

From: [Lauren Riddle](#)
To: [REDACTED]
Date: Thursday, 5 December 2024 11:26:00 a.m.
Attachments: [Response to Official Information request - Cruise ship information](#)
[Infographic_EMBARGO_NOV_1_Cruise_Economic_Impact_NZ_2023_24.pdf](#)
[image001.jpg](#)
[image002.png](#)
[FW_Increase_in_activist_activity.pdf](#)
[FW_Cruise_Tourism_Value_Reports_are_out_Redacted.pdf](#)

Kia ora Mr [REDACTED]

I am writing in response to your request received on 4 November seeking:

"Please send me a copy of any correspondence, including email attachments, received by the Manager i-Site and Destination Cruise from the New Zealand Cruise Association or their CEO Jaqui Lloyd between 1st September 2024 and 4th November 2024. Also please send me a copy of "The Value of Cruise Tourism economic impact assessment for New Zealand was prepared by AEC Group on behalf of Cruise Lines International Association (CLIA) and the New Zealand Cruise Association (NZCA), covering the 2023-24 financial year (1 July to 30 June)." Which was supplied to DCC by the New Zealand Cruise Association (<https://newzealandcruiseassociation.com>) via the DCC (Enterprise Dunedin) silver membership of that organization. It might have been sent to Louise van de Vlierd - who is listed as the DCC contact on the NZCA Website. Many Thanks, James Cockle 0220117834 jimihendrixhewasgood@gmail.com"

Please find attached a copy of the economic impact assessment provided to DCC.

In regard to correspondence received by I-Site Manager from the New Zealand Cruise Association or their CEO Jaqui Lloyd between 1 September and 4 November 2024, please find two emails received during the period requested which were received by Louise van der Vlierd.

We trust this is the information sought.

You have the right to seek an investigation and review by the Ombudsman of this decision. Information about how to make a complaint is available at www.ombudsman.parliament.nz.

Ngā mihi

Lauren

[Lauren Riddle](#)

Mana Whakahaere Kairuruku / Governance Support Officer
Governance Group

P 03 477 4000 | **DD** 03 474 3428 | **E** lauren.riddle@dcc.govt.nz

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They Save We Pay



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From: [Izumi Nakamura](#)
To: [Lauren Riddle](#)
Cc: [Maggie Chu](#)
Subject: FW: Cruise Tourism Value Reports are out
Date: Monday, 25 November 2024 12:29:50 p.m.
Attachments: [image001.jpg](#)
[image002.jpg](#)

Hi Lauren

As I explained in my previous email, I am forwarding an email from [Port Otago](#).
Please see the email below.

Kind regards,

Izumi Nakamura

Team Leader

Ōtepoti Dunedin isite Visitor Centre

P 03 474 3300 | **M** 027 605 4680 | **E** Izumi.Nakamura@dcc.govt.nz

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From: Carolyn Bennett <cbennett@portotago.co.nz>

Sent: Wednesday, 13 November 2024 3:41 p.m.

To: maree.thyne@otago.ac.nz; Antony Deaker <Antony.Deaker@dcc.govt.nz>; Nadia Wesley-Smith <Nadia.Wesley-Smith@dcc.govt.nz>; Sumit.Saini@orc.govt.nz; Mike Collins <mike.collins@business-south.org.nz>; nicole.felts@nzta.govt.nz; Izumi Nakamura <Izumi.Nakamura@dcc.govt.nz>; Ian Martin <Ian.Martin@dcc.govt.nz>; Kristina Goldsmith [REDACTED]; Sian Sutton <Sian.Sutton@dcc.govt.nz>; hzvalue@doc.govt.nz; Maggie Chu <Maggie.Chu@dcc.govt.nz>; Jodie Walker <jodie.walker@business-south.org.nz>; Bob Nettleton <Bob.Nettleton@nzta.govt.nz>; John Cooper <John.Cooper@business-south.org.nz>; Shona Brown <Shona.Brown@business-south.org.nz>; Jan Davies <manager@olveston.co.nz>

Cc: Justin Courtney <justin@dawnchorus.co.nz>

Subject: Cruise Tourism Value Reports are out

Afternoon,

It has been a crazy busy period as we onboarded 40 staff and welcomed our first ships for the season. So far, the season has been going extremely well and hopefully you are also receiving the same feedback around the city. I have been meaning to forward this email on, so apologies for the delay, but potentially some of you may have already

received it.

