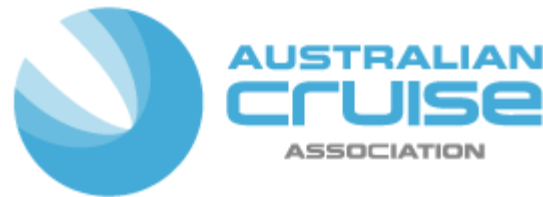
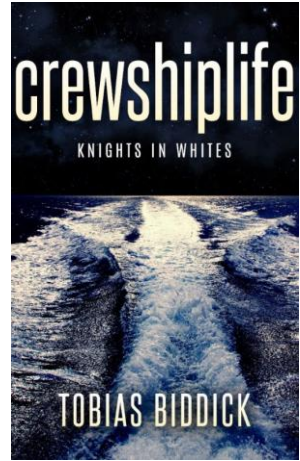
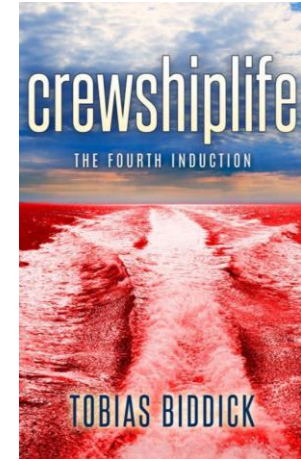
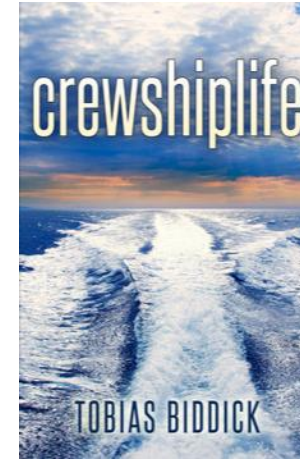


Forging Stronger Partnerships

Current trends and future of shore excursions and how destinations can meet cruise line expectations.



Who the heck is Toby Biddick and what does he know?



#trending

- Off the menu experiences – create ‘ungoogleable’ tours
- Larger Groups with ‘on your own free time’ as part of a tour for independent exploration
- ‘Passengers love experts’ Engaging professional and knowledgeable guides
- Our History is our future – Indigenous opportunities

Yirrkala, Tiwi and Elcho Island



#trending

- Expedition Experiences – exploring by Zodiac
- Chefs market tours
- Wellness tours
- Adventure tours 4WD, flights etc..
- Fitness tours exploring by bike, hiking and fresh air
- Authentic genuine and local experiences, small groups with intimate moments
- Stories, people and connecting with Food and Drink, local tastings

Destinations meeting expectations

- Warm welcome, greeting/cruise committee, volunteers, maps
- Get the community involved, local markets, shops and restaurants etc
- Local expert/Ambassador and point of contact on the ground
- Infrastructure needs to be cruise ready/friendly
- Strong first and last impressions - Encourages repeat visitation

Challenges

- Need new creative ideas to increase tour participation – constant need to innovate
- Domestic market not wanting to take tours
- Multi generational cruising – we need to meet the demands and requirements
- Other opportunities – overlands, turnarounds, pre and post cruise programs & events

- Collaboration and Relationships
- Working together to get the balance right
- Forging Stronger Partnerships in our unique and exciting industry

