



# TOURISM & TRANSPORT FORUM (TTF) 2024 CRUISE SURVEY



TTF commissioned a survey from polling company Pure Profile, with a sample size of 2,000 Australians aged 18 – 65+, with responses collected from 5 – 11 December 2023.

## 1. WILL YOU GO ON A CRUISE IN 2024?

Yes = 26% | No = 74%, including:

- Yes, going on a cruise within Australia – 13%
- Yes, going on a cruise overseas – 13%
- Not planning to go on a cruise – 74%

35% of under 35s are planning to go on a cruise this year, compared with 18% of over 65s.

## 2. ARE YOU ‘CRUISE CURIOUS’ (SOMEONE WHO HAS NEVER CRUISE BEFORE BUT IS NOW CONSIDERING IT)?

Yes = 26% | No = 74%, including:

- Yes, and I’m interested in a cruise within Australia – 14%
- Yes, and I’m interested in a cruise overseas – 12%
- No, I have cruised before – 32%
- No, I’m not considering going on a cruise – 43%

NT residents are the most ‘cruise curious’ (39%), followed by 28% of NSW residents, 25% of VIC residents and 25% of QLD residents.

## 3. WHICH AUSTRALIAN CRUISE DESTINATION IS MOST APPEALING TO YOU THIS YEAR?

1. North Queensland – 25% (including Cairns 9%, Port Douglas 8% and Airlie Beach 8%)
2. Tasmania – 17%
3. Sydney – 12%
4. Western Australia – 10%
5. Kangaroo Island, South Australia – 7%
6. Melbourne – 6%
7. Darwin – 4% | Brisbane – 4%

## 4. WHICH OVERSEAS CRUISE DESTINATION IS MOST APPEALING TO YOU THIS YEAR?

1. New Zealand – 23%
2. Europe – 21%
3. Fiji, Vanuatu or elsewhere in the South Pacific – 20%
4. Japan – 7%
5. Canada – 6%