



CRUISE INDUSTRY SOURCE MARKET REPORT

Ocean Cruise Passengers
Australia 2015



Get on Board & Expand Your Opportunities

CLIA is the world's largest cruise industry association, representing the interests of cruise lines, travel agents and industry stakeholders.

We provide a unified global voice advocating, educating and promoting the common interests of the cruise industry.

Membership Communities:
Cruise Lines; Travel Networks;
Travel Agencies; Travel Consultants;

Executive Partners:
Port & Destination; Travel and Tourism
Providers; Technical & Supply Chain Providers;
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To learn more about becoming a CLIA Executive Partner visit www.cruising.org.au or call +61 (02) 9964 9600

TOP 5 REASONS TO PARTNER WITH CLIA

- 1

Grow your business
Becoming a CLIA Executive Partner member puts you at the heart of the cruise industry, where you need to be to generate new business opportunities with cruise lines and other stake holders.
- 2

Meet with key decision makers
CLIA hosts a robust calendar of networking events across the world. There are multiple forums to discuss industry topics and fast track relationships with key decision makers.
- 3

Insight, expertise and guidance
CLIA is the gateway to a wealth of research and intelligence on the cruise industry. In addition, CLIA offers forums to discuss challenges and solutions to technical and regulatory matters, providing you with a unique, competitive edge.
- 4

Elevate your profile
Your business will be promoted to the entire cruise community, including more than 60 cruise lines, 275 fellow Executive Partner members and tens of thousands of travel agents at events, in publications and online.
- 5

Advocacy, representation and influence
CLIA is the unified voice before governments for legal and regulatory frameworks that promote a robust and sustainable cruise industry. CLIA Executive Partner members are part of this powerful unified voice and demonstrate to policy makers the cruise community's positive contributions to society.



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Established in 1975, Cruise Lines International Association (CLIA) is the unified voice and leading authority of the global cruise community. As the largest cruise industry trade association with 15 offices globally, CLIA has representation in North and South America, Europe, Asia and Australasia. CLIA's mission is to support policies and practices that foster a safe, secure, healthy and sustainable cruise ship environment for the more than 23 million passengers who cruise annually, as well as promote the cruise travel experience. Members are committed to the sustained success of the cruise industry and are comprised of the world's most prestigious ocean, river and specialty cruise lines; a highly trained and certified travel agent community; and other cruise industry partners, including ports, destinations, ship developers, suppliers, business services and travel operators. For more information, visit www.cruising.org.au

EXECUTIVE SUMMARY

Australia's cruise industry hit new highs in 2015, with annual ocean cruise passenger numbers surging by 14.6 per cent to a record 1,058,781.

The result positions Australia at the top of the global cruise industry for market penetration once again, with an unprecedented 4.5 per cent of Australians taking an ocean cruise last year. The nation was also ranked second for growth, reinforcing its reputation as one of the world's most exciting cruise markets.

With CLIA Australasia's annual source market report now focussed solely on ocean cruising, in line with international CLIA reporting, the 2015 result maintains an impressive decade-long trend of double digit growth for the Australian cruise industry, with Australian ocean cruise passenger numbers increasing by an annual average of 19.2 per cent since 2006.

KEY FINDINGS:

- Australian ocean cruise passenger numbers broke through the one million mark for the first time in 2015, rising 14.6 per cent to 1,058,781 passengers from 923,726 in 2014
- Australia was the only cruise market to achieve a population penetration rate greater than 4 per cent in 2015, with the equivalent of 4.5 per cent of the Australian population taking a cruise
- Australia's growth rate of 14.6 per cent was second only to the emerging market of China, and well ahead of established markets such as the US (down 0.1%), UK and Ireland (8.8 per cent growth) and France (up 3.7 per cent)
- A surge in domestic cruising fuelled the growth of Australian passenger numbers, with local cruisers growing by 42 per cent from 189,796 in 2014 to 269,915 in 2015. The increase of 80,000 was twice as great as any other destination in real numbers
- Ocean cruising numbers in Asia jumped by 71.5 per cent, with more than 95,000 Australians heading to the region in response to additional capacity and new itineraries
- The South Pacific maintained its position as Australians' favourite cruise destination attracting more than one-third of ocean cruise passengers (383,889)
- Europe remained the leading long-haul destination and Australians' third most popular destination overall, attracting 9.5 per cent of passengers (101,419)
- Short break cruises of four days or less leapt in popularity, growing by 25 per cent in 2015, while cruises of 15-21 days rose by more than 50 per cent
- The majority (89 per cent) of all Australians cruising in 2015 took a cruise of 14 days or less
- Australians spent an estimated 10.4 million days at sea in 2015, with an average ocean cruise length of 9.8 days
- Australia was the fourth largest source market in the world in 2015, accounting for 4.6 per cent of global cruise passengers.

