

## ABOUT THE AUSTRALIAN CRUISE ASSOCIATION

*The Australian Cruise Association (ACA) is a peak cruise industry association with the mission to realise the region's potential as one of the world's leading cruise destinations, advancing cruise as a sustainable and vital pillar of Australia's visitor economy.*

The organisation represents members who support the cruise industry onshore including ports, national and state/territory tourism agencies, shipping agents, inbound tour operators and companies dedicated to making our region a major world class base and destination for cruise vessels.

**FOR MORE INFORMATION, VISIT [WWW.AUSTRALIANCRUISEASSOCIATION.COM](http://WWW.AUSTRALIANCRUISEASSOCIATION.COM)**

### ACA CRUISE TOOLKIT

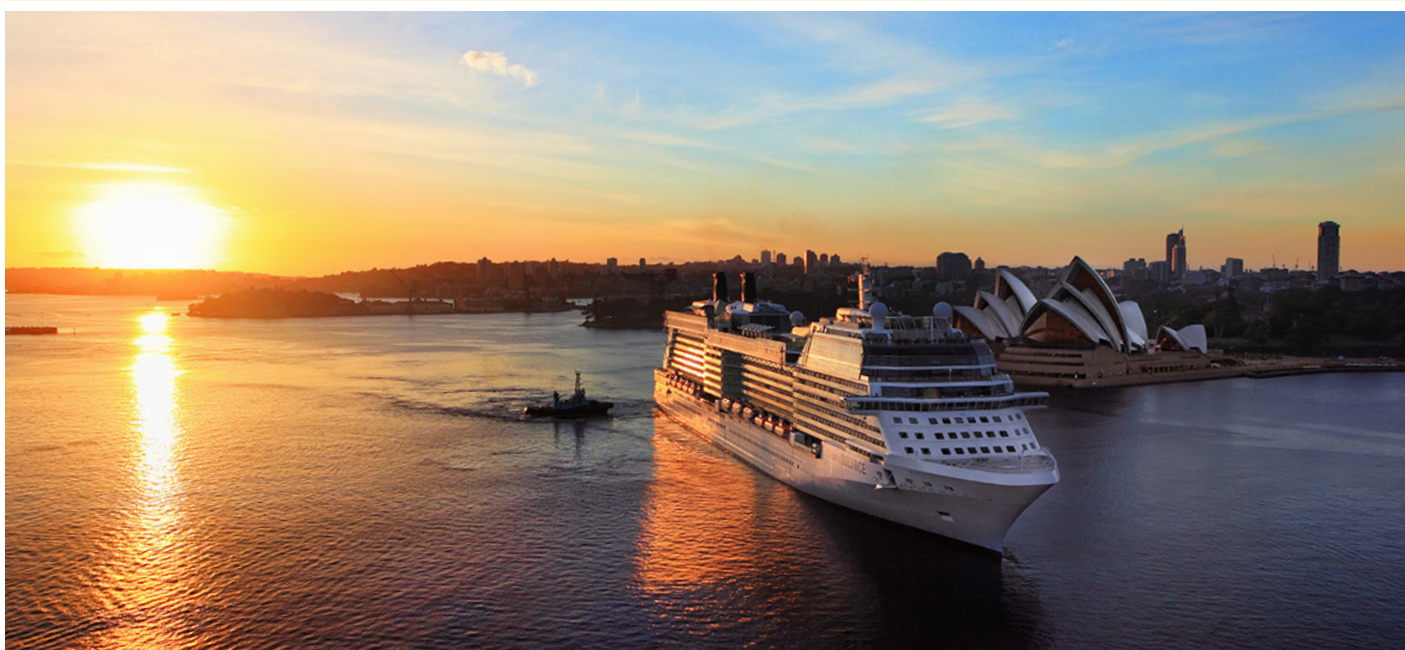
*This year we have, for the first time, developed a cruise toolkit.*

We hope you find this a useful resource for the 2024/2025 cruise season as you research your cruise stories. This document provides an outlook on what is happening in the cruise sector as we kick off the season for the next year.

