

INTRODUCTION TO CRUISE

Cruise Down Under Conference
2-4 September 2015
Hilton Darwin Hotel



AGENDA

- Market Overview
- Cruise Lines and their markets
- Getting your product to the Cruise Lines
- Key players
- Designing tours to suit cruise passengers
- Have you considered the crew?
- Questions and comments

MARKET OVERVIEW

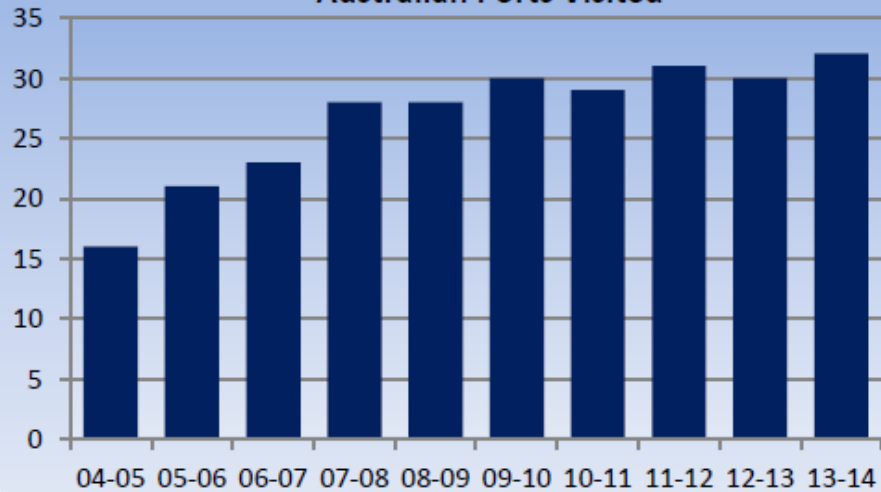


10 YEARS OF GROWTH

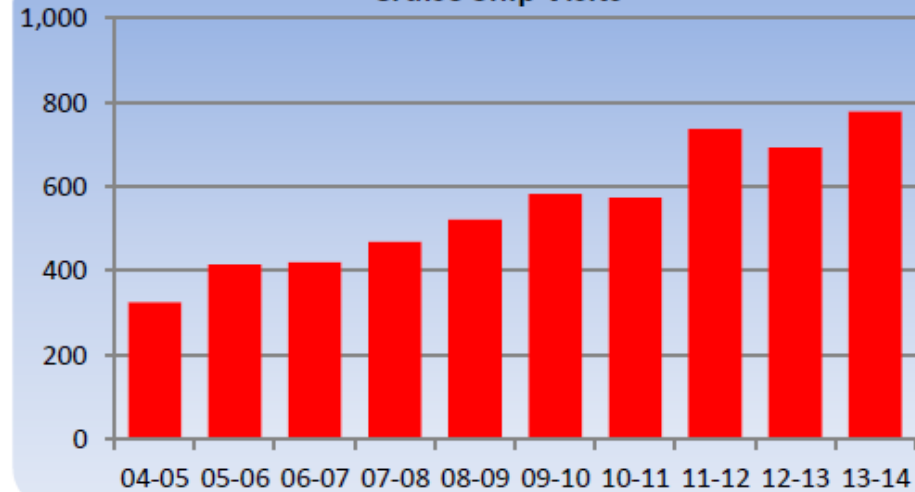
	2003-04	2013-14
Ports visited	16 ports	32 ports
No. of ships	23 ships	45 ships
Passenger capacity	24,380	63,335
Cruise Ship Visits	325 visits	773 visits
Base visits percentage	32%	85%
Passenger Days in Port	366,322 days	1,956,000 days
Total Spend	\$155,000,000	\$1,850,000,000

