

# 80,200

## New Zealanders cruised in 2024

### New Zealand market lags

The number of New Zealanders taking holidays at sea totalled 80,200 during 2024. This is a 7.1% decrease from 2023 when 86,300 sailed and well below the 106,300 people who sailed in 2019, confirming that the local market has yet to fully rebound.

CLIA's figures show a continuing dedication to cruising among New Zealanders, though without the growth being experienced at the international level. While global cruise figures are at record levels, New Zealand has been impacted by reduced local deployment in response to rising costs and regulatory challenges. Like other areas of tourism, the New Zealand cruise market has also been affected by local economic factors.

Though New Zealanders have had reduced opportunities to sail from home, the number who opted for fly-cruise holidays in long-haul destinations increased significantly in 2024 – up 39.2% to 27,700. This trend suggests New Zealand cruise fans will sail elsewhere if a more favourable regulatory environment for cruising is not achieved locally.

### Key Trends



A decline in New Zealanders cruising locally

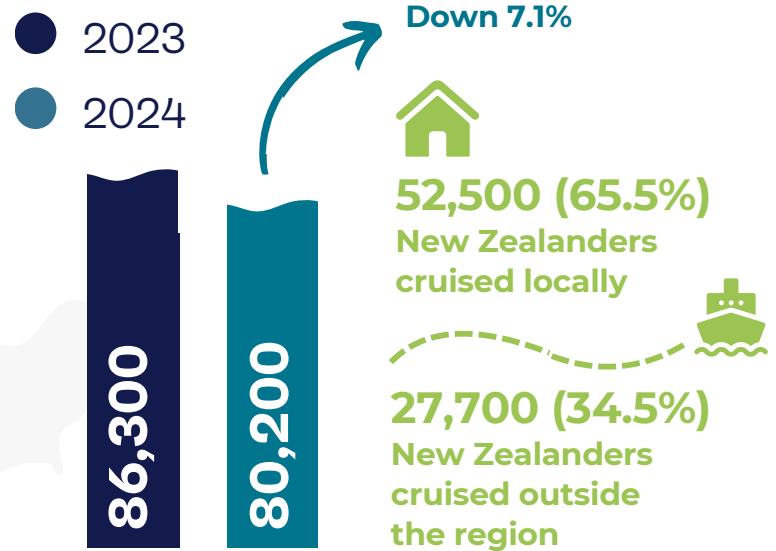


Increased fly-cruise travel to long-haul destinations



Costs & regulation impacted local deployment

### New Zealanders cruising



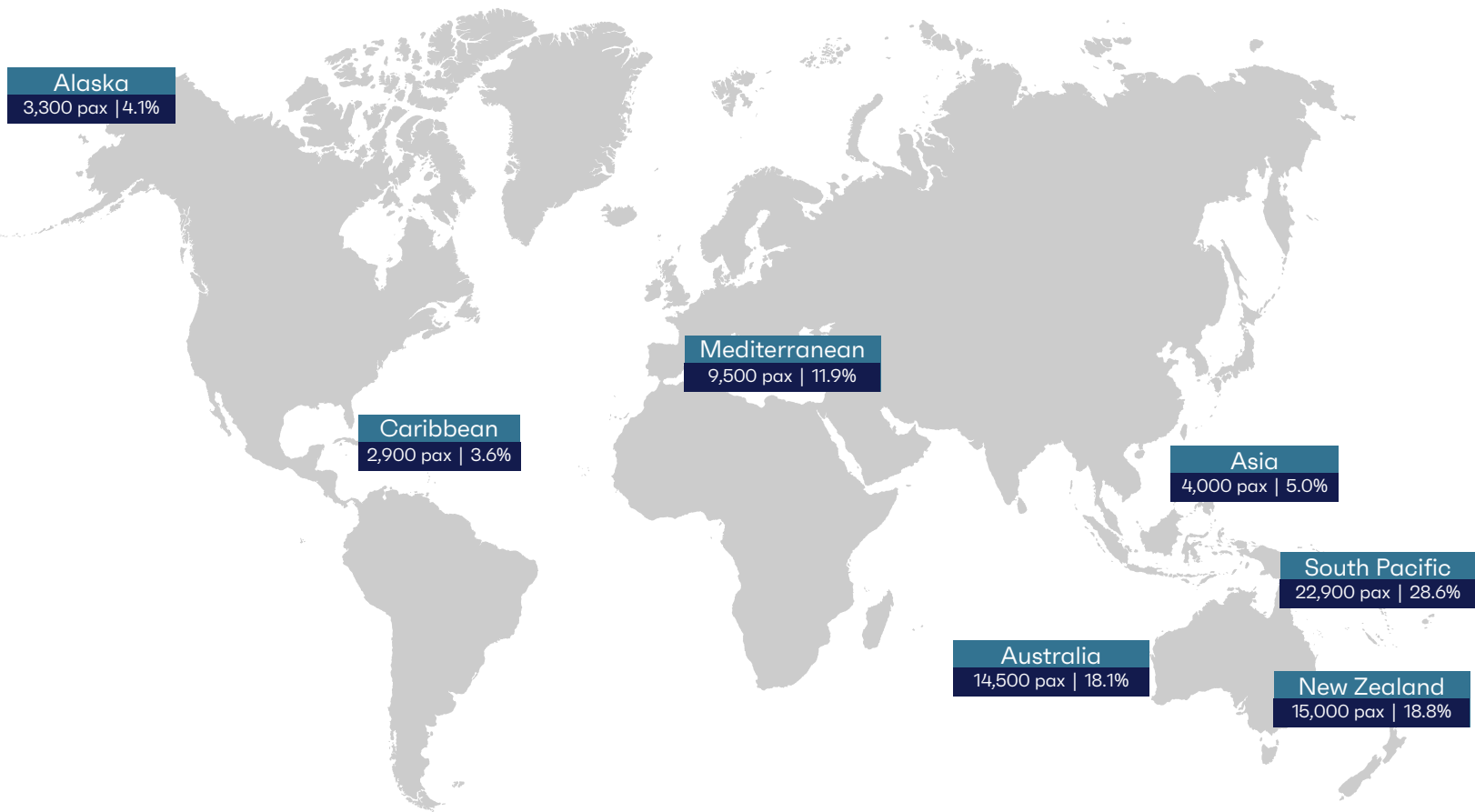
### Local cruising impacted

Around two-thirds of Kiwi cruisers (65.5% or 52,500 people) sailed within Australia, New Zealand and the South Pacific – traditionally the most popular region for this market. However, this was down from 2023 when more than three-quarters (77.0% or 66,500 people) sailed locally.

### New Zealanders cruising in long-haul destinations



Where did New Zealanders cruise?

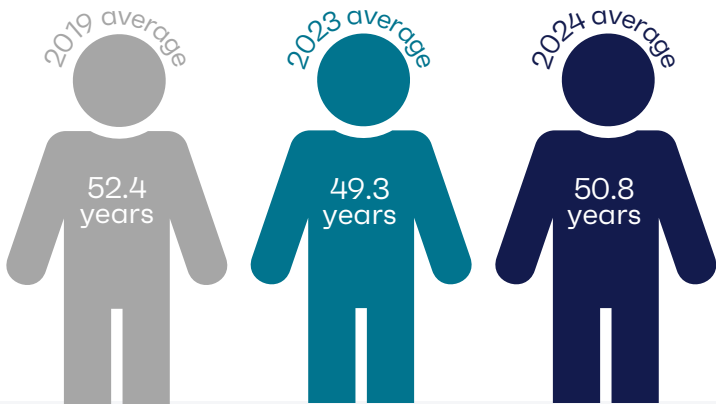


While the majority of New Zealanders continued to sail within the local region (Australia, New Zealand and the South Pacific), the portion who chose long-haul destinations increased from 23.1% in 2023 to 34.5% in 2024.

