

Victorian Cruise Ship Passenger Survey

2009 – 2010 cruise ship season

This factsheet summarises the key findings from the 2009-10 survey, including a demographic profile, travel behaviour, and visitor expenditure. Also explored is visitor satisfaction with Melbourne and services provided.

Given the increased popularity of cruising, Tourism Victoria, Port of Melbourne Corporation and the City of Melbourne funded a Melbourne cruise ship passenger survey for the 2009/10 season. This was the second passenger survey conducted, with the first survey conducted in 2006/07.

The 2009/10 Victorian cruise ship season (November 2009 to April 2010) had 48 cruise ships visiting Melbourne, ranging from a few hundred passengers to 2,700 passengers.

The Global Cruise Shipping Industry

During the Global Financial Crisis growth of cruising among Europeans, Latin Americans and Asians continued. Discounts including free airfares and shore excursions were offered by cruise operators to stimulate bookings during this difficult period.

The Cruise Down Under *Annual Report*¹ suggests positive signs for the global cruise shipping industry including:

- continued year-on-year passenger growth, to an estimated 14.3 million passengers on members' ships during 2010 and taking an average cruise of approximately 7.2 days
- top cruise destinations to remain include the Caribbean and the Bahamas, Alaska and the Mediterranean
- couples to remain the dominate cruise ship passenger
- the construction of a range of new cruise ships, with 25 scheduled to be delivered by 2014.

Also it is estimated there will be:

- significant growth in Asian passengers
- an increased focus on family and multi-generational travel
- significant investment in port facilities for cruise shipping in emerging markets.

Australia's Cruise Shipping Industry

In September 2010 the AEC Group released the *Economic Impact Assessment of the Cruise Shipping Industry in Australia, 2009/10*, which highlights the growing number of passengers and increase in expenditure by cruise ship passengers. Additionally there is recorded growth in the number of cruise ship visits to port and the number of ports visited. While there were fewer visiting ships in 2009-10, locally based ships took more cruises. Specific increases include:

- the number of ports recording a cruise ship visit: 28 to 30
- the number of cruise ship visits to Australian ports: 521 to 583
- passenger days at port: 91,967 to 1,072,239
- crew days at port: 213,264 to 241,918
- passenger expenditure: \$223.0 million to \$261.6 million
- crew expenditure: \$35.1 million to \$39.0 million
- port-related expenditure: \$310.2 million to \$361.8 million

However there was a decrease in the number of visiting cruise ships from 38 to 34.

More detail can be found on the Cruise Down Under website.¹

Melbourne's Cruise Shipping Industry

During the 2009/10 cruise ship season the number of cruise ships to Melbourne increased by 60 per cent to 48 visits.

The cruise ship capacity for passengers and crew to Melbourne notably increased from the 2006/07 season to the 2009/10 season – increasing from 50,364 to 91,590 for total passenger nights (82 per cent), and from 23,542 to 40,991 for total crew nights (74 per cent).²

Cruise passenger and crew numbers visiting Melbourne from 2006/07 to 2009/10 increased from 59,444 to 87,459 for total passenger nights (47 per cent), and from 27,564 to 38,556 for total crew nights (40 per cent).

Victorian Cruise Ship Passenger Survey 2009 – 2010

Interviews were conducted with randomly selected passengers and crew from 18 ships from December 2009 to March 2010 at the cruise terminal, Station Pier, Port Melbourne. Overall, 931 interviews were completed (872 with passengers and 59 with crew).

Respondent profile

Unless specified, respondents refers to both passengers and crew.

Survey respondents were largely free and independent travellers (FITs) as visitors undertaking group tours were more difficult to survey, as they return to the port close to the ship leaving port.

Overall, the majority of respondents were female (59 per cent) and aged 60 or older (61 per cent). Passengers were more likely to be aged 60 or older (67 per cent), whilst crew members were more likely to be younger than 45 (89 per cent).

The proportion of Australian cruise travellers has increased from 24 per cent in the 2006/07 season to 45 per cent in 2009/10, whilst American travellers have significantly declined from 39 per cent to 19. Less than half the respondents were Australian residents (45 per cent) and 15 per cent were from the UK.

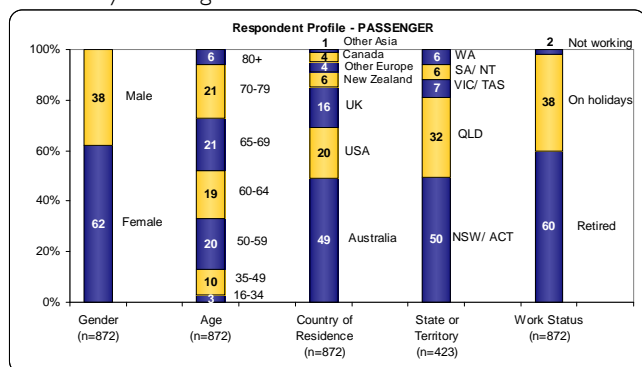
¹ <http://www.cruisedownunder.com/media.php>

² Note that most ships do not stay overnight in Melbourne.

