

TOURISM INDUSTRY GUIDE

HOW TO WORK WITH CRUISE

TASMANIA 2023-24

TASMANIA

COME DOWN FOR AIR



MACq01, Port of Hobart
© Adam Gibson



This guide is for Tasmanian tourism operators looking to offer tourism products to the cruise shipping market.

It provides information on how to deliver shore experiences to passengers, who to work with, and how the distribution system works.

More information on cruise shipping can be found on Tourism Tasmania's corporate website: tourismtasmania.com.au/industry/cruise_tourism

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Celebrity Solstice and the Noordam in Hobart Port © iSKY Aerial Photography

Tasmanian ports

Tasmania’s major ports for cruise ships are Hobart in southern Tasmania, Burnie on Tasmania’s north west coast and the anchorage of Port Arthur.

There are also several anchorages that expedition ships can visit, including Coles Bay, Maria Island, Bell Bay/Tamar, King Island and Stanley.

Port of Hobart

Hobart is Tasmania’s primary cruise ship destination. The Port of Hobart can accommodate two cruise vessels concurrently – maximum length of 349m Length overall (LOA).

Macquarie Wharf No. 2/3 is the primary cruise ship berth and location of the cruise terminal.

Shore excursion coach parking is directly outside the terminal. Tasmanian artists market, visitor information services, free Wi-Fi and toilets are provided within the terminal.

Additional cruise ships are accommodated at Macquarie Wharf No. 4/5 where shore excursion coaches are staged alongside the ship at berth and passengers can access additional visitor services via a short 400m walk to the Macquarie Wharf No. 2 Cruise Terminal.

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Port of Burnie
© TasPorts and Earl Rasmussen



Port of Burnie

The Port of Burnie is a busy industrial port and Tasmania's second busiest cruise ship destination. Cruise vessels up to 295m LOA can be accommodated at one of three multiuser berths, a short drive to the Burnie CBD. The city of Burnie has developed a strong reputation as a popular cruise destination and is the gateway to a range of experiences around north west Tasmania.

Port Arthur

Located on the Tasman Peninsula, Port Arthur houses a well sheltered anchorage within close proximity to the World Heritage listed Port Arthur Historic Site. Suitable for a range of cruise vessels - up to large ships, the anchorage is a short distance to the Historic Site, which offers a range of experiences for passengers and acts as the gateway to experiences across the Tasman Peninsula.



Great Oyster Bay near Coles Bay
© Sarajayne Lada

Port of Coles Bay

The Port of Coles Bay, on Tasmania's east coast, offers large cruise vessels the opportunity to undertake a scenic four-hour cruise around the coast of Coles Bay and the Freycinet Peninsula. Small expedition vessels up to 105m LOA can anchor at Coles Bay, a short tender journey to the Coles Bay township, to access a range of tourism experiences around the east coast. Entry to Wineglass Bay is restricted to passenger vessels carrying less than 100 passengers.



Port Arthur Historic Site - Jetty
© Alastair Bett



L'Austral at Inspection Head
© TasPorts and Rob Burnett

Tamar Valley (Port of Bell Bay)

The Port of Bell Bay offers berthing or anchorage options suitable for small to mid-sized cruise ships. Small expedition vessels up to 90m LOA can berth in the township of Beauty Point at Inspection Head Wharf. Larger cruise ships, up to 240m LOA, can anchor in the Tamar River and tender passengers to Inspection Head Wharf.

A multiuser berth within the Bell Bay Port is also available, with passengers transported to and from the port by bus. George Town is a short 6-minute drive away. The city of Launceston is an approximate 30-minute drive.



Port Arthur Historic Site
© Supplied Courtesy of Port Arthur Historic Site



Aerial view of Hobart © Events, Tasmania and Alastair Batt

Importance of cruise to Tasmania

Cruise shipping is an important contributor to the success of Tasmania’s visitor economy, with cruise visitors exploring and investing in our regional areas.

Economic contribution of cruise in Tasmania 2022-23



198,911
Total cruise passenger days



\$35 MILLION APPROX.
Total visitor expenditure (passengers and crew spend on tours, food, activities, transport and shopping)



\$20 MILLION APPROX.
Other cruise line spend (port charges, shipping services, provisioning of Tasmanian products, Tasmanian travel agent commissions etc.)



\$45 MILLION APPROX.
Indirect contribution through value add and wages

Cruise schedule

TasPorts publish the cruise shipping schedule on its website. This site is kept up to date and includes each vessel’s arrival and departure dates and times and port information.

