

SOUTH AUSTRALIAN
TOURISM COMMISSION

CRUISE SHORE EXCURSIONS



TOURISM.SA.GOV.AU

INTRODUCTION

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%)?
- Do you have a COVID-safe management plan?

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 lines 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
- Bob Wood Cruise Group
- Intercruises Shoreside and Port Services

To discuss getting involved with cruise shore excursion programs in South Australia, please contact:

Andrew McKinnon
Manager Cruise Development

P. 08 8463 4500

E. DestinationDevelopment@sa.gov.au

DISCLAIMER: This document is not business advice. It is intended only to inform and illustrate. You should not act on the basis of any matter contained in this document without first seeking appropriate professional advice that takes into account your own particular circumstances. The Government of South Australia, its agents, instrumentalities, officers and employees: (a) make no representations, express or implied, as to the accuracy of the information and data contained in this document; (b) accept no liability however arising for any loss resulting from the use of this document and any information and data or reliance placed on it; and (c) make no representations, either expressed or implied, as to the suitability of the said information and data for any particular purpose. The Government of South Australia supports and encourages the dissemination and exchange of public sector information, and endorses the use of Creative Commons Licenses by its agencies. With the exception of the Piping Shrike emblem, images, and other material or devices protected by a trademark and subject to review by the Government of South Australia at all times, the content of this document is licensed under the Creative Commons Australia Attribution 4.0 Licence. All other rights are reserved. Where specific licence terms (such as Creative Commons) are applied to this document, those licence terms shall prevail over any inconsistent provisions in this statement. The Government of South Australia has undertaken reasonable enquiries to identify material owned by third parties and secure permission for its reproduction. Permission may need to be obtained from third parties to reuse their material. When using content from this document that is licensed under a Creative Commons Licence you are required to attribute the work in the manner specified in the licence (but not in any way that suggests that the Government of South Australia endorses you or your use of the work) and the Government of South Australia requires that you use the following form of attribution. The Government of South Australia, >>title of works<<, sourced on >>insert date the content was sourced<<, >>insert URL<<. Please email feedback@tourism.sa.com to make an enquiry about the use of this document.

CONTACT US

South Australian Tourism Commission
Destination Development
DestinationDevelopment@sa.gov.au

Postal address

GPO Box 1972,
Adelaide South Australia 5001

Websites

southaustralia.com
tourism.sa.gov.au