This outlook follows a highly successful 2023/2024 season where:

- ▶ The value of cruise tourism in Australia surged to a record high, generating A\$8.43 billion for the national economy and supporting more than 26,000 jobs around the country.
- ▶ Cruise ships visited 49 ports and anchorages around Australia making 1,650 visits to communities around our beautiful coastline.
- ▶ Together these destinations recorded almost 4.3M passenger visit days.

*The following information has been gathered in conjunction with the state and territory tourism organisations and we acknowledge and appreciate their support and contribution.*



# AUSTRALIA'S CRUISE INDUSTRY SETS SAIL FOR THE 2024/2025 SEASON

*Australia's cruise industry is gearing up for the 2024/2025 season, with over 1,900 cruise ship calls expected across the country.*

More than 60 cruise ships are expected to make their way to our shores in the 24/25 season stopping at the country's 50 ports and anchorages to visit our diverse and vibrant destinations.

This season will also see a remarkable five maiden calls, showcasing the growing appeal of Australia as a premier cruise destination. Ships making their way Down Under include Silversea's *Silver Nova*, Norwegian Cruise Line's *Norwegian Sun*, Princess Cruises' *Crown Princess*, Cunard's *Queen Anne* and *Paspaley Pearl* by Ponant.

Cruise lines are offering an extensive array of itineraries this season, catering to every taste and budget.

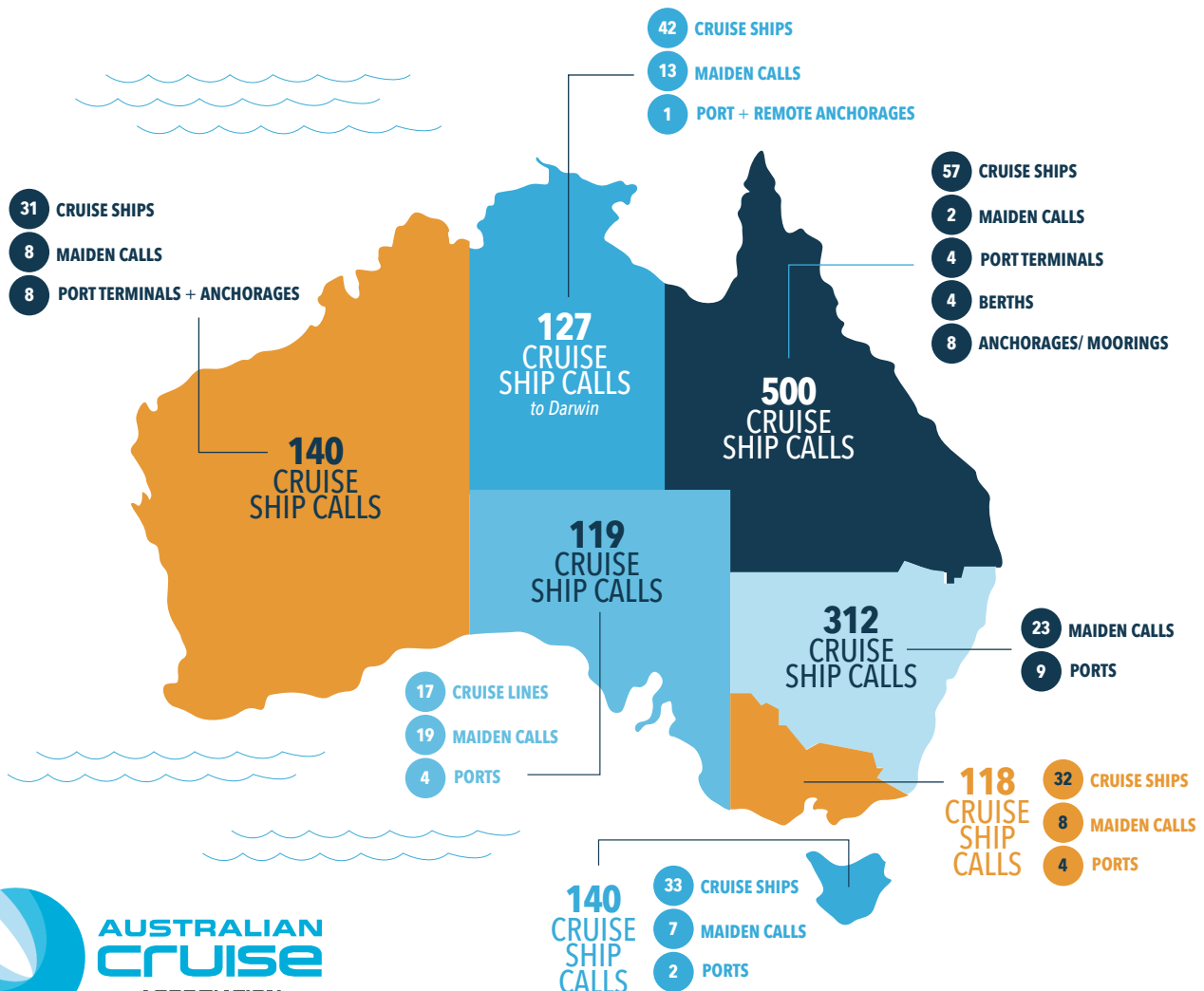
From exploring the iconic Sydney Harbour and the Great Barrier Reef to discovering hidden gems

