



Tourism Top End

# Darwin Cruise Industry Toolkit 2022



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## Who are we?



Tourism Top End is a not-for-profit, nationally accredited Visitor Information Centre based in Darwin, Northern Territory (NT). Our passionate and dedicated team of local travel consultants delivers world-class customer service to people exploring the Top End and the Savannah Way.

Tourism Top End is located at 6 Bennett Street operating in the iconic heritage-listed Old Reserve Bank building which is perfectly situated between the vibrant city centre and the bustling Waterfront Precinct making us easy to find and convenient for passengers and visitors on foot and with the dedicated cruise shuttle bus shade structure just out front of our main entrance.

## What do we do?



We are open 7 days of the week and employ over 10 remarkable Travel and Information consultants who are dedicated and passionate in delivering excellence in informational services, itinerary planning, processing bookings and assisting visitors with their enquires.

Our role is to provide free, up-to-date, and insightful information, create customised itineraries to suit any budget and time frame, and make planning a trip to the Top End fun and easy. We help visitors enjoy bucket list experiences in this place we are proud to call home.

## What is our role in Cruise?



Our role in Cruise Tourism for the Northern Territory is to add value to the visit or experience and promote Darwin and the Top End as an amazing destination.

On cruise ship days we inspire to give passengers a warm welcome to Darwin and the NT, our staff are some of the first Territorian encounters passengers have once they disembark the ship and our friendly and knowledgeable consultants and ambassadors are ready to greet and assist with any enquires.

We adjust our opening hours for cruise days in consideration of the ship's arrival time and with the co-operation of our members and some preparation we know exactly what tours and attractions are available and on offer for the day. We qualify the passengers and recommend experiences to suit their needs and ambitions. We also give out the best directions to the nearest toilets and other great local advice.



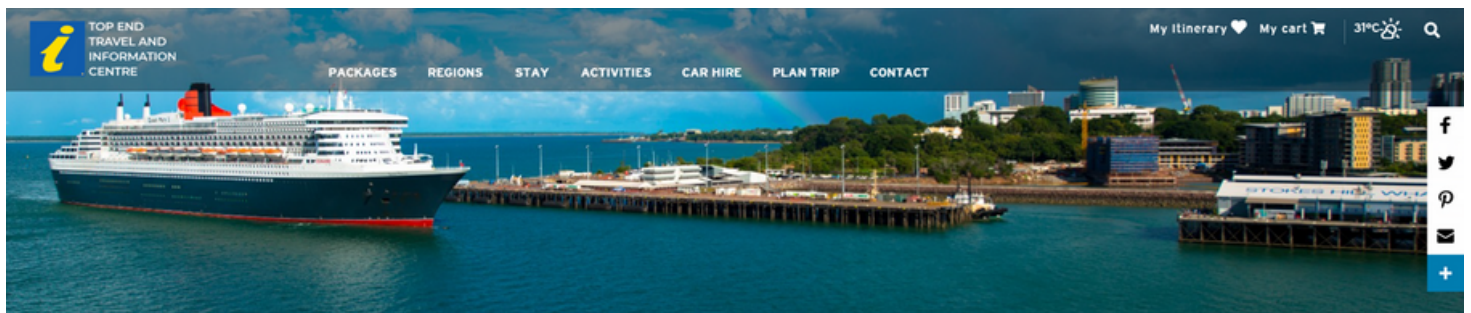
# Current Incentives & How to get involved

Cruise Ship Landing Page on [tourismtopend.com.au](http://tourismtopend.com.au). Tourism Top End have designed a dedicated landing page on our website for cruise.

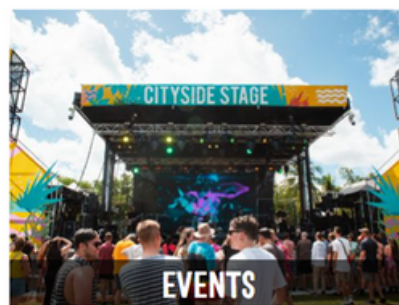
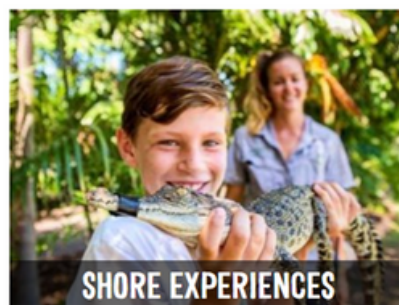
The purpose of the Cruise Landing Page is to put the Darwin information centre in the minds of Cruise ship passengers and make them feel like they are having a personalised experience on our website.

