



March 2013

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Message from the Chairman

The New Year arrived and most of our members didn't get a chance to take a breath as the months of January and February experienced continued record cruise visits and passenger numbers.

As we head into March, the CDU team prepare to depart for United States for the annual pilgrimage to the Cruise Shipping Miami event and annual sales mission.

Cruise line executives will be drawn to our booth by the smells of the Aussie BBQ, to experience the tastes of prawns and sausages and even a sip of great Australian beer and wine, to discuss the season heading to a close and plans for upcoming years.

Following Miami, we will be concentrating on data collection and producing our annual Economic Impact Study (heading into its 9th consecutive year).

Registrations will also open in April for the 2013 CDU Conference, to be held in Cairns from the 11th – 13th September. The event continues to grow each year and will celebrate 17 years in the city in which the inaugural meeting of CDU was held.

I look forward to seeing many of you in Miami next week (remember booth #923) and

continuing to work with industry and CDU members in delivering an outstanding cruise destination.

Chris White
Chairman

Cruise Shipping Miami



The famous Aussie BBQ

**is coming to Cruise
Shipping Miami!**

*Please join the Cruise
Down Under team for a
prawn and sausage on the
barbeque*

On Wednesday 13th March

From 3pm to 6pm

At booth #923

Geelong's Yarra Street Pier Project

The City of Greater Geelong, in Victoria, has identified a redeveloped Yarra Street Pier as one of its key funding priorities.

Geelong has played host to several international cruise ships. At present, visiting ships use a swing mooring and tender passengers ashore. The proposed pier at a central point on the foreshore would help facilitate the arrival and docking of ships and improve efficiency and safety.

The proposed Yarra Street Pier at 260m long will build on the existing facilities at the Royal Geelong Yacht Club and provide adequate berthing for large ships. The facility would include wave protection, additional marina berths, public berths and dredging of an approach channel and swing basin to enable access to the new pier.

The City of Greater Geelong council has committed \$5 million to the Yarra Street Pier project and the Royal Geelong Yacht Club has pledged a further \$2.5 million. The council is now lobbying the State and Federal Government to fund the balance.

With these new, vastly improved facilities and the proximity to the city and wider touring options the City of Greater Geelong anticipates the number of cruise ships visiting the region to grow to 25 annually by 2025.

Geelong is 36 nautical miles from Melbourne and just 80kms by road.

An independent business case found that the Yarra Street Pier project would deliver an estimated economic return of \$41 million to the Geelong region and create more than 400 jobs in the first 10 years of operation.



Proposed Yarra Street Pier artist impression

Darwin's cruise ship capacity doubles

Darwin's capacity to receive cruise ships has now doubled with a \$21m infrastructure upgrade to the Stokes Hill Wharf, and on Monday (4 March, 2013) the wharf will welcome the "Best Cruise Ship in the World", MS Europa.

On the same day, Fort Hill Wharf will welcome the majestic Queen Victoria, which can accommodate more than 2000 passengers.

Stokes Hill Wharf housed the original Darwin Cruise Ship Terminal until Fort Hill Wharf was opened in 2008. Passengers arriving at Stokes Hill Wharf will be able to utilise a passenger terminal facility, coach rank, shuttle bus pick-up and drop-off as well as the local restaurants and cafes.

Fort Hill Wharf will continue to be Darwin's primary Cruise Ship Terminal, however Stokes Hill Wharf is now able to accommodate ships up to 30,000GT and 200 metres in

length, with a draft up to 6.2 metres.

Stokes Hill Wharf is connected to Darwin city centre via a walkway which meanders through the Darwin Waterfront Precinct, passing shops, restaurants, cafes, a swimming lagoon and other tourist attractions.

Tourism NT works closely with the Darwin Port Corporation to encourage more cruise lines to visit Darwin more frequently and the additional capacity of the Stokes Hill Wharf cruise ship facility will enable this to happen.

Darwin's Cruise Ship Schedule is updated regularly and is available for download from the Darwin Port Corporation Website: www.darwinport.nt.gov.au

Cairns commences channel expansion

Cairns, Australia's Gateway to the Great Barrier Reef has commenced a shipping channel expansion project.

