



# TARANAKI CRUISE 2024/25 PRE-SEASON BRIEFING

PREPARING TARANAKI TOURISM, HOSPITALITY & RETAIL BUSINESSES  
FOR THE UPCOMING CRUISE SEASON

# Overview of upcoming cruise season

## 2024/2025 cruise season

- Estimated nearly 331,000 passengers and 145,000 crew to New Zealand (less than 2023/2024)
- Taranaki currently has 6 ships scheduled. 5,400 passengers and 3,000 crew expected over the season.
- Possibility of additional unscheduled ships (or cancellations) arriving due to inclement weather in other regions.
- Estimated annual economic benefit of \$2.2m (average annual from 2028 goal of 10.5m = 28 ships x \$375k)

# 2024/2025 Cruise Ship Schedule

Date	Time	Vessel	Passengers	Cruise Line	Berth	Length
Friday 29-Nov-24	0800-1400	Scenic Eclipse II	228		Moturoa	168.5m
Sunday 15-Dec-24	0800 - 1800	Silver Nova	728	Silversea	Blyde	244m
Sunday 19 Jan 25	1015-1715	Disney	2,400	Disney	Blyde	294m
Saturday 25-Jan-25	1030-1800	Azamara Pursuit	686	Cunard Line	Moturoa	180m
Tuesday 28-Jan-25	0800 - 1900	Silver Nova	728	Silversea	Blyde	244m
Wednesday 19-Feb-25	0800-1800	Amadea	624	Phoenix Reisen (BMS)	Moturoa	192m

\*This schedule is subject to change, and possible to increase or decrease with as little as 24-48 hours notice due to diverted ships.

# Ship & passenger profiles



## 1. Scenic Eclipse II (Small luxury ship)

ETA: Fri 29 Nov 08:00 | ETD:14:00

Cruise line: Scenic Group

Passengers: 228 | Crew: 176

Length: 168.5m | Beam 21.5m

- 16 days, one way cruise from Queenstown to Auckland. Arriving from Wellington, departing for Norfolk Island.



## 2. Silver Nova (Small luxury ship)

ETA: Sun 15 Dec 08:00 | ETD: 18:00

Cruise line: Silversea

Passengers: 728 | Crew: 556  
Length: 244m | Beam 29.6m

- 16 day, one way cruise from Sydney to Auckland. Arriving from Picton, departing for Wellington.



## 3. Disney Wonder

ETA: Sun 19 Jan 10:10 | ETD: 17:15

Cruise line: Disney

Passengers: 2500 | Crew: 950  
Length: 294m | Beam 32.29m

- 6 day, round trip from Sydney. New Plymouth is the only stop.



## 4. Azamara Pursuit

ETA: Sat 25 Jan 10:30 | ETD 18:00

Cruise line: Cunard Line

Passengers: 702 | Crew: 408

Length: 180m | Beam 25.5m

- 14 day, round trip from Auckland. Arriving from Norfolk Island, departing for Nelson.

# Ship & passenger profiles



**Silver Nova**

ETA Tues 28 Jan 08:00 | ETD 18:00

Cruise line: Silversea

Passengers: 728 | Crew: 556

Length: 244m | Beam 29.6m

- 34 day, one way cruise from Auckland to Singapore. Arriving from Wellington, departing for Picton.



**Amadea**

ETA Wed 19 Feb 08:00 | ETD 18:00

Cruise line: Phoenix Reisen

Passengers: 624 | Crew: 280

Length: 192m | Beam 28m

- 25 day, one way cruise from Auckland to Benoa, Bali. Arriving from Bay of Islands, departing for Nelson.

# Retail Engagement

Cruise passengers often look for local art, unique food and beverage offerings (wine, alcohol, coffee, speciality foods ie honey) and gifts as mementos to friends & family.

Crew members often seek supermarkets, pharmacies (these items can be expensive to buy on board) and post offices.

## Things to consider:

- Opening hours – check the schedule to know when the vessel will be in port
- If you are a maker, consider joining The Seaside Market which is running each day of a cruise ship arrival
- Consider a freight home/postage option for large or expensive goods, alcohol, or honey (alcohol and honey can't be taken on board), accept foreign currency, offer a special discount or small gift to cruise passengers are also great ways to entice them in.
- Put up a 'welcome Silver Nova' (replacing cruise vessel) sign on your front board or window
- If you decide to accept foreign currency, make your policy and exchange rate clear.

# Retail Engagement

- Be careful if you decide to advertise 'duty free' sales. You run the risk of breaching the Fair-Trading Act if there is no duty on the product in the first place. You can advertise goods as 'tax free'.
- Don't forget the crew – they have less time ashore than the passengers and use it carefully.
- Keep across what NPDC, New Plymouth isite and Venture Taranaki is doing to assist Cruise Ship passengers. For example, volunteer 'City Ambassadors' are located at the CBD passenger shuttle pick-up/drop off point to answer questions and help passengers find their way around.
- Some cruise passengers are accustomed to shopping in malls and may be surprised at the concept of high street shopping. If applicable, you might want to think about signage explaining that you can get everything you need in the high street shops.