10 YEARS OF GROWTH

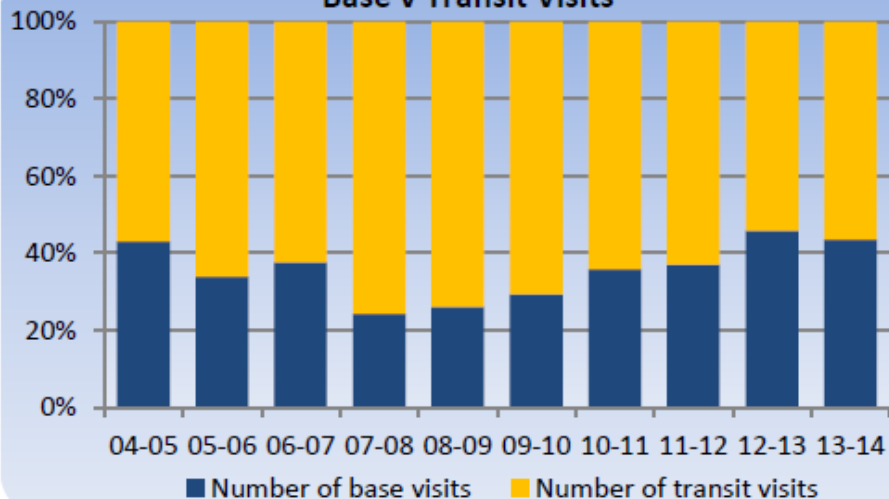
Australian Ports Visited



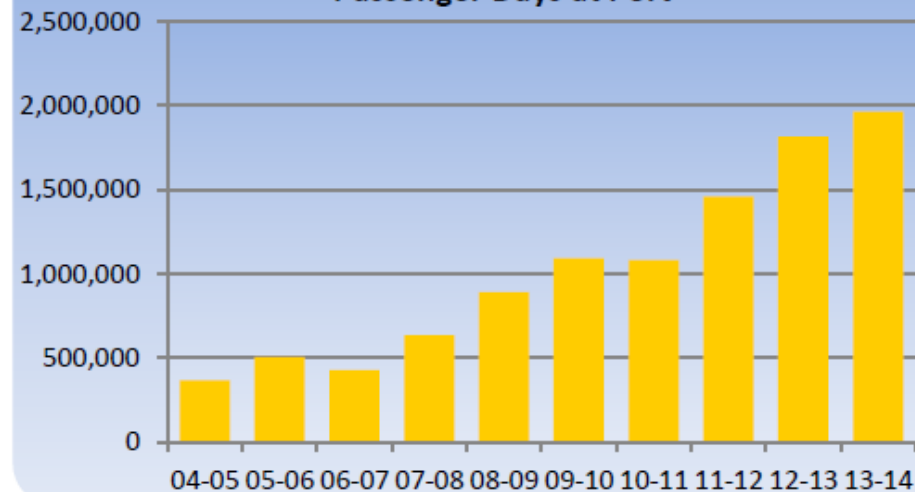
Cruise Ship Visits



Base v Transit Visits

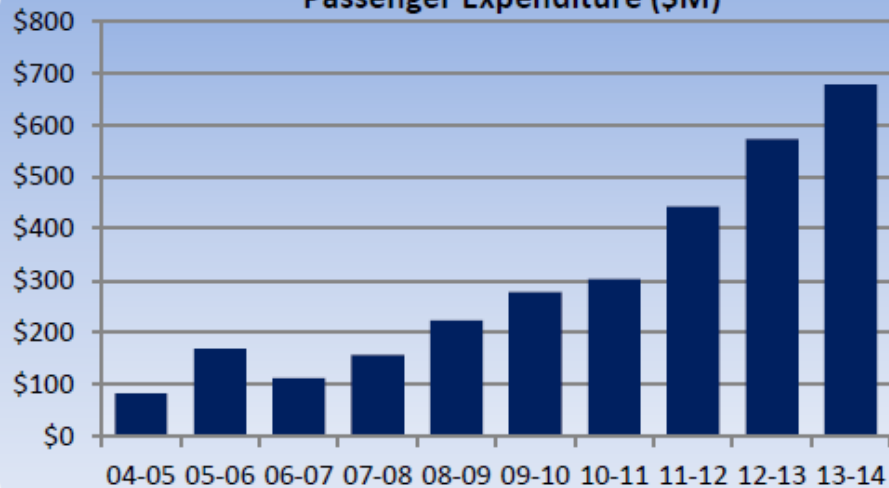


Passenger Days at Port

