

2023/24

The Value of Cruise Tourism

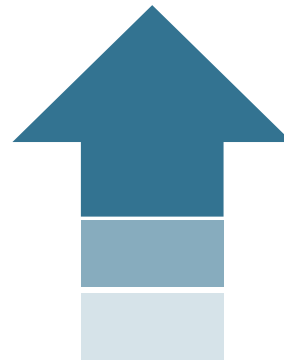
The 2023-24 Australian Cruise Industry Economic Impact Analysis shows a powerful surge in the value of cruise tourism, setting new records in economic output while bringing increased benefits to communities around the country.



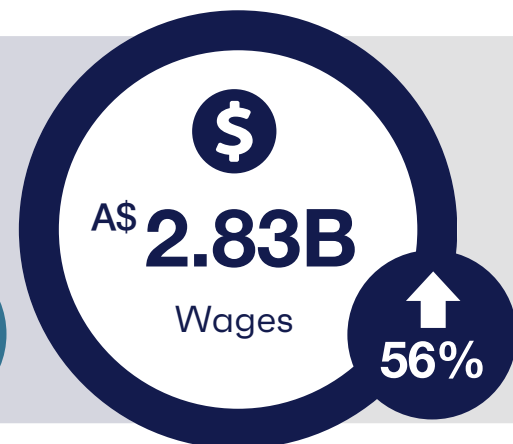
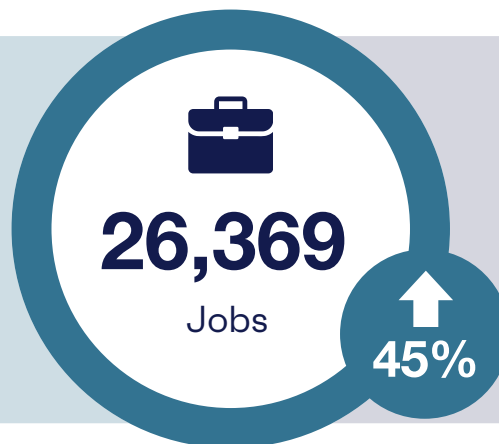
2023/2024 Australian Cruise Industry Economic Contribution



The 2023-24 financial year set a new high of \$8.43 billion in total economic output created by cruise tourism (\$2.80 billion more than the previous year), while at the same time breaking records in employment levels and wages generated for Australians.



Up **49.7%**
Total Economic Output



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

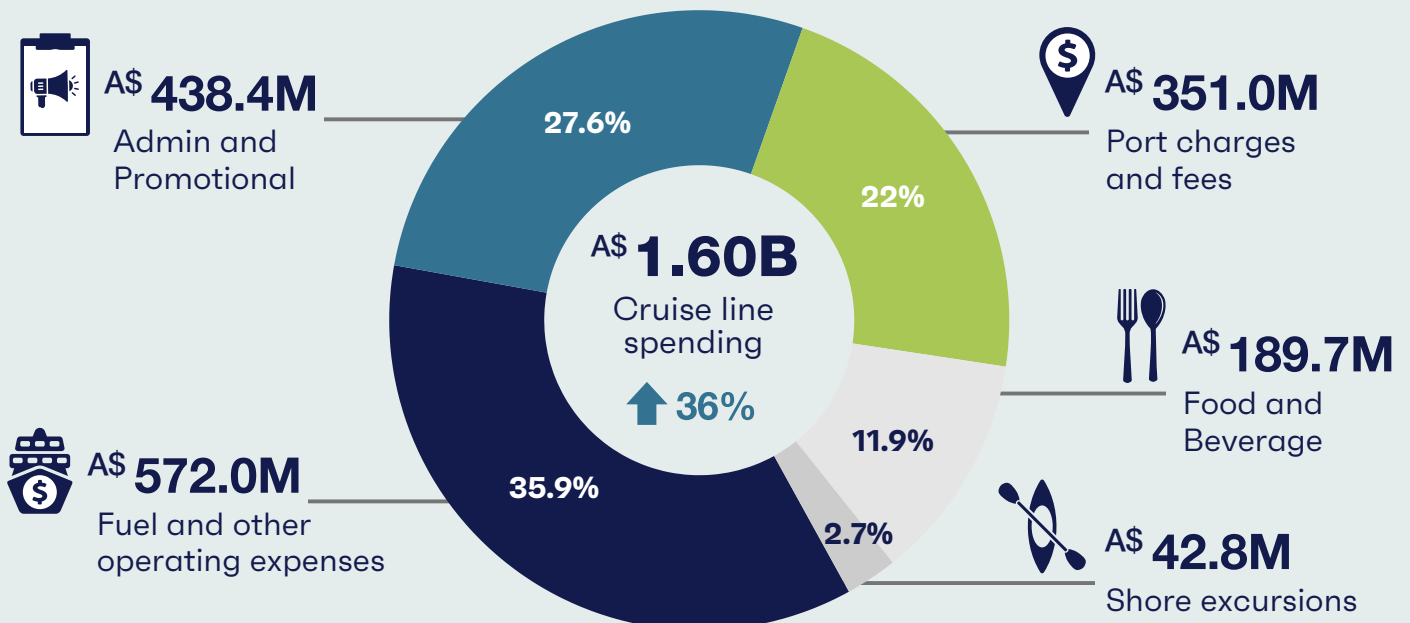
Cruise ship visits around Australia

The record economic output achieved in 2023-24 was driven by significant increases in passenger visit days and passenger spending, brought by a greater number of ships operating in Australian waters and an increase in ship visit days.