It is great to finally have some real numbers to talk about the benefit of cruise, at both a national and regional level. At our next cruise action comms team meeting we will discuss how Port is looking at sharing this information, you might have already seen a half page in the ODT, but we are planning a broader campaign with specifics still to be confirmed.

I'm off to present to the Taieri Lions tonight about the benefit of cruise, a great opportunity to get the message out into the wider community.

Ngā mihi
Carolyn



Carolyn Bennett
Sustainability & Cruise Manager

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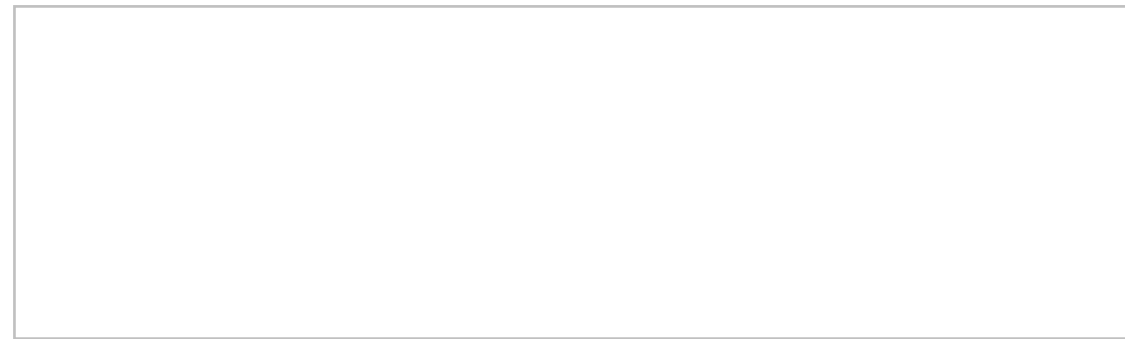


Please consider the environment before printing this e-mail

From: New Zealand Cruise Association <jacqui@newzealandcruiseassociation.com>
Sent: Friday, November 1, 2024 10:00 AM
To: Carolyn Bennett <cbennett@portotago.co.nz>
Subject: NZCA - Update for Members only



Breaking News: Cruise Tourism Injects \$1.37 Billion into NZ Economy



We're excited to finally share today the long-awaited economic impact assessment of cruise tourism in New Zealand. For the first time, the full value of the industry has been quantified, revealing a significant **\$1.37 billion boost to the economy** during the 2023-24 financial year!

Jointly commissioned by CLIA and NZCA, the assessment highlights:

- **\$637.8 million** in **direct*** spending from passengers, crew, and cruise lines.
- **\$729.2 million** in **indirect/induced**** economic impact.
- Support for **9,729 jobs** and **\$425.9 million in wages** for New Zealand workers.

This data underscores the enormous value cruise tourism brings to communities across the country—not just in major cities but in regional ports as well.

On average, **a cruise passenger spends \$283 per day onshore**, boosting businesses like tour operators, hotels, retailers, and even local farmers and food producers.

Full details of the national findings can be found [here](#), and on our [website](#). Regional Tourism Organisation members have also been provided with region-specific data to highlight the local impact of cruise tourism.

As you know, the industry is facing serious challenges. Rising costs and regulatory hurdles are leading to a 20% drop in cruise ship deployments next season, costing local businesses millions as ships divert elsewhere.

Now more than ever, it's crucial to support this vital industry, and the importance of this dataset in strengthening our case cannot be overstated.