**AUSTRALIA HITS
1,058,781
OCEAN CRUISE
PASSENGERS**

TOTAL PASSENGERS

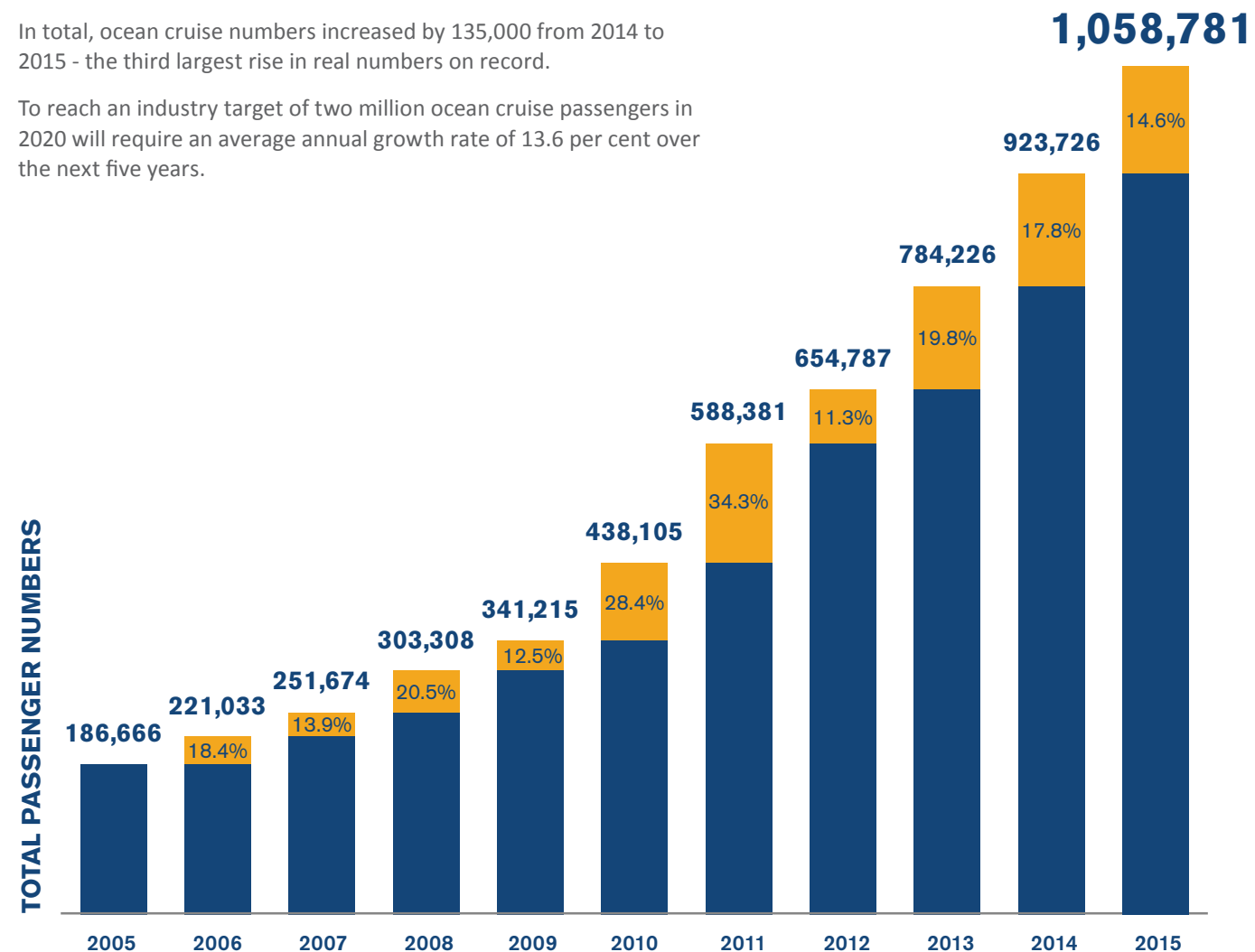
The number of Australians taking an ocean cruise reached a new record of 1,058,781 in 2015, with the 14.6 per cent increase over 2014 figures marking a decade of strong double digit growth.

The 2015 result, which represents the first time that Australian ocean cruise passengers have been separated from river cruise numbers, is a landmark as it takes ocean cruise numbers beyond one million.

An analysis of ocean cruise passenger numbers over the past 10 years shows a strong growth trend, with numbers rising by an average of 19.2 per cent a year since 2006. The number of Australian ocean cruise passengers has quadrupled in the past eight years and more than doubled since 2010.

In total, ocean cruise numbers increased by 135,000 from 2014 to 2015 - the third largest rise in real numbers on record.

To reach an industry target of two million ocean cruise passengers in 2020 will require an average annual growth rate of 13.6 per cent over the next five years.



WORLD PERSPECTIVE

Continued strong growth in Australia's ocean cruise passenger numbers saw the nation once again record the highest market penetration rate in the world, with the equivalent of 4.5 per cent of Australians taking an ocean cruise in 2015, up from 4.2 per cent last year.

