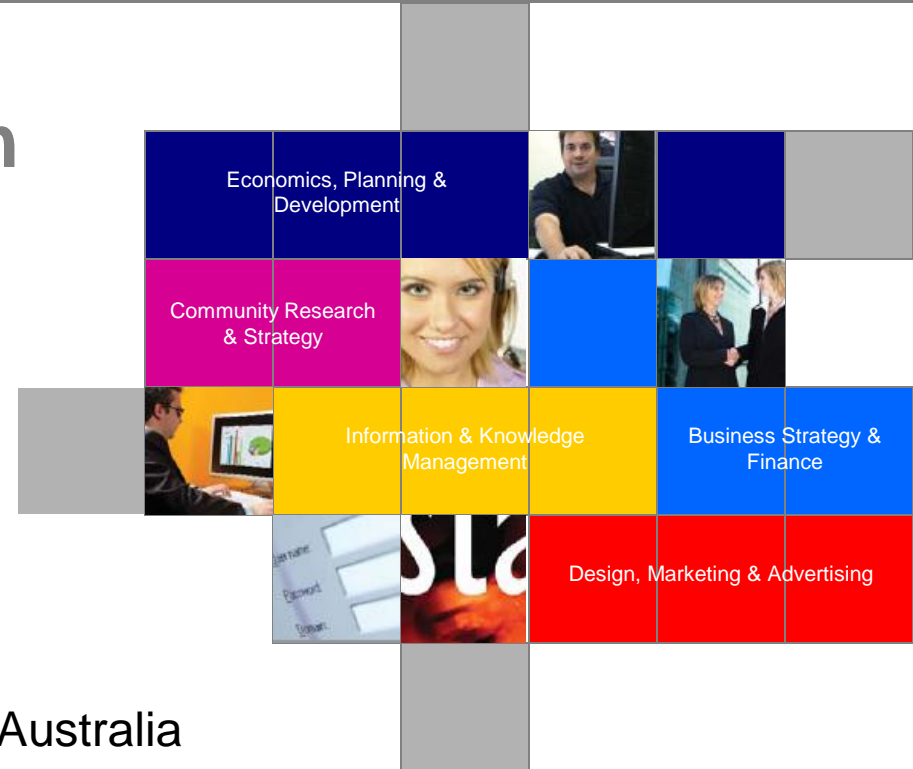


Economic Impact of the Cruise Shipping Industry in Australia 2011-12

Alex Stuart
Economist
AECgroup



Research commissioned by CDU & Tourism Australia

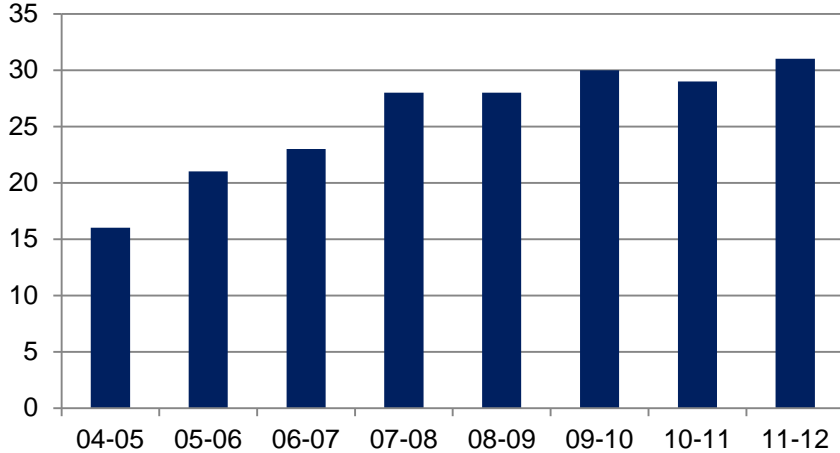
- Study background
- Cruise industry growth characteristics
- Economic impact model
- National, State & Territory economic impacts
- Outlook for 2012-13

