

Cruising Defined¹

Cruising can be interpreted in many different ways and can include many different types of vessels. The notion of cruising is best explained by reference to the definition of a cruise ship: a vessel undertaking scheduled, deep water cruises of two days or more with a passenger capacity of 100 persons or more.



Project Objective

Tourism Queensland commissioned the Cruise Ship Passenger Research in 2003 and 2004. The primary objective of the research was to construct a profile of the 'general' cruise ship passenger visiting Brisbane. The research sought to provide an understanding of past cruise history, details of travel before and after the current cruise, and activities, expenditure and opinions of Brisbane. This project snapshot presents the amalgamated results from the 2003 and 2004 research.

Methodology

In January/February 2003 and in February/March 2004 face-to-face interviews were undertaken with 529 passengers from six cruise ships that berthed in Brisbane. Passengers were approached as they returned to the ship from tours and day trips, between the hours of approximately 11.00am and 5.00pm (or until the ship departed).

For each ship, broad quotas were placed on gender and whether passengers had been on a tour organised by the ship, to ensure that the mix of people interviewed reflected the actual mix onboard each ship. Results have been weighted to reflect the actual number of passengers onboard each ship and the proportion of those who participated in a tour organised by the ship.

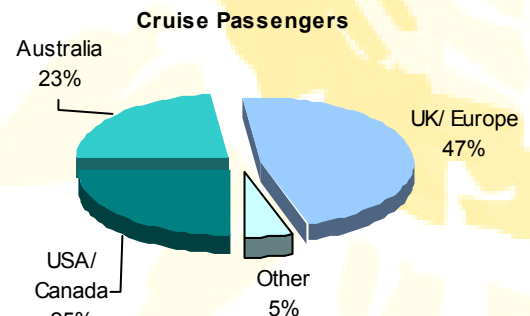
Profile of Cruise Ship Passengers

A consistent passenger profile was evident over the two years, with the majority of passengers being retired couples aged 55 years or older. In general, the cruise ships contained similar proportions of males (44%) and females (56%).

Eighty-nine percent (89%) of passengers were aged 55 years or more. Over half (59%) of passengers were retired couples, with a further 18% retired singles and 12% older working couples. One quarter (25%) of cruise passengers had an annual average household income of more than AUD\$120,000.

Almost half (47%) of cruise passengers were from the United Kingdom or Europe, while one-quarter (25%) were from the United States of America and Canada. A further 23% were from Australia, while 5% originated in other countries.

FIGURE 1 – CRUISE PASSENGER ORIGIN



Cruise Shipping

Cruising History

For many passengers, a cruise is not a once in a lifetime activity. Ninety-one percent (91%) of passengers have been on more than one cruise, with 65% having been on five or more cruises.

Australian Cruising Destinations

While most passengers had been on a number of cruises, this was the first time many of them have cruised to Australia (60% of international cruise passengers). Within Australia, Sydney (82%) was the most commonly visited cruise destination, followed by Darwin (38%), the Whitsundays (37%) and Melbourne (29%).

International Cruising Destinations

Cruise passengers who have been on one or more cruise had visited a broad range of international destinations, with the Caribbean (63%) and Mediterranean (62%) the most commonly visited. Other popular destinations included New Zealand (53%), the United States of America's West Coast (50%) and the Pacific Islands (48%).

Current Cruise

Travel in Australia

Sixteen percent (16%) of passengers travelled in Australia prior to boarding their current cruise. Sydney was the most popular pre-cruise destination (visited by 77% of cruise passengers), followed by Melbourne (15%), Darwin (14%), Perth (12%) and Adelaide (11%).

Following their current cruise, 19% of passengers intended to undertake further travel in Australia. Sydney was the most popular post-cruise location amongst these passengers (visited by 39% of cruise passengers who intended to undertake further travel), with Queensland (excluding Brisbane) being the second most popular (23%). Other popular Australian destinations were Melbourne (19%), Darwin (17%) and New South Wales (excluding Sydney, 14%).

Travel Party

Almost three-quarters (72%) of cruise passengers travelled as a couple, while 13% travelled alone and 11% travelled with friends or relatives (without children).

