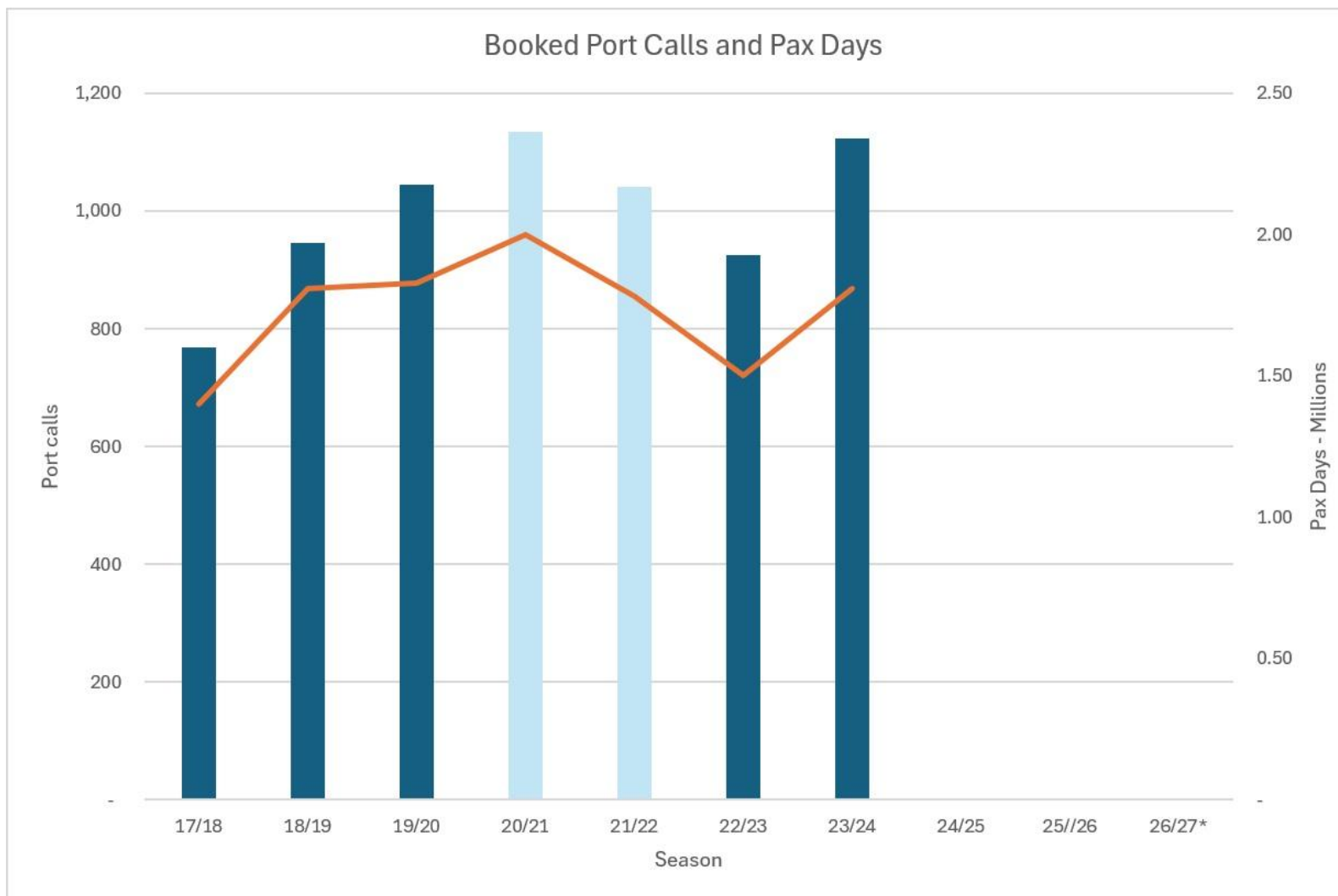
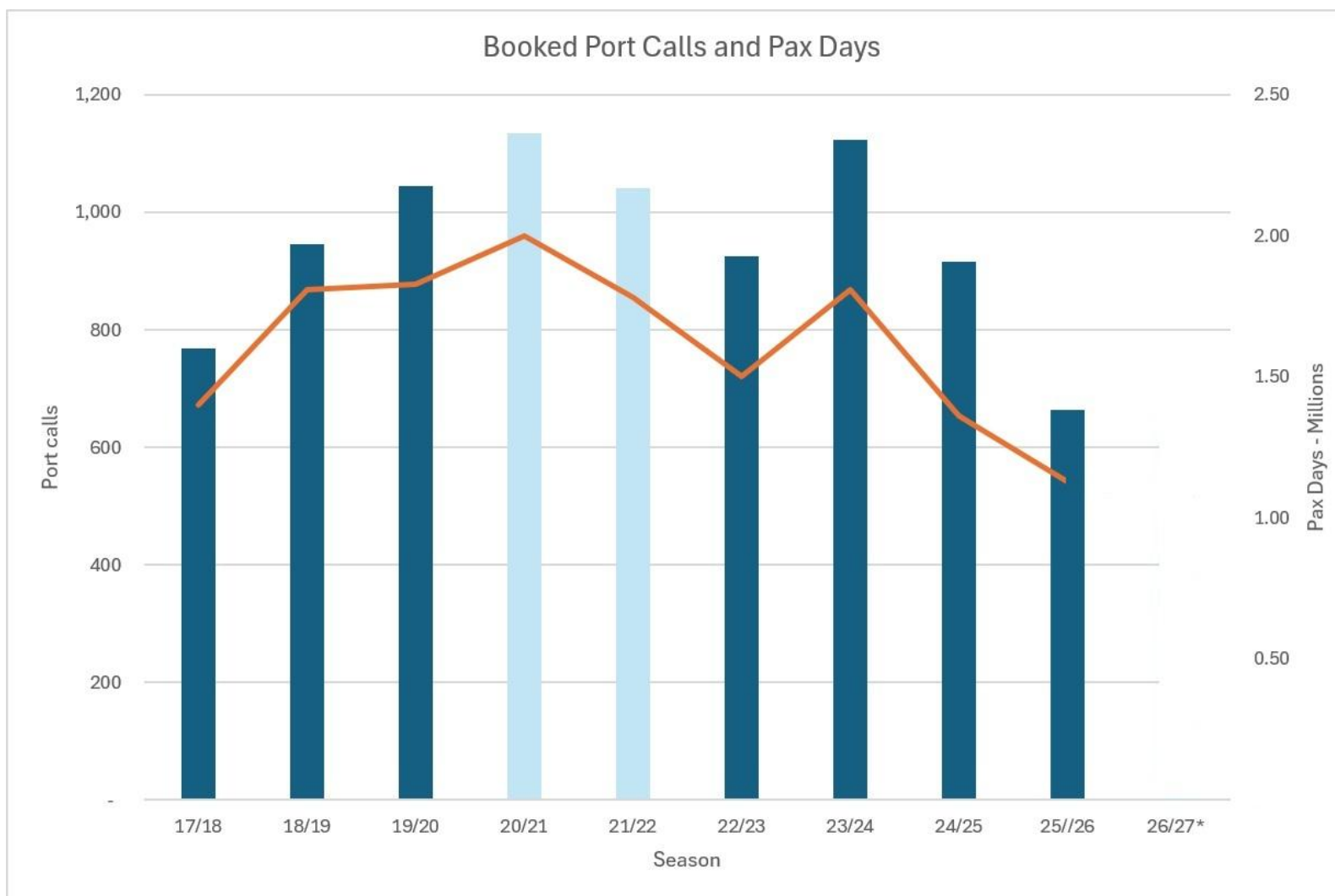