Research conducted every year for eight years

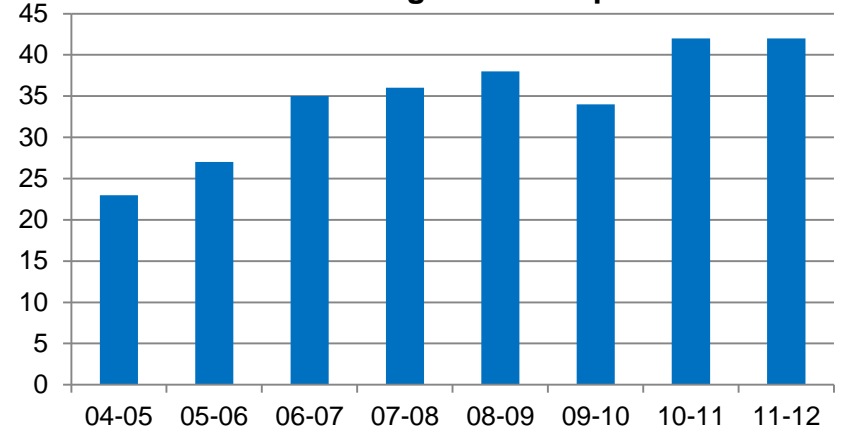
- Project supported by CDU & Tourism Australia plus Commonwealth Government (2004-05 to 2007-08)
- Project supported by CDU (2008-09 to 2011-12)
- Cruise shipping: *“A vessel undertaking scheduled deep water cruises of two days or more with a passenger capacity of 100 or more”*
- Passenger & crew expenditure surveys
- Queensland passenger and crew survey undertaken in 2012 commissioned by Tourism Queensland

