

# Tasmanian Cruise Ship Results 2007-2008

The 2007-08 Tasmanian cruise ship season commenced at the start of November 2007 and finished late April 2008. During that time there were over 83,000 visitors to Tasmania, representing approximately 10% of all visitors to the State. Approximately 68% of cruise ship visitors were passengers and 32% were crew members. About 77% of cruise visitors were from overseas; of which 37% were from the USA and 13% from the UK.

## Number of ship visits<sup>1</sup>

During the 2007-08 Tasmanian cruise ship season 17 vessels visited the State for a total of 50 visits.

## Number of visitors<sup>2</sup>

During 2007-08, over 83,000 cruise ship passengers and crew visited Tasmania, an increase of 44.1% on that experienced in 2006-07 cruise ship season.

Cruise Ship Season	Australian	Overseas	Total Visitors
2001-2002	3,800	43,400	47,200
2002-2003	3,600	39,500	43,100
2003-2004	6,700	29,300	36,000
2004-2005	2,100	28,600	30,700
2005-2006	12,700	38,400	51,100
2006-2007	13,600	44,000	57,600
2007-2008	19,100	63,900	83,000

## Visitor expenditure<sup>3</sup>

Total spend by cruise ship passengers and crew (who came ashore) in Tasmania in 2007-08 was an estimated \$8.9 million.

Cruise Ship Season	Australian	Overseas	Total Visitors
2001-2002	\$0.3	\$5.7	\$6.0
2002-2003	\$0.4	\$3.8	\$4.2
2003-2004	\$0.5	\$2.0	\$2.5
2004-2005	\$0.2	\$2.7	\$2.9
2005-2006	\$1.1	\$4.5	\$5.6
2006-2007	\$1.0	\$5.5	\$6.5
2007-2008	\$2.0	\$6.9	\$8.9

<sup>1</sup> Some vessels visited more than one port during a single visit to Tasmania.

<sup>2</sup> Visitors to Tasmania are only counted once, even if they visited more than one port during their visit.

<sup>3</sup> Expenditure is estimated for all visits to all ports during a visitor's trip.

NOTE: Not all cruise ships to Tasmania were included in the 2007-08 cruise ship survey. See survey methodology for further information.

## Expenditure

Passengers and crew (who came ashore) spent an estimated \$8.9 million in Tasmania during the 2007-08 season.

The estimated average spend for all passengers was \$125. The average spend for overseas visitors was \$113 (down from \$158 last year). Interstate visitors are spending more than overseas visitors at \$131, which is 36% higher than the average spend last year (\$96). The average spend of crew who came ashore was \$144.

The median spend for all passengers was \$89. A minority of passengers spent little or nothing at all, while a few passengers spent large amounts, sometimes over \$2,000.

Type of Expenditure	Passenger Spend		Crew Spend		Total Spend
	Average Spend Per Passenger	Passenger Spend ('000s)	Average Spend Per Crew Member	Crew ('000s)	Total ('000s)
Meals	\$14	\$793	\$33	\$435	\$1,228
Food	\$2	\$86	\$7	\$99	\$185
Organised Tours	\$54	\$3,053	\$17	\$223	\$3,276
Entertainment	\$2	\$122	\$1	\$17	\$139
Shopping	\$41	\$2,331	\$67	\$887	\$3,218
Transport	\$6	\$336	\$3	\$33	\$369
Other	\$6	\$320	\$16	\$213	\$533
<b>TOTAL</b>	<b>\$125</b>	<b>\$7,041</b>	<b>\$144</b>	<b>\$1,907</b>	<b>\$8,948</b>

## Month of visit

In the 2007-08 season, 49% of total cruise ship visitors arrived during January and February.

Month of Visit	Total	Total %
Nov-07	10,600	13%
Dec-07	7,600	9%
Jan-08	17,100	21%
Feb-08	23,600	28%
Mar-08	14,000	17%
Apr-08	10,200	12%
<b>Total</b>	<b>83,000</b>	<b>100%</b>

<sup>1</sup> These figures only include spending on shore by the visitors themselves. It does not include provisioning, fuel, port charges or other charges incurred by the owners of the vessels. Includes organised tours, mainly coach tours, these can be paid for on the day or on board the ship before it arrives in port. Some visitors pay for organised tours when the whole cruise is initially booked.

<sup>2</sup> Variation in the individual totals is due to rounding.

<sup>3</sup> Other includes food to take home or on board (incl. alcohol), entertainment, and spending on other items.

### Origin of passengers and crew

In 2007-08, 84% of cruise ship visitors were from overseas and 16% from interstate.

The highest number of passengers were from the USA (42%), the United Kingdom (including Ireland) (13%) and NSW (12%).

