



- Australia opened in April 2022
- New Zealand welcomed the first ship on 12 August 2022
- Season proper started 16 October 2022 with strict protocols
- Ships running at 70%+ capacity at start of the season

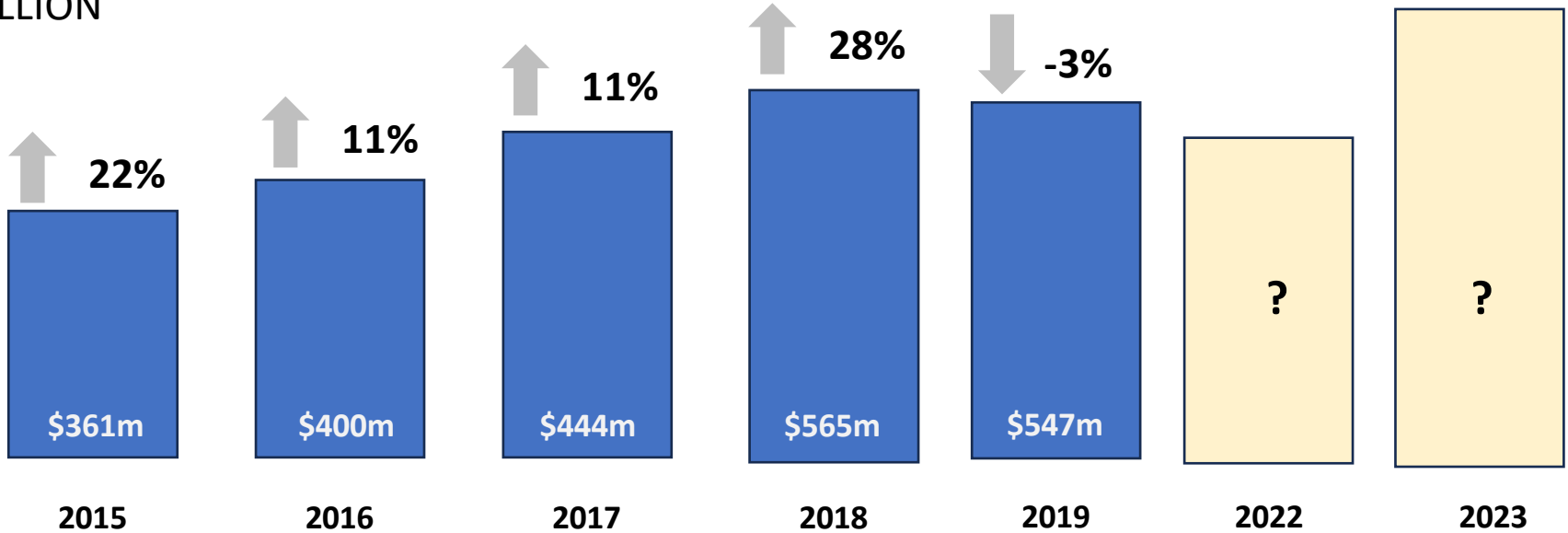


- Loss of institutional knowledge in all parts of the sector
- New players and changes to Shorex management
- National (and Global) pressures on coach fleets
- Loss of cruise expenditure measurement
- Some unprepared communities
- Weather Events
- Biofouling

- No health outbreaks or incidents
- Vibrancy to cities and townships
- Regional spread that enabled small (and large) tourism business and hospitality providers to thrive
- New Zealand is in demand
- A desire to build back better from all parts of the sector

# Cruise Tourism Spend

\$ MILLION



(For

**‘Creating a successful region  
through collaboration’**

Mana Whenua over 100 iwi

78 local, regional and unitary councils

17 cruise ports/anchorages

16 Regional Coastal Plans

3 Key Fiords

30 Regional Tourism Organisations /  
Economic Development Agencies

30 Destination Management Plans

Two main International Airports

One Milford Opportunities Project





## Government Departments

- Ministry of Primary Industries (Biosecurity)
- Ministry of Business Innovation and Employment (Tourism)
- Department of Conservation
- New Zealand Customs
- New Zealand Immigration
- Maritime New Zealand
- Manatū Hauora - Ministry of Health

- Cruise lines
- Tourism New Zealand
- Industry



## One National Cruise Strategy



Strong growth continues and New Zealand is in demand

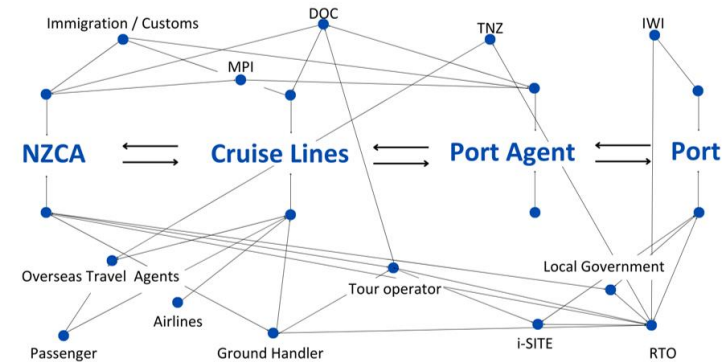
Myriad stakeholders working to manage effectively

Lack of aligned direction, cohesion and coordination

Pressure points evident or anticipated

New Zealand's regenerative tourism future has momentum

To enable realisation of value for stakeholders and NZ



How can we create a **unified, balanced, progressive** approach  
for the **future** of Aotearoa New Zealand's cruise sector  
that **aligns** with national tourism strategy  
and builds **long term value** for all stakeholders?

## Challenges to overcome

- 1 Complex system, many stakeholders
- 2 Lack of data and information
- 3 Perceptions of cruise
- 4 Ever-present risk of social licence loss
- 5 Cost of cruise specific infrastructure

## Opportunities to leverage

- 1 Strong appetite for strategy & collaboration
- 2 Cruise in growth, NZ in demand
- 3 Cruise industry prioritising sustainability
- 4 Regenerative journey momentum
- 5 Vibrancy, energy and financial contribution

## National Cruise Strategy

- Embed cruise into the broader New Zealand tourism system
- Right Ships, in the Right Place, at the Right Time

Collaboration needed over all parts of the sector

We need to work together to manage, grow and keep social licence

## Future opportunities

- Alignment in regulatory matters
- Alignment with infrastructure and supply
- Alignment with States / Federal
- Alignment with South Pacific Nations

Continued partnership with ACA, CLIA and SPCF



**NEW ZEALAND  
CRUISE ASSOCIATION**

*He Waka Eke Noa*

