

2024/25

The Value of Cruise Tourism

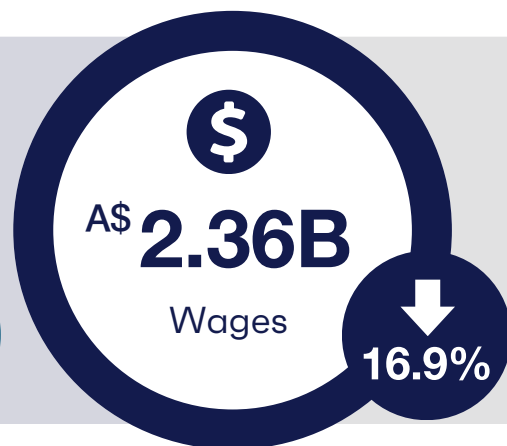
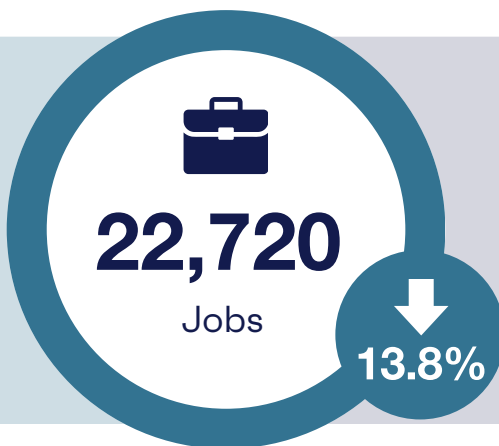
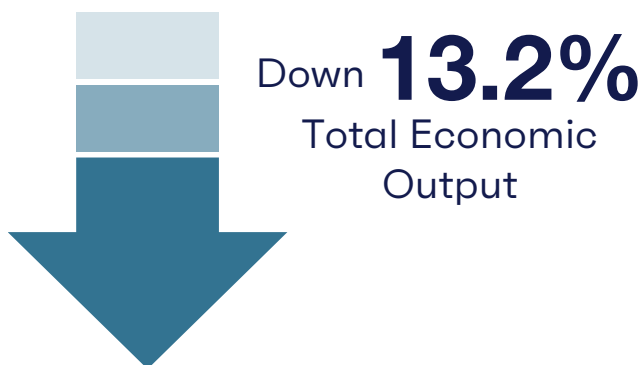
The 2024-25 Cruise Industry Economic Impact Analysis for Australia shows the significant ongoing contribution of cruise tourism to the national economy, but also reveals a concerning decline as regulatory uncertainties and rising costs begin to impact cruise ship deployment in the region.



2024-25 Australian Cruise Industry Economic Contribution



The 2024-25 financial year brought A\$7.32 billion in total economic output created by cruise tourism in Australia, supporting 22,720 jobs and generating A\$2.36 billion in wages for Australian workers. However, total economic output was down A\$1.11 billion (-13.2%) from the record result of the previous year, due to fewer ships visiting Australia.



*Source: Economic Impact Assessment of Cruise Tourism in Australia 2024/25, prepared by AEC Group Ltd.

