

CRUISE SHORE EXCURSIONS

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

When a cruise ship arrives to 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 considered in shore excursion programs there are a few things you will need to consider:

- Are you able to be flexible with your booking requirements and timelines?
- Is your product/experience well-established and suitable for international visitors?
- Does your business have the capacity to be responsive? (e.g. flexible, quick to respond to requests and able to deal with last minute changes)
- Are your products priced to incorporate inbound commission rates (e.g. 25-30%)?

YES? THEN, READ ON...

INBOUND TOUR OPERATORS

Inbound Tour Operators (ITOs) are the companies that will book your product/experience on behalf of the cruise line. ITOs are contracted by cruise line to develop itineraries, as well as book and manage shore excursions. Cruise passengers usually book tours on-board, preparing for the following day's destination, meaning that bookings can be made as late as 12 hours in advance. This often results in cancellations or increases in passenger numbers at short notice. Cruise line contracts with ITOs turnover and change over time, so it's important that you know who they are and develop strong relationships with all of the relevant ITOs.

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 which each have their own target markets. Every ship is different and may attract a unique combination of international vs. domestic and families vs. high yielding couples, etc.

Be an advocate for your region and work with other tourism operators to create appealing clusters or packages of complementary products. Reach out to the ITOs, get to know them and listen to their needs. Share your rate sheet with them and take advice on any potential modifications you could make to improve the appeal of your product for the cruise market. Be sure to deliver your product with consistent quality and try to find a way to stand out from the crowd.

ITOS CURRENTLY DELIVERING SHORE EXCURSIONS IN SOUTH AUSTRALIA

Abercrombie and Kent	Level 3, 290 Coventry Street South Melbourne VIC 3205	03 9536 1800	contact@abercrombiekent.com.au abercrombiekent.com.au
AOT Cruise (a division of AOT Inbound P/L)	179 Normanby Road South Melbourne VIC 3205	03 9867 7233	aotcruise@aot.com.au aot.com.au
Bob Wood Cruise Group	Lakehouse Corporate Space 339/34-36 Glenferrie Drive Robina QLD 4226	07 5562 2039	BWCGCruisingDept@sthpactours.com.au sthpactours.com.au
Insight Australia Travel	7 Clarence Street Balgowlah NSW 2093	02 9949 9669	info@insightaustralia.com.au insightaustralia.com.au
Intercruises Shoreside and Port Services	72 Pitt Street Sydney NSW 2000	02 9550 0047	shorexau@intercruises.com intercruises.com

Top Tip

Refer to the *Working with Distribution Partners* fact sheet for more information.

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