

TOURISM INDUSTRY GUIDE

HOW TO WORK WITH CRUISE

SOUTH AUSTRALIA 2024-25



ACKNOWLEDGEMENT OF COUNTRY

This document acknowledges and respects that all tourism activity and development takes place on lands traditionally owned by South Australia's Aboriginal peoples and encourages Aboriginal communities to be a part of the current and future success of the South Australian Visitor Economy.



The South Australian Tourism Commission (SATC) is the lead State Government body for the cruise industry in South Australia. A core priority of the SATC is to maximise the economic and social benefits of cruise tourism to our State through regional dispersal.

This guide has been developed for South Australian tourism operators, businesses and vendors looking to offer tourism products and experiences to the Cruise industry. It provides information on how to deliver shore experiences

to passengers, who to work with, and how the distribution system works.

More information on Cruise can be found on the Tourism South Australia corporate website:

tourism.sa.gov.au

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PORTS AND ANCHORAGES

South Australia's major ports for cruise ships are Adelaide, Port Lincoln on South Australia's Eyre Peninsula and the anchorage of Penneshaw, Kangaroo Island.

There are also several existing ports and anchorages that expedition ships can visit, including Wallaroo, Victor Harbor, Robe, Wedge Island and Ceduna.

PORT ADELAIDE PASSENGER TERMINAL AT OUTER HARBOR

As the State's capital cruise ship port, the Port Adelaide Passenger Terminal can cater for the largest of cruise liners one of only a few ports nationally that can. The port has a newly renovated terminal building with flexibility and easy access in and out of the secured area. The terminal allows for full or partial passenger turnarounds, allowing sector cruising or home porting, offering itineraries in and out of Adelaide and is equipped for customs and quarantine facilities. With four berths available, Port Adelaide can cater to multiple cruise visits at one time.



Above Wilderness Escape Outdoor Adventures, Adelaide

KANGAROO ISLAND

Kangaroo Island is a very popular cruise destination in Australia. Cruise ships can tender passengers ashore from an anchorage at Penneshaw. A double tender landing platform is available at the Penneshaw Wharf, allowing easy walking access to the tour dispatch area and 500 metres from the town centre. Passengers can walk from the wharf to the adjacent ferry terminal, where shore excursion departures are staged. A team of local volunteers welcome and help passengers as they leave tenders and provide visitor information in the tour staging area and around Penneshaw township. The sights and experiences of Kangaroo Island are best accessed via shore excursions. Although some hire cars are available (pre-booking is essential), there is no public transport on the Island. A small, free shuttle bus for passengers with limited mobility is available to help them access the nearby sights in Penneshaw including the town artisan market at the local oval.



Above Remarkable Rocks, Kangaroo Island

PORT LINCOLN

Port Lincoln is a commercial deepwater port catering for the largest of cruise ships visiting Australia. The wharf is 450 metres long and tour coaches can load alongside the ship. Transportation is available from end of the wharf to the town centre, approximately 1.5 kilometres away, or passengers can walk there along a coastal path. The Cruise Ship Welcome Program volunteer service is offered to all visiting cruise lines and passengers.



MAP OF SOUTH AUSTRALIA'S CRUISE PORTS AND ANCHORAGES



WORKING WITH CRUISE

The cruise industry is multi-layered, and it can be confusing if you have not worked with the sector before. A cruise ship is defined as a commercial vessel with capacity to sleep more than 100 passengers.

Vessels that carry less than 100 passengers are usually deemed to be tourism operators or they may be private vessels such as super yachts which can be quite large but typically carry less than 20 passengers.

There are a number of different cruise ship segments that appeal to different types of visitors.

EXPEDITION CRUISES

Expedition cruises in Australia offer adventurous travellers an immersive and intimate experience with the country's diverse natural landscapes. These cruises focus on exploration and discovery, taking passengers to remote and off-the-beaten-path destinations such as the Kimberley region, Tasmania, South Australia, and the Great Barrier Reef. Typically accommodating fewer than 300 passengers, these smaller ships provide an up-close encounter with wildlife, Aboriginal cultural experiences, and unique ecosystems. Onboard facilities often include expert naturalists and guides, research facilities, and equipment for activities i.e. snorkelling, kayaking, and Zodiac landings. Passengers are usually nature enthusiasts, photographers, and travellers seeking to delve into the ecological wonders of Australia.

SMALL LUXURY SHIPS

Cruising on small luxury ships of under 1000 passengers in Australia is synonymous with refined elegance and personalised service. Catering to discerning travellers who appreciate sophistication and attention to detail, these cruises offer a blend of luxurious accommodations, gourmet dining, and curated itineraries that explore both well-known and hidden gems of the region. With a focus on exclusivity, passengers can expect spacious suites, world-class dining experiences, and enriching activities i.e. wine tastings, cultural performances, and expert-led lectures. This segment appeals to well-travelled individuals, couples, and small groups looking for a pampered and culturally immersive cruise experience.

MID TO LARGE SIZE SHIPS

The mid to large size ships in Australia accommodate between 1000-3000 passengers and strike a balance between extensive amenities and the exploration of multiple destinations. This segment includes both affordable contemporary ships and premium market vessels. These cruises offer a diverse range of onboard entertainment, dining options, and recreational facilities, creating a dynamic and lively atmosphere onboard. Passengers include families, couples, and groups seeking a mix of relaxation and adventure. The ships often feature numerous dining venues, theatre-style shows, kids' clubs, fitness centres, and pools. Itineraries cover popular coastal cities, iconic landmarks, and cultural sites, appealing to those who wish to combine relaxation with sightseeing.

LARGE TO MEGA SHIP

Cruising on very large ships with over 3000 passengers provides an expansive and immersive experience, featuring an array of entertainment, dining, and recreational options. These ships cater to a diverse demographic, from families to solo travellers, offering a wide range of activities such as water parks, casinos, Broadway-style shows, and diverse dining

venues. The onboard facilities create an all-inclusive vacation atmosphere, making it a popular choice for those seeking an exciting and lively cruise experience. Itineraries often include popular ports of call along Australia's coastline, ensuring a mix of iconic destinations and onboard entertainment for passengers of all ages and interests.





NAKED LIGHTS & SMOKING PROHIBITED

CRUISE DISTRIBUTION AVENUES

FOR TOURISM AND RETAIL BUSINESSES

As a tourism operator or retail and hospitality business, you can access the cruise visitor market in a number of ways.

Tourism businesses can partner with cruise lines to offer their products as part of the official shore excursion programs. These tours are led and operated by the cruise line's designated shore excursion operators.

Alternatively, passengers can book directly with tour operators, these are called independent tours.

Retailers also widely engage with cruise passengers and crew. Many retailers create special offers to make cruise passengers and crew feel welcomed in their cities or towns. This could be a simple 10 per cent off a cup of coffee, free Wi-Fi usage or just a welcome message in the store window.



SHORE
EXCURSION
PROGRAMS



INDEPENDENT
TOURING



RETAIL
ENGAGEMENT

SHORE EXCURSION PROGRAMS

Shore excursion programs are the official onshore tours and experiences offered by the cruise lines. There can be any number of tours in a ship's shore excursion program. They are designed to showcase the destination and offer a range of experiences suited to the clientele of each cruise brand. Some cruise lines will also offer customised or personalised experiences.

Shore excursion programs are considered an extremely important revenue stream for cruise ship companies.

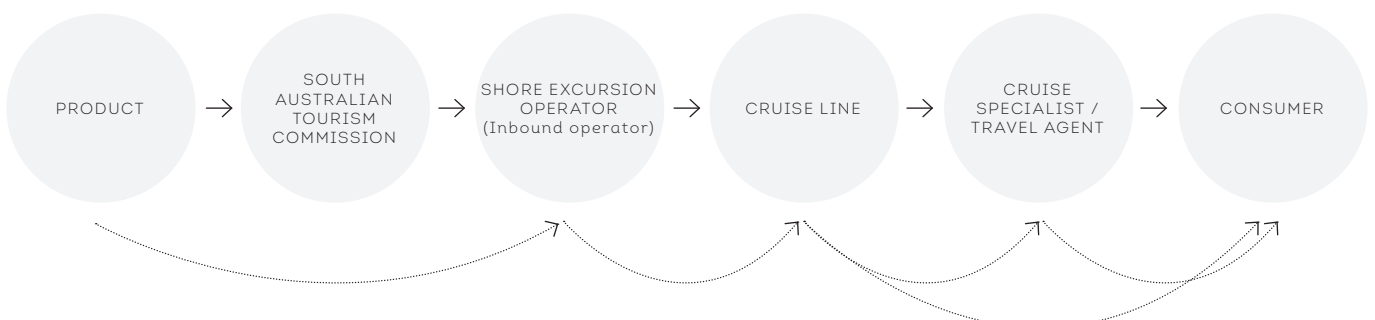
Availability and content of shore excursion programs are generally determined by the cruise ship companies through their shore excursion operator partner, ensuring the tours offered and tailored to their clients' needs. Once tours are agreed and contracted at the destination, the cruise ship companies can offer a wide range of targeted pre-determined or pre-costed programs, which they then heavily promote to passengers prior to the ship's arrivals at ports.