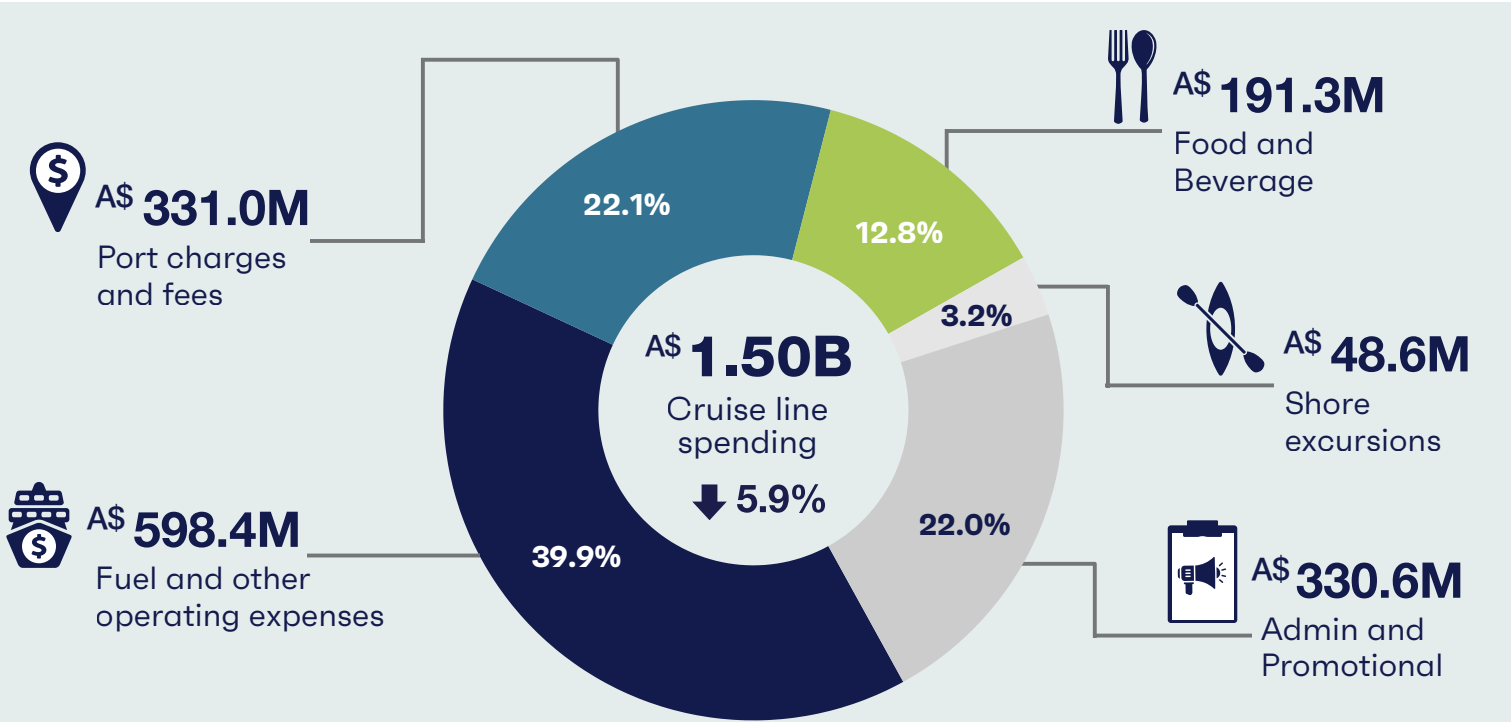
Cruise ship visits around Australia

While cruise ship visits were down in 2024-25, the significant economic impact of cruise tourism continued to reach well beyond the major gateways into regions around the country. A total of 1700 ship visit days were recorded in 56 ports and destinations, resulting in 4.1 million passenger visit days.



