



From the ACA desk:

Headlining the cruise news this month, Carnival Corporation announced that they are going to sunset the P&O brand in Australia early next year. This 90-year-old brand has been an

icon for our industry and I would like to acknowledge the role the company has played in building the cruise market in Australia.

No doubt, many cruise passengers reading this column will have enjoyed sailing on their ships. The good news is that Carnival Cruise Line will continue to operate here and at ACA, we look

forward to an ongoing relationship with them and welcoming their vessels to our ports.

In other news, the ACA team has been on the road continuing to support our membership on both the international and domestic fronts. Following our attendance at Seatrade Cruise Global in Florida, we attended the Fiji Cruise Symposium which was held as part of "Tourism Super Week." I was delighted to be a keynote speaker talking on opportunities to create a successful whole of region approach. This was in addition to a panel session where I was part of a discussion on the importance of a local approach to supply chain activity.

After Fiji, we headed to Darwin where we attended the NT Cruise Forum, an important initiative for local industry stakeholders affording them the chance to learn more about the cruise sector and the opportunities available. With Darwin becoming an increasingly important port on Australian itineraries (more than 100 ships have docked there already this season), this workshop helped to showcase pre and post cruise opportunities as well as the importance of developing desirable shore excursions.

We had scheduled this event and our

Board Meeting around the maiden visit of the fabulous new luxury ship, Scenic Eclipse II. She will sail multiple itineraries across to the Kimberley's this season and is a wonderful example of the new vessels we are attracting to this region.

From Darwin, it was off to Melbourne to the Australian Tourism Exchange (ATE) which saw us partnering again with CLIA to showcase Australia to international buyers. As Joel Katz mentioned "Australia continually punches above its weight as a cruise destination and has an incredible amount to offer international travellers."

We will continue our travels over the next few winter months working with our members to help them grow their shore-based offerings and develop strong itineraries attractive to cruise passengers which will help to disperse them further into our regions. This will include visits to WA, Queensland and Tasmania.

Winter turns out not to be the "off season" after all!

Further Details - and all media enquiries:
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