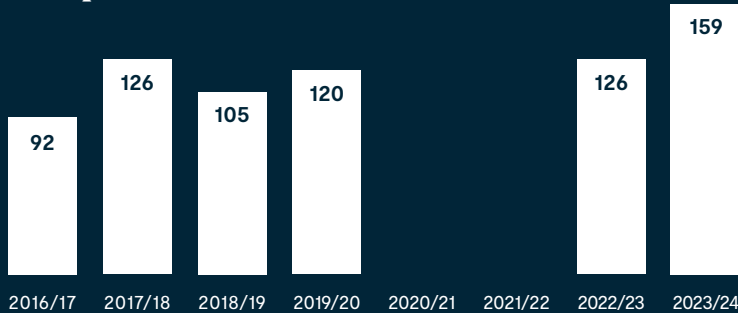
[Shipping schedule](https://tasports.com.au) – tasports.com.au

2023 – 2024 cruise season bookings

Note the figures exclude the Coral Expeditions – expedition season.

Port	Calls
Statewide	159
Hobart	85
Burnie	41
Port Arthur	25
Port of Coles Bay/Scenic Cruising	4
Bell Bay	2
Grassy, King Island	2

Total port calls for Tasmania



Working with cruise

There are lots of layers to the cruise industry and it can be confusing if you have not worked with the sector before. A cruise ship is defined as a commercial vessel with capacity to sleep more than 100 passengers.

Vessels that carry less than 100 passengers are usually deemed to be tourism operators or they may be private vessels such as super yachts which can be quite large but typically carry less than 20 passengers.

There are a number of different cruise ship segments that appeal to different types of visitors.

Expedition cruises

Expedition cruises in Australia offer adventurous travellers an immersive and intimate experience with the country's diverse natural landscapes. These cruises focus on exploration and discovery, taking passengers to remote and off-the-beaten-path destinations such as the Kimberley region, Tasmania, and the Great Barrier Reef. Typically accommodating fewer than 300 passengers, these smaller ships provide an up-close encounter with wildlife, indigenous cultures, and unique ecosystems. Onboard facilities often include expert naturalists and guides, research facilities, and equipment for activities like snorkelling, kayaking, and Zodiac landings. Passengers are usually nature enthusiasts, photographers, and travellers seeking to delve into the ecological wonders of Australia's rugged terrains.

Small luxury ships

Cruising on small luxury ships of under 1000 passengers in Australia is synonymous with refined elegance and personalized service. Catering to discerning travellers who appreciate sophistication and attention to detail, these cruises offer a blend of luxurious accommodations, gourmet dining, and curated itineraries that explore both well-known and hidden gems of the region. With a focus on exclusivity, passengers can expect spacious suites, world-class dining experiences, and enriching activities such as wine tastings, cultural performances, and expert-led lectures. This segment appeals to well-travelled individuals, couples, and small groups looking for a pampered and culturally immersive cruise experience.

Mid to large size ships

The mid to large size ships in Australia, accommodate between 1000 and 3000 passengers and strike a balance between extensive amenities and the exploration of multiple destinations. This segment includes both affordable contemporary ships and premium market vessels. These cruises offer a diverse range of onboard entertainment, dining options, and recreational facilities, creating a dynamic and lively atmosphere onboard. Passengers include families, couples, and groups seeking a mix of relaxation and adventure. The ships often feature numerous dining venues, theatre-style shows, kids' clubs, fitness centres, and pools. Itineraries cover popular coastal cities, iconic landmarks, and cultural sites, appealing to those who wish to combine relaxation with sightseeing.



Aerial view of Hobart with
Ovation of the Seas
© Stu Gibson

Very large ships

Cruising on very large ships with over 3000 passengers provides an expansive and immersive experience, featuring an array of entertainment, dining, and recreational options. These ships cater to a diverse demographic, from families to solo travellers, offering a wide range of activities such as water parks, casinos, Broadway-style shows, and diverse dining venues. The onboard facilities create an all-inclusive vacation atmosphere, making it a popular choice for those seeking an exciting and lively cruise experience. Itineraries often include popular ports of call along Australia's coastline, ensuring a mix of iconic destinations and onboard entertainment for passengers of all ages and interests.

Cruise distribution avenues for tourism and retail businesses

As a tourism operator or retail/hospitality business, you can access the cruise visitor market in a number of ways.

Tourism businesses can offer their product through official shore excursion programs of the cruise lines. These tours are delivered by the shore excursion operators.

Alternatively, passengers can book directly with Tasmanian tour operators, these are called independent tours.

Retailers also widely engage with cruise passengers and crew. Many retailers create special offers to make cruise passengers and crew feel welcome in their city or town. This could be a simple 10% off a cup of coffee, free Wi-Fi usage or just a welcome message in the store window.



Shore excursion programs

Shore excursion programs are the official onshore tours and experiences offered by the cruise lines. There can be any number of tours in a ship's shore excursion program. They are designed to showcase the destination and offer a range of experiences suited to the clientele of each cruise brand. Some cruise lines will also offer custom or personalised experiences.

Shore excursion programs are considered an extremely important revenue stream for cruise ship companies.

