



Australian Hotels Association  
WESTERN AUSTRALIA

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# Media Release

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## Cruising offers huge potential for WA tourism

The Australian Hotels Association (WA) welcomed the findings of the Western Australian Destination Visitor Survey today which found the State's key cruise ship ports to be catering to passenger needs at a "high" level.

AHA(WA) CEO Bradley Woods said the survey results showed the potential for Western Australian to grow as a cruise destination.

"The survey found key tourism ports of Broome, Bunbury, Fremantle and Geraldton all performing at a high level when it comes to meeting the needs of visiting cruise ship passengers," said Mr Woods.

"This is important research for the industry which hospitality and tourism operators will be keen to take advantage of and learn from.

"West Australians already know the extraordinary experiences on offer in WA. Cruise travel offers the opportunity to showcase regional attractions in Broome, Geraldton, and Bunbury, as well as the metropolitan area via Fremantle, to international tourists.

"The AHA and hospitality operators will continue to work with Federal and State Governments to ensure we are providing the best product possible to visitors to our State.

"The survey found the typical cruise ship passenger to be over 60 years of age, with the majority traveling as a couple, and likely to be from the USA or UK, traditional tourism markets for Australia.

The Western Australian Destination Visitor Survey Tourism was undertaken by Tourism Research Australia (TRA), in partnership with Tourism Western Australia, and the results released today by the Federal Minister for Tourism, Martin Ferguson AM MP.



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Ends

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