in Tasmania and Western Australia, there's an unforgettable cruise experience waiting for everyone.

This season promises a significant boost to the Australian economy, with cruise passengers contributing to local businesses and communities across the country.

The 24/25 cruise season is kicking off following a bumper 23/24 season, which brought in a total of A\$8.43 billion in economic value, an increase of 49.7% from the previous season and the highest level ever recorded.

With nearly 4.3 million passenger visit days, the cruise industry supported 26,370 full time equivalent positions around Australia (up 44.7% from the previous year), totalling A\$2.83 billion in wages.



## VICTORIA



**Victoria is set to welcome a wave of cruise ship passengers in the 2024/2025 season, with 118 cruise ship calls scheduled.**

With 102 calls in Melbourne and 16 calls to regional Victorian ports, the number of visits highlights the growing appeal of the state as a cruise destination.

A total of 32 cruise ships will grace Victorian waters, including eight maiden visits,

showcasing the diversity and allure of the state's four unique cruise ports.

One of the most anticipated arrivals is the *Silver Nova*, which will be homeporting in Melbourne from next season but will make her inaugural call this season.

This luxury liner will offer passengers an unforgettable experience, exploring the best of Victoria's coastline and beyond.



### DESTINATION HIGHLIGHTS

Melbourne, renowned for its vibrant culture, world-class events, and exceptional food and wine scene, continues to be the perfect gateway to Victoria's diverse regional offerings.

Beyond the city, don't miss the unforgettable excursions to Phillip Island Nature Park, home to adorable Little Penguins in their natural habitat, or delve into the rich Aboriginal history at the Budj Bim UNESCO World Heritage Listed Cultural Landscape near Portland.

For a taste of local delicacies, the Bellarine Peninsula and its renowned Portarlington Mussel Tours offer a unique culinary adventure.

## NEW SOUTH WALES



**As summer cruise season launches, New South Wales is set to welcome around 1.2M cruise ship passengers and crew for the 24/25 season.**

312 cruise ship visits are planned for the season highlighting the ongoing appeal of the state as a premier cruise destination.

Cruise guests will have the opportunity to experience the breadth of the offerings in NSW as their ships pull into the state's nine diverse cruise ports including Eden, Batemans Bay,

Kiama, Wollongong, Sydney, Newcastle, Trial Bay, Coffs Harbour, and Yamba.

Further amplifying the excitement, there will be 23 maiden cruise arrivals including *Royal Princess*, *Westerdam*, *Crown Princess* and *Viking Orion* amongst others.

The state's renowned food and wine, stunning natural beauty, and rich First Nations heritage will be highlighted through a range of captivating experiences.