## Opportunities for Members

- Shore Excursions
- Pre & Post Tour listings
- Retail Shops
- Transport
- Food & Beverage listings



## WELCOMING ALL CRUISE PASSENGERS TO DARWIN!



Get involved – contact Jemma: [operators@tourismtopend.com.au](mailto:operators@tourismtopend.com.au)



# Centre Activation

This is to enhance the visitor experience and create excitement as passengers disembark from the shuttle bus or are walking up to the city from the cruise terminal.

The outside grass area at the entrance of the Visitor Centre can be activated with members stalls and promotional material.

## Opportunities for Members

- Promote your business as passengers are arriving to the visitor centre
- Create a great first impression of Darwin and the Top End



**Get Involved - Keep an eye out on our industry newsletters!**


**Not on our newsletters?**

**Email [industrydevelopment@tourismtopend.com.au](mailto:industrydevelopment@tourismtopend.com.au)**

# Tour Flyers on Cruise Ship Days

This is for all members tours that are available to book on the day. The flyer will provide passengers with the information to plan and book with us at the counter. It is visually pleasing and clearly highlights what is available to book for the day.

Darwin Welcomes  
[CRUISE SHIP NAME]



[Day/Date] Tour and Attraction Availability



\$\$

Tour Name  
Operator Name  
[need to know details]



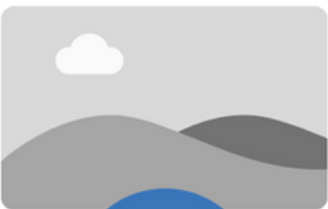
\$\$

Tour Name  
Operator Name  
[need to know details]



\$\$

Tour Name  
Operator Name  
[need to know details]



\$\$

Tour Name  
Operator Name  
[need to know details]



\$\$

Tour Name  
Operator Name  
[need to know details]



\$\$

Tour Name  
Operator Name  
[need to know details]

\*Please note, pricing subject to availability, availability current as of [date][time]

Page 1

Get Involved – Email your availability & Specials for Cruise Days.  
Contact Jemma: [operators@tourismtopend.com.au](mailto:operators@tourismtopend.com.au)

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# Top End Cruise Passport

The Top End Passport was created as a concept for members who are targeting the cruise ship market to be distributed to cruise ship passengers. It is designed to maximise the return of your investment and to increase revenue. The passport will be handed out to cruise ship passengers from Tourism Top End as an informational tool and to receive great deals whilst in port.



**Get Involved – Keep an eye on our newsletters or email Briony  
marketingcoordinator@tourismtopend.com.au**



# Marketing Opportunities



## Top End Cruise Passport

The Top End Cruise Passport will be handed out to cruise passengers to use as an informational tool and receive great deals while in port.



## Digital Screen Advertising

Display a 1 minute video promoting your product and/or special deal.



## Specials Board

Display your cruise day special on an A frame outside the Top End Travel and Visitor Information Centre.



## Door Advertising

Advertise your product on the front doors of the Top End Travel and Information Centre



## Map Advertising

Advertise your product on Top End region maps distributed through the Top End Travel and Information Centre



## Top End Holiday Guide

Advertise your product in the 2023 edition of the Top End Holiday Guide Distributed for a 12 month period all over Australia

Tourism Top End offers many marketing opportunities targeting cruise passengers and all other travelers.

**For more information on Tourism Top End's marketing opportunities please contact Brioney - [marketingcoordinator@tourismtopend.com.au](mailto:marketingcoordinator@tourismtopend.com.au)**

# Darwin Ambassador Program

The program will be coordinated by the Assistant Manager Customer Services, with oversight from the Manager – Customer Services, and will oversee Volunteer Management Services compliance, volunteer inductions, training, meetings and communication whilst coordinating formalised electronic communications such as a monthly newsletter which will aim to increase product knowledge and provide a regular touch point with all volunteers. Our volunteers compliment our Team of Travel Consultants with knowledgeable, enthusiastic “local experts” in order to meet growth in projected visitation. They are friendly and helpful sharing Top End insights and augmenting the visitor experience with suggestions and potential inclusions that deepen the visitor experience. Our ambassadors will support growth in bookings by TTE by directing cruise ship visitors to use our booking service. To make sure our Volleys stand out we cover the cost of our volunteer uniforms, name badge and familiarisations which is a benefit of becoming an ambassador with TTE.

