

# News Release

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Minister for Urban Development, Planning and the City of Adelaide

**Hon John Rau**

Deputy Premier

Attorney-General

Minister for Justice

Minister for Tourism

Minister for Food Marketing

20 February 2011

## **CRUISE INDUSTRY'S BIGGEST DAY**

Thousands of South Australians are expected to take the chance to view today's arrival of the Queen Mary 2 (QM2) and the Amadea.

Minister for Tourism John Rau said today would be the biggest day for the cruise industry in South Australian history, with more than 3200 passengers arriving at Outer Harbor this morning.

"Today is a great opportunity to showcase Adelaide and the surrounding regions to our visitors," Mr Rau said. "The Government's strategy to attract cruise ships to South Australia is clearly working.

"As well as bringing tourists to the State, the arrival of a majestic ship like the QM2 is also a popular event for locals.

"If past history is any guide, thousands of South Australians will view the arrival of QM2 at Outer Harbor and from other good vantage points along the coast."

The South Australian cruise ship industry has seen significant growth over the past five years, with last year's cruise season attracting a record 27 arrivals and up to 50,000 passengers to the State.

Mr Rau said the QM2, the biggest ocean liner ever to cruise Australian waters, would call in Adelaide twice in 2012 – the third year in a row she would have visited. In a first for South Australia, next year the QM2 will offer a 14-day cruise starting from and returning to Adelaide.

Today, the QM2 will berth at Outer Harbor at 7:30am with passengers disembarking at 8am to visit attractions including the city, where there will be a range of special events happening in Rundle Mall, Adelaide Hills and the Barossa.

The best vantage points for public viewing of the arrival and departure of the QM2 will be south (left side) of the Outer Harbor terminal, accessible from the Lady Ruthven Drive and Lady Gowrie Drive, North Haven. Good views should also be available from the beach at North Haven, Osborne and Largs North.

**Media advice: Minister Rau will be available for interview at 8.30am today at the Visitor Information Booth in the upstairs area of the Port Adelaide Passenger Terminal.**