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As 94 per cent of the respondents were passengers, the origin of passengers was similar to that for the respondents – 20 per cent were from the USA, 49 per cent from Australia and 16 per cent from the UK.

Amongst the passengers, 60 per cent were retired, 38 per cent were on holidays from work and 2 per cent were not currently working.



Overall, a quarter of respondents had been on one to two previous cruises, followed by 19 per cent who had been on three to five and 18 per cent who had been on six to ten cruises. One in ten respondents was on their first cruise (10 per cent). Overall, respondents had been on an average of 12.66 previous cruises, with crew members having been on a higher number of cruises (an average of 31.39) than passengers (an average of 6.17).

Passengers who had been on up to two cruises were more likely to be Australian (19 per cent), compared to those who had been on over five cruises who were more likely to be 70 years of age or older and come from Europe, Canada or the USA.

Factors prompting passengers to take a cruise

Twenty-eight per cent of passengers enjoyed Australia and wanted to explore more, 18 per cent always wanted to visit Australia, 13 per cent had never visited Australia before and 12 per cent thought Australia was an interesting destination.

Passengers who enjoyed Australia and wanted to explore more, were more likely to be Australian (35 per cent), particularly from NSW/ACT (39 per cent), or New Zealanders (46 per cent), part of an adult couple (32 per cent), had previously visited Melbourne (37 per cent), knew a fair amount about Melbourne prior to arrival (36 per cent), were very or somewhat likely to return to Melbourne (32 per cent), or were retired from work (31 per cent).

Respondent profile of cruise passengers compared to the international and national visitor surveys

The respondent profile of international and domestic cruise ship passengers was compared to the profile of overnight leisure visitors.³

Close to 90 per cent of international cruise ship visitors interviewed were from the USA (39 per cent), UK (31 per cent), NZ (11 per cent) or Canada (8 per cent). Visitors from these countries represented to 40 per cent of international overnight leisure visitors in 2009 to Melbourne⁴. The cruise ship survey had much lower representation of respondents from other countries compared to the IVS.

Country of Residence	INTERNATIONAL VISITORS	
	Cruise Ship Passengers 2009/10 %	International Overnight Leisure Visitors 2009 ⁴ %
USA	39	8
United Kingdom	31	16
New Zealand	11	13
Canada	8	3
Germany	2	4
China	0	11
Japan	0	3
Other countries	8	43

In terms of the average expenditure per day per visitor, international cruise ship passengers spent an average of \$162 during their Melbourne visit.

Compared to the 2009 IVS, where international overnight visitors⁵ spent an average of \$101 per night in Melbourne, which we note would also have included their accommodation, if applicable.

On average, domestic cruise ship passengers spent \$126 during their visit to Melbourne, significantly less than total domestic overnight visitors (an average of \$254). Again, these visitors include business and education visitors to Melbourne and this expenditure would also have included any accommodation costs for these visitors.

	INTERNATIONAL VISITORS		DOMESTIC VISITORS	
	Cruise Ship Passengers 2009/10 %	International Overnight Visitors 2009 %	Cruise Ship Passengers 2009/10 %	National Overnight Visitors 2009 %
Overnight visitor expenditure 2009		\$3,444m		\$4,594m
Total visitor nights in Melbourne 2009		34,237,000		18,102,000
Average expenditure per person per night	\$162	\$101	\$126	\$254

³ Leisure includes Holiday and VFR

⁴ Source: Tourism Research Australia, year ending December 2009

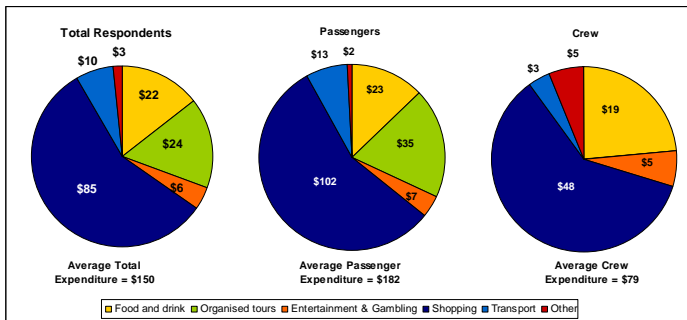
⁵ Holiday and VFR as well as business, education and other

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Average expenditure per person

Overall, the average expenditure per person across all items was \$150. The average expenditure per passenger was \$182 and \$79 for crew.