Our team of volunteers are historically made up of international students and retirees, both of whom benefit from the opportunity to interact with each other and with locals and visitors that they work with when on shift. In addition to our core volunteer group, Tourism Top End actively engages with schools and Charles Darwin University tourism programs, with a number of teachers opting to engage the volunteer program in order to give students real world opportunities to interact with visitors during the cruise ship season. Our Ambassador program is Tourism Top Ends commitment to social inclusion, developing partnerships with organisations, high schools, and the youth and senior sectors, and to improve the experience at the Darwin Port Terminal.

Our Ambassador Program assists the tourism industry and local economy through the support of the cruise ship industry in Darwin and through relationships with Tourism NT, City of Darwin and Darwin Port Authority. Our vision is to contribute to return visitation and word of mouth advocacy through exceptional overall visitor experience.



## Testimonial

“I find It personally rewarding and I get a lot of personal benefits from it especially in the mental health field, and also in receiving the thank you’s, the smiles and being able to sell our wonderful experiences to the visitors “  
- Meet and Greet Volunteer 2019

# Cruise Tips & Tricks

Familiarise yourself with the cruise ship schedule



The cruise schedule includes the dates and times of arrival and departure, ship name and the passenger capacity. We really encourage to share and communicate the schedule with your staff and have it displayed somewhere in the office or shop front. This is really handy and can help you in rostering staff for the day, altering your business hours and other preparations.

Download the Cruise Ship Schedule:

<https://drive.google.com/file/d/1HstzZ36kA9n56TKROVNuAlyCO-arV9Dc/view?usp=sharing>

## Darwin Cruise Ship Schedule 2022



ARRIVAL DATE	DEPARTURE DATE & TIME	SHIP NAME	PAX CAPACITY	CRUISE LINE	ITD	BERTH	SHIPPING AGENT
Thu 23 Jul 2022 07:00	Fri 22 Jul 2022 09:30	Coral Adventure	120	Coral Expeditions	TSA	FH& East Berth	Coral Expeditions
Tue 26 Jul 2022 07:00	Wed 27 Jul 2022 09:30	Coral Discoverer	120	Coral Expeditions	TSA	FH& East Berth	Coral Expeditions
Wed 27 Jul 2022 06:00	Wed 27 Jul 2022 18:00	LE SOLAL	264	Pomant Explorers Cruises	Abercrombie and Kent	FH& West Berth	Wilhelmsen Ships Service Pty Ltd
Thu 28 Jul 2022 07:00	Fri 29 Jul 2022 09:30	Coral Discoverer	120	Coral Expeditions	TSA	FH& East Berth	Coral Expeditions
Tue 02 Aug 2022 19:00	Wed 03 Aug 2022 17:00	SILVER EXPLORER	130	Silversea Cruises	TSA	FH& West Berth	Wilhelmsen Ships Service Pty Ltd
Thu 04 Aug 2022 06:00	Thu 04 Aug 2022 17:00	Calabrian Sky	99	MY Cruises	TSA	FH& West Berth	Wilhelmsen Ships Service Pty Ltd
Sat 06 Aug 2022 06:00	Sat 06 Aug 2022 18:00	Le Lapouse	184	Pomant Explorers Cruises	Abercrombie and Kent	FH& West Berth	Wilhelmsen Ships Service Pty Ltd
Thu 11 Aug 2022 07:00	Fri 12 Aug 2022 09:30	Coral Adventure	120	Coral Expeditions	TSA	FH& East Berth	Coral Expeditions
Tue 16 Aug 2022 06:00	Tue 16 Aug 2022 18:00	LE SOLAL					
Tue 16 Aug 2022 07:00	Wed 17 Aug 2022 09:30	Coral Discoverer					
Thu 18 Aug 2022 07:00	Fri 19 Aug 2022 09:30	Coral Discoverer					
Mon 22 Aug 2022 06:00	Mon 22 Aug 2022 17:00	Calabrian Sky					
Fri 26 Aug 2022 06:00	Fri 26 Aug 2022 18:00	Le Lapouse					
Thu 01 Sep 2022 07:00	Fri 02 Sep 2022 09:30	Coral Adventure					
Mon 05 Sep 2022 06:00	Mon 05 Sep 2022 18:00	LE SOLAL					
Mon 05 Sep 2022 16:10	Tue 06 Sep 2022 17:00	SILVER EXPLORER					
Tue 06 Sep 2022 07:00	Wed 07 Sep 2022 09:30	Coral Discoverer					
Thu 08 Sep 2022 07:00	Fri 09 Sep 2022 09:30	Coral Discoverer					
Fri 09 Sep 2022 06:00	Fri 09 Sep 2022 17:00	Calabrian Sky					
Sat 10 Sep 2022 06:00	Mon 12 Sep 2022 09:30	Coral Adventure					
Sun 26 Sep 2022 06:00	Sun 26 Sep 2022 18:00	LE SOLAL					
Mon 26 Sep 2022 06:10	Mon 26 Sep 2022 19:00	ISLAND ESCAPE					
Tue 27 Sep 2022 06:00	Tue 27 Sep 2022 17:00	Calabrian Sky					
Tue 27 Sep 2022 07:00	Wed 28 Sep 2022 09:30	Coral Discoverer					
Thu 29 Sep 2022 07:00	Fri 30 Sep 2022 09:30	Coral Discoverer					

