How To Sell New Zealand Cruising

NEW ZEALAND 100% PURE
newzealand.com
- Diverse range of landscapes & experiences
- Proximity of ports, new port every day
- See the whole length of New Zealand
Why cruise to New Zealand?

From towering mountains and golden beaches to chic cafés and world-class shopping, this island paradise really does have it all. New Zealand is a premium cruise destination that caters for travellers of all tastes, from the adventurous to those seeking cultural experiences, luxury and relaxation. This makes it an ideal destination to visit, and it makes selling travel to New Zealand that much easier.

Selling points:

• Cruise passengers can see a surprisingly diverse range of landscapes, scenery and wildlife.

• New Zealand’s ports are close together so cruise passengers can experience a new destination every day.

• Many cruises take in the entire length of New Zealand.

• New Zealand is a safe destination and the locals are friendly.

• New Zealand offers a unique history and a chance to experience Māori culture.
Travelling to New Zealand

Known in Māori as Aotearoa, meaning the land of the long white cloud, New Zealand rises out of the south-west Pacific Ocean, part way between Australia and South America. Its land mass of 103,475 square miles (268,000 square km) is split largely between two main islands, the North Island and the South Island.

New Zealand is home to 4.4 million people and its location results in a temperate climate. Temperatures generally range from 68 - 86°F (20 – 30°C) during the summer months of December, January and February, and from 50 – 59°F (10 – 15°C) in the winter months of June, July and August. The north of the North Island is generally warmer than the bottom of the South Island.

Kiwi Cuisine

Living on an agriculturally rich island has ensured New Zealanders have never been short of quality meat, fish, fruit and vegetables. A vast array of traditional New Zealand favourites, as well as international cuisines, vegetarian options and other dishes are easy to find. New Zealand also produces a variety of premium wine and boutique beers.
Cruise options

The majority of cruise lines visit New Zealand during the October – April summer cruise season. A shorter winter cruise season also runs from April – July from New Zealand to the Pacific Islands. Most of the world’s major cruise companies offer cruise services to New Zealand, with more than 25 different ships visiting New Zealand’s coast in a typical year.

Trans-Tasman:
Cruises between Australia and New Zealand offer the opportunity to travel the length of both North and South Islands. Most depart from Auckland in New Zealand, or Brisbane, Sydney or Melbourne in Australia. Typically, they visit New Zealand destinations including the Bay of Islands, Auckland, Tauranga, Napier, Wellington, Christchurch, Dunedin and Fiordland.

Round the world:
Round the world cruises visit New Zealand from all over the globe. These cruises can take as long as 150 nights, with some liners spending two weeks or more travelling the length of New Zealand and others spending shorter periods visiting just one or two ports.

Expedition:
Expedition cruises mix visits to large ports with scenic visits to less-frequented locations that many large cruise liners do not visit. Some expedition cruises visit New Zealand’s South Island on the way to sub-Antarctic islands, while others visit smaller New Zealand locations, such as White Island, Stewart Island or Kaikoura.

Many travellers will want to build a longer holiday around their cruise to New Zealand. See the inside back cover for pre and post-cruise options.
Bay of Islands

Famous for the spectacular beaches and bays that skirt its 144 islands, the Bay of Islands provides ample opportunities for water activities like swimming with dolphins, sailing and big game fishing. Cruise ships visiting the Bay of Islands anchor in the bay, allowing passengers to visit the towns of Waitangi, Paihia and Russell.

On-shore experiences:

**Historic towns:** Visit the Waitangi Treaty Grounds, the scene of the 1840 signing of New Zealand’s founding document the Treaty of Waitangi, or head to Russell, the first permanent European settlement in New Zealand.

**Fishing:** Charter a fishing boat and reel in fish including marlin, snapper and terakihi.

**Native forest:** Travel to the Waipoua forest to see ancient kauri trees, including the lord of the forest Tāne Mahuta, estimated to be 2,000 years old.

**Water activities:** Swim or dive in crystal clear waters or take a boat trip to see dolphins and sail through the Hole in the Rock.

**Glow worms:** See glow worms on a guided tour of the Kawiti Glow Worm Caves, 20 minutes’ drive south of Paihia.

At a glance:

- Population: 10,000
- Highlights: Scenery, historic sites, water activities, glow worms, fishing.
- Did you know: Author and fishing legend Zane Grey described the Bay of Islands as “Angler’s Eldorado” after he caught his first marlin there in 1926.
Auckland

Known as the city of sails, Auckland is built on a narrow strip of land surrounded by two harbours and dozens of volcanoes and picturesque islands. It offers world class accommodation, dining, shopping, sights and attractions. Auckland is New Zealand’s largest city, with a population of more than 1.3 million people.