# Cruise visit days – Operational plans

## Passenger journey

- Kapa haka welcome for passengers before disembarking and MPI process. isite info desk and isite team members greet passengers with information including Cruise Visitor Brochure Maps.
- Passengers on pre-booked tours will be collected by arranged transport. The remaining are self-exploring and will be transported by passenger shuttle (Withers Transport) to Puke Ariki Landing
- Volunteer Ambassadors are available at shuttle drop-off points to help those with questions or fancy a chat, directing visitors to iSite for more about things to do, see and experience, and for on-the-day bookings on independent information.
- Passenger shuttles will be running between Puke Ariki Landing and Port Taranaki pickup/drop off points throughout each cruise visit day.

The Seaside Market will run for each cruise ship arrival, either at Puke Ariki Landing or Ngāmotu Beach. The Seaside Market will be located at Tasman Prospects for the first ship arrival (29 Nov).

# Cruise visitor map brochure

Visit the Cruise visitor sector hub [here](#) to access the digital Cruise Visitor Brochure

The pocket-sized cruise visitor brochure has been updated - packed full of key attractions, activities, ways to find places to shop and eat, and useful visitor information.

It includes a fold-out map of New Plymouth CBD to help those passengers looking to self-explore once disembarking the ship.

Brochures will be handed to passengers as they disembark the ship by isite team members, Ngāmotu (New Plymouth) City Ambassadors, plus are available at the isite.

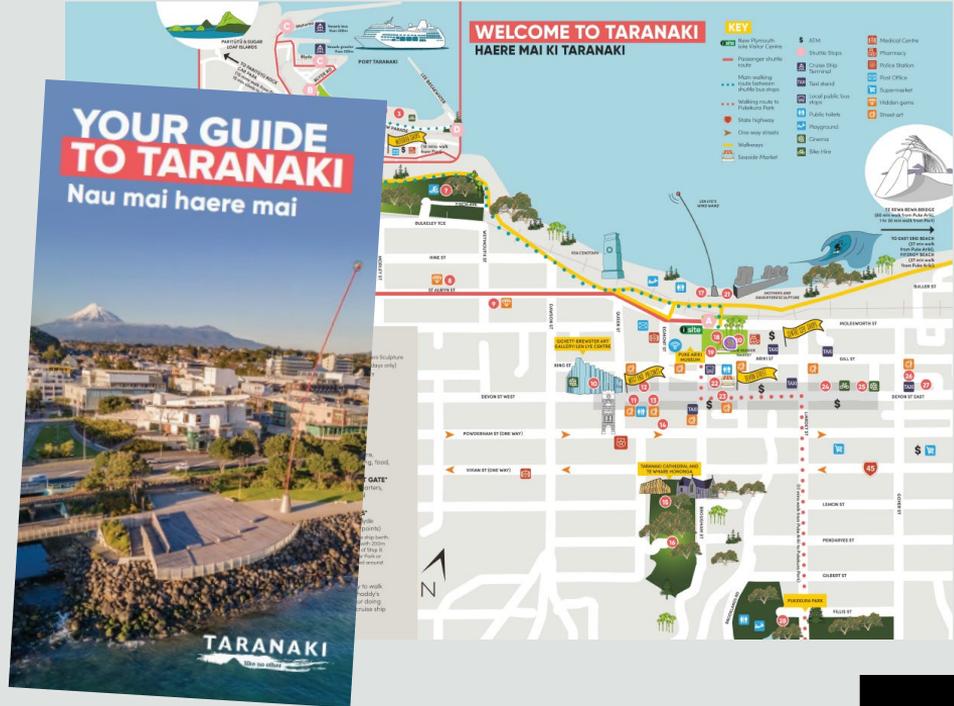
QR codes conveniently link directly to visitor content [Taranaki.co.nz/visit](http://Taranaki.co.nz/visit)

[Things to see and do](#)

[Where to eat and drink](#)

[Places to shop](#) (CBD retailers suited to cruise market)

Contact us to have your tour, hospitality, or retail business added as an online listing.



# Ambassadors: Volunteers and isite team

- City Ambassadors will be identifiable with vests within the CBD (near the Puke Ariki Landing/Port Taranaki pick up/drop off points) providing wayfinding assistance, points of interests, and everything in between.
- From the port to the city—the isite provides a touchpoint to hospitality, retail, and activity operators as well as delivering a uniquely Taranaki manaakitanga.
- We will have isite team members at the port, greeting passengers, distributing the cruise visitor brochure, responding to any queries and suggestions on day journeys. Time is variable and organised with Port Taranaki operations. The team normally finishes before midday and when enquiries taper off.
- The isite located at Puke Ariki is open from 8.30am-5pm (on cruise ship arrival days). Another touchpoint to promote local knowledge and a booking agent for a number of local operators.

# Resources for all things cruise

- The Venture Taranaki [Cruise Visitor Sector webpage](#) is filled with information for tour operators, hospitality, and retail businesses to stay informed and access resources throughout the cruise season.

## Cruise online resources available:

- [Cruise ship schedule](#)
- Cruise Passenger FAQs
- Digital Cruise visitor brochure and map
- Cruise related Public health information
- Taranaki Cruise media
- [Taranaki Cruise season Feedback form](#)

A 'Cruise into Taranaki' online visitor hub showcasing everything passengers need to know to make the most of their time in Taranaki is live and can be found here: [taranaki.co.nz/visit/cruise-into-taranaki](https://taranaki.co.nz/visit/cruise-into-taranaki)