



MEDIA RELEASE

For Immediate Release

Australian Cruise Association sets sail with national roadshow

(23 November, 2021) Ahead of an expected 2022 cruise re-start, the Australian Cruise Association (ACA), in conjunction with CLIA Australasia and supported by Tourism Australia, is holding a series of workshops in key cities around the country.

Launching in Queensland this week, the half-day sessions are designed to help the tourism industry prepare for the carefully managed, responsible, and long-awaited arrival of cruise ships, crew and passengers back into our ports and communities.

“With positive commentary coming from Federal and State Governments around welcoming cruise ships back to Australia, we believe it is the right time to hold these discussions with industry to start building a planning framework to support a successful resumption,” said Jill Abel, CEO of the Australian Cruise Association.

“We are fortunate to have successful models to draw from with regard to the strict health protocols being followed internationally given around 70% of the CLIA fleet is now operating in 82 countries, which translates to approximately 2500 sailings since July 2020, carrying almost 4 million passengers” continued Abel.

State and regional tourism, port authority and cruise line representatives will also present at each of the workshops and will be on hand to take questions from local industry representatives.

“The past two years have been a huge challenge for the cruise industry which pre-pandemic contributed around 18,000 jobs and over \$5B to the economy. We know that once the green light has been given by Government for a re-start that it will still be at least 60-90 days before cruise ships begin arriving back into our local waters in a phased manner,” said Abel.

“It is our hope that these workshops will play a critical role in helping operators plan for an effective re-start” concluded Abel.

Following a kick-off in Cairns this week, the roadshow will continue to Townsville, Airlie Beach, Gladstone and Brisbane. Sessions will roll out in other states and territories as borders re-open and positive discussions continue with State Governments.

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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.

About Cruise Lines International Association (CLIA) – One Industry, One Voice

Cruise Lines International Association (CLIA) is the world's largest cruise industry trade association, providing a unified voice and leading authority of the global cruise community. The association covers 5 regions globally with representation in North and South America, Europe, Asia and Australasia. CLIA supports policies and practices that foster a safe, secure, healthy and sustainable cruise ship environment for the more than 28 million passengers who cruise annually and is dedicated to promoting the cruise travel experience. The CLIA Community is comprised of the world's most prestigious ocean, river and specialty cruise lines; a highly trained and certified travel agent community; and cruise line suppliers and partners, including ports & destinations, ship development, suppliers and business services. The organisation's mission is to be the unified global organisation that helps the industry succeed by advocating, educating and promoting for the common interests of the cruise community. For more information, visit www.cruising.org.au or follow CLIA Australasia on Facebook and Twitter.

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