



Media Release
For Immediate Release

Australian Cruise Association Sails into Florida with record delegation for Seatrade Cruise Global

(March 5, 2018) Recognising the importance of cruising to the Australian market, a record 16 members from the Australian Cruise Association (ACA) will attend Seatrade Cruise Global this week in Fort Lauderdale, Florida.

“In addition to representation from our state tourism organisation members we are looking forward to welcoming regional members from Cairns, Eden, Broome and Port Arthur which illustrates the economic value being driven into Australia’s regional areas by cruise line visits” said Jill Abel, CEO of the Australian Cruise Association.

This will be the first time Cruise Broome will attend the event which is a great opportunity, ahead of them hosting the Association’s annual conference in September. Cruise Broome was formed in 2016 by the Broome Chamber of Commerce and Industry as a committee of local business representatives with the Kimberley Ports Authority focused on the future development of Broome as a destination for cruise ships.

In 2016/17, Broome welcomed 18 cruise superliners carrying more than 20,000 guests and 10,000 crew, and there are currently 15 scheduled visits for 2017/18, including a recent maiden call by Crystal Symphony in February.

The Australian Cruise Association will again represent the region in partnership with the New Zealand Cruise Association and will reprise the “Down Under BBQ” which is proving to be a big hit on the Seatrade calendar. The New Caledonia and Solomon Islands are also attending as Pacific partners.

ACA is also holding an “Aussie Day” at the Princess Cruises’ offices in Santa Clarita. This will be a destination development opportunity working with their marketing departments, sales teams and itinerary planners to develop shore excursions and pre and post visits.

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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.

Media Contacts:

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