



23rd Conference & AGM
4-6 September 2019, Geelong, Victoria

“Cruise – the value proposition”



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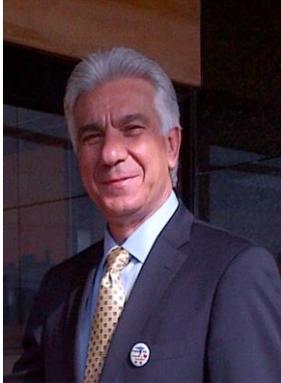
Preliminary Conference Program

Major Sponsors



Keynote Speakers

Captain Nikolaos Antalis, Associate Vice President Marine & Safety Royal Caribbean International Asia-Pacific (APAC).



Captain Nikolaos Antalis is from Greece and joined Royal Caribbean International in 1996. He is a seasoned mariner having sailed all around the world. He is responsible for coordinating a smooth and safe operation of the ships of Royal Caribbean Cruises LTD, in Asia/Australia/NZ/South Pacific from the Marine Nautical and Safety perspective.

His duties include investigating, inspecting and planning nautical operations in ports, addressing issues relating to Marine nautical operation and Safety; evaluating ports to determine feasibility for potential port of call for various ship classes; implementing strategies to develop and improve potential port infrastructure e.g. dredging projects, pier expansion and mooring improvements to meet berthing requirements across the fleet; collaboration and coordination with Port Operations and Deployment Itinerary Planning to develop new itineraries and conduct feasibility studies on existing ones; itinerary vetting and review and ensuring safe and efficient operations.

Melissa Witsoe, Product Manager Med, Asia, Australia & NZ, Windstar Cruises



Melissa Witsoe is a resident expert for Windstar Cruises on the Mediterranean, Asia, Australia and New Zealand. With more than 22 years of experience in the Cruise & Travel Industry and a background that includes operations, sales and itinerary planning, she knows what appeals to today's traveller. Melissa received her Bachelors degree in Education and Art, but was pulled into the travel industry early on as a guide in the state of Alaska. She worked as a cruise line guide, then as a tour director, and then into sales.

She expanded her experience to a land-based tour company for a few years before returning to the cruise industry. At that point she went into her current Product Development role where for the past 11 years she has focused on numerous regions.

Her current role with Windstar Cruises is multi-faceted. She assists with itinerary planning, procures once in a lifetime cruise tour experiences for guests and also enhances the shipboard experiences by bringing local experts and entertainer onboard. "As Product Managers we work very closely with our local experts to really experience what the locals do. We find these small hidden treasures and weave them into the Windstar guest experience to give them an in-depth view of the region."

Adam Armstrong, Senior Vice President & Managing Director – Australia & New Zealand, Silversea Cruises



Based in Silversea's Sydney office, Adam will lead the future growth and development of Silversea in the region, taking the ultra-luxury cruise line to the next level during an exciting period of significant growth and investment for the brand.

Originally from northern England, Adam has two decades of experience in the travel industry including commercial, product and strategy roles in the UK and Australia. Having started his career at TUI Travel and the Carnival Corporation, Adam was most recently the Associate Vice President & Managing Director for Royal Caribbean Cruises Ltd in Australia & New Zealand. Adam spent the last decade driving the growth and success of the Royal Caribbean, Celebrity Cruises and Azamara Club Cruises brands in the region – including the launch of Ovation of the Seas.

Australia and New Zealand is Silversea's third largest market and Silversea's new flagship Silver Muse debuted in local waters for the first time in early 2019, returning for an extended season of Australia, New Zealand and the South Pacific cruises in summer 2019/20. Silversea has announced the launch of five new luxury vessels by 2023, including Silver Origin and Silver Moon in 2020.

Michael Goh, Beng Huat, Senior Vice President International Sales - Genting Cruise Lines



Michael joined Genting Cruise Lines in 2000 as the Vice President of Sales & Marketing, Star Cruises. He took on the role as the General Manager in Singapore and oversees the Singapore Sales & Marketing Division. In 2008, he was promoted to Senior Vice President of Sales responsible for International Sales.

Prior to his appointment with Genting Cruise Lines, Mr Goh had over 30 years of accumulated experience in the hospitality and travel tourism industry. He has been most instrumental in developing the cruise tourism in Asia Pacific for the 19 years.

With the expansion of Genting Cruise Lines business footprints in Asia Pacific, he assumed the additional role of International Sales for Dream Cruises and Crystal Cruises Asia.

Michael also played a pivotal role on the Advisory Committee for the Hospitality Programme at The Singapore Institute of Technology.

Associate Professor Anne Hardy, University of Tasmania



Anne is the Co-Director of the Tourism Research and Education Network (TRENd) at the University of Tasmania. She grew up in Tasmania but lived for periods of time in Finland, the United Kingdom and Canada before returning permanently to her island state in 2007.

Anne conducts research in three areas: the neo-tribal behaviour of tourists; sustainable tourism; and tracking tourists' movement. Her work has been published in national and international journals and books and has been cited over 1200 times. Anne is the lead investigator on the Tourism Tracer project that has received international acclaim and awards; in 2018 it was made an official 'research partner' of the United Nations World Tourism Organisation's Sustainable Tourism branch and more recently was commercialised.

Anne is a board member of the Destination Southern Tasmania. She is passionate advocate for making research palatable, accessible and collaborative.

Preliminary Conference Program

- Day 1 *Wednesday 4th September (all delegates)***
- 10am Registration Desk Opens (Novotel Geelong lobby)
- Half Day Networking Program:
- History and Heritage
(departs Novotel Geelong at 1pm and returns at 4.30pm)
 or
 Indigenous Cultural Experience
(departs Novotel Geelong at 1pm and concludes at 4pm)
 or
 Tastes of the Bellarine
(departs Novotel Geelong at 1pm and returns at 4.30pm)
 or
 Tastes of The Moorabool Valley
(departs Novotel Geelong at 1pm and returns at 4.30pm)
 or
 Sea All Dolphin Swim
(departs Novotel Geelong at 11.30am and returns at 4pm)
- 1pm Introduction to Cruise Workshop
(For registrants who are new to the cruise industry and wish to learn more about shore excursion programs)
- 3pm State Tourism Organisation meeting
- 4:30pm Registration Desk Closes
- 5:00pm Welcome at The Carousel (Geelong Waterfront) (all delegates)
- 7.15pm Members' only dinner Wah Wah Gee Restaurant
- Day 2 *Thursday 5th September (all delegates)***
- 8:30am Coaches depart Novotel Geelong for Geelong Football Stadium
- 9.00am Official Welcome
- 9.20am ***The growing and diversifying market***
 Keynote Speakers
- 10.30am Morning Tea
- 11.00am ***Infrastructure needs and data gaps to support large projects***
 Keynote Speakers
- 1.00pm Lunch

- 2.00pm ***The destination is key***
Speakers and Panel Session
- 3.30pm Afternoon Tea
- 3.50pm ***The broader value***
Speakers and Panel Session
- 4.50pm Presentation on 2020 Conference and AGM
- 5.00pm Conference Day 1 Close
- 5.10pm Coach departs for Novotel Geelong
- 6.30pm Coach departs for Gala Dinner
- 6.45pm Gala Dinner at The Provenance

Day 3 Friday 6th September

- 7.30am Motivational Breakfast with Guest Speaker
(Novotel Geelong - Open to all delegates)
- 9.00am Destination Case Studies (Open to all)
- 10.30am Morning Tea
- 11.00am AGM (ACA members only)
- 12pm Conference Closes