

Media Release

For Immediate Release

Speaker Line-Up Announced and Registrations Open for Australian Cruise Association Annual Conference

(July 5, 2021) Registrations have opened and the first keynote speakers confirmed for the 24th annual Australian Cruise Association Conference (ACA) and AGM being held from September 8-10 in Townsville, Qld.

The Conference, themed “Passage to Recovery” will be held at a critical juncture for the industry, just one week before the international borders are currently scheduled to re-open.

“There has never been a more challenging time for the cruise industry, globally and within Australia. It is essential that we all come together in September to develop a clear roadmap of recovery for the cruise sector” said Jill Abel, CEO of the Australian Cruise Association.

Cancelled in 2020 due to COVID lockdown restrictions, the Conference will provide a welcome opportunity for attendees to re-group in person, network with their peers and hear from a range of experts with both domestic and international knowledge.

To date, an exciting line-up of keynote speakers has been announced including Gavin Smith (Royal Caribbean International), Sture Myrmell (Carnival Australia), Stuart Allison (Princess Cruises), Adele Labine-Romain (Deloitte Access Economics) and Dr Ian Norton (Respond Global).

They will be joined by other industry experts who will round out the two-day program to be held at the Ville Resort-Casino.

A range of interesting tours will be on offer prior to the opening of the conference sessions allowing attendees to network with colleagues and explore the local area. These include The Great Historical Hotel Tour, a Billabong Sanctuary Tour, The Magnetic Island Guided Wildlife Explorer and a Townsville History Walking Tour.

The final day of the Conference will be spent on Magnetic Island at Peppers Blue Resort with a motivational breakfast followed by the AGM and Members’ Workshops.

“We have held our conference in regional destinations for the last three years,” noted Abel. “This year, more than ever, we are delighted to recognise the important role these destinations play in the cruise industry and support local businesses through this event.”

It is anticipated that around 100 people will attend the Conference which is being supported by Townsville Enterprise Limited, Port of Townsville and Tourism and Events Queensland.

Prior to COVID, Queensland’s cruise industry was worth \$1.1B to the state’s economy with around 16 cruise ships visiting Townsville each season.

Recognising the importance of this opportunity to bring together key stakeholders in the industry to develop the roadmap for a cruise re-start, ACA has highly subsidised the registration fees for the Conference.

Members and stakeholders are advised to register at www.australiancruiseassociation.com/conferences before July 31 for heavily discounted earlybird rates starting at \$400 per attendee.

-ends-

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.

Media Contacts:

Jill Collins
Barking Owl Communications
0417 654 474
Jill.collins@barkingowlcommunications.com.au

Katie Cahill
Barking Owl Communications
0439 775 656
Katie.cahill@barkingowlcommunications.com.au