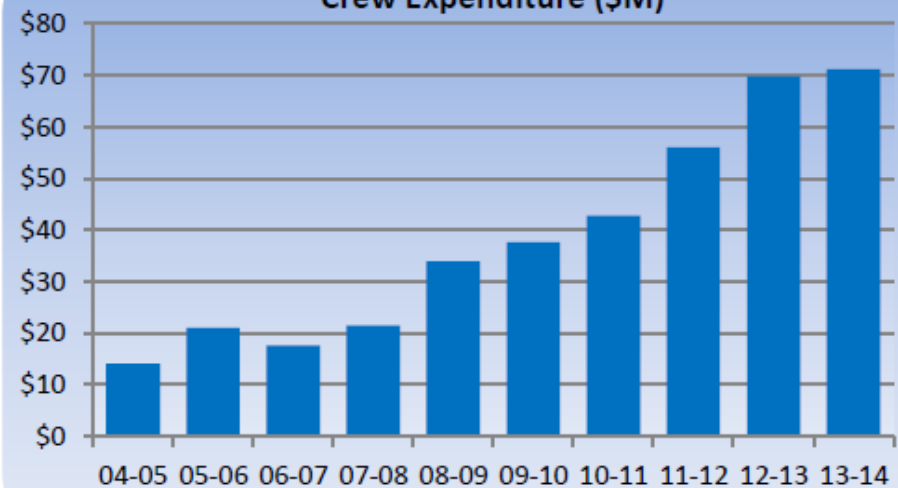


10 YEARS OF INCREASING SPEND

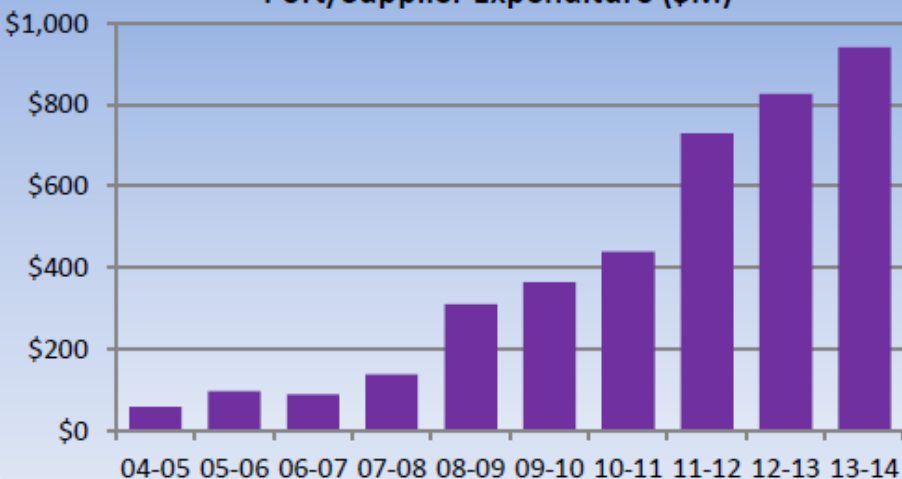
Passenger Expenditure (\$M)



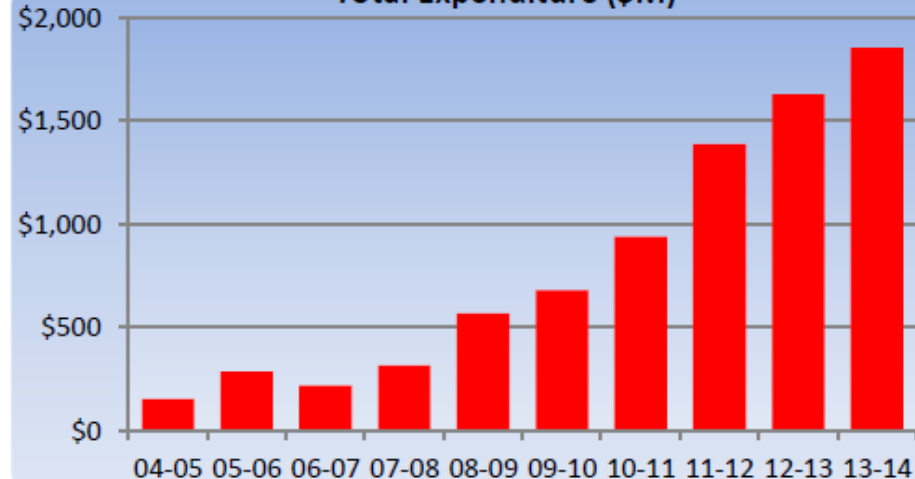
Crew Expenditure (\$M)



Port/Supplier Expenditure (\$M)