The new exciting project being undertaken by Ports North will see shipping access to the Port of Cairns expanded to cater for Mega cruise ships up to Voyager Class.

The Project will widen the existing 90m channel to 140m and increase its depth from 8.3m to 9.4m.



The Cairns Shipping Development Project will -

- Expand the existing shipping channel and swing basins
- Upgrade existing wharf structures
- Provide and upgrade services to the wharves including supply of heavy fuel oil.

Simulations undertaken show the expanded channel will allow access for Regal, Vista, Grand and Voyager Class ships. Subject to project approvals and construction timetables the new expanded Cairns channel will be set to welcome Mega Ships in 2016.



Cruise Hunter celebrates 10 years

The current cruise season in Newcastle has seen a number of positive developments, including celebrating the 10th anniversary of Cruise Hunter, the organisation responsible for growing the cruise shipping industry in Newcastle.

The anniversary was celebrated onboard Rhapsody of the Seas in February and was attended by local members of the Cruise Hunter Advisory Group and representatives from Royal Caribbean. Since the inception of Cruise Hunter in 2003, 57 cruise ships have visited Newcastle bringing over 110,000 passengers and crew to the Hunter Region.

In December 2012 Newcastle Port Corporation announced a new port pricing policy for the cruise shipping industry, effective from 1 July 2013. The new policy includes an incentive-based concession on the Navigation Services Charge and encourages cruise lines to make multiple annual visits to Newcastle. For more information and conditions regarding the new port pricing policy, contact david.b@newportcorp.com.au

Newcastle Port Corporation recently completed a dredging program that has resulted in the Harbour Master declaring the depth of the cruise berth at 9.7 metres. This new depth will allow the berth to be more accessible to the increasingly larger cruise ships now deployed to the Australian region.

A new 'meet & greet' initiative this cruise season has been the introduction of an Art Bazaar held at Newcastle Museum specifically for cruise ship visits. The bazaar showcases local arts and crafts and has been a popular addition to the Newcastle cruise experience.

A number of new and exciting tourism attractions are emerging in Newcastle that is sure to appeal to various cruise markets. Examples include a Barramundi Farm and Boutique Beer tour, stand up paddle boarding and kayak tours on the working harbour, quad bike adventure on sand dunes and segway tours through a wetlands reserve.



Interest surges for New Caledonia

Cruise passenger numbers reach all time high as interest surges in New Caledonia.

Each year, New Caledonia welcomes more and more passengers visiting its capital. In fact, a landmark 231,413 passengers (+17.4% compared to 2011) docked at Nouméa in 2012. And more than 100,275 passengers have visited one of the 3 others ports of the archipelago, Isle of Pines, Lifou and Maré.

"We are a destination becoming more and more popular and in 2020, we expect about 500,000 cruise liner passengers. New Caledonia is one of the most appreciated ports of call in the Pacific, with a unique mix of French and Melanesian culture. The port of Nouméa is also located only a short distance from the city centre providing easy access for visitors to explore all the key attractions, even if they are berthed for only a short period of time", said Jean Michel Foutrein, New Caledonia Tourism South, Manager.

This firmly puts New Caledonia on the map as an ideal stop for cruises, combining the high security, medical and regulatory standards you would expect from French territories, with outstanding, exotic, natural beauty.



©P. Laboute / New Caledonia Tourism

Isolated for a very long time, New Caledonia has also kept its exceptional flora and fauna, with some of the most unique ecosystems on the planet where the endemism can reach 85 % in some parts of the territory. Yet, there is nothing to fear from the discreet native animals of New Caledonia: no crocodiles, no poisonous spider, and no big wild beasts.

