Cruise industry injects $54 million into NT economy

5 September 2015

Cruise ship passengers are spending more and staying longer in the Northern Territory with the industry injecting $54 million into the local economy last financial year.

The new figures were released this week as the heavyweights of the cruise industry gathered in Darwin for the annual Cruise Down Under Conference.

Chief Minister and Tourism Minister Adam Giles said the new statistics released by the national cruise industry association, Cruise Down Under, highlighted just how valuable the cruise industry was to the Territory.

“Darwin receives almost 40 cruise ships a year with the cruise industry providing an influx of tourists into the region during the off-peak and shoulder season in particular,” he said.

“Cruise ship passengers and crew undertake tours while in the Top End, visit local attractions and shop at local retail outlets, cafes and restaurants.

“According to the new research, the average daily spend of passengers in Darwin was up to $288. As well as spending more, the number of passenger days in port also increased to an estimated 49,411.

“We warmly welcome the cruise industry here to the Territory and we are certainly ready for more cruise ship traffic, including expedition cruise ships exploring our remote northern coastlines.

“One of the centrepieces of our 2015-16 Budget the installation of a new shaded walkway that will allow cruise ship passengers to stroll from the terminal to the Waterfront Precinct in comfort.

“It’s all part of the Country Liberals Government’s plan to drive the development of North Australia and build a $2.2 billion visitor economy by 2020.”

Mr Giles said a cruise ship visitor survey conducted by Tourism NT, Tourism Research Australia and Cruise Down Under during the 2014-15 cruise ship season was also released this week.

Some of the survey highlights include:

- Overall satisfaction with Darwin among passengers surveyed was very high, with more than nine in 10 passengers (94%) reporting they were either “satisfied” or “very satisfied”;

Adam Giles
Chief Minister of the Northern Territory, Minister for Tourism
Aspects of Darwin that rated highest include safety and security (97%); level of customer service (96%); and friendliness of locals (95%); Sixty per cent of passengers said they were likely or very likely to return to Darwin and of these, 64% said they were likely or very likely to do so in the next two years; Eighty-seven per cent said they would recommend a visit to Darwin to their friends and family.

The full survey can be found at www.tourismnt.com.au

Media Contact: Scott Whitby 0438 531 583