The shore excursion tours are pre-booked by the cruise passengers either at the time of booking their cruise holiday, online pre-departure, or onboard prior to arrival in port.

Participating in shore excursion programs provides certainty for tourism operators in being able to anticipate customer numbers in advance and allows for prior agreement of experience inclusions and payment arrangements. The product will also be promoted to the passengers prior to the ship's arrival in port.

Official shore excursion tours also provide certainty for passengers. They are able to familiarise themselves with the itinerary and inclusions prior to arrival; they know the tours have been checked and are of high-quality; and most importantly, they know that the ship will wait for them if for some reason the tour is held up, and that the cruise ship company will address issues on their behalf should they arise.

Passengers who book these tours generally get priority disembarkation, and there is dedicated coach parking close to the ship for shore excursion coaches only.



ROLES

SOUTH AUSTRALIAN TOURISM COMMISSION (SATC)

The Cruise Development Team at SATC play a vital role in enhancing the passenger experience on cruise ships. They maintain a close collaboration with cruise lines and inbound tour operators to create and refine memorable experiences for visitors across South Australia.

The SATC works closely with tour operators, local businesses, and stakeholders to identify opportunities and develop strategies that benefit the sector. This includes delivery of new cruise onshore product and experiences.

Additionally, the SATC have a range of resources and tools on offer to help South Australia's tourism industry. If you have a new tourism business or idea, or you are looking to enhance your business wherever you are on your journey, the Tourism Toolkit provides practical advice to help you along the way.

[Industry Resources and Tools](#)

CRUISE LINES

Cruise lines own the relationship with the customer. They have final say on the shore program content and promote and sell the tours to their guests. Cruise lines also survey customers for satisfaction and handle all complaints.

SHORE EXCURSION OPERATORS

Sometimes called shore exs, shore operators, shore agents, ground handlers or Inbound Tour Operators (ITO), shore excursion operators are engaged by the cruise line for the contracting and delivery of shore excursion product.

They create itineraries, contract coaches and guides, and work with tourism operators or suppliers to deliver the program. Shore excursion operators are also in charge of logistical control of the shore program on the day. They work with the onboard teams to ensure the right passengers get on the right tours and everyone returns to the ship on time. Shore excursion operators may also provide hotel services and pre/post cruise holiday packages for passengers beginning or ending their cruise.

CREATING ITINERARIES

Shore excursion operators seek tourism products that match the passenger demographics and preferences of the cruise line they are working with. They are usually limited to including products within 90 minutes travel time from the port. They then combine products into short (3 hours), medium (5-6 hours), and long (7-8 hours) tours.

Note: Shore excursion operators/shore ex/shore agents are different to shipping agents who deal with ship related matters such as port bookings and approvals, and ship services.

WHO ARE THE SHORE EXCURSION OPERATORS?

There are four main shore excursion operators in Australia, and they are each contracted to different cruise lines for different Australian ports. Cruise lines contract the shore excursion operators every two to three years, so expect this to change periodically.

This season (2024-25) in South Australia:

AKORN (ABERCROMBIE AND KENT)	BOB WOOD CRUISE GROUP	INTERCRUISES (TUI GROUP)	SHOREX AUSTRALIA
 Jeff Barnard	Carmen Stevenson	Joanne Brown	Karin Ohman
Cruise Operations Manager, Australia & New Zealand	General Manger, Operations and Service Delivery	Commercial Development, Australia & New Zealand Intercruises Shoreside & Port Services	General Manager
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 akorndmc-cruise.com	sthpactours.com	intercruises.com	shorexaustralia.com
 Crystal Cruises	Carnival Australia, Princess Cruises, Holland America Line, Cunard, Seabourn	Royal Caribbean, Silversea, NCL, Regent Seven Seas, Celebrity Cruises	Viking Cruises



OFFERING YOUR PRODUCT TO SHORE EXCURSION PROGRAMS

If your goal is to have your product offered in a cruise line's official shore excursion program, you'll need to consider how you will engage with cruise ship companies and shore excursion operators.

! IT IS IMPORTANT TO:

- Understand that working with ITOs is a long-term proposition and heavily based on developing business rapport. It may take several years of building relationships to be included in cruise line shore excursion programs.
- Hold the appropriate licences and insurances for your business.
- Provide appropriate net rates and terms and conditions. There are more details on pricing your product over the page.
- Maintain consistency in the quality and delivery of your experience or service. Cruise passengers are often well travelled and well connected to each other.

When you have prepared information about your product with rates and inclusions, email the SATC. Also inform your regional tourism organisation (RTO) of your cruise offer so they know about your product. Guidance on what to prepare is on page 12 of this guide.

Every year, the SATC presents new products to shore excursion operators at a designated time, ensuring they receive the products when it's most convenient for them. Typically, this takes place in May or June, after the South Australian cruise season has wrapped up. This timing allows us to maximise their review and consideration of our offerings, ensuring they're well-positioned to make informed decisions about which products to feature in the cruise program.

THINGS TO CONSIDER

You will need to be flexible due to factors outside the control of the cruise ship companies. i.e. weather conditions, late passenger bookings and cancellations.

- Ship departure times and itineraries may be amended at the last minute, given majority of South Australian arrivals are part of a larger itinerary.
- Net pricing and related commissions correlate to the large number of passengers being delivered to you by the cruise ship companies, the logistics involved in setting up and managing the programs, and the promotion of your product that is undertaken by the cruise line to a large, targeted audience at no cost to you.
- Offer options. Have two or three pre-prepared itineraries that you can offer potential guests, although ITO may want to design their own.

WHAT YOU NEED TO PREPARE

- A detailed description of your product with images.
- A detailed rates sheet that specifies clear inclusions and exclusions for your tour. i.e. don't say 'includes free samples', instead say 'tasting plate includes 20g cheese samples per person'.
- Details relating to access and fitness levels required to enjoy your experience.
- Minimum and maximum guest capacity. i.e. will you still run the tour with two people?
- Departure times and pick-up/drop-off points for all components of the itinerary.
- Payment policy, ABN and bank account details.*
- Any special conditions or block out dates well in advance.
- Rate validity dates, including these in all communications.
- Cancellation policy. Take into consideration that changes may occur. These are often outside the control of the shore excursion operators and the cruise ship company. However, be sure to cover the costs you incur in the instance of late cancellations.
- Child rates and applicable ages. i.e. 3-14 years.
- A Free of Charge (FOC) policy for groups that accommodate the shore excursion operators appointed tour guide. Usually one FOC is for every 15 paying passengers.

PRICING YOUR PRODUCT

Remember that shore excursion operators provide a valuable distribution and coordination role. Their relationship with the cruise ship companies enables your products to be fast-tracked directly to cruise passengers.

Due to the complexity and comprehensive nature of the services provided by the shore excursion operators, the commission levels can be up to 25 per cent. The cruise ship company also receives a proportion of this commission.

It is best to provide a bespoke product, different from your general retail offering. In this case, provide net rates to the shore excursion operator.

Set rates competitively. The products and price you offer to shore excursion operators should be an exclusive offer whenever possible. Cruise lines seek to avoid competing with your public offers, so try to add value or differentiate it somehow. If you can't differentiate the package you sell to shore excursion operators, you need to ensure the price to the cruise passenger is no more than the price paid by general customers via other channels – unless you provide additional value, such as a meal, a drink, or a memento.

*Note: payments are unlikely to be received to you less than 30 days after the tour takes place.

DEVELOPING UNIQUE PRODUCTS FOR GROUPS

The cruise market is highly varied, and cruise lines look for products catering to group sizes ranging from 2-200 or more. How you work with groups and what size group is right for your product is up to you, but it is important to be clear in your product description.

- Consider how you might work with groups of varying sizes. Is what you offer a small group of eight to ten guests, different to how you deliver the experience for 40 guests?
- Can you cater to adults and children at the same time?
- Can you split the groups and offer part of your experience to one half and then swap over?
- Can you schedule multiple smaller groups throughout the day? i.e. you may only be able to take 12 guests at a time, but over three time slots you can provide the ship with 36 tickets to sell.
- You might consider working with another operator to offer an itinerary that can be done in either direction to facilitate multiple groups. It is often good to pair this with a free activity, i.e. a short walk or free time in a regional town, to fill out a tour and include some great South Australian nature product in the overall experience.
- Can you make your experience uniquely South Australian? Consider including story elements to provide a connection to people and place.

