

Shape the future of cruise *with the Australian Cruise Association*



Mission Statement

The Australian Cruise Association is a peak cruise industry association growing and developing the Australia and South Pacific region as one of the world's leading cruise destinations, providing opportunities for ongoing economic, social and environmental sustainability.

Objectives

The primary focus of the Australian Cruise Association is to influence cruise and charter operators to develop itineraries and/or base their cruise ships in the region.

Who can join?

Any business that provides services to the cruise industry or is involved in marketing Australia and the South Pacific to the cruise industry, including ports, tourism bodies, tour operators, shipping agents, hotels, attractions, providedores, car hire and coach companies.



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Member Benefits

- Familiarisation programs where we are able to influence new destinations to be included in itineraries that in turn benefits a wide range of members.
- Exposure through an extensive media distribution on important issues that impact your business and the industry.
- Exclusive access to the key cruise line decision makers and itinerary planners' database to help you develop your business opportunities.
- Active promotion of the destinations in our region and the member services.
- Regular members' updates with up to date market intelligence.
- Regular newsletters informing global stakeholders of new ports and anchorages, product and infrastructure.
- Actively work with Australian, State and Territory Governments to influence policy on behalf of our members.
- Participation opportunities and representation at international tradeshow and events such as Seatrade Cruise Global and Seatrade Cruise Europe.
- Access to data and research including the annual Economic Impact Study.
- Dedicated page on australiancruiseassociation.com to showcase your organisation to domestic and international stakeholders.
- Participation in educational seminars, networking and events.
- Use of the Australian Cruise Association member logo as an indication of your business' commitment to the cruise industry.
- Special member rates for attendance at the annual Australian Cruise Association Conference and AGM enabling you to meet with cruise line decision makers and network with other cruise industry stakeholders through workshops, business and marketing seminars and events.



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Membership Fees

Platinum – State Tourism Organisations and ports/anchorage receiving more than 30 calls per annum.

\$13,750 (ex GST)

Gold – Regional Tourism Organisations and ports/anchorage receiving less than 30 calls per annum.

\$5,730 (ex GST)

Silver – Inbound Tour Operators, agents, large tourism operators (10 or more employees), providedores, and Ports receiving less than 15 calls per annum.

\$2,820 (ex GST)

Bronze – Small tourism operators (under 10 employees), destinations/ports/anchorage prior to achieving a call.

\$1,450 (ex GST)

Related Peak Industry Bodies – Subsidiary bodies such as Tourism Industry Councils, AHA.

\$660 (ex GST)

A once off, initial new member set up fee of \$250 will be charged in addition to the annual fee to cover administration costs for website, contact lists etc.

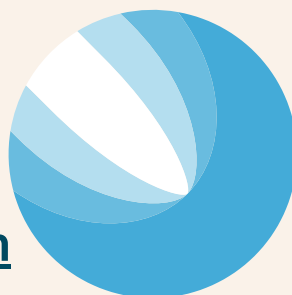
How to join

Submit an online membership application form at
australiancruiseassociation.com/form/membership

Or contact us for a membership package.

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