



December 2013

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Message from the Chairman

As 2013 comes to an end, I am pleased to update you on CDU's activities and key achievements for the year.

We launched into the year with Cruise Shipping Miami and built on the momentum created through our expanded presence at the trade show by hosting an 'Aussie Barbeque' for cruise line executives (and a few sellers as well).

The 2013 CDU Conference was held in Cairns from the 11th -13th September. Delegates from throughout Australia, Indonesia, New Zealand and Papua New Guinea attended the conference and feedback was extremely positive.

The two keynote international speakers: John Tercek, Vice President of Commercial Development at Royal Caribbean International and Ellen Lynch, Director of Shore Excursions for Holland America Line and Seabourn, shared their extensive knowledge and experience with delegates and provided valuable insights into the current industry and discussed issues pertinent to international and domestic cruising.

The conference also featured the release of the CDU Economic Impact Study for 2012-13.

The study revealed total expenditure by the international cruise shipping industry in Australia in 2012-13 was estimated at \$2.05 billion compared to \$1.77 billion 2011-12. 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 \$2.88 billion.

Australia has experienced the highest growth of any region in the world over the past two years and the coming season will once again see more than 800 port calls. Over the past twelve months a number of new deployments to Australia have been announced including Carnival Legend, Sea Dream, Paul Gaugin and Silver Discoverer in 2014, Compagnie du Ponant and MSC Orchestra 2015 and Azamara in 2016. These ships will further enhance Australia's reputation as a destination for cruises and will provide opportunities for regional cruising.

Australia remains committed to 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

Tasports welcomes first visit to new cruise terminal

Tasports welcomed passengers on the first cruise ship to use Hobart's new \$7 million Macquarie Wharf cruise ship and Antarctic and Southern Ocean logistics terminal on Wednesday 23rd October. Sea Princess, the first cruise ship of the Tasmanian season, arrived in Hobart after previous stopovers at Burnie and Port Arthur.

The cruise ship, passengers and crew were met and welcomed by the Tasports Chief Operating Officer Craig Heron, General Manager Commercial and Trade Kevin Moore, Tasmanian Minister for Infrastructure David O'Byrne, Tasmanian Minister for Tourism Scott Bacon and Hobart Lord Mayor Alderman Damon Thomas who presented the Sea Princess' Master Captain William Kent and Carnival Australia Director Port Operations Paul Mifsud with commemorative plaques to mark the occasion.

Tasports' General Manager Commercial & Trade Kevin Moore said the new terminal greatly improved the facilities and amenity for visitors arriving in Hobart on cruise ships.

"The \$7 million redevelopment of Macquarie Wharf No 2 strongly enhances Hobart's reputation as a tourism port and the gateway for Antarctic and Southern Ocean research," Mr Moore said.

"It provides Hobart with a dedicated modern terminal to allow us to more efficiently and comfortably service the growing number of cruise ship visits each year," he said.

The new terminal was completed and officially opened earlier in 2013 but the Sea Princess is the first cruise ship to use the facility. The redevelopment saw the installation of new internal walls in the Macquarie Wharf No 2 shed to create three sections for the establishment of the cruise terminal, cargo handling spaces, offices and new amenities, completion of the entry ramp, installation of a new roof and new road works to manage cruise ship traffic.

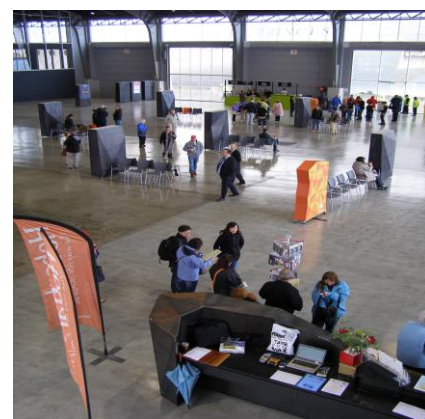
The terminal features a cruise passenger amenity block and seating, visitor information services manned by the Hobart City Council and retail outlets including high quality local crafts and gifts, duty free precious stones and currency exchange and a refreshment and coffee stall.

