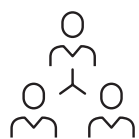


Cruise The Numbers

Cruise tourism is highly valuable to Dunedin, contributing significantly to the local economy (around \$129 million in output in 2024/25), supporting numerous jobs, and boosting diverse local businesses from tour operators and retailers to farmers, providing essential, planned visitor flow beyond major cities.

The cruise sector remains a cornerstone for regional tourism, offering a steady stream of spending that benefits various local industries.

Cruise tourism in 2024/25 generated



893 jobs across the region

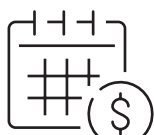


\$128.7 million in output for Otago (Dunedin)

Nationally, cruise tourism delivered NZ\$1.23 billion in total economic output including



\$574.6 million in direct spending



\$657.5 million in indirect and induced activity



Supported 8,253 jobs



Contributed \$205.3 million in wages to New Zealand workers



Cruise visitors spend an average of \$313 and \$86 per crew member per day onshore

Source: <https://newzealandcruiseassociation.com/the-value-of-cruise-tourism-2024-25/>

Expected Arrivals 2025/26



79 ships



Est 133,588 passengers



Est 62,186 crew

- Dunedin currently receives approximately 88% of all cruise ship passengers who visit NZ.
- In Dunedin approx 80% plus will disembark while approx 50% crew will disembark.



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