

# Darwin Cruise Study

## TOTAL VISITOR EXPENDITURE

# \$22.16 MILLION

DOMESTIC  
PASSENGERS



\$5.13M

INTERNATIONAL  
PASSENGERS



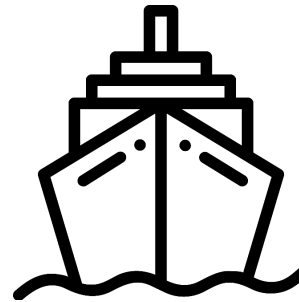
\$16.46M

CREW  
MEMBERS



\$0.58M

## TOTAL CRUISE VISITORS



63,338\*

DOMESTIC  
PASSENGERS



17,481

INTERNATIONAL  
PASSENGERS



37,370

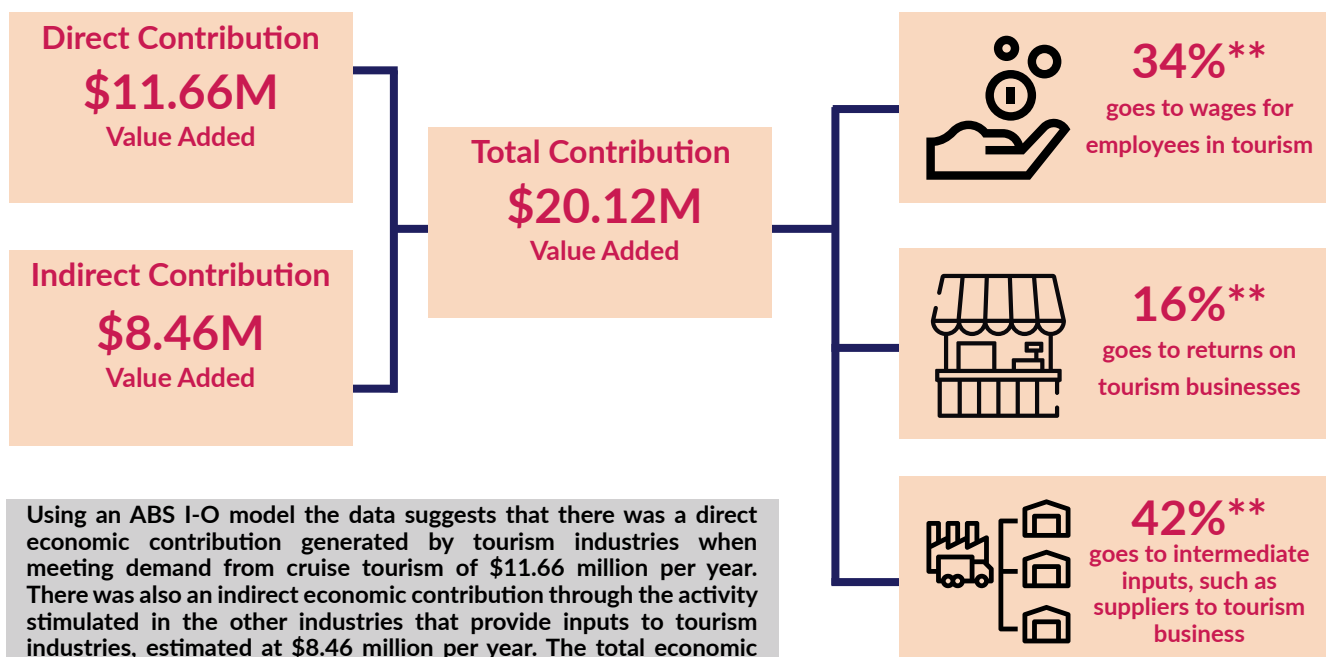
CREW  
MEMBERS



8,487

\* The total number of cruise visitors n=63,338 includes transits (referred to as arrivals), passengers in (embarking passengers) and crew. This total visitor figure is sourced from the Darwin Port Authority. All other figures in the report are estimated based on the Darwin Cruise Study results.

