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CRUISING GETS READY TO SET SAIL

The NSW Visitor Economy is celebrating the NSW Government's decision to welcome international cruise ships once the Federal Government ban is to be lifted on 17 April, according to the **NSW Tourism Industry Council**.

"There is huge pent-up demand for cruising and consumers have been looking forward to the day that they can book with confidence and safely explore our state's world class cruise destinations," said **NSW Tourism Industry Council** Executive Manager, Greg Binskin.

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

"It has had a prolonged and a 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 those local suppliers that have been unable to service the cruise industry and its customers for more than two years.

"I'm sure the travel agents will be popping corks and re-engaging staff to handle the demand for bookings once departure dates locked in.

"The NSW visitor economy has borne the brunt of the pandemic for the past two years with lockdowns, border closures and travel restrictions.

"Today's announcement means we are another step further along the path of recovery for NSW's Visitor Economy and congratulations go to the NSW Government for this initiative," Mr Binskin said.

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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