Cruising in Australia and around the world

1,281,159
Australian Ocean Cruise Passengers

CLIA Australia – Market report 2016
Cruise market penetration per population

Fastest growing cruise market in the world

Port Authority of New South Wales
CRUISE PASSENGERS COME FROM AROUND THE WORLD*

Canada 0.75
US 11.52
Spain 0.49
UK 1.89
Germany 2.02
Italy 0.75
France 0.57
China 2.1
Australia 1.29

Demand for Cruising has Increased 62% in the Last Ten Years (2005-2015)

*Represents 2016 total ocean cruise passengers (Millions)
- Eden
- Batemans Bay
- Kiama
- Jervis Bay
- Port Kembla
- Newcastle
- Port Stephens
- Trial Bay
- Coffs Harbour
- Yamba

- Sydney
Regional Port Opportunities

Itinerary inclusion for different cruise segments
- Marquee v curiosity port
- Anchorage v berth

Sydney volume based booking to favour regional NSW ports

Overnight sail from Sydney, Melbourne or Brisbane
Regional Port Opportunities

Generate interest – curiosity & maritime

Retain interest – community support & experience development

Grow visitation – unique offerings & positive feedback
The Benefits

- Economic
  - Passenger & crew spend
- Employment Generation
  - Tour Guides
  - Retail and hospitality staff
- Tourism Product Development
  - Impetus for experience development
- Marketing Opportunity
  - Best method to showcase the region – experiential!
- Return Visitation

Day visit provides opportunity to ‘whet their appetite’ to return independently
The Coronavirus effect
Be prepared!
- Industry wants more ports – just need to entice them to come
- Build it and they will come!
Welcome Ambassador Training

- Volunteers, tour guides, operators, local businesses
- Accredited, consistent
- Partnership with TAFE NSW & RTO
Experience Development Programme

• Create diversity through authentic, unique & personal experiences
• Workshops, mentoring and famils
• Partnership with Destination NSW, DNs and LTOs
A reason to come

- Taste of Eden Festival
- Collaboration - P&O, Cruise Eden, BVSC, PANSW, DPC
- P&O 3-day Food & Wine Cruises
Create the value proposition

- Unique experiences
- Local involvement
- Welcome and community participation
Partner with Port Authority of NSW

• Responsible for port delegations (approval, anchorage, maritime support)
• Support cruise visitation growth opportunities
• Support in infrastructure development & associated funding applications
• Port representation to cruise lines through meetings, conferences, collateral
• Maritime, operational and shoreside support to shipping agent, cruise line and port
Planning for future growth - NSW

- Cruise Development Plan
- South Coast Marine Tourism Strategy
- NSW Regional Port Development Project
- DPC support & facilitation
- Recovery
Eden Cruise Industry Growth

- Cruise Bookings
- Aborts / Cancellations
- Passengers (incl. Crew)
Questions