



December 2012

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Message from the Chairman

As 2012 comes to an end, it gives me great pleasure to report that it has been a an amazing year for CDU and the cruise industry in Australia, with a number of new CDU initiatives undertaken and records broken.

March saw us launch the new Cruise Shipping Miami booth that provided the 'team' with expanded work space where members were able to interact with our cruise partners.

Further plans are under way to introduce a themed event during the exhibition for 2013.

The 2012 CDU Conference was held in Hobart from the 29th-31st August and was hailed an enormous success, attracting record numbers of delegates from around Australia, New Zealand, Papua New Guinea and Indonesia.

The four key international speakers: Christopher Allen, Associate Vice President Global Deployment and Itinerary Planning, Royal Caribbean International & Celebrity Cruises; Captain Nikolaos Antalis, Port Captain Royal Caribbean International & Azamara Club; Shirley Henderson, Manager Shore Excursions for Carnival UK, Jennifer Vandekreeke, Director, Carnival Cruise Lines provided a valuable insight into the current industry trends and

openly discussed the issues pertinent to international and domestic cruising.

The conference also featured the release of the CDU Economic Impact Study for 2011-12.

The study revealed total expenditure by the international cruise shipping industry in Australia in 2011-12 was estimated at \$1.77 billion compared to \$1.1 billion in 2010-11. In addition to the international expenditure, the study considered the effects of domestic spending. It identified that when domestic passenger spending is added back into the economic effects, the total expenditure increases to \$2.4 billion.

Our most recent initiative, the inaugural VIP Cruise Famil, commenced with a welcome function in Sydney on Sunday the 23rd September.

The Minister for Tourism, The Hon. Martin Ferguson, welcomed the eight member delegation representing the cruise lines of Silversea Cruises, Royal Caribbean Cruise Line, Celebrity Cruises, Fred Olsen Line, Holland America Line, Norwegian Cruise Line and Oceania Cruises/ Regent Seven Seas.

The individually tailored and intensive programs, took in all of the States and the Northern

Territory and focused on port facilities, shore excursion products and pre and post touring opportunities that the country has to offer. The event was developed by CDU with the support of Tourism Australia and Qantas.

Our members are now focussed on what is forecast to be another record season. With ten maiden voyage ships sailing our waters, we are intent on delivering world class experiences to passengers from around the globe.

From everyone at CDU, I wish you a very safe and happy Christmas and New Year.



Chris White
Chairman

New tender landing at Kangaroo Island

The *Volendam* has been the first ship to use the new Tender Landing Structure at Penneshaw, Kangaroo Island.

In 2009 the South Australian Tourism Commission (SATC) developed a cruise strategy "Southern Ocean Cruising Strategy" aimed at developing and promoting the state as a cruise destination.

Kangaroo Island was a high priority in the strategy and through the work of the SATC

with other state government partners and cruise lines, the island is now a regular and popular destination on international and domestic cruise ship itineraries.

It was identified that to encourage cruise ship visitation to the island a new tender landing structure was required that would make embarking and disembarking passengers from ship to shore quick and easy to navigate, allowing passengers more time on the island to undertake the popular day touring options.

The new landing structure was launched in August 2012 by the Minister for Tourism, Ms Gail Gago and the *Volendam* on the 17th November 2012 was the first ship to use the new facilities.

Since the announcement that new facilities were being built at Penneshaw KI, there have been 10 scheduled bookings for 2012/13 & 2013/14, including ships from Holland America Line, Princess Cruises, Seabourn, P&O World and P&O Australia.



Image: supplied by the South Australian Tourism Commission, the *Volendam* at Penneshaw Saturday 17th November 2012-11-26

Newcastle invests in cruise

The Newcastle 2012 – 13 cruise ship season has

commenced with recent visits by *Rhapsody of the Seas* and *Celebrity Millennium*. The 10 cruise ship visits scheduled for the season running through to May next year are expected to bring over 22,000 cruise ship passengers to the Hunter Region.

A number of initiatives have been implemented by Cruise Hunter and local stakeholders to position Newcastle to better meet cruise industry requirements and expectations.

Newcastle Port Corporation invested \$90,000 to construct new hardstand and improved pedestrian pathways at the cruise ship berth to enhance passenger port experience.

Several local cruise forums have been held in the lead-up to the cruise season. These forums targeted tourism operators, taxi drivers and volunteer groups to ensure frontline stakeholders are aware of how to maximise opportunities generated by cruise ship visits.

