

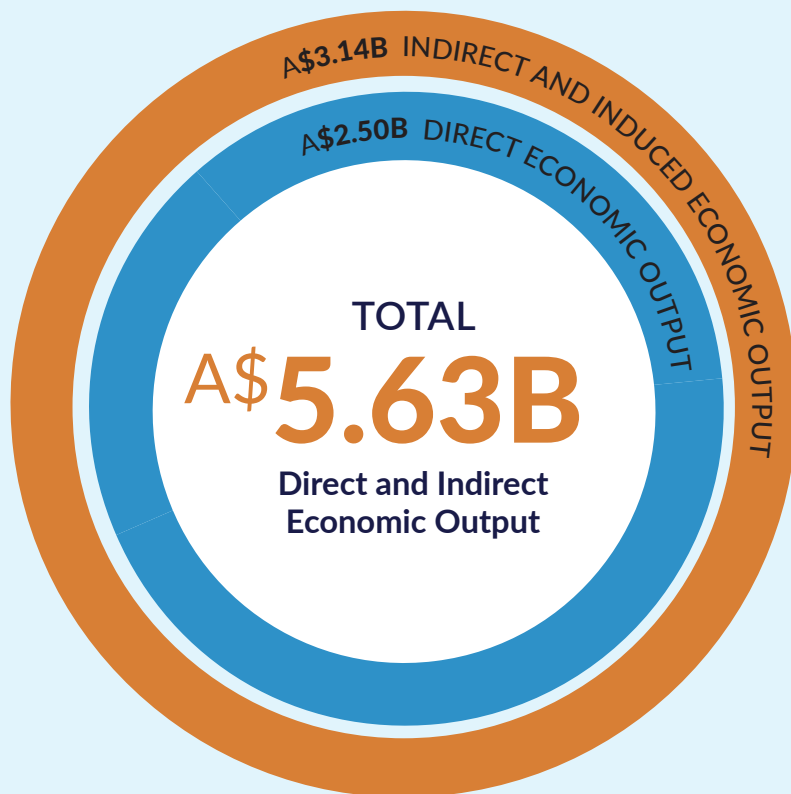
2022/23

# The Value of Cruise Tourism

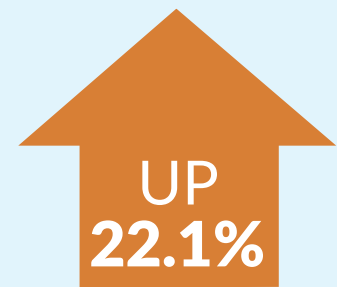
The 2022/23 Australian Cruise Industry Economic Impact Analysis reveals an industry that has had a strong recovery delivering significant national and regional economic benefits to businesses and communities far beyond our ports.



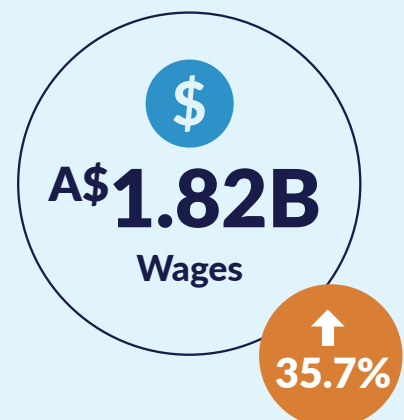
## 2022/2023 Australian Cruise Industry Economic Contribution



The 2022/23 cruise season brought higher levels of employment, a higher wages contribution, and record levels of economic output, despite a relatively late resumption of cruising in Australia which resulted in a slightly lower level of passenger visit days.



Total  
Economic  
Output



Source: Economic Impact Assessment of Cruise Tourism 2022/23, prepared by AEC Group Ltd

