

Nicole Manison

Minister for Trade, Business and Innovation



Media Release

AIDAvita Cruise Ship Welcomed to Darwin

27 December 2018

Darwin has received an influx of more than 3000 visitors this week from Cruise Ships, providing a huge tourism boost for Darwin City.

The inaugural visit of the AIDAvita cruise ship carrying more than 1000 passengers was welcomed today by Minister for Business and Innovation Nicole Manison.

With guests staying in the Territory for three nights, this is an unprecedented visit from a cruise ship to Darwin, providing a welcome injection to the economy.

AIDAvita was launched in 2002 by AIDA cruises, one of Europe's largest German cruise line companies. The vessel is 42,289-ton, with a passenger capacity of 1,266 and features five bars and is marketed as a being ultra-casual.

The Territory is anticipating a strong season with 75 total cruise and expeditionary ship arrivals planned to visit Darwin, providing a huge tourism boost for Darwin City.

The cruise sector brings an estimated \$87.6 million a year to the local economy, which is good for business and good for jobs.

The NT Government continues to work with Darwin City and Waterfront Retailers Association and Tourism Top End in an effort to enhance the unique offerings Darwin has for cruise passengers, tours, attractions and especially the benefits available for the retail sector.

Tourism Top End volunteers will greet passengers when they arrive in the Territory and a high number of their members, including city retailers, have confirmed they will be open over the Christmas period, particularly given the influx of cruise ship customers.

The Tourism Top End visitor information centre will also remain open:

- Weekdays - 08:30am until 17:00pm
- Saturdays and Sundays - 09:00am until 15:00pm
- Public Holidays - 10:00am until 15:00pm

A listing of the retail opening hours are available from Tourism Top End www.tourismtopend.com.au

Quotes from Minister for Business and Innovation, Nicole Manison

“With more than 3000 passengers in town over Christmas, it is wonderful to see number of city retailers who have remain opened to welcome visitors.

“It’s always exciting to see the cruise ships in Darwin Harbour, as they provide an important boost for the Tourism industry during the shoulder tourist season.

“I commend the great efforts that both Tourism Top End and our retailers are delivering, to harness the potential of our important cruise season.”

Quotes from General Manager Tourism Top End, Glen Hingley

“We understand that for our members the costs to open throughout the holiday season, especially public holidays are much higher. Given there will be potential customers in town, many have remained open for business as usual throughout the Christmas week.

“Darwin is a great destination for cruise ship passengers to explore and spend on their stop-over, while giving them a small teasing taste of the Top End so that they will come back to holiday again and for longer.

“The Top End Visitor Centre will be open from 08:30 AM to 3:00 PM on Boxing Day and New Year’s Day.”

Quotes from Darwin Port Chief Executive Officer, Terry O’Connor

“With over 3,000 passengers and more than 1500 crew visiting from Christmas Eve to 29 Jan, including the AIDAVITA spending three days and two nights in Darwin, Darwin Port looks forward to helping ensure a memorable experience for all visitors.”

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