Cruise lines may be interested in featuring your product, but they prefer not to directly compete with your public offerings. For instance, if you want to include your tour in their packages, it should offer something unique that cannot be found online. Some ideas could include a gift bag, exclusive behind-the-scenes access, or a special champagne reception upon arrival. Tailoring your offer to cater to cruise groups with distinct inclusions can help set you apart. Shore excursion operators are constantly striving to develop exclusive itineraries and experiences by creatively combining and delivering products.

INDEPENDENT TOURS



Independent tours are tours and experiences that passengers book independently of the cruise line. If you have a tour or experience that you would like to offer cruise passengers outside of a shore excursion program, you need to ensure your product can be easily found online and on the day. Independent tours are very popular with Australian guests.

Cruise passengers will book independent tours prior to departing on their cruise, during their cruise or even on the day.

Approximately 45 per cent of passengers are not pre-booking tour options prior to arriving in port. Cruise passengers seeking an independent tour often make their way to the visitor information centres in Adelaide/Port Adelaide, Port Lincoln, or Penneshaw upon arrival. Make contact with these centres to inquire about having your product available there.

HOW DO PASSENGERS BOOK YOU?

- Ensure your website content is tailored towards cruise passengers, and that it contains effective keywords that will deliver search engine optimisation.
- Ensure you communicate your experience, professionalism, knowledge of the destination, and understanding of the needs of the respective cruise ships.
- Use Facebook, Twitter/X, Instagram, and other social media sites; upload your guest book comments online; and have your guests share their experiences online via TripAdvisor.
- Engage with sites i.e. Cruise Critic and provide suggested experiences for potential clients.
- Be prepared to adapt your product to suit the needs of the respective cruise ship passenger profiles and logistics (i.e. departure times may vary).



CONTACT

ADELAIDE

Adelaide Economic Development Agency
customer@cityofadelaide.com.au

Port Adelaide & Enfield Council
service@cityofpae.sa.gov.au

KANGAROO ISLAND

Kangaroo Island Tourism Alliance
info@tourkangarooisland.com.au

PORT LINCOLN

City of Port Lincoln
plcc@plcc.sa.gov.au

HOW DO PASSENGERS FIND YOU ON THE DAY?

- It is important that you understand the logistics, including where you can or cannot pick up passengers and park your vehicle, and that you are able to clearly articulate a meeting point to your passengers.
- Talk to your RTO about arrangements for picking up privately booked passengers. In Adelaide, Port Lincoln, and Kangaroo Island, there are designated pick-up areas and parking areas for independently booked tours.
- Bring an A4 sign with your tour company name and passenger names.

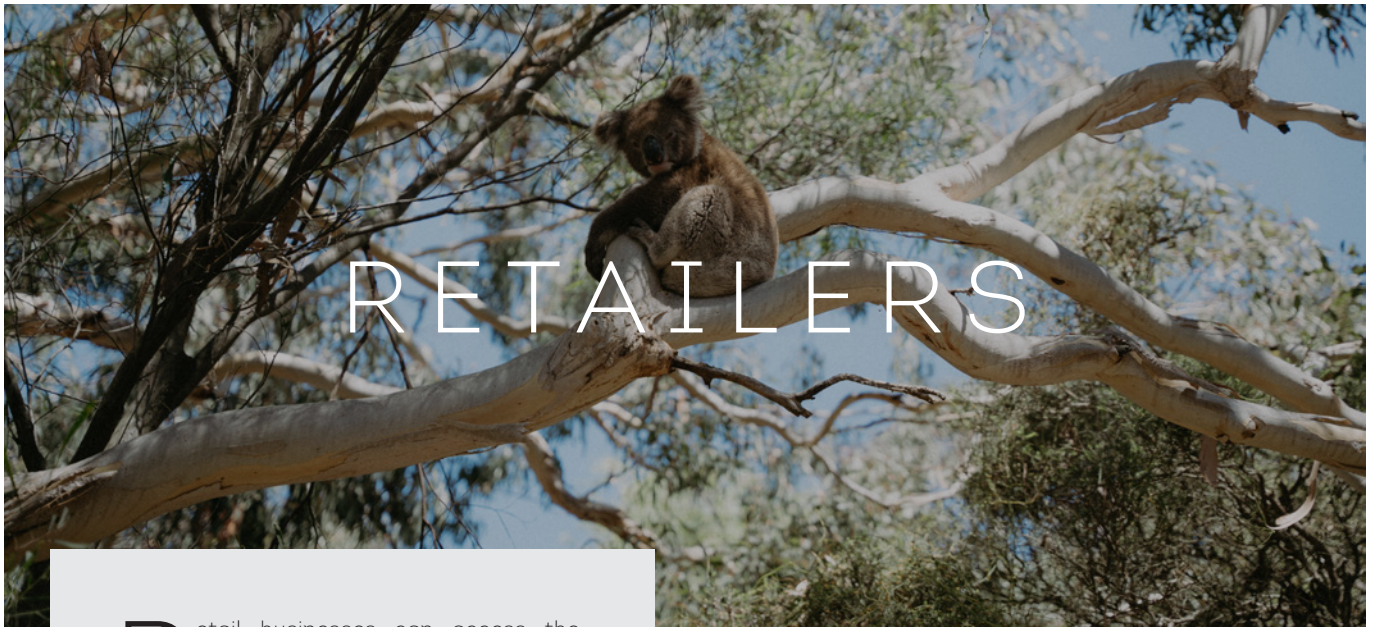
BE BACK AT THE SHIP ON TIME

- Unlike those passengers who book the official shore excursion program, your independent passengers are not accounted for by the ship and will be left behind if they fail to return in time.

- You must be 100 per cent confident of meeting the ship's scheduled departure time. Check the Flinders Ports website for the cruise ship schedule to confirm the departure time. Make sure to also check the Flinders Ports website on the day of departure in case of last-minute schedule changes.
- It is a good idea to return passengers to the ship at least one hour prior to the ship's scheduled departure.

BOOK AHEAD

If you are taking a small group to places and attractions also included in shore excursion programs, it is likely to be busy. It is very important that you contact the attractions, cafés, restaurants, and experiences you intend to visit to pre-book for your group.



Retail businesses can access the cruise market in a number of ways or provide offerings that will attract cruise passengers. Cruise passengers often look for local art and crafts, and crew members often seek supermarkets, pharmacies, and post offices.

THINGS TO CONSIDER

- Opening hours. Check the cruise schedule to know which dates and how long the vessel will be in port.
- Consider providing an offer for crew members who will continue to return to our ports. Crew members also rate ports for ease and satisfaction, which influences future itineraries.

- There are specific rules for certain food and beverage products that must be adhered to. Each cruise line has its own alcohol policy. Nearly all ships allow beer, wine, and spirits purchases to be brought onto the vessel, but many do not allow consumption on board. They will stow the purchases for the guests until they arrive at their debarkation port.

Cruise line alcohol policies

- Consider a freight home offer for large or expensive goods or alcohol. Consider having interpretive signage for international/non-English speaking passengers.

TRENDS AND INSIGHTS

Travellers are more eco-conscious than ever. This also applies to cruise visitors, many of whom are looking to make a positive impact on the destinations they visit. This is particularly true of the high-end cruise lines that often attract well-travelled guests.

- Travellers actively seek out experiences that showcase the natural environment, wildlife, and sustainability of the area.
- Continued growth in the premium and luxury markets with unprecedented demand and interest in expedition travel.
- Travellers' needs have changed significantly over the past decade. Time, comfort, attentiveness, peace, and space are the new luxury goods; cruise travellers want a hassle-free holiday.
- Travellers are looking for something more than a pre-packaged offering; they want a more personalised experience and there's a continued desire for more variety of shore excursions.
- Cruise ships used to be a destination in themselves, but these days, cruise visitor buying decisions are driven more by the port destinations than the onboard facilities.
- Customer satisfaction of the onshore experience is a key metric cruise lines use in itinerary planning.
- Guests value free time to explore the port and get a feel for the place.
- Cruise visitors like to meet the locals, make connections, and experience the local lifestyle. They look for unique experiences that aren't offered by other destinations.

Regarding tours, cruise visitors are seeking more choices around:

- Engaging with nature
- Aboriginal experiences
- Retail opportunities, particularly local art, and craft
- Soft adventure and active experiences
- Culinary experiences
- Exclusive access.

