

CRUISE READY CHECKLIST



The cruise industry in South Australia is a key economic driver for tourism in the state and there are many opportunities for tourism operators to capitalise on this growing opportunity.

When a cruise ship arrives in a South Australian port the passengers onboard have the opportunity to undertake a variety of pre sold shore excursions (tours) that are offered by the cruise line.

To be involved in the shore excursion programs offered to passengers there are a few things you will need to consider:

- Are you able to be flexible with your booking requirements and timelines?
- Does your business have the capacity to be responsive? (eg flexible, quick to respond to requests, able to deal with last minute changes)
- Are your products commissionable to ITO's?
- Is your product/experience established and international ready?

YES? THEN, READ ON...

INBOUND TOUR OPERATORS (ITOS)

Inbound tour operators (ITOs) are the companies that will book your product/experience for the cruise line. ITOs are contracted by cruise line to develop, book and manage shore excursions. The nature of cruise tour bookings means that they can be booked as late as 12 hours in advance – which can mean a cancellation or an increase in passenger numbers at short notice. The contracts for this business do turn over and change, so it's important that you know who they are and develop strong relationships with all of them.

ITOs expect you to be flexible with your product offerings, potentially even tailoring to suit what works for them. Not all ITOs will want the same products – they may be offering products and experiences to many different cruise lines with diverse target markets. Domestic vs international visitor often means Family market vs High yield. Every ship is different.

Be an advocate for your region and work with other operators and tourism businesses to package products and 'cluster' new experiences. Make contact, get to know them and listen to the ITOs. Take their advice in regards to your products and services – and deliver it with flair and passion.

ITOS CURRENTLY DELIVERING SHORE EXCURSIONS IN SOUTH AUSTRALIA

Abercrombie and Kent/Akorn	Level 3, 290 Coventry St South Melbourne VIC 3205	03 9536 1800	info@abercrombiekent.com.au www.abercrombiekent.com.au
AOT Cruise (a division of AOT Inbound P/L)	179 Normanby Rd, South Melbourne VIC 3205	03 9867 7233	aotcruise@aot.com.au www.aot.com.au
Bob Wood Cruise Group	Suite 806, 58 Riverwalk Ave, Robina QLD 4226	07 5562 2039	info@sthfactours.com.au www.sthfactours.com.au
insightaustralia travel pty ltd	PO Box Q76, Queen Victoria Building, Sydney NSW 1230	02 9949 9669	info@insightaustralia.com.au www.insightaustralia.com.au
Intercruises Shoreside and Port Services	Suite 101, Level 1 72 Pitt St, Sydney NSW 2000	02 9550 0047	shorexau@intercruises.com www.intercruises.com

For more information on being cruise ready, please refer to the 'Selling your tourism product' tool kit available on the South Australian Tourism Commission's corporate website www.tourism.sa.gov.au/industry/industry-resources-tools.asp

For further information on the cruise industry and training opportunities contact the Destination Development Group on (08) 8463 4500.