

2024/25

# The Value of Cruise Tourism

The second annual Cruise Industry Economic Impact Analysis for New Zealand confirms the extensive ongoing contribution of cruise tourism to the national economy, supporting significant employment throughout the country despite challenges around local deployment.



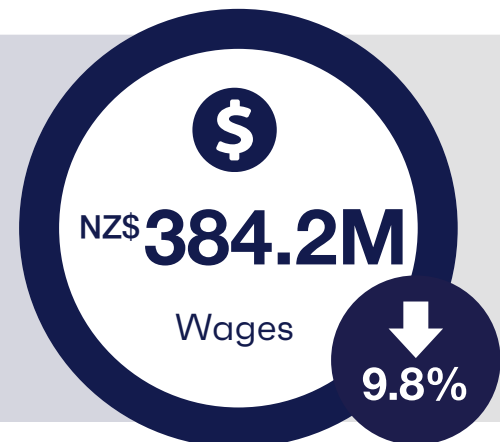
## 2024/25 Aotearoa New Zealand Cruise Industry Economic Contribution



The 2024/25 financial year brought NZ\$1.23 billion in total economic output created by cruise tourism in New Zealand, supporting 8,253 jobs and generating NZ\$384.2 million in wages for New Zealand workers. This is despite a 9.8% reduction in total economic output since the previous year, caused by lower levels of cruise ship deployment in the region.



Down **9.8%**  
Total Economic Output



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

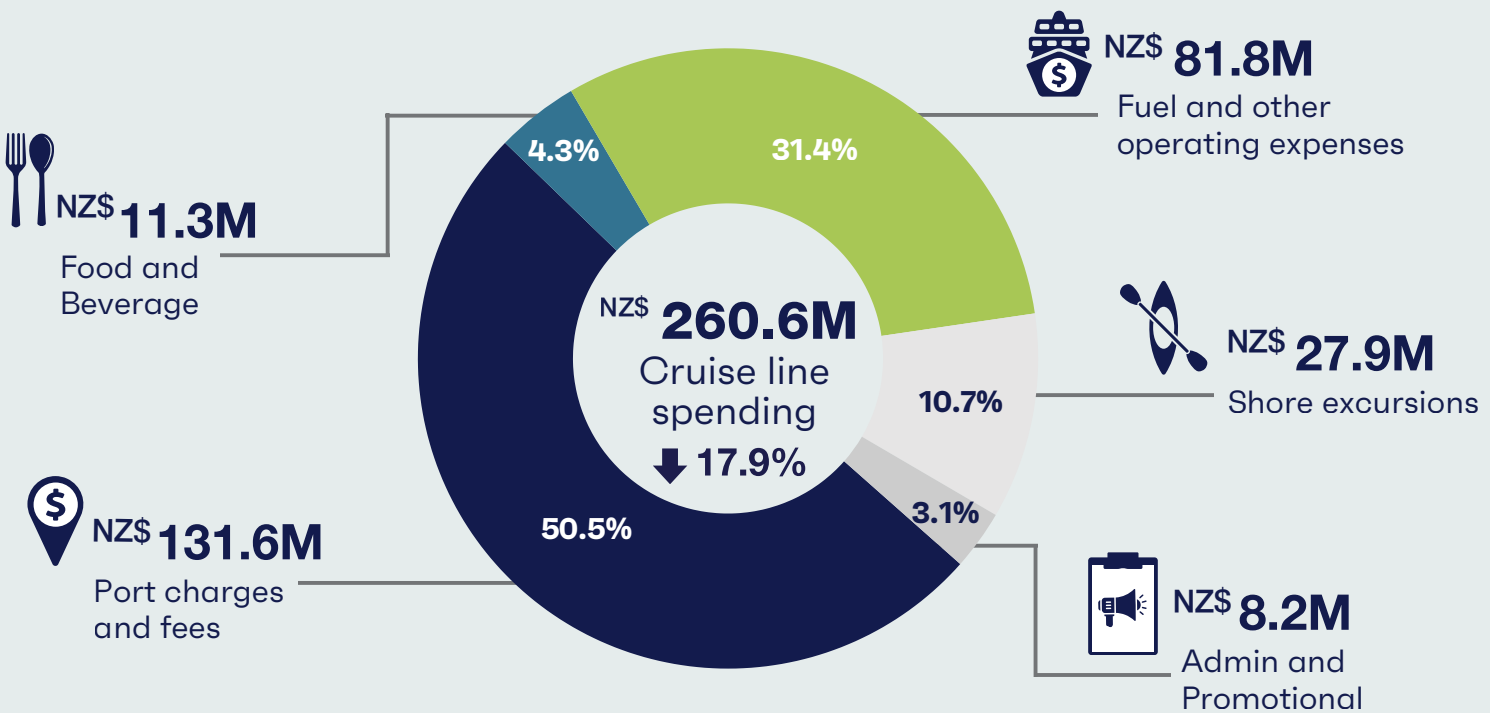
## Cruise ship visits around New Zealand

Though cruise ship visits were down in 2024/25 due to well-publicised challenges around regulation and costs, the significant economic impact of cruise tourism continued to reach well beyond the major cities into regions around the country. A total of 882 ship visit days were recorded in 25 ports and destinations, bringing 1.3 million passenger visit days.