AUSTRALIAN (DOMESTIC) CRUISE PASSENGERS

- Domestic cruise passengers are relatively new to cruising. "Around 12 per cent of Australians say they intend to cruise in the next six months," according to Deloitte Access Economics, August 2023.
- They often compare shore tour prices with similar online products and prices.
- They are very happy to go off on their own as they feel they already know Australian destinations.
- They will purchase if the offer is compelling – something they would not ordinarily be able to experience.
- They often have preconceived ideas of Australian destinations, so you will need to surprise them and break down preconceived stereotypes and perceptions of South Australia.
- Millennials (28-43 years old) are the fastest growing group of Australian cruisers.
- Post-pandemic cruise guests are younger and more digitally savvy. Many are cruising for the first time.

FOR MORE INFORMATION

To discuss becoming involved with cruise shore excursion programs or for more information about cruise tourism in South Australia, please contact:



SOUTH AUSTRALIAN TOURISM COMMISSION

MATTIA CENTOFANTI

Business Manager Cruise, Aviation & Access

08 8429 2175

Destination.Development@sa.gov.au

USEFUL LINKS

[Australian Cruise Association](#)

[Tourism Australia - The Cruise Industry Insight](#)

[South Australian Tourism Commission -
Cruise in South Australia](#)

[Flinders Ports - South Australia Cruise Schedule](#)

GLOSSARY

ACA - Australian Cruise Association

COMMISSIONABLE RATE - a rate you provide for your product or service that includes a commission for a third-party seller. This rate generally cannot be more than your retail rate.

ITO - Inbound Tour Operator

NET RATE - a rate you provide for your product or services that excludes a commission for a third-party seller. In this case, a seller such as a cruise line would add their commission on top of this rate.

PAX - passengers

RETAIL RATE - the rate you provide for your product or service to the general public.

RTO - Regional Tourism Organisation

SHORE EX - shore excursion

CRUISE LINES

The cruise industry in South Australia is a dynamic and diverse market, with various lines offering unique experiences each year. To effectively market your tourism product, it's essential to recognise that each cruise line targets a distinct type of traveller, with its own strengths and attractions.

What works well for one cruise line may not resonate with another, so it's crucial to understand the nuances of each line's target audience. The truth is, there isn't a single "typical" cruise passenger demographic that represents the entire industry. Instead, demographics can vary significantly depending on factors such as the style of cruising, length of the voyage, and even the time of year. By acknowledging these differences, you can tailor your marketing efforts to effectively reach the right audience for your product.

The following cruise lines regularly visit South Australia:

CARNIVAL GROUP SHORE EXCURSION OPERATOR: BOB WOOD CRUISE GROUP

AIDA CRUISES

Known for their eclectic and colourful designs, the German brand AIDA sails to Australia on segmented world voyages. Passengers are typically middle-aged, very active, well travelled, and are looking for iconic Australian experiences with German speaking guides.

PRINCESS CRUISES 'COME FEEL THE LOVE'

A premium product typically cruising the Australian coastline with passengers from Australia and the USA – mostly couples over 45 years old looking for personalised service and value. Princess Cruises offers a Medallion Class experience, making

passengers feel special and taken care of. It attracts those who are seeking local connections, culture and history, adventure, nature, and culinary experiences.

HOLLAND AMERICA LINE 'SAVOUR THE JOURNEY'

A premium line dedicated to explorers, food, and music lovers with 11 ships worldwide, averaging 2000 passengers per cruise. Passengers are mainly mature couples from Australia, Europe, and the USA. The cruises have a strong focus on food and cultural experiences.

SEABOURN 'ALL-INCLUSIVE DIFFERENCE'

Five ultra-luxury small ships accommodate 400-600 passengers, and two ultra-luxury purpose-built expedition ships. All ships have oceanfront suites. The cruise is all-inclusive, and tipping is neither required nor expected. Seabourn offers unique, high-end experiences, appealing to well-travelled, high-net-worth couples, both domestic and international (USA and Europe).

CUNARD

Cunard Line is an iconic brand from UK. Cunard's fleet comprises four elegant ships: Queen Mary 2, Queen Elizabeth, Queen Victoria, with their newest ship Queen Anne. Guests are catered for with high attention to detail by Cunard's white-glove onboard service. Passengers are often Australian or from the UK and are looking for historic or cultural sites as well as quality gastronomic experiences.

MSC

MSC Cruises are one of the largest and fastest growing cruise companies globally, with a modern fleet of 19 sizeable ships. MSC is sophisticated and elegant and offers world class onboard culinary experiences and high quality entertainment. Guests are typically European families or over 40s.

ROYAL CARIBBEAN GROUP SHORE EXCURSION OPERATOR: INTERCRUISES

ROYAL CARIBBEAN INTERNATIONAL

One of the largest lines in the world, with 26 innovative ships that have unmatched features and amenities. This cruise line tends to have the largest vessels visiting South Australia, appealing to couples and singles in their 30s to 50s, as well as friend groups and intergenerational families, looking for affordable and active holidays. With such large vessels, a broad range of passenger demographics are onboard each sailing.

CELEBRITY CRUISES

Contemporary ships offering a sophisticated experience for all ages. The typical passengers are mid-50s couples who are well-travelled, affluent, and appreciate a sense of luxury. The cruise also attracts multi-generational families during holidays. Passengers are mostly from Australia and New Zealand.

SILVERSEA

A leader in luxury cruising, Silversea offers an all-inclusive, intimate experience on a small ship with refined and relaxed experiences. The cruise attracts guests looking for outstanding personalised service, who are generally aged over 55 years old and well-travelled. Guests are primarily from the USA, UK/Europe, and South America.

NORWEGIAN CRUISE LINE HOLDINGS SHORE EXCURSION OPERATOR: INTERCRUISES

NORWEGIAN CRUISE LINE (NCL)

A large global cruise company with a fleet of 19 large contemporary vessels. NCL passengers are typically couples aged 25-60 and include a fair number of honeymooners and families with kids during summers and holidays. The atmosphere aboard all NCL vessels is casual, informal, and well suited to friend groups and party-makers.

OCEANIA

Small premium ships with 800-1200 passengers. Oceania tends to attract older passengers who prefer to entertain themselves and enjoy the destination-heavy itineraries. Most passengers are from the USA and Australia, and many have sailed previously with Oceania. The cruise also attracts a small number of younger couples and children.

REGENT SEVEN SEAS

Small luxury ships with 500-700 passengers. Regent primarily attracts well-travelled and affluent passengers in their 50s and 60s (average age is 58), but younger guests, honeymooners, and older cruisers also pepper the mix. Many are frequent cruisers who have also sailed on Silversea, Seabourn, and Crystal. Although they have sophisticated tastes and can do without many inane shipboard activities, they appreciate the line's less formal ambiance.

OTHER CRUISE LINES

AZAMARA CRUISES - SHORE EX: INTERCRUISES

Azamara's small luxury vessels fill a gap in the market between premium and luxury. Azamara focuses on intimate experiences and fine dining, drawing mostly older professional couples and singles. Azamara guests are mostly from North America and Europe and are predominantly visiting South Australia as part of a world cruise.

CRYSTAL CRUISES - SHORE EX: AKORN

Crystal's small and mid-size ultra-luxury vessels, accommodating up to 900 passengers, offer the best of both big ship cruising and small ultra-luxury experiences. Crystal also provides ultra-luxury expedition cruising with 200 passenger ships. Guests are very well-travelled, mostly couples and singles over 55 years old, and many are repeat clients. Crystal guests are primarily from the USA and Australia but can also come from other English-speaking countries such as the UK, New Zealand, and South Africa. Crystal Cruises joined the A&K Travel Group in 2022.

HAPAG-LLOYD

Hapag-Lloyd mostly operates cruises throughout Europe. The language spoken on board is German, and they predominantly cater to an older demographic who seek active sightseeing experiences.

CORAL EXPEDITIONS

Coral Expeditions is the only expedition cruise line to seasonally homeport its vessel in South Australia. The 110 passenger Coral Geographer and Coral Adventurer deliver a season of several itineraries from November- February each year, incorporating South Australian produce as well as tour and hotel products. Coral Expeditions don't use a shore excursion operator but can be contacted directly.

VIKING CRUISES - SHORE EX: SHOREX AUSTRALIA

Viking Cruises has a large fleet of elegant Nordic style vessels of around 900 passengers. Viking is an adults only cruise line. Guests tend to be 55 years and older, often well-travelled and have flexibility to take longer cruises plus they carry a desire to explore with like minded travellers. Guests are mostly from UK, America and Australia and tend to look for active nature-based experiences and sightseeing. Viking usually operate an Included tour in Hobart.

VISITING SHIPS 2024-2025

Some cruise lines visiting South Australia are part of larger global cruise groups and several cruise lines bring multiple ships to South Australia.