On-shore experiences:

**Animals:** See penguins, sharks and marine life at Kelly Tarlton’s Antarctic Encounter and Underwater World.

**Island time:** Take a ferry to visit the golden beaches and vineyards on nearby Waiheke Island.

**Harbour fun:** Explore the Viaduct Harbour area that hosted the America’s Cup or go sailing on an America’s Cup yacht. Other options include bridge climbing, bungy jumping and jet boating.

**Shopping:** Auckland offers outstanding shopping. The downtown area hosts the boutiques of New Zealand labels Karen Walker, Workshop, Zambesi and World.

**Sightseeing:** Visit the summit of Mt Eden, a dormant volcano that last erupted about 15,000 years ago, or take a tour to the Waitakere Ranges or the west coast beaches.

**Sky Tower:** At 328 meters high, the Sky Tower is New Zealand’s tallest man-made structure. It offers stunning views in all directions and a casino. Visitors can ‘SkyWalk’ around the tower’s 192-metre-high pergola, or ‘SkyJump’ from it.

**At a glance:**

- Population: 1,354,900
- Highlights: Adventure activities, Waiheke Island, Sky Tower, shopping, scenery.
- Did you know: Auckland is built on a volcanic field made up of 49 volcanoes.

www.aucklandnz.com
Tauranga and Rotorua

Coastal Tauranga and the inland city of Rotorua are rich in Māori history. Tauranga is known for its horticultural crops such as kiwifruit and avocado, while the boiling mud pools, geysers and other natural geothermal activity found in and around Rotorua offer a unique and memorable experience. Cruise ships dock in Mount Maunganui, the port for Tauranga and many offer shore excursions to Rotorua.

On-shore experiences:

**Adventure:** Raft the rivers, or horse trek in the Tauranga-Rotorua area. ‘Luge’ down a Rotorua hillside in a three-wheeled toboggan, or roll down the slopes inside a transparent plastic orb, known as a ZORB.

**Geothermal wonders:** Check out natural hot springs, boiling mud pools, geothermal vents and geysers in Rotorua.

Fantastic fruit: The area around Tauranga produces some of the best kiwifruit and avocados in the world. Buy some from a local market stall.

**Māori culture:** Meet the local Māori people and see a traditional Māori haka, try flax weaving or experience a hangi (a Māori cooking method using hot rocks and steam to cook under the ground).

**Surfing and diving:** Take a surfing or diving lesson on one of the golden-sand beaches in Tauranga or nearby Mount Maunganui.

At a glance:

- Population: Tauranga - 120,000; Rotorua - 55,900
- Highlights: Māori culture, adventure activities, geothermal activity, fruit, surfing and diving.
- Did you know: Intrepid tourists were sailing across the world as early as the 1870’s to view Rotorua’s geothermal wonders.

www.bayofplentynz.com
www.rotoruanz.com
Napier

This historic art deco city is located in the heart of New Zealand’s oldest wine-making region, Hawke’s Bay. The region is renowned for its award-winning red wines, its fresh local produce and artisan food producers. Hawke’s Bay is also home to one of the world’s largest mainland gannet colonies, at Cape Kidnappers.

On-shore experiences:

**Art Deco architecture:** Take a walking tour around Napier to see some of the city’s best Art Deco buildings and architecture.

**Cycling:** Hawke’s Bay has over 133km of dedicated off road cycle pathways. The cycling experience takes you through stunning scenery including orchards, coastline, vineyards as well as visiting wineries, local cafés and much more.

**Cape Kidnappers:** Take a tour of the gannet colony – home to more than 15,000 of these amazing seabirds. Alternatively, play a round of golf at the Cape Kidnappers Golf Course, ranked among the best courses in the world by Golf Magazine.

**National Aquarium:** The National Aquarium has a large display of aquatic life, including sharks, stingrays, coral and many fish species. Interestingly, it also houses rare flightless Kiwi birds and Tuatara lizards.

**Wine and food:** Take a wine tour or visit a café to enjoy one of the Merlot, Cabernet Sauvignon, or Syrah wines the Hawke’s Bay is famous for. Local stores and markets offer a wide selection of fresh local produce.

