

# CRUISE TOURISM IN THE NORTHERN TERRITORY



*How to get involved*



# Northern Territory cruise ports



## Darwin

*Fort Hill Wharf:* located at the end of Stokes Hill Wharf, the Northern Territory's main port of call for all cruise lines. Only minutes to Darwin's city centre.

*East Arm Wharf:* overflow wharf for cruise lines porting in Darwin.

## Tiwi Islands

Anchorage at Milikapiti on Melville Island. Caters mainly for expedition cruise lines and welcomed 4 expedition ship visits\* in 2019-20.

## Cobourg Peninsula

Anchorage off shore and welcomed 1 expedition ship visit in 2019-20.

## Maningrida

Anchorage off shore and welcomed 1 expedition ship visit in 2019-20.

## Milingimbi

Anchorage available off shore.

## Galiwin'ku (Elcho Island)

Anchorage off shore and welcomed 4 expedition ship visits in 2019-20.

## Nhulunbuy (Gove) / Yirrkala

Anchorage at Yirrkala (20kms from Nhulunbuy). Nhulunbuy is used if weather conditions affect anchoring at Yirrkala. Nhulunbuy and Yirrkala welcomed 4 expedition ship visits in 2019-20 (2 at each).

## Alyangula (Groote Eylandt)

Anchorage off shore. Groote Eylandt hasn't recently hosted expedition lines, however are developing and open to welcoming ships in future seasons.

\*Expedition Ships = <200 passengers

# Importance of cruise tourism in the Northern Territory

Cruise tourism in the Northern Territory provides economic benefits to local businesses via cruise visitor expenditure. It also offers a great opportunity to showcase to the world our valuable natural assets and Aboriginal culture.



Cultural experience, Bawaka East Arnhem Land

## TOTAL VISITOR EXPENDITURE

**\$16.83  
MILLION**

DOMESTIC  
PASSENGERS



\$3.17M

INTERNATIONAL  
PASSENGERS



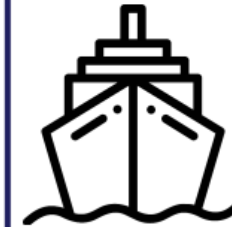
\$12.29M

CREW  
MEMBERS



\$1.37M

## TOTAL CRUISE VISITORS



**58,956\***

DOMESTIC  
PASSENGERS



10,799

INTERNATIONAL  
PASSENGERS



27,907

CREW  
MEMBERS



20,250

\* The total number of cruise visitors n=58,956 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.

This data was evaluated following the  
November 2019 – April 2020 cruise season.

# Cruise lines visiting Northern Territory ports



## Carnival Cruises

One of the largest cruise lines in the world with almost 5 million guests travelling every year and 23 ships operating worldwide. Homeporting from Brisbane and typically cruising the Australian coastline as well as Asia and the South Pacific.



## Seabourn Cruise Line

Seabourn pioneered small-ship, ultra-luxury cruising, and continues to represent this unique style of travel. Its fleet of intimate, all-suite ships, carrying between 450 and 600 guests each, sail to the world's most desirable destinations at their peak seasons where larger ships cannot follow.



## MSC Cruises

One of the world's largest privately-owned cruise companies. A game-changer in the world of cruises, MSC Cruises is headquartered in Geneva, Switzerland and is one of the fastest growing cruise lines in the world.



## Fred Olsen Cruises

Promoting small ships for a big world. Offering warm, personal service whilst exploring the world and remote locations where larger ships can't access. Originating in Norway 150 years ago.



## Cunard Cruises

With a fascinating history dating back 180 years, Cunard's sea-faring expertise and destination knowledge is incomparable. Sailing aboard a Cunard ship is like stepping back in time to the grand old days of ocean voyages.



# Cruise lines visiting Northern Territory ports



## Crystal Cruises

The unparalleled success of Crystal Cruises began with – and is still rooted in – an expressed commitment to a superior standard of excellence and level of service within the luxury hospitality industry.



## Silversea Cruises

Recognized as an innovator in the luxury cruise line industry, offering guests a highly personalised travel experience aboard its intimate, all-suite vessels. Silversea's all-suites fleet is rated "World's Top Cruise Line." The most all-inclusive product afloat.



## Holland America Line

A cruise line dedicated to explorers, foodies and music lovers who want to pursue these passions on all seven seas and continents. With a fleet of 15 ships offering a timeless style of cruising to more than 425 ports of call in 100+ countries, on all seven continents.



