

## For Immediate Release

### United team to put Australasia up front at Seatrade Cruise Global

March 31, 2025 – Australia and New Zealand will field their biggest ever delegation of cruise representatives at this year's Seatrade Cruise Global conference in Miami next month, putting the region's cruise destinations on show in front of international industry leaders.

More than 30 organisations from both sides of the Tasman will take part in a joint mission including Cruise Lines International Association (CLIA), the Australian Cruise Association (ACA), and the New Zealand Cruise Association (NZCA). The Australasian delegation will involve members of all three associations including ports, destinations and industry stakeholders, as well as tourism authorities representing each Australian state and New Zealand.

The delegation will join events and discussions throughout the 40<sup>th</sup> anniversary Seatrade event, to be held from 7-10 April. As well as the conference and exhibition, delegates will join business meetings with global cruise industry counterparts and an Australasia panel discussion on the challenges and opportunities in the region.

ACA Chief Executive Jill Abel said Seatrade Cruise Global would be an important opportunity to showcase some of the world's most diverse and exciting cruise destinations.

"We have led the Australian delegation to this event for over 30 years and are proud to have contributed to its growth and continued success," Ms Abel said. "This year, our delegation brings extensive expertise across the Australian and South Pacific cruise landscape, including port operations, destination promotion, itinerary development, shore excursions, pre- and post-cruise experiences, and the food and beverage supply chain."

NZCA Chief Executive Jacqui Lloyd said the event was an opportunity to demonstrate New Zealand's long-term vision for a thriving cruise economy.

"We're thrilled to have so many new faces join us at Seatrade for the first time, connecting with cruise lines and sharing knowledge with other delegates," Ms Lloyd said. "This exchange will only strengthen and enhance New Zealand's cruise offering, and demonstrate New Zealand's strong commitment to the cruise sector."

CLIA Managing Director in Australasia Joel Katz said this year's team would create an even bigger presence from a traditionally high-profile cruise region.

"Australia and New Zealand represent one of the world's most dynamic cruise markets and together offer some of the most spectacular cruise destinations on earth," Mr Katz said. "This year's Seatrade delegation will ensure cruise industry leaders from around the world have the enormous potential of this region front of mind. At the same time, it will allow our industry supporters from Australia and New Zealand to join discussions on the trends and issues shaping the global cruise industry."

The Australian delegation will include representatives from CLIA, the ACA, Destination NSW, SA Tourism Commission, Tourism NT, Tourism Queensland, Tourism Tasmania, Tourism WA, Visit Victoria, Auriga Pilots,

Cruise Broome, InterCruises, Port Arthur, Port Authority of NSW, Port of Brisbane, Select Fresh Providores, Shorex Australia, TasPorts and Ports Victoria.

The New Zealand delegation will include representatives from the NZCA, Tourism New Zealand, Air New Zealand, CentrePort Wellington, ID New Zealand, Napier Port, Northport Whangarei, Port of Auckland, Port of Tauranga, Port Marlborough, Port Otago, Primeport Timaru, and Wellington Cable Car.

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### **About the 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](http://cruising.org.au) or follow @CLIAAustralasia on [Facebook](#), [Twitter](#), and [LinkedIn](#).