



Media Release

For Immediate Release

Australian Cruise Association and CLIA Australasia prepare to cruise into the Australian Tourism Exchange (ATE)

16 May 2024: Two of Australia's leading cruise industry associations, Australian Cruise Association (ACA) and Cruise Lines International Association (CLIA) will return to Australian Tourism Exchange (ATE) this month to promote the diverse range of cruising products in Australia to the international travel market.

ATE, which will be held this year in Melbourne, is expecting to attract over 2,000 delegates from around the world, providing yet another pivotal opportunity to position our country's thriving cruise industry on the global stage.

Jill Abel, CEO of Australian Cruise Association, shared that the Australian cruise sector continues to flourish with the growing maturity of the market. "Australia boasts an incredible cruise offering to all visitors, including a diverse range of brands operating in this market with a great variety of short mini breaks, seven-to-10-day adventures and long circumnavigation cruises. We can't wait to highlight the vast number of cruise products available in Australia, both onshore and off, including ways to combine cruise with the likes of rail travel and central Australia," said Abel.

"At ATE last year we discovered that many of the international buyers had limited knowledge of the cruise products here in Australia. Attending for our second year, we're excited to build on the momentum and meet additional buyers to share our industry knowledge," Abel continued.

Joel Katz, CLIA Managing Director Australasia, said ATE24 would give both associations the opportunity to meet with key tourism wholesalers and retailers from around the world to discuss the important developments taking place in Australia.

"With cruise representing such a significant source market for inbound visitation to Australia, ATE provides an unparalleled platform for engaging with key tourism wholesalers and retailers worldwide," said Katz. "It is an important opportunity for the cruise industry to showcase the significant advancements and opportunities emerging in Australia. Our presence at ATE24 allows us to convey to global markets that Australia is a premier cruise destination, offering unique and diverse experiences for international travellers."

Both organisations recently returned from Seatrade Cruise Global in Florida, where they shared key updates on the important destination developments taking place around Australia including port infrastructure upgrades and new land-based touring activities.



Abel shared her excitement for the upcoming 2024-25 season, which is forecast to be the biggest season ever in Australia. “Cruise lines are increasingly confident in Australia as a destination, knowing that our ports and shore excursion offerings will create an unbeatable experience for guests. This coming season we’ll see new-build ships arriving, additional maiden visits, and further offerings for accessible travellers.”

Jill Abel (ACA) and Joel Katz (CLIA) look forward to hosting attendees at their co-branded booth (#292) in-between a full schedule of appointments.

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About Australian Cruise Association:

Australian Cruise Association is the co-operative marketing brand for cruise tourism in the Australia and Pacific region and represents a diversity of interests including regional ports, international, national and state tourism agencies, shipping agents, inbound tour operators and companies dedicated to marketing the region as a world class cruise destination.

About Cruise Lines International Association (CLIA)

CLIA Australasia is the regional office of Cruise Lines International Association, the world's largest cruise industry trade association. CLIA provides a unified voice and is the leading authority of the global cruise community. On behalf of its members, affiliates and partners, the organization supports policies and practices that foster a secure, healthy, and sustainable cruise ship environment, promoting positive travel experiences for the more than 30 million passengers who have cruised annually. The CLIA community includes the world's most prestigious ocean, river, and specialty cruise lines; a highly trained and certified travel agent community; and a widespread network of stakeholders, including ports & destinations, ship development, suppliers, and business services. CLIA represents 95% of the world’s ocean-going cruise capacity, as well as 54,000 travel agents, and 15,000 of the largest travel agencies in the world. The organization's global headquarters are in Washington, DC, with regional offices located in North and South America, Europe, and Australasia. For more information, please visit cruising.org.au or follow @CLIAAustralasia on [Facebook](#), [Twitter](#), and [LinkedIn](#).

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