

TOURISM — AUSTRALIAN CRUISE ASSOCIATION —CONFERENCE

4769. Ms L. Mettam to the Minister for Tourism:

- (1) What were the key outcomes and/or recommendations of the Australian Cruise Association Conference in Broome in September 2018?
- (2) What action has the State Government taken since the 2018 Australian Cruise Association Conference to address these key outcomes and/or recommendations?

Mr P. Papalia replied:

- (1) The Australian Cruise Association (ACA) Conference provided an opportunity for senior cruise line and ground handler executives to experience Broome as the host destination. It provided an economic boost to Broome with many delegates extending their stay around the event and some travelled with partners. The objective of the conference was to upskill, educate and enable delegates to foster relationships with key cruise industry decision makers. There were no specific recommendations to implement following the event.
- (2) Tourism Western Australia (Tourism WA) leveraged opportunities afforded by hosting the event in Western Australia. For example, three senior international cruise line executives from the USA representing Norwegian Cruise Lines, Princess Cruises and Seabourn Cruises were hosted by Tourism WA on pre and post familiarisation visits to Perth, the South West and the Kimberley coast. Following the visit to Albany, several cruise line visits were adjusted to extend the timing of Albany calls to enable guests to experience the 'Field of Lights' event. In addition, several cruise lines have advised the following as a result of attending the conference in Broome:

C&MV Australia has scheduled three visits to Broome by their new superliner Vasco Da Gama (1,200 guests), including one overnight stay in the Port of Broome for 2019–20.

Australian Pacific Touring and Carnival Corporations' luxury brands are now exploring the opportunity to develop new WA coastal itineraries in the Kimberley.

Silverseas is developing WA itineraries for a new and larger vessel to include Geraldton, Exmouth, Broome and the Kimberley and is hosting an executive from Silverseas Monaco for a familiarisation visit to Western Australia in March 2019.