Visit New Caledonia at Cruise Shipping Miami at Booth # 1020



© P. Plichon / Province Sud

New Shore Ex Product for Victoria

In an attempt to widen the appeal of some of its popular shore excursion destinations, Tourism Victoria has put together new itineraries in the Yarra Valley and Mornington Peninsula. 'Family Fun' is obviously aimed at the growing family market while 'Pure Indulgence' is targeting high end passengers. The hidden gem of Daylesford, the spa capital of Victoria, is also being highlighted with 'Pure Indulgence' and 'Pure Nature' packages for discerning **Cruise Down Under Newsletter March 2013**

travellers wanting something extra special.

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.

Welcome to Melbourne Video

Tourism Victoria has produced its first ever video aimed at cruise passengers. The four-minute HD video is both motivational and informative, making it a versatile resource for the cruise industry. Possible uses include posting on websites and screening onboard in public areas (eg. shorex desk) and in-room channels.

Unique small town of Eden

As the Port of Eden prepares for the visit of the small luxury ship Caledonian Sky on 8th March we are putting together some different tour options that highlight the local hospitality that our small town has to offer.

We aim to stand out as a unique Australian small town experience. The Eden CWA ladies bake their favourites and serve their cakes with a cuppa and a chat at the Eden Visitor Information Centre. At our community gallery Art on Imlay, artists gather to share their work over a drink and nibbles. Here a uniquely Australian

handmade gift can be purchased including weathered glass which has been collected from the beach and crafted into jewellery, Aboriginal art, photos on a gumleaf or a beautiful piece of local woodwork or artwork. All is made in Eden. A tour of the Museum that holds the skeleton of Old Tom the Killer Whale and a bushwalk to the spectacular pink and white pinnacles in Ben Boyd National Parks are also on offer. The Hop On/ Hop Off shuttle bus with a guide is also available taking passengers around town to the beach, the main street and galleries, Museum and hopefully catching sight of the kangaroos grazing on the Golf Course.

Seabourn Odyssey Visits Geelong

The February visit of the Seabourn Odyssey to Geelong has confirmed the appeal of the city as an international cruise ship destination.

The Seabourn Odyssey made just two Victorian stops on its Australasian tour – Geelong and Melbourne. On the day of her visit, she anchored in Corio Bay early in the morning and her 450 passengers came ashore to take part in local tours.

Many passengers took up the option to visit the Bellarine Peninsula including stops at some of the region's renowned local wineries. Others chose to explore the waterfront and CBD. Some learned more about the city's heritage with a visit to the National Wool Museum.

City of Greater Geelong Mayor Cr Keith Fagg presented a welcome gift of Wathaurong glass from the City to Captain

Bjarne Larsen during a welcome ceremony on board the ship.

"We hope to welcome the Seabourn Odyssey back to Geelong in the future. Captain Larsen was very enthusiastic about Port of Geelong and the passengers I spoke with had high praise for our city and the friendly welcome they received," said Cr Fagg.



Seabourn Odyssey moored in Geelong

Port Arthur keeping community strong following bushfires

The Port Arthur Historic Site is open for business and operating at full capacity again following the bushfire emergency that closed the Arthur Highway, the only road access to the Tasman Peninsula, for nearly ten days in early January. Visitors are again enjoying the World Heritage listed attraction in sunny Tasmanian summer weather.

All attractions, activities, facilities and tours are operating normally; guided tours of the Site, the harbour cruise, tours of the Isle of the Dead cemetery and Point Puer Boy's Prison tour and nightly ghost tours are all available daily. The new, award-winning Paranormal Investigation Experience is available on the last Saturday of each month and our cafés and Felons

Bistro are all operating normally.

Around the region, other attractions, tours and accommodation providers are operating normally and, like Port Arthur, welcoming visitors to this spectacular region.

While the bushfires caused considerable damage to areas north of the Peninsula, particularly around Dunally and Murdunna on the Forestier Peninsula and fire damage is evident along the journey, there is no fire damage around Port Arthur itself nor at most of the scenic spots along the way.

Tourism and business operators in the region agree that one of the best ways to help affected regions overcome the impacts of these fires is for people to visit and spend some time experiencing the world-class activities and attractions available. Local tourism operators encourage all Tasmanians and visitors from further afield to come back soon and discover what makes this part of the world so special.