Cruise indicators show a positive trend

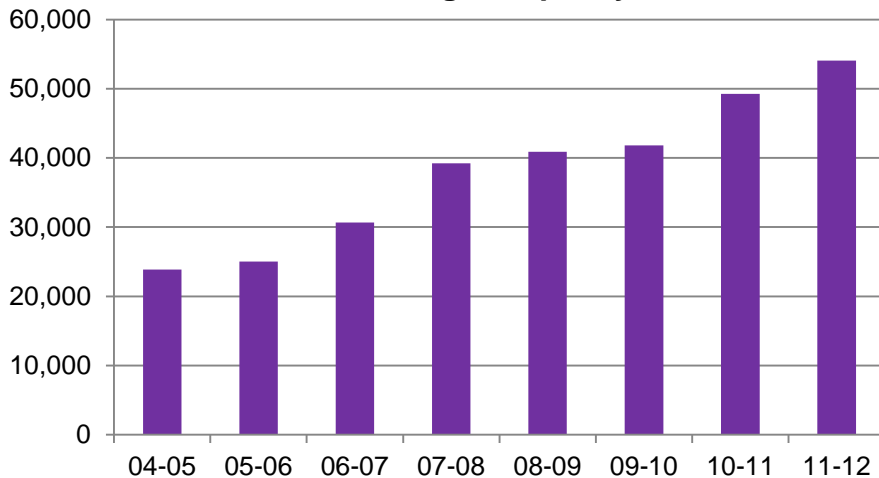
Australian Ports Visited



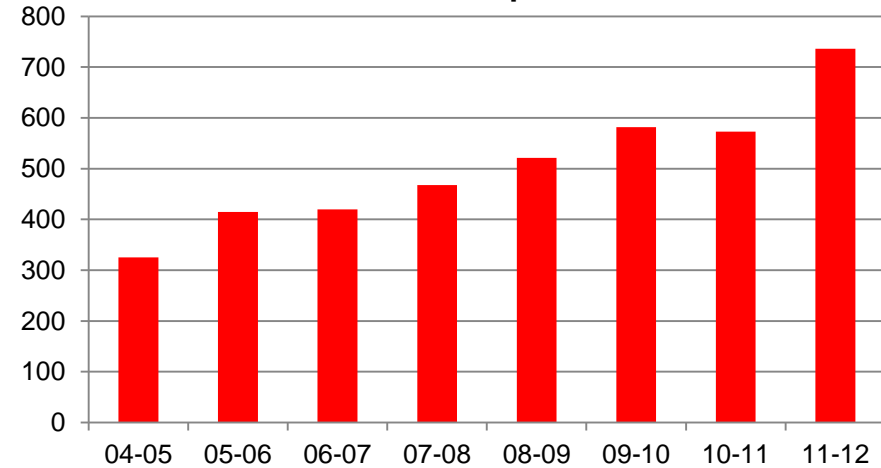
Visiting Cruise Ships



Passenger Capacity

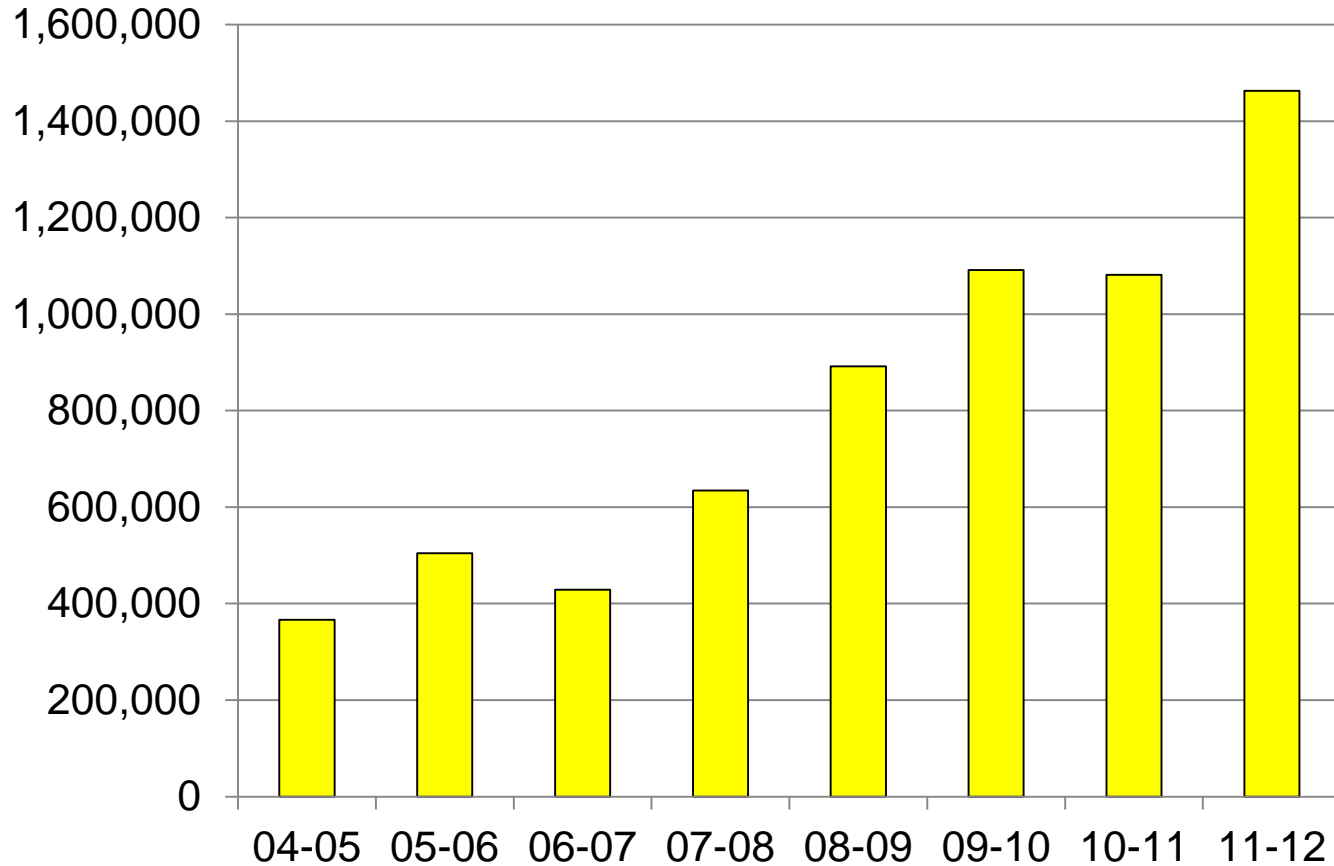


Cruise Ship Visits



Passenger days in port = more spending

Passenger Days at Port



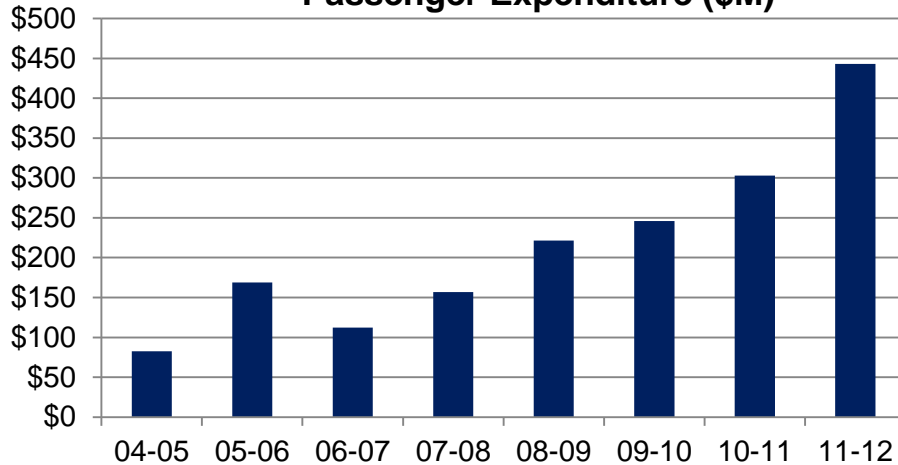
- **Included**
 - On shore passenger expenditure (survey)
 - On shore crew expenditure (survey)
 - Local cruise line office operating expenditure (estimated)
 - Port charges and supplies (estimated)
- **Excluded**
 - Passenger cruise expenditure
 - Any port or vessel capital expenditure
- **Impacts**
 - National: International + port
 - National: International + domestic + port
 - State/Region: International + domestic + port

