



For immediate release

Australian cruise destinations in the spotlight at ATE

April 28, 2025: Australia's cruise industry is putting the country's spectacular coastal assets on show this week, connecting with travel industry representatives from around the world at the Australian Tourism Exchange (ATE) in Brisbane.

Cruise Lines International Association (CLIA) and the Australian Cruise Association (ACA) have partnered to highlight the country's incredible ports, destinations and sparkling seas as part of Tourism Australia's biggest annual international tourism event.

They are among 1,600 Australian representatives taking part in ATE at the Brisbane Convention and Exhibition Centre between now and Thursday, showcasing the country to more than 700 global buyers from 31 countries.

Together CLIA and the ACA will promote the many hundreds of choices international visitors have to explore Australia by sea, taking advantage of a diverse range of ships, iconic coastal cities, and more than 30,000km of magnificent coastline.

CLIA Managing Director in Australasia Joel Katz said cruise passenger numbers were at record levels worldwide, and that the Australian cruise community was focused on welcoming more Down Under.

"Cruising is an incredibly important part of Australia's tourism industry, generating A\$8.43 billion a year for the national economy and supporting more than 26,000 full time jobs," he said. "If international cruise passengers were a country, they would represent one of Australia's top five tourism markets, so we need to foster this key part of our tourism portfolio."

ACA Chief Executive Officer Jill Abel said the worldwide growth in demand for cruising presented huge opportunities for a nation defined by its coasts.

"Australia is a land of incredible coastal destinations, so cruising is a natural opportunity for international visitors who want to connect our gateway cities and natural environment by sea," she said. "We have around 50 regular ports and destinations on the Australian cruise map and countless anchorages and expedition opportunities, which means there's a lot on offer for international tourism wholesalers, retailers and their travellers."

Joel Katz and Jill Abel will host a full schedule of appointments at a co-branded booth at ATE, representing their combined memberships of cruise lines, ports, destinations, tourism operators, travel agents and other Australian cruise industry stakeholders.

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Media contacts: Jon Murrie, CLIA, jmurrie@cruising.org; Gemma Axford, ACA, gemma@australiancruiseassociation.com.

About Cruise Lines International Association (CLIA)

Cruise Lines International Association (CLIA) is the world's peak cruise industry trade association – the unified voice and leading authority of the global cruise community. On behalf of its members, affiliates and partners, the organisation supports policies and practices that foster a secure, healthy, and sustainable cruise ship environment, promoting positive travel experiences for the more than 30 million passengers who have cruised annually. The CLIA community includes the world's most prestigious ocean, river, and specialty cruise lines; a highly trained and certified travel agent community; and a widespread network of stakeholders, including ports & destinations, ship development, suppliers, and business services. CLIA represents more than 90% of the world's ocean-going cruise capacity, as well as 54,000 travel agents and 15,000 travel agencies worldwide. The organisation's global headquarters are in Washington, DC, with regional offices located in North and South America, Europe, and Australasia. For more information, please visit cruising.org.au or follow @CLIAAustralasia on [Facebook](#), [Twitter](#), and [LinkedIn](#).

About 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 and delivering the region as a world class cruise destination.