



## **Media Release**

For immediate release

### **Cruise Down Under anchors Association for the future with name change**

(22 October, 2015) Cruise Down Under (CDU) has rebranded and changed its name to the Australian Cruise Association to better represent its members, role and objectives. This initiative reflects the growth and diversity of the industry group and the importance of its role in the burgeoning Australian cruise industry.

The rebrand was one of the topics of discussion at the group's recent conference in Darwin, where it was suggested that there was some confusion around the existing name, with CDU often mistaken for a commercial cruise travel agency rather than an industry association.

The name Australian Cruise Association was chosen to highlight the organisation's role as the co-operative marketing cruise brand for Australia allowing it to better represent the Australia Pacific region at international business events such as Cruise Shipping Global.

"Australian cruising continues to be a huge growth industry and we feel a new name for our organisation better reflects our role and positions us perfectly for the future," said Jill Abel, Chief Executive Officer.

Australian Cruise Association's objective is to promote the Australian and Pacific region as a fast growing international cruise destination, with a strong economy and source market that offers an extensive range of experiences – both on and off shore.

The organisation represents the interests of a broad cross section of the cruise industry including regional ports, national and state tourism agencies, shipping agents, inbound tour operators and companies dedicated to making the region a major world class base and destination for cruise vessels.

To go along with the name change, the brand has been given a visual refresh by design agency Digital Ink, with an update made to the logo, website and other content.

All references to CDU will be auto-linked to the new Australian Cruise Association.

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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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