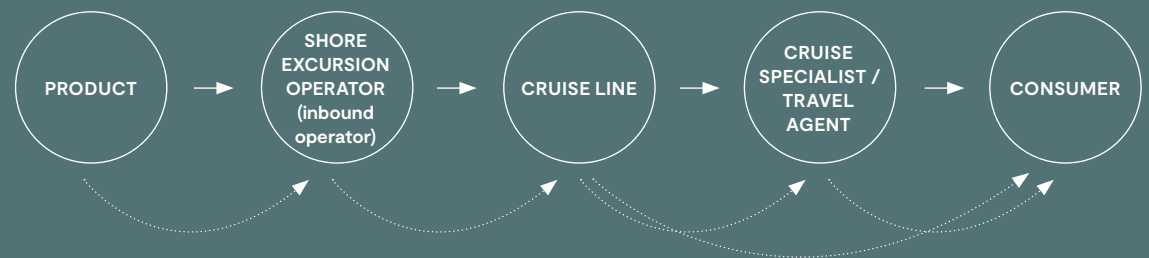
Availability and content of shore excursion programs are generally determined by the cruise ship companies through their shore excursion operator partner, ensuring the tours offered are tailored to their clients' needs. Once tours are agreed and contracted at the destination, the cruise ship companies can offer a wide range of targeted pre-determined/pre-costed programs which they then heavily promote to passengers prior to the ship's arrival at port.

The shore excursion tours are pre-booked by the cruise passengers either at the time of booking their cruise holiday, online pre-departure, or onboard prior to arrival in port.

Participating in shore excursion programs provides certainty for tourism operators in being able to anticipate customers numbers in advance, and allows for prior agreement of experience inclusions and payment arrangements. The product will also be promoted to the passengers prior to the ship's arrival in port.

Official shore excursion tours also provide certainty for passengers. They are able to familiarise themselves with the itinerary and inclusions prior to arrival; they know the tours have been checked and are of high-quality; and most importantly, they know that the ship will wait for them if for some reason the tour is held up; and that the cruise ship company will address issues on their behalf should they arise.

Passengers who book these tours generally get priority disembarkation, and there is dedicated coach parking close to the ship for shore excursion coaches only.



Roles

Cruise lines own the relationship with the customer. They have final say on the shore program content and promote and sell the tours to their guests. Cruise lines also survey customers for satisfaction and handle all complaints.

Shore excursion operators – Sometimes called shore ex, shore operator, shore agent, ground handler or Inbound Tour Operator (ITO). Shore excursion operators are engaged by the cruise line for the contracting and delivery of shore excursion product.

They create itineraries, contract coaches and guides and work with tourism operators/suppliers to deliver the program. Shore excursion operators are also in charge of logistical control of the shore program on the day. They work with the on-board teams to ensure the right passengers get on the right tours and that everyone returns to the ship on time. Shore excursion operators may also provide hotel services and pre/post cruise holiday packages for passengers beginning or ending their cruise.

Creating itineraries

Shore excursion operators seek tourism products that match the passenger demographics and preferences of the cruise line they are working with. They are usually limited to including products within 90 mins travel time from the port. They then combine products into short (3hr) medium (5-6hr) and long (7- 8hr) tours.

In Hobart, around 25% of cruise ships stay overnight – so evening tours and activities are also highly sought after.

Note: *Shore excursion operators/shore ex/shore agents are different to shipping agents who deal with ship related matters such as port bookings and approvals, and ship services.*

Who are the shore excursion operators?

There are three main shore excursion operators in Australia, and they are each contracted to different cruise lines for different Australian ports. Cruise lines contract the shore excursion operators every two to three years, so expect this to change periodically.

This season (2023-24) in Tasmania:

<p>Akorn (Abercrombie and Kent) Jeff Barnard Cruise Operations Manager Australia & New Zealand E-Mail: jbarnd@akorndmc.com Website: www.akorndmc-cruise.com</p>	<p>Bobwood Cruise Group Carmen Stevenson GM Operations and Service Delivery Gold Coast Email: cruising@sthpactours.com.au Website: www.sthpactours.com</p>	<p>Inter cruises (TUI Group) Joanne Brown Commercial Development – Australia & New Zealand Inter cruises Shoreside & Port Services E-mail: j.brown@intercruises.com Website: www.intercruises.com</p>
<p>Cruiselines: Crystal Cruises, Viking, and some tours for Norwegian Cruise Line and Ponant</p>	<p>Cruiselines: Carnival Australia, P&O Australia, Princess Cruises, Holland America Line, Cunard, Seabourne</p>	<p>Cruiselines: Virgin Voyages, RCL, Disney, Silver Seas, Norwegian Cruise Line, Regent seven seas, Celebrity Cruises</p>

Offering your product to shore excursion programs

If your goal is to have your product offered in a cruise line's official shore excursion program, consider how you will engage with cruise ship companies and shore excursion operators.

It is important to:

- Hold the appropriate licences and insurances for your business.
- Provide appropriate net rates and terms and conditions. There are more details on pricing your product below.
- Maintain consistency in the quality and delivery of your experience or service. Cruise passengers are often well travelled and well connected to each other.

