The performance of ocean cruising in Australia

and future prospects

Authors: Paul Hooper
         Institute of Transport Studies
         Graduate School of Management and Public Policy
         The University of Sydney

Abstract:

Transport researchers can gain important insights into traveller behaviour by examining the cruising phenomenon, and policy makers, especially those concerned with ports and maritime matters, need to be able to evaluate the potential of cruising. This paper describes the state of the cruise industry in Australia against the perspective of international developments, particularly those taking place in North America and Japan. Policy issues flow from this. Firstly, an assessment is required about the performance of the industry, particularly since one operator dominates sales in the market. An examination is made of growth prospects and the significance of cruising for ports and then, the Australian Government’s cabotage policy is commented upon. Finally, recommendations are made for further research in cruising.