NEW ZEALAND CRUISE SUMMARY 16/17

• Cruise Lines	20
• Ships	42
• Ports	17
• Port Visits	791
• Passengers	233,356
• Value to Economy	$NZ489.53m
• Additional Employment	8748

NZ SWOT 2017

STRENGTHS

- Safe Destination
- Beautiful, natural environment
- Friendly
- Easy distances between 17 overnight ports allowing port rich itineraries
- Wide variety of natural landscapes from Fiords to Geothermal
- Tourism number 1 NZ industry
- Can do attitude
- High standards of service from ports, agents, ground handlers

WEAKNESSES

- Limited Port Infrastructure in Auckland for vessels over 310m LOA for the next 12 months
- Unsettled weather in Spring affecting itineraries
- Growing air connectivity to meet demand.

OPPORTUNITIES

- Increasing Auckland infrastructure to encourage more ship turns
- New ports/regional expansion for itinerary growth
- Excellent weather in April could allow expansion of the shoulder season

THREATS

- Seasonality, competition for space from other tourism sectors in Jan, Feb, March
- Lack of Infrastructure port/coach/hotel
- Further increased regional competition from Pacific, PNG/Australia
- New Taxes or levies without understanding the consequences for the industry.