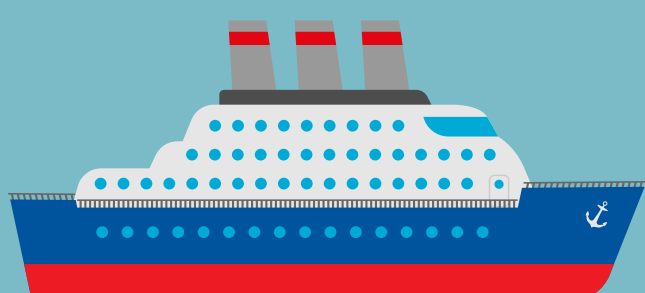


TTF'S 2024 CRUISE SURVEY

AUSTRALIANS' APPETITE FOR CRUISING IN 2024



1 in 4
AUSTRALIANS
WILL GO ON A
CRUISE IN 2024

35%
OF UNDER 35s
WILL CRUISE IN
2024

18%
OF OVER 65s
WILL CRUISE
IN 2024



1 in 4
AUSTRALIANS ARE
'CRUISE CURIOUS'

39%
OF NT
RESIDENTS

28%
OF NSW
RESIDENTS

25%
OF VIC
RESIDENTS

**Cruise curious = never cruised
but now considering it**



2024 MOST POPULAR CRUISE DESTINATIONS

AUSTRALIA

1. NORTH QLD - 25%
2. TASMANIA - 17%
3. SYDNEY - 12%
4. WA - 10%
5. KANGAROO ISLAND, SA - 7%

OVERSEAS

1. NEW ZEALAND - 23%
2. EUROPE - 21%
3. SOUTH PACIFIC (FIJI, VANUATU, ETC) - 20%
4. JAPAN - 7%
5. CANADA - 6%