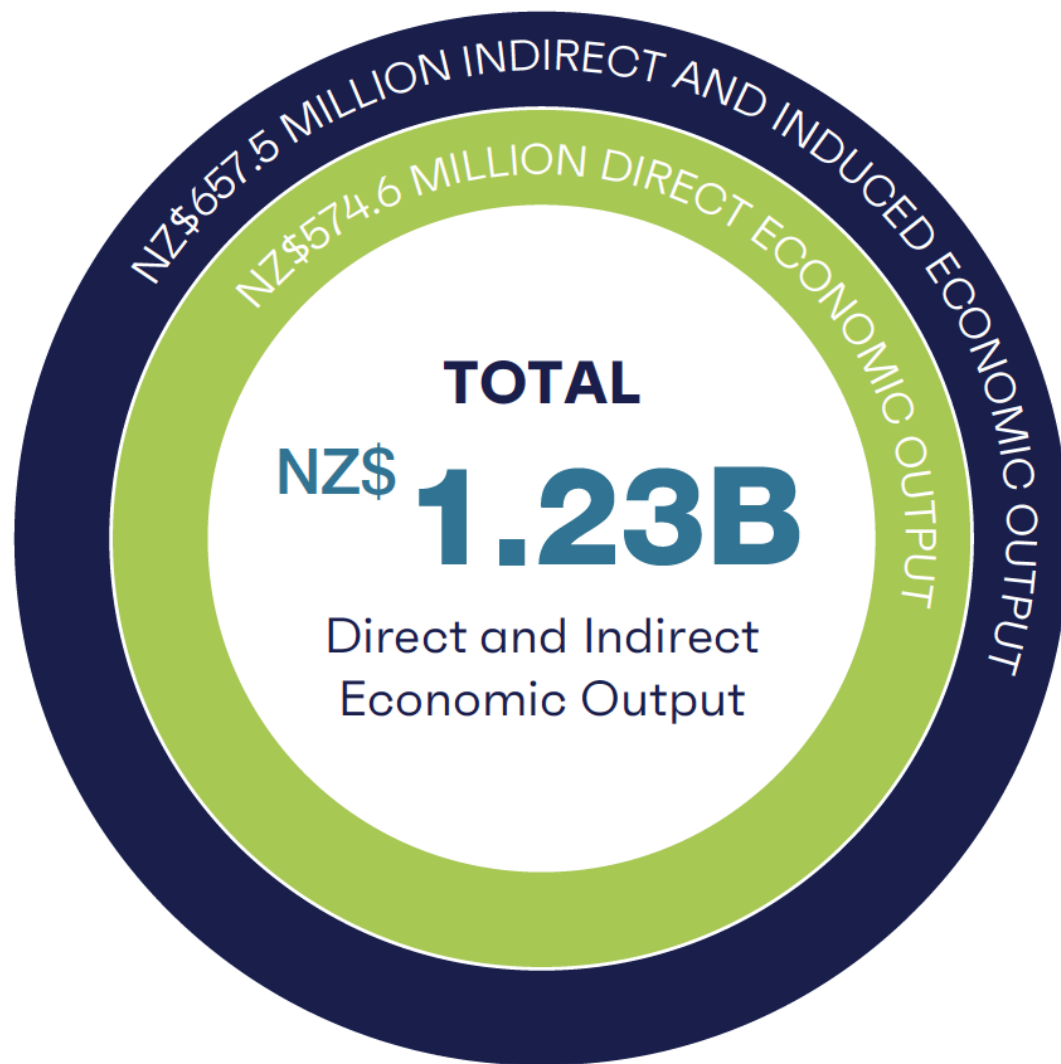




