

MEDIA RELEASE



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TTNQ Cruise Map connects passengers to local business

Tropical North Queensland's Welcome Ambassadors are greeting the Carnival Adventure with copies of the newly launched Cruise Map as more than 3000 passengers and 1000 crew disembark in Cairns today (September 15).

Tourism Tropical North Queensland (TTNQ) Chief Executive Officer Mark Olsen said the map helped to disperse cruise passengers throughout the city with dining and activity suggestions as well as day trips exploring beyond Cairns.

"While many of the passengers disembarking today will be boarding coaches for tours showcasing the world's oldest rainforest and Indigenous culture or joining a boat to the Great Barrier Reef, others will want to wander the city to soak up our tropical lifestyle and shop," he said.

"The map is an important tool for the Welcome Ambassadors to help passengers enjoy their time in port and is handed out at both Cairns and Yorkeys Knob when cruise ships arrive.

"TTNQ asked Cairns Airport to extend their volunteer Airport Ambassador program to the Cairns Cruise Liner Terminal in 2022 after seeing how beneficial the volunteers were in assisting people landing in Cairns, a role they have been performing since 2007.

"This service makes such a difference to the visitor experience and the perception of Cairns for cruise passengers with more than 30 people giving up their time to make sure the people arriving in our city are greeted by a friendly face and helped to enjoy their time here."

Welcome Ambassador Wayne Rees has been greeting cruise passengers since the program's inception three years ago and volunteers at the Cairns Airport.

"Cairns is my town. I was born and bred here, and I know how important the tourists are to Cairns. I'm an actor so I have a good time and read the crowd," he said.

"I love helping people and try to make it a pleasant experience for visitors. That's what Cairns is all about – laidback, friendly and no stress."

Ports North Operations General Manager Ash Sinha said the cruise season was off to a great start with around 90 cruise ships to dock in Cairns over the next 12 months.

"The forward outlook is incredibly strong with a 35 per cent increase in cruise ship numbers into Cairns over the past two years and that's a direct reflection of the visitor experience here," he said.

"The TTNQ Cruise Welcome Ambassadors have been instrumental in ensuring the visitor experience into Cairns is first class, sharing local insights and highlighting must-see attractions for cruise visitors of all ages and stages.

"A warm welcome and helpful local advice plays a vital role in making our city a destination of choice and is a critical part in growing the cruise tourism market."

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