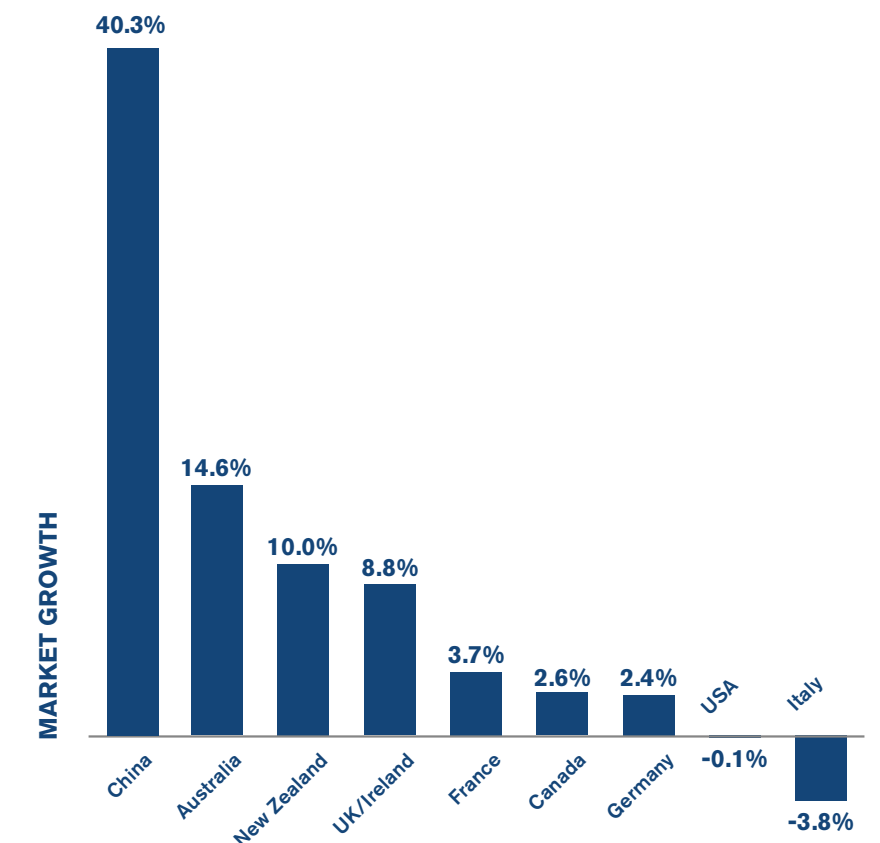
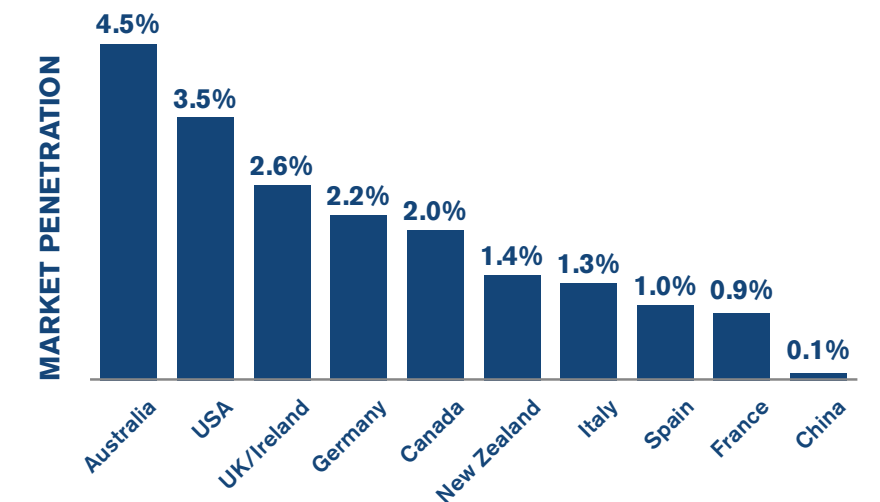
Australia remains the only country to have achieved a penetration rate of more than 4 per cent, with the well-established US market ranking second in 2015, with 3.5 per cent market penetration.

Meanwhile UK and Ireland achieved 2.6 per cent, Germany 2.2 per cent and Canada 2 per cent.

Australia's growth rate of 14.6 per cent was the second highest for a key source market in 2015, positioned behind the emerging China market which achieved a growth rate of 40.3 per cent. Interestingly China's result gives it a market penetration rate of just 0.1 per cent given the nation's vast population.

UK and Ireland achieved a passenger growth rate of 8.8 per cent in 2015, while French numbers rose 3.7 per cent and Canada was up 2.6 per cent. The world's largest cruise market, the United States, retracted marginally by 0.1 per cent. Meanwhile New Zealand saw a 10 per cent increase in its cruise passenger numbers.

Across the world, 23 million people took a cruise in 2015, positioning Australia as the fourth largest cruise market, accounting for 4.6 per cent of the world's cruisers.



KEY DESTINATIONS

2015 revealed some interesting new trends in ocean cruising as Australians responded to growing capacity and fresh itinerary offerings.

Of particular note, the expanding range of domestic cruise options prompted a 42.2 per cent surge in passengers taking Australian cruises, with numbers soaring from 189,796 in 2014 to 269,915 in 2015. The increase means that an unprecedented 25 per cent of Australian ocean cruise passengers in 2015 were sailing on a domestic cruise.

Holidaymakers were also attracted to new cruise options in Asia, with the number of Australian ocean cruisers leaping 71.5 per cent from 55,399 in 2014 to 95,016 in 2015.