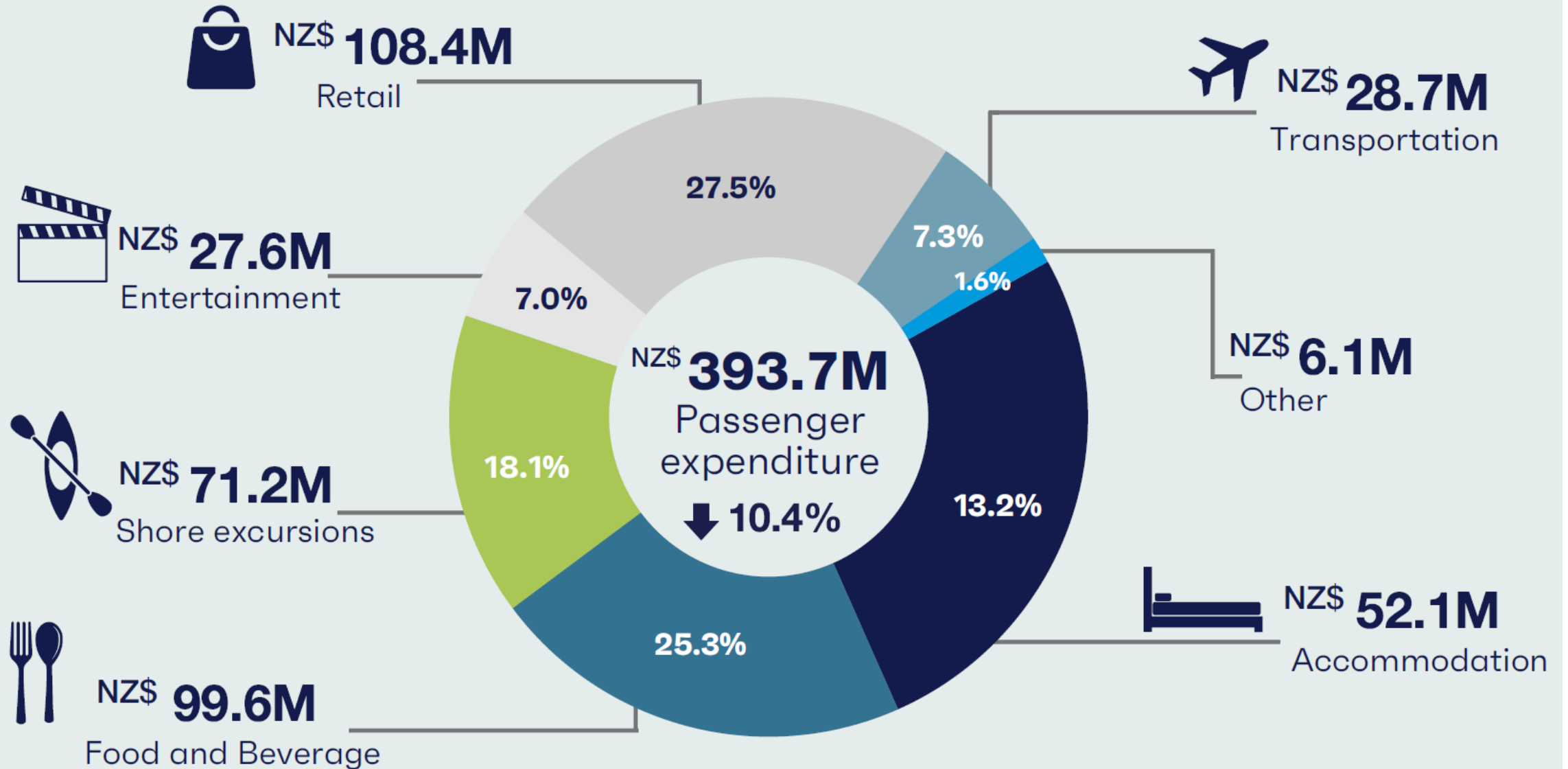




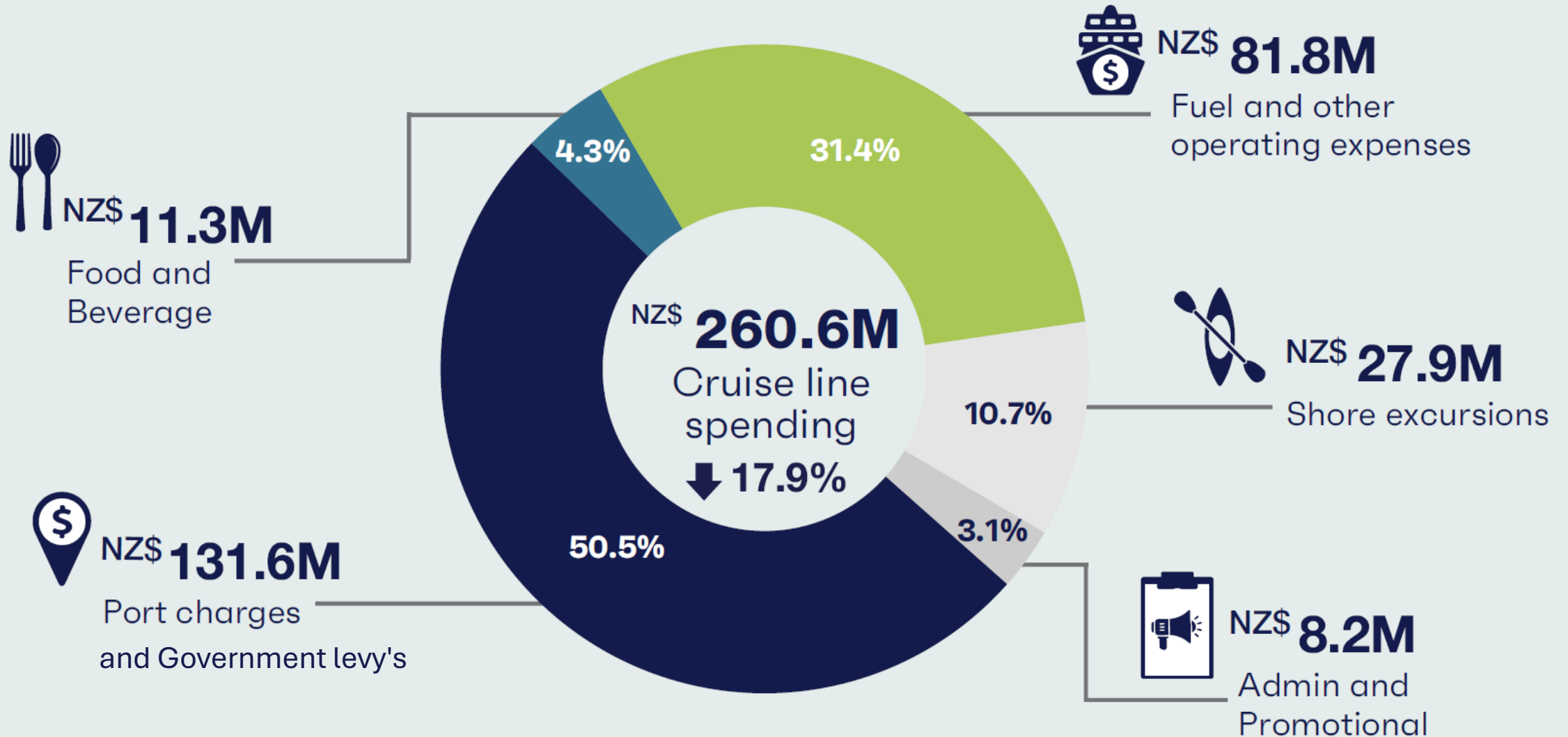


Down **9.8%**
Total Economic
Output

NZCA - Value of Cruise Tourism 24/25

