

18 April 2022

## CRUISING RETURNS TO SYDNEY

The NSW Visitor Economy is celebrating the return of the cruise tourism sector with P&O Australia's *Pacific Explorer* sailing into Sydney Harbour.

"Our world-class city was sparkling as it welcomed home the *Pacific Explorer* and the return of cruise tourism, which pre-pandemic was worth more than \$5 billion a year to the national economy," said **NSW Tourism Industry Council** Executive Manager, Greg Binskin.

"There is huge pent-up demand for cruising and consumers have been looking forward to the day they can book with confidence and safely explore our state's world class cruise destinations," Mr Binskin said.

"The ban on international cruise ships has played havoc with the Visitor Economy and businesses across the Sydney CBD, The Rocks and port destinations along the state's eastern seaboard.

"It has had a prolonged and substantial financial impact on the supply chain of goods and services provided by businesses that relied on the cruise sector.

"It's not just the Sydney CBD accommodation sector that was impacted. It's the travel agents, the transport services, the retailers, the entertainment industry, restaurants and cafes.

"All these local suppliers have been unable to service the cruise industry and its customers for more than two years.

"Today's arrival of P&O *Pacific Explorer* means we are another step further along the path to recovery for NSW's Visitor Economy," Mr Binskin said.

*Pacific Explorer's* first cruise is set for a four-night round trip to Brisbane departing on 31 May 2022.

### **About NSW Tourism Industry Council**

Powered by **Business NSW**, the NSW Tourism Industry Council helps businesses operating in the Visitor Economy maximise their potential to ensure New South Wales remains Australia's number one tourism destination.

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