"Thank you Port Arthur staff for looking after us so well while we were trapped by the fires. Your actions were truly amazing. Even though you were all exhausted, you still found time to make sure we were all comfortable, and even crack a joke or two. Also a big thanks to the locals of Carnarvon who were amazingly supportive and welcoming. Your kind actions will not be forgotten." - Clan Mackenzie (Norway)

Tasmania heading for record 13/14 season

2013-14 is shaping up to be an outstanding season for Tasmania, with a record 78 cruise ship visits scheduled. This coincides with the destination receiving a number of accolades from prestigious travel entities.

Hobart has been recognised by Lonely Planet's Best in Travel 2013 publication as one of the Top 10 cities in the world to visit in 2013 – the only Australian city that received this accolade! This was followed by Hobart being voted as one of the world's ten "destinations on the rise" by readers of the renowned travel website, TripAdvisor.

Tasmania also shone at the recent Australian Tourism Awards, winning six gold awards and several silver and bronze.

Pennicott Wilderness Journeys won the Qantas Award for Excellence in Sustainable Tourism and their Bruny Island Cruises won both the Tourist Attractions and Ecotourism categories.

Ever on the look-out to bring new experiences to cruise ship passengers, Hobart has a range of new products available or soon to-be-released.

Redlands Estate in the picturesque Derwent Valley one hour north of Hobart offers a whisky tasting experience in a heritage setting.

A range of emerging farm-gate and meet-the-maker experiences can be packaged including Willie Smith Organic Cider located in the scenic

Huon Valley south of Hobart, Huon Valley Mushrooms, Wicked Cheese and Olive Grove in the rich Coal River Valley.

The early settler history of the historic township of Oatlands, located an hour north of Hobart on the Midlands Highway, can be showcased by providing history walks matched with a visit to the restored Callington Mill and boutique family-owned knitwear factory, Casaveen.

Closer to port, guided walks on Hobart's majestic Mount Wellington provide a soft adventure and plenty of photo opportunities for the amateur botanist or bush walker.

To experience Tasmania's remote wilderness and spectacular coastal areas, Tasmanian Air Adventures, whose seaplane conveniently departs from the heart of Hobart's port, provides a range of day tour options.

Port Arthur Historic Site remains a popular tender port or comfortable shore excursion from Hobart. An overnight stay will enable passengers to undertake the new 'Paranormal Experience' and then re-join their ship in Hobart.

Exciting news is that Tasports redevelopment of Macquarie Wharf No.2 as a dedicated cruise ship and Antarctic facility will be completed on schedule in March and fully operational for next season. Hobart looks forward to welcoming cruise ship visitors with a brand new facility!

For more information on these and other Tasmanian experiences, including Burnie and the outports of Wineglass

Bay and Coles Bay, visit www.tassietrade.com.au and www.discovertasmania.com, or e-mail

Rita.Warrener@tourism.tas.gov.au

Kuranda Gold Class

Kuranda Scenic Railway Gold Class – 'A taste of Queensland'

Kuranda Scenic Railway is pleased to announce its new Gold Class menu featuring produce from Tropical North Queensland & Queensland wines.

The new menu not only supports our local suppliers but provides us the opportunity to showcase their delicious offerings to our guests from all over the globe.

The onboard selection will be Gallo Dairyland Cheese, Skybury Coffee, 'Mango to Go' 100% pure Mango sorbet, 'freshly baked' Anzac Biscuits & Great Northern Brewing Company Super Crisp Lager to name a few.

The Gold Class experience still includes comfortable lounge style seating in an exclusive refurbished vintage carriage, dedicated attendant and souvenir gift for each guest. KSR Gold Class is the perfect way to experience one of the world's most unique rail journeys.



Skyrail Rainforest Cableway

and new Aboriginal Walking Tour Experience

Skyrail is the 'World's Most Beautiful Rainforest Experience'.