This growth puts Asia almost on par with Europe, with the Mediterranean and Northern Europe collectively attracting 101,419 passengers, up 8.4 per cent on 2014, and New Zealand, which welcomed 100,642 Australian cruise passengers, up 13.5 per cent.

Alaska, a long standing favourite with Australians, rose by 19.4 per cent with 33,315 Australians exploring the last frontier in 2015.

Collectively, cruising from local ports to the South Pacific, Australia and New Zealand accounted for 71 per cent of total ocean cruise numbers.

Overall, the South Pacific remains the nation’s most popular destination drawing 36.3 per cent of Australian cruisers, although real numbers fell marginally by 2.2 per cent to 383,889.

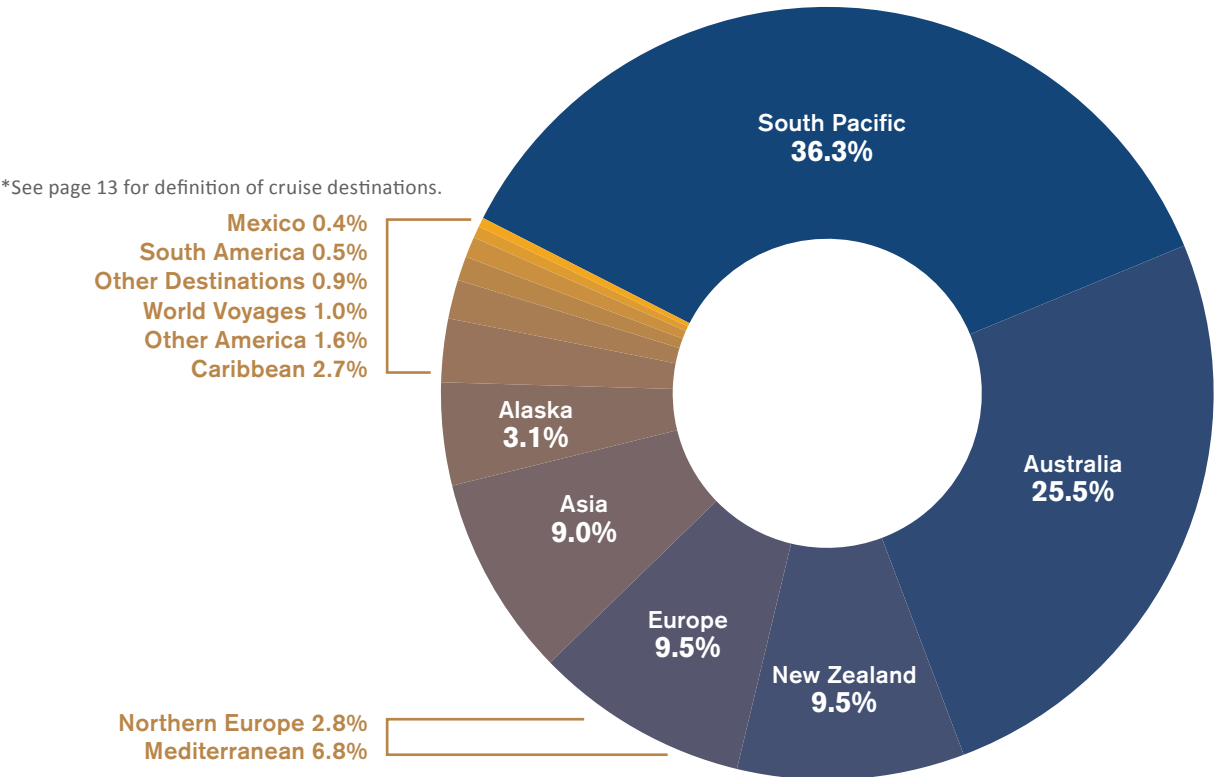
Europe remained the leading long-haul destination, with Northern European and Mediterranean cruise options accounting for 9.5 per cent of the market. New Zealand also attracted 9.5 per cent of Australian cruisers, with Asia drawing 9 per cent.

Decreases were seen in the smaller world voyages market (down 12.7 per cent) and the Caribbean, Bahamas and Panama region (down 10.7 per cent).

DESTINATION GROWTH

Cruise Region	2014	2015	Variance
Asia	55,399	95,016	71.5%
Australia	189,796	269,915	42.2%
Other Destinations	7,130	9,105	27.7%
Northern Europe	24,499	29,960	22.3%
Alaska	27,901	33,315	19.4%
Mexico	3,566	4,129	15.8%
New Zealand	88,685	100,642	13.5%
South America	4,794	5,289	10.3%
Other America	16,596	17,226	3.8%
Mediterranean	69,030	71,459	3.5%
South Pacific	392,549	383,889	-2.2%
Caribbean	31,482	28,099	-10.7%
World Voyages	12,299	10,737	-12.7%
TOTAL	923,726	1,058,781	14.6%