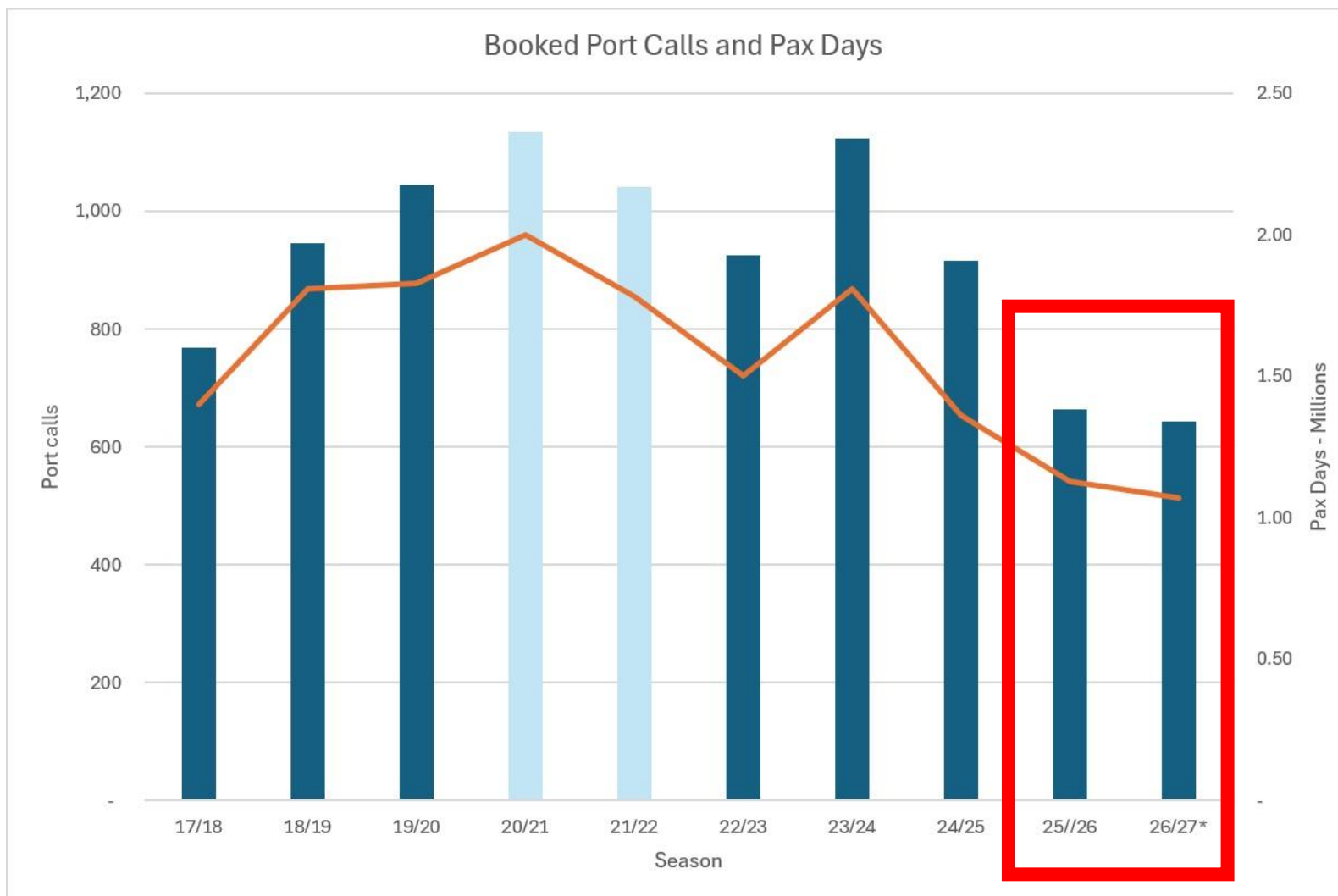


NZCA - Value of Cruise Tourism 24/25



Booked	2023/24	2024/25	2025/26	2026/27	% drop from 25/26 to 26/27
Port Calls	1,120	915	663	643	-3%
Unique Guest Capacity	360,000	281,000	216,775	223,530	3%
Crew	149,000	120,000	92,935	96,911	4%
Vessels	55	46	39	33	-15%
Voyages	206	176	132	124	-6%
Passenger Days	1,818,503	1,366,640	1,127,824	1,070,264	-5%