Key Highlights

The **Value of Cruise Tourism economic impact assessment for New Zealand** was prepared by AEC Group on behalf of CLIA and the NZCA. Its key findings for 2023-24 show:

- A **total economic output of NZ\$1.37 billion** nationally, including direct* output of NZ\$637.8 million and indirect/induced* output of NZ\$729.2 million.
- Total **employment of 9,729 people nationally**, with **total wages of NZ\$425.9 million** generated for New Zealand workers.
- A total of 21 New Zealand ports and destinations visited, welcoming 1,011 ship visits and **1.55 million passenger visit days**.
- Total direct **passenger expenditure of NZ\$439.5 million** and direct crew **expenditure of NZ\$23.5 million**.
- An **average passenger spend** per day on shore of **NZ\$283** per person. **Average crew spend** per day on shore **NZ\$73.9** per person.
- The largest beneficiary of direct passenger expenditure was the **retail shopping** sector which received **NZ\$123.5 million**, or 28.1% of passenger spending. Other beneficiaries included the **food and beverage** sector (**NZ\$109.6 million**, 24.9%), **shore excursion** product (**NZ\$76.7 million**, 17.4%), **hotels and accommodation** (**NZ\$57.6 million**, 13.1%), **transport** providers (**NZ\$34.5 million**, 7.9%), and **entertainment** (**NZ\$30.1 million**, 6.9%).
- Direct **cruise line expenditure totalled NZ\$317.6 million**, including **NZ\$146.2 million paid to ports and government** as fees and charges (46.0% of cruise line spending).
- The **North Island** received the largest portion of cruise tourism, with a total economic output of **NZ\$981.9 million** and total employment of **6,886 jobs**.

- The **South Island** had a total economic output of **NZ\$385.0 million**, supporting **2,843 jobs**.

The regional impacts from cruise tourism in 23/24 were:

- Auckland, \$604.70million, 4,181 jobs
- Bay of Plenty, \$111.80 million, 784 jobs
- Gisborne, \$4.90 million, 34 jobs
- Hawkes Bay, \$89.60 million, 657 jobs
- Northland, \$68.70 million, 457 jobs
- Taranaki, \$2.20 million, 15 jobs
- Wellington, \$100.10 million, 758 jobs
- South Island, \$385.00 million, 2,843 jobs
- Canterbury, \$135.20 million, 990 jobs
- Marlborough, \$60.60 million, 452 jobs
- Nelson, \$1.90 million, 15 jobs
- Otago, \$156.00 million, 1,155 jobs
- Southland, \$31.30 million, 231 jobs

*Direct expenditure: total expenditure by passengers, crew, and cruise lines.

**Indirect & induced expenditure: total expenditure generated by the spending of the direct expenditure, by businesses (indirect) and their employees (induced).

Jacqui Lloyd
Chief Executive Officer
New Zealand Cruise Association
+64 21 2040625
Jacqui@newzealandcruiseassociation.com