Data sources

- Passenger numbers
 - CDU from individual port authorities and state tourism bodies
- Passenger & crew surveys
 - Intercept surveys at port or departure point
 - On day prepaid & spent, pre embarking expenditure
 - 2006-07 (Brisbane, Sydney, Cairns, Tasmania, Melbourne)
 - 2009-10 (Tasmania, Darwin, Melbourne)
 - 2010-11 (Sydney)
 - 2011-12 (Several destinations in Queensland and Western Australia)
- Port charges and supplies
 - Estimated from rates schedules and shipping agent discussions
- Local cruise line offices
 - Data from Deloitte and Carnival

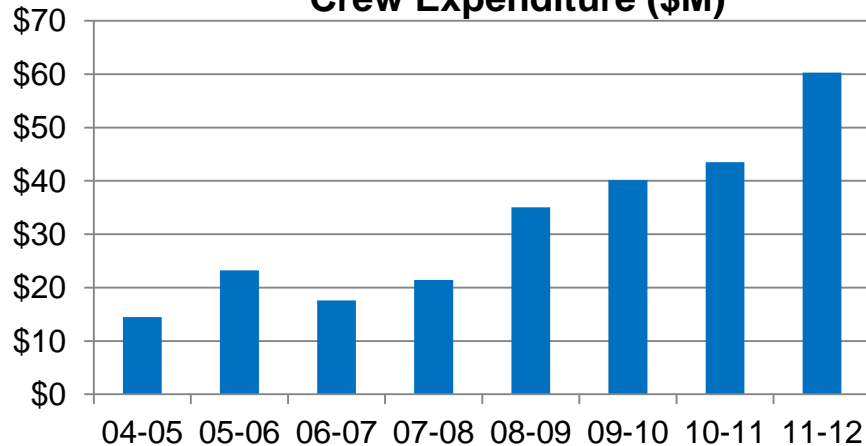
Expenditure estimates (\$ 2011-12)

Passenger Expenditure (\$M)



- All Passenger expenditure:
 - \$443million (\$98M Int)
 - Up 46% on 10-11

Crew Expenditure (\$M)

