



TIMARU
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Timaru cruise season 2023/24

Public meeting
Thursday, 19 October 2023

Agenda

- Introduction
- Overview of 2022/23 season and expectations for 2023/24 season
- Cruise schedule
- Ship profiles
 - Noordam
 - Seabourn Odyssey
 - Europa
 - Vasco De Gama
 - Volendam
 - Pacific Explorer
- Independent tour overview
- Cruise days
- Traffic Management

Meeting presented by



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Cruise Facts

2022/2023 season overview

- Record cruise season for Timaru with 14 ships calling into Timaru
- Nearly 10,000 passengers disembarked
- Average of \$284 per passenger spent per day
- Total economic benefit to the district – \$2.8m
- Passengers liked walking proximity to town. Timaru one of the few ports they can do this.

2023/2024 season expectations

- Estimated 360,000 passengers and 149,000 crew to NZ.
- Timaru currently has 12 ships scheduled. Approx. 14,000 guests + crew expected over the season
- More independent tour offerings this year
- Estimated economic benefit increase to \$3.7m due to larger ships calling



Outdoor area at Speights Ale House on a cruise day 2022/23

2023/2024 Schedule

Ship	Port	Arrival	Arrival time	Departure	Departure time	Guests
Noordam	Timaru	Mon 20 Nov 23	07:00	Mon 20 Nov 23	15:00	1972
Pacific Explorer	Timaru	Thu 23 Nov 23	8:00	Thu 23 Nov 23	18:00	1998
Seabourn Odyssey	Timaru	Tue 28 Nov 23	8:00	Tue 28 Nov 23	18:00	458
Seabourn Odyssey	Timaru	Thu 28 Dec 23	8:00	Thu 28 Dec 23	18:00	458
Noordam	Timaru	Thu 28 Dec 23	10:00	Thu 28 Dec 23	18:00	1972
Europa	Timaru	Sat 30 Dec 23	6:00	Sat 30 Dec 23	18:30	408
Noordam	Timaru	Sun 21 Jan 24	07:00	Sun 21 Jan 24	15:00	1972
Noordam	Timaru	Thu 01 Feb 24	08:00	Thu 01 Feb 24	17:00	1972
Vasco Da Gama	Timaru	Sat 10 Feb 24	7:00	Sat 10 Feb 24	19:00	1260
Noordam	Timaru	Tue 27 Feb 24	8:00	Tue 27 Feb 24	17:00	1972
Volendam	Timaru	Fri 08 Mar 24	8:00	Fri 08 Mar 24	18:00	1432
Noordam	Timaru	Sun 17 Mar 24	7:00	Sun 17 Mar 24	16:00	1972

Note: this is likely to increase with as little as 24 -48 notice due to diverted ships.
Please find any updates to the schedule [here](#)

Ship profiles – Noordam



- Noordam is the largest ship to call into Timaru. 2022/23 season was it's first time calling to Timaru, returning in 2023/24 for six visits.
- High end Americans, Canadians, New Zealanders and Australians making up the majority of the passenger base.
- Berthing at North Mole – passengers are bused to Landing Services area. Not able to walk from the port.

Cruise line: Holland America **Lifestyle:** Premium **Passengers:** 1920

Crew: 820 **Length:** 285.4m **Beam:** 32.25m

Ship profiles – Seabourn Odyssey



- Returning from 2022/23 season for two visits
- Passengers are primarily well-travelled couples aged 50-plus. Most hail from English-speaking countries such as the US, Canada, UK, South Africa, Australia and New Zealand.
- Berthing at Number 1 Wharf– passengers are able walk from the ship

Cruise line: Seabourn Cruises **Lifestyle:** Luxury **Passengers:** 458

Crew: 338 **Length:** 198.2m **Beam:** 26m

Ship profiles – Europa



- Returning from 2022/23 season for one visit.
- Most passengers come from Germany, Austria and Switzerland. Guidebook Berlitz ranks Europa as its top-rated cruise ship. Passengers tend to be more active, and more likely to keep to themselves. Ship provides translators.
- Berthing at Number 1 Wharf– passengers are able walk from the ship