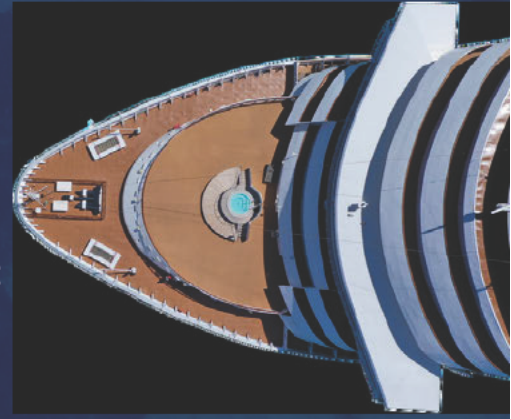


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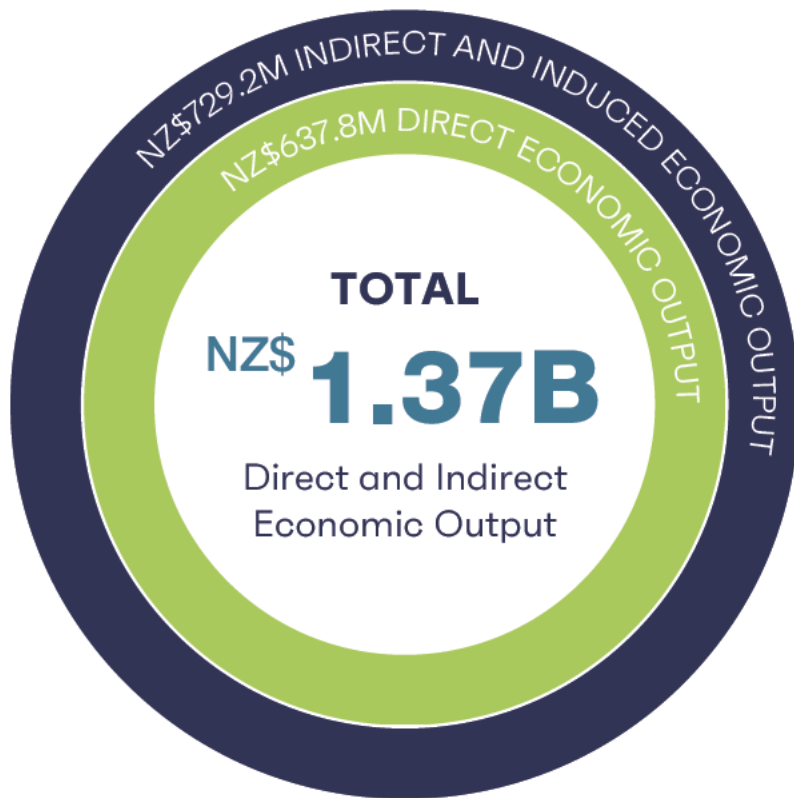
2023/24

The Value of Cruise Tourism

The inaugural New Zealand Cruise Industry Economic Impact Analysis for 2023-24 provides new and comprehensive insight into the national cruise economy, revealing the full value of cruise tourism to communities throughout the country.



2023/2024 New Zealand Cruise Industry Economic Contribution



The 2023-24 financial year brought \$1.37 billion in total economic output created by cruise tourism in New Zealand, supporting employment totaling 9,729 jobs and \$425.9 million in wages for New Zealand workers.



Source: Economic Impact Assessment of Cruise Tourism in New Zealand 2023/24, prepared by AEC Group Ltd

