



TARANAKI CRUISE 2025/26 KEY INFORMATION

Overview of upcoming cruise season

2025/2026 cruise season

- Taranaki currently has 1 ship scheduled. 1819 passengers and 890 crew expected over the season.
- Possibility of additional unscheduled ships (or cancellations) arriving due to inclement weather in other regions.

2025/2026 Cruise Ship Schedule

Date	Time	Vessel	Passengers	Cruise Line	Berth	Length
Wednesday 25-Feb-26	0800-1800	Coral Princess	1,819	Princess Cruises	Moturoa	

*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 profile



1. Coral Princess

ETA: Wed 25 Feb 08:00 | **ETD:**18:00

Cruise line: Princess Cruises

Passengers: 1,819 | **Crew:** 890

Length: 292m | **Beam:** 34

Starting in Auckland then onto Tauranga and Picton before arriving in New Plymouth, then Fiordland before heading to Australia.

Majority of passengers are from the USA with some Canadians on board and a few from Great Britain and Australia

The main age demographic is 60+ however there are some within the 51-60 demographic

Retail Engagement

Cruise passengers often look for local art and crafts, unique food and beverage offerings (wine, alcohol, coffee, speciality foods i.e. 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 on the day of the 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 Coral Princess' (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

- Passengers disembark, MPI process, isite info desk, isite team members greeting passengers with information including Cruise Visitor brochure maps, Kapa haka welcome for each set of arrival passengers
- Passengers on pre-booked tours will be collected by arranged transport, remaining are self-exploring and will be transported by passenger shuttle 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 the cruise visit day.

The Seaside Market is running the day the cruise ship is in port at Puke Ariki Landing from 9am – 2pm.

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, useful visitor information and phone numbers.

Includes a fold-out A3 map of New Plymouth CBD will help those passengers looking to self-explore once disembarking the ship.

Brochures will be handed to passengers disembarking ship and boarding shuttles by isite team members, Ngāmotu (New Plymouth) City Ambassadors, plus available at isite.

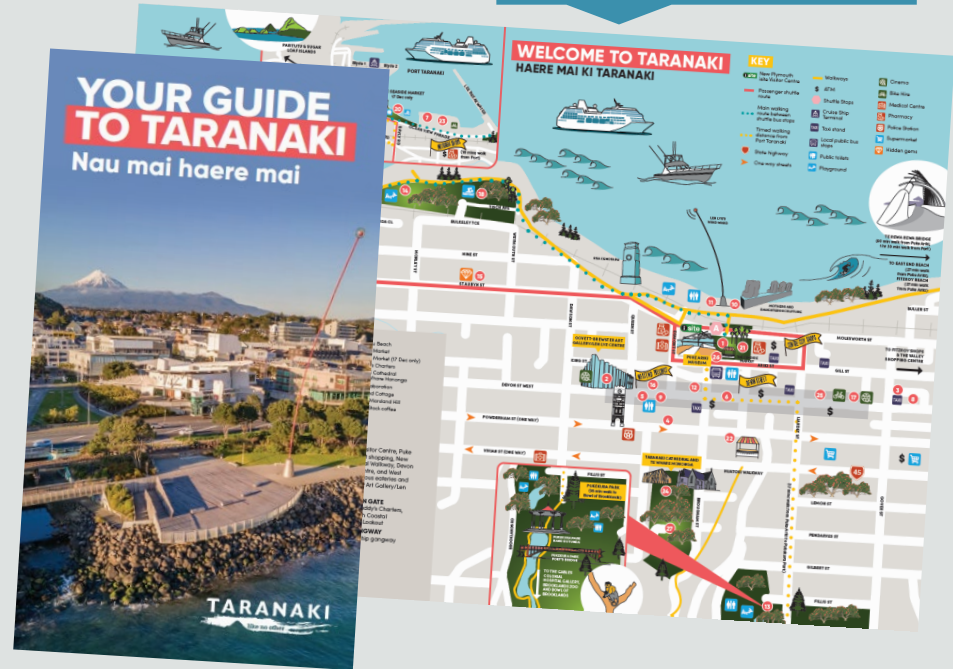
QR codes conveniently link directly to visitor content Taranaki.co.nz/visit

[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 the hospitality, retail and activity operators as well as delivering a uniquely Taranaki manaakitanga.
- We have an isite team member 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 tapers off.
- The isite located at Puke Ariki is open from 10am-5pm. Another touchpoint to promote local knowledge and a booking agent for a number of local operators.

Resources for all things Cruise

- Venture Taranaki [Cruise Visitor Sector webpage](#) is live with information for tour operators, hospitality and retail businesses to stay informed and access Cruise resources throughout the Cruise season.
- To access the Cruise resources via the above website you'll need to register and log into Taranaki Brandkit, visit taranakistory.taranaki.co.nz/

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

The Cruise into Taranaki webpages contain links to things to see and do, places to eat, places to shop, along with a Passenger FAQs page, the Cruise Visitor brochure and map.