## ANNUAL CONTRIBUTION FROM CRUISE SPEND IN 2018/19



Using an ABS I-O model the data suggests that there was a direct economic contribution generated by tourism industries when meeting demand from cruise tourism of \$11.66 million per year. There was also an indirect economic contribution through the activity stimulated in the other industries that provide inputs to tourism industries, estimated at \$8.46 million per year. The total economic contribution in 2018/19 was \$20.12 million.

\*\* the breakdown does not add up to 100% due to the impact of taxes and imports.

This study was conducted by Instinct and Reason on behalf of Tourism NT between November 2019 and April 2020.

# Darwin Cruise Study

## CRUISE AVERAGE SPEND PER PERSON

### International Passenger



\$550.41

### Domestic Passenger



\$366.91

### Crew Member



\$271.39

### Food and Drink



\$39.96



\$43.26

International Passenger



\$35.95

Domestic Passenger



\$38.78

Crew Member

### Shopping



\$111.99



\$124.80

International Passenger



\$93.39

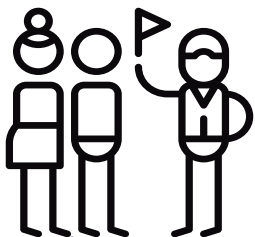
Domestic Passenger



\$81.93

Crew Member

### Organised Tour



\$163.29



\$175.57

International Passenger



\$131.19

Domestic Passenger



\$53.75

Crew Member

### Transport



\$45.10



\$56.57

International Passenger



\$33.37

Domestic Passenger



\$13.00

Crew Member

### Entertainment



\$51.67



\$57.12

International Passenger



\$47.50

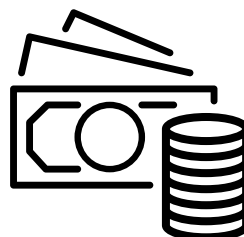
Domestic Passenger



\$31.25

Crew Member

### Other Expenses



\$69.35



\$93.10

International Passenger



\$25.50

Domestic Passenger



\$52.70

Crew Member

# Darwin Cruise Study

## CRUISE VISITOR SATISFACTION

The average satisfaction of cruise visitors in Darwin was high overall. Participants were asked their satisfaction based on a scale of one to five, with one being a low score and five a high score.

CRUISE VISITOR SATISFACTION	Darwin Port Cruise Terminal Facilities	Darwin Waterfront	Darwin City	Darwin Visitor Information Centre	Infrastructure and Transport
Shopping	4.33	4.35	4.37	-	-
Customer service	4.66	-	-	4.68	-
Appearance/ cleanliness	4.7	4.71	4.59	-	-
Restaurants – food/ drink	-	4.51	4.47	-	-
Atmosphere	-	4.62	4.52	-	-
Safety/ security	-	4.71	4.59	-	-
Variety and standard of day trips/ shore excursions	-	-	-	4.5	-
Public transport/ taxis	-	-	-	-	4.5
Ease of getting around	-	-	-	-	4.63
Cruise shuttle	-	-	-	-	4.71

### Darwin Port Cruise Terminal Facilities

Visitors were most satisfied with the appearance/ cleanliness of the Darwin Port facilities/ cruise terminal, whilst satisfaction was lowest with shopping.

Domestic passengers were significantly more satisfied with the customer service and the appearance/ cleanliness.

### Darwin Waterfront

In terms of the Darwin Waterfront, visitors were most satisfied with safety/ security, along with appearance and cleanliness.

International passengers were less satisfied with the atmosphere than domestic passengers.

### Darwin Visitor Information Centre

Overall, visitors were most satisfied with the customer service at the Visitor Information Centre.

International passengers were less satisfied with both the customer service, variety and standard of day trips/ shore excursions than domestic passengers.

### Darwin City

Overall, visitors were most satisfied with the safety/ security in Darwin City.

Domestic passengers were less satisfied with the appearance, cleanliness and the safety/ security of the Darwin City area than international passengers.

### Infrastructure and Transport

The cruise shuttle had the highest level of satisfaction overall.

Crew members expressed lower levels of satisfaction with all elements – ease of getting around, public transport/ taxis and the cruise shuttle.