### DESTINATION HIGHLIGHTS

Greater Sydney continues to be a must-visit destination, offering a wealth of iconic attractions, including the Sydney Opera House, Harbour Bridge Climb, and Taronga Zoo. Beyond these landmarks, passengers can delve into the city's vibrant arts and culture scene, immerse themselves in First Nations experiences, savour award-winning cuisine, and discover hidden laneway bars and unique precincts.

The Sapphire Coast beckons with its pristine beaches, charming coastal towns, and abundant marine life. Passengers can enjoy fresh oysters, explore the wonders of Beowa National Park, kayak along scenic waterways, and witness majestic whales during their seasonal migration.

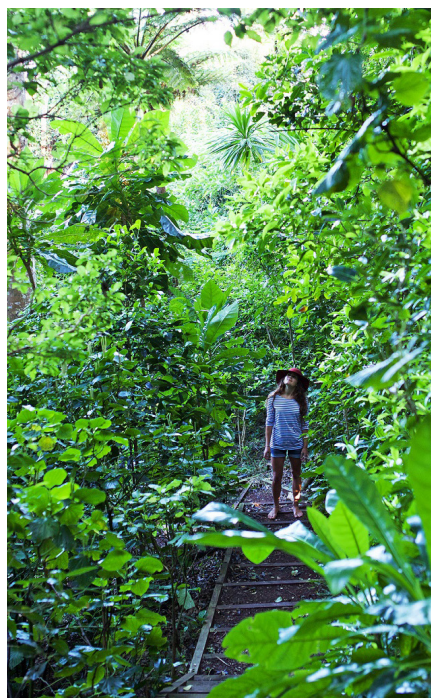
The Newcastle and Hunter region offers a captivating blend of natural wonders, cultural experiences, and vibrant city life. Visitors can indulge in the renowned Hunter Valley wine region, with over 100 wineries to explore. Port Stephens entices with its impressive sand dunes, opportunities for quad biking and dolphin watching, while Newcastle captivates with its thriving arts scene, historical landmarks, and lively nightlife.

## NORFOLK ISLAND



***Norfolk Island is anticipating a heightened level of cruise ship activity in the 2024/2025 season, with 15 cruise ship calls scheduled.***

These calls will bring 11 different cruise ships to the island's two ports, offering passengers a unique opportunity to experience Norfolk Island's distinctive blend of history, culture, and natural beauty.



### DESTINATION HIGHLIGHTS

The UNESCO World Heritage-listed Kingston and Arthur's Vale Historic Area (KAVHA) stands as a significant attraction, providing a captivating glimpse into Norfolk Island's convict heritage and the island's unique cultural identity.

Visitors can delve into this rich history through various tours, including the Snapshot of Norfolk, the Convict Heritage Tour, the Comprehensive Kingston Tour, Island Adventure by 4WD or the Settlers, Shipwrecks and Scoundrels Tour.

Beyond the historic sites, Norfolk Island offers a diverse range of experiences. Passengers can immerse themselves in the island's natural beauty with hikes through the National Park and exploration of the tranquil Botanical Gardens.

A highlight for many visitors is the renowned fish feast, where they can savour local cuisine and freshly caught fish while enjoying the scenic views.

## QUEENSLAND

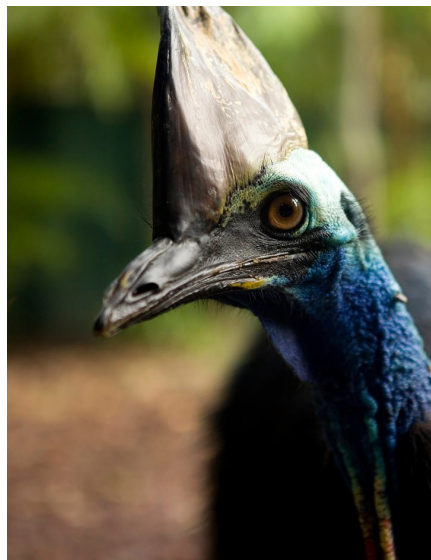


**Queensland is set to welcome a substantial influx of cruise visitors in the 2024/2025 season, with approximately 500 cruise ship calls anticipated.**

A diverse fleet of 57 cruise ships will grace Queensland's shores, offering passengers an array of experiences that showcase the state's iconic Great Barrier Reef, ancient rainforests, and vibrant capital city from four port terminals, four berths and eight anchorages/moorings.

