



Media Release  
For Immediate Release

## **Australian Cruise Association sends record delegation to Seatrade Cruise Global 2024**

(11 April, 2024) A record member delegation from the Australian Cruise Association (ACA) is attending Seatrade Cruise Global in Miami, Florida this year. Representatives from state tourism organisations, ports, ground handlers, attractions and shipping agents make up the 24 strong delegation – the highest number of ACA attendees by far.

Regarded as the cruise industry's most significant worldwide event, Seatrade attracts representatives from over 80 cruise lines providing an outstanding opportunity to promote cruising in Australia.

Jill Abel, CEO of the Association is attending for the 19<sup>th</sup> year. "As we close out another successful cruise season, the size of our delegation this year reflects the continued fast paced growth of the sector in our region," said Abel. "Seatrade is the pinnacle event on the international cruise calendar each year and without doubt represents the best opportunity for our members to network with key decision makers and plan for the future."

"I am really delighted that we have key partners with us to reinforce our commitment to cruise as a region including CLIA, NZCA and Tourism Australia. We also have Papua New Guinea Tourism as well as Tourism Fiji who are returning for the first time in over a decade."

"Several first timers also make up our delegation who will reap long term benefits from the relationships they build at Seatrade as well as the educational input they gain from the speaker sessions."

ACA will be represented during the Conference Program with Abel invited to participate in a panel session titled “The Asia/Australasia Spotlight” alongside Jacqui Lloyd (NZCA) and Bud Gilroy (South Pacific Cruise Association). The session will be moderated by Joel Katz (CLIA Australasia).

Renata Lowe (Tourism WA) is a panellist in the “Warm Water Expeditions and Unchartered Destinations” conference session.

“Attending Seatrade Cruise Global gives us the opportunity to showcase the important destination development taking place around Australia including port infrastructure upgrades and new land-based touring activities. This means we can focus on tailor-making the experiences for the cruise lines so they can be assured their guests leave our region with amazing memories of their visit and continue to return,” said Abel.

The Australian Cruise Association along with the New Zealand Cruise Association will reprise the “Down Under BBQ” again this year, delivering attendees a taste of “local” food, beverages and entertainment. The event is always a highlight on the Seatrade calendar.

In addition to a full meeting schedule during the event, representatives from the delegation met with key cruise lines prior to Seatrade. This will be a destination development opportunity working with their marketing departments, sales teams and itinerary planners to develop shore excursions and pre and post visits.

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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.

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