## P&O Cruises

Since 1932, P&O Cruises has offered Aussies and Kiwis the opportunity to take to the seas and have the holiday experience of a lifetime. On every cruise, guests are treated to a range of amazing on-board cruise activities, various dining options, entertainment, and a wide range of shore excursions.



## Viking Cruises

Viking Cruises currently operate a fleet of more than 70 vessels, state-of-the-art ships that have received numerous accolades since their launch. Viking was named the #1 Ocean Cruise Line\* by Travel + Leisure readers in the World's Best Awards 2019.



## The World

The largest private residential ship on the planet at 644 feet. Since our launch in 2002, The World has continuously circumnavigated the globe, spending extensive time in the most exotic and well-travelled ports, allowing residents to wake up in a new destination every few days, exploring with depth they had never before thought possible.



# Cruise lines visiting Northern Territory ports



## Oceania Cruises

Launching in 2003, Oceania Cruises created an entirely new segment of cruising with elegant mid-size ships, destination-rich itineraries, luxurious accommodations, world-class cuisine and exceptional anticipatory service. Today, Oceania Cruises visit more than 330 ports around the globe on five award winning ships.



## Regent Seven Seas Cruises

One of the world's most inclusive luxury experience with a four-ship fleet that visit more than 450 destinations worldwide. Boasting exceptional service with one of the highest staff-to-guest ratios at sea. Offering free unlimited shore excursions to guests.



## Hapag Lloyd Cruises

Showcasing the world to its guests by reaching destinations that are unique to cruise itineraries. Their first cruise set sail 130 years ago and they have stayed true to the pioneering spirit as well as preserving the environment along the way.



## Princess Cruises

First setting sail in 1965 with a single ship cruising to Mexico. Today, the line has grown to become the third largest cruise line in the world. Princess Cruises have won multiple awards such as 'Best Ocean Cruise Line' and 'Highest Customer Satisfaction' and are home to a fleet of 17 ships.



## Dream Cruises

Featuring a complete fleet of quality, German built vessels for Asian sourced passengers. Dream Cruises aim to be a pacesetter in the global cruise industry, meeting the needs of the 'emerging generation' of confident, independently-minded and upwardly-mobile Asian travellers.



## Royal Caribbean Cruises

An award-winning global cruise brand boasting 26 innovative ships with unmatched features and amenities. Voted Travel Weekly's Readers Choice Awards "Best Cruise Line Overall and in the Caribbean" 17 years and running. Sailing to over 280 destinations.



# Expedition cruise lines visiting Northern Territory ports



## **Coral Expeditions**

35 years sailing in Australian waters. A fleet of only three expedition ships taking guests to some of the most beautiful, yet undiscovered, regions of Australia, Asia-Pacific, South-Pacific and Indian Ocean islands. Over 8,000 travellers from all over the world travel with us every year who are attracted by our relaxed small ship atmosphere.



## **Ponant**

Offering a French difference, with a welcoming French crew, experience & expertise, attentive service, fine dining and more. We take you to discover exceptional destinations while offering you a travel experience that is both authentic and luxurious. Small ship cruising to secret seas, remote islands and hidden beaches.



## **Noble Caledonia Cruises**

Since the early 1990s, Noble Caledonia has specialised in offering small ship cruises to several of the world's most beautifully captivating destinations. On-board, guests can experience excellent customer service, on-ship expedition guides and a variety of shore excursions included in the price.