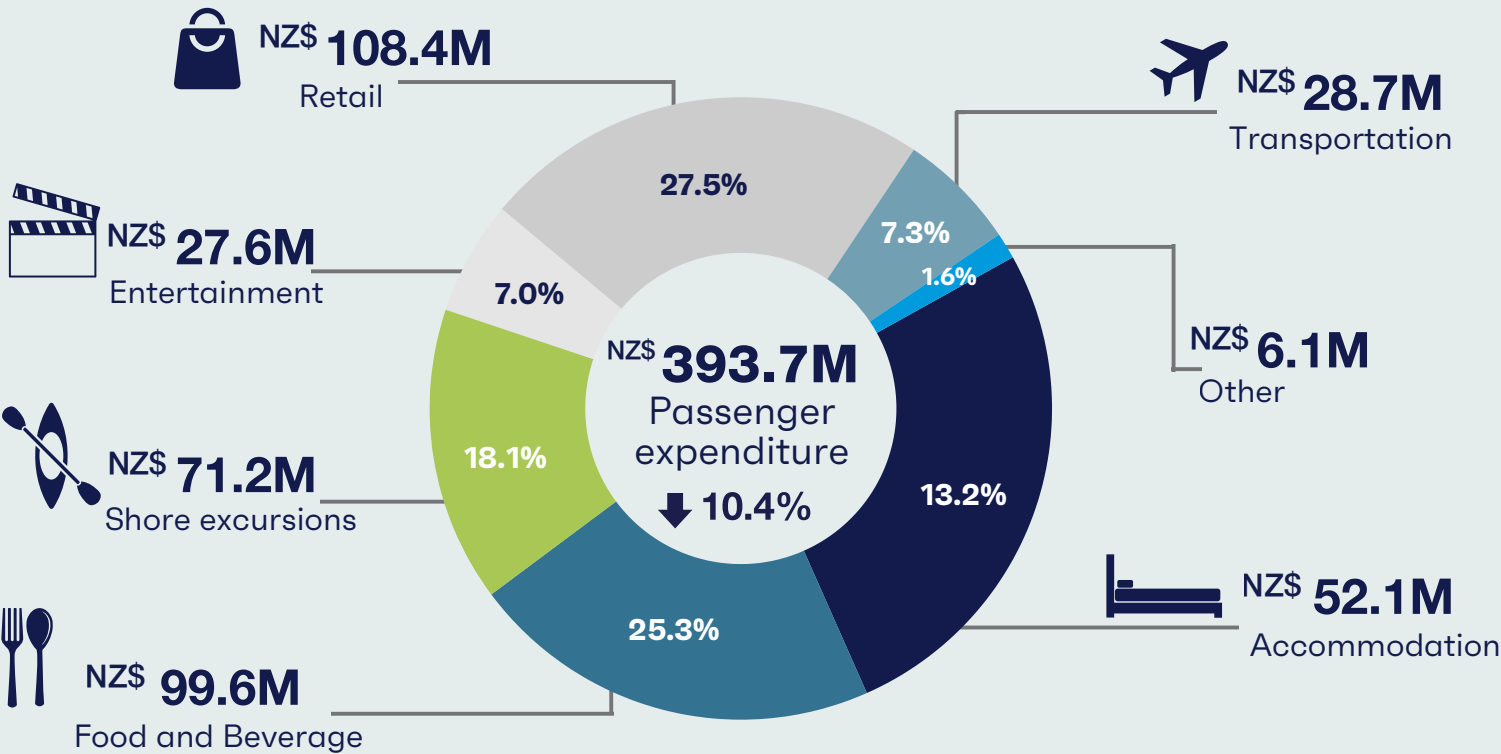
## Cruise line expenditure in New Zealand

Cruise line expenditure continued to be a significant contributor to New Zealand’s tourism economy, totalling NZ\$260.6 million in 2024/25. This included NZ\$131.6 million paid to ports and government in fees and charges, representing 50.5% of cruise line expenditure.



