

WESTERN AUSTRALIA CRUISING SNAPSHOT

WESTERN AUSTRALIA ECONOMIC IMPACTS OF THE CRUISE INDUSTRY IN 2024-25

	Output (\$ million)	Wages income (\$ million)	Full time equivalent jobs	Value Added* (\$ million)
Fremantle	267.1	86.2	829	135.1
Albany	6.5	2.0	20	3.3
Augusta	0.1	0	0	0
Broome	71.3	21.3	203	35.1
Bunbury	0.7	0.2	2	0.3
Busselton	5.6	2.0	19	3.0
Dampier	0.3	0.1	0	0.1
Esperance	0.4	0.1	2	0.2
Exmouth	3.1	1.0	10	1.6
Geraldton	5.0	1.4	13	2.4
Kuri Bay	1.9	0.6	5	2.7
Wyndham	6.2	1.8	15	3.0
Total WA	368.3	116.7	1,118	185.2

Fremantle Port	2015-16	2016-17	2017-18	2018-19	2022-23	2023-24	2024-25
Cruise ships	58	60	43	35	33	35	30
Passengers processed	152,000	150,000	83,400	59,500	72,500	62,808	65,035

CRUISING FACTS

WESTERN AUSTRALIA

- Cruise industry generated an economic impact in WA of **\$368.3 million** in 2024-25 and supported **1,118 full time equivalent jobs**.
- 298 cruise ship visits to WA port destinations in 2024-25, a slight increase from **290** in 2023-24.
- The busiest port was Broome with 160 cruise ship visits followed by Wyndham (56), Fremantle (30), Albany (19), Exmouth (6), Busselton (12), three each Dampier, Esperance, Geraldton and Kuri Bay, Augusta (2) and Bunbury (1).

AUSTRALIA

- Cruise sector total output of **\$7.3 billion** in Australia.
- The accommodation sector was the biggest beneficiary from cruise passenger spend in Australia in 2024-25, receiving about **\$564.5 million**.
- The cruise industry supported **22,720 full time equivalent jobs** in Australia in 2024-25.

Source: AEC Group on behalf of Australian Cruise Association & Cruise Lines International Association. Economic Impact Assessment of Cruise Tourism in Australia, 2024-25.

* Value Added: The change in consumption, investment and government expenditure, plus exports of goods and services, minus imports of goods and services due to the industry

Note: Some totals may not add up due to rounding issues. If zero then less than \$50,000 or 0.5 FTE. Source: AEC

Image: Kimberley Marine Support Base, Port of Broome