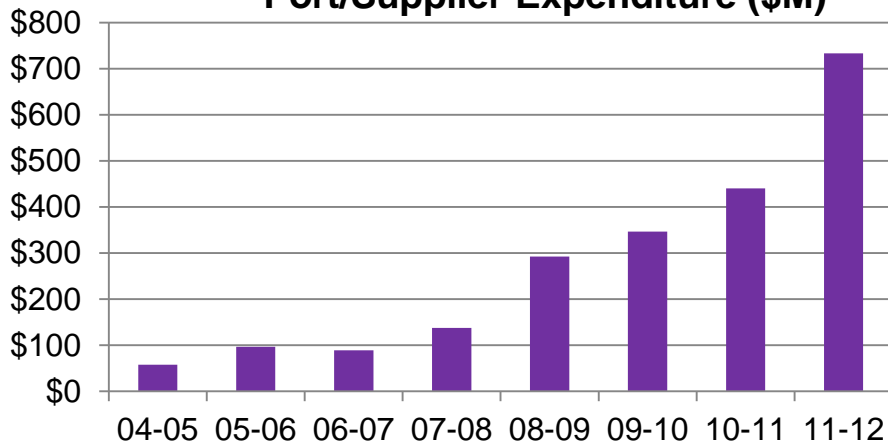


- All Crew expenditure:
 - \$60 million (\$21M Int)
 - Up 39% on 10-11



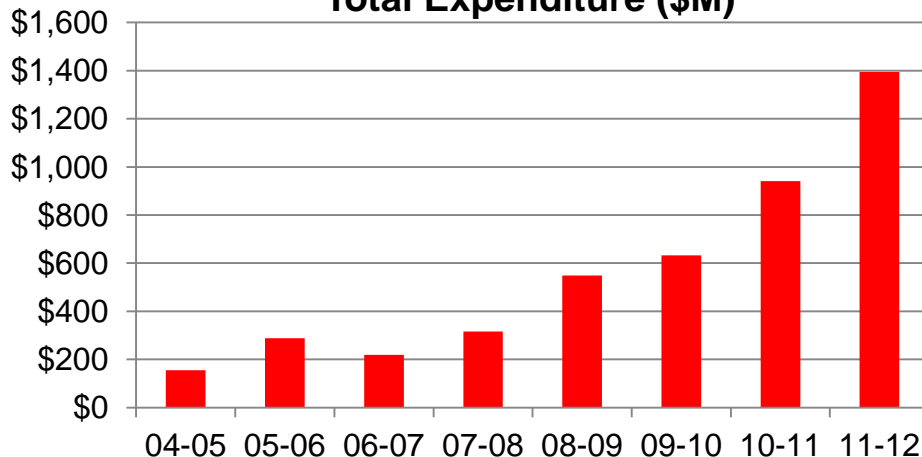
Expenditure estimates (\$ 2011-12)

Port/Supplier Expenditure (\$M)



- Port/supplier expenditure:
 - \$733 million
 - Up 66% on 2010-11

Total Expenditure (\$M)



- Total expenditure:
 - \$1.39 billion
 - Up 48% on 2010-11



Australian impact (International + Port)



Impact	2010-11	2011-12	% change
Output (\$M)			
Direct	\$650.8	\$1,009.9	55.2%
Indirect	\$480.1	\$764.5	59.2%
Total	\$1,130.9	\$1,774.5	56.9%
Wages Income (\$M)			
Direct	\$212.0	\$316.3	49.2%
Indirect	\$122.0	\$192.6	57.8%
Total	\$334.0	\$508.9	52.4%
Employment (FTEs)			
Direct	2,435	3,648	49.8%
Indirect	1,637	2,586	58.0%
Total	4,072	6,234	53.1%
Value Added (\$M)			
Direct	\$323.9	\$490.0	51.3%
Indirect	\$224.4	\$356.7	58.9%
Total	\$548.3	\$846.7	54.4%



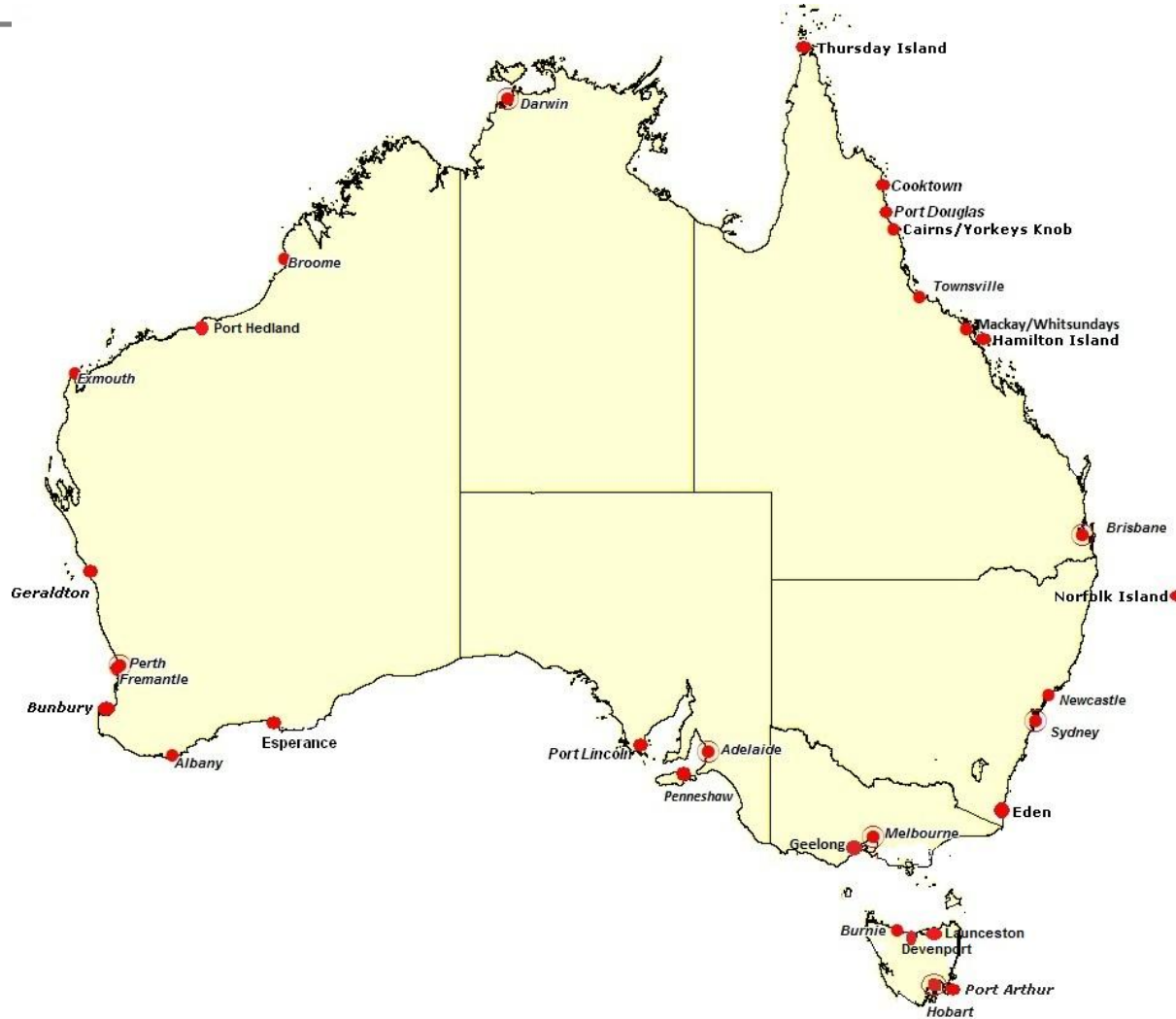
Australian impact (Int + Dom + Port)



