



QUARTERLY REPORT

September to November 2016

Released: Friday 9 December 2016

Townsville's White and Grey Ship-Attraction Committee (WGSAC) is pleased to present this quarterly report, noting the group's activities and milestones. The first cruise ship in Townsville for 2017, Seven Seas Voyager, **arrives Saturday 7 January at 7am**, - carrying approximately 700 passengers and 450 crew.

- **Six cruise ship bookings** were announced during the reporting period (view the updated schedule [here](#)):
 - Pacific Aria – 8 May 2018
 - Pacific Aria – 11 June 2018
 - Pacific Eden – 7 September 2018
 - Pacific Aria – 11 September 2018
 - Black Watch - 8 January 2019
 - Seven Seas Mariner - 24 January 2019
- The target of **15 cruise ship bookings per year for 2018** (as specified in the [2016-2021 White & Grey Ship-Attraction Plan](#)) was achieved during the reporting period.
- Townsville Enterprise hosted two Carnival Australia representatives on a four-day famil of the Townsville region in late September. The famil included an inspection of Quayside Terminal and Berth 10 at the Port of Townsville, as well as participation in a showcase of new tourism product including:
 - Jetski tour to Cleveland Lighthouse
 - Reef Restoration Project off Magnetic Island (where snorkellers/divers can help clear seaweed off coral)
 - Sunset sailing cruise
 - River fishing in the Burdekin
 - Military tour of Townsville
 - Aboriginal cultural experiences at Mungulla Station north of Ingham
 - Wagon tour of a working cattle property in the Charters Towers area.
 - View the story in the Townsville Bulletin [here](#).
- **Three Cruise Forums** were conducted by Townsville Enterprise/Tourism Events Queensland; one each on 19 October at Quayside Terminal and Magnetic Island, and the third at Charters Towers on 23 November. The forums provided detail on how tourism operators and businesses can extract maximum value from cruise ship visits and the standard of product expected by cruise lines. More than 60 operators attended the three sessions.
- The WGSAC coordinated welcome materials and gifts for the **Singapore Navy vessel RSS Resolution** on Friday 28 October. A Civic Reception was also held by the Mayor at Council Chambers for senior members of crew.
- Townsville Enterprise developed **resources to engage with retail operators** (for cruise ship preparedness).
- Townsville Enterprise and Tourism Operators & Businesses Magnetic Island (TOBMI) worked together to produce **new marketing materials to promote Magnetic Island**, for distribution to cruise passengers when they disembark through Quayside Terminal.
- Port of Townsville Limited installed **free WIFI** for all patrons visiting Quayside Terminal.
- Townsville Enterprise's Tourism Welcome Program was awarded the Queensland Tourism Bronze Award for "**Outstanding Contribution by a Volunteer or Volunteer Group**".
- The WGSAC welcomed a new member, **Sunbus** - a great addition to the group to ensure the smooth transit of passengers.

Media Contacts:

Sharon Hoops – WGSAC Chair
Manager Corporate Affairs
Port of Townsville Limited
shoops@townsvilleport.com.au
0413 212 058

Lucy Abbott | Townsville Enterprise
Media & Public Relations Executive
media@tel.com.au | 0434 182 765