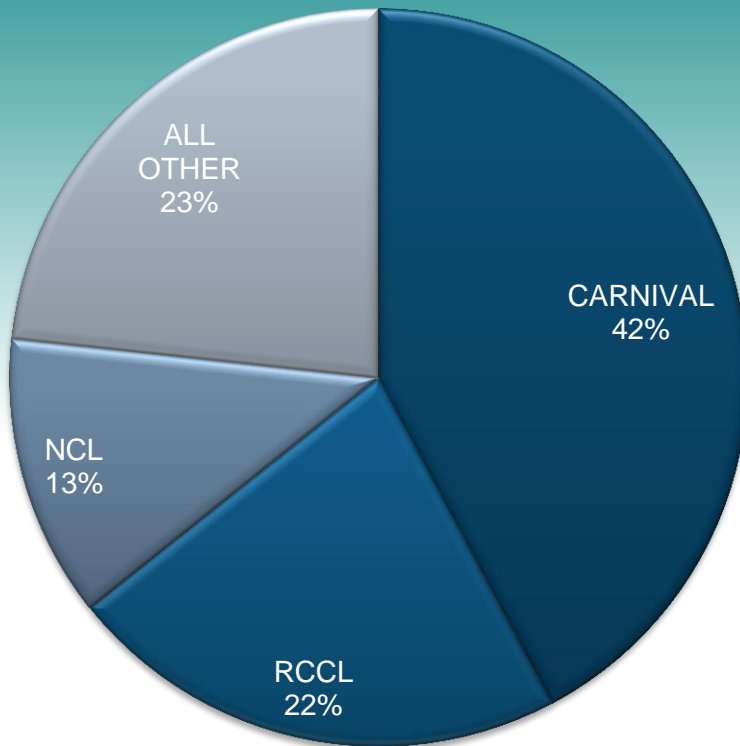


Total Expenditure (\$M)

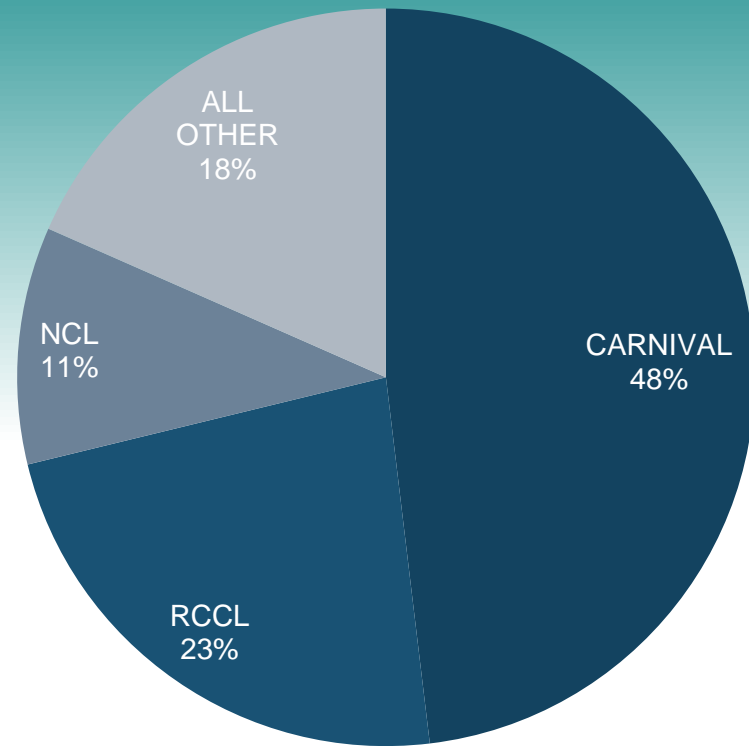


WHO ARE THE MAJOR PLAYERS GLOBALLY?

MARKET SHARE BY REVENUE



MARKET SHARE BY PASSENGERS



Source: www.cruisemarketwatch.com

CRUISE WHO'S WHO - CCL



CARNIVAL
CORPORATION & PLC



CRUISE WHO'S WHO - RCCL

 Royal Caribbean Cruises Ltd.