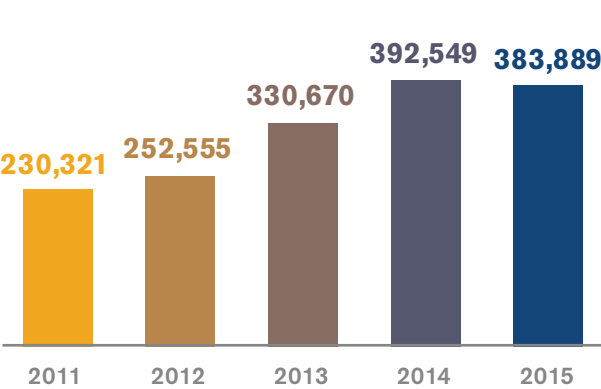
DESTINATION SHARE*



SOUTH PACIFIC

The South Pacific held its title as Australians’ favourite cruise destination, attracting 383,889 cruisers in 2015. Whilst this represented a fall of around 10,000 passengers compared to 2014, the South Pacific still accounts for 36.3 per cent of the total market.

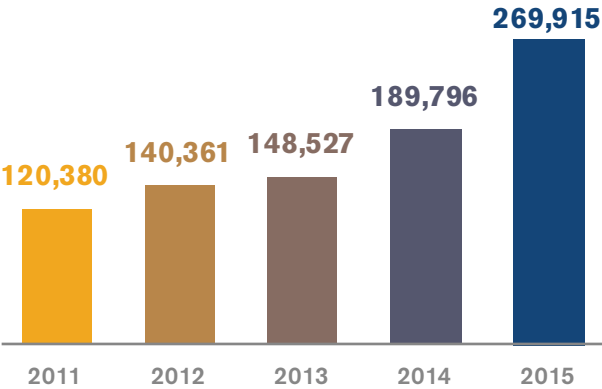
Since 2011, this popular market has grown by an impressive 66 per cent.



AUSTRALIA

An array of new domestic cruise options kept Australian cruise numbers on a strong growth trajectory, with 2015 figures reaching a record 269,915 - a massive 42.2 per cent rise on 2014.

The result means Australian cruise numbers have almost doubled since 2012.

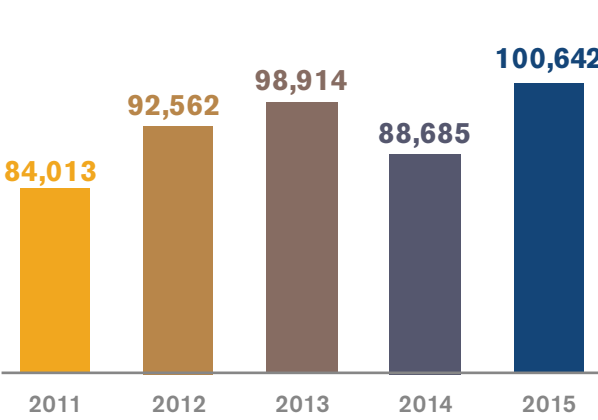


NEW ZEALAND

The number of Australians cruising to New Zealand broke through the 100,000 mark for the very first time in 2015, with the region experiencing 13.5 per cent growth.

The increase reflects a rise in trans-Tasman itinerary options and reverses the destination's decline in 2014.

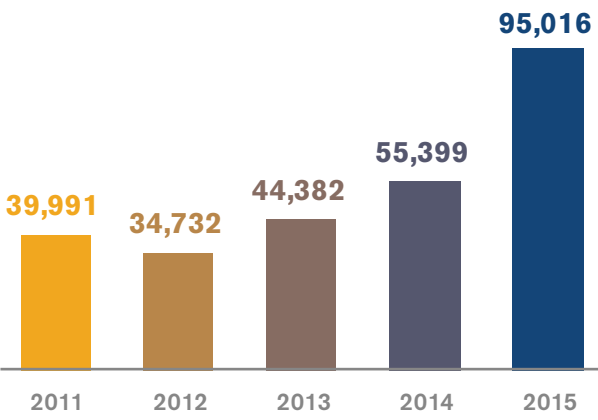
New Zealand numbers have now increased by almost 20 per cent since 2011.



ASIA

The success story of 2015, Asia attracted more than 95,000 Australian cruisers in response to the growing number of cruise ships and itineraries on offer from China, Japan, Singapore and Hong Kong.

The figures were 71.5 per cent higher than in 2014, with the number of Australians cruising to Asia more than doubling in just two years.