Impact	2010-11	2011-12	% change
Output (\$M)			
Direct	\$941.1	\$1,393.7	48.1%
Indirect	\$683.9	\$1,034.1	51.2%
Total	\$1,625.0	\$2,427.8	49.4%
Wages Income (\$M)			
Direct	\$305.3	\$438.4	43.6%
Indirect	\$172.5	\$258.9	50.1%
Total	\$477.8	\$697.3	45.9%
Employment (FTEs)			
Direct	4,007	5,677	41.7%
Indirect	2,312	3,471	50.1%
Total	6,319	9,148	44.8%
Value Added (\$M)			
Direct	\$475.4	\$689.6	45.1%
Indirect	\$313.6	\$474.2	51.2%
Total	\$788.9	\$1,163.8	47.5%



State & Territory Distribution



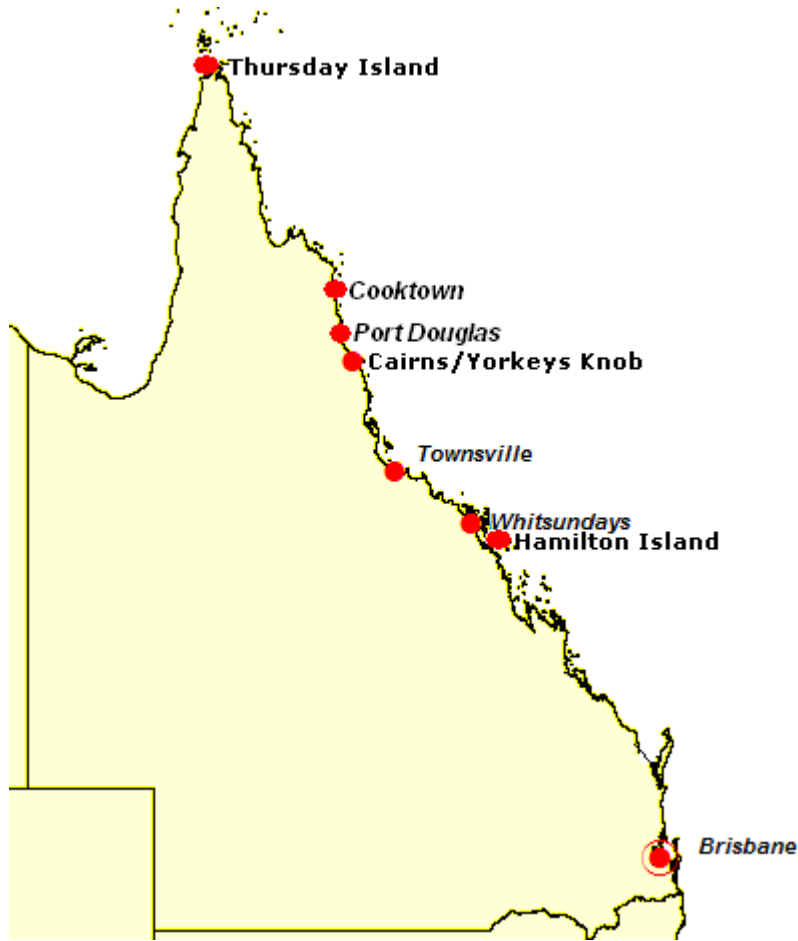
A leading Australian consulting group recognised through the success of our clients