A new source of destination information is now available to cruise ship visitors to Newcastle with the development of a new mobile phone 'app'. The app caters specifically to the needs of cruise passengers and crew with information about attractions and places of interest in the Hunter Region.

The user-friendly app is accessible by simply typing a web address (www.cruisewcastle.com.au) into a smart phone. Information about free Wi-Fi locations in the city will be provided to visitors as they disembark the cruise ship.

The innovative Cruise Hunter app is a new and more technologically advanced method to traditional maps and visitor guides for visitors wishing to access information. The app aims to complement the shore tour market and cater to those passengers and crew who choose to conduct their own independent activities while in port.



New Melbourne Arrivals Guide for Crew

In addition to the Melbourne Cruise Arrivals Guide produced annually for passengers, Tourism Victoria in partnership with Destination Melbourne has just released a short guide aimed at crew members. The guide features a map of the local area, practical information on transport, internet, shopping and sports grounds as well as discount vouchers in Melbourne and Port Phillip. All CDU members are welcome to download this resource and distribute to their respective networks as they see fit, either as soft or hard copies (A4 self-printed on both sides in colour only).

Welcome to Melbourne Video

Tourism Victoria has produced its first ever DVD aimed at cruise passengers. The four-minute HD video is both motivational and informative, making it a versatile resource

for the cruise industry. Uses include posting on websites and screening onboard in public areas (eg. shorex desk) and in-room channels. Two versions are available, as a DVD and as a Quicktime editable CD. Tourism Victoria would be delighted if cruise lines obtained copies of the video for use on ships calling at Melbourne and Victorian ports. For your own copy, please contact Isabelle Fennessy via email isabelle.fennessy@tourism.vic.gov.au and specify which version you would like.

Fremantle Ports and City of Fremantle sign MOU

In October 2010 a memorandum of understanding was signed between Fremantle Ports and City of Fremantle, establishing a partnership for the delivery of the highest standard of visitor servicing for cruise ship passengers arriving in Fremantle.

The City of Fremantle provides extensive visitor servicing for the passengers of international cruise ships as well as passenger servicing for the home port cruise ships.

International passengers are greeted by the volunteer Fremantle Tourist Guides at an information counter in the terminal building. Passengers are provided with information, maps, a Fremantle Tourist Saver voucher book and directions to the Fremantle Visitor Centre in Kings Square.

The City engages Fremantle Trams to provide a shuttle service that transfers passengers from the terminal into Kings Square, where they are greeted by Fremantle

Tourist Guides. The cost of an all-day shuttle ticket is \$2 per passenger.

The City recently commissioned a Cruise Ship Strategy, the implementation of which has commenced. The major outcome from the research was to provide more accurate information about the destination to passengers.

The task for the City of Fremantle's Economic Development and Marketing team is to provide accurate information direct to key positions on each of the ships scheduled to visit Fremantle, well in advance of the ships arrival. Information is provided in formats that are ready to be played on state room televisions, announced over public address systems, presented at on-board lectures and printed in daily bulletins.

The City of Fremantle was recently awarded a silver medal with a high commendation from judges for Local Government Award for Tourism category at the 2012 Perth Airport Western Australian Tourism Awards and the Fremantle Visitor Centre was the winner of the 2012 Western Australian Regional Newspapers Top Tourism Award for Heritage.

Eden a-buzz with Amsterdam

The Port of Eden was bursting with international visitors when the *MS Amsterdam* called on 13th November. The visitors loved visiting a small town surrounded by natural forests and deserted beaches after having visited many large cities on their cruise. A highlight for many was walking up Warrens Walk to the town through

award winning native gardens tended by volunteers who were there to chat to them. At the top they were met and presented with a sticker "I conquered Warrens Walk". Other passengers enjoyed an Australian High Tea at the historic Seahorse Inn on the shores of Twofold Bay followed by a tour of an Oyster Farm with tastings. Maxwell's Rainforest Walk was also popular which took passengers through our native forests. The whole town pulls together to make the visit of cruise ships to our port memorable for the passengers who are easily identified by their red Cruise Eden caps.



New Caledonia – Tourism Development for the future

The New Caledonian tourism sector is entering a new era of consolidation with its facilities and infrastructure.

Faced with rising visitor numbers and the demands of international tourism, the Territory's political and economic leaders have become aware of the future potential of this exceptional destination. In a coordinated approach, the stakeholders have launched initiatives to renovate, develop, commercialise and create tools for New Caledonian tourism. Tourism's economic dimension has thus been reinforced and has reasserted its place in the

economic and social future of the Territory.

