

# CRUISE SECTOR



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NEW ZEALAND**  
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NEW ZEALAND'S POPULARITY AS A CRUISE DESTINATION HAS BEEN GROWING STRONGLY FOR A SUSTAINED NUMBER OF YEARS. WITH CRUISE SHIPS VISITING PORTS AROUND THE COUNTRY, IT IS ALSO A SECTOR THAT BENEFITS MANY REGIONS.

THE NEW ZEALAND CRUISE MARKET IS IN A PERIOD OF STRONG SUSTAINED GROWTH

## NEW ZEALAND CRUISE MARKET



GROWTH PER ANNUM SINCE 2010

## GLOBAL CRUISE MARKET



GROWTH PER ANNUM SINCE 1989

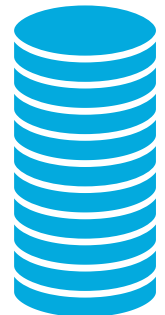
THE VALUE OF THE CRUISE SECTOR IS SIGNIFICANT AT OVER \$300M ANNUALLY

## EMPLOYMENT SUPPORTED BY CRUISE:

8K

## CRUISE EXPENDITURE\*

TOTAL: **\$306M**  
PASSENGERS: **\$164M**  
VESSEL: **\$117M**  
GST: **\$25M**



SOURCES: STATS NZ CRUISE SHIP TRAVELLER STATISTICS JUNE 2017; STATS NZ TOURISM SATELLITE ACCOUNT 2017; ME CONSULTING - CRUISE TOURISM'S CONTRIBUTION TO THE NEW ZEALAND ECONOMY 2016/17

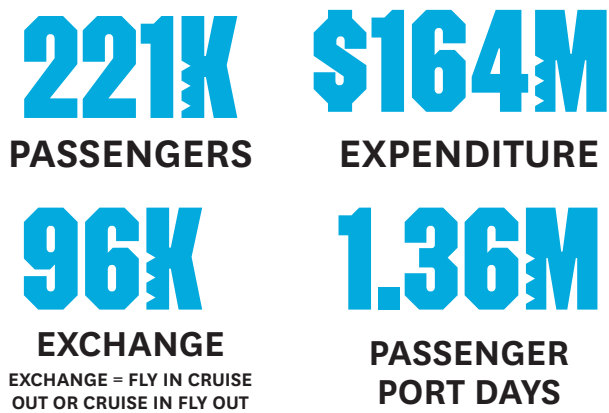
\*EXPENDITURE AND PASSENGER VISITORS SOURCES FROM STATS NZ. EXPENDITURE FIGURES FROM STATS NZ DIFFER TO THOSE PREVIOUSLY PUBLISHED BY ME CONSULTING FOR NZCA WITH A DIFFERENT METHODOLOGY AND SOME SPEND EXCLUSIONS INCLUDING CREW SPEND AND DOMESTIC SPEND.

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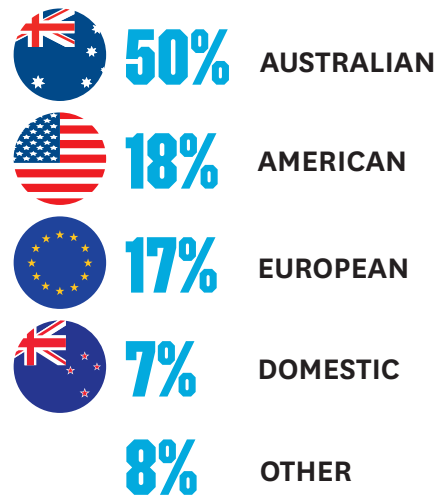


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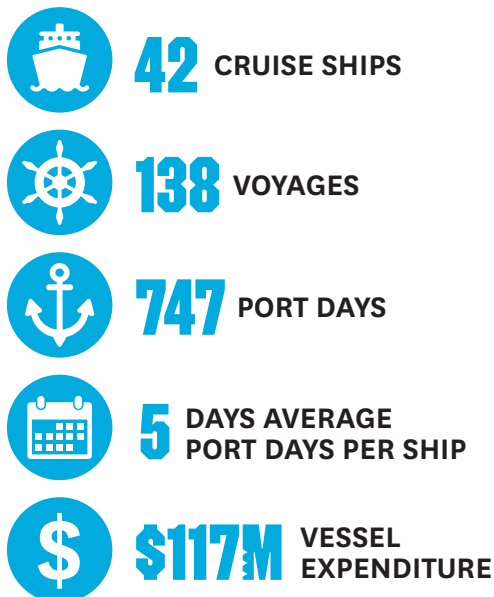
## CRUISE IS A SIGNIFICANT SOURCE OF VISITORS



## PASSENGER ORIGIN



## A VARIETY OF CRUISE SHIPS A RANGE OF ITINERARIES



## CRUISE BRINGS A LARGE NUMBER OF CREW

**35K**  
CREW

**540K**  
CREW PORT DAYS

SOURCES: STATS NZ CRUISE SHIP TRAVELLER STATISTICS JUNE 2017; STATS NZ TOURISM SATELLITE ACCOUNT 2017; ME CONSULTING - CRUISE TOURISM'S CONTRIBUTION TO THE NEW ZEALAND ECONOMY 2016/17

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## CRUISE HAS A STRONG REGIONAL REACH

● VESSEL VISIT COUNT ● PASSENGER COUNT ● EXPENDITURE (\$M)



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THE OUTLOOK FOR UPCOMING SEASONS IS VERY STRONG

## 2017/2018 FORECASTS

**9K**  
EMPLOYED

**1.44M**  
PASSENGER  
PORT DAYS

**270K**  
PASSENGERS  
OF WHICH 132K  
EXCHANGE

 **37**  
CRUISE SHIPS

 **162**  
VOYAGES

 **809**  
SHIP PORT DAYS

## 2018/2019 FORECASTS

**11K**  
EMPLOYED

**1.90M**  
PASSENGER  
PORT DAYS

**344K**  
PASSENGERS  
OF WHICH 147K  
EXCHANGE

 **39**  
CRUISE SHIPS

 **191**  
VOYAGES

 **984**  
SHIP PORT DAYS

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## GLOBAL CONTEXT

2016

448

CRUISE SHIPS

26 MORE TO CRUISE  
FROM 2017

2017-2026

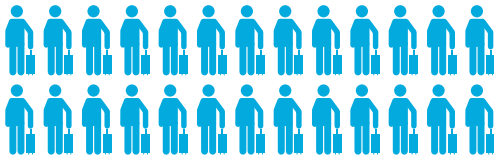
97

NEW CRUISE SHIPS  
ON ORDER

2017

25.8M

GLOBAL PASSENGERS



2015 GLOBAL ECONOMIC IMPACT

957K

FULL TIME EQUIVALENT EMPLOYEES

\$38B

WAGES AND SALARIES

\$117B

TOTAL OUTPUT WORLDWIDE