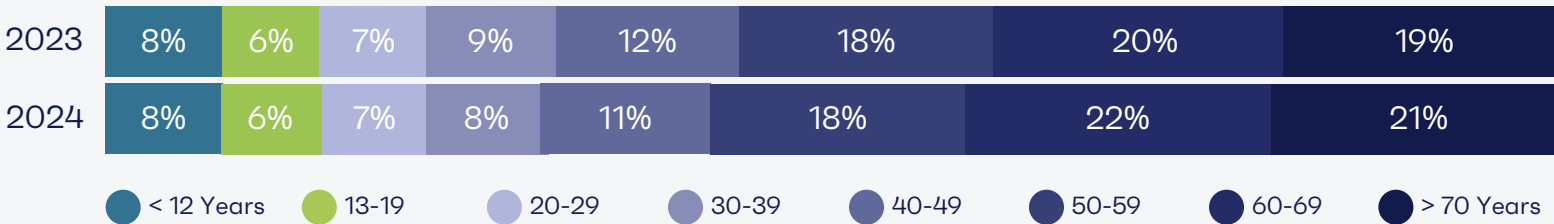
The Mediterranean was the most popular cruise destination outside the local region, followed by Asia, Alaska, and the Caribbean.

New Zealand cruise passenger age groups

The average age of a New Zealand cruise passenger in 2024 was 50.8 years, slightly up on the 49.3 of the previous year but down on the 52.4 of 2019. This is in line with the broader global trend as cruise lines attract younger generations. More than one quarter (29.0%) of New Zealand cruise passengers were aged under 40 in 2024.



