



P&O Cruises Makes Maiden Call to Margaret River

April 22, 2015

Superliner Pacific Jewel will become the first P&O Cruises' ship to visit Busselton when it anchors in Geographe Bay this Friday (April 24).

The 70,310-tonne ship is due to make its maiden call around 8am with its 1950 guests transferring to the town for a full day of dining, sightseeing and shopping in the local area.

Pacific Jewel is visiting the area during a three-night cruise from Fremantle, as part of the ship's first ever season of Western Australian cruises. The ship will also enjoy a second call to Busselton on May 9, with each visit injecting around \$200,000 into the local community.

P&O Cruises Senior Vice President Sture Myrmell said Busselton's spectacular location and diverse offerings made it an ideal addition to the cruise line's itineraries.

"Margaret River has long been a popular holiday spot for local and interstate travellers thanks to its spectacular natural beauty," Mr Myrmell said.

"Our three-night SeaBreak cruises to Margaret River will provide a new perspective on all the area has to offer and are a great alternative to a weekend road trip with guests arriving relaxed and ready to explore," Mr Myrmell said.

Guests on this week's cruise will enjoy a diverse selection of shore tours including visits to the region's famed wineries, boutique breweries and chocolate factories, as well as sea kayaking on Geographe Bay and scenic excursions to Leeuwin Naturaliste National the cruise line builds its presence in Western Australia during a two month season of cruises from Fremantle.

The addition of two new ships to the P&O Cruises' fleet in late November will pave the way for more itinerary options for Western Australian cruisers, with the 1500-passenger Pacific Eden to be based in Fremantle for a record three month season next year.

Offering 13 cruises, including two to Margaret River, Pacific Eden's

deployment from April to July 2016 represents P&O Cruises' longest ever cruise season in the west and will deliver more than \$15 million in economic benefit to the state.

For more information visit www.pocruises.com.au<<http://www.pocruises.com.au>> or call 13 24 94.