

CRUISE TRIAL BAY

evolving together

August 2019



Cruise Industry

worldwide

2018: 27 million pax cruising

2027: 40 million pax cruising



australia

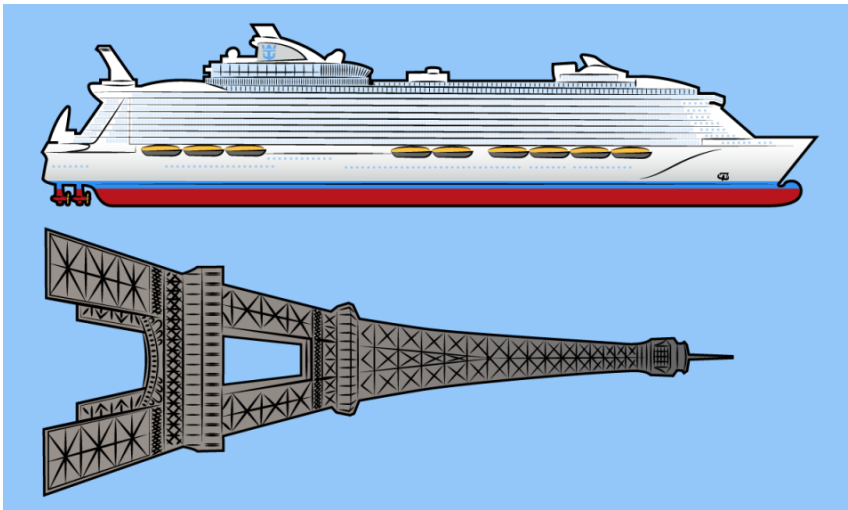
2018: 1.3 million pax cruising

2020: 2 million pax cruising



Opportunity

By 2020, 50% of all cruise ships will carry over 3,000 passengers



Next 8 years: 106 new ships, and 270,000 new berths being built



Trial Bay as a regional port

Delegations - Port Authority of NSW

Sydney volume based booking to favour regional NSW ports

Overnight sail from Sydney or Brisbane

Eden cruise industry worth \$8.1m during 2017/18 season

Passenger & crew spend, return visitation, port fees

5% of visitation to Sapphire Coast

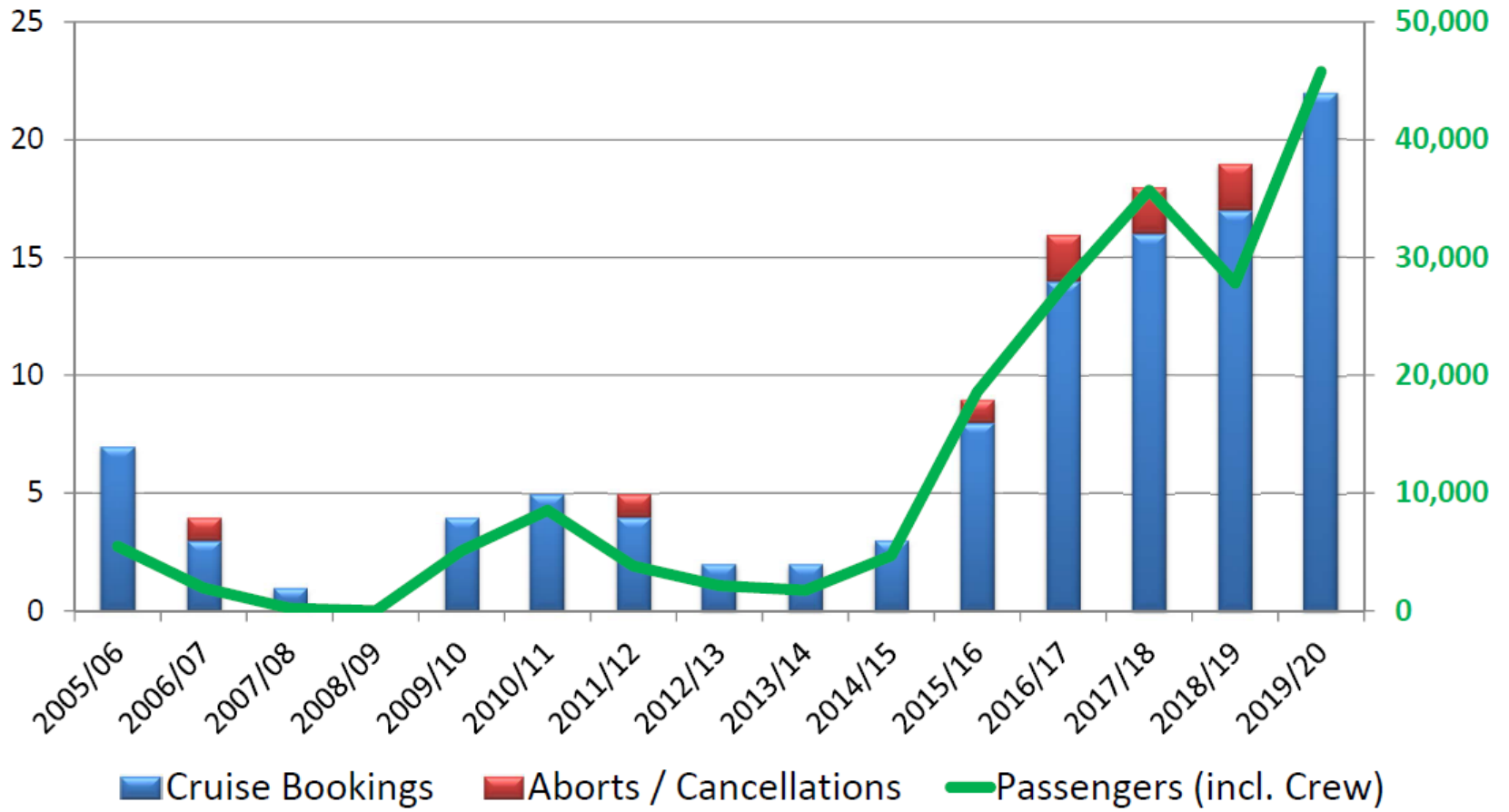


Cruise opportunity in Trial Bay



- Different cruise segments
 - Expedition & luxury segments to call at Trial Bay
- Itineraries planned 18 months – 3 years in advance
 - Spark interest through maritime information
 - Retain interest through experience & community support
 - Grow visitation through unique experiences & positive passenger feedback
- Long-term planning

Eden Cruise Industry Growth



Working together – Port Authority of NSW



- Responsible for port delegations
 - Call approval, anchorage location, maritime support
- Support cruise visitation growth opportunities
- Support in infrastructure development & associated funding applications
- Port representation to cruise lines
 - Direct meetings
 - Cruise conferences
 - Marketing collateral
- Maritime, operational and shoreside support to shipping agent, cruise line and port

Working together – Destination NSW



- Experience development programmes
 - Face to face workshops
 - Online webcasts
- Export-ready product assistance
 - Develop, promote and sell tourism products
- Grant funding assistance - Regional tourism fund
- Destination North Coast
- Cruise into NSW brochure

