



**Media Release
For Immediate Release**

Australian Cruise Association annual conference opens in Broome

(13 September, 2018) The 22nd annual Australian Cruise Association conference and AGM commenced in Broome last night and will run through September 14, 2018.

Around 120 delegates are attending the event at the Cable Beach Club Resort, which is themed "Forging Stronger Relationships" recognising the importance of all sectors of the industry working collaboratively for a greater gain.

"The Conference is well-timed for discussion around the exciting year to come," said Jill Abel, CEO of the Australian Cruise Association.

With 25 ships booked to visit Australia in 2018/19 including Ponant's new expedition ship, La Perouse, Regent's Seven Seas Mariner, Seabourn Sojourn and Holland America Line's Maasdam, it is a perfect opportunity for representatives from the cruise lines and ACAs members to discuss how we can establish best practice for working together to achieve successful outcomes" continued Abel.

A record line-up of cruise line executives is speaking at the 2018 Conference which will be kicked off by **Sture Myrmell** - President, Carnival Australia and newly appointed Chairman of CLIA - presenting a global and national view of the industry.

Susan Bonner, newly appointed Managing Director, Australia and New Zealand for Royal Caribbean International, will share the challenges of operating big ships in our region and discuss future opportunities for their brands.

Capt. Mike Drake from Carnival Australia and Ports Australia, CEO, **Mike Gallacher** will be discussing important considerations around port infrastructure which will undoubtedly lead to a lively panel discussion on the important role ports play in the growth of the industry.

The importance of destination development will also be discussed as well as other topical issues such as sustainability and over-tourism.

The program was officially opened by the **Hon. Paul Papalia, WA Minister for Tourism** at the welcome event, held at the Broome Surf Lifesaving Club. The Minister spoke about the importance of the cruise sector to Western Australia and the critical role regional ports such as Broome have played in the growth of the industry. Broome welcomed 22 cruise ships in 2016-17 injecting approximately \$10M into the State's economy.

Councillor, Harold Tracey, Shire President for Broome, welcomed all attendees to the city affectionately known as the 'Pearl of the North.' Earlier in the day conference attendees had participated a range of networking tours showcasing the destination including early morning camel rides along iconic Cable Beach; an aboriginal cultural tour and the Willie Creek Pearl Farm tour.

Jill Abel said, "The business community in Broome has welcomed our delegates to the city with an amazing warmth and generosity. As such it has proved to be the perfect backdrop for our 2018 conference as it embodies our theme and highlights the importance of working together."

The Gala Dinner on Thursday evening, sponsored by Kimberley Ports Authority, will take place at the iconic Mangrove Hotel in Broome overlooking picturesque Roebuck Bay.

The Conference will close on Friday following a breakfast presentation by Jaime Jackett, warden from the Broome Bird Observatory. The Observatory, now in its 30th year, facilitates and supports a range of important research projects on migratory shorebirds and the local environment.

-ends-

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.

Media Contacts:

Jill Collins
Barking Owl Communications
0417 654 474
Jill.collins@barkingowlcommunications.com.au

Katie Cahill
Barking Owl Communications
0439 775 656
Katie.cahill@barkingowlcommunications.com.au