"This multi-purpose facility will generate economic benefits for port users, the tourism industry and the greater Tasmanian community and we have already had great feedback

from cruise line operators and their agents.

This year 64 cruise ships will call at Tasmanian ports including 12 at Burnie, 36 in Hobart and one in Devonport. Cruise ships will also use anchorages at Port Arthur, Coles Bay and Wine Glass Bay.

Among vessels visiting Tasmania this season will be the mega cruise ships Voyager of the Seas and Celebrity Solstice which visited Tasmania for the first time in 2012-13 and maiden visits to Hobart or Burnie by Seabourn Odyssey, Seabourn Sojourn and Amadea.



Eden welcomes wharf extension

A Federal Government grant of \$10 million with further commitments by Bega Valley Shire Council and the NSW State Government mean the Port of Eden is able to extend its current Breakwater wharf and enable ships up to 260 metres to come alongside.

The paperwork is almost done and it is hopeful work will commence next year with the anticipated completion date being mid 2015.

We are hoping to be ready to take cruise ships alongside for the 2015-2016 cruise season.

Port fees for cruise ships into the Port of Eden have also been significantly reduced by Sydney Ports to encourage more cruise ship visits.

The Port of Eden is situated on the NSW Coast halfway between Sydney and Melbourne. It offers a coastal wilderness experience for cruise ship passengers cruising between these cities and also from Tasmania and New Zealand.

Currently ships have to go to anchor and take a 10 min tender ride to Snug Cove wharf.

The Port of Eden is a naturally beautiful harbour surrounded by pristine beaches and forests. It is only a short walk to the town centre with its galleries, shops and cafes serving fresh local produce including mussels (which are grown in the bay), fish and oysters. It offers unique tour experiences for passengers.

There is great excitement in town as Eden prepares for its new bigger and better wharf.



Townsville Cruise Terminal Opens

Townsville took their first steps in establishing the city as a world-class cruise destination

when it welcomed the MV Volendam to the upgraded Wharf 10 and cruise terminal in October this year.

The passengers were greeted by a welcoming committee comprising of Townsville Mayor Jenny Hill, specially trained volunteers, the local High School band and members from Townsville Enterprise and Port of Townsville Limited.



SeaLink and Tiwi Tours from Darwin

The team at SeaLink Northern Territory recently commenced "Tiwi Tours", following the successful launches of both SeaLink Northern Territory and the Mandorah and Tiwi Islands service from Darwin.

Tiwi Tours enables visitors to enjoy the beautiful sights and sounds of the unique Tiwi Islands with an Indigenous guide native to the Islands. The tour sees visitors immersed in the culture, rituals and history of the beautiful Bathurst Island, take a scenic walk and drive and tour the art centres and museums in a day.

The tours have proven to be a popular option for Darwin locals and visitors to the area alike. Tours depart Thursday and Friday all year round and are priced from \$245 per Adult.

Group charters on Monday to Friday— by arrangement.

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Papua New Guinea's Milne Bay maiden call

Papua New Guinea has been heralded into the world of cruise tourism with the arrival of P&O Australia's Pacific Dawn on November 4, 2013 in the idyllic seaside town of Alotau.

More than 2000 tourists and 700 crew members aboard the Pacific Dawn were met and welcomed into Sanderson Bay by a flotilla of traditional war canoes boarded by traditional warriors blowing conch shells.

PNG Minister for National Planning Hon. Charles Abel MP accompanied by Milne Bay Governor Hon. Titus Philemon MP formed the official welcome party for Pacific Dawn on its maiden "Papua New Guinea Discovery Cruise".

"This is the dawn of new era in cruise tourism and tourism generally for Milne Bay and Papua New Guinea and I welcome the Pacific Dawn to Milne Bay and PNG," declared Governor Philemon.