Cruise line: Hapag Lloyd **Lifestyle:** Exclusive **Passengers:** 408

Crew: 290 **Length:** 198.6M **Beam:** 24m

Ship profiles – Vasco De Gama



- 2023/24 season first visit
- Passengers likely to be from Europe. Very well-travelled, who are looking for more in-depth experiences, many having already visited in the past.
- Berthing at Number 1 Wharf– passengers are able walk from the ship

Cruise line: Nicko Cruises **Lifestyle:** Exclusive **Passengers:** 1000

Crew: 550 **Length:** 219m **Beam:** 24m

Ship profiles – Volendam



- 2023/24 season first visit to Timaru.
- Sister ship to the Noordam. Passengers will be similar. Americans, Canadians, New Zealanders and Australians making up the majority of the passenger base.
- Berthing at North Mole– passengers bused to Landing Services area. Not able to walk from port.

Cruise line: Holland America **Lifestyle:** Premium **Passengers:** 1432

Crew: 647 **Length:** 238m **Beam:** unknown

Ship profiles – Pacific Explorer



- 2023/24 season first visit to Timaru.
- Popular with both Australian and NZ clients that are active and independent. It is also popular with families and particularly during the holiday season there will be a large proportion of young families aboard.
- Berthing at North Mole– passengers bused to Landing Services area. Not able to walk from port.

Cruise line: P&O Cruises **Lifestyle:** Families **Passengers:** 1990

Crew: 924 **Length:** 259m **Beam:** 32m

Independent tours

These are tours that have been organised by local operators for passengers to book directly. These are advertised to the passengers through the [We Love Timaru website](#) as well as on Facebook pages set up for the passengers.

The ships themselves organise tours for passengers to purchase on board the ship. Operators have to be approved by the ship and the ground handlers (agents who create the cruise excursions). It is an a 12-18 month process to become approved through these channels. Venture Timaru are working with some of these independent tour operators to become approved providers for future seasons.

A number of these tours ran in the 2022/23 season and were successful with good numbers across the season. All tours depart from the Timaru Information Centre.



Geraldine Farm Tours

Experience an authentic, intimate and up-close real working New Zealand farm set in the spectacular South Canterbury foothills.



The Raptor Experience

This is an educational and hands-on encounter with two of New Zealand's Raptors

Independent tours cont.



Old Wheels Tour

Calling all train, truck and machinery enthusiasts! Join this tour to visit two exceptional museums learning interesting facts about South Canterbury's farming history and current practices along the way.



Real Kiwi Horsetrekking

Take a ride through some of New Zealand's most pristine landscapes taking in breathtaking views of the mountains, lakes, glacier fed rivers and Canterbury plain on a bespoke trekking adventure.



Geraldine Boutique Village Excursion

Take a tailored tour in a luxurious classic car. Passengers can choose where they go.



Explore Mackenzie

Explore the famous Mackenzie District on a guided tour learning about the rich history of the area while taking in the beautiful sights.

Independent tours cont.



Discover Moeraki Boulders & Oamaru

Explore the famous Moeraki Boulders and Oamaru's Victorian Precinct with guide, Linda.



Geraldine Museums Tour

Step into yesterday and explore two of Geraldine vintage machinery museums, Route 79 Museum and the Roger Mahan Heritage Centre.



Go 2 Golf

Experience the best of South Canterbury's scenic beauty, farm life and sporting pursuits on this fantastic day tour.



Automotive Nostalgia

Visit the South Canterbury Vintage Car Club clubrooms and view 20 classic and vintage cars and motorbikes. For the ladies, explore locally produced arts & crafts.

Independent tours cont.



4 stop tour

This hop on, hop off tour takes visitors on a loop from the Information Centre to the Timaru Botanic Gardens, South Canterbury Museum/St Mary's Church, Aigantighe Art Gallery, and the Caroline Bay Piazza.

