



**Media Release**

For Immediate Release

## **Australian Cruise Association signs MOU with New Zealand Cruise Association**

(April 27, 2022) As the cruise industry gathered for Seatrade Cruise Global in Florida, Australian Cruise Association (ACA) CEO, Jill Abel and New Zealand Cruise Association (NZCA) CEO, Kevin O’ Sullivan took the opportunity to sign a refreshed Memorandum of Understanding.

The two associations first signed this important agreement, which agrees to jointly promote the development of the cruise shipping industry in the Australasian region, in 2017.

While a cruise re-start has taken place in Australia, New Zealand is looking forward to the hopefully imminent opening of their maritime borders. Both CEOs felt that this was important timing however to formally renew their commitment to working together post-pandemic with a joint goal of supporting the cruise industry in the region as it emerges from two challenging years.

The MOU sets out an agreement which includes the two associations cooperatively marketing and promoting Australasia as a leading cruise destination, exchanging information and research with their members, jointly representing the region at international trade shows, developing partnerships with relevant destinations, facilitating forums and workshops and continuing to work with government and industry to raise the profile of ACA and CLIA.

In announcing this MOU, ACA CEO Jill Abel said, “This agreement will cement our joint commitment to kick-starting the cruise industry and places a clear focus on the development of the region for the future through a framework of mutually agreed initiatives.”

NZCA, Kevin O’ Sullivan agreed saying “ NZCA has worked with ACA for many years – we have common goals to advance cruise in our regions and a collaborative approach continues to achieve positive results. It’s fitting that we sign this MOU at Seatrade Global in Miami as we have shared a stand at this important event for as long as we have been coming here.”

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**About The Australian Cruise Association (ACA)**

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. For more information, visit [www.australiancruiseassociation.com](http://www.australiancruiseassociation.com)

**About The New Zealand Cruise Association (NZCA)**

New Zealand Cruise Association is the industry association of New Zealand's cruise sector. New Zealand Cruise Association has been the driving force in attracting cruise lines to New Zealand since 1994 and has played a major part in building New Zealand's world-renowned reputation as a cruise-friendly destination. For more information, visit [www.cruisenzeland.org.nz](http://www.cruisenzeland.org.nz)

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