Booked	2023/24	2024/25	2025/26	2026/27	% drop from 25/26 to 26/27	Total % drop from 23/24 to 26/27
Port Calls	1,120	915	663	643	-3%	-43%
Unique Guest Capacity	360,000	281,000	216,775	223,530	3%	-38%
Crew	149,000	120,000	92,935	96,911	4%	-35%
Vessels	55	46	39	33	-15%	-40%
Voyages	206	176	132	124	-6%	-40%
Passenger Days	1,818,503	1,366,640	1,127,824	1,070,264	-5%	-41%

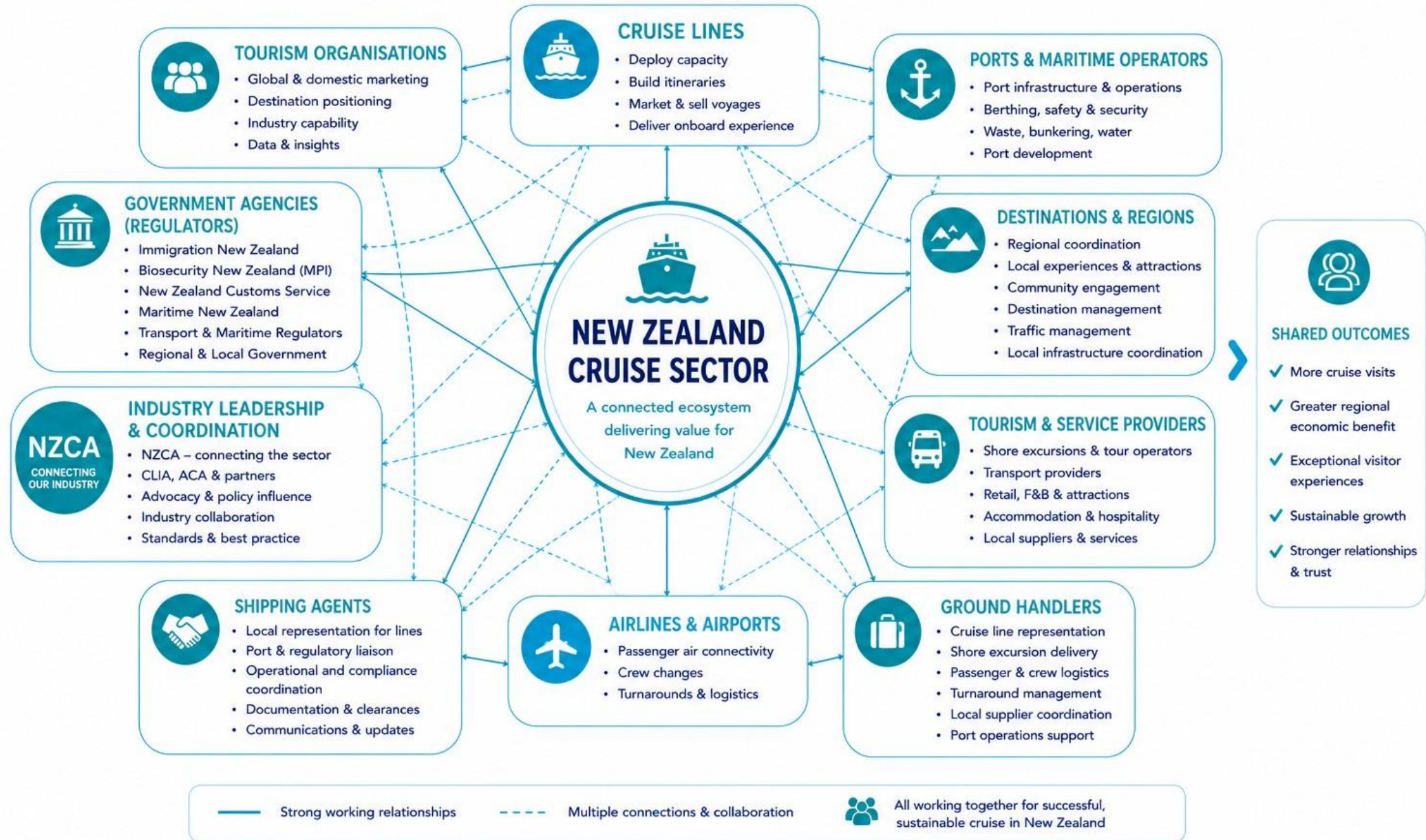


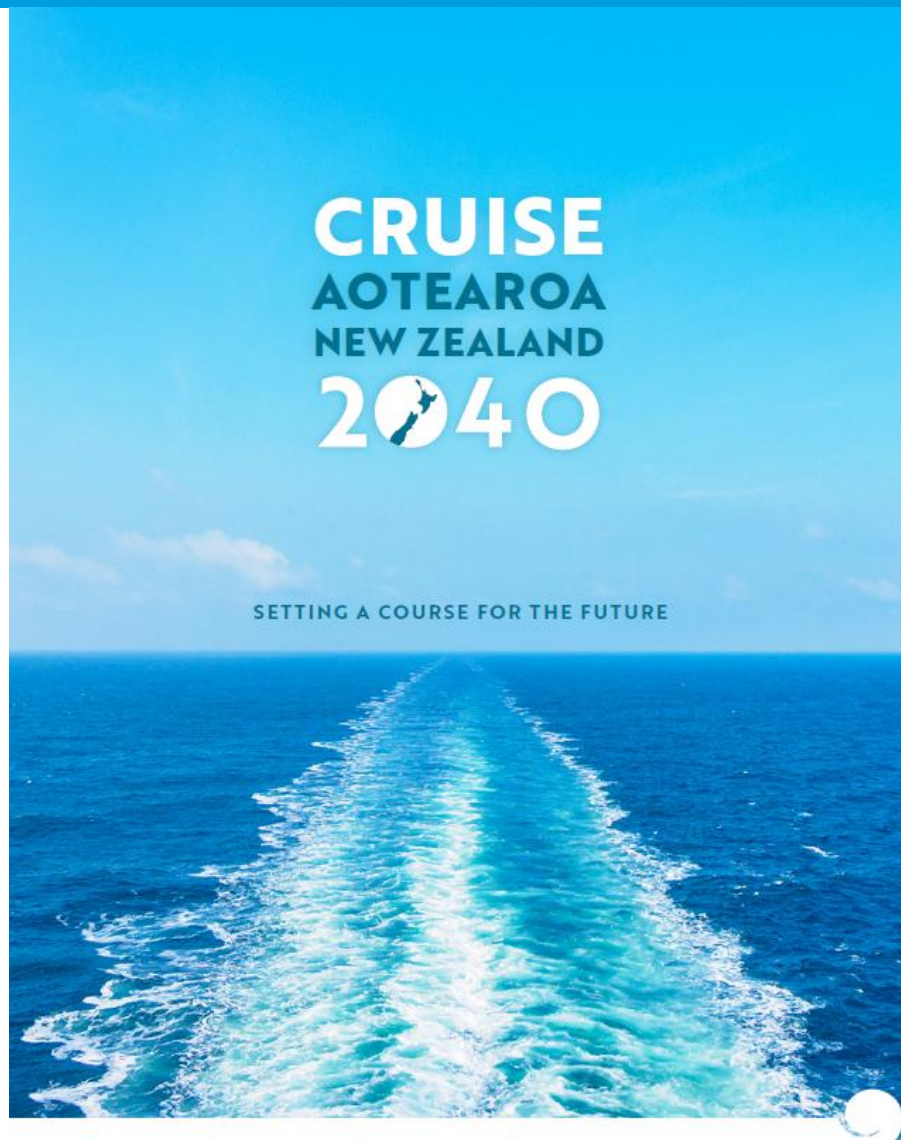




NEW ZEALAND CRUISE SECTOR – AN INTERCONNECTED ECOSYSTEM

No single owner. Many organisations working together to attract, enable and deliver exceptional cruise experiences.





