



From the ACA desk:

You may have seen coverage in the media recently around the challenges facing the cruise sector in Australia. ACA has been involved in

many discussions with government and other key stakeholders about how we grow the sector and create long-term opportunities for the cruise lines and local businesses which also ultimately benefits cruise passengers visiting our ports.

We are also continuing discussions around how we continue to build important partnerships between

cruise lines and destinations so we see more overnight stays in port, and the ongoing development of shore-based touring as well as pre- and post-cruise visit offerings.

This formed the basis of our recent engagement in Western Australia which has eleven diverse and fascinating ports for cruise lines to include on their itineraries.

I began the trip by participating in a Cruise Ready Workshop which provided insights and guidance to businesses looking at working more closely with the WA cruise sector. I moderated a lively panel discussion where the panellists shared wonderful insights into what makes for a successful onshore experience for cruise passengers when they visit a destination.

I also attended the WA Cruise Exchange which saw a fruitful give and take of ideas and information about the state between the cruise lines and local companies in the cruise industry including destinations, ports and tour companies. We finished the meetings with a fantastic tour of the Swan Valley which provided valuable insight into what is on offer for cruise guests.

Last week I travelled with the Board

across the other side of Australia to Cairns. The cruise sector there is seeing a solid rebound with around 150,000 passengers and crew visiting Cairns each year. Passenger spending on touring activities, food and beverage, retail purchases along with local provisioning that goes on board the ships, and other spend by the cruise lines, delivers an incredible \$85M to the region each year.

The demand for cruising in Australia remains strong and with 56 new ships being launched by 2028, the ongoing promotion of our country as a diverse and exciting cruise destination for expedition, mid-size and larger ships remains a focus for ACA.

As such, in September of this year, we will make our way to Adelaide for our Association's annual conference which will see an expert line-up of speakers presenting topics around the theme "Steering Ideas to Success." Perfect timing in the lead up to "wave" season.

Further Details – and all media enquiries:

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