CARNIVAL GROUP

LINE	SHIPS	PASSENGERS
Aida	Aidasol	2100
Cunard	Queen Elizabeth	2000
Holland America	Westerdam	2300
P&O Australia	Pacific Explorer	2200
Princess Cruises	Diamond Princess	2500
Princess Cruises	Crown Princess	3000

ROYAL CARIBBEAN INTERNATIONAL

LINE	SHIPS	PASSENGERS
Royal Caribbean Line	Ovation Of The Seas	4180
Celebrity Cruises	Celebrity Edge	2900
Silversea	Silver Nova	600

NORWEGIAN CRUISE LINE HOLDINGS

LINE	SHIPS	PASSENGERS
Norwegian Cruise Line	Norwegian Sun	2400
Oceania	Regatta	684
Regent Seven Seas	Seven Seas Explorer	740

OTHER CRUISE LINES

LINE	SHIPS	PASSENGERS
Azamara	Azamara Pursuit	700
Coral Expeditions	Coral Adventurer	110
Hapag-Lloyd Cruises	Europa 2	516
MSC	MSC Magnifica	3000
Phoenix Reisen	Artania	1200
Ponant	Le Jacques Cartier	200
Viking Cruises	Viking Venus	900

CONTACT US

South Australian Tourism Commission

Destination Development

Destination.Development@sa.gov.au

Postal address

GPO Box 1972,
Adelaide South Australia 5001

Websites

southaustralia.com

tourism.sa.gov.au



TOURISM INDUSTRY GUIDE

HOW TO WORK WITH CRUISE

SOUTH AUSTRALIA 2024-25



ACKNOWLEDGEMENT OF COUNTRY

This document acknowledges and respects that all tourism activity and development takes place on lands traditionally owned by South Australia's Aboriginal peoples and encourages Aboriginal communities to be a part of the current and future success of the South Australian Visitor Economy.



The South Australian Tourism Commission (SATC) is the lead State Government body for the cruise industry in South Australia. A core priority of the SATC is to maximise the economic and social benefits of cruise tourism to our State through regional dispersal.

This guide has been developed for South Australian tourism operators, businesses and vendors looking to offer tourism products and experiences to the Cruise industry. It provides information on how to deliver shore experiences

to passengers, who to work with, and how the distribution system works.

More information on Cruise can be found on the Tourism South Australia corporate website:

tourism.sa.gov.au

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PORTS AND ANCHORAGES

South Australia's major ports for cruise ships are Adelaide, Port Lincoln on South Australia's Eyre Peninsula and the anchorage of Penneshaw, Kangaroo Island.

There are also several existing ports and anchorages that expedition ships can visit, including Wallaroo, Victor Harbor, Robe, Wedge Island and Ceduna.

PORT ADELAIDE PASSENGER TERMINAL AT OUTER HARBOR

As the State's capital cruise ship port, the Port Adelaide Passenger Terminal can cater for the largest of cruise liners one of only a few ports nationally that can. The port has a newly renovated terminal building with flexibility and easy access in and out of the secured area. The terminal allows for full or partial passenger turnarounds, allowing sector cruising or home porting, offering itineraries in and out of Adelaide and is equipped for customs and quarantine facilities. With four berths available, Port Adelaide can cater to multiple cruise visits at one time.



Above Wilderness Escape Outdoor Adventures, Adelaide

KANGAROO ISLAND

Kangaroo Island is a very popular cruise destination in Australia. Cruise ships can tender passengers ashore from an anchorage at Penneshaw. A double tender landing platform is available at the Penneshaw Wharf, allowing easy walking access to the tour dispatch area and 500 metres from the town centre. Passengers can walk from the wharf to the adjacent ferry terminal, where shore excursion departures are staged. A team of local volunteers welcome and help passengers as they leave tenders and provide visitor information in the tour staging area and around Penneshaw township. The sights and experiences of Kangaroo Island are best accessed via shore excursions. Although some hire cars are available (pre-booking is essential), there is no public transport on the Island. A small, free shuttle bus for passengers with limited mobility is available to help them access the nearby sights in Penneshaw including the town artisan market at the local oval.



Above Remarkable Rocks, Kangaroo Island

PORT LINCOLN

Port Lincoln is a commercial deepwater port catering for the largest of cruise ships visiting Australia. The wharf is 450 metres long and tour coaches can load alongside the ship. Transportation is available from end of the wharf to the town centre, approximately 1.5 kilometres away, or passengers can walk there along a coastal path. The Cruise Ship Welcome Program volunteer service is offered to all visiting cruise lines and passengers.



MAP OF SOUTH AUSTRALIA'S CRUISE PORTS AND ANCHORAGES



WORKING WITH CRUISE

The cruise industry is multi-layered, and it can be confusing if you have not worked with the sector before. A cruise ship is defined as a commercial vessel with capacity to sleep more than 100 passengers.

Vessels that carry less than 100 passengers are usually deemed to be tourism operators or they may be private vessels such as super yachts which can be quite large but typically carry less than 20 passengers.

There are a number of different cruise ship segments that appeal to different types of visitors.

SMALL LUXURY SHIPS

Cruising on small luxury ships of under 1000 passengers in Australia is synonymous with refined elegance and personalised service. Catering to discerning travellers who appreciate sophistication and attention to detail, these cruises offer a blend of luxurious accommodations, gourmet dining, and curated itineraries that explore both well-known and hidden gems of the region. With a focus on exclusivity, passengers can expect spacious suites, world-class dining experiences, and enriching activities i.e. wine tastings, cultural performances, and expert-led lectures. This segment appeals to well-travelled individuals, couples, and small groups looking for a pampered and culturally immersive cruise experience.

MID TO LARGE SIZE SHIPS

The mid to large size ships in Australia accommodate between 1000-3000 passengers and strike a balance between extensive amenities and the exploration of multiple destinations. This segment includes both affordable contemporary ships and premium market vessels. These cruises offer a diverse range of onboard entertainment, dining options, and recreational facilities, creating a dynamic and lively atmosphere onboard. Passengers include families, couples, and groups seeking a mix of relaxation and adventure. The ships often feature numerous dining venues, theatre-style shows, kids' clubs, fitness centres, and pools. Itineraries cover popular coastal cities, iconic landmarks, and cultural sites, appealing to those who wish to combine relaxation with sightseeing.

EXPEDITION CRUISES

Expedition cruises in Australia offer adventurous travellers an immersive and intimate experience with the country's diverse natural landscapes. These cruises focus on exploration and discovery, taking passengers to remote and off-the-beaten-path destinations such as the Kimberley region, Tasmania, South Australia, and the Great Barrier Reef. Typically accommodating fewer than 300 passengers, these smaller ships provide an up-close encounter with wildlife, Aboriginal cultural experiences, and unique ecosystems. Onboard facilities often include expert naturalists and guides, research facilities, and equipment for activities i.e. snorkelling, kayaking, and Zodiac landings. Passengers are usually nature enthusiasts, photographers, and travellers seeking to delve into the ecological wonders of Australia.

LARGE TO MEGA SHIP

Cruising on very large ships with over 3000 passengers provides an expansive and immersive experience, featuring an array of entertainment, dining, and recreational options. These ships cater to a diverse demographic, from families to solo travellers, offering a wide range of activities such as water parks, casinos, Broadway-style shows, and diverse dining

venues. The onboard facilities create an all-inclusive vacation atmosphere, making it a popular choice for those seeking an exciting and lively cruise experience. Itineraries often include popular ports of call along Australia's coastline, ensuring a mix of iconic destinations and onboard entertainment for passengers of all ages and interests.





CRUISE DISTRIBUTION AVENUES

FOR TOURISM AND RETAIL BUSINESSES

As a tourism operator or retail and hospitality business, you can access the cruise visitor market in a number of ways.

Tourism businesses can partner with cruise lines to offer their products as part of the official shore excursion programs. These tours are led and operated by the cruise line's designated shore excursion operators.

Alternatively, passengers can book directly with tour operators, these are called independent tours.

Retailers also widely engage with cruise passengers and crew. Many retailers create special offers to make cruise passengers and crew feel welcomed in their cities or towns. This could be a simple 10 per cent off a cup of coffee, free Wi-Fi usage or just a welcome message in the store window.



SHORE
EXCURSION
PROGRAMS



INDEPENDENT
TOURING



RETAIL
ENGAGEMENT

SHORE EXCURSION PROGRAMS

Shore excursion programs are the official onshore tours and experiences offered by the cruise lines. There can be any number of tours in a ship's shore excursion program. They are designed to showcase the destination and offer a range of experiences suited to the clientele of each cruise brand. Some cruise lines will also offer customised or personalised experiences.