At a glance:

- Population: 124,400
- Highlights: Wine and food, Art Deco architecture, gannet colony, golf and beaches.
- Did you know: Much of Napier was rebuilt following a major earthquake in 1931.

www.hawkesbaynz.com
Wellington

Nestled between a picturesque harbour and forest clad hills, Wellington sports museums and galleries, boutique shopping and trendy cafés and restaurants. Its compact size makes it easy to walk around and its proximity to the ocean and native forest makes it an ideal place to enjoy nature. It’s no surprise Lonely Planet labelled Wellington ‘the coolest little capital in the world’ in its Best in Travel 2011 guidebook.

On-shore experiences:

Café culture: Experience chic café culture at one of Wellington’s many eateries. Coffee in Wellington is world-class.

Harbour views: Ride Wellington’s iconic red cable car or head to the top of Mt Victoria for stunning views over the harbour and city.

Cultural Capital: See all of the country under one roof at Te Papa, the new generation national museum. Interactive exhibits and technology tell New Zealand’s stories and history.

Middle Earth: Tours are available for those who want to visit sites around Wellington used during filming of The Lord of the Rings movies.

Nature: Zealandia is just 10 minutes from the cruise terminal. The aim is to restore the valley back to the way it was before humans arrived in New Zealand - a 500-year conservation plan in action and a wonderful place to wander. Alternatively, explore Wellington’s South Coast to see endangered fur seals, or stroll through the Wellington Botanic Garden.

Wine: An hour’s drive from Wellington city, the Wairarapa region offers a warmer micro-climate that makes it perfect for viticulture.

At a glance:

- Population: 389,700
- Highlights: Cafés, shopping, museums, cable car, wine tours.
- Did you know: Wellington is the world’s southern-most capital city.

www.wellingtonnz.com
Picton and Marlborough Sounds

The Marlborough Sounds encompass 932 miles (1,500 km) of coastline, bays, beaches and native forest. The area is abundant with wildlife, from penguins and rare King Shags to dolphins and fur seals, and offers some of the world’s best boating, diving, fishing and hiking. Cruise ships stop at the port town of Picton.

On-shore experiences:

**Aviation history:** Visit the Omaka Aviation Heritage Centre in Blenheim, a 25 minute drive from Picton, where the stories of pioneer aviation heroes of WW1 are brought to life.

**Explore the sounds:** A good way to see the Marlborough Sounds is to hire a kayak and get out on the water. For those who want to stay dry, walking or cycling part of the Queen Charlotte Track is a good option. Bikes can be hired from tourism companies in Picton.

**Greenshell Mussels:** Visitors can take a boat cruise to learn about the Marlborough Sounds and visit a Greenshell Mussel farm. Greenshell Mussels are native to New Zealand and grow well in the sheltered sounds.

**Sauvignon Blanc:** Visit one of Picton’s waterfront cafés or join a wine tour to taste some of the region’s world-famous Sauvignon Blanc.

**Swim with dolphins:** Picton tourism operators offer dolphin cruises and dolphin-swimming experiences.

At a glance:

- Population: 3,500
- Highlights: Outdoor activities, wildlife, Sauvignon Blanc, Greenshell Mussels, aviation history.
- Did you know: Orca are occasional visitors to the Marlborough Sounds, just don’t swim with them!

www.lovemarlborough.co.nz
Christchurch, Lyttelton and Akaroa

Christchurch is illustrated by beautiful parks, open spaces and tree-lined avenues. The central business area was damaged in a February 2011 earthquake but the city is recovering and a variety of tourism activities continue to thrive, from wildlife experiences and jet boating to restaurants and cafés. Cruise ships dock at Lyttelton, 7 miles (12km) from Christchurch city, or Akaroa, 47 miles (75km) away.

On-shore experiences:

Antarctic Centre: View penguins, learn about the icy continent, experience 4D Theatre and ride an all-terrain Hagglund Antarctic vehicle at the Antarctic Centre.

Akaroa: Akaroa mixes French colonial architecture with art galleries and modern cafés. It’s also home to the world’s smallest and rarest species of dolphin – the Hector's dolphin.

River fun: Jet boat on the Waimakariri River or take a white water rafting trip to the Rangitata River.

Punt on the Avon: Relax on a small wooden punting boat as an Edwardian punter glides you down the Avon River, past Christchurch’s botanic gardens.

TranzAlpine: Take a ride on the iconic TranzAlpine train journey to Arthurs Pass in the stunning Southern Alps.

Willowbank: The Willowbank Wildlife Reserve houses a variety of New Zealand wildlife, including the Kiwi bird. A simulated Māori village provides a unique cultural experience.

