



Media Release

For immediate release

Cruise Down Under welcomes four new members

[Hobart, 11th August] Peak cruise industry association Cruise Down Under (CDU) has bolstered its ranks with the addition of four new members, taking the group's overall membership to 78.

Reflecting the huge growth in the cruise sector year on year, the CDU's objectives are to promote the Australian and Pacific region as a fast growing international cruise destination, with a strong economy and source market that offers an extensive range of experiences – both on and off shore.

The latest members to join are: Western Australia's Pilbara Ports Authority; Southern Great Barrier Reef regional tourism agency Gladstone Area Promotion and Development; Perth-based coach operator Adams Coach Lines and Tours and national Australian icon the Sydney Opera House - all indicative of the very varied and broad scope of CDU members.

Jill Abel, chief executive officer of the CDU, said: "We are delighted to welcome our new members on board, all of whom represent a broad cross section of the stakeholders engaged in the cruise industry. The cruise sector is the strongest performing area of the tourism industry so to be welcoming new members to help promote our region is fantastic."

Using a Platinum, Gold, Silver and Bronze membership system, each CDU member provides valuable information on its destination, product or service on the CDU website, www.cruisedownunder.com and via CDU's annual participation at Cruise Shipping Global and Cruise Shipping Asia.

For more information go to: www.cruisedownunder.com

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About Cruise Down Under:

Cruise Down Under (CDU) 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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