



Cruise season 24/25 is officially underway and our ports are buzzing as our city gateways and regional townships have begun welcoming an array of cruise ships. We are excited to be starting the season off with an

incredibly high benchmark. In partnership with CLIA, we have just released the economic impact results from last year (2023/2024) and the results are impressive. The value of cruise tourism to the visitor economy has surged to a record A\$8.43B

and now supports around 26,000 jobs around the country.

Based on the high quality of experiences being provided in the destinations visited along the cruise line itineraries, passenger and crew spend are both up – around \$455 and \$138 per day.

I am delighted to read these figures as it means that this money is going directly to small cafes and restaurants, tour operators and coach companies for example who work long hours during cruise season to ensure our visitors enjoy their time onshore and want to return.

Pre- and post- cruise stays are also a positive outcome of a cruise ship visit as guests decide to enjoy more time on the ground at a destination. A couple of weeks ago, Hobart welcomed the Royal Princess which completed her first partial turnaround in the state's capital. 400 passengers disembarked from the ship when she arrived and 400 more got on headed for Sydney and New Zealand before she returns home again.

Some of these guests are residents from Hobart who are taking advantage of this opportunity to sail for the first time. Others have come from other Australian or international destinations and are enjoying an extended stay in Tasmania – that means spend on hotels, rental cars, guided tours and restaurants – another

great knock-on effect generated by cruise. Australia will welcome more than 60 cruise ships this season. Part of our role is to work closely with the cruise lines to help with creative itinerary planning which enables opportunities like these turnarounds which benefit both passengers and the destinations they visit. We will continue that work and are already planning a visit to several of the major cruise companies in April of next year when our delegation returns to Seatrade Cruise Global in Florida. We are also continuing our important work close to home working alongside other industry members to advise government here on new port infrastructure as well as regulations which will make it easier for cruise lines to visit Australia.

As we look forward to the remainder of the cruise season, may I take this opportunity to wish you all a safe and relaxing holiday period.

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