When you have prepared information about your product with rates and inclusions, forward it by email to the shore excursion operator. Also inform your regional tourism organisation (RTO) of your cruise offer so they know about your product. Guidance on what to prepare is on page 9 of this guide.

You may not receive a response from the shore excursion operator right away. Shore excursion operators pick up new products throughout the season, or they sometimes wait until they are preparing for the following season to contact you.

Familiarisation visits (famils)

- Tourism Tasmania works with the RTO's to deliver product famils to shore excursion operators throughout the year with the aim of connecting more Tasmanian tourism product to these programs and providing an exciting and dispersed offering to cruise visitors.
- If you forward your product information to your RTO then you can be considered for inclusion in these famils as they come up.

Things to consider

- You will need to be flexible due to factors outside the control of the cruise ship companies i.e. weather conditions, late passenger bookings and cancellations.
- Be aware that ship departure times and itineraries may be amended at the last minute, given all Tasmanian port arrivals are part of a larger itinerary.
- Take into consideration that net pricing and related commissions correlate to the large number of passengers being delivered to you by the cruise ship companies, the logistics involved in setting up and managing the programs, and the promotion of your product that is undertaken by the cruise line to a large, targeted audience at no cost to you.

What you need to prepare

- A detailed description of your product with images.
- A detailed rates sheet that specifies the following:
 - Clear inclusions and exclusions for your tour. Be specific. For example, don't say 'includes free samples', instead say 'tasting plate includes 20g cheese samples per person'.
 - Details relating to access and fitness levels required to enjoy your experience.
 - Minimum and maximum guest capacity i.e. will you still run the tour with two people?
 - Departure times and pick-up/drop-off points for all components of the itinerary.

- Payment policy, ABN and bank account details.
 - Note:** payments are unlikely to be receipted to you less than 30 days after the tour takes place.
- Any special conditions or block out dates well in advance.
- Rate validity dates – include these in all communications.
- Cancellation policy – take into consideration that changes may occur, and these are often outside the control of the shore excursion operators and the cruise ship company. However, be sure to cover the costs you incur in the instance of late cancellations.
- Include child rates and applicable ages eg. 3 – 14 years.
- Have a Free of Charge (FOC) policy for groups that accommodate the shore excursion operators appointed tour guide (usually one FOC for every 15 paying passengers).

Pricing your product

Remember the shore excursion operators provide a valuable distribution and coordination role. Their relationship with the cruise ship company enables your product to be fast-tracked directly to the cruise passengers.

- Due to the complexity and comprehensive nature of the servicing the shore excursion operators provide, the commission levels can be up to 30%. The cruise ship company also receives a proportion of this commission.
- It is best to provide a bespoke product, different to your general retail offering. In this case provide net rates to the shore excursion operator.
- Set rates competitively. The product and price you offer to the shore excursion operators should be an exclusive offer wherever possible. Cruise lines seek to avoid competing with your public offer so try to value-add or differentiate it somehow. If you can't differentiate the package you sell to the shore excursion operators, you need to ensure the price to the cruise passenger is no more than the price paid by general customers via other channels – unless you provide an additional value-add e.g. a meal, a drink, a memento.

Commissions should not be considered as a marketing cost that enables you to work with the cruise ship companies. In short, it is the price you pay the shore excursion operators for making your product available to cruise passengers.

Developing unique products for groups

The cruise market is highly varied and cruise lines look for products for all manner of group sizes from 2 – 200 or more. How you work with groups and what size group is right for your product is up to you, but it is important to be clear in your product description.

- Consider how you might work with groups of varying sizes. Is what you offer a small group of 8-10 guests, different to how you deliver the experience for 40 guests?
- Can you cater to adults and children at the same time?
- Can you split the groups and offer part of your experience to one half and then swap over?
- Can you schedule multiple smaller groups in the day, for example you may only be able to take 12 guests at a time, but over three time slots you can provide the ship with 36 tickets to sell.
- You might consider working with another operator to offer an itinerary that can be done in either direction to facilitate multiple groups. It is often good to pair this with a free activity such as a short walk or free time in a regional town to fill out a tour and include some great Tasmanian nature product in the overall experience.
- Can you make your experience uniquely Tasmanian? Consider including story elements to provide a connection to people and place.

Cruise lines might want to offer your product, but they seek to avoid competing with your public offer. It helps to customise your offer to cruise groups by way of different inclusions. Shore excursion operators always look to create unique itineraries and experiences by innovating how they combine and deliver products.

Independent tours

Independent tours are tours and experiences that passengers book independently of the cruise line. If you have a tour or experience that you would like to offer cruise passengers outside of a shore excursion program, you need to ensure your product can be easily found online and on the day. Independent tours are very popular with Australian guests.

Cruise passengers will book independent tours prior to departing on their cruise, during their cruise or even on the day.

Things to consider:

- Offer options. Have two or three pre-prepared itineraries that you can offer potential guests, although they may want to design their own.
- Have the stops on your itineraries pre-booked if you know you have guests, or tentatively booked if you are hoping to pick up business on the day.