Released 2024

Four Key Repeated Messages

- Biofouling risk
- Uncertainty
- Costs
- Perception

New Zealand Cruise Impact Research

Prepared for: Ministry of Business, Innovation and Employment

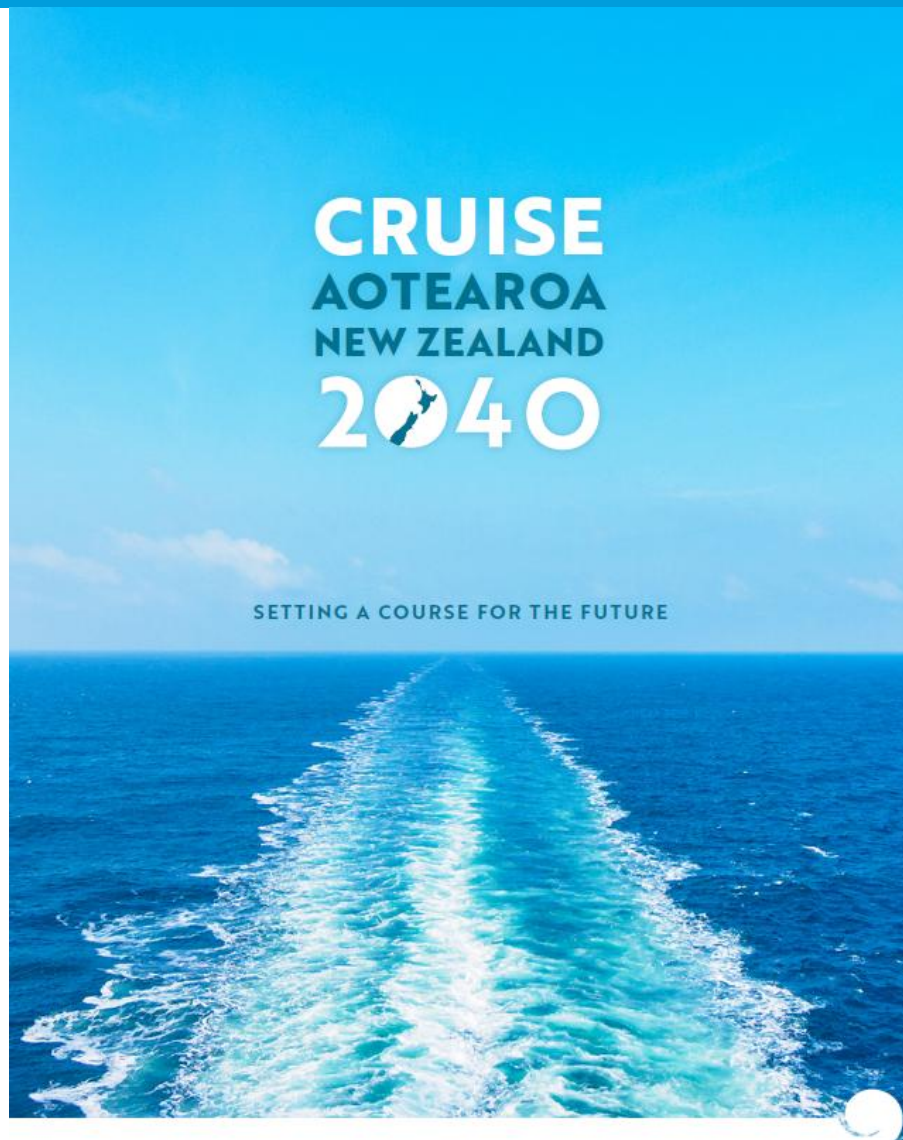
December 2024

m.e
consulting

Measuring the Cruise sector's economic, environmental, social & cultural value

“ [Cruise] benefits to New Zealand outweigh the direct costs”

Cruise Aotearoa New Zealand 2040 – Horizon Two





- Cross Government Cruise Forums
- Joint Ministerial Statements
- Minister Upston at Seatrade
- Trans Tasman Collaboration
- Inclusion in the Tourism Ecosystem





New Zealand's Tourism Policy Statement

JUNE 2026

Illustrating the system in practice

Subsector vignette: Cruise tourism

Cruise tourism highlights the importance of system coordination: high demand alone does not deliver strong economic outcomes without effective alignment across government, industry and the wider tourism system. While global cruise tourism continues to grow, New Zealand has recently experienced a persistent decline in cruise visitors and port calls. In the 2025/26 season, New Zealand cruise visitation is just over half the pre-pandemic level. Cruise lines make deployment decisions years in advance and confidence in New Zealand's settings is critical to whether we remain globally competitive.

New Zealand's change in tone and approach is being recognised and welcomed

Biosecurity progress and investment in cruise infrastructure are being noticed

New Zealand remains in demand, particularly for North American guests

Strong interest in new ports and experiences that combine unique product with operational ease

Sydney slots drive NZ itineraries and stronger Trans-Tasman collaboration creates a growth opportunity from 2028/29

Keep pressure on: Momentum is building, but we can't ease off - sustained advocacy is critical

Deployment is long-lead and driven by certainty

Cost competitiveness remains critical

Biosecurity risk still sits in the system

Global competition is strong

Strong demand is not consistently converting into deployment

Cruise is not well integrated into New Zealand's destination marketing

Consistent national delivery crucial





**CREATE
CERTAINTY**



**STAY
COMPETITIVE**



**REBUILD
REPUTATION**



**GROW
VALUE**



**WIN
DEPLOYMENT**

Every decision, policy discussion, operational improvement and all part of our work should be tested against one central question

Does this give cruise lines confidence to deploy to New Zealand?

