



MEDIA RELEASE

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Townsville in the presence of royalty

The cruise ship Sun Princess has returned to North Queensland waters for the third time this year. The Sun Princess will anchor off the coast on Thursday – with Sunferries again acting as a tendering service for the vessel. The 261 metre Sun Princess will be carrying almost 2000 visitors, predominantly from Western Australia.

Passengers from the ship will be greeted by a team of Townsville Enterprise volunteers and dancers from the Cultural Centre.

Bus tours of the city sights and Billabong Sanctuary will be offered from the ferry terminal – passengers will also be invited to explore city attractions including ReefHQ and the Museum of Tropical Queensland.

Townsville Enterprise Destination Marketing and Development Manager Brent Randall said cruise ships are a lucrative market and the region is well placed to benefit from this visit.

“This is an ideal time of year for visitors to discover North Queensland. Cruise ships are starting to incorporate Townsville into their regular itineraries – this is the third time this year this ship has anchored in Townsville waters.”

“Cruise visits are of growing importance to the tourism industry locally – and a dedicated facility for Cruise vessels here in Townsville will attract more visits to the region.”

“The fact that this ship has been willing to make repeat visits to Townsville is a testament to the job Sunferries do in meeting and greeting these vessels out on the water, and to the quality of experience on offer from local attractions.”

“A dedicated Cruise Terminal would enable ships to stay in town overnight – we’d really start to see the financial benefits of this lucrative sector if ships spent longer in port.”

“Townsville Enterprise has long been supportive of a dedicated terminal for Cruise and Navy vessels – we’re hopeful that this particular part of the proposed Breakwater development will get the go ahead.”

“It really is a vital piece of tourism infrastructure and a missing piece in North Queensland’s tourism puzzle,” Mr Randall said.

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