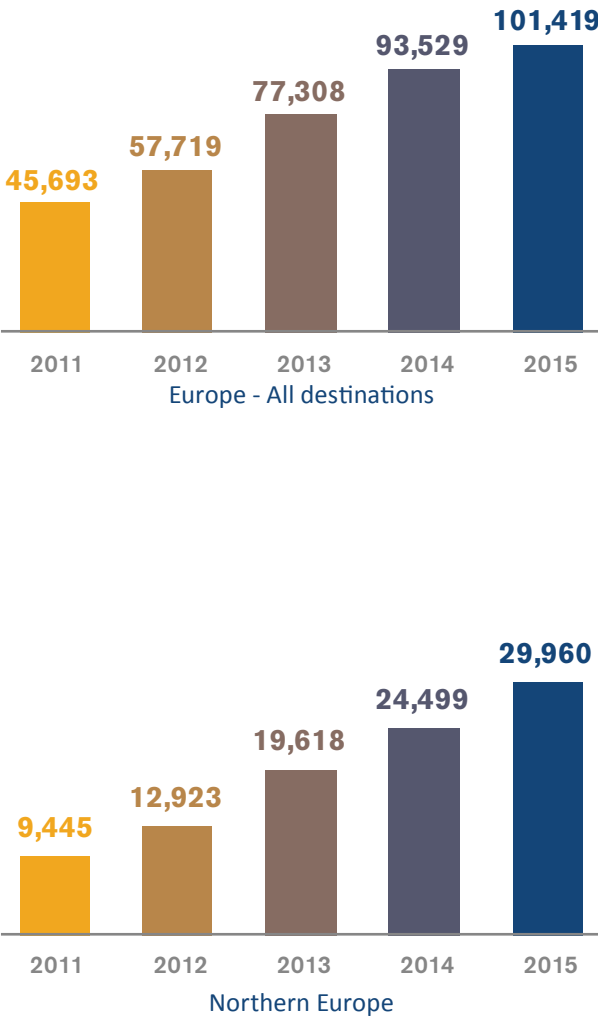
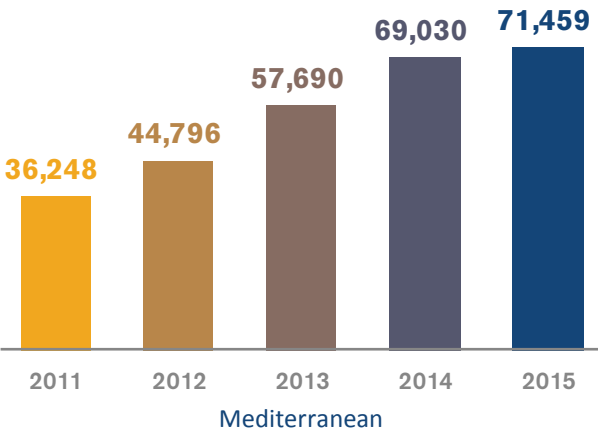
EUROPE

The continent continued to lure Australian cruisers to its oceans in 2015, with numbers rising 8.4 per cent to exceed 100,000 for the first time.

As Australians respond to expanding itinerary options, overall passenger numbers to Europe have more than doubled since 2011, with the region maintaining its title as Australians' favourite long-haul cruise destination and the nation's third most popular cruise destination in 2015.

Mediterranean cruises remained the key draw card in 2015 with 71,459 Australians sailing the region's oceans, up marginally on 2014.

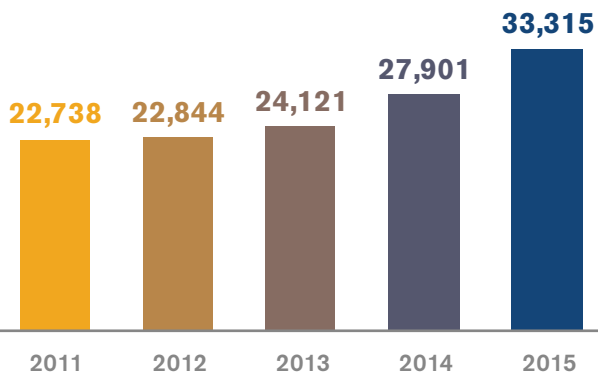
Northern Europe experienced stronger growth, with passenger numbers rising 23 per cent in 2015 compared to 2014, to reach 29,960. This represents a tripling of Australian cruisers to the region in just five years, in response to an expanding range of itineraries featuring Russia, Norway and the Baltic region.



ALASKA

An increasing number of cruisetour options prompted a 19.4 per cent rise in Australians heading to Alaska in 2015, with cruise passenger numbers reaching a record 33,315.

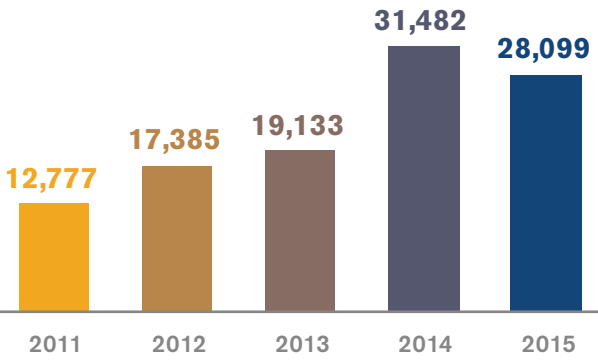
The result puts Alaska on an upward trend again after several years of minimal growth, with the region reclaiming its title as the most popular cruise destination within the Americas for Australians.



THE CARIBBEAN REGION

After strong growth in 2014, passenger numbers to the Caribbean, Bahamas and Panama, fell by 10.7 per cent to 28,099 in 2015.

Overall however, the region remains a popular destination, with Australian cruise passenger numbers having more than doubled over the past five years.



