



Carnival Australia Proud of its Part in Cruising's Big Surge in Contribution to the Australian Economy in 2015-16

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As industry leader with its seven iconic brands and the only ships home ported year round in Australia, Carnival Australia is proud of the part it has played in the 27 per cent surge in cruising's economic contribution in 2015-2016.

Carnival Australia Executive Chairman Ann Sherry welcomed news that the cruise industry contributed a record \$4.6 billion to the Australian economy confirmed in the third of a series of economic impact studies commissioned by Cruise Lines International Association (CLIA) Australasia.

Ms Sherry also welcomed CLIA joining with Carnival Australia in advocating for port facility improvements to support further cruise tourism growth and its economic contribution with particular reference to capacity constraints in Sydney Harbour.

With nine Carnival Australia ships based year round in Australia, in addition to those on seasonal deployments or visiting international ships, Ms Sherry was pleased the study had highlighted the positive impact of a record number of ships home ported in Australia, along with nearly 19,000 jobs linked to cruising – an increase of 23 per cent.

"We are pleased that the addition of Pacific Aria and Pacific Eden to our home brand P&O Cruises' fleet taking it to five vessels was identified as one of the two major factors in the stunning 45 per cent increase in the number of homeport ship visit days," Ms Sherry said.

"We are also very proud of the extent to which our ships have opened up cruising to so many regional ports around Australia with the addition of 16 destinations in recent years. Cruise tourism is the most successful growth sector of Australian tourism and we are delighted the economic benefits are being experienced so widely."

The record number of home ported ships had resulted in a commensurate increase in direct expenditure generated by cruise lines, their passengers and crew, accounting for \$2.3 billion in 2015-16 – 20 per cent more than in the previous year.

The value added contribution of the direct and indirect impact for the Australian economy was \$2.4 billion, some 34 per cent more than in 2014-15. In comprising 75 per cent of the Australian cruise industry, Ms Sherry said Carnival Australia had played a significant part in cruise tourism's direct, indirect and value added contribution.

Ms Sherry said the CLIA study was also a timely reminder that investment in improved port infrastructure was vital as the industry continues to expand with more ships and a growing range of cruise itineraries in the region.

"Sydney remains Australia's major cruise hub but the new study, showing a decline in NSW's share

of cruise tourism's economic contribution, should be a wake-up call that capacity constraints are having an adverse impact that needs to be addressed as a matter of urgency," Ms Sherry said.

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