The 10-day cruise, that also visited the exotic Trobriand Island and Doini Island, is one of a series of cruises P&O and

Carnival Australia have lined up for the coming months into PNG and with the overwhelming success of the first visit, there are bound to be more cruise ship visiting this undiscovered adventure marvel of the Pacific.

This was the first time in the history of Carnival Australia that all passengers on a cruise ship had actually come ashore for land tours as the 2000 plus tourists enjoyed the 10th National Kenu & Kundu Festival as well as take guided tours to the visit the Battle of Milne Bay Memorials, Alotau Town highlights and Bat Cave Treks.

In Kaibola in the Trobriands otherwise popularly known as the fabled Islands of Love – tourists immersed themselves with the local people, played in a traditional cricket match and went swimming in the turquoise waters lined by golden beaches. On the secluded Doini Island, tourists had the island all to themselves and got stuck into some fine beachfront barbeque.



Melbourne City Sightseeing arrives at Station Pier

Melbourne City Sightseeing is part of the world's leading open-top bus tour operator and is now providing a new service to Cruise Ship passengers

directly from Station Pier. The service operates as a hop on hop off and visits the best sights and attractions in and around the city including the popular beachside suburb of St Kilda. It allows visitors to spend as much or as little time before they can jump on board for the next location.

With great views from the top of the bus and an informative audio commentary this is truly the best way to see the city in a convenient and flexible way. The service operates every 40 minutes and some of the major highlights include the Melbourne Zoo, the Aquarium, the MCG, Victoria market, Lygon Street and Melbourne's much loved seaside suburb of St Kilda.



Queensland set for another bumper season

Queensland is set for another bumper year for cruising with a number of ships making their maiden visits to our ports, including the *Seadream II* and the *Paul Gauguin* for this season and the exciting news that the *Azamara* will include Queensland in their 2015 itineraries.

New Caledonia's hotel scene expands

The Hilton Hotels & Resorts brand has been introduced into New Caledonia with the

opening of Hilton Noumea La Promenade Residences in November 2013. The hotel is located on Anse Vata Beach in the centre of the main tourism and accommodation district in Noumea, and offers 154 apartments, a renovated lobby and Honours desk, library, glass walled chapel and panoramic views over Anse Vata Bay.

Sheraton will also be revealing its new property in the New Year with the New Caledonia Deva Resort & Spa.

Set on a unique South Pacific island location in the heart of the Deva Domain facing the translucent blue waters and UNESCO World Heritage barrier reef located 90 minutes north of Tontouta international airport.

Opening 1st July 2014, this resort will boast 180 spacious and relaxing guest rooms, suites or private bungalows that have been designed for maximum comfort, plus 2 restaurants and bars.

What's hot, new and interesting in Tasmania?

Tasmania is abuzz in summer with festivities on Hobart's waterfront and nature putting on a show in the hinterland and on waterways throughout the island.

Within easy reach of Hobart is a range of new experiences, either operational or opening for next season. A short walk from the cruise terminal and on the waterfront is Hobart's latest tourist attraction, Mawson's Huts Replica Museum. This full-scale replica of Mawson's Huts in Antarctica will present an interactive interpretation of Mawson's Antarctic journey.

Matthew Evans of 'Gourmet Farmer' fame sells produce from his Fat Pig Farm at the provedore shop, **A Common Ground** situated at Salamanca. National award-winning eco cruise operator, Rob Pennicott, has added three purpose-built boats to his fleet, offering small-group personalised tours of the southern waterways, taking succulent fresh seafood direct from the ocean for guests to enjoy. For more information see **Tasmanian Seafood Seduction**. The **Port Arthur Lavender** centre is planned to open for next season, and will provide interpretation of the production and harvest of locally grown lavender through to distilled lavender oil, as well as selling a range of value-added products.