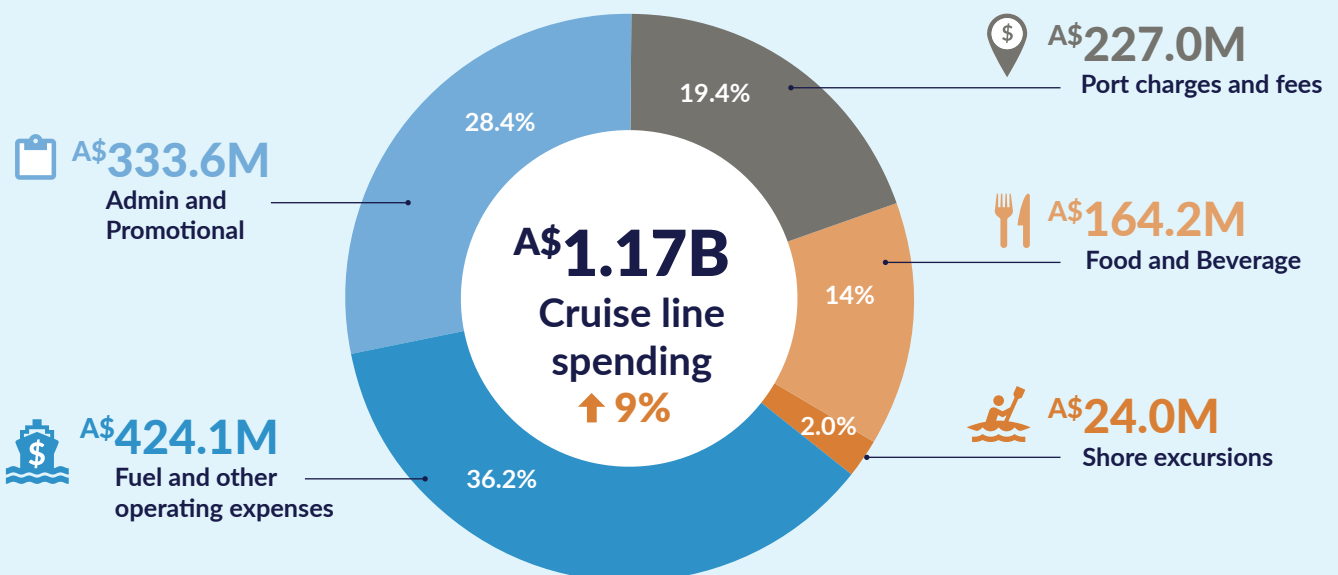
## Cruise ship visits around Australia

The 2022–23 cruise season saw an increase in the number of Australian ports and destinations visited and an increase in cruise ship visits, despite there being fewer ships operating in the region during the industry’s recovery phase. This led to an increase in the number of cruise ship visit days.



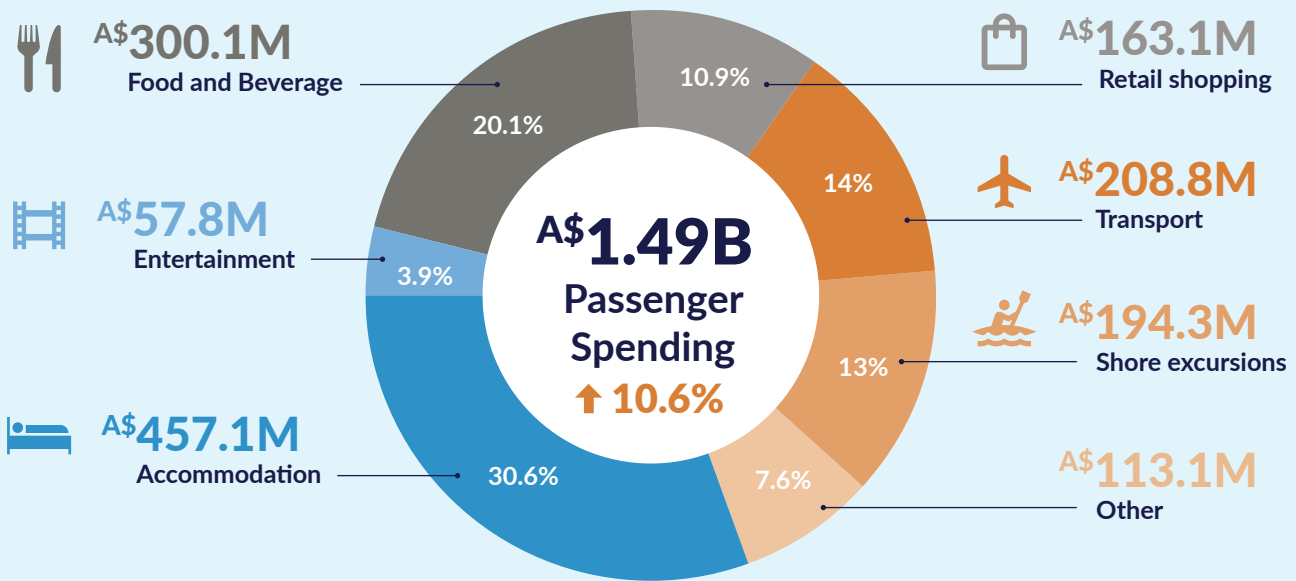
## Cruise line expenditure in Australia

The cruise industry supply chain reaches deep into the Australian economy, delivering significant economic opportunities to suppliers across the country. This includes huge volumes of food and beverages, allowing cruise lines to showcase the best of Australian food and wine to their guests. Cruise lines make a major contribution to ports and governments through fees and charges.



