

29 May 2015

Cruising towards 2025

The challenges and opportunities facing the cruise sector around New Zealand will be the focus of the 2015 Cruise New Zealand conference.

The third annual Cruise New Zealand conference takes place at Auckland Museum on Friday 31 July.

Themed "Cruising Towards 2025", the conference will focus on the future of cruise in New Zealand where it relates to port infrastructure to handle big ships, developing Auckland's potential as a turnaround port, and opportunities arising from the Chinese market, as highlighted in the [Tourism 2025](#) growth framework.

"Topics at the conference will be aligned with Tourism 2025, which gives the cruise sector context for its growth plans," Cruise New Zealand General Manager Raewyn Tan says.

The international keynote speakers are Simon Douwes, Director of Deployment and Itinerary Planning for Holland America Line, and Steven Young, Director of Port Services and Government Affairs for Carnival UK.

With more than 20 years' experience at sea and 13 years creating itineraries for Holland America, Simon Douwes will discuss the multi-faceted perspectives of deployment and itinerary planning.

Steven Young has a port background and manages the Queen Mary 2, currently the largest ship to visit New Zealand. He will contribute to discussions around port infrastructure and port operations.

Three panel sessions featuring industry experts will focus on port infrastructure, shore side infrastructure and the impact of China on New Zealand's cruise sector.

"We'll also be releasing our latest economic impact research and cruise forecasts which always create a lot of interest," Ms Tan says. "This is the one event on New Zealand's cruise calendar that all cruise and tourism stakeholders cannot miss."

The conference is supported by Auckland Tourism, Events and Economic Development (ATEED), Ports of Auckland, Auckland Museum, ID New Zealand, Tourism New Zealand, *thl*, Kelly Tarlton's SEA LIFE Aquarium, Auckland Co-Op Taxis and EcoZip Adventures.

Visit www.cruisnewzealand.org.nz/events for more information and to register.

About Cruise New Zealand

Cruise New Zealand is the industry association of New Zealand's cruise sector. Cruise New Zealand has been the driving force in attracting cruise lines to New Zealand since 1994, and has played a major part in building New Zealand's world renowned reputation as a cruise-friendly destination.

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Key facts:

- Cruise is the fastest growing segment of tourism.
- New Zealand's cruise industry has grown by five times over the last ten years.
- If cruise were a country, it would be New Zealand's 2nd largest inbound holiday market at 202,700 passengers (2013-14). Crew is an additional 69,000 visitors.
- Electronic card data has shown that 25% of cruise passengers return to New Zealand for another visit within the year of their cruise. Previous figures have shown an even larger repeat visitation rate (@ 46% in 2010).
- In the 2013-2014 cruise season, the cruise sector accounted for 1,084,000 passenger port days and contributed \$365 million to New Zealand's GDP and supported 6800 jobs.
- Forecasts have shown no sign of this growth abating. The 2015-2016 season is expected to increase by over 20% to bring in 246,800 passengers and 83,200 crew. This is forecasted to contribute \$422 million to New Zealand's GDP and support 7900 jobs.
- Australians (52%) make up the majority of international cruise arrivals, followed by Americans (17%) and British (8%).