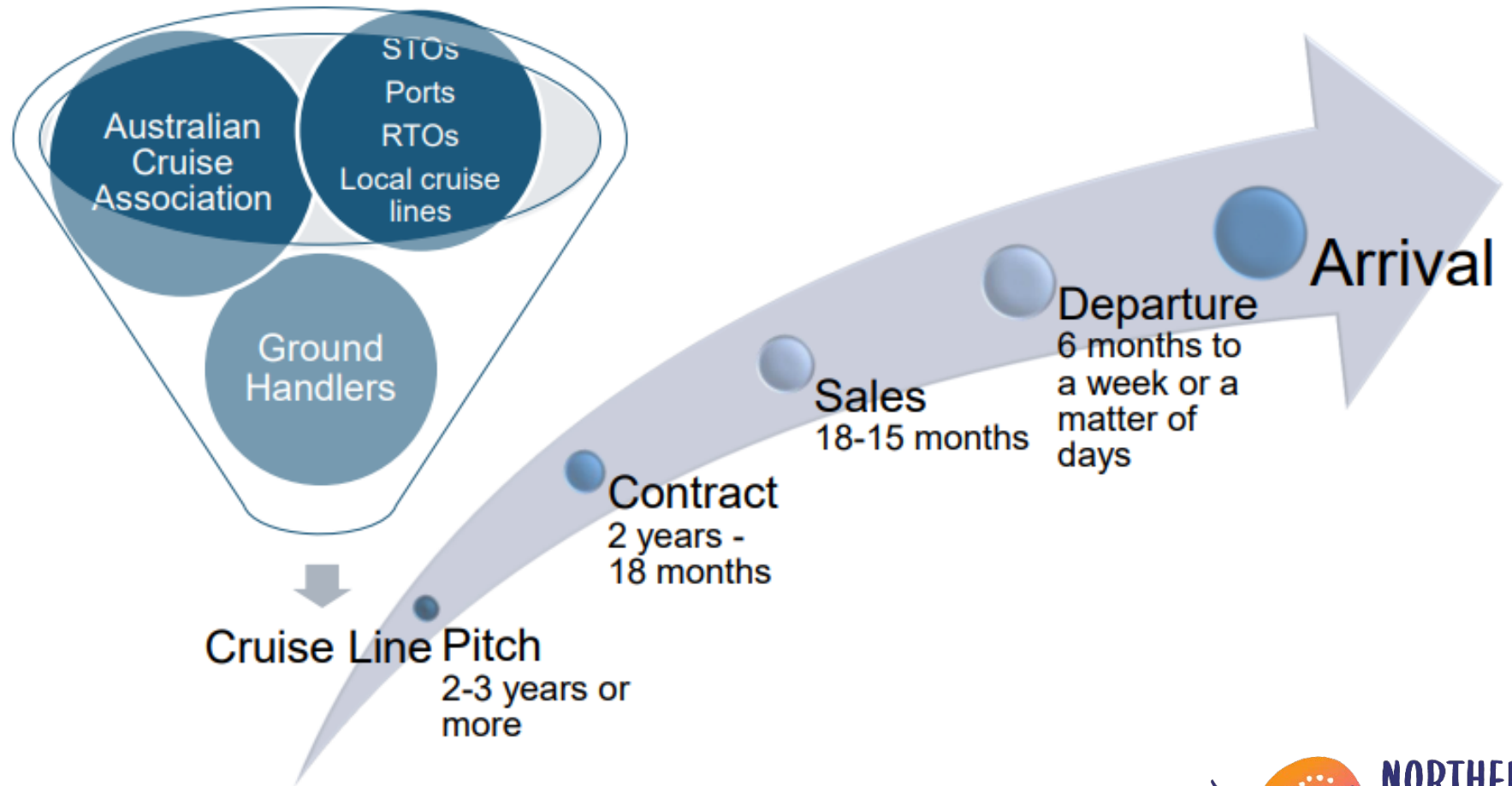
## **Windstar Cruises**

Sailing with Windstar Cruises feels more like sailing on your own private ship. Carrying just 148-310 passengers, their ships can slip past the crowds and dock in smaller ports that big cruise ships can't reach. Service on board the ships are personalised and immersive throughout the cruise and at each destination and port.

\*Expedition Ships = <200 passengers



# How do we influence ships to visit the Northern Territory?



## Ground Handlers

- Abercrombie & Kent (Akorn)
- Bob Wood Cruise Group
- Intercruises Shoreside & Port Services
- Insight Australia
- Australian Pacific Touring
- AOT Cruises



# Cruise distribution avenues



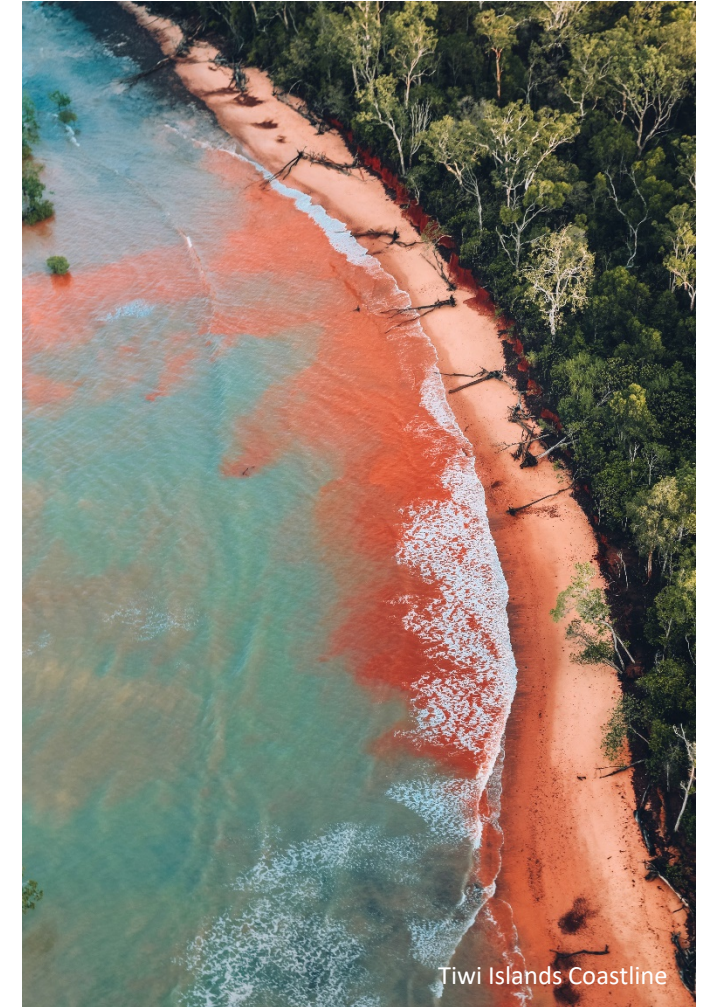
You can distribute your product in two different avenues for cruise visitors.