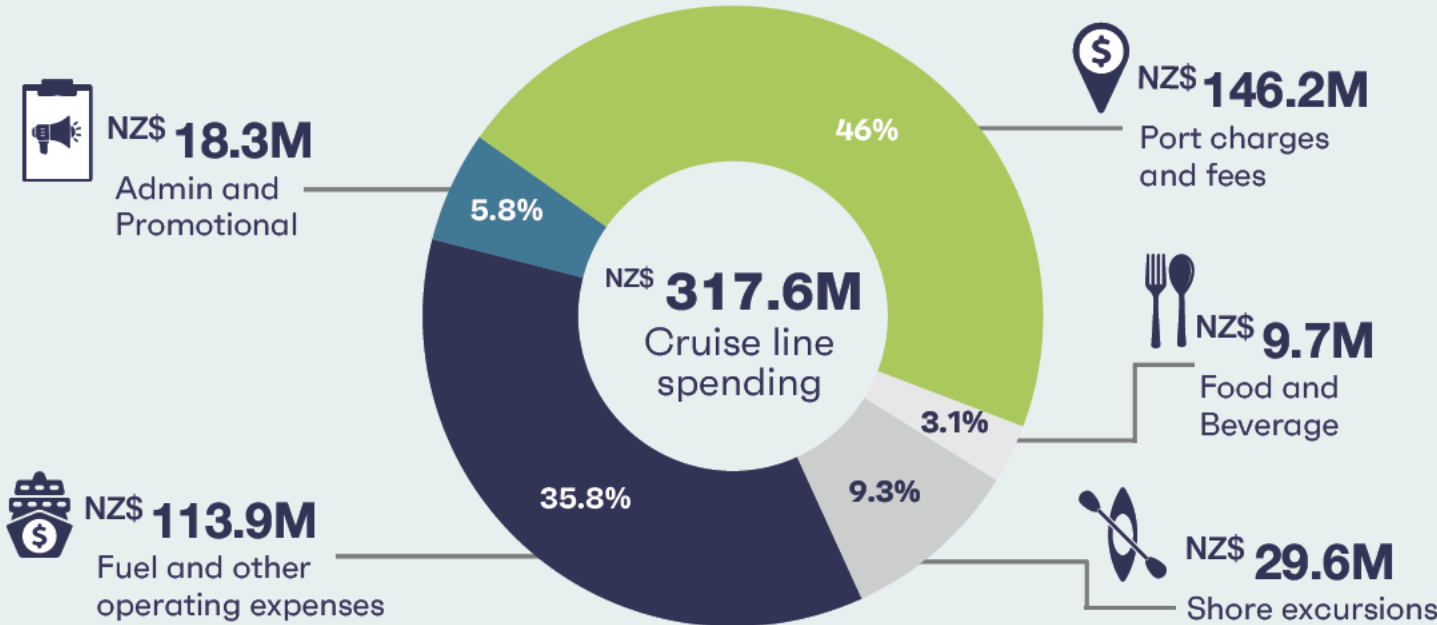
Cruise ship visits around New Zealand

The economic impact of cruise tourism is distributed beyond the major cities to ports and destinations around the country. A total of 1,011 ship visits to 21 ports and destinations delivered 1.55 million passenger visit days in 2023-24.



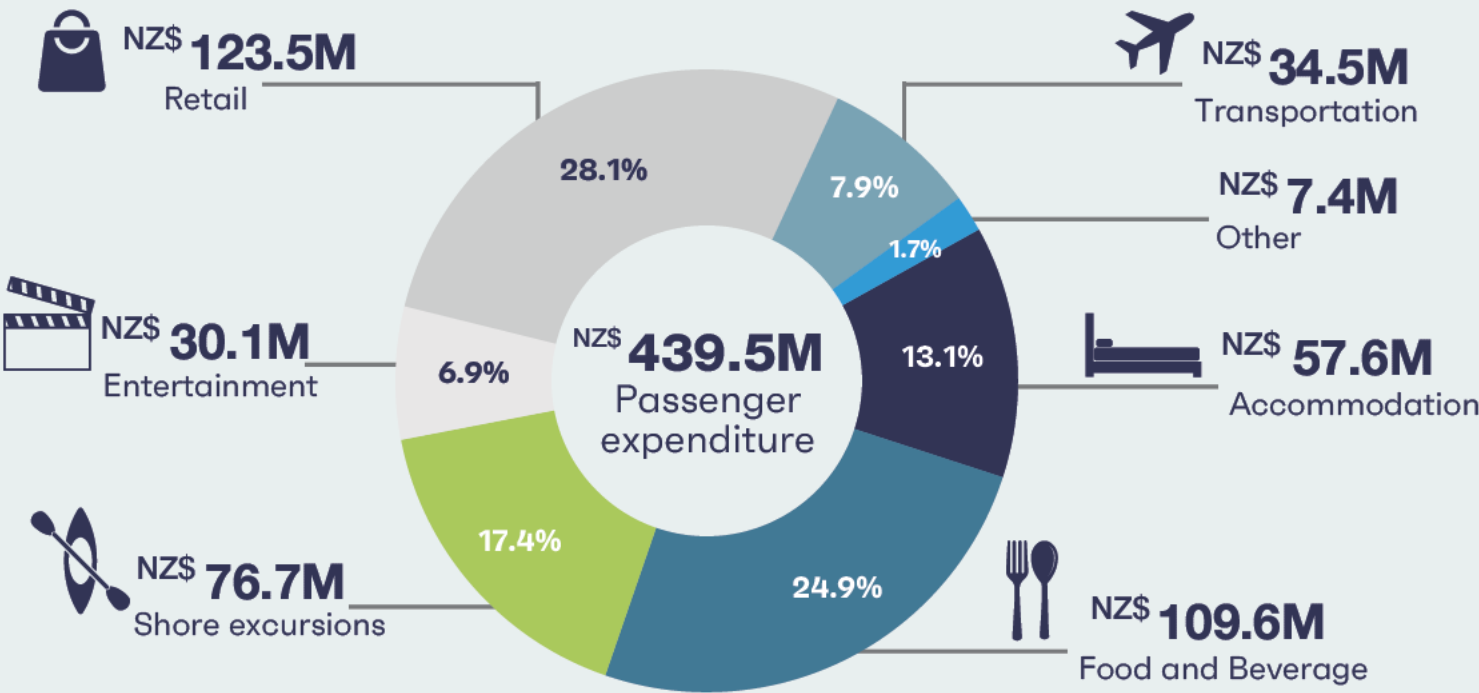
Cruise line expenditure in New Zealand

Cruise line spending is a significant contributor to New Zealand’s cruise economy, totaling \$317.6 million in 2023-24. This included \$146.2 million paid to ports and government as fees and charges, representing 46% of cruise line expenditure.