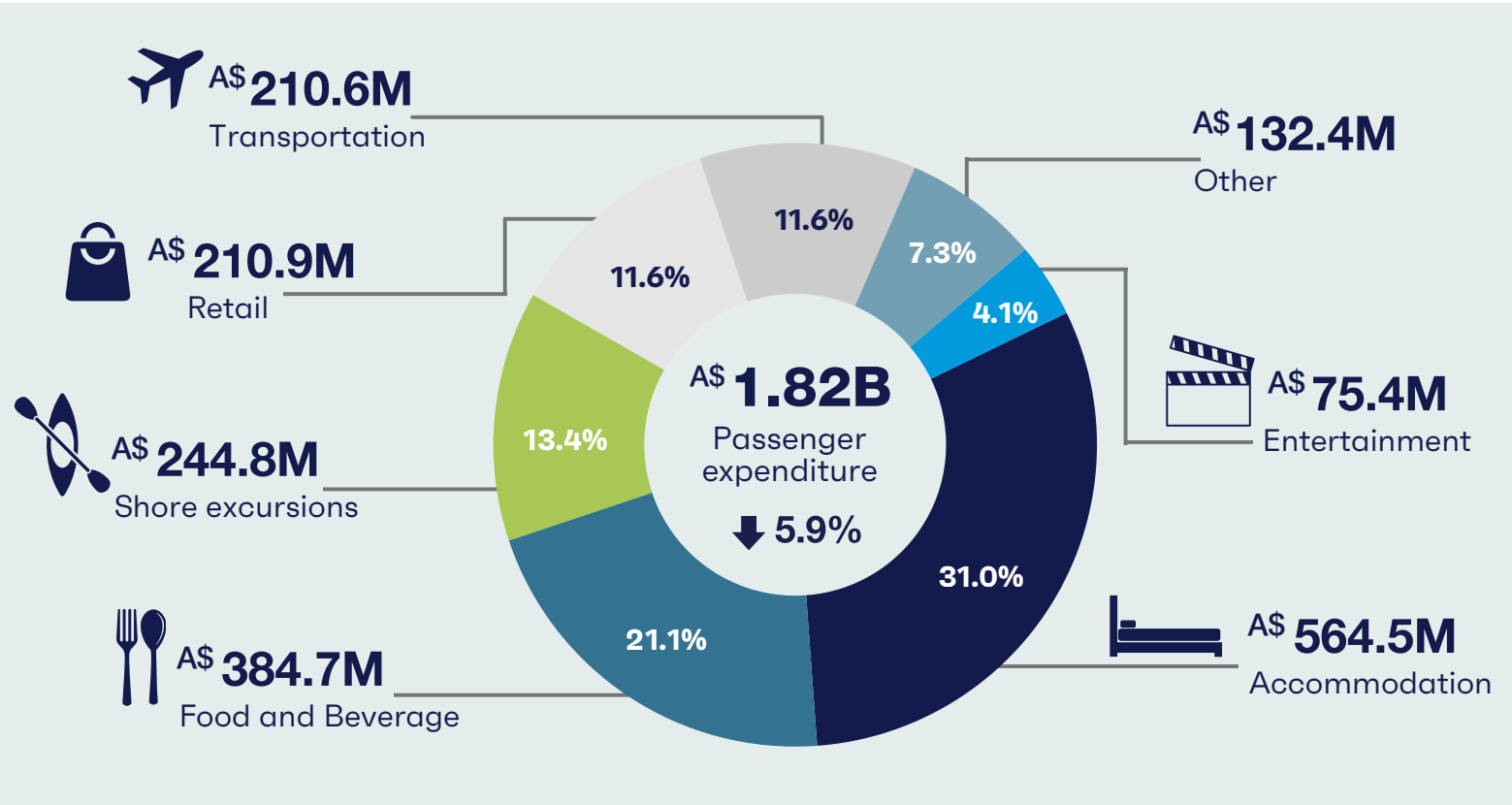
Cruise line expenditure in Australia

Cruise line expenditure continued to be a significant contributor to Australia’s tourism economy, totalling A\$1.50 billion in 2024-25. In addition to the extensive supply chain that supports cruise operations, cruise line spending also included A\$331 million paid to ports and government in fees and charges, representing 22.1% of their expenditure.



Passenger expenditure in Australia

Cruise visitors spent an average A\$440 per day while on shore in Australia, creating a total direct passenger expenditure of A\$1.82 billion. Passenger spending benefits local communities and businesses in many areas including accommodation, food & beverage, tour operations, transport, retail and entertainment.



Average passenger spend per day: A\$440

Turnaround Ports

Domestic pax	International pax
A\$ 504	A\$ 650

Transit Ports

Domestic pax	International pax
A\$ 195	A\$ 270

Crew expenditure in Australia

A\$ 53.7M

Total crew spend

A\$ 134

Crew member average
spend per day

State breakdown

Cruise tourism reaches every coastal state and territory in Australia, including many regional destinations beyond the major cities. New South Wales represents the biggest share of cruise tourism thanks to Sydney’s position as Australia’s primary cruise port, followed by Queensland. Together, Sydney and Brisbane act as gateways to support cruising around the country and throughout the region.

