



Media Release

NEW GUIDE HELPS NSW BUSINESSES CAPTURE CRUISE EXCURSION SPENDING

Destination NSW has created a new resource to help visitor economy businesses capture passenger spending in the state's network of cruise ports.

'Quick Tips for Creating Cruise Shore Experiences' introduces the cruise market opportunity to visitor economy businesses such as tours, attractions, restaurants and retailers.

Destination NSW collaborated with Port Authority of NSW to develop the new guide, which provides practical tips to help businesses tailor experiences and sell them through the cruise distribution network.

Minister for Tourism Ben Franklin said the cruise industry had generated a total expenditure of \$1.55 billion into the visitor economy in 2019.

"The NSW Government is committed to rebuilding the cruise industry in key NSW regions and potential emerging destinations," Mr Franklin said.

"Education, through initiatives such as the NSW First 'Quick Tips for Creating Cruise Shore Experiences' guide, is vital to enhancing our capability to cater for the cruise industry and capitalise on shore experience spending in the visitor economy."

Key among the plethora of opportunities for NSW destinations are selling exclusive, tailored cruise experiences to cruise ship passengers in ports, building awareness of the destination and its experiences, and inspiring high-value travellers to create positive word of mouth and book return visits to those destinations.

"NSW is the home of cruising in Australia, with nine vibrant cruise ports on its coastline," Mr Franklin said.

"Destination NSW research shows approximately 20 per cent of cruise visitors return independently to ports they visit on cruises, highlighting the long-term uplift which cruise shore experiences deliver to regional visitor economies."

Cat Balou Cruises owner Lana Wills, based in Eden, said 'Quick Tips for Creating Cruise Shore Experiences' would be an invaluable resource for suppliers seeking to add cruise tourism to their operations.

"The guide provides such a clear explanation of the relationship between passengers, cruise ships, ground handlers and the suppliers.

"Being able to highlight smaller ports like Eden to both the domestic and international cruise market is so wonderful for the development of regional tourism and encouraging return visitation.

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“As a business already participating in cruise tourism we are often approached by others for advice when considering developing products for this market. It will be so wonderful to now have a resource to not only refer to ourselves but to share with our networks.”

‘Quick Tips for Creating Cruise Shore Experiences’ is part of Destination NSW’s NSW First Program, whose purpose is to help visitor economy businesses develop, promote and sell great visitor experiences.

View the guide online [here](#).

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