



## **MEDIA RELEASE**

### **Tourism Queensland Jumps Onboard Cruise Council**

Tourism Queensland has joined the International Cruise Council Australasia as an associate member, in recognition of the growing contribution cruising is making to the State's tourism sector.

Its move comes at a time when cruising is booming in the sunshine state, with more ships based in Brisbane or visiting Queensland ports than ever before.

"With so many of our member cruise lines sailing along Queensland's picturesque coast or cruising from Brisbane, there's a great opportunity for Queensland to build its profile amongst the cruise industry and travel agents," Cruise Council Deputy Chairman Andrew Millmore said.

Tourism Queensland Director of Business Attraction Denise Deveney said becoming a member allowed the body to better plan for the future of the Queensland cruise industry, while giving local tourism businesses the best chance to stay abreast of changes and developments.

"We see great benefit in the critical research that the ICCA conducts on the Australasian cruise passenger market," Ms Deveney said.

"This information is imperative to the Queensland tourism industry's understanding of how many Australians and New Zealanders are cruising and why more choose to complement their usual land-based holidays with cruise holidays."

"It will also ensure we provide experiences that exceed passengers' expectations during cruise itineraries encompassing Queensland's key ports of call," Ms Deveney added.

Cruising in both Australia and New Zealand hit record highs in 2010, with more than half a million Australians and Kiwis holidaying at sea.

***The International Cruise Council Australasia is a not-for-profit organisation formed in 1996, committed to training travel consultants and raising consumer awareness of cruising.***

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**Released: October 26, 2011**