



For immediate release

Cruise tourism delivers A\$7.32 billion economic impact for Australia

– Call for action to save jobs and reverse billion-dollar decline –

October 28, 2025 – Continuing demand for cruise holidays has delivered A\$7.32 billion in economic benefits to the national economy and supported more than 22,000 Australian jobs during 2024-25, according to an economic impact report commissioned by Cruise Lines International Association (CLIA) and the Australian Cruise Association (ACA).

Released today, the annual assessment shows amongst the highest annual economic impact ever seen in Australia, driven by sustained levels of passenger spending in destinations around the country.

However, the 2024-25 result is a A\$1.11 billion decline (-13.2%) from the record economic output shown in 2023-24, highlighting concerns about Australia's loss of cruise tourism to other countries.

CLIA Managing Director in Australasia Joel Katz said the report confirmed the enormous importance of cruise tourism to the Australian economy.

"Cruise tourism has delivered billions of dollars to communities around Australia, supporting tens of thousands of jobs," Mr Katz said. "Demand for cruising is at record levels internationally and Australians continue to be among the world's most passionate cruisers."

"However, Australia's cruise community has been warning for some time that we risk losing tourism to other countries because of a difficult regulatory environment and high operating costs," he said. "This report confirms we face headwinds and that action is needed to create a better environment for cruising in Australia."

ACA Chief Executive Officer Jill Abel said cruise ships had visited 56 ports and destinations around Australia during 2024-25, though the number of ship visits had decreased by 2.7% to 1,700 port days.

"Cruise visits create a huge windfall for businesses around the country, many of which are small-to-medium sized operators like local tour companies, shops, restaurants, travel agents, farmers and other suppliers," Mrs Abel said. "Cruise passengers spent more than A\$1.82 billion around Australia last year, but this was down 5.9% because there were fewer ship visits. Australia needs to create a coordinated national approach to cruise tourism, bringing together all elements of government and industry, so that we can return to growth and maximise the benefits to local communities."

CLIA and the ACA are calling for a national action plan across Federal, State and Territory governments, to support cruise tourism, improve Australia's competitiveness, attract more ships, safeguard jobs, and create greater economic opportunities in destinations around the country.

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The Value of Cruise Tourism economic impact assessment for Australia was prepared by AEC Group on behalf of CLIA and the ACA. Its key findings for 2024-25 show:

- A total economic output of A\$7.32 billion nationally (down 13.2% over 2023-24), including direct output of A\$3.08 billion and indirect/induced output of A\$4.24 billion.
- Total employment of 22,720 full time equivalent positions nationally (down 13.8%), with total wages of A\$2.36 billion (down 16.9%).
- A total of 56 Australian ports and destinations visited (up 14.2%), welcoming 1,700 ship visit days (down 2.7%).
- A total of 4.1 million passenger visit days (down 2.7%).
- Total direct passenger expenditure of A\$1.82 billion (down 5.9%) and direct crew expenditure of A\$53.7 million (down 11.2%).
- An average passenger spend per day on shore of A\$440 per person (down 1.1%).
- The largest beneficiary of direct passenger expenditure was the hotel and accommodation sector which received A\$564.5 million, or 31.0% of passenger spending. Other beneficiaries included food & beverage (A\$384.7 million, 21.1%), shore excursions (A\$244.8 million, 13.4%), retail shopping (A\$210.9 million, 11.6%), transport (A\$210.6 million, 11.6%), and entertainment (A\$75.4 million, 4.1%).
- Direct cruise line expenditure of A\$1.50 billion (down 5.9%).
- New South Wales recorded the biggest benefit from cruising with a total economic impact of A\$3.94 billion (down 10.7%), which supported 12,408 full time equivalent jobs.
- Queensland is the country's second-largest cruise economy, with a total economic output of \$2.04 billion (down 15.7%), which supported 6,270 full time equivalent jobs.
- Victoria recorded a total economic impact of A\$424.8 million (down 33.3%), which supported 1,269 jobs, followed by Western Australia (A\$368.3 million, down 4.3%, and 1,118 jobs), South Australia (A\$198.2 million, down 12.7%, and 613 jobs), Tasmania (A\$149.3 million, down 15.2%, and 453 jobs).
- The Northern Territory was the only destination to record an increase, with a total economic impact of A\$205.6 million, up 13.3%, supporting 581 jobs.

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About Cruise Lines International Association (CLIA)

Cruise Lines International Association (CLIA) is the world's peak cruise industry trade association – the unified voice and leading authority of the global cruise community. On behalf of its members, affiliates and partners, the organisation supports policies and practices that foster a secure, healthy, and sustainable cruise ship environment, promoting positive travel experiences for the more than 30 million passengers who have cruised annually. The CLIA community includes the world's most prestigious ocean, river, and specialty cruise lines; a highly trained and certified travel agent community; and a widespread network of stakeholders, including ports & destinations, ship development, suppliers, and business services. CLIA represents more than 90% of the world's ocean-going cruise capacity, as well as 54,000 travel agents and 15,000 travel agencies worldwide. The organisation's global headquarters are in Washington, DC, with regional offices located in North and South America, Europe, and Australasia. For more information, please visit cruising.org.au or follow @CLIAAustralasia on [Facebook](#), [Twitter](#), and [LinkedIn](#).

About Australian Cruise Association (ACA)

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 and delivering the region as a world class cruise destination.