The Trial Bay experience



- Passenger welcome & shoreside operations
 - Welcome collateral – maps, port information etc
 - Local tours
 - Cruise markets
- Recruitment, training and provision of
 - Welcome Ambassadors (volunteers)
 - Tour Guides
 - TAFE NSW
- Unique experiences within close proximity
- Day visit port - return visitation opportunities

The Benefits



- Economic
 - Passenger & crew spend on cruise days
- Employment Generation
 - Tour Guides
 - Local retail and hospitality support staff
- Tourism Product Development
 - Impetus for local experience development
- Marketing Opportunity
 - Best method to showcase the region – experiential!
- Return Visitation
 - Day visit provides opportunity to ‘whet their appetite’ to want to return independently for longer holiday

2019/20 Cruise Season

Date	Day	Arr.	Dep.	Ship	Cruise Line	Nationality	Ground Handler	Shipping Agent	Last Port	Next Port	Pax (max)	Crew
29-Oct-19	Friday	08:45	22:00	CALEDONIAN SKY	Noble Caledonia	International - UK	BWCG	WSS	Fraser Island	Newcastle	110	75



NOBLE CALEDONIA

Soft adventure expedition ships - originally designed for the Luxury market. Passengers (mostly from the UK) are cruise fans rather than adventure travelers, like to purchase nature, outdoor, active and historical tours ashore.

110 guests approx.

Trial Bay – build it and they will come!!



**Industry wants a
North Coast port
– just need
product to entice
them**

- Additional itinerary options to consider Trial Bay
 - 330 of the 400 ships leaving Sydney turn left
 - Brisbane as an emerging home port
- NSW Government backing
 - Regional Cruise Working Group (DPC lead)
 - Infrastructure opportunities (floating pontoon)
 - Port Authority investment
 - Hydrographic survey – July
 - Harbourmaster Instructions & passage plan
 - Destination NSW investment
 - Experience development programme
 - Cruise into NSW booklet

Revised Anchorage