Table 5		Origin of Visitors				
Country	Passengers	% Passenger	Crew	% Crew	Total	% Total
U.S.A.	23,548	42%	2,441	9%	25,989	25%
United Kingdom (inc Ireland)	7,493	13%	2,774	10%	10,267	12%
Canada	5,270	9%	1,332	5%	6,601	7%
N.Z.	3,046	5%	222	1%	3,268	3%
Italy	165	0%	888	3%	1,052	2%
Philippines	41	0%	4,438	17%	4,480	8%
India	0	0%	3,329	13%	3,329	6%
Indonesia	0	0%	888	3%	888	2%
Malaysia	0	0%	777	3%	777	1%
Romania	0	0%	555	2%	555	1%
Ukraine	0	0%	555	2%	555	1%
Other Overseas	2,388	4%	6,658	25%	9,045	15%
<b>Total Overseas</b>	<b>41,950</b>	<b>74%</b>	<b>24,856</b>	<b>94%</b>	<b>66,806</b>	<b>84%</b>
N.S.W.	6,875	12%	666	3%	7,541	7%
Queensland	3,746	7%	444	2%	4,190	4%
Victoria	2,141	4%	222	1%	2,363	2%
S.A.	906	2%	0	0%	906	1%
W.A.	700	1%	222	1%	922	1%
Tasmania	206	0%	0	0%	206	0%
N.T.	0	0%	111	0%	111	0%
<b>Total Interstate</b>	<b>14,574</b>	<b>26%</b>	<b>1,664</b>	<b>6%</b>	<b>16,238</b>	<b>16%</b>
<b>TOTAL</b>	<b>56,524</b>		<b>26,520</b>		<b>83,044</b>	

## Activities undertaken in Tasmania

The most popular activities undertaken were visiting historic sites/attractions (35%) and visiting craft shops (32%). 17% of cruise ship visitors purchased Tasmanian arts and craft. While a further 30% of all visitors reported seeing wildlife while in Tasmania.

Activities	Total Visitor Numbers		
	Passengers	Crew	Total
Buy Tasmanian art/craft	19%	6%	17%
Visit craft shops	35%	17%	32%
Visit historic sites/attractions	38%	14%	35%
Browse at the markets	12%	12%	12%
Visit galleries	18%	8%	16%
Visit museums	18%	5%	16%
Visit local food producer	18%	14%	17%
Tour by taxi or hire car	9%	2%	8%
View wildlife IN a wildlife park/zoo	27%	4%	24%
View wildlife NOT IN a wildlife park/zoo	7%	2%	6%

## Organised tours

53% of passengers went on an organised tour during their visit to Tasmania. Of the passengers that went on an organised tour 51% booked it before they commenced their cruise, 25% made their bookings once in Tasmania, and 24% booked their tour while aboard ship. The majority of organised tours (65%) taken were a half day in duration.

## Ports Visited

The data below include instances where one vessel has berthed more than once in the same visit to Tasmania. For the overall purpose of this report these passengers and crew were only counted once.

Ports Visited	Ports Visited		
	Number of Visits	Total Passengers	Total Crew
Burnie	13	17,548	8,401
Coles Bay	2	2,169	592
Devonport	1	350	296
Flinders Island	1	90	72
Hobart	23	42,648	19,410
Port Arthur	1	2,079	849
Port Davey	1	90	72

## Survey method

This report is based on data collected from passengers and crew who participated in the 2007-08 Cruise Ship Survey conducted by Tourism Tasmania.

All cruise ship visits were surveyed, with the exception of 5, where information from similar ships was used as a guide to estimate data calculations for these visits, some cruise ships visited more than one port during a single visit to Tasmania.

Total passenger and crew numbers were obtained from Tasmanian Ports Corporation. These totals were used to "weight" the sampled interviews to the total number of passengers and crew.

Data was collected by face to face interviews conducted on-shore, close to where the ships tied up to the docks.

Not all crew disembark while their vessel is in port. Therefore, crew who stay aboard ship were not captured by this survey. As such, total crew spend was adjusted to account for the large proportion (estimated to be 50%) of crew who stayed aboard. Thus, the total spend by crew was estimated to be the weighted spend of the crew surveyed x 0.5.

Interviewing was conducted for a period of 3-4 hours, in the mid to late afternoon prior to the ships departure. This was judged to be the best time to interview, as many visitors would have completed their day's activities. Interviewing was stopped 40-60 minutes before a ship's departure so as not to interfere with its departure routine. Interviewers conducted as many interviews as possible during that time.

Visitors often estimated expenditure in US, UK or other currency and expenditure estimates were re-calculated to Australian dollars using the currency exchange rates at the date of interview. Visitors often estimated expenditure for their whole travel party. All expenditure estimates were later re-calculated to a per-person estimate.

Visitors are only counted once even if they visited more than one port during their visit.

The expenditure figures only include spending on shore by the visitors themselves. It does not include provisioning, fuel, port charges or other charges incurred by the owners of the vessels or organised tours included in the overall cruise package. It does include organised tours, paid for on the day or on board the ship before it arrives in port. Some visitors pay for organised tours when the whole cruise is initially booked.

All Antarctic expedition/touring ships were excluded from the 2007-08 Cruise Ship Survey. Most visitors travelling on these ships arrived and departed Tasmania via regular passenger services, and therefore would be represented in the Tasmanian Visitor Survey.