Shore excursion programs are considered an extremely important revenue stream for cruise ship companies.

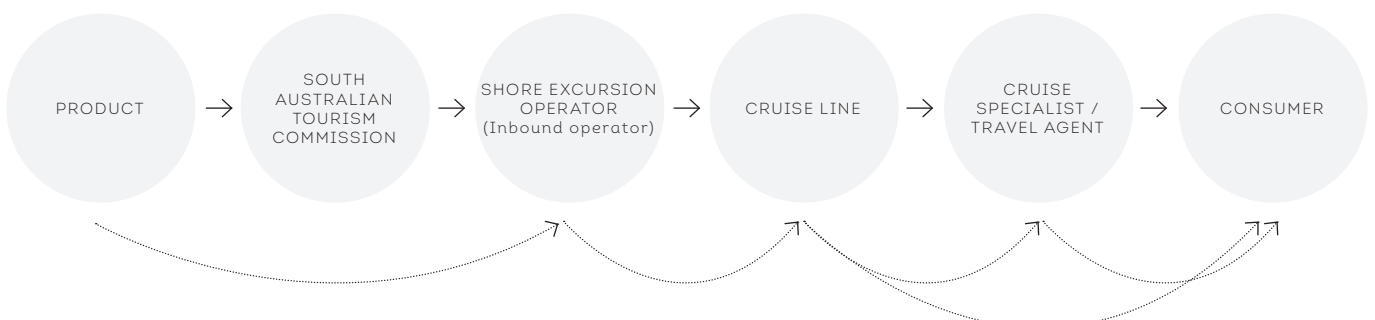
Availability and content of shore excursion programs are generally determined by the cruise ship companies through their shore excursion operator partner, ensuring the tours offered and tailored to their clients' needs. Once tours are agreed and contracted at the destination, the cruise ship companies can offer a wide range of targeted pre-determined or pre-costed programs, which they then heavily promote to passengers prior to the ship's arrivals at ports.

The shore excursion tours are pre-booked by the cruise passengers either at the time of booking their cruise holiday, online pre-departure, or onboard prior to arrival in port.

Participating in shore excursion programs provides certainty for tourism operators in being able to anticipate customer numbers in advance and allows for prior agreement of experience inclusions and payment arrangements. The product will also be promoted to the passengers prior to the ship's arrival in port.

Official shore excursion tours also provide certainty for passengers. They are able to familiarise themselves with the itinerary and inclusions prior to arrival; they know the tours have been checked and are of high-quality; and most importantly, they know that the ship will wait for them if for some reason the tour is held up, and that the cruise ship company will address issues on their behalf should they arise.

Passengers who book these tours generally get priority disembarkation, and there is dedicated coach parking close to the ship for shore excursion coaches only.



ROLES

SOUTH AUSTRALIAN TOURISM COMMISSION (SATC)

The Cruise Development Team at SATC play a vital role in enhancing the passenger experience on cruise ships. They maintain a close collaboration with cruise lines and inbound tour operators to create and refine memorable experiences for visitors across South Australia.

The SATC works closely with tour operators, local businesses, and stakeholders to identify opportunities and develop strategies that benefit the sector. This includes delivery of new cruise onshore product and experiences.

Additionally, the SATC have a range of resources and tools on offer to help South Australia's tourism industry. If you have a new tourism business or idea, or you are looking to enhance your business wherever you are on your journey, the Tourism Toolkit provides practical advice to help you along the way.

[Industry Resources and Tools](#)

CRUISE LINES

Cruise lines own the relationship with the customer. They have final say on the shore program content and promote and sell the tours to their guests. Cruise lines also survey customers for satisfaction and handle all complaints.

SHORE EXCURSION OPERATORS

Sometimes called shore exs, shore operators, shore agents, ground handlers or Inbound Tour Operators (ITO), shore excursion operators are engaged by the cruise line for the contracting and delivery of shore excursion product.

They create itineraries, contract coaches and guides, and work with tourism operators or suppliers to deliver the program. Shore excursion operators are also in charge of logistical control of the shore program on the day. They work with the onboard teams to ensure the right passengers get on the right tours and everyone returns to the ship on time. Shore excursion operators may also provide hotel services and pre/post cruise holiday packages for passengers beginning or ending their cruise.

CREATING ITINERARIES

Shore excursion operators seek tourism products that match the passenger demographics and preferences of the cruise line they are working with. They are usually limited to including products within 90 minutes travel time from the port. They then combine products into short (3 hours), medium (5-6 hours), and long (7-8 hours) tours.

Note: Shore excursion operators/shore ex/shore agents are different to shipping agents who deal with ship related matters such as port bookings and approvals, and ship services.

WHO ARE THE SHORE EXCURSION OPERATORS?

There are four main shore excursion operators in Australia, and they are each contracted to different cruise lines for different Australian ports. Cruise lines contract the shore excursion operators every two to three years, so expect this to change periodically.

This season (2024-25) in South Australia:

AKORN (ABERCROMBIE AND KENT)	BOB WOOD CRUISE GROUP	INTERCRUISES (TUI GROUP)	SHOREX AUSTRALIA
 Jeff Barnard	Carmen Stevenson	Joanne Brown	Karin Ohman
Cruise Operations Manager, Australia & New Zealand	General Manger, Operations and Service Delivery	Commercial Development, Australia & New Zealand Intercruises Shoreside & Port Services	General Manager
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 akorndmc-cruise.com	sthpactours.com	intercruises.com	shorexaustralia.com
 Crystal Cruises	Carnival Australia, Princess Cruises, Holland America Line, Cunard, Seabourn	Royal Caribbean, Silversea, NCL, Regent Seven Seas, Celebrity Cruises	Viking Cruises



OFFERING YOUR PRODUCT TO SHORE EXCURSION PROGRAMS

If your goal is to have your product offered in a cruise line's official shore excursion program, you'll need to consider how you will engage with cruise ship companies and shore excursion operators.

! IT IS IMPORTANT TO:

- Understand that working with ITOs is a long-term proposition and heavily based on developing business rapport. It may take several years of building relationships to be included in cruise line shore excursion programs.
- Hold the appropriate licences and insurances for your business.
- Provide appropriate net rates and terms and conditions. There are more details on pricing your product over the page.
- Maintain consistency in the quality and delivery of your experience or service. Cruise passengers are often well travelled and well connected to each other.

When you have prepared information about your product with rates and inclusions, email the SATC. Also inform your regional tourism organisation (RTO) of your cruise offer so they know about your product. Guidance on what to prepare is on page 12 of this guide.

Every year, the SATC presents new products to shore excursion operators at a designated time, ensuring they receive the products when it's most convenient for them. Typically, this takes place in May or June, after the South Australian cruise season has wrapped up. This timing allows us to maximise their review and consideration of our offerings, ensuring they're well-positioned to make informed decisions about which products to feature in the cruise program.

THINGS TO CONSIDER

You will need to be flexible due to factors outside the control of the cruise ship companies. i.e. weather conditions, late passenger bookings and cancellations.

- Ship departure times and itineraries may be amended at the last minute, given majority of South Australian arrivals are part of a larger itinerary.
- Net pricing and related commissions correlate to the large number of passengers being delivered to you by the cruise ship companies, the logistics involved in setting up and managing the programs, and the promotion of your product that is undertaken by the cruise line to a large, targeted audience at no cost to you.
- Offer options. Have two or three pre-prepared itineraries that you can offer potential guests, although ITO may want to design their own.

WHAT YOU NEED TO PREPARE

- A detailed description of your product with images.
- A detailed rates sheet that specifies clear inclusions and exclusions for your tour. i.e. don't say 'includes free samples', instead say 'tasting plate includes 20g cheese samples per person'.
- Details relating to access and fitness levels required to enjoy your experience.
- Minimum and maximum guest capacity. i.e. will you still run the tour with two people?
- Departure times and pick-up/drop-off points for all components of the itinerary.
- Payment policy, ABN and bank account details.*
- Any special conditions or block out dates well in advance.
- Rate validity dates, including these in all communications.
- Cancellation policy. Take into consideration that changes may occur. These are often outside the control of the shore excursion operators and the cruise ship company. However, be sure to cover the costs you incur in the instance of late cancellations.
- Child rates and applicable ages. i.e. 3-14 years.
- A Free of Charge (FOC) policy for groups that accommodate the shore excursion operators appointed tour guide. Usually one FOC is for every 15 paying passengers.

PRICING YOUR PRODUCT

Remember that shore excursion operators provide a valuable distribution and coordination role. Their relationship with the cruise ship companies enables your products to be fast-tracked directly to cruise passengers.