DEMOGRAPHICS

PASSENGER ORIGIN

While New South Wales remained the biggest source of cruise passengers in 2015, accounting for almost 40 per cent of all cruisers, Queensland exhibited the strongest growth, with a record 282,618 Queenslanders taking a cruise in 2015 – a 29.6 per cent increase on 2014.

The growth meant Queenslanders contributed 26.7 per cent of the country’s cruisers in 2015. The State also achieved the highest market penetration rate, with an impressive 5.9 per cent of the population taking a cruise in 2015.

In NSW, the equivalent of 5.5 per cent of the population took a cruise.

Victoria was ranked the third largest State with 174,321 cruisers, contributing 16.5 per cent of total cruise passenger numbers. These numbers represented a 7.8 per cent increase on 2014 figures.

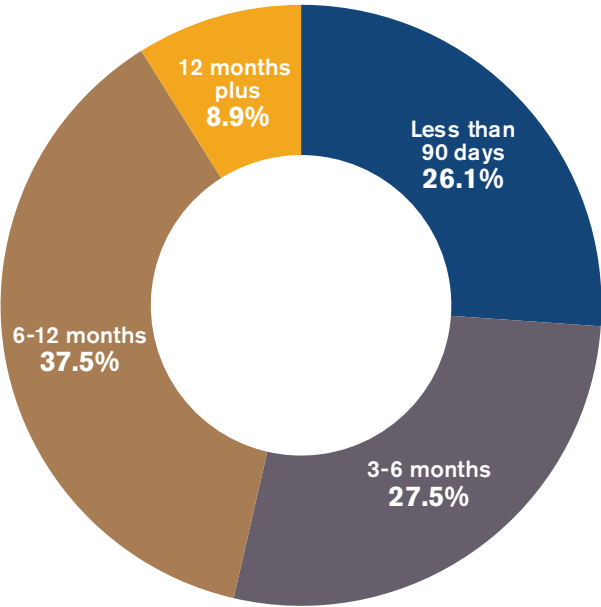
Meanwhile Western Australia and South Australia both reported significant growth in cruise passengers with WA numbers rising 17 per cent to 78,881 while South Australia increased by more than 19 per cent to reach 62,772.

State	2014 Passengers	2015 Passengers	Variance	% Share	Penetration
NSW	377,803	421,950	11.7%	39.9%	5.5%
QLD	218,001	282,618	29.6%	26.7%	5.9%
VIC	161,652	174,321	7.8%	16.5%	2.9%
WA	67,432	78,881	17%	7.5%	3%
SA	52,653	62,772	19.2%	5.9%	3.7%
ACT	24,016	19,572	-18.5%	1.8%	5%
TAS	16,627	15,411	-7.3%	1.5%	3%
NT	5,542	3,254	-41.3%	0.3%	1.3%
TOTAL	923,726	1,058,781	14.6%	100%	4.5%

BOOKING PATTERNS

Booking patterns remained constant in 2015, with more than half of Australian cruisers (53.6 per cent) booking their cruise six months or less before departure, and 37.5 per cent booking between six and 12 months.

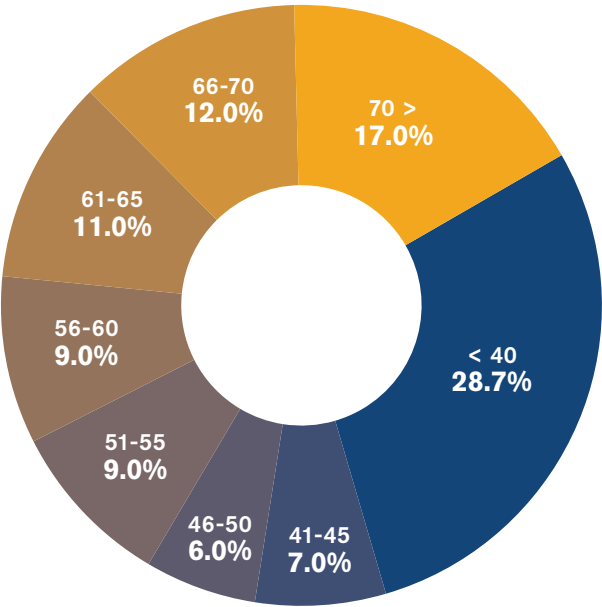
Last minute planners were still prevalent with 26.1 per cent of bookings made within three months of sailing, and a further 27.5 per cent made between three and six months.



PASSENGER AGE

Australian cruisers continued to come from across the age spectrum, underlining the wide array of cruises and destinations now on offer.

The distribution pattern has remained largely unchanged for the past three years, reflecting the growth of all types of cruising and the diversity of itineraries across the board.



