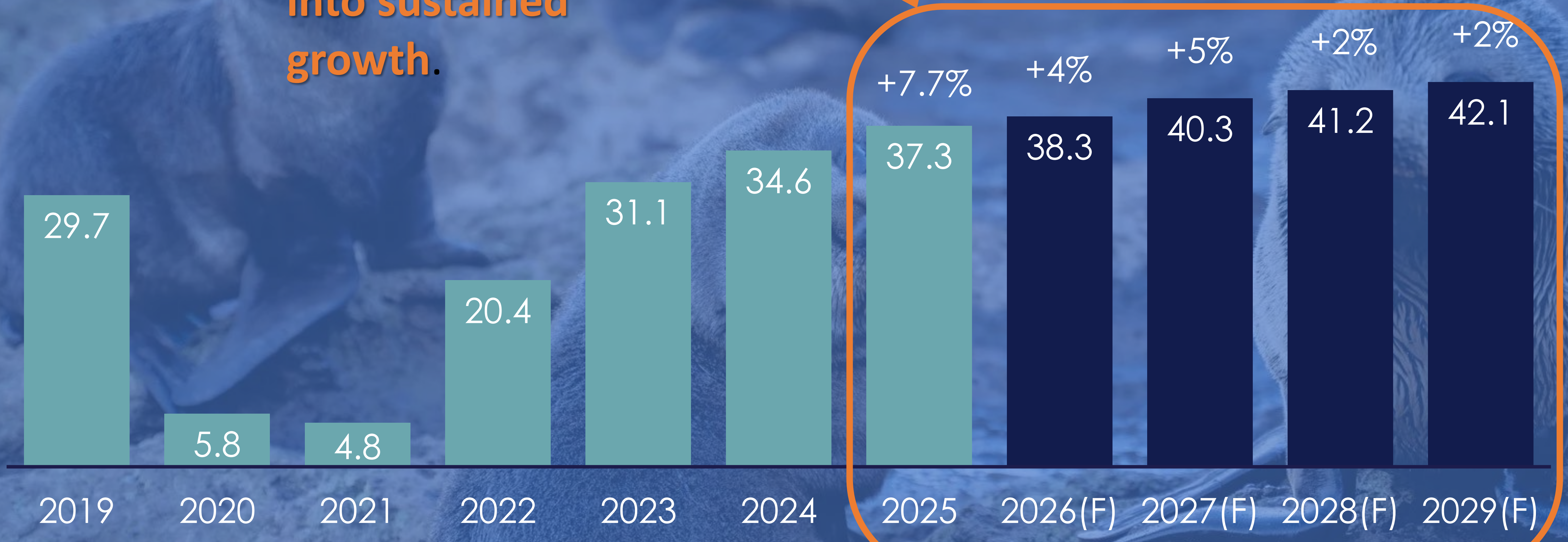
Global Cruise Demand Continues to Grow

Cruise has moved beyond recovery into sustained growth.



Number of ocean-going passengers annually worldwide

Source: 2019-2025 CLIA One reSource Passenger Database, April 2026; Forecast Information via Tourism Economics Cruise Intelligence Platform

Demand is strong
From loyal cruisers and new customers

- **89.7%** Previous cruisers intend to cruise again
- **75.6%** Non-cruisers are open to taking a first cruise
- **78.4%** Likely to cruise within the next two years

Source: CLIA Cruise SPI December 2025

Nearly US$100 billion committed to future fleet growth

+86
Ships

+234k
Lower Berths

NZ$170
Billion Investment

51 multi-fuel ships | 59% of the global orderbook

A long-term vote of confidence from cruise lines and the investment community

Source: CLIA Global Ocean-Going Cruise Orderbook, June 2026; confirmed vessels scheduled for delivery from 2026–2039

Cruise Growth Supports A Much Wider Economic Ecosystem

US$198.8 billion
Total Economic Impact

US$60 billion
In Wages

1.8 million
Jobs Supported

US$98 billion
Contributed to GDP

ports • tourism operators • hospitality • transport • suppliers • regional communities


New Zealand Has
What The Global
Cruise Market wants

Ships are mobile.
Deployment is competitive.

Consumer demand
Operating costs
Port access
Regulatory certainty
Itinerary efficiency

CONFIDENCE

New Zealand values cruise and its wider contribution.

CERTAINTY

Clear, coordinated and durable settings.

COMPETITIVENESS

Transparent, proportionate and internationally competitive costs.


New Zealand can secure its place
in the next phase of cruise growth
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