How do passengers book you?

- Ensure your website content is tailored toward cruise passengers, and that it contains effective key words that will deliver search engine optimisation.
- Ensure you communicate your experience, professionalism, knowledge of the destination and understanding of the needs of the respective cruise ships.
- Use Facebook, Twitter / X, Instagram, and other social media sites; upload your guest book comments online; and have your guests share their experiences online via TripAdvisor.
- Engage with sites such as Cruise Critic and provide suggested experiences for potential clients.
- Be prepared to adapt your product to suit the needs of the respective cruise ship passenger profiles and logistics (e.g. departure times may vary).

Approximately 45% of passengers are not pre-booking tour options prior to arriving in port. Cruise passengers seeking an independent tour often make their way to the visitor information centre in Hobart or Burnie, upon arrival. Make contact with the centres to enquire how to have your product available here.

Contact:

Tasmanian Travel and Information Centre

City of Hobart
 (03) 6238 4299
 Email: info@hobarttravelcentre.com.au
hobarttravelcentre.com.au

Burnie Visitor Information Centre

Burnie City Council
 (03) 6430 5700
 Email: burnie@burnie.tas.gov.au
discoverburnie.net/about/burnie-city-council-chambers-city-information-office

How do passengers find you on the day?

- If you do not have pre-booked guests, then talk to your regional tourism organisation and TasPorts about where you can sell your tours near the port. There are different arrangements in Hobart, Burnie and Port Arthur.
- It is important you understand the logistics and where you can and cannot pick up passengers and park your vehicle and that you are able to clearly articulate a meeting point to your passengers.
- Talk to your regional tourism organisation about arrangements for picking up privately booked passengers. In Hobart and Burnie there are designated pick up areas and parking areas for independently booked tours.
- Bring an A4 sign with your tour company name and passenger names.

Be back at the ship on time

- Unlike those passengers who book the official shore excursion program, your independent passengers are not accounted for by the ship and will be left behind if they fail to return in time.
- You must be 100% confident of meeting the ships scheduled departure time. Check the TasPorts website for the cruise ship schedule – this will tell you the departure time. Make sure to also check the TasPorts website on the day in case of last-minute schedule changes.
- It is a good idea to return passengers to the ship at least 1 hr prior to the ship's scheduled departure.

Book ahead

- If you are taking a small group to places and attractions also included in shore excursion programs, it is likely to be busy. It is very important that you contact the attractions/cafes/restaurants/experiences etc. that you intend to visit to pre book for your group.

Retailers

Retail businesses can access the cruise market in a number of ways or provide offerings that will attract cruise passengers. Cruise passengers often look for local art and crafts, and crew members often seek supermarkets, pharmacies and post offices.

Things to consider:

- Opening hours – check the cruise schedule to know which dates and how long the vessel will be in port.
- Consider providing an offer for crew members who will continue to return to our ports. Crew also rate ports for ease and satisfaction, and this has an influence on future itineraries.
- There are specific rules for certain food and beverage products that must be adhered to. Each cruise line has their own alcohol policy – nearly all ships allow beer, wine and spirits purchases to be brought onto the vessel, but many do not allow consumption on board. They will stow the purchases for the guests until they arrive at their debarkation port.
- Consider a freight home offer for large or expensive goods or alcohol.
- If you are a maker, you might consider joining the market at the Hobart Cruise Terminal or talk to Burnie City Council about how you might be able to offer your product to cruise passengers at the shuttle bus terminal.

Trends and insights

- Travellers are more eco-conscience than ever. This also applies to cruise visitors, many of whom are looking to make a positive impact on the destinations they visit. This is particularly true of the high-end cruise lines that often attract well-travelled guests.
 - Travellers actively seek out experiences that showcase the natural environment, wildlife, and sustainability of the area.
 - Growth continues in the premium and luxury markets with unprecedented demand and interest in expedition travel.
 - Travellers' needs have changed significantly over the past decade. Time, comfort, attentiveness, peace and space are the new luxury goods; cruise travellers want a hassle-free holiday.
 - Travellers are looking for something more than a pre-packaged offering; they want a more personalised experience and there's a continued desire for more shore excursions.
 - Cruise ships used to be a destination in themselves but these days, cruise visitor buying decisions are being driven more by the port destinations than the on-board facilities.
 - Customer satisfaction of the onshore experience is a key metric cruise lines use in itinerary planning.
 - Guests value free time to explore the port and get a feel for the place.
 - Cruise visitors like to meet the locals, make connections and experience the local lifestyle. They look for unique experiences that aren't offered by other destinations.
- In regard to tours, cruise visitors are seeking more choices around:
- engaging with nature
 - retail opportunities, particularly local art and craft
 - soft adventure and active experiences
 - culinary experiences
 - exclusive access.