% by age range

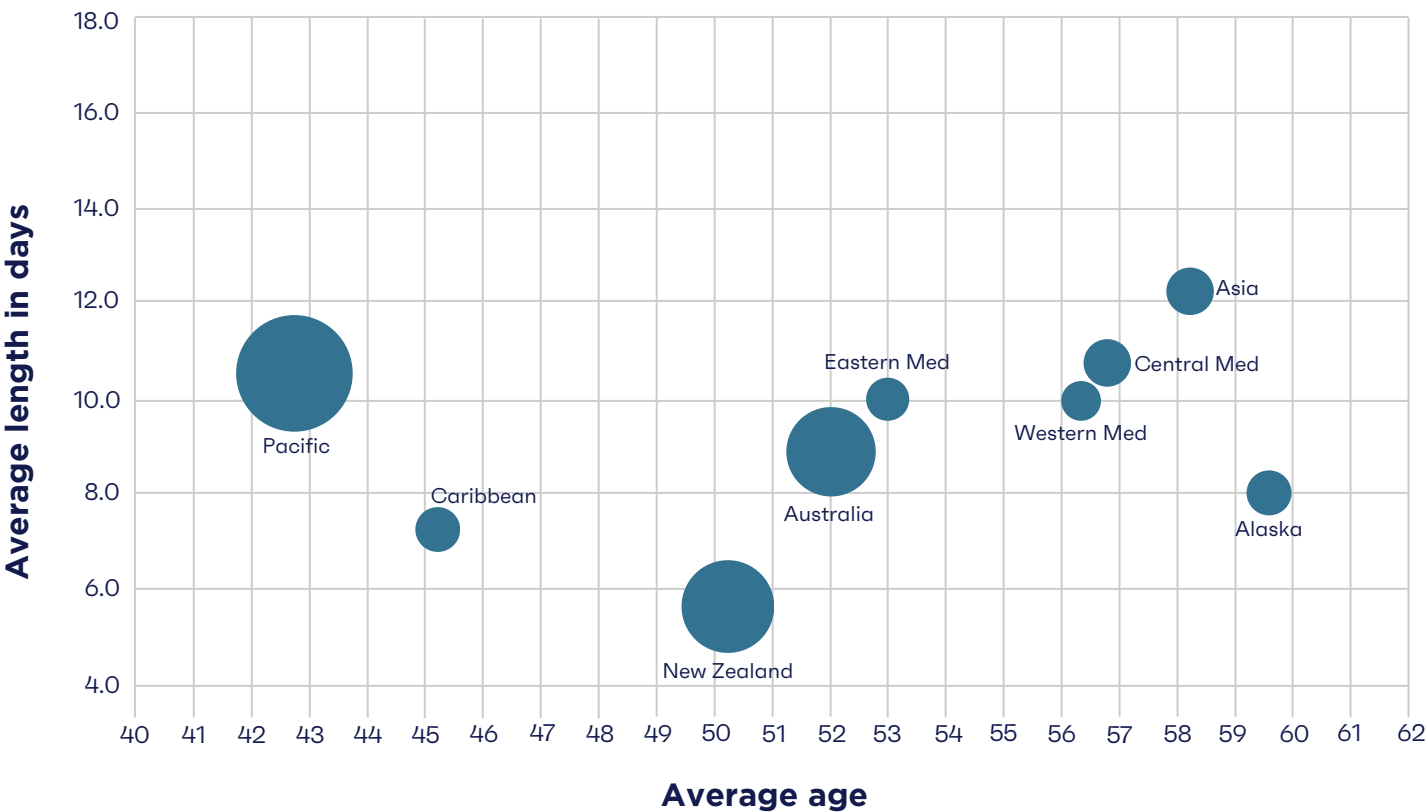




Cruise itinerary duration

The average duration of an ocean cruise taken by New Zealanders was 9.7 days in 2024, up slightly from 9.2 days in 2023. This reflects the increase in cruising in long-haul destinations. While younger New Zealanders favour shorter itineraries close-to-home, older travellers are more likely to choose longer itineraries in fly-cruise destinations in Europe, Asia and Alaska.

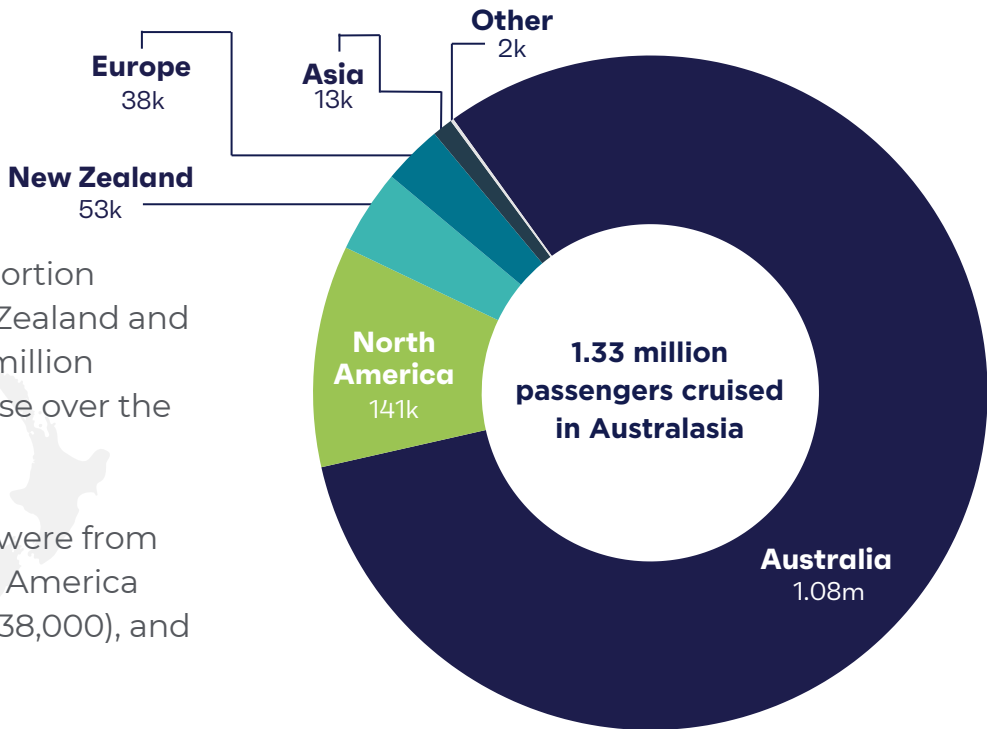
Average age and cruise length by trade route



Who cruised in Australasia?