Due to the complexity and comprehensive nature of the services provided by the shore excursion operators, the commission levels can be up to 25 per cent. The cruise ship company also receives a proportion of this commission.

It is best to provide a bespoke product, different from your general retail offering. In this case, provide net rates to the shore excursion operator.

Set rates competitively. The products and price you offer to shore excursion operators should be an exclusive offer whenever possible. Cruise lines seek to avoid competing with your public offers, so try to add value or differentiate it somehow. If you can't differentiate the package you sell to shore excursion operators, you need to ensure the price to the cruise passenger is no more than the price paid by general customers via other channels – unless you provide additional value, such as a meal, a drink, or a memento.

*Note: payments are unlikely to be received to you less than 30 days after the tour takes place.

DEVELOPING UNIQUE PRODUCTS FOR GROUPS

The cruise market is highly varied, and cruise lines look for products catering to group sizes ranging from 2-200 or more. How you work with groups and what size group is right for your product is up to you, but it is important to be clear in your product description.

- Consider how you might work with groups of varying sizes. Is what you offer a small group of eight to ten guests, different to how you deliver the experience for 40 guests?
- Can you cater to adults and children at the same time?
- Can you split the groups and offer part of your experience to one half and then swap over?
- Can you schedule multiple smaller groups throughout the day? i.e. you may only be able to take 12 guests at a time, but over three time slots you can provide the ship with 36 tickets to sell.
- You might consider working with another operator to offer an itinerary that can be done in either direction to facilitate multiple groups. It is often good to pair this with a free activity, i.e. a short walk or free time in a regional town, to fill out a tour and include some great South Australian nature product in the overall experience.
- Can you make your experience uniquely South Australian? Consider including story elements to provide a connection to people and place.

Cruise lines may be interested in featuring your product, but they prefer not to directly compete with your public offerings. For instance, if you want to include your tour in their packages, it should offer something unique that cannot be found online. Some ideas could include a gift bag, exclusive behind-the-scenes access, or a special champagne reception upon arrival. Tailoring your offer to cater to cruise groups with distinct inclusions can help set you apart. Shore excursion operators are constantly striving to develop exclusive itineraries and experiences by creatively combining and delivering products.

INDEPENDENT TOURS



Independent tours are tours and experiences that passengers book independently of the cruise line. If you have a tour or experience that you would like to offer cruise passengers outside of a shore excursion program, you need to ensure your product can be easily found online and on the day. Independent tours are very popular with Australian guests.

Cruise passengers will book independent tours prior to departing on their cruise, during their cruise or even on the day.

Approximately 45 per cent of passengers are not pre-booking tour options prior to arriving in port. Cruise passengers seeking an independent tour often make their way to the visitor information centres in Adelaide/Port Adelaide, Port Lincoln, or Penneshaw upon arrival. Make contact with these centres to inquire about having your product available there.

HOW DO PASSENGERS BOOK YOU?

- Ensure your website content is tailored towards cruise passengers, and that it contains effective keywords that will deliver search engine optimisation.
- Ensure you communicate your experience, professionalism, knowledge of the destination, and understanding of the needs of the respective cruise ships.
- Use Facebook, Twitter/X, Instagram, and other social media sites; upload your guest book comments online; and have your guests share their experiences online via TripAdvisor.
- Engage with sites i.e. Cruise Critic and provide suggested experiences for potential clients.
- Be prepared to adapt your product to suit the needs of the respective cruise ship passenger profiles and logistics (i.e. departure times may vary).



CONTACT

ADELAIDE

Adelaide Economic Development Agency
customer@cityofadelaide.com.au

Port Adelaide & Enfield Council
service@cityofpae.sa.gov.au

KANGAROO ISLAND

Kangaroo Island Tourism Alliance
info@tourkangarooisland.com.au

PORT LINCOLN

City of Port Lincoln
plcc@plcc.sa.gov.au

HOW DO PASSENGERS FIND YOU ON THE DAY?

- It is important that you understand the logistics, including where you can or cannot pick up passengers and park your vehicle, and that you are able to clearly articulate a meeting point to your passengers.
- Talk to your RTO about arrangements for picking up privately booked passengers. In Adelaide, Port Lincoln, and Kangaroo Island, there are designated pick-up areas and parking areas for independently booked tours.
- Bring an A4 sign with your tour company name and passenger names.

BE BACK AT THE SHIP ON TIME

- Unlike those passengers who book the official shore excursion program, your independent passengers are not accounted for by the ship and will be left behind if they fail to return in time.
- You must be 100 per cent confident of meeting the

ship's scheduled departure time. Check the Flinders Ports website for the cruise ship schedule to confirm the departure time. Make sure to also check the Flinders Ports website on the day of departure in case of last-minute schedule changes.

- It is a good idea to return passengers to the ship at least one hour prior to the ship's scheduled departure.

BOOK AHEAD

If you are taking a small group to places and attractions also included in shore excursion programs, it is likely to be busy. It is very important that you contact the attractions, cafés, restaurants, and experiences you intend to visit to pre-book for your group.



Retail businesses can access the cruise market in a number of ways or provide offerings that will attract cruise passengers. Cruise passengers often look for local art and crafts, and crew members often seek supermarkets, pharmacies, and post offices.

THINGS TO CONSIDER

- Opening hours. Check the cruise schedule to know which dates and how long the vessel will be in port.
- Consider providing an offer for crew members who will continue to return to our ports. Crew members also rate ports for ease and satisfaction, which influences future itineraries.

- There are specific rules for certain food and beverage products that must be adhered to. Each cruise line has its own alcohol policy. Nearly all ships allow beer, wine, and spirits purchases to be brought onto the vessel, but many do not allow consumption on board. They will stow the purchases for the guests until they arrive at their debarkation port.

[Cruise line alcohol policies](#)

- Consider a freight home offer for large or expensive goods or alcohol. Consider having interpretive signage for international/non-English speaking passengers.

TRENDS AND INSIGHTS

Travellers are more eco-conscious than ever. This also applies to cruise visitors, many of whom are looking to make a positive impact on the destinations they visit. This is particularly true of the high-end cruise lines that often attract well-travelled guests.

- Travellers actively seek out experiences that showcase the natural environment, wildlife, and sustainability of the area.
- Continued growth in the premium and luxury markets with unprecedented demand and interest in expedition travel.
- Travellers' needs have changed significantly over the past decade. Time, comfort, attentiveness, peace, and space are the new luxury goods; cruise travellers want a hassle-free holiday.
- Travellers are looking for something more than a pre-packaged offering; they want a more personalised experience and there's a continued desire for more variety of shore excursions.
- Cruise ships used to be a destination in themselves, but these days, cruise visitor buying decisions are driven more by the port destinations than the onboard facilities.
- Customer satisfaction of the onshore experience is a key metric cruise lines use in itinerary planning.
- Guests value free time to explore the port and get a feel for the place.
- Cruise visitors like to meet the locals, make connections, and experience the local lifestyle. They look for unique experiences that aren't offered by other destinations.

Regarding tours, cruise visitors are seeking more choices around:

- Engaging with nature
- Aboriginal experiences
- Retail opportunities, particularly local art, and craft
- Soft adventure and active experiences
- Culinary experiences
- Exclusive access.

AUSTRALIAN (DOMESTIC) CRUISE PASSENGERS

- Domestic cruise passengers are relatively new to cruising. "Around 12 per cent of Australians say they intend to cruise in the next six months," according to Deloitte Access Economics, August 2023.
- They often compare shore tour prices with similar online products and prices.
- They are very happy to go off on their own as they feel they already know Australian destinations.
- They will purchase if the offer is compelling – something they would not ordinarily be able to experience.
- They often have preconceived ideas of Australian destinations, so you will need to surprise them and break down preconceived stereotypes and perceptions of South Australia.
- Millennials (28-43 years old) are the fastest growing group of Australian cruisers.
- Post-pandemic cruise guests are younger and more digitally savvy. Many are cruising for the first time.

FOR MORE INFORMATION

To discuss becoming involved with cruise shore excursion programs or for more information about cruise tourism in South Australia, please contact:



SOUTH AUSTRALIAN TOURISM COMMISSION

MATTIA CENTOFANTI

Business Manager Cruise, Aviation & Access

08 8429 2175

Destination.Development@sa.gov.au

USEFUL LINKS

[Australian Cruise Association](#)

[Tourism Australia - The Cruise Industry Insight](#)

[South Australian Tourism Commission -
Cruise in South Australia](#)

[Flinders Ports - South Australia Cruise Schedule](#)

GLOSSARY

ACA - Australian Cruise Association

COMMISSIONABLE RATE - a rate you provide for your product or service that includes a commission for a third-party seller. This rate generally cannot be more than your retail rate.