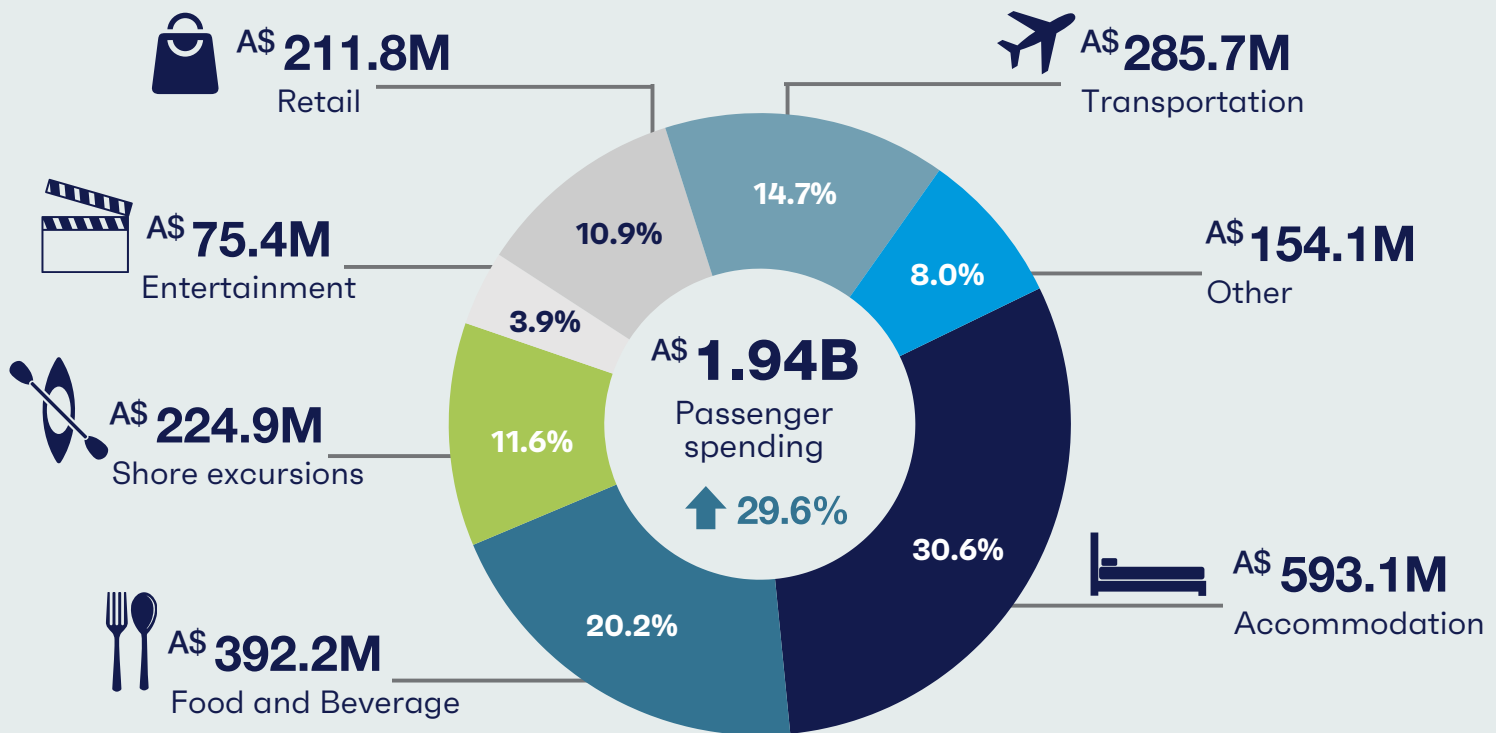
Cruise line expenditure in Australia

Cruise line expenditure also rose significantly in 2023-24, increasing 36% over the previous year to reach \$1.60 billion. In addition to the extensive supply chain that supports cruise operations, cruise line spending also included a record \$351.0 million paid in port fees and charges, an increase of 54.5% over the previous year.



Passenger expenditure in Australia

Direct spending by cruise passengers was up 29.6% in 2023-24, boosted by a 35.0% increase in turnaround passengers who spend significantly more per day than transit passengers. Passenger spending benefits local businesses in areas like accommodation, food & beverage, tour operations, transport, retail and entertainment.



Average passenger spend per day: A\$ 455

Turnaround Ports

Domestic pax A\$ 507	International pax A\$ 660
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Transit Ports

Domestic pax A\$ 197	International pax A\$ 283
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Crew expenditure in Australia

A\$ 60.4M
Total crew spend

A\$ 138
Crew member average spend per day

State breakdown

New South Wales remained Australia's biggest beneficiary of cruise tourism, increasing its share slightly to 52.3% of national economic output. It was followed by Queensland which represented 28.6% of economic activity. Though significantly smaller, Victoria increased its share to 7.6% as it welcomed new operators to the Australian cruise market.



ship visit days



pax visit days

