AUSTRALIAN cruise ASSOCIATION

Australian Cruise Association

Jill Abel - CEO

STRENGTHS

- Strong industry that works together on both supply and demand
- Diversity of itinerary options and quality experiences
- Strong economy, political stability and educated community
- Australians' love of cruising
- Solid historical data and insights driving reputation with Governments
- Solid relationships with cruise lines visiting or considering Australia and the region
- Well respected among neighbouring regions for driving cruise to the area
- Well regulated industry which ensures a safe, reliable operating environment
- Innovative marketing by cruise lines to create/attract new-to-cruise source markets

WEAKNESSES

- Australia's geographical location for growing the US market
- Capacity restrictions in major ports
- Australian political appreciation of economic benefits from cruise
- Australia seen as relatively more expensive – need to emphasise value proposition
- Aviation access into and between major regional ports

OPPORTUNITIES

- Geographical location to emerging China/Asia markets
- Climate allows for year round cruising
- Continued development of regional infrastructure for ports and tourism
- Events driven itineraries
- Agreement between lines, ports and Gov’ts on provision of future cruise infrastructure
- Increasing flow on benefits in areas such as provedoring and repairs
- Rebuild international passenger focus
- Private investment in port infrastructure

THREATS

- Global terrorism incidents
- South China Sea (until resolved)
- Increased tonnage reliant on source market that already has high penetration rate
- Increased competition from Asian market
- Meeting capacity requirements
- Expensive destination
- Over-regulation, inflexibility of industry to adapt in a timely way
- Source market saturation for cruising in the region