Passenger expenditure in New Zealand

Cruise visitors spent an average \$282 each per day while on shore in New Zealand, creating a total direct passenger expenditure of \$439.5 million. Passenger spending benefits local businesses in areas like accommodation, food & beverage, tour operations, transport, retail and entertainment.



Average passenger spend per day: ^{NZ\$} 282.2

Turnaround Ports

Domestic pax	International pax
NZ\$ 707.1	NZ\$ 697.8

Transit Ports

Domestic pax	International pax
NZ\$ 214.6	NZ\$ 223.2

Crew expenditure in New Zealand

NZ\$ 23.5M

Total crew spend

NZ\$ 73.9

Crew member average
spend per day

Regional breakdown

Cruise tourism reaches almost every region of New Zealand. As the country’s primary cruise gateway and turnaround port, Auckland represents the lion’s share of cruise tourism in New Zealand. Otago is the second most significant cruise region, followed by Canterbury, Bay of Plenty and Wellington.



ship visit
days



pax visit
days



*Fiordland visits generally involve scenic cruising only, without disembarkation. Only 0.3% of guests disembarked for overland tours to Dunedin via Queenstown.

From: [Izumi Nakamura](#)
To: [Lauren Riddle](#)
Cc: [Maggie Chu](#)
Subject: FW: Increase in activist activity
Date: Monday, 25 November 2024 12:28:00 p.m.
Attachments: [image001.jpg](#)

Hi Lauren

As I explained in my previous email, I am forwarding an email from Louise (my former manager). Please see the email below.

Kind regards,

Izumi Nakamura

Team Leader

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From: Louise van de Vlierd <Louise.vandeVlierd@dcc.govt.nz>

Sent: Saturday, 23 November 2024 6:30 p.m.

To: Izumi Nakamura <Izumi.Nakamura@dcc.govt.nz>

Subject: Fw: Increase in activist activity

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From: executive@newzealandcruiseassociation.com

<executive@newzealandcruiseassociation.com>

Sent: Sunday, September 1, 2024 11:58:31 AM

To: angela.werder@bayofplentynz.com <angela.werder@bayofplentynz.com>;
annie.dundas@aucklandnz.com <annie.dundas@aucklandnz.com>; brylee@venture.org.nz
<brylee@venture.org.nz>; di@venturetimaru.nz <di@venturetimaru.nz>;
gm@marlboroughnz.com <gm@marlboroughnz.com>; hamish@hawkesbaytourism.co.nz
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<sarah.archer@northlandnz.com>; tania.burt@northlandnz.com
<tania.burt@northlandnz.com>; Louise van de Vlierd <Louise.vandeVlierd@dcc.govt.nz>

Cc: 'Tansy Tompkins' <tansy@wellingtoncablecar.co.nz>

Subject: Increase in activist activity

Kia ora all,

Following on from our preconference meeting, there have been two stories this week on Climate Change Aotearoa

- www.thepost.co.nz/nz-news/350397195/cruise-vs-climate-intimidating-protests-prompt-safety-fear this one focuses on mainly on the behaviour of activists around the Auckland wharves, and
- www.odt.co.nz/news/dunedin/accusations-fly-climate-protesters-trespassed the disruption of Dunedin's pre-cruise meeting last week

The tone of the comments from CLA in these articles suggests that they plan to increase their presence around cruise and travel activities this year. This could include protests or disruptions at ports, travel agencies, conferences, and possibly even at your own preseason briefings.

So, if possible, we would recommend that RTOs isites, Councils, Ports and Police engage preseason to plan for possible activist activity to mitigate risk to your teams, volunteers, ambassadors, passengers, and locals on cruise days.

Keep in mind that these are activists. They are not interested in learning or engaging in meaningful dialogue; their sole objective is to disrupt.

However, in case you get queries from key stakeholders I've pulled together some additional points on the industry and environment should you need them. You can also access our [Myth Busters](#) too. If you have any specific queries, please let me know.