FIGURE 2 – AUSTRALIAN CRUISING DESTINATIONS VISITED

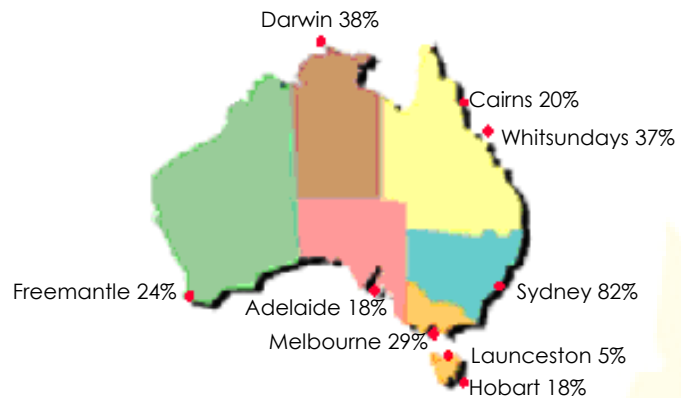
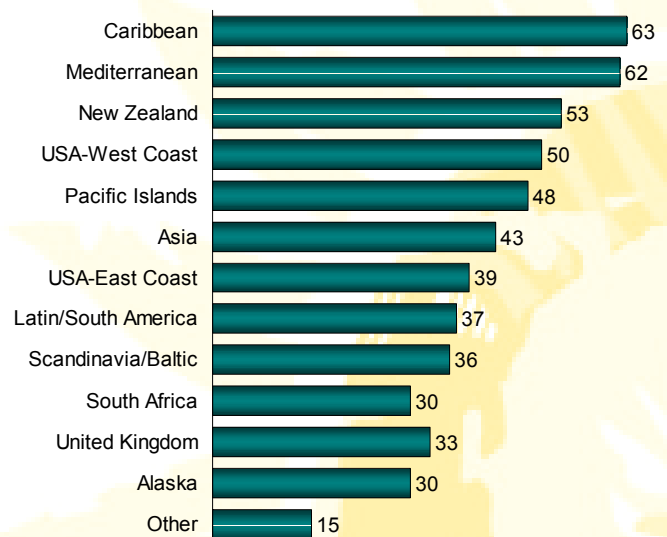


FIGURE 3 – INTERNATIONAL CRUISING DESTINATIONS VISITED (%)



Length of Stay in Australia

On average cruise passengers spent 15 days in Australia with very few passengers spending longer than 18 days in the country. Cruise passengers spent an average of 3 days in Queensland, with few passengers spending longer than 10 days in the State. As with pre and post cruise destinations, ship itineraries have a strong influence on the length of time spent in Australia.

Activities

Over half (54%) of passengers went shopping during their time off the ship in Brisbane. Other popular activities included eating at a restaurant/café (26%), going on the City Highlights bus tour (26%) and visiting Southbank (12%) or the Australian Woolshed (12%). Eleven percent (11%) of passengers visited the botanical gardens while 10% visited Lone Pine Sanctuary.

Expenditure

Overall, cruise ship passengers spent an average of \$80 per person during their stopover in Brisbane. Twenty-seven percent (27%) of passengers spent \$1-\$25, 17% spent \$26-\$50, 20% spent \$51-\$100 and 22% spent more than \$100.

An average of \$37 was spent on retail shopping, \$19 on souvenirs and \$12 on food.

In 2004, an average of \$110 was spent by cruise ship passengers in Brisbane. While this is an increase from \$81 on 2003, respondents were not prompted for expenditure on tours booked on board the ship in 2003.

Satisfaction

Overall, 93% of cruise passengers were satisfied with their Brisbane stopover. There were virtually no dissatisfied passengers.

Brisbane's highest satisfaction ratings were for *information on things to do/see in Brisbane before arrival*, *ease of finding way around Brisbane* and *retail/shopping options*.

FIGURE 4 – ACTIVITIES IN BRISBANE (%)

