



## **Media Release**

For immediate release

### **Focus on destination benefits all, says Australian Cruise Association**

(28<sup>th</sup> October, 2015) The Australian Cruise Association has welcomed news that Azamara Club Cruises will launch an around the world sailing itinerary from Australia in 2018, heralding the benefits of destination-led cruising.

The luxury small ship cruise line will sail for 102 days from Sydney to London, up the Thames to Tower Bridge for its final port of call. The boutique cruise line will sail its maiden voyage to Australia this December with its 686-passenger ship, Azamara Quest.

Azamara will distinguish itself from other cruise lines by including a longer time in port, more overnight stays and late nights, making the destination more of an emphasis.

Jill Abel, ceo of Australia Cruise Association, said that this increased focus on the time spent in port by luxury cruise lines such as Azamara and Silversea would provide a greater economic benefit for Australian ground operators, including day trip tour providers, attractions and restaurants.

Abel said regional and more remote ports would also see a benefit given the smaller scale of the luxury cruise sector.

“Luxury cruisers are motivated by new experiences rather than new things. For Australia, that means immersing them in Indigenous cultural experiences, engaging bespoke services for private or small group touring, chartering scenic flights into more

remote areas and including local arts, specialist retail and gourmet experiences into their Australian adventure," Abel said.

Karen Fraser Professionals, a new member of the Australian Cruise Association, which recently rebranded from Cruise Down Under, is the company behind the organisation of a special event in Tasmania in January when Azamara's 16-day sailing from Sydney overnights in Hobart.

On arrival into Hobart, passengers will be treated to a welcome by the Tasmanian Police Pipe Band, followed by a private performance by the Tasmanian Symphony Orchestra and the opportunity to meet orchestra members and the conductor.

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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.

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