



parts of Australia which are suffering from extreme weather conditions and have struggled to attract visitors during a usually busy summer period. Ship visits are a welcome relief.

Cruise ships also play a vital role in supporting Australia's vibrant events offering. When Melbourne's hotels overflow during the Australian Open for example, the cruise lines serve as an additional way to bring visitors to the city who can enjoy their day's courtside and return shipside for dinner and on water accommodation.

This is repeated during other major events like the Melbourne Cup.

At ACA, our role is to support our destination members and help them to maximise cruise opportunities developing product that will appeal to today's guests and anticipating future needs. Our workshops around the country will kick off again, in partnership with our state tourism and port authority members, in Brisbane in February.

We also have a busy line-up of domestic and offshore conferences on the calendar. We are excited for the Destination Australia conference in March which will focus on sustainable growth. As this is a major priority for the cruise industry, from port infrastructure to how we deliver experiences

ashore, we look forward to these important discussions and networking opportunities.

April will see us at Seatrade in Florida with a record member contingent. This annual event is a highlight on our calendar as we head to the US to engage in discussions with cruise lines as they are planning their future itineraries allowing us to showcase Australia as a destination with diverse offerings and a contemporary port network.

I am also excited to be presenting at the Fiji cruise symposium for the first time in 2024. This is such an important neighbouring destination with Australian travellers accounting for almost 50% of their visitor arrivals.

We will also be back at ATE again this year, partnering with our good friends at CLIA to promote cruise to international travel wholesalers and agents - a critical market for us.

So much to look forward to as we support the continuing growth of the cruise industry in Australia.

Further Details - and all media enquiries:
Jill Abel, Chief Executive Officer
Australian Cruise Association
Tel/Fax: +61 3 6223 7334
Mob: 0419 511 966
ceo@australiancruiseassociation.com



From the ACA desk:

2024 is upon us and we are already "cruising" quickly into the New Year.

This year's "wave" season has been the most successful yet with record numbers

of enthusiastic cruise passengers (and crew) enjoying their time exploring Australia's vast coastline.

With a number of new ships joining the already stellar line up this season, our regional ports and city destinations are benefitting from increased ship calls - all of which help to bring economic benefit to destinations.

This is particularly important in those