**Shore  
Excursions**

**Independent  
Tours**

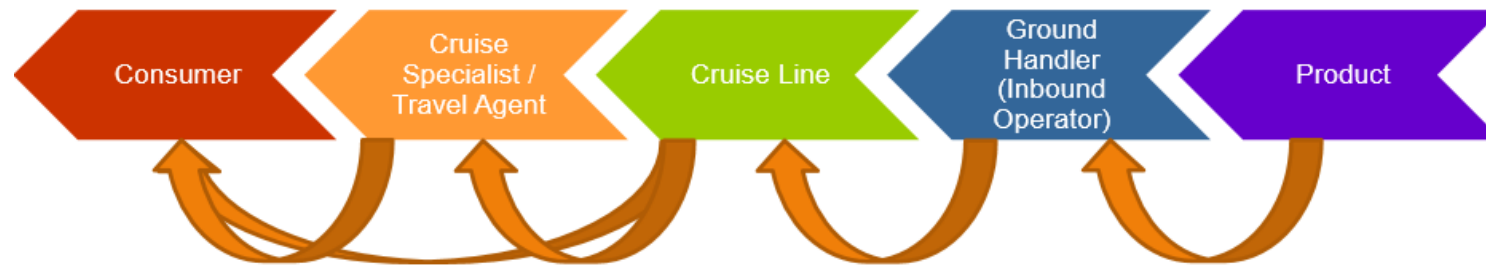


Both methods are avenues to attract cruise passengers but have different distribution processes.



# Shore excursions

Shore excursions are an activity or tour specifically for cruise guests during a cruise ship visit. Shore excursions are sold by the cruise lines directly to cruise guests before or during their cruise and are organised by a ground handler. They require long term development to be implemented alongside cruise itineraries, with rigid pricing and safety / insurance requirements.



Supply side

## Trends

- ❑ *Unique experiences*; an experience that guests can't do at another destination
- ❑ *Timeliness*; tours or activity must be back on time for cruise port departure
- ❑ *Free time*; guests should have some time to explore the port and get a feel for the place
- ❑ *Local feel*; guests should be able to meet the locals and experience the lifestyle
- ❑ *Personalised*; small group experiences
- ❑ *Environment*; showcase the natural environment, wildlife and sustainability of the area



# Independent touring



You can also choose to keep your touring independent, separate from being sold through ground handlers and cruise lines. To attract cruise passengers as they are disembarking the ship your product will need to consider the following requirements:

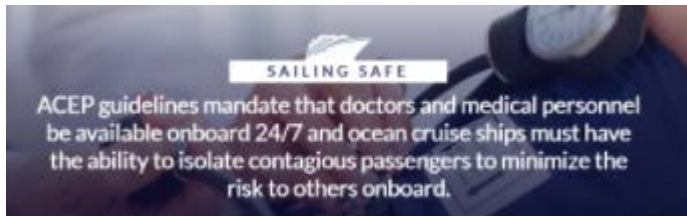
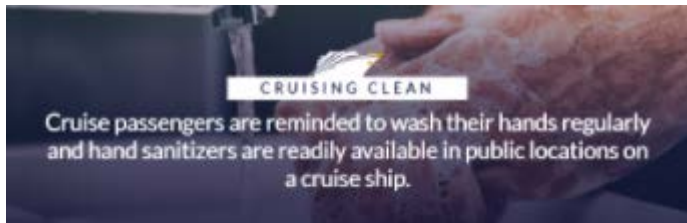
- Passengers will most likely book on day of arrival and minimum numbers to be factored in
- Tour / experience must fit into the cruise schedule (less than 8-9 hours)