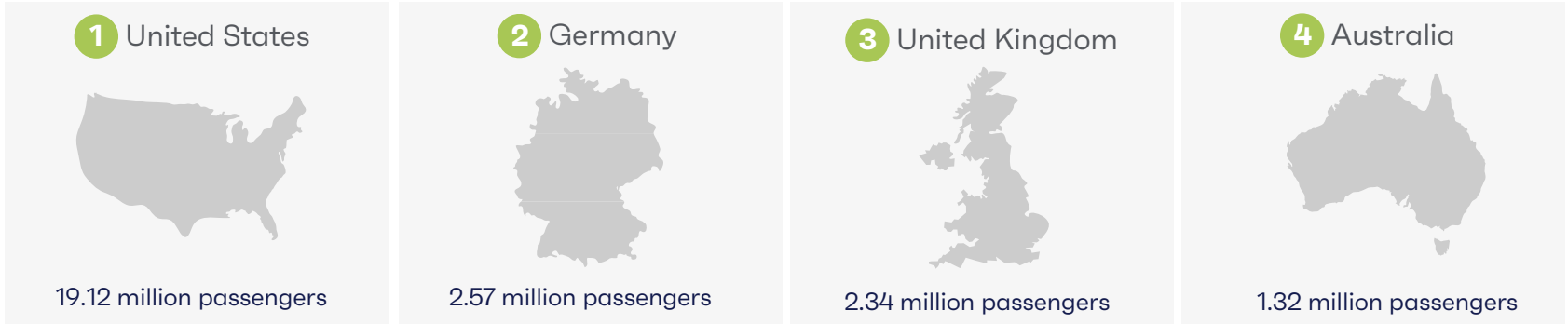
Overseas visitors made up a significant portion of passengers cruising in Australia, New Zealand and the South Pacific during 2014. In all, 1.33 million people sailed in the region, a 4.0% increase over the previous year.

The largest portion of cruise passengers were from Australia (1.08 million), followed by North America (141,000), New Zealand (53,000), Europe (38,000), and Asia (13,000).



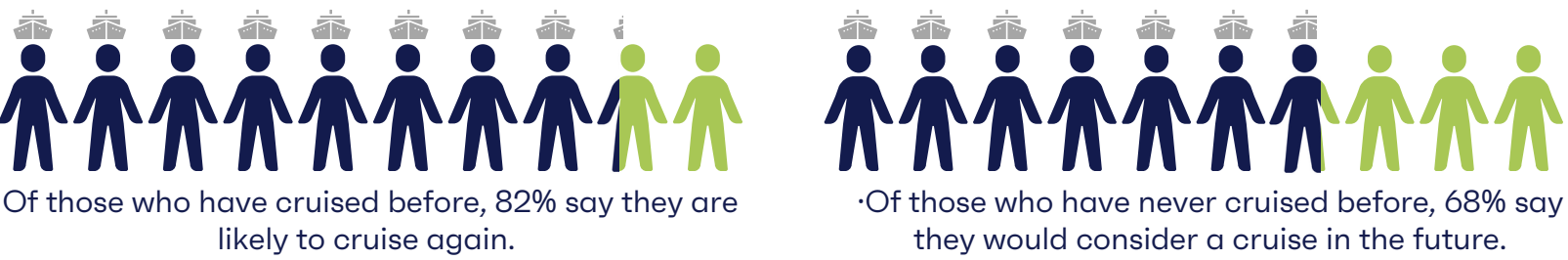
## The world perspective

Cruise tourism achieved another record in 2024, reaching a total of 34.6 million passengers, a 9.3% increase on the previous record of 2023.



The United States continued to be the world's largest cruise source market in 2024, followed by Germany, the United Kingdom and Australia. China had been the fourth-largest market prior to the pandemic but recorded 931,000 passengers in 2024 as it continued its cruise revival, placing it behind Canada (1.18 million) and Italy (1.15 million).

CLIA forecasts show a continuing increase in global passenger numbers over coming years, including 37.7 million in 2025, rising to 41.9 million in 2028.



## Future potential

Global forecasts suggest a continuing rise in passenger numbers over coming years, in line with consumer sentiment and increased capacity at the international level. In New Zealand, however, deployed capacity has been in decline, largely in response to high costs, increased fees and charges, and regulatory complexities in this region. CLIA and cruise lines continue to engage with government and regional authorities to achieve more positive settings, aiming to encourage more ships and international visitors to communities around the country. Meanwhile, New Zealand's largest overseas markets are experiencing strong growth, indicating good future potential for inbound cruise tourism if a more favourable environment for cruising can be achieved locally. Australian cruise passenger numbers increased 5.9% in 2024, while North America increased 13.4%.