In northern Tasmania, the tall ship the **Julie Burgess**, a sixty-four foot wooden ketch with rich maritime heritage is offering tours out of Devonport. In season the **The Berry Patch** provides visitors with the opportunity to pick their own strawberries and mixed berries. The rich soils of Tasmania's north-west coast and the spirit and passion of local growers has seen the emergence of a true 'paddock to plate' ethos in the region. Producers have banded together to develop the **Cradle to Coast Tasting Trail**, featuring many locations where visitors can taste and buy produce at the source and meet the growers and makers. For more information on Tasmania visit www.discovertasmania.com.au or contact Rita.Warrener@tourism.tas.gov.au

What's new in Western Australia?

Fremantle is on track for one of its biggest cruise ship seasons in 40 years as Western Australia's popularity as a cruise ship destination continues to grow. According to the City of Fremantle, passenger numbers this season will reach levels not seen since the 1970s, with 32 ships scheduled to bring more than 65,000 tourists to the port city in 2013-14. That compares with 55,000 people on 17 ships last season.

P&O Cruises will base its 1,900 passenger superliner the Pacific Jewel in Fremantle for the 2014-15 season and will become the first cruise operator to sail to the Margaret River region as part of its cruise program from Fremantle. Passengers will have the opportunity to go ashore at the iconic Busselton Jetty to experience some of the region's extraordinary attractions, including the Margaret River wine region.



Princess Cruises has released its 2015 world cruise itinerary, and for the first time, the 104-night world cruise on board Sea Princess will allow passengers to start and finish their trip in Fremantle as well as Sydney. Dawn Princess and Sea Princess will also sail across Australia's northern coastline five times over the winter in 2015 and calls include

Geraldton and the Kimberley coast.

The Astor set sail from Rome in November and will be welcomed to Fremantle harbour on December 11 with much fanfare and celebration. Western Australia's Tourism Minister will be aboard for the official welcome lunch and the WA Cruise Committee will hold its final meeting for 2013 aboard the ship prior to a gala welcome dinner with the tourism industry.

The ship's owners, Cruise & Maritime Voyages, will homeport the 620-passenger ship in Fremantle for the next three cruise seasons and will operate 17 cruises over a five-month period from December 2013 to April 2014. Tourism WA, with support from Cruise & Maritime Voyages, has arranged for a journalist to join the Astor in Phuket and sail to Fremantle with targeted media including major UK newspapers the Daily Express, The Scotsman and The Sun.

A popular TV series in Germany Das Traumschiff (The Loveboat) will feature an episode that was filmed in Western Australia aboard the MS Deutschland cruise ship. The episode will go to air in Germany in January 2014. To leverage this opportunity, Tourism WA has undertaken marketing activities and developed a comprehensive Cruise WA media kit which was launched at a PR event in Hamburg to promote the MS Deutschland's next voyage to Australia in 2015.



Establishing networks with key cruise operators is an important part of boosting the profile of WA as a cruise destination. Following a presentation by Holland America Line at the recent CDU Conference in Cairns, Tourism WA was invited to its call centre in Seattle in November to provide a destination update on WA's ports.

Finally, Western Australia has been selected as host for the CDU Conference and AGM in 2014, which promises to be an extraordinary event. We look forward to welcoming CDU members and visitors to Perth in September.

Port Arthur season opens

The 2013-14 Southern Tasmanian cruise season kicked off on October 23 when the Sea Princess moored just offshore from the Port Arthur Historic Site. Carrying 1,900 passengers and 900 crew the site was buzzing as eager visitors disembarked to take in the UNESCO World Heritage-listed Port Arthur Historic Site.

A range of experiences were on offer featuring our exclusive behind-the-scenes-tour hosted by our professional archaeology team, tours to the World Heritage-listed Coal Mines and all of the offerings of our basic entry which allow visitors to explore at their own pace.

Visitors were treated to a special market offering unique and locally made crafts and produce, including jewellery hand-crafted by local artist Sally Ferrar using ashes collected from the January 2013 bushfires.

Other passengers chose to explore the offerings of the region which include an award winning eco cruise, the Tasmanian Devil Conservation Park, a chocolate factory, whisky distillery and spectacular sea cliff coastal formations.