Enhancing the season's appeal are two maiden calls: Silversea's *Silver Nova* and Cunard's *Queen Anne*, further diversifying Queensland's cruise offerings

Across the Queensland coastline, there are 42 destinations for cruise ships to enjoy the impressive Great Barrier Reef and head inland to explore the diverse landscapes on offer, from tropical rainforests to bustling cities.



### DESTINATION HIGHLIGHTS

Brisbane, Queensland's cosmopolitan capital, seamlessly blends arts, culture, and dining with stunning natural assets. Passengers can explore the city's vibrant cultural precincts, or embark on island-hopping adventures to Moreton Island and North Stradbroke Island.

Townsville, North Queensland presents a captivating blend of natural wonders and urban excitement. From the Great Barrier Reef and its idyllic islands to lush rainforests and World Heritage-listed national parks, Townsville offers a diverse range of experiences. Passengers can dive and explore the Museum of Underwater Art (MOUA), and encounter koalas in their natural habitat on Magnetic Island.

Mackay, home to Australia's longest stretch of subtropical rainforest, invites exploration of untouched natural beauty. Visitors can discover the enchanting Finch Hatton Gorge in Eungella National Park and uncover the pristine beaches and charming townships of the Serenity Coast.

## WESTERN AUSTRALIA



**Western Australia is preparing to welcome a surge in cruise tourism during the 2024/2025 season, with 140 cruise ship calls anticipated across its shores.**

These calls will bring 31 cruise ships to the state's eight port destinations, offering passengers a chance to experience the unique wonders of Western Australia.

Adding to the excitement, this season will feature eight maiden calls from renowned vessels.

The *Crown Princess*, *Insignia*, *Westerdam*, *Le Jacques Cartier*, *Azamara Pursuit* and *Azamara Onward*, *Silver Nova*, and *Viking Venus* will each bring a diverse range of cruise experiences from expedition-style voyages to luxurious getaways.

These maiden calls signify a growing interest in Western Australia and promise unforgettable journeys for passengers eager to explore the state's distinctive landscapes and cultural treasures.



### DESTINATION HIGHLIGHTS

Western Australia is renowned for its captivating wildlife encounters, from majestic marine life to adorable marsupials. Passengers seeking adventure can join Kimberley cruises for an unforgettable journey through pristine waters and breathtaking landscapes.

In Perth and Fremantle, passengers can explore the historic port city with Pedal Perth's award-winning rickshaw tours. A short ferry ride away, Rottnest Island awaits, offering encounters with the adorable quokkas and opportunities to discover the island's Aboriginal heritage at the Wadjemup Museum.

Broome, a tropical paradise, beckons with its fascinating pearling history and a unique blend of Aboriginal and Asian cultures. Further south, the Margaret River Region boasts new and exciting attractions. At the iconic Busselton Jetty, the Marine Discovery Centre provides an interactive journey through Australia's marine ecosystems. Ngilgi Cave, Western Australia's first tourist attraction, now offers the 'Ancient Lands Experience', where visitors can delve into the cave's history and connect with the Wadandi people's 60,000-year custodianship.

## SOUTH AUSTRALIA



**The South Australian cruise sector is poised for a bumper 2024/2025 season, with an anticipated 119 cruise ship and expedition vessel calls.**

The season will see 17 cruise lines visiting South Australia's four ports, including Port Adelaide, Port Lincoln, Penneshaw Kangaroo Island, and Robe.

Notably, the season will be marked by 19 maiden calls, indicating a surge in interest in the region as a cruise destination.

Among the notable maiden callers are Silversea's ultra-luxury vessel, *Silver Nova*, renowned for its spacious suites and personalised service; NCL's *Norwegian Sun*, offering a vibrant and contemporary cruising experience; Viking Cruises' elegant *Viking Venus*, designed for culturally immersive journeys; MSC Cruises' *Magnifica*, boasting a blend of Italian elegance and modern amenities; and Oceania Cruises' *Insignia*, acclaimed for its refined ambiance and focus on destination exploration.