- 3 ports
- 211 visits
- 158 base – Sydney
- 6 base - Newcastle
- 642,874 passenger days
- 137,932 crew days
- \$743M expenditure



- 2 ports
- 58 visits
- 10 base - Melbourne
- 95,052 passenger days
- 23,837 crew days
- \$122M expenditure

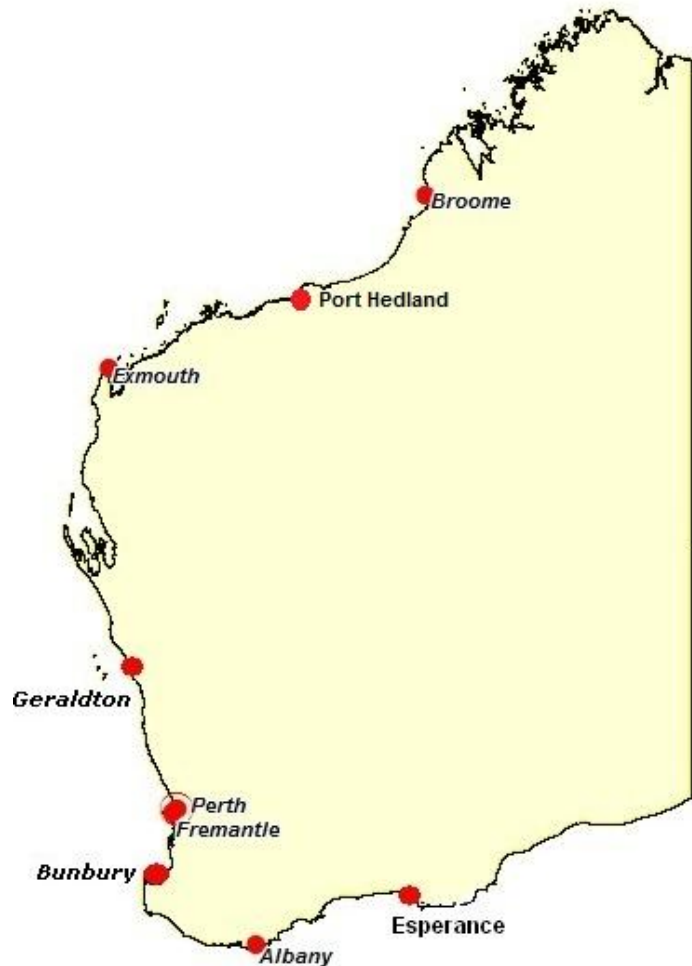


- 8 ports
- 239 visits
- 58 base – Brisbane
- 3 base - Cairns
- 442,253 passenger days
- 88,286 crew days
- \$337M expenditure



- 3 ports
- 22 visits
- 5 base - Adelaide
- 23,165 passenger days
- 6,693 crew days
- \$12M expenditure

Western Australia 2011-12

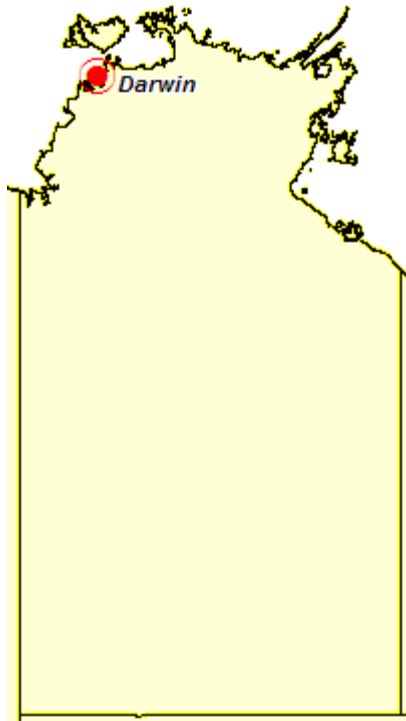


- 8 ports
- 102 visits
- 27 base – Fremantle
- 158,691 passenger days
- 39,881 crew days
- \$106M expenditure



- 5 ports
- 57 visits
- 56,852 passenger days
- 14,811 crew days
- \$10M expenditure