## Tips

- Sell your product through various channels – Visitor Information Centres, travel agents or direct (own website, phone or email)
- Optimise your website with cruise keywords and highlight your options for cruise guests

# COVID-19 facts for the safe resumption of cruising

Cruise Line International Association (CLIA) members are implementing COVID-19 safety protocols for the safe resumption of cruising around the world. The Australian Cruise Association recommend these measures to Australian cruise lines, plus adhering to state by state guidelines.



Further public health measures:

- Physical distancing on-board & onshore
- Cruise line shore excursions with equivalent protocols
- Mask-wearing by passengers and crew
- 100% testing of passengers and crew

# Memberships



The Australian Cruise Association (ACA) is the lead association representing the cruise industry (stakeholders and their interests), particularly cruise ports, tourism organisations, shipping agents, ITO's and companies with specific interest within the Australian cruise industry.

Australian Cruise Association [membership](#)



Memberships with regional tourism organisations (RTO) in the Northern Territory can bring further marketing and awareness of your tours / attractions to the cruise industry.

The two RTO's in the Northern Territory are:

Tourism Top End [membership](#)  
*6 Bennett Street, Darwin*

Tourism Central Australia [membership](#)  
*41 Todd Mall, Alice Springs*



# Useful links

## Tourism / Cruise Organisations

### Tourism NT

Charles Darwin Centre, 19 The Mall, Darwin NT 0800  
[Cruise.Darwin@nt.gov.au](mailto:Cruise.Darwin@nt.gov.au)  
+61 8 8999 3900  
[www.tourismnt.com.au](http://www.tourismnt.com.au)

### Tourism Top End

6 Bennett Street, Darwin NT 0800  
[info@tourismtopend.com.au](mailto:info@tourismtopend.com.au)  
+61 8 8980 6000  
[www.tourismtopend.com.au](http://www.tourismtopend.com.au)

### Tourism Central Australia

41 Todd Mall, Alice Springs NT 0870  
[info@discoverca.com.au](mailto:info@discoverca.com.au)  
+61 8 8952 5800  
[www.discovercentralaustralia.com](http://www.discovercentralaustralia.com)

### Developing East Arnhem Limited (DEAL)

L1, 8 Franklyn St, Nhulunbuy NT 0880  
[tourism@developingeastarnhem.com.au](mailto:tourism@developingeastarnhem.com.au)  
+61 8 8987 0558  
[www.developingeastarnhem.com.au](http://www.developingeastarnhem.com.au)

### Australia Cruise Association

[ceo@australiancruiseassociation.com](mailto:ceo@australiancruiseassociation.com)  
+ 61 3 6223 7334  
[www.australiancruiseassociation.com](http://www.australiancruiseassociation.com)

## Ground Handlers

### Akorn Australia and New Zealand

[Australia@akorngmc.com](mailto:Australia@akorngmc.com)  
+61 3 9536 1880  
[www.akorndmc.com](http://www.akorndmc.com)

### Bob Wood Cruise Group

[BWCGCruisingDept@sthpactours.com.au](mailto:BWCGCruisingDept@sthpactours.com.au)  
+61 7 5562 2039  
[www.sthpactours.com.au](http://www.sthpactours.com.au)

### Intercruises Shoreside & Port Services

[Shorexau@ic.intercruises.com](mailto:Shorexau@ic.intercruises.com)  
+61 2 9550 0202  
[www.intercruises.com](http://www.intercruises.com)

## Port Services

### Darwin Port Operations Pty Ltd

[darwinport@darwinport.com.au](mailto:darwinport@darwinport.com.au)  
1300 327 946  
[www.darwinport.com.au](http://www.darwinport.com.au)

### Tiwi Islands (Land Council)

[office@tiwilandcouncil.com](mailto:office@tiwilandcouncil.com)  
+ 61 8 8997 0797  
[www.tiwilandcouncil.com](http://www.tiwilandcouncil.com)

### Cobourg Peninsula

NT Parks and Wildlife Permits  
[pwpermits@nt.gov.au](mailto:pwpermits@nt.gov.au)  
+61 8 8999 4814

### Northern Land Council (for Arnhem Land regions)

[Reception@nlc.org.au](mailto:Reception@nlc.org.au)  
+61 8 8920 5100  
[www.nlc.org.au](http://www.nlc.org.au)