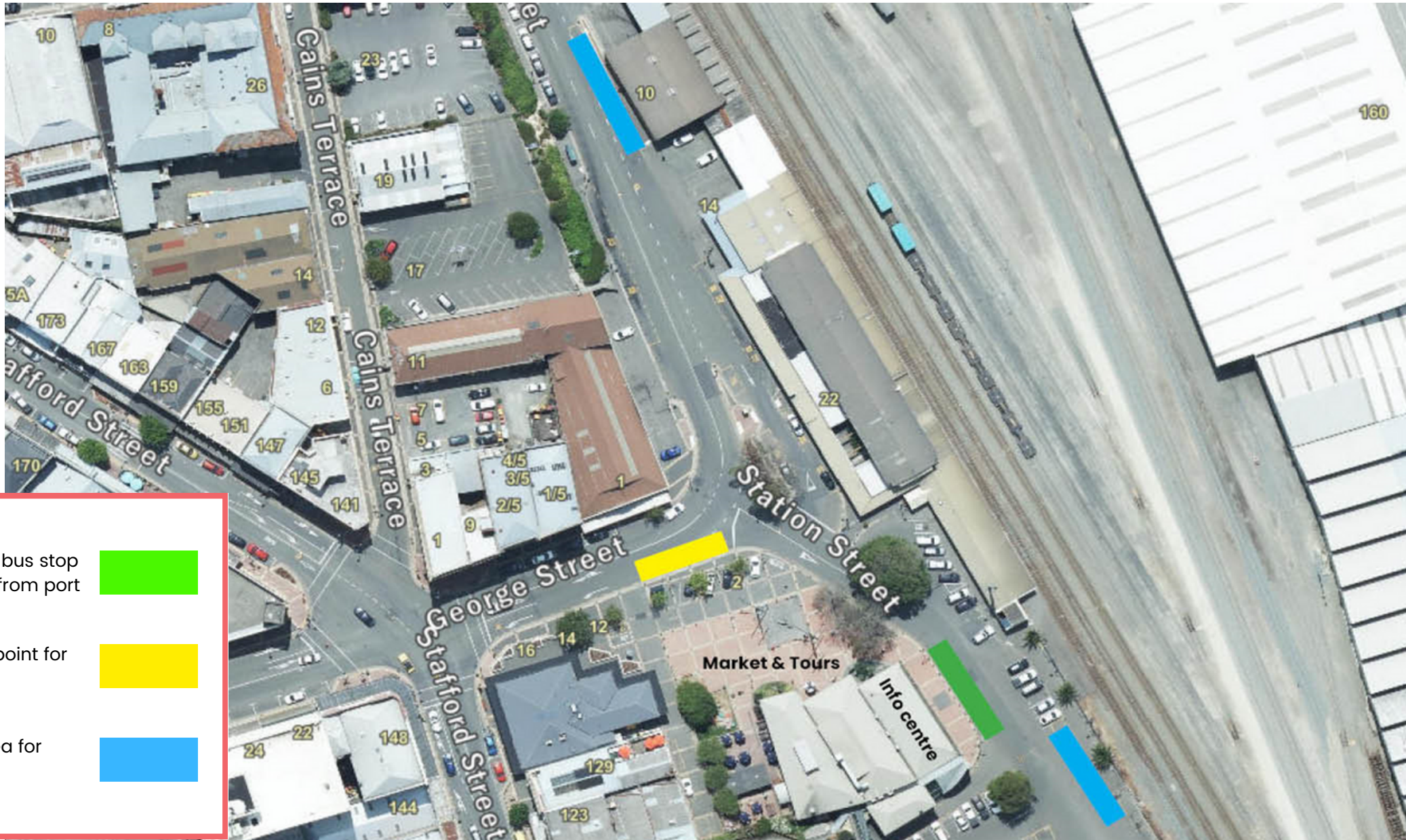
Cruise Days

The team at Venture Timaru along with Prime Port do their best to ensure the cruise passengers and crew have a great experience while calling to Timaru.

The following is organised to help achieve this:

- Staff from Venture Timaru and PrimePort are wharfside welcoming guests as they disembark.
- Venture Timaru staff provide a secondary pop up information kiosk at the Landing Services area booking independent tours and directing passengers around town.
- Timaru Artisan Farmers Market on site each cruise day
- Lions Community Navigators used for traffic management to keep passengers safe while crossing roads in key areas, in the CBD for information and directions and on the 4 stop tour as a guide.
- Venture Timaru encourage CBD shop owners to open extra hours to benefit from the cruise passengers being in port. Many stores did this last year, and saw a good return from this.

The below traffic management plan has been developed for the Landing Services area to help keep passengers and general public safe on busy cruise days.



Temporary bus stop
or shuttles from port



Departure point for
4 stop tour

Holding area for
buses