Australian (domestic) cruise passengers

- Domestic cruise passengers are relatively new to cruising. Around 12% of Australians say they intend to cruise in the next six months ~Deloitte access economics, August 2023.
- They often compare shore tour prices with similar online product and prices.
- They are very happy to go off on their own as they feel they already know Australian destinations.
- They will purchase if the offer is compelling – that is, not something they would ordinarily be able to experience.
- They often have preconceived ideas of Australian destinations so you will need to surprise them and break down preconceived stereotypes/perceptions of Tasmania.
- Millennials are the fastest growing group of Australian cruisers.
- Post pandemic cruise guests are younger and more digitally savvy. Many are cruising for the first time.

International cruise passengers

International cruise guests to Tasmania are predominately from USA, UK, Europe and Asia.

- Often well-travelled and sophisticated travellers.
- Increasingly more active – they are keen to get out and explore.
- Often repeat passengers (with significant brand loyalty to their chosen cruise company).
- Generally, a slightly younger demographic post covid.
- Often on much longer global itineraries or are on a longer visit to Australia.
- Are concerned with sustainability and the impact of their travel.

COVID-19 facts for cruising

With the wide availability and uptake of vaccination and oral treatments for COVID-19, the risks for the Australian population has reduced and public health measures taken by the Commonwealth, state and territory governments have changed accordingly.

Australian health authorities have shifted to managing COVID-19 consistent with other common communicable disease outbreaks on vessels. In this context, Australian health authorities consider there is no longer a need for COVID-19 specific recommendations and guidance to apply to the cruise industry.

The role and responsibilities of cruise lines and the Tasmanian Public Health Service are specified in best practise guidelines that aim to minimise transmission of communicable diseases including COVID-19, other acute respiratory infections and gastroenteritis. The guidelines set out policies and procedures that reduce the risk of outbreaks, minimise risk to local communities, and effectively manage cases should an outbreak occur.

A copy of these guidelines can be found here: health.tas.gov.au/health-topics/coronavirus-covid-19/guidance-and-resources

Getting help

Tasmania has four regional tourism organisations that can provide advice on accessing the cruise market to tourism industry operators, these are:

<p>Destination Southern Tasmania Alex Heroys – CEO Phone: 6223 5650 Email: dstadmin@southerntasmania.com.au southerntasmania.com.au</p>	<p>East Coast Tourism Grace Keath – CEO, Phone: 0467 818 438 Email: ceo@eastcoasttasmania.com.au eastcoasttourism.com.au</p>
<p>West by North West Tasmania Gabriella Conti – CEO Phone – 0499 020 466 Email: gabriella@wxnw.com.au Web: wxnw.com.au</p>	<p>Visit Northern Tasmania Tracey Mallett – CEO Phone 6380 6099 Email: tracey@visitnorthtas.org.au visitnortherntasmania.com.au</p>

Useful links

Australian Cruise Association
australiancruiseassociation.com

Tourism Australia
tourism.australia.com/en/insights/industry-sectors/the-cruise-industry.html

Tourism Tasmania
tourismtasmania.com.au/industry/cruise_tourism/

TasPorts
tasports.com.au/cruise

Glossary

ACA – Australian Cruise Association

Commissionable rate – a rate you provide for your product or service that includes a commission for a third party seller. This rate generally can not be more than your retail rate.

ITO – Inbound Tour Operator

LOA – Length Overall – the overall length of a vessel

Medallion Class – A medallion is provided as wearable tech to each passenger. It tracks them around the ship and onshore, learning their patterns and preferences to offer a more personalised experience. For example the passenger can order a drink at a coffee shop mid ship and then move to the pool deck and the drink would be delivered to them there.

Net rate – a rate you provide for your product or services that excludes a commission for a third party seller. In this case, a seller such as a cruise line would add their commission on top of this rate.

NCL – Norwegian Cruise Line

PAX – Passengers

Retail rate – is the rate you provide for your product or service to the general public.

RCL / RCI – Royal Caribbean Line or Royal Caribbean International

RTO – regional tourism organisation

Shore Ex – Shore Excursion Operators

Cruise lines

There are many different cruise lines that visit Tasmania, and each year the mix varies. It is useful to understand that each cruise line is trying to differentiate itself in the market and appeal to a certain kind of traveller. Your tourism product may fit very well with one cruise line, but not another.

Passenger demographics vary and there isn't a 'typical' cruise passenger demographic that represents the entire industry. There are similarities in demographics for specific styles of cruising or cruise lines, but even those demographics can change depending on time of year, length of cruise or any number of factors.







The following cruise lines regularly visit Tasmania.

