

MEDIA RELEASE

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New Zealand's biggest cruise season yet

With well over 200,000 passengers and a contribution of just over \$310 million to our economy, the 2012-2013 cruise season was New Zealand's biggest yet.

This represents growth in passenger arrivals of 21.6% and a growth of 7.3% in economic contribution compared to the 2011-12 season, Cruise New Zealand says.

"It's especially encouraging to see an increase in the number of American cruise passengers," Cruise New Zealand Chairperson Captain Craig Harris says.

While Australians still dominate cruise arrivals into New Zealand at 53%, the American market grew by 17% and accounted for the majority of the more lucrative 'exchange' passengers.

An 'exchange' occurs when ships start or end their cruise in New Zealand. An 'exchange', as opposed to a 'transit' visit, brings with it more economic benefits to the country as passenger expenditure will include airfares and potentially hotel accommodation, and even pre- or post- cruise travel around the country. Adding to the value of 'exchanges' are ships needing to reprovision for the next onward cruise as well as crew starting or ending their contracts.

As New Zealand's key exchange port, Auckland captured the lion's share of the cruise sector's economic benefits at \$116 million. This growth will continue for Auckland as New Zealand attracts more 'exchange' business next season despite a slight contraction to around 200,000 passengers forecast for the next two seasons.

Cruise New Zealand will detail more when it releases its annual economic impact report later today at its annual conference, a key cruise industry event in New Zealand.

Held at the Auckland War Memorial Museum, the 2013 conference's theme is 'Why Cruise New Zealand?' Keynote speaker Crystal Morgan, Director of Market Planning, Itineraries and Deployment at Princess Cruises, will address the state of the industry from their perspective and how New Zealand can future-proof this growing sector of the tourism industry.

Adding to the list of speakers are Martin Snedden, CE of the Tourism Industry Association New Zealand (TIA), who will highlight how TIA will champion cruise causes in New Zealand, and Norm Thompson, Deputy CEO of Air New Zealand, who will highlight the fly/cruise proposition for Auckland.

The conference will end with a formal welcome to Shed 10 by Auckland Mayor Len Brown, a fitting way to celebrate the big season that has been and signify New Zealand's intention to future-proof this growth sector of tourism by showcasing its brand new cruise-dedicated terminal.

Highlights

Some highlights from Cruise New Zealand's economic impact report:

- The 2012-2013 cruise season accounted for:
 - 37 ships
 - 129 voyages
 - 763 total port days
 - 211,430 passengers and 82,400 crew
 - \$310 million in value add
 - 5330 jobs

- The 2013-2014 cruise season is forecast to account for:
 - 33 ships
 - 121 voyages
 - 739 total port days
 - 200,000 passengers and 78,000 crew
 - \$311 million in value add
 - 5361 jobs

- Regional 2012-2013 value-add and 2013-2014 forecasts:
 - Northland received \$12.1m in value-add in 2012-2013 and is forecast to receive \$17.1m in 2013-2014
 - Auckland received \$116.3m in value-add in 2012-2013 and is forecast to receive \$115.5m in 2013-2014
 - Bay of Plenty received \$37.4m in value-add in 2012-2013 and is forecast to receive \$37.0m in 2013-2014
 - Hawke's Bay received \$22.2m in value-add in 2012-2013 and is forecast to receive \$22.4m in 2013-2014

- Wellington received \$39.5m in value-add in 2012-2013 and is forecast to receive \$36.1m in 2013-2014
- Nelson received \$0.1m in value-add in 2012-2013 and is forecast to receive \$0.2m in 2013-2014
- Marlborough received \$6.1 in value-add in 2012-2013 and is forecast to receive \$4.2m in 2013-2014
- Canterbury received \$32.7m in value-add in 2012-2013 and is forecast to receive \$29.9m in 2013-2014
- Otago received \$31.5m in value-add in 2012-2013 and is forecast to receive \$32.0m in 2013-2014
- Southland received \$12.3m in value-add in 2012-2013 and is forecast to receive \$14.2m in 2013-2014

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