## Darwin Cruise Ship Schedule 2022/23



ARRIVAL DATE	DEPARTURE DATE & TIME	SHIP NAME	PAX CAPACITY	CRUISE LINE	ITD	BERTH	SHIPPING AGENT
Tue 04 Oct 2022 07:00	Tue 04 Oct 2022 18:00	SHIVA EAGLE	130	Aurora Expeditions	TSA	FH& West Berth	Inchcape Shipping Services Pty Ltd
Tue 04 Oct 2022 07:00	Wed 05 Oct 2022 09:30	Coral Adventure	120	Coral Expeditions	TSA	FH& East Berth	Coral Expeditions
Thu 20 Oct 2022 06:30	Thu 20 Oct 2022 20:00	CORAL PRINCESS	1970	Princess Cruises	Bob Wood Cruise Group	FH& West Berth	Inchcape Shipping Services Pty Ltd
Sat 29 Oct 2022 06:00	Sun 30 Oct 2022 06:00	Coral Adventure	120	Coral Expeditions	TSA	FH& East Berth	Coral Expeditions
Mon 23 Nov 2022 06:30	Mon 23 Nov 2022 20:00	NOORDAM	2360	Holland America	Bob Wood Cruise Group	FH& West Berth	Inchcape Shipping Services Pty Ltd
Fri 25 Nov 2022 06:30	Fri 25 Nov 2022 18:00	QUEENSLANDER	2560	Grand Cruises	Bob Wood Cruise Group	FH& West Berth	Inchcape Shipping Services Pty Ltd
Sat 26 Nov 2022 11:30	Sun 27 Nov 2022 13:00	VIRKING ORION	900	Viking Cruises	Interocean	FH& West Berth	Wilhelmsen Ships Service Pty Ltd
Thu 18 Dec 2022 11:25	Fri 18 Dec 2022 13:00	Viking Mars	465	Viking Cruises	Interocean	FH& West Berth	Wilhelmsen Ships Service Pty Ltd
Tue 20 Dec 2022 06:30	Tue 20 Dec 2022 16:00	SEVEN SEAS EXPLORER	760	Regent Seven Seas Cruises	TSA	FH& West Berth	Wilhelmsen Ships Service Pty Ltd
Thu 22 Dec 2022 06:00	Thu 22 Dec 2022 18:00	Regatta	684	Cosmos Cruises	TSA	FH& East Berth	Wilhelmsen Ships Service Pty Ltd
Fri 23 Dec 2022 06:30	Fri 23 Dec 2022 18:00	Europe 2	616	Hapag Lloyd Cruises	AOT	FH& West Berth	Gulf Agency Company P/L
Thu 12 Jan 2023 06:25	Thu 12 Jan 2023 16:00	WESTINAM	1364	Holland America	Bob Wood Cruise Group	FH& West Berth	Inchcape Shipping Services Pty Ltd
Sun 29 Jan 2023 06:30	Sun 29 Jan 2023 22:00	AMBA	608	Phoenix Reisen Cruises	TSA	FH& West Berth	Inchcape Shipping Services Pty Ltd
Mon 30 Jan 2023 06:30	Tue 31 Jan 2023 12:00	Pacific Encounter	2600	P&O Cruises	Bob Wood Cruise Group	FH& West Berth	Inchcape Shipping Services Pty Ltd
Thu 09 Feb 2023 07:30	Thu 09 Feb 2023 18:00	SEVEN SEAS EXPLORER	760	Regent Seven Seas	TSA	FH& West Berth	Wilhelmsen Ships Service Pty Ltd
Wed 16 Feb 2023 06:00	Wed 16 Feb 2023 18:00	OCEAN DISCOVERY	170	Vantage Cruises	TSA	FH& West Berth	Inchcape Shipping Services Pty Ltd
Sun 19 Feb 2023 06:30	Sun 19 Feb 2023 18:00	Europe 2	616	Hapag Lloyd Cruises	AOT	FH& West Berth	Gulf Agency Company P/L
Fri 24 Feb 2023 10:30	Fri 24 Feb 2023 21:00	Seven Seas Mariner	760	Regent Seven Seas Cruises	TSA	FH& West Berth	Wilhelmsen Ships Service Pty Ltd
Sun 26 Feb 2023 11:30	Sun 26 Feb 2023 21:00	CORAL PRINCESS	1970	Princess Cruises	Bob Wood Cruise Group	FH& West Berth	Inchcape Shipping Services Pty Ltd
Mon 27 Feb 2023 06:30	Mon 27 Feb 2023 22:00	ISLAND PRINCESS	2200	Princess Cruises	Bob Wood Cruise Group	FH& West Berth	Inchcape Shipping Services Pty Ltd
Thu 02 Mar 2023 06:30	Thu 02 Mar 2023 18:00	Queen Mary 2	2600	Grand Cruises	Bob Wood Cruise Group	FH& West Berth	Inchcape Shipping Services Pty Ltd
Sat 04 Mar 2023 06:30	Sat 04 Mar 2023 17:00	Pacific Encounter	2600	P&O Cruises	Bob Wood Cruise Group	FH& West Berth	Inchcape Shipping Services Pty Ltd
Sun 05 Mar 2023 07:00	Sun 05 Mar 2023 18:00	Silver Whisper	382	Silversea Cruises	Interocean	FH& West Berth	Wilhelmsen Ships Service Pty Ltd
Thu 09 Mar 2023 06:30	Thu 09 Mar 2023 18:00	Queen Victoria	2260	Grand Cruises	Bob Wood Cruise Group	FH& West Berth	Inchcape Shipping Services Pty Ltd
Mon 13 Mar 2023 10:00	Tue 14 Mar 2023 13:00	VIRKING ORION	900	Viking Cruises	Interocean	FH& West Berth	Wilhelmsen Ships Service Pty Ltd