## Passenger expenditure in Australia

Cruise passenger expenditure grew by 10.6% in 2022–23. Cruise passenger spending reaches destinations around the entire Australian coast – including remote and regional communities – providing benefits to local businesses in areas including hospitality, retail, entertainment and tourism-related services.



### Average passenger spend per day



#### Turnaround Ports

| Domestic pax | International pax |
|--------------|-------------------|
| A\$516       | A\$661            |



#### Transit Ports

| Domestic pax | International pax |
|--------------|-------------------|
| A\$197       | A\$280            |

### Crew expenditure in Australia



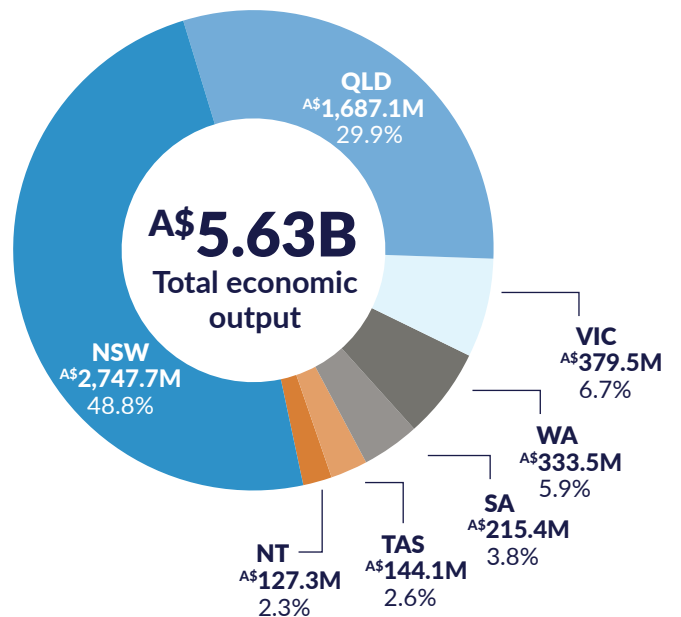
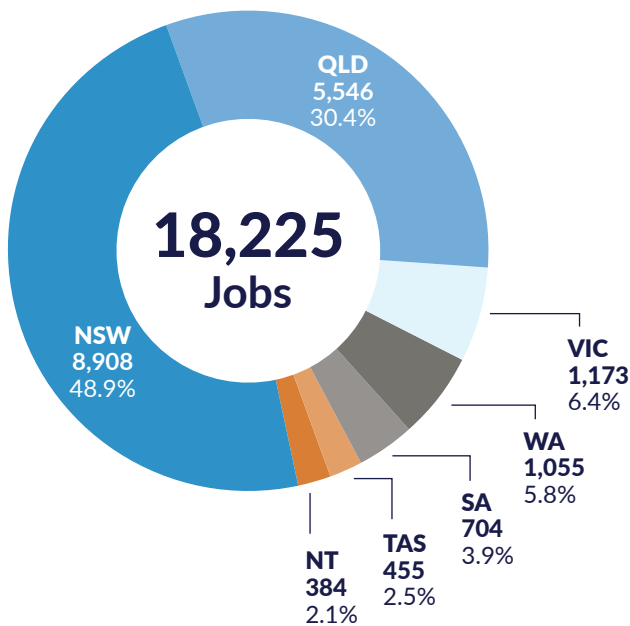
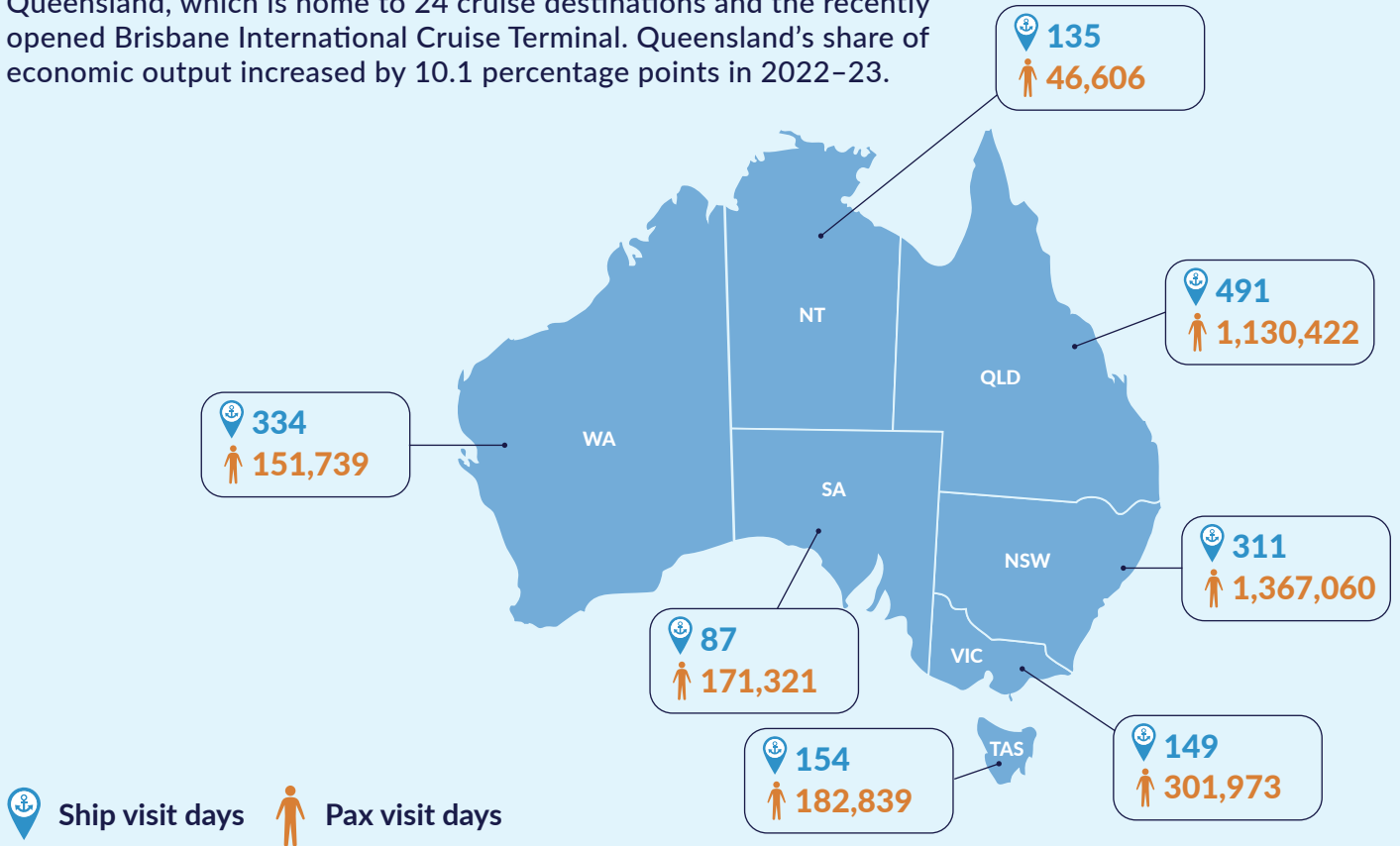
**A\$52M**  
Total crew spend



**A\$137**  
Crew member  
avg. spend per day

## State breakdown

New South Wales continued to receive the highest economic output generated by cruise tourism in 2022–23, however its share decreased by 14.5 percentage points. The second largest economic output was in Queensland, which is home to 24 cruise destinations and the recently opened Brisbane International Cruise Terminal. Queensland’s share of economic output increased by 10.1 percentage points in 2022–23.



The Value of Cruise Tourism economic impact assessment for Australia was prepared by AEC Group on behalf of Cruise Lines International Association (CLIA) and the Australian Cruise Association (ACA). All comparisons are to 2018-19, the previous complete year of cruise operations in Australia. This year’s economic impact assessment adopted a revised methodology to calculate the direct economic output generated by cruise tourism expenditure, aligning with methodologies used by Australian Bureau of Statistics. This shows a record level of total economic output, despite being a more conservative method of calculation. Figures for 2018-19 comparisons have been adjusted in line with the new methodology.