With nine visits scheduled between now and April 2014, Port Arthur is beginning to bear the fruit of long term strategic work to become intrinsic to the Tasmanian cruise itinerary. And of course, every vessel that visits Port Arthur is adding a day to the Tasmanian itinerary, so the economic benefits are cumulative and spread around the region. Good news all round!



News from the Top End

The port of Darwin has enjoyed a great start to the cruise season, with a number of international vessels already transiting through Darwin on their entry to Australian waters. We are excited to have Silver Discoverer join the fleet of expedition cruise ships on the Kimberley route from April this year, joining National Geographic Orion and Coral Princess's two ships, Coral

Princess and Oceanic Discoverer, on the popular itinerary between Darwin and Broome between April and October.

Tourism Top End and tour operators from the region continue to provide a wide range of popular shore excursion options for cruise visitors to the region. Scenic flights to Kakadu, tours to Litchfield National Park and the ever-popular jumping crocodile cruises continue to be favourites with passengers. Darwin Harbour cruises remain a favourite for many visitors.

Closer to the port, visitors continue to discover the Northern Territory's rich indigenous culture and stories of Cyclone Tracy at the Museum and Art Gallery of the NT, and explore Darwin's role in WWII history through the Bombing of Darwin Experience at the Darwin Military Museum. The George Brown Botanical Gardens have developed a range of tours for shore excursions that include indigenous guides explaining bush tucker and traditional medicine, as well as insights into the unique tropical flora of the region.

The new hop-on hop-off Darwin Explorer site seeing tour has also proven to be a hit, conveying passengers and crew on a 10-stop route around the city and surrounding areas, stopping at major tourist attractions including the Museum & Art Gallery of the NT, Darwin Military Museum, Parap Village and the Darwin Waterfront, with a pick-up/drop-off stop at the Darwin Cruise Ship Terminal. The Darwin Tour Tub also offers an alternative route of attractions

on a hop-on hop-off basis, operating from the Visitor Information Centre in the CBD. Local traditional owners, Larrakia Nation, have formed an alliance with Mantra on the Esplanade to offer the Larrakia Cruise Lounge by Mantra, where passengers can engage with local indigenous people, learn more about their culture and art and relax in air-conditioned surrounds.

City of Darwin offers free wi-fi to visitors in the Smith St Mall – the hub of activities in Darwin's CBD.

Tourism Top End offer free meet and greet ambassadors on site at the Cruise Ship Terminal for all cruise ship visits. These welcoming volunteers are easily identifiable in their bright tropical shirts inside in the terminal building, and offer free Darwin city guides as well as free souvenir fans that carry a CBD map.

Tourism Top End is keen to ensure that tourist guides and maps provided to visitors are the most recent. Ground handlers and cruise lines are encouraged to discuss requirements with Tourism Top End, who can make supplies available on the day of the visit for stocking on board the ship. Please contact JLawrence@tourismtopend.com.au
Tel: +618 8980 6000.

Tourism NT has developed a Darwin Port Guide, which is a useful tool for ground handlers, cruise line reservations teams, sales and marketing teams, and itinerary planners. The Darwin Port Guide lists a range of suitable activities and ideas for developing pre and post

cruise itineraries, shore excursions and free programs for visitors to Darwin. The Darwin Port Guide is available to download here: www.tinyurl.com/DarwinPortGuide.

Australia's Outback Northern Territory is the perfect pre and post touring and overland excursion destination, especially for international guests visiting Australia for the first time. Central Australia, home to iconic Uluru, Kings Canyon and Alice Springs, proves a popular pre or post cruise destination, and is easily accessible from major ports around Australia. The wilderness lodges of Australia's Top End have also grown in popularity and provide a perfect pre or post cruise holiday where guests can enjoy land-based activities, indigenous culture and unforgettable experiences.