# Cruise Tips & Tricks

Understand your market, destination and prepare



- Do a little research on the type of cruise line coming into port and make an effort within your business and products to personalise it for the passengers.
- The market stall holders at the Darwin Cruise Terminal have been discontinued this Cruise Season, this is great opportunity for local retailers in our CBD and Waterfront district to showcase their shopfronts, businesses and products.
- Think about how you can represent our destination. Think uniquely Darwin and Top End and what we are known for and really good at. Crocodiles, Barramundi, mud crab, cultural experiences and art these are some examples of what international passengers have asked us in the past. \*\*Remember these passengers have most likely travelled around other destinations in Australia, make your product different and exciting!
- Activate your business with welcome signage, displays of special offers and add on's, mentioning any free services such as wi-fi, and make your signage and displays interesting and personal \*\*Make it Territorian and put some humour to it and some story telling behind it.



# Cruise Tips & Tricks

Keep your product up to date



Bookeasy is the reservations management system TTE use for all our bookings. For Bookable product keeping Bookeasy up to date is key– This is how our consultants book your product, it's what they use to check availability so keep it up to date!

Some key points are: availability, pricing, product descriptions, policies  
A great option for cruise particular for our tour operators is to create and Load new product in Bookeasy for the day.

The product name could be something like 'Cruise Day Litchfield Day Tour' this will jump out to our consultants and this way you can also adjust pick up times and locations for that day in consideration of the ship's departure times.

Get involved – Download the How To Guide Here -

<https://drive.google.com/file/d/1mRV1SN254jF-bYBg7Ku0ghES0KwZDEHP/view?usp=sharing>

