



## **Media Release**

For immediate release

### **Cruise Down Under attracts Asia expert to 2015 Conference**

[Hobart, 24 August, 2015] Peak cruise industry body Cruise Down Under has confirmed Asia expert Dwain Wall as the latest keynote speaker at its 2015 Conference, adding to the already stellar line-up of presenters.

At the conference to be held in Darwin, Wall plans to share his knowledge of the Asian travel market with a presentation titled: "Asia, Australia's next source market?" Wall will talk about the booking habits and trends of Asian cruisers, the key source markets for cruise sales growth from Asia and important steps for the Australian market to take in preparing to meet this demand.

With more than 30 years' experience in the travel industry, Dwain Wall has held several senior positions with some of the world's leading travel companies, including the CruiseOne/Cruises Inc. division of World Travel Holdings and as Senior Vice-President of Agency and Trade Relations for Cruise Lines International Association (CLIA).

Wall is currently co-President of WorldCruise.cn and ylly.com, online travel agencies in Beijing he helped launch. These are China's first and only comprehensive online platforms that allow both Chinese-speaking travellers and agents to learn about, book and sell more than 60 cruise lines.

The 2015 Cruise Down Under (CDU) Conference titled "Uniting Australia's Cruise Future" will be held from 2-4 September at the Hilton Darwin.

Celebrating its 19<sup>th</sup> year in 2015, the conference, sponsored by Tourism NT, Darwin Port Corporation and Tourism Top End, is shaping up to be one of the strongest programs delivered to date cementing its position as the key cruise industry event in Australia.

The conference will run over 2 ½ days and includes both plenary and workshop sessions exploring a range of topics including a global and local snapshot of the industry and where it is headed in the future; emerging markets – with a focus on China - and what this means for business; destination development, ports and infrastructure and

how these play a critical role in the success of the industry long term; environmental regulations; and logistics, supplies and provisions.

Wall joins an impressive list of confirmed keynote speakers including: Claudius Docekal, Vice-President, Deployment, Crystal Cruises; Rich Pruitt, Vice President, Safety and Environmental Stewardship, Royal Caribbean Cruises; Darius Mehta, Director Land Programs, Silversea; and Michael Hackman, Executive Vice President, Marine Operations & New Ship Building, Star Cruises.

Jill Abel, CDU Chief Executive Officer, said: "We are delighted to have Dwain Wall join us at our conference in Darwin at such an exciting time for Australian cruising. The influence of the emerging China market is starting to take effect here in Australia. With the major lines placing new generation vessels into the China market, we are seeing ships, such as Royal Caribbean's Ovation of the Seas, coming our way."

This key industry conference will offer delegates the opportunity to further their knowledge of the industry, meet key cruise line executives and decision makers and provide a first-hand understanding of this continuously expanding and highly competitive market.

An introduction to cruise workshop has been included in the program to assist with bringing new businesses up to speed on the industry prior to the plenary sessions on the Thursday.

The conference is the major cruise industry event in Australia and should not be missed. Registrations are open to both members and non-members of CDU.

The conference program and online registration is available on the CDU website – <http://www.cruisedownunder.com/conferences>

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#### **About Cruise Down Under:**

Cruise Down Under (CDU) 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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