A 7.5km (5.7mile) cableway, Skyrail glides just metres over the canopy of Australia's World Heritage listed Tropical Rainforests in comfortable six-person gondola cabins and allows you the opportunity to explore the wonders of an ancient tropical rainforest and learn about one of the most botanically fascinating and diverse areas on earth. The Skyrail journey from Cairns to Kuranda, immerses you in an intimate rainforest experience where you'll see, hear, smell and become part of the tropical rainforest environment.

Skyrail is the perfect inclusion for full or half day Kuranda shore excursion and with a capacity up to 700 persons per hour in each direction, caters for large groups with ease. Skyrail is conveniently located within close proximity to Yorkey's Knob Marina (10 minutes), the Port of Cairns (15 minutes) and Port Douglas Marina (50 minutes), with regular shuttle bus and charter coaches providing ease of access to our terminals.

Djabugay Aboriginal Guided Rainforest Tour:

Discerning guests who desire a more personalised and cultural experience may join an exclusive 40 minute Aboriginal guided walking tour on natural Rainforest trails at Skyrail's Barron Falls Station. With 6 departures daily this is a new product available exclusively from Skyrail's Barron Falls

Station, which can be purchased in conjunction with a Skyrail experience. Showcasing indigenous culture; traditions, language, and guides' personal experiences with up to 10 guests per departure.

Skyrail is a must see experience for any shore excursion itinerary and can be combined with Kuranda Scenic Railway and numerous other leading Cairns attractions to create the perfect in port day activity.

Laying out the welcome mat in Western Australia

A Cruise Western Australia Committee has been established to provide strategic oversight to the development of the sector in Western Australia and was the driver in the establishment of the WA Cruise Shipping Strategic Plan 2012-2020, released in November 2012 by Tourism WA.

The Committee's Chairman is Professor Ross Dowling OAM and membership includes representatives from the State's peak industry bodies, Fremantle Ports, and regional cruise destinations.

The WA Cruise Shipping Strategy aims to maximise the economic benefits of cruise shipping for the State and focuses on marketing and awareness, port infrastructure, Landside destination development and strengthening industry capacity and ownership.

As a priority in the implementation of the strategy, Tourism WA is delivering a series of cruise shipping education workshops for regional communities across

the State's port destinations in 2013.

The inaugural 'Welcoming Cruise Passengers to the West' workshop held recently in Esperance, provide the community with insights into the skills that ensure cruise passengers have a memorable visit. Workshop facilitator Cherie Toovey, President of Tour Guides WA, has over fifteen years' experience in the inbound tourism industry as a Tour Guide and covered topics ranging from understanding cruise line expectations, to commentary and storytelling.

Following on from this event, a 'Cruise Ready' workshop was presented by Martin Bidgood, Regional Director Australia from Intercruises Shoreside and Port Services, to coincide with a visit by the Celebrity Solstice to Esperance. The workshop provided local tourism, hospitality and retail businesses with a broader understanding of how the sector works as well as tips and information on how to meet the needs of the cruise market.

For more information about Tourism WA's cruise shipping activities visit <http://www.tourism.wa.gov.au/cruiseshipping>



New Members: Whitsundays Marketing and Development

With the choice of Airlie Beach or the Whitsunday Islands including Hamilton Island, the

Whitsundays is a natural port of call.

Cruise ship visitors have the choice of a range of tours and attractions including day trips to the World Heritage Listed Great Barrier Reef as well as the renowned Whitehaven beach - voted one of the best beaches in the World.

Visitors can take one of the many tours on offer or alternatively wander through the main street of Airlie Beach and the Lions Community Markets. Our volunteer Cruise ship Ambassadors meet and greet all cruise ship visitors arriving into Airlie Beach to ensure everyone has the information they need to know about the local area.

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www.wmdl.com.au

BridgeClimb

BridgeClimb Sydney is a proud new member of Cruise Down Under. Since 1998, nearly 3 million people have climbed to the summit of the iconic Sydney Harbour Bridge, positioning this product as an integral part of the Sydney scene and an unmissable experience for cruise passengers.

To encourage Crew Members to experience BridgeClimb, a special crew rate has recently been introduced.

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