



## **MEDIA RELEASE**

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### **Princess gets some tender loving care**

The Sun Princess has returned to North Queensland waters – anchoring off the coast of Magnetic Island for the second time in a fortnight. Sunferries will again act as a tendering service for the vessel – bringing passengers to Townsville or Magnetic Island for the day.

Passengers from the ship were greeted by Townsville Enterprise volunteers and dancers from the Cultural Centre then ferried around the sites of Townsville by a shuttle bus for the price of a gold coin. The low cost shuttle service was introduced to enable visitors to experience as many of the city's attractions as possible in the short time they're in port.

The Sun Princess will sit off the coast until 6pm tonight when it will depart on its way to Darwin.

Townsville Enterprise Destination Marketing and Development Manager Brent Randall said today's situation is not ideal.

"Really we'd love to have the ship docking at a dedicated facility here in Townsville – that would maximise the time spent in port and give our tour operators the chance to showcase the region to the passengers."

"It's great to have Sunferries offering their tendering services – and we're delighted with the low cost shuttle service. But again this situation demonstrates the need for a dedicated cruise and military ship facility in Townsville to take the pressure off the Port and Sunferries when it comes to servicing cruise vessels."

"The decision by the Sun Princess crew to dock off shore means only a small percentage of the 1950 passengers and 1000 crew will come ashore in Townsville, essentially robbing our businesses of much of the opportunity cruise ships present."

"The cruise market is one of tourism's fastest growing and most lucrative sectors – and we really can't afford to miss out on these opportunities as we develop Townsville's tourism industry," Mr Randall said.

**ENDS**

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