Northern Territory 2011-12



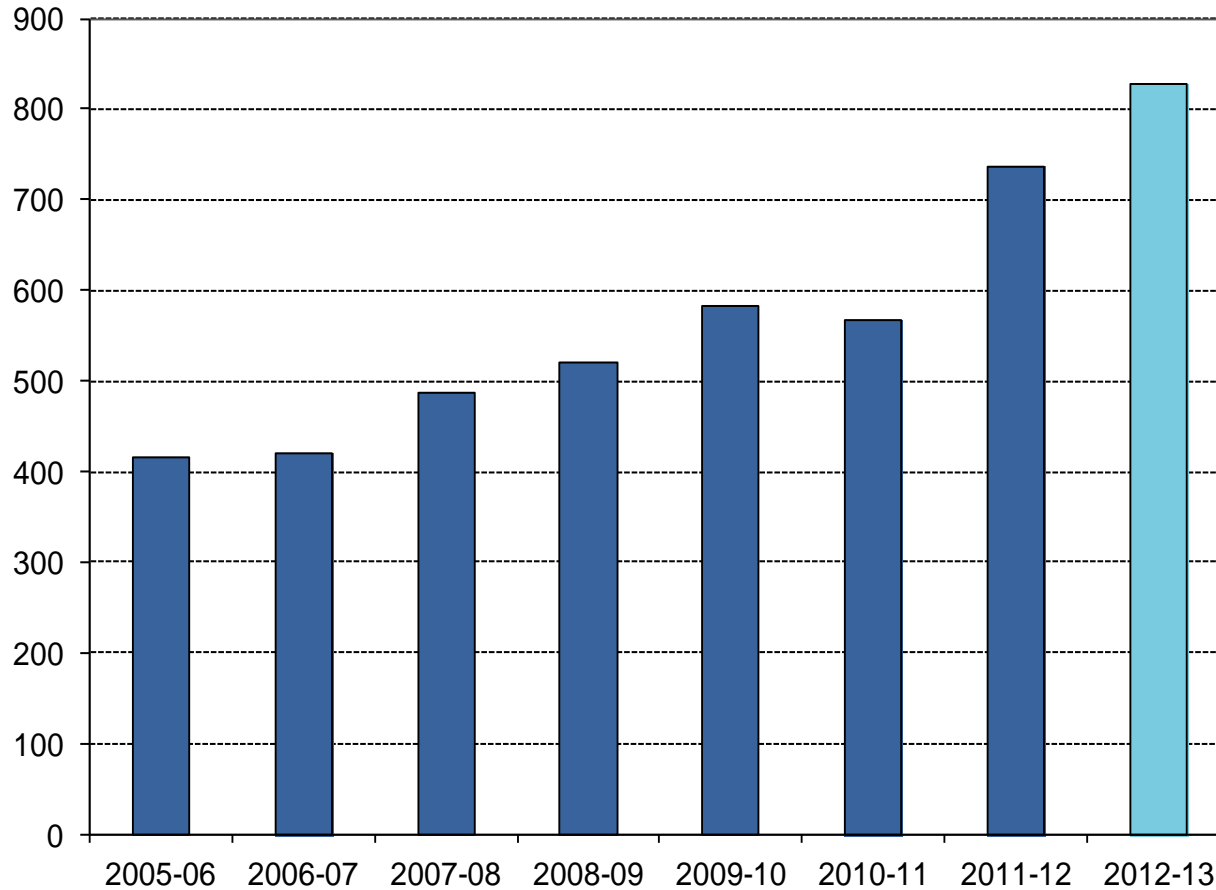
- 1 port
- 43 visits
- 10 base - Darwin
- 42,436 passenger days
- 12,576 crew days
- \$64M expenditure

New Ships Coming to Australia

- Phoenix Reisen Artania (1,260)
- P&O Cruises Azura (3,096)
- Carnival Cruise Lines Carnival Spirit (2,680)
- Celebrity Cruises Celebrity Millenium (1,950)
- Celebrity Cruises Celebrity Solstice (2,850)
- Hapag-Lloyd Columbus 2 (824)
- Costa Crociere Costa neo Romantica (1,356)
- Oceania Cruises Marina (1,252)
- Holland America Line Oosterdam (1,848)
- Seabourn Cruise Lines Seabourn Quest (450)
- Royal Caribbean Cruises Voyager of the Seas (3,840)

Outlook for 2012-13 - anticipated to grow by 13%

Cruise Ship Visits



Thank you

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