Sea Princess at the Port of Burnie © TasPorts



Carnival Group

Shore Excursion operator: Bob Wood Cruise Group

	<p>Carnival Cruises 'choose fun'</p> <p>One of the largest cruise lines in the world with 23 ships operating worldwide. Carnival Cruises homeport from Brisbane year-round and typically cruises the Australian coastline with domestic passengers, families, groups and couples, and some US passengers. Carnival offers a laidback and contemporary guest experience.</p>
	<p>P&O Australia 'like no place on earth'</p> <p>With three ships based in Australia, P&O typically cruises the Australian coastline with domestic passengers, families, friend groups and younger couples. P&O offers a laidback contemporary experience with a focus on local produce, local talent, and fun onboard facilities such as waterslides.</p>
	<p>Princess Cruises 'come feel the love'</p> <p>A premium product typically cruising the Australian coastline with passengers from Australia and the US – mostly couples 45 yrs+ looking for personalised service and value. Princess Cruises offers a Medallion class* experience making passengers feel special and taken care of. It attracts those who are seeking local connections, culture and history, adventure, nature and culinary experiences.</p>
	<p>Holland America Line (HAL) 'savour the journey'</p> <p>A premium line dedicated to explorers, food and music lovers with 11 ships worldwide, averaging 2,000 passengers per cruise. Passengers are mainly mature couples from Australia, Europe and USA. The cruises have a strong focus on food and cultural experiences.</p>
	<p>Cunard 'only on Cunard'</p> <p>With a fascinating history dating back 180 years, sailing aboard a Cunard ship is like stepping back in time to the grand old days of ocean voyages. Queen Elizabeth is their signature ship – geared toward mature and older couples seeking luxury experience on a larger vessel.</p>
	<p>Seabourn 'all-inclusive difference'</p> <p>Five ultra luxury small ships between 400 and 600 passengers and two ultra luxury purpose-built expedition ships. All ships have ocean front suites. The cruise is all inclusive and tipping is neither required or expected. Seabourn offers unique, high-end experiences, appealing to well-travelled, high net worth couples – both domestic and international (USA and Europe).</p>

*see glossary page 12

Cruise lines

Royal Caribbean Group

Shore excursion operator: Intercruises



	<p>Royal Caribbean International</p> <p>One of the largest lines in the world, with 26 innovative ships that have unmatched features and amenities. This cruise line tends to be the largest vessels visiting Tasmania, appealing to couples and singles in their 30's to 50's, as well as friend groups and intergenerational families, looking for affordable and active holidays. With such large vessels, a broad range of passenger demographic are onboard each sailing.</p>
	<p>Celebrity Cruises</p> <p>Contemporary ships offering a sophisticated experience for all ages. The typical passenger is mid - 50's couples who are well-travelled, affluent and appreciate a sense of luxury. The cruise also attracts multigenerational families during holidays. Passengers are mostly from Australia and New Zealand.</p>
	<p>Silversea</p> <p>A leader in luxury cruising, Silversea offers an all-inclusive, intimate experience on a small ship with refined and relaxed experiences. The cruise attracts guests looking for outstanding personalised service, who are generally aged 55+, and are well travelled. Guests are primarily from USA, UK/Europe, and South America.</p>




Norwegian Cruise Line Holdings

Shore excursion operator: Intercruises

	<p>NCL</p> <p>Large global cruise company with a fleet of 19 large contemporary vessels. NCL passengers are typically couples ages 25 to 60, and include a fair number of honeymooners and families with kids during summers and holidays. The atmosphere aboard all NCL vessels is casual, informal and well suited to friend groups and party-makers.</p>
	<p>Oceania</p> <p>Small premium ships with 800 – 1200 passengers. Oceania tends to attract older passengers who prefer to entertain themselves and enjoy the destination-heavy itineraries. Most passengers are from the USA and Australia and many would have sailed previously with Oceania. The cruise also attracts a small number of younger couples and children.</p>
	<p>Regent Seven Seas</p> <p>Small luxury ships of 500 – 700 passengers. Regent primarily attracts well-travelled and affluent passengers in their 50s and 60s (average age is 58), but younger guests, honeymooners, and older cruisers pepper the mix as well. Many are frequent cruisers who have also sailed on Silversea, Seabourn, and Crystal. Although they have sophisticated tastes and can do without a lot of inane shipboard activities, they do appreciate the line's less formal ambience.</p>




Other cruise lines

	<p>Virgin Voyages – new line</p> <p>Virgin Voyages is an adults only cruise line, offering a fun and relaxing time without kids. Virgin Voyages homeport in Melbourne and target a younger audience of 18–50 year olds (average 35–45 years). This cruise offers active and adventurous shore experiences and night life, when staying overnight in Port.</p> <p>Shore Ex: Intercruises</p>
	<p>Disney Cruise Line – new line</p> <p>This cruise is squarely aimed at families and comes with all the magic and characters you would expect of Disneyland at sea. The cruise offers family entertainment, dining, and play facilities. They offer family friendly shore experiences focused on wildlife, nature and fun. Disney guests love to get behind the scenes.</p> <p>Shore Ex: Intercruises</p>
	<p>Azamara Cruises</p> <p>Small luxury vessels. Azamara fills a gap in the market between premium and luxury. Azamara focus on intimate experiences and fine dining, drawing mostly older professional couples and singles. Azamara guests are mostly from Australia and Europe and are predominantly visiting Tasmania as part of a world cruise.</p> <p>Shore Ex: Intercruises</p>

