



Airlie Beach Tourism Operators Welcome Coral Princess Guests to the Whitsundays in Boost to Local Economy

June 27, 2022

Coral Princess visits are expected to generate \$6.1M for Airlie Beach over the winter season

The continued momentum following the cruise industry's restart was felt in Airlie Beach this morning as local tourism operators gathered early to welcome cruise guests ready to experience the attractions and offerings available in the region.

Airlie Beach-based tour operator Jan Claxton from Ocean Rafting has been taking guests to experience some of the Whitsundays' most desirable destinations since 1997. She says she is looking forward to having the familiar sight of cruise ships docked in the bay after being absent for so long.

"Seeing cruise ship passengers back in town is fantastic. It's the boost we needed after these last few years."

"There is a great vibe around town with many already taking part in our tours to the Whitsunday Islands and others just happy to browse the boutiques and enjoy the local restaurants," said Claxton.

Bob Wood Cruise Group is excited to see the return of cruising in Queensland after two and half years.

"It's great to be a part of an industry that has such a positive impact on the entire community, particularly the local suppliers that continue to showcase their region and provide our guests with unforgettable experiences," said Carmen Stevenson, General Manager of Bob Wood Cruise Group.

The visit is one of 10 calls the 2000-guest Coral Princess will make as part of her winter season from her new homeport of Brisbane and marks ten years of Princess ships sailing from Queensland. The MedallionClass ship's visit today was the vessel's second call to the Whitsunday region following her maiden call on June 21. It is also the first ship to bring the MedallionClass experience to Australia, making holidays with Princess more simple, effortless, personalised and connected.

In yet another positive step for the tourism industry, the visits are expected to generate \$6.1M for Airlie Beach, a much-needed boost for local tourism operators and the hospitality sector, which have struggled with reduced visitation numbers.

For more information about Coral Princess and her upcoming calls to Airlie Beach visit <https://www.princess.com/>

For more details on Princess cruises, visit the company's website at [princess.com](https://www.princess.com/), call 13 24 88 or connect with a professional travel advisor. Travel agents are encouraged to call 1300 587 473 or visit [onesourcecruises.com.au](https://www.onesourcecruises.com.au)

For information on Coral Princess visit <https://www.princess.com/ships-and-experience/ships/co-coral-princess/>

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B-roll and image assets of Coral Princess in Airlie Beach can be found here.

About MedallionClass: Princess Cruises delivers the ultimate in effortless, personalised cruising featuring the world-class dining and entertainment the cruise line is renowned for, all elevated with the Princess MedallionClass Experience. On all ships in the Princess fleet, it begins with the Medallion®, a dollar-sized, wearable device that enables everything from expedited contactless boarding to locating loved ones anywhere on the ship, as well as enhanced service like having whatever guests need, delivered directly to them, wherever they are on the ship. In addition, guests can share their favourite cruise moments using MedallionNet®, the best WiFi at sea, as well as stay connected with friends and family back home, work remotely anywhere on the ship, quickly post content and stream favourite movies, and shows.

About Princess Cruises:

One of the best-known names in cruising, Princess Cruises is the world's leading international premium cruise line and tour company operating a fleet of 15 modern cruise ships, carrying millions of guests each year to 380 destinations around the globe, including the Caribbean, Alaska, Panama Canal, Mexican Riviera, Europe, South America, Australia/New Zealand, the South Pacific, Hawaii, Asia, Canada/New England, Antarctica, and World Cruises. A team of professional destination experts have curated 170 itineraries, ranging in length from three to 111 days and Princess Cruises is continuously recognised as "Best Cruise Line for Itineraries." In 2017 Princess Cruises, with parent company Carnival Corporation, introduced MedallionClass Cruise Holidays enabled by the Medallion device, the vacation industry's most advanced wearable device, provided free to each guest sailing on a MedallionClass ship. The award-winning innovation offers the fastest way to an effortless personalized vacation giving guests more time to do the things they love most. The company is part of Carnival Corporation & plc (NYSE/LSE: CCL; NYSE:CUK).

In line with the latest advice from health officials about COVID-19, Princess Cruises is currently enhancing health and safety protocols with input from medical experts and government bodies and assessing how they may impact future itineraries. Actual offerings may vary from what is displayed in marketing materials. Click on the following links to stay updated on current [Cruise Updates](#) and [Health & Safety protocols](#).

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