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Media release

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BIG SHIPS TO BOOST TOURISM IN REGIONAL SOUTH AUSTRALIA

Port Lincoln and Kangaroo Island are set to benefit from hosting the biggest cruise ships to ever visit regional South Australia, with the ships catering collectively for 3,340 passengers, the equivalent of up to eight 747 jumbo jets.

P & O's *Pacific Sun* and Holland America Line's *Volendam* will visit the regions in October and November next year, pumping thousands of tourist dollars into the local economies and promoting the destinations.

South Australian Tourism Commission's Chief Executive, Ian Darbyshire, said the cruise ship visits were a big win for South Australia.

"We've been working towards getting cruise ships to our regional ports for several years now under our Southern Ocean Cruise Strategy, that focuses on increasing cruise ship visits to South Australia, and to accomplish this for 2012 is a great achievement," Mr Darbyshire said.

"Not only are we spreading the word about two popular destinations in South Australia, the visits will boost the local economy with visitors disembarking to explore the destinations.

"*Pacific Sun* and the *Volendam* have the potential to contribute up to \$900,000 in economic benefit in Adelaide when they visit in 2012, and up to \$300,000 in Kangaroo Island & Port Lincoln respectively, based on the AEC Group Economic Impact Assessment of the Cruise Shipping Industry in Australia, 2009/10 Report.

"P&O's *Pacific Sun* has also scheduled return visits for both Port Lincoln and Kangaroo Island in 2013, while Holland America Lines', *Amsterdam*, has scheduled calls at Adelaide and Kangaroo Island for 2013." Mr Darbyshire said.

The *Volendam's* itinerary for 2012 sees the ship visit Port Lincoln in November, followed by a day in Adelaide before heading to Kangaroo Island, spending three days in South Australian waters.

The next cruise season, starting September 2011 with the Princess Cruises and *Dawn Princess*, will mark the beginning of yet another successful summer for South Australia with a total of 21 cruise ship visits to Adelaide, Port Lincoln and Kangaroo Island ports.

"The cruise industry is an important contributor to the State's overall goal of reaching \$6.3 billion in tourism expenditure by 2014," Mr Darbyshire said.

Other cruise ships scheduled to visit regional ports in the coming years include Classic International Cruises *Athena*, Silversea Cruises, *Silver Shadow*, the Yachts of Seabourn, *Seabourn Quest* and the P&O World's *Europa*.

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