At a glance:

• Population: 390,300
• Highlights: Akaroa, Antarctic Centre, TranzAlpine, Willowbank Wildlife Reserve, punting, rafting and jet boating.
• Did you know: Christchurch City is recognised as New Zealand’s Garden City with over 740 parks.

www.christchurchnz.com
Dunedin and Port Chalmers

Dunedin is a historic university city with Scottish heritage. It is known for its architectural riches and features an impressive collection of Edwardian and Victorian buildings. The nearby Otago Peninsula is home to a colony of yellow-eyed penguins, the world’s only mainland breeding colony of the royal albatross, and rare Hooker’s sea lions. Cruise ships dock at Port Chalmers, 9 miles (15km) from Dunedin’s centre.

On-shore experiences:

**Architecture:** Central Dunedin is a treasure-trove of architectural gems. Tours are also available to Larnach Castle, built by a merchant baron in 1871, and historic Olveston House, built between 1904 and 1906.

**Beer and chocolate:** Visitors can indulge in tours of the Speights Brewery and Cadbury World chocolate factory. Tours include tasting sessions, of course.

**Steepest street:** Climb Baldwin Street, the world’s steepest street.

**Taieri Gorge:** A trip on the historic Taieri Gorge Railway allows travellers to see the scenic Taieri Gorge. The journey includes refreshments and cruise passengers can board the train at Port Chalmers.

**Wildlife:** Dunedin’s Otago Peninsula is home to a colony of yellow-eyed penguins, the world’s only mainland breeding colony of the royal albatross, and other wildlife, including New Zealand fur seals and rare Hooker’s sea lions.

At a glance:

- **Population:** 116,600
- **Highlights:** Architecture, gardens, world’s steepest street, Taieri Gorge Railway, wildlife.
- **Did you know:** Dunedin was founded by Scottish settlers in 1848.

www.dunedinnz.com
Fiordland

Milford, Doubtful & Dusky Sound

Fiordland National Park is the largest National Park in New Zealand and a World Heritage site. It’s a place where jagged peaks rise up from the water’s edge and waterfalls can be seen tumbling hundreds of meters into virgin forest. These scenic riches, combined with an abundance of wildlife such as seals, penguins and dolphins, has made Fiordland one of New Zealand’s most famous destinations.

Most cruise ships visiting Fiordland travel to the fiords of Milford Sound, Doubtful Sound or Dusky Sound allowing passengers to enjoy the varied scenery.

Most cruise ship stopovers in Fiordland do not include shore excursions.

Overland options:

Many cruise lines offer an overland option from Milford Sound with an overnight stay in Queenstown. This allows passengers to experience the adventure activities, scenery and nightlife Queenstown has to offer, before re-joining their ship in Dunedin for the onward journey.

At a glance:

• Population: 2,000

• Highlights: Some of the best scenery in the world and an abundance of wildlife.

• Did you know: Fiordland’s highest peak is Mount Tutoko, at 2,750 metres above sea level.

www.fiordland.org.nz
Pre- and post-cruise options

There’s so much more to see for those who have time before or after their cruise.

Flights from Auckland to the rest of New Zealand are regular and inexpensive and there’s an extensive network of bus, train and rental vehicle companies. Airlines flying domestically include Air New Zealand and Jetstar.

**Auckland and Coromandel:** Travellers with time to spare will want to sample the cafés and shopping Auckland has to offer. Thrill seekers can try bungy jumping, jet boating and sailing, while wine lovers can visit the vineyards on Waiheke Island. Alternatively, a journey south-east to the Coromandel Peninsula provides an opportunity to lounge on picturesque beaches and venture into native forest. The town of Thames has a rich gold-mining history.

**Mount Cook and West Coast:** Towering 3,750 meters above sea level, Mount Cook is New Zealand’s highest peak. It sits within the Southern Alps mountain range and provides some of the world’s most awe-inspiring scenery. The surrounding area features a selection of accessible glaciers, including Fox Glacier and Franz Josef Glacier.

**Queenstown and Southern Lakes:**
The Southern Lakes region encompasses beautiful Lake Wanaka, historic Arrowtown and Queenstown, the southern hemisphere’s premiere four season lake & alpine resort. There’s no better place to experience jet boating, wine tasting, golfing or even bungy jumping. Queenstown also offers hip bars and cafés and dozens of nearby walking trails.

For more pre- and post-cruise options, visit [www.newzealand.com](http://www.newzealand.com)
Tourism New Zealand
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