	<p>Crystal Cruises</p> <p>Small and mid-size ultra luxury vessels – at 900 passengers, Crystal offers the best of both big ship cruising and small ultra luxury vessels. Crystal also offers ultra luxury expedition cruising with 200 passenger ships. Guests are very well travelled, mostly 55+ couples and singles and many are repeat clients. Crystal guests are mostly from USA and Australia, but can also be from other English speaking countries such as UK, NZ and South Africa. Crystal Cruises joined the A&K travel group in 2022.</p> <p>Shore Ex: Akorn</p>
	<p>Hapag-Lloyd</p> <p>Hapag Lloyd mostly operate cruises throughout Europe. They bring two vessels to Tasmania; MS Europa and Europa 2. These are small scale, 500 passenger vessels. The language spoken on board is German and they predominantly cater to an older demographic who seek active sightseeing experiences.</p>
	<p>Viking Cruises</p> <p>Viking Cruises has a large fleet of elegant Nordic style vessels of around 900 passengers. Viking is an adults only cruise line. Guests tend to be 55 years and older, often well-travelled and have flexibility to take longer cruises plus they carry a desire to explore with like minded travellers. Guests are mostly from UK, America and Australia and tend to look for active nature-based experiences and sightseeing. Viking usually operate an Included tour in Hobart.</p> <p>Shore Ex: Akorn</p>

Cruise lines

Expedition Cruise Lines

	<p>La Companie Du Ponant</p> <p>Ponant operate state of the art polar expedition ships for 180 – 260 passengers. Designed with French flair and luxury extras, they attract an international audience to a luxury adventure cruising experience. All cruises are bilingual, but the atmosphere remains French. Ponant seek out exceptional remote and regional destinations and experiences for their firmly nature-based clientele.</p> <p>Shore Ex: Akorn</p>
	<p>Windstar Cruises</p> <p>Sailing with Windstar Cruises feels more like sailing on your own private ship. Carrying just 148-310 passengers, these passengers expect high calibre service and cuisine but dislike the formality of most luxury vessels. Guests are down to earth and 70% have cruised with Windstar before. Service on board the ships is personalised and immersive throughout the cruise and at each destination and port.</p> <p>Shore Ex: TBC</p>
	<p>Coral Expeditions</p> <p>Coral Expeditions is the only expedition cruise line to seasonally homeport its vessel in Tasmania. The 72 passenger Coral Discover delivers a season of nine itineraries from January to March each year, taking on Tasmanian produce as well as tour and hotel products. Coral Expeditions don't use a shore ex but can be contacted directly. The 110 passenger Coral Geographer and Coral Adventurer also visit Tasmania on longer itineraries.</p>



Darlington Bay Aerial
© Flow Mountain Bike

Visiting ships 2023 -2024

Some cruise lines visiting Tasmania are part of larger global cruise groups and several cruise lines are bringing multiple ships to Tasmania this year.

Carnival Group

Line	Ships	LOA (m)	PAX
Aida	Aidasol	253.3	2,100
Carnival	Carnival Splendor	289.75	3,000
Cunard	Queen Elizabeth	294	2,000
Holland America Line	Noordam	285.24	2,000
	Volendam	237.9	1,400
P&O Cruises Australia	Pacific Adventure	289.62	2,600
	Pacific Explorer	261.3	2,000
Princess Cruises	Grand Princess	289.51	2,500
	Island Princess	294	2,200
	Majestic Princess	330	3,560
	Coral Princess	294	2,000
	Royal Princess	330	3,600
Seabourn	Seabourn Odyssey	198.19	450





Royal Caribbean International

Line	Ships	LOA (m)	PAX
Royal Caribbean Line	Brilliance Of The Seas	294	2,500
	Ovation Of The Seas	348	4,180
Celebrity Cruises	Celebrity Edge	294.65	2,900
Silver Seas	Silver Muse	212.8	600
	Silver Whisper	186	380

Norwegian Cruise Line Holdings

Line	Ships	LOA (m)	PAX
Norwegian Cruise Line	Norwegian Spirit	268.6	2,400
Oceania	Nautica	180.45	684
	Regatta	180.45	684
Regent Seven seas	Seven Seas Explorer	224.2	740

Line	Ships	LOA (m)	PAX
Azamara	Azamara Journey	181	700
	Azamara Onward	180	670
Coral Expeditions	Coral Discoverer	63.1	72
Crystal Cruises	Crystal Symphony	238.01	900
Disney	Disney Wonder	300.1	2,400
Hapag Lloyd	Europa	198.6	408
	Europa 2	225.62	516
Nicko cruises	Vasco Da Gama	219.21	1,000
Ponant	Le Laperouse	131.5	184
Viking cruises	Viking Orion	228.36	930
	Viking Sky	228.2	930
Virgin Voyages	Resilient Lady	277.2	2,700
Windstar	Star Breeze	159.4	320

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