1. All members of Cruise Lines International Association (CLIA) have committed to achieving net-zero emissions by 2050, in line with the Paris Agreement and International Maritime Organisation (IMO) goals. (CLIA represents 95% of all cruise lines globally)
2. The NZCA has recently released New Zealand's first ever cruise strategy focusing on lifting the holistic value across the economy, environment, community, and visitor experience. In this we focus not only on the cruise lines' commitment to net carbon zero by 2050 but also the tourism supply chain in New Zealand by 2040. You can access it [here](#)
3. NZCA and CLIA have submitted support to the Climate Change Commission for international shipping and aviation emissions to be included in New Zealand's 2050 targets.
3. Cruise vessels account for less than 1% of the total marine ocean-going commercial fleet

with just 322 ships operating worldwide.

Comparison of Aviation Emissions vs. Cruise Emissions:

The comparison between aviation and cruise emissions is often misleading because it doesn't take into account the full scope of each experience. Aviation is typically a point-to-point mode of transportation, whereas a cruise encompasses a much broader range of services, including accommodation, meals, entertainment, and transportation between multiple cities or towns. To make a fair comparison, evaluation of the emissions of a 12-day New Zealand cruise holiday should be compared against those of a 12-day land-based holiday. The latter would include air travel, accommodation, meals, activities, attractions, and transportation (such as a rental car) between towns. Only by considering the full range of services provided by a cruise versus the equivalent services required for a land-based holiday can an accurate and meaningful comparison of emissions be made.

Cruise Industry Commitments

Cruise lines are committed to reducing emissions both at sea and while at berth.

Over \$26 billion has been invested in advanced environmental technologies and cleaner fuels, with more investments ongoing as new ships are built.

Collaboration with cities and ports to ensure sustainable destination management.

Environmental Sustainability:

NZCA's National Cruise Strategy aims for a net carbon zero New Zealand tourism supply chain by 2040 and zero waste to landfill by 2030.

Industry partners are working towards net carbon zero, with Carnival targeting carbon neutrality by 2050, Hurtigruten and Ponant by 2040, and Viking by 2030.

Several ships, like Royal Caribbean's Symphony of the Seas and Fred Olsen's Borealis, are already zero landfill; Ponant and Hurtigruten are plastic-free, and Carnival is focusing on a 'circular economy' model.

Shoreside Electricity (allowing ship engines to be switched off when in port):

120 ships are currently equipped to connect to shoreside electricity; by 2028, this number will rise to 210, representing 72% of all CLIA-member ships.

Only 3% of ports worldwide currently provide shoreside electricity; the EU mandates all ships to 'plug in' by 2030. New Zealand and Australia have no shoreside power capability.

Alternative Propulsion and Fuels:

Cruise lines are exploring alternative propulsion methods, including advanced biofuels, synthetic fuels, methanol, hydrogen, fuel cells, batteries, and hybrid technologies.

75% of the CLIA-member fleet can utilise alternative fuels once available at scale; however, New Zealand currently lacks access to these fuels.

Current Emission Reduction Measures (until future fuels available):

Vessels use Exhaust Gas Cleaning Systems (EGCS) to remove 99% of sulphur and over 50% of particulate matter. (These systems utilise a fine water mist which can result in a plume of water vapor or steam, which is sometimes mistaken for visible exhaust – particularly at night with the reflection of the ship and port lights, on still days, or in humid conditions.)

Catalytic filters reduce particulate matter by over 30% and nitrogen oxides by up to 12%.

New vessels are being equipped to use Liquefied Natural Gas (LNG), which reduces sulphur

emissions to nearly zero and cuts greenhouse gas emissions by up to 20%.

Advanced Wastewater Treatment:

Cruise lines do not discharge untreated sewage during normal operations and use Advanced Wastewater Treatment Systems that exceed the standards of many coastal cities.

100% of new ships on order will have advanced wastewater treatment systems.

80% of the current CLIA ocean-going cruise line fleet is served by these systems, representing 80% of global passenger capacity.

Since 2019, the number of ships with systems meeting Baltic Sea Special Area standards has increased by 167%, with nearly one-third of CLIA-member ships now having this capability.

Ngā mihi

Jacqui

Jacqui Lloyd

CEO - New Zealand Cruise Association

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