

# **Cruising in fragile areas and environmental protection**

**Karen Thompson-Smith**

Deputy Chair

New Zealand Cruise Association

# State of New Zealand Tourism

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- Largest export industry – \$34.7 billion\*
- Directly employs 7.5% of the New Zealand workforce
- Tourism is delivering prosperity across the New Zealand economy
- Growth is exceeding all forecasts

# Tourism 2025 Framework

Sustainability



# New Zealand Cruise Tourism



- Cruise sector has grown quicker than expected
- Australia is our biggest market
- Followed by Americans then Europeans
- 270,000 passengers est.
- \$700million into the economy

# New Zealand Cruise Tourism

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# New Zealand Cruise Association

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- The industry body for the New Zealand cruise sector
- The Cruise Sector Voice of New Zealand
  - Ensuring cohesive, sustainable sector and viable for the New Zealand economy
- Collaborate and align with partners
  - to deliver advocacy, education, promotion and services for our members

# NEW ZEALAND CRUISE ASSOCIATION (NZCA) - STRATEGIC PLAN 2017-2019

## STRATEGIC PRIORITIES AND GOALS

### ADVOCATE

1. NZCA seen as 1st point of by local and central government on sector-related issues.
2. Advocacy that supports policies and regulations that encourage sustainable (economic, social and environmental) and viable growth.
3. Stakeholders are proactively engaged with through strategically targeted plan.

### EDUCATE

1. New Zealand operators high quality services suitable for the cruise industry.
2. Passenger satisfaction ratings remain high through sharing of best practice.
3. Regionally dispersed new and innovative cruise tourism products and attractions are developed.
4. Increased community awareness of the environmental responsibilities of cruise lines.

### PROMOTE

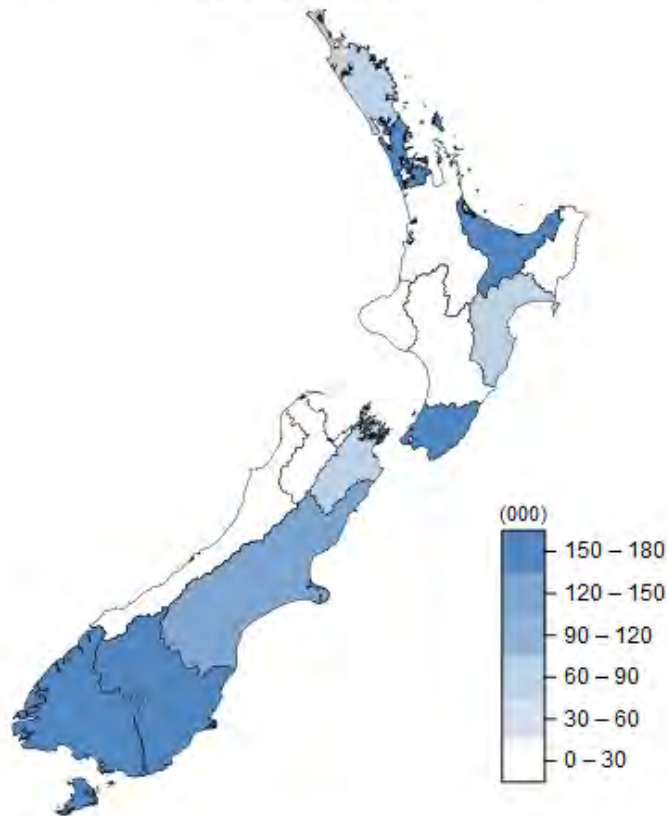
1. New ports and regions recognized and included in future itineraries.
2. Priority growth related infrastructure requirements are identified.
3. Cruise lines retain and increase their presence in New Zealand.
4. Value of the cruise sector to the New Zealand Tourism Industry is recognized.

### SERVICE

1. Members and key stakeholders have access to relevant data and insights that allow for informed decision making.
2. Response to issues on behalf of the industry are consistently delivered
3. A pro-active strategy in place. regarding communications and media management.
4. Value of NZCA membership is evident to current and future members.

# New Zealand Cruise Tourism

Number of cruise ship passengers visiting each New Zealand region  
Year ended June 2017



Source: Stats NZ

- New Zealand has 17 ports utilized by the cruise sector
- Auckland is the marquee port receives the most cruise ships
- Three quarters visit Fiordland, /Southland Dunedin and Wellington
- Two thirds visit Tauranga and Akaroa

# Southland Region



- Fiordland National Park – World Heritage
- Some of the rarest flora and fauna in the world
- Covering 3,200kms of coastline
- 15 fiords in total

# Southland Region - Cruise



- 01/02 – 6,300 pax
- 16/17 – 171,700 pax
- 18/19 – est. 261,000pax
- Only 3% of passengers disembarked
- The Pilot stays with the ship
- Steam in and out of fiords
- Majority in the fiords for a day

# Deed of Agreement



- Late 1990's Southland Council was approached by cruise industry and National Tourism body
- Deed was introduced in 2001 through Regional Coastal Plan
- Marine Fee is calculated on gross tonnage
- Fee enables regional coastal projects

# Deed of Agreement

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- Cruise ships are not permitted to enter all of the fiords
- Cruise ships over 500GT must carry a pilot
- If not signed to the Deed need to have resource consent
- No more than 2 ships permitted in any fiord

# Deed of Agreement

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- Any trip into Fiordland area there must be a pilot
  - This could be a trainee pilot
  - Pilot observer and or auditor
  - An observer from Environment Southland
- Environment Southland collecting information over the season
- All observation's are reported back to the Regional Harbormaster

# Marine Fee – Project

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- Source of Revenue for the Regional Council to manage 3,300kms coast line
- In 01/02 generated in the order of \$260,000 (from 23 ship visits)
- In 16/17 it generated in the order of 1.8 million (from 102 ship visits)
- Revenue earned now covers all expenditure – no ratepayer contribution required

# Marine Fee – Project

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- 3 studies to date:
  - Initial study of available anchorages
  - Side scan survey – NIWA/Southern Winds
  - ROV survey – NIWA/Southern Winds
- Proposed prohibitions on anchoring in certain sensitive locations (Seymour Island)
- New anchoring areas in less sensitive areas

# A concept for Sustainable and Responsible Tourism

*Hutia te rito o te harakeke,  
kei whea te komako e ko*

If you remove the centre of the  
flax bush  
Where then will the Bellbird sing?



Thank You