CRUISE DURATION

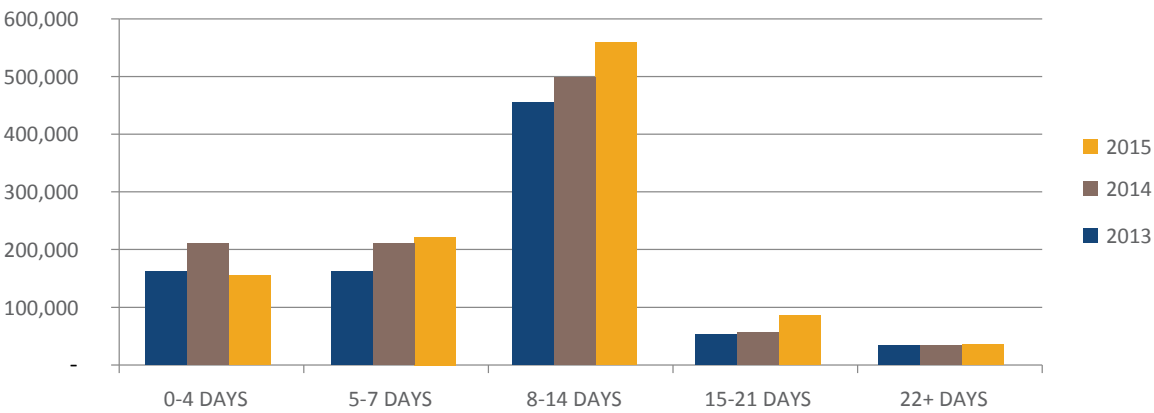
LENGTH OF CRUISE

While cruises of 8-14 days remained the most popular in 2015, attracting well over half a million passengers (53.2 per cent of the market), the growing range of itinerary options offered by CLIA members also prompted a surge in the number of Australians booking both shorter and longer cruises.

The number of cruisers travelling on itineraries of 15-21 days soared by 50.6 per cent to almost 85,000, equating to 8 per cent of the market, while the number of Australians taking short break cruises leapt by 25.1 per cent to 155,000 (14.6 per cent of the market).

Cruises of 5-7 days remained the second most popular option in the market accounting for more than 220,000 passengers (20.9 per cent of the market).

Overall, 89 per cent of Australian cruisers took a cruise of 14 days or less.

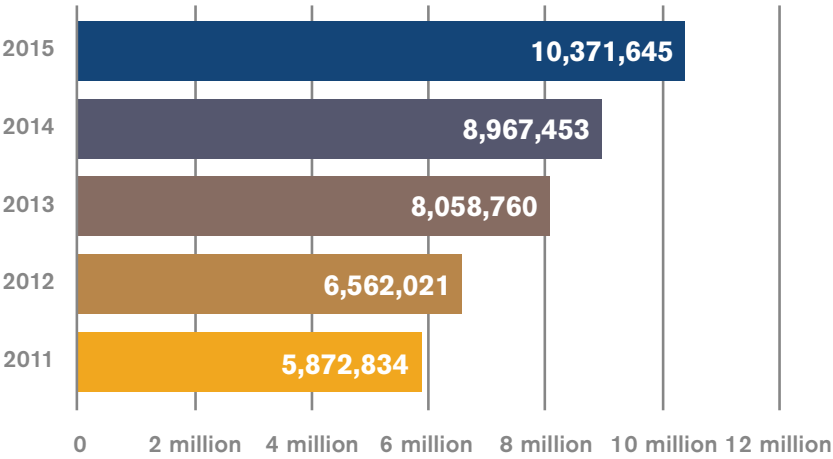


ESTIMATED SEA DAYS

Measuring the total number of days spent at sea by Australians also provides a perspective on the market's growth.

CLIA data shows that Australian passengers spent 10.371 million days on ocean cruises in 2015 – up 16 per cent on 2014 and in line with general market growth.

This stability was also evident in the average ocean cruise length in 2015 of 9.8 days – a marginal increase on the previous year's figure of 9.7 days



DEFINITION OF CRUISE REGIONS

Cruise region	Includes
ALASKA	All Alaska cruising
ASIA	South-East & North Asia Cruising
AUSTRALIA	Circumnavigations, Coastal cruising & sampler cruises
CARIBBEAN	Caribbean, Bahamas & Bermuda cruising Panama Canal crossings
MEDITERRANEAN	Eastern & Western Mediterranean Black Sea and Canary Islands
MEXICO	Mexican Riviera & Mexican Baja
NEW ZEALAND	New Zealand coastal and Trans-Tasman cruising
NORTHERN EUROPE	Norwegian Coast, Scandinavia, Baltic Region & North Sea British Isles & Atlantic coast of France/Spain/Portugal
OTHER AMERICAS	Hawaii cruising Eastern Canada & New England cruising
OTHER	Africa, Dubai, India, Middle East Antarctica cruising Trans Atlantic crossings
SOUTH AMERICA	South America cruising
SOUTH PACIFIC	South Pacific cruising & Trans-Pacific voyages
WORLD VOYAGES	All World cruise sectors

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- Amadeus by Luftner
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- American Queen Steamboat Co.
- APT Group
- Aqua Expeditions
- Avalon Waterways
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- Emerald Waterways
- Evergreen Tours
- Hapag Lloyd Cruises
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- Shearings Holiday
- Silversea Cruises
- St. Helena Line
- Star Cruises
- Swan Hellenic
- Tauck River Cruises
- Thomson Cruises
- Travelmarvel
- TUI Cruises
- Uniworld Boutique River Cruise Collection
- Voyages of Discovery
- Windstar Cruises



Providing safe, efficient
and sustainable world-class
port and marine services
on our harbour



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