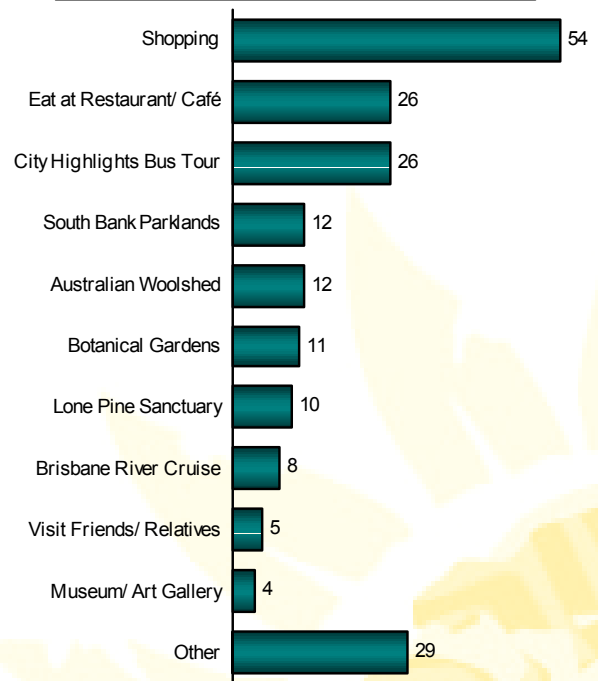
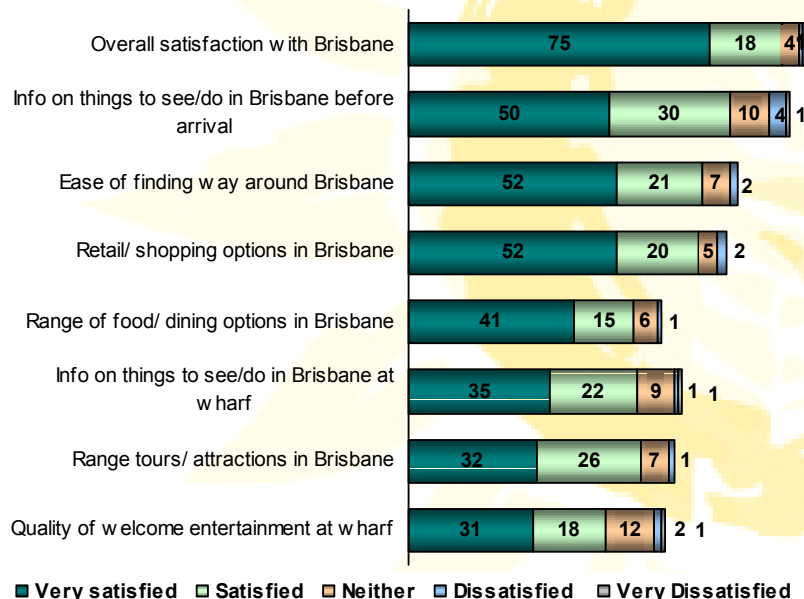


FIGURE 5 – SATISFACTION WITH BRISBANE (%)



■ Very satisfied ■ Satisfied ■ Neither ■ Dissatisfied ■ Very Dissatisfied

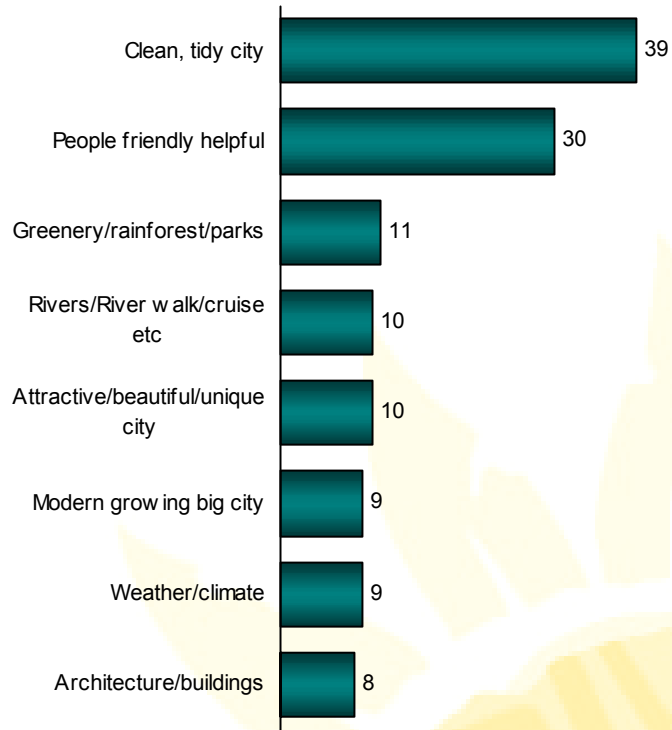
Perceptions

Visitors view Brisbane positively. It is seen to be a clean and attractive city, with the buildings, parks and river all mentioned as appealing aspects. The friendly people of Brisbane were also seen to be an appealing aspect of the city.

Queensland

Sixty-five percent (65%) of cruise passengers said they were likely to return to Queensland in the next five years. For those unlikely to return, reasons focus on the passengers' age and distance from home, rather than anything negative about Queensland itself.

FIGURE 6 – PERCEPTIONS OF BRISBANE (%)



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