

MEDIA RELEASE

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ANTICIPATING THE START OF ANOTHER BIG CRUISE SEASON

In a month's time, New Zealand will again play host to visiting cruise ships, welcoming a total of 121 cruises bringing 200,000 passengers and 78,000 crew.

Cruise New Zealand anticipates that the 2013-2014 cruise season will account for 1,105,000 passenger port days and 78,000 crew port days (port days are the number of days passengers and crew can spend money ashore in New Zealand). It is forecast that this season will add \$311 million to New Zealand's GDP and account for 5361 jobs.

These arrival numbers make the cruise sector comparable to New Zealand's third largest visitor market, the UK.

Australians will continue to dominate the passenger landscape at 50% and Americans are forecast to increase in proportion from 17% to 19% of arrivals. With more turnarounds on the cruise calendar, more North Americans are expected to fly in and cruise out, or cruise in and fly out, utilising the new Shed 10 cruise terminal on Auckland's Queens Wharf.

Cruise regions around the country are anticipating another busy season and have been holding cruise debrief seminars and training sessions to fine-tune their cruise efforts.

Cruise New Zealand reports that New Zealand ports already score well above average on passenger satisfaction ratings so the desire to continue to strive higher is commendable.

To make the most of cruise ship visits, retailers are encouraged to appeal to cruise ship passengers and crew with special offers, value adds and/or welcome signs.

Tour operators who are not already contracted to be sold on board cruise ships should be available for booking with their local i-SITEs. Cruise New Zealand cautions operators against working with unaccredited third party operators. i-SITEs are the best channel to target independent passengers as cruise ship shuttle buses tend to deposit passengers and crew at the i-SITEs and all independent passengers are advised to book their tours there.

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