New Caledonia has been establishing its reputation among island destinations over the past decades. Within Europe, it is above all the French market and, among neighbouring markets Australia, New Zealand and Japan which account for the lion's share of tourist and traveller flows.

Luxury international brands provide robust and vibrant activity in the hotel industry.

Starwood Hotels & Resorts has already established itself in the Territory, with the Le Méridien chain and its two high-end establishments in Noumea and on the Isle of Pines. Its expansion in the Territory will take place through the Sheraton chain. It is in Bourail, one and a half hours north of the international airport, that the Sheraton Deva Golf Resort and Spa will open its doors in December 2013.

With its sustainable development approach, the resort looks out over the UNESCO World Heritage lagoon and reefs and, with a land area of 8,000 hectares, offers 120 rooms and suites, 60 bungalows and an 18-hole signature golf course designed by American architect Dye. This high-end establishment will meet the needs of an international clientele all the while constituting a local development that respects the environment and the indigenous populations, as explained by managing director Dominique Michaud. Similarly, the GLP Hôtels Résidence La Promenade, which opened in 2007 and

contains 154 suites and apartments, will become a member of the Hilton chain on 1 July 2013. This provides an excellent opportunity for the Territory to gain exposure in the international client network of one of the world's most prominent chains.

The GLP Group has 730 rooms spread over La Promenade, L'Escapade Ilot Maitre, the Nouvata Complex and Le Paris.

The number of cruise ships visiting New Caledonia is growing rapidly, with most visiting Noumea, Isle of Pines, Mare and Lifou. Noumea presents a diversity of cultures, mainly Melanesian and French, but including Wallisians, Tahitians, Asians and other Europeans.

The popularity of shore excursions is growing with many choosing a day trip to the beautiful Amedee Island Lighthouse, or a trip to the Blue River National Park. The city sites, including the magnificent Tjibaou cultural Centre, Aquarium and Museum are always popular. With the current exchange rate, there has never been a better time to visit New Caledonia.



Rains trigger Christmas Island frenzy

Heavy and sustained island-wide rainfall over the last week of November has finally set the

famous Christmas Island red crabs off on their annual breeding migration.

Described by celebrated naturalist, Sir David Attenborough as one of the most spectacular migrations on the planet, the mass march of red land crabs to the coast to mate turns the tropical island into a real-life Discovery Channel documentary.

The ubiquitous crabs take the most direct route possible from their burrows in the rainforest terraces down to the coast, turning roads, the golf course (where there's a penalty stroke should your ball accidentally hit one!) and beaches into a crimson carpet as they scuttle along.

Even the school bus stops short of the school to avoid the high numbers of crabs that migrate through the school grounds where specially-designed devices have been installed to stop the crabs marching through the classrooms.

"The island's hotels and restaurants are bracing themselves for the arrival of nature-loving tourists from all over the world who flock to witness the migration," says Linda Cash of the Christmas Island Tourism Association.

However, the biggest challenge for the crabs during their migration isn't to look their best to wow camera-toting visitors, rather the much more critical task of safely crossing the roads.

"In recent years the community has made a great effort to reduce to number of crabs killed on the roads," says Ms Cash, who adds "there's a real

appreciation of the importance of the crabs to both our fragile island ecosystem and our nature-based tourism industry."

"The local radio station broadcasts the crab bulletins to advise on the crabs' latest movements and roads where the crab numbers are thickest have been closed," explains Ms Cash. Dedicated rangers from the Christmas Island National Park have even rolled-out kilometres of plastic chutes along the side of roads to funnel crabs through specially-designed grids which allow crabs to pass safely under the roads.

Long-time local, Karenn Singer, who has witnessed the migration many times, is still mesmerised by the spectacle. "You can never take it for granted, no matter how many times you see it – it's simply awe inspiring."

The females are expected to spawn en-masse and release billions of larvae into the sea on 6 January, and then march back to their forest burrows, "so anyone who visits the island in the next six weeks will be lucky enough to witness at least part of this remarkable migration," added Ms Cash.

WA Cruise Strategy launched

The Western Australian Cruise Shipping Strategic Plan 2012-2020 (Plan) was released in November with the objective to ensure the State's cruise port destinations deliver quality experiences for passengers as well as maximise the economic benefits of cruise shipping for the State.