### DESTINATION HIGHLIGHTS

South Australia's appeal lies in its diverse offerings, which cater to a wide range of interests. The state is renowned for its premium food and beverage experiences, encompassing fresh seafood, farm-to-plate dining, and acclaimed viticulture.

South Australia offers compelling nature-based experiences, showcasing unique wildlife encounters and opportunities to engage with the natural environment.

Port Lincoln is recognised as Australia's seafood capital and Mikkira Station harbours the sole wild koala colony in the region.

Authentic experiences such as beekeeping on Kangaroo Island and catch-and-cook excursions in Port Lincoln are available, providing visitors with immersive and memorable engagements.



## NORTHERN TERRITORY



***The Northern Territory is poised for a remarkable 2024/2025 season, with an impressive 127 scheduled cruise ship calls to Darwin alone.***

While Darwin serves as the main cruise port, passengers will also have the opportunity to discover remote anchorage points along the captivating Northern Territory coastline, including the Tiwi Islands, Coburg Peninsula, Maningrida, Milingimbi, Elcho Island, Nhulunbuy, Yirrkala, and Groote Eylandt.

A total of 42 cruise ships will explore the Territory's unique landscapes and cultural treasures.

This season will also see the NT have 13 maiden calls, introducing new and diverse cruise itineraries to the region.

Among the first-time arrivals are luxury vessels *Silver Nova* and *Seabourn Quest*, expedition ships - *Azamara Pursuit* and *Paspaley Pearl*, and larger cruise ships including the *Crown Princess*, *Quantum of the Seas*, *Norwegian Sun* and *Queen Anne*.

These inaugural visits introduce a diverse range of itineraries, showcasing the region's unique appeal to a wider audience.



### DESTINATION HIGHLIGHTS

The Northern Territory is renowned for its Aboriginal culture, fascinating military history, and iconic natural wonders.

Cruise passengers can delve into the heart of these experiences with visits to Litchfield National Park, known for its cascading waterfalls and refreshing swimming holes.

While Kakadu National Park and Uluru-Kata Tjuta National Park are not directly accessible by cruise ship, they can be seamlessly incorporated into pre- or post-cruise itineraries, allowing passengers to witness the awe-inspiring beauty of these World Heritage-listed sites.

## TASMANIA



**Tasmania is preparing to welcome a record number of cruise ship visits in the 2024/2025 season, with 140 calls scheduled across the island state.**

A total of 33 cruise ships will arrive at Tasmania's five cruise ports, delivering a significant influx of visitors eager to experience the state's

renowned wilderness, wildlife, food and wine, and rich heritage.

Seven maiden calls are anticipated, featuring notable vessels such as the *Crown Princess*, *Heritage Adventurer*, *Norwegian Sun*, *Scenic Eclipse 2*, *Seabourn Quest*, *Azamara Pursuit*, and *Bolette*.



### DESTINATION HIGHLIGHTS

Burnie is solidifying its position as a leading regional port, offering convenient access to iconic attractions like Cradle Mountain, the accessible wilderness of The Tarkine, and a diverse array of premium produce showcased through 'meet the maker' opportunities along the Tasmanian Tasting Trail.

Hobart continues to be a favoured port of call, boasting an ideally located cruise terminal, welcoming locals, proximity to a charming heritage town, and a picturesque waterfront under Kunyani. Southern Tasmania presents iconic destinations such as Bonorong Wildlife Park, Richmond, and the Port Arthur Historic Site, complemented by a growing selection of new experiences catering to diverse interests.

Further enriching Tasmania's cruise offerings are Stanley and The Tarkine, providing access to awe-inspiring wilderness at the edge of the world.

The Tasmania Tasting Trail invites passengers to indulge in farmgate experiences and sample the state's finest produce. Southern Tasmania entices with its diverse landscapes, from the lush rainforests of the Huon Valley to the renowned vineyards of the Coal River Valley and the captivating heritage of the Tasman Peninsula.