## Passenger expenditure in New Zealand

Cruise visitors spent an average NZ\$313 per day while on shore in New Zealand, creating a total direct passenger expenditure of NZ\$393.7 million. 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: **NZ\$ 313**

### Turnaround Ports

Domestic pax	International pax
NZ\$ <b>723</b>	NZ\$ <b>713</b>

### Transit Ports

Domestic pax	International pax
NZ\$ <b>229</b>	NZ\$ <b>247</b>

## Crew expenditure in New Zealand

**NZ\$ 17.6M**

Total crew spend

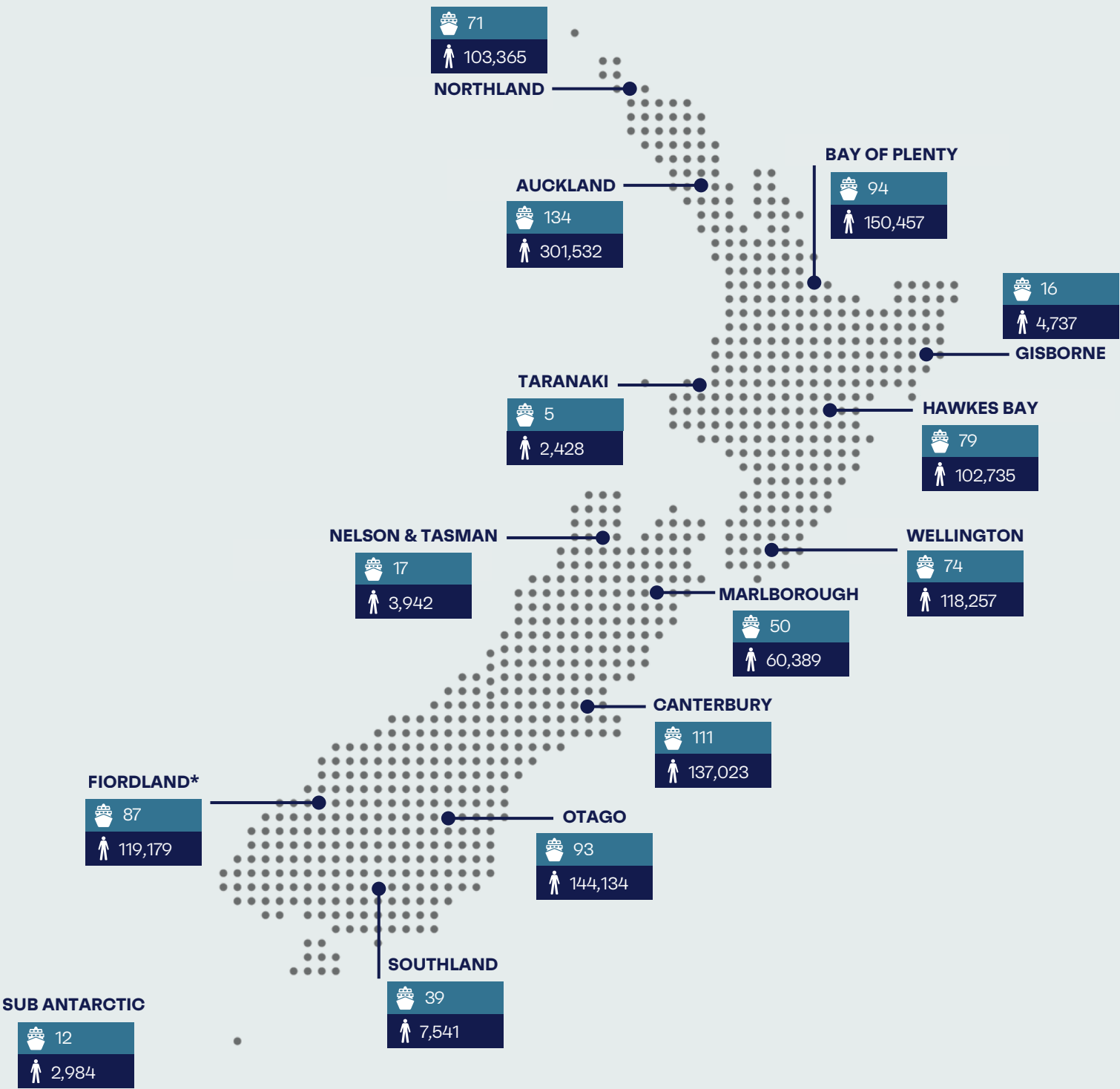
**NZ\$ 86.0**

Crew member average spend per day

## Regional breakdown

Cruise tourism reaches almost every region of New Zealand. As the country’s primary cruise gateway and turnaround port, Auckland represents the biggest share of cruise tourism in New Zealand. Canterbury is the second most significant cruise region, followed by the Bay of Plenty, Otago, Fiordland and Wellington.

 ship visit days     pax visit days



\*Fiordland visits generally involve scenic cruising only, without disembarkation.