The Cruise Western Australia Committee, under the

chairmanship of Professor Ross Dowling OAM and supported by Tourism WA, has been the driver of the Plan that prioritises initiatives under four business areas; marketing/awareness, port infrastructure, landside destination development and strengthening industry capacity/ownership. Tourism WA will work with the Committee and other stakeholders to implement activities cited in the Plan that include Cruise Ready Workshops for regional port destinations, a Cruise Exchange to bring key cruise wholesalers to Western Australia, and the implementation of marketing activities to raise awareness of the State as an attractive emerging cruise destination.

The release of the plan coincided with the arrival of the Sea Princess in Fremantle and the Voyager of the Seas arrival in Port Hedland in early November 2012. The Voyager of the Seas was in Fremantle for a turnaround visit on 5 November, being the largest turnaround of passengers in Fremantle's cruise history.



WESTERN AUSTRALIAN
CRUISE SHIPPING STRATEGIC PLAN
2012 – 2020
NOVEMBER 2012



http://www.tourism.wa.gov.au/Infrastructure_and_Investment/Tourism_Infrastructure_Development/Pages/Cruise_Shipping.aspx

Port Arthur honoured at Tourism Awards

The Port Arthur Historic Site Management Authority (PAHSMA) is celebrating major wins at the 2012 Tasmanian Tourism Awards, announced in Hobart on November 9.

The Site, one of Tasmania's most recognisable and visited destinations, was named 2012's best major tourist attraction, as well as Tasmania's best heritage and cultural tourism experience.

The Authority was also recognised for its latest tourism offering, the Port Arthur Paranormal Investigation, which took out the best new tourism development award.

PAHSMA Chairman, Dr Barry Jones, said the awards were recognition of the hard work of the entire PAHSMA team, in what had been a difficult time for the tourism industry as a whole.

"While visitor numbers and revenue have been down, requiring us to do more with less, we have remained focused on delivering a great visitor experience at Port Arthur as well as innovating and introducing exciting new product offerings," said Dr Jones.

"We are particularly delighted that our Port Arthur Paranormal Investigation Experience has been recognised. It has been a notable success since its launch last February. The monthly tours have been running at or near capacity throughout the winter, and we are now at the point of needing to add additional tours to meet demand."

Tasmanian winners go on to represent the State at the Qantas Australian Tourism Awards, to be held in February at the Princes Wharf Shed No 1 in Hobart. This process allows star Tasmanian tourism products to gain National recognition.



New Members:

Sofitel Sydney Wentworth

A heritage listed five-star hotel set in the heart of Sydney's shopping and business district, Sofitel Sydney Wentworth is a renowned architectural icon. Expect warm personal service, 436 luxurious rooms with most overlooking a central Garden Courtyard, extensive meeting and conference facilities, a health club, day spa, stylish French inspired restaurant and a fashionable lounge, perfect for entertaining friends or work colleagues.

Contact: Mike Sarino
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Devonport City Council

The City of Devonport is ideally located on the Mersey River in the heart of the beautiful North West Coast of Tasmania. This unique location opens the city up to river, ocean and mountain views and a lifestyle

enjoyed by its 26,000 residents.

Cultural facilities include the Regional Art Gallery which has a collection of Tasmanian art works, ceramics, prints, and photographs; the Maritime Museum with a collection relating to early shipping activities; the Devonport Entertainment & Convention Centre which is considered to be the premier entertainment facility in the North West; Imaginarium Science Centre, Tasmania's first and only science discovery centre; and Tiagarra Aboriginal Culture Centre and Museum.

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You may know us best for our event services. But it's just part of a much bigger picture. There's a lot more to tell you about.

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We also provide helicopter transfers and charter services.

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Every effort is made to ensure the information published is correct.

Fergusson Winery

and Restaurant is situated 55 km (or one hour's drive) from Melbourne in the unique and beautiful Yarra Valley, home to over 50 wineries and 110 vineyards. The district, which was first planted to vines in 1838, is internationally renowned for the production of premium quality table wines.

The vineyard is planted to classic French grape varieties, including Chardonnay, Pinot Noir, Shiraz and Cabernet Sauvignon. Louise Fergusson currently oversees the entire estate, which includes the vineyard, winery, Cellar Door,

ACG Security

You may have seen us last time you were at the races, or the football, or a concert. We may have checked your bag, scanned your ticket, or shown you to your seat.

But away from the crowds, much of what we do goes on behind closed doors. Our work with companies like Santos and Lockheed Martin delivers sophisticated security solutions in some of Australia's harshest outback conditions.