ITO - Inbound Tour Operator

NET RATE - a rate you provide for your product or services that excludes a commission for a third-party seller. In this case, a seller such as a cruise line would add their commission on top of this rate.

PAX - passengers

RETAIL RATE - the rate you provide for your product or service to the general public.

RTO - Regional Tourism Organisation

SHORE EX - shore excursion

CRUISE LINES

The cruise industry in South Australia is a dynamic and diverse market, with various lines offering unique experiences each year. To effectively market your tourism product, it's essential to recognise that each cruise line targets a distinct type of traveller, with its own strengths and attractions.

What works well for one cruise line may not resonate with another, so it's crucial to understand the nuances of each line's target audience. The truth is, there isn't a single "typical" cruise passenger demographic that represents the entire industry. Instead, demographics can vary significantly depending on factors such as the style of cruising, length of the voyage, and even the time of year. By acknowledging these differences, you can tailor your marketing efforts to effectively reach the right audience for your product.

The following cruise lines regularly visit South Australia:

CARNIVAL GROUP SHORE EXCURSION OPERATOR: BOB WOOD CRUISE GROUP

AIDA CRUISES

Known for their eclectic and colourful designs, the German brand AIDA sails to Australia on segmented world voyages. Passengers are typically middle-aged, very active, well travelled, and are looking for iconic Australian experiences with German speaking guides.

PRINCESS CRUISES 'COME FEEL THE LOVE'

A premium product typically cruising the Australian coastline with passengers from Australia and the USA – mostly couples over 45 years old looking for personalised service and value. Princess Cruises offers a Medallion Class experience, making

passengers feel special and taken care of. It attracts those who are seeking local connections, culture and history, adventure, nature, and culinary experiences.

HOLLAND AMERICA LINE 'SAVOUR THE JOURNEY'

A premium line dedicated to explorers, food, and music lovers with 11 ships worldwide, averaging 2000 passengers per cruise. Passengers are mainly mature couples from Australia, Europe, and the USA. The cruises have a strong focus on food and cultural experiences.

SEABOURN 'ALL-INCLUSIVE DIFFERENCE'

Five ultra-luxury small ships accommodate 400-600 passengers, and two ultra-luxury purpose-built expedition ships. All ships have oceanfront suites. The cruise is all-inclusive, and tipping is neither required nor expected. Seabourn offers unique, high-end experiences, appealing to well-travelled, high-net-worth couples, both domestic and international (USA and Europe).

CUNARD

Cunard Line is an iconic brand from UK. Cunard's fleet comprises four elegant ships: Queen Mary 2, Queen Elizabeth, Queen Victoria, with their newest ship Queen Anne. Guests are catered for with high attention to detail by Cunard's white-glove onboard service. Passengers are often Australian or from the UK and are looking for historic or cultural sites as well as quality gastronomic experiences.

MSC

MSC Cruises are one of the largest and fastest growing cruise companies globally, with a modern fleet of 19 sizeable ships. MSC is sophisticated and elegant and offers world class onboard culinary experiences and high quality entertainment. Guests are typically European families or over 40s.

ROYAL CARIBBEAN GROUP SHORE EXCURSION OPERATOR: INTERCRUISES

ROYAL CARIBBEAN INTERNATIONAL

One of the largest lines in the world, with 26 innovative ships that have unmatched features and amenities. This cruise line tends to have the largest vessels visiting South Australia, appealing to couples and singles in their 30s to 50s, as well as friend groups and intergenerational families, looking for affordable and active holidays. With such large vessels, a broad range of passenger demographics are onboard each sailing.

CELEBRITY CRUISES

Contemporary ships offering a sophisticated experience for all ages. The typical passengers are mid-50s couples who are well-travelled, affluent, and appreciate a sense of luxury. The cruise also attracts multigenerational families during holidays. Passengers are mostly from Australia and New Zealand.

SILVERSEA

A leader in luxury cruising, Silversea offers an all-inclusive, intimate experience on a small ship with refined and relaxed experiences. The cruise attracts guests looking for outstanding personalised service, who are generally aged over 55 years old and well-travelled. Guests are primarily from the USA, UK/Europe, and South America.

NORWEGIAN CRUISE LINE HOLDINGS SHORE EXCURSION OPERATOR: INTERCRUISES

NORWEGIAN CRUISE LINE (NCL)

A large global cruise company with a fleet of 19 large contemporary vessels. NCL passengers are typically couples aged 25-60 and include a fair number of honeymooners and families with kids during summers and holidays. The atmosphere aboard all NCL vessels is casual, informal, and well suited to friend groups and party-makers.

OCEANIA

Small premium ships with 800-1200 passengers. Oceania tends to attract older passengers who prefer to entertain themselves and enjoy the destination-heavy itineraries. Most passengers are from the USA and Australia, and many have sailed previously with Oceania. The cruise also attracts a small number of younger couples and children.

REGENT SEVEN SEAS

Small luxury ships with 500-700 passengers. Regent primarily attracts well-travelled and affluent passengers in their 50s and 60s (average age is 58), but younger guests, honeymooners, and older cruisers also pepper the mix. Many are frequent cruisers who have also sailed on Silversea, Seabourn, and Crystal. Although they have sophisticated tastes and can do without many inane shipboard activities, they appreciate the line's less formal ambiance.

OTHER CRUISE LINES

AZAMARA CRUISES - SHORE EX: INTERCRUISES

Azamara's small luxury vessels fill a gap in the market between premium and luxury. Azamara focuses on intimate experiences and fine dining, drawing mostly older professional couples and singles. Azamara guests are mostly from North America and Europe and are predominantly visiting South Australia as part of a world cruise.

CRYSTAL CRUISES - SHORE EX: AKORN

Crystal's small and mid-size ultra-luxury vessels, accommodating up to 900 passengers, offer the best of both big ship cruising and small ultra-luxury experiences. Crystal also provides ultra-luxury expedition cruising with 200 passenger ships. Guests are very well-travelled, mostly couples and singles over 55 years old, and many are repeat clients. Crystal guests are primarily from the USA and Australia but can also come from other English-speaking countries such as the UK, New Zealand, and South Africa. Crystal Cruises joined the A&K Travel Group in 2022.

HAPAG-LLOYD

Hapag-Lloyd mostly operates cruises throughout Europe. The language spoken on board is German, and they predominantly cater to an older demographic who seek active sightseeing experiences.

CORAL EXPEDITIONS

Coral Expeditions is the only expedition cruise line to seasonally homeport its vessel in South Australia. The 110 passenger Coral Geographer and Coral Adventurer deliver a season of several itineraries from November- February each year, incorporating South Australian produce as well as tour and hotel products. Coral Expeditions don't use a shore excursion operator but can be contacted directly.

VISITING SHIPS 2024-2025

Some cruise lines visiting South Australia are part of larger global cruise groups and several cruise lines bring multiple ships to South Australia.

CARNIVAL GROUP

LINE	SHIPS	PASSENGERS
Aida	Aidasol	2100
Cunard	Queen Elizabeth	2000
Holland America	Westerdam	2300
P&O Australia	Pacific Explorer	2200
Princess Cruises	Diamond Princess	2500
Princess Cruises	Crown Princess	3000

ROYAL CARIBBEAN INTERNATIONAL

LINE	SHIPS	PASSENGERS
Royal Caribbean Line	Ovation Of The Seas	4180
Celebrity Cruises	Celebrity Edge	2900
Silversea	Silver Nova	600

NORWEGIAN CRUISE LINE HOLDINGS

LINE	SHIPS	PASSENGERS
Norwegian Cruise Line	Norwegian Sun	2400
Oceania	Regatta	684
Regent Seven Seas	Seven Seas Explorer	740

OTHER CRUISE LINES

LINE	SHIPS	PASSENGERS
Azamara	Azamara Pursuit	700
Coral Expeditions	Coral Adventurer	110
Hapag-Lloyd Cruises	Europa 2	516
MSC	MSC Magnifica	3000
Phoenix Reisen	Artania	1200
Ponant	Le Jacques Cartier	200
Viking Cruises	Viking Venus	900

CONTACT US

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IMPORTANCE OF CRUISE TO SOUTH AUSTRALIA

Economic Contribution



\$215 million

↑ 48 2018-19[^]

[^] 2018-19 previous record cruise season in South Australia.



Passengers welcomed
157,600



Crew welcomed
70,300



26,000

Shore excursion passengers

Compared to 2018-19. Data supplied by the Cruise Lines International Association (CLIA) and the Australian Cruise Association (ACA).



Cruise visits
12

Port Lincoln



45

Adelaide



29

Kangaroo Island



Expedition visits

17

Various Locations

103



Total Visit to South Australia