International visitors spent more per person (\$162) than Australian visitors (\$126) during their visit to Melbourne.

Information needs prior to or upon arrival in Melbourne

We asked all respondents what types of information they wanted to know about Melbourne either before arriving or upon arrival.

The most popular source of information about Melbourne, either before they arrived or upon arrival, was the on-board cruise company (46 per cent), the internet (25 per cent), the visitor information service at the terminal (14 per cent) and word-of-mouth (12 per cent).

Information about Melbourne attractions or things to do was the most common type of information sought (39 per cent), followed by transport information (33 per cent), shopping (27 per cent), tours (19 per cent) and dining (14).

Passengers were more likely than the crew to seek information about Melbourne attractions or things to do (47 per cent compared to 21 per cent), transport (40 per cent compared to 16 per cent) or tours (26 per cent compared to 5 per cent).

Compared to 2006/07, respondents in 2009/10 were more likely to seek information about special events in Melbourne (10 per cent) or did not seek information at all (25 per cent). The larger proportion of respondents not needing information either before arriving or on arrival could be due to the higher proportion of visitors from Australia in 2009/10.

Respondents in 2009/10 were more likely to have used the internet to source information about Melbourne (25 per cent compared to 14 per cent in 2006/07), whilst less likely to use of the visitor information service at the terminal (14 per cent compared to 25 per cent in 2006/07).

Previous visits to Melbourne

Overall, 64 per cent of respondents had previously visited Melbourne, 57 per cent of passengers.

Those who had previously visited Melbourne 11 times or more were more likely to be aged 60-64 (26 per cent), were Australian (21 per cent) or not surprisingly knew a lot about Melbourne prior to arrival (36 per cent).

Their Melbourne experience

Fifty-five per cent had not made any firm plans prior to arriving in Melbourne. During their stay in Melbourne, 54 per cent of respondents went shopping or to the markets, 42 per cent went on a tour, 27 per cent went for a walk, 24 per cent spent time visiting Melbourne attractions and 22 per cent dined at a restaurant or café. Only 4 per cent of respondents went on a day trip outside Melbourne.⁶

In terms of specific places visited in Melbourne, 51 per cent visited the CBD followed by 34 per cent who visited the area surrounding Station Pier, 20 per cent visited Federation Square and 17 per cent went to St Kilda.

Of all respondents:

- 50 per cent went shopping
- 42 per cent went on a tour
- 21 per cent did a tram tour either into the city or on City Circle Tram
- 15 per cent did a tour of Melbourne
- 10 per cent used the Melbourne City Tourist Shuttle
- 8 per cent went to the markets
- 5 per cent did a cruise along the Yarra River

Passengers were more likely to spend their day on a tour (51 per cent) compared with crew (21 per cent), whilst crew were more likely to have spent their day close by the ship and around the immediate port/terminal area (66 per cent).

⁶ - Percentages add up to more than 100% due to respondents being able to undertake more than one activity

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Satisfaction with the Melbourne/ Victorian experience

Satisfaction with the overall Melbourne experience by visitors was high (97 per cent), with 74 per cent very satisfied and 24 per cent fairly satisfied. Detailed satisfaction results were as follows:

- 96 per cent of respondents were satisfied with the public transport
- 95 per cent with Melbourne's attractions
- 95 per cent with information services in Melbourne
- 94 per cent with the variety of things to see and do
- 93 per cent with shopping in Melbourne
- 93 per cent with food and beverages in Melbourne
- 91 per cent with the tours they had experienced in Melbourne

73 per cent were likely to return to Melbourne, with 51 per cent very likely and 23 per cent somewhat likely to return.

Visitor information desk at Station Pier and cruise terminal

Of those who used the service, 96 per cent of respondents (both the passengers and crew) were satisfied with the customer service and 96 per cent of respondents were satisfied with the range and quality of information they received.

All respondents were shown a photo and asked if they had used the visitor information desk located at the cruise terminal. On a prompted basis, 31 per cent of respondents said they had used the City of Melbourne's visitor information service, and as expected passengers more likely to do so (40 per cent) than crew members (12 per cent).

60 per cent of respondents either strongly (37 per cent) or somewhat agreed (23 per cent) that the visitor information desk encouraged them to do more in Melbourne, whilst 15 per cent disagreed.

Close to 90 per cent of respondents were very (53 per cent) or fairly satisfied (36 per cent) with the cruise terminal and only 4 per cent were dissatisfied with its presentation.

Passengers were satisfied with the customer service they received at the information desk (97 per cent).

Source: Victorian Cruise Ship Passenger Survey 2009/10; conducted by NWC Opinion Research. Factsheet prepared by the Research team at Tourism Victoria