



Media Release

For Immediate Release

Cruising by the Numbers

(May 10, 2018) Cruising the spectacular coastline of Australia has never been more popular according to the results of the recently released research commissioned by the Australian Cruise Association (ACA). In fact, by the end of this Financial Year, it is estimated 1.63M Australians will have taken a cruise with a third of Australians indicating they will cruise sometime in the next 12 months.

The research undertaken by consulting group - The BHive - was designed to understand the future demand and needs for cruising in Australia so that the industry might prepare in line with the projections.

As the Australian Cruise Association does not represent the interests of the cruise lines but rather those organisations involved in bringing the ships into the ports, their focus for members was about how to shape their onshore strategies.

A critical and welcome finding in the report is that cruise growth stimulates new visitation to destinations rather than replacing land-based visits. The results found that three out of five travellers consider cruising a good way to sample a destination and two thirds of those who have taken a cruise to a destination have returned. A small number also reported extending their time onshore with pre- or post- cruise stays citing that land packages were an important incentive for this.

Another interesting finding is the changing face of cruise passengers. While currently dominated by couples, especially empty nesters - families and under 35s are showing growing interest in cruising suggesting a new opportunity for our destinations. This market is more likely to be adventurous – reflected in their interest in expedition and small ship cruising; great news for Australia's regional ports which can easily support visits by this style of ship.

Headlining the places to visit – remote locations like Broome, Queensland's islands or capital cities – Hobart and Darwin for small ships and expedition cruising; Sydney for luxury.

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About Australian Cruise Association:

Australian Cruise Association is the co-operative marketing brand for cruise tourism in the Australia and Pacific region and represents a diversity of interests including regional ports, international, national and state tourism agencies, shipping agents, inbound tour operators and companies dedicated to marketing the region as a world class cruise destination.

About The BHive:

The B Hive focuses on helping people and businesses to transform, perform, grow and innovate their way to ongoing success - future proofing against the rapid rise of technological change. By providing business optimisation, growth & innovation, education services and initiatives, The B Hive provides a path to transformation for businesses and people to become more agile and competitive to withstand disruption. As Tourism & Travel and Hospitality & Leisure industry specialists, The B Hive provides strategy, direction, planning, implementation, advice, insights, education and mentoring to people and businesses at all stages, from start-up to established.

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