For itinerary ideas or any further information on the cruise sector in the Northern Territory, please contact Richard Schoonraad, Manager Cruise Sector Development, Tourism NT: +61 (0)8 8999 3871; richard.schoonraad@nt.gov.au

New Members:

Reef Magic Cruises

If you only visit the Great Barrier Reef once you will want to see it at its best!

Reef Magic Cruises has exclusive access to a stunning coral reef location selected for its superior water clarity, coral quality and overall diversity of marine life.

Depart direct from Cairns on a fast, stable catamaran

providing a smoother ride and reduced travel time, leaving more of your day to experience the magic of the Great Barrier Reef. Unique to Reef Magic Cruises, our modern fast catamarans are never filled to capacity ensuring unmatched space, comfort & attentive service.

The all-weather Marine World platform caters for all activity levels. Snorkel in the sheltered coral lagoon, go scuba diving (no experience necessary) or join our Marine Biologist on a Guided Snorkel safari.

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Accor Hotels

Accor is Australia's largest hotel group with over 200 hotels in Australia ranging from luxury to economy. Locations include prime city and regional destinations as well as the country's most popular resort locations.

Accor operates the brands Sofitel, Pullman, MGallery, Grand Mercure, Novotel, Mercure, All Seasons, Ibis and Formule 1 in Australia, and recently acquired the hotel brands of the Mirvac group – Sea Temple, Quay West, Quay Grand, Sebel and Citygate. Accor operates hotels in every State and Territory and has almost three times more hotels than its nearest competitor in Australia.

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Peddells Thursday Island Tours

With over 30 000 crossings between Thursday Island and Seisia, Peddells is the most experienced passenger ferry operator in Torres Strait.

Lesley and Jim Peddell were born and bred on Thursday Island and their Torres Strait family ties date back many generations. After years of commercial and recreational diving, fishing and sailing the Straits Jim and Lesley recognised the growing need for a regular passenger service to link the top of the Cape with Thursday Island. Peddells launched the first privately owned and operated scheduled ferry run between Thursday Island and the Seisia in 1979.

The company now runs the ferry, bus tours and the Jetty Shop.

Contact: Matt Connor
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Sunlover Reef Cruises

Join Sunlover Reef Cruises to discover and explore the wonders of the Great Barrier Reef.

The comfortable air-conditioned catamarans depart daily from Cairns for our Outer Moore Reef pontoon where you can enjoy 4 hours at the reef featuring an impressive array of complimentary inclusions such as snorkelling equipment, glass bottom boat and semi-submersible coral viewing tours, underwater observatory, touch tank and a sumptuous buffet lunch.

There are also a variety of optional extras available including Scuba Diving, Guided Snorkeling Tours and Seawalker Helmet Diving. Sunlover Reef Cruises offers genuine value for money to enhance people's experience, regardless of age and ability, to discover beauty and diversity of the Great Barrier Reef.

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Mantra Group

Mantra Group is one of Australia, New Zealand, Indonesia and Fiji's largest leisure and corporate accommodation providers. The group operates a portfolio of more than 110 properties under the brands of Peppers, Mantra and BreakFree.

Mantra offers premium accommodation with an extensive collection of hotels, resorts and apartments capturing the natural charm and ambience of their diverse locations.

BreakFree offers an extensive range of spacious, self-contained apartment accommodation properties in favourite holiday destinations and cities around Australia and New Zealand.

Peppers Retreats, Resorts and Hotels offers an irresistible, intriguing and indulgent range of escapes selectively located throughout some of Australia and New Zealand's most spectacular destinations.

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Bunbury Cruise Ship Committee

The cosmopolitan port town of Bunbury is rich in maritime history and blessed with a backdrop of the bluest waters inhabited by a pod of friendly wild dolphins. In fact, it's the only spot on Australia's coast where you can swim, snorkel or paddle in the shallows with these incredible creatures.

Sitting pretty between the ports of Fremantle and Albany, Bunbury is also the northern gateway to one of the most biodiverse regions on Earth, where world-class wine, pristine beaches and forests of timber giants can all be enjoyed in a single day.

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