pullmantur



CRUISE WHO'S WHO - NCL



NORWEGIAN
CRUISE LINE®

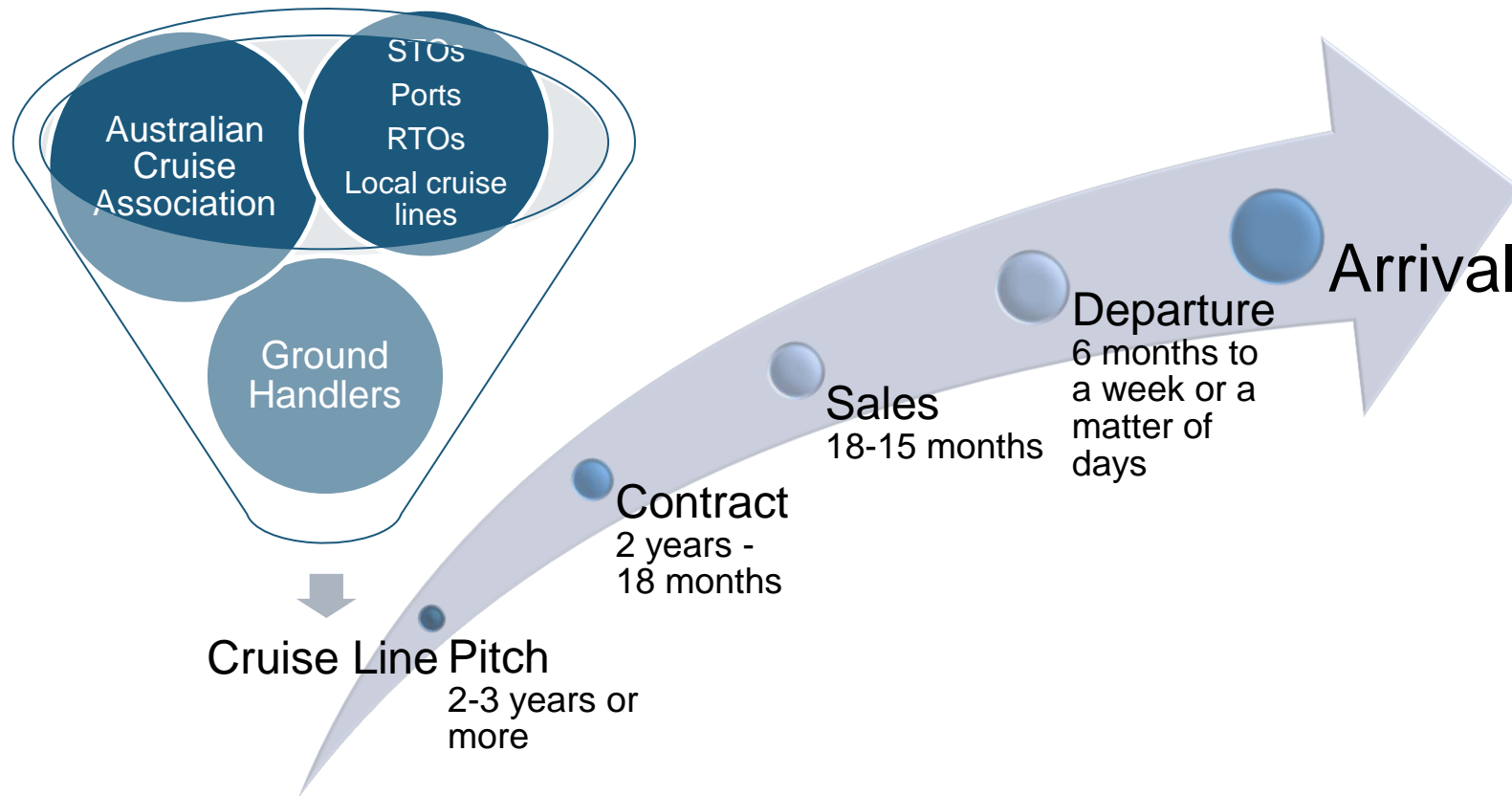
 **OCEANIA**
CRUISES

Regent
SEVEN SEAS CRUISES

CRUISE WHO'S WHO – SOME OF THE OTHERS



HOW DO WE INFLUENCE SHIPS TO COME HERE?

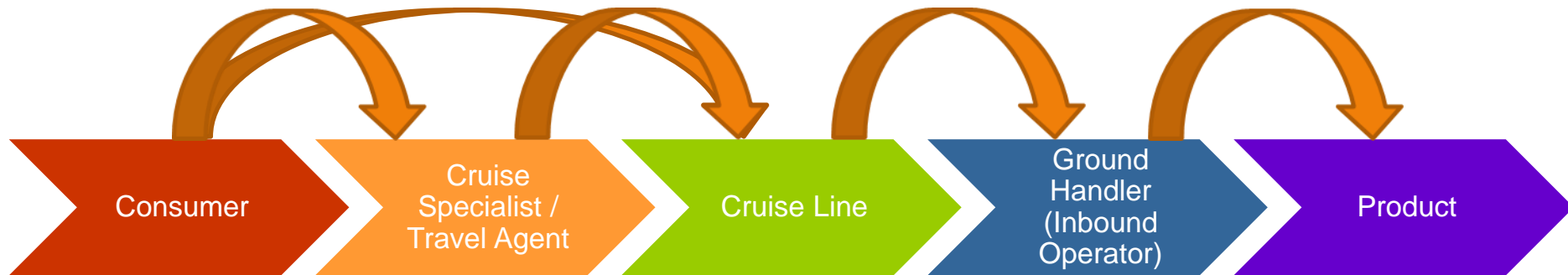


SHORE EXCURSIONS

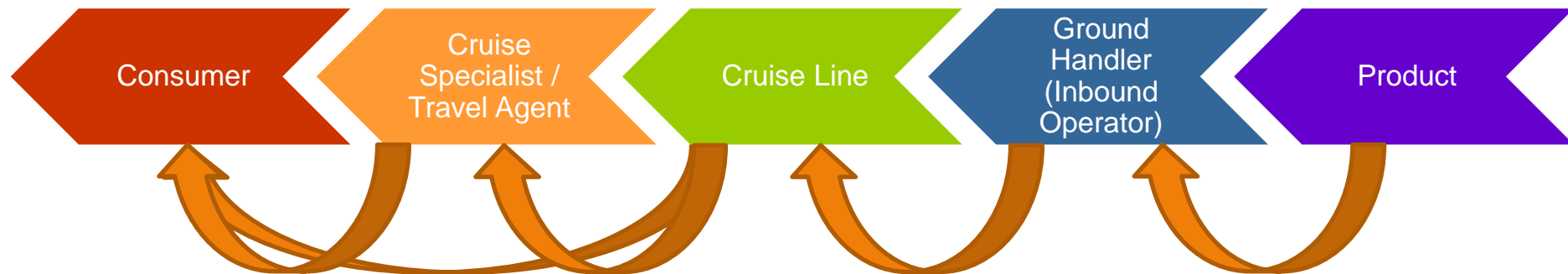
- Official cruise line tours
- Pre-booked either at time of cruise booking, pre-departure, or onboard prior to arrival
- Cruise line has limited program to offer
- Cruise line revenue stream
- Usually on a charter basis
- Trend is in decline
- Security for you – you know in advance
- Security for passengers

STRUCTURED DISTRIBUTION CHANNEL

Demand side



STRUCTURED DISTRIBUTION CHANNEL



Supply side

SHORE EXCURSION TRENDS

- **UNIQUE experiences**
 - things they can't do in other places
- **TIMELINESS**
 - excursion must be back on time
- **FREE TIME**
 - to explore the port and get a feel for the place
- **LOCAL FEEL**
 - Meet the locals and experience the lifestyle
- **DECLINING**
 - Opting for smaller group experiences or doing their own thing

INDEPENDENT TOURS

- Internet research from planning phase right up to departure
- Bookings through various channels (agents, direct, online, RTOs, etc.)
- Might only book on day of arrival
- MUST fit into cruise schedule
- Security for passengers – if you're late back, the ship will leave without them!
- Growing trend for these tours
- No marketing or sales support from ground handlers or cruise lines

YOUR PRODUCT IN MARKET

SHORE EXCURSIONS

- Need to work with Ground Handlers (ITOs)
- Long term development and commitment
- Know your target market – ask your ground handler
- Rigid pricing and operations
- Safety, insurance requirements

INDEPENDENT TOURS

- Work with STO, RTO
- Highlight your options on your website
- Optimise your website with cruise keywords
- Maintain price integrity
- Be flexible with departures, but not with returning!

NEXT STEPS

- Assess your product
- Contact ground handlers
- Website updates
- Training of your guides
- Keep STO, RTOs informed
- Ask STOs, RTOs, Ports for further info

CONSIDER MEMBERSHIP

- Australian Cruise Association is the lead association representing all cruise industry stakeholders and their interests
- The face of Australia and first point of contact for international cruise line execs.
- Coordinated, sustained approach to keeping Australia top of mind
- Opens doors, supports development



USEFUL LINKS

- www.australiancruiseassociation.com
- Your STO
 - (www.tourismnt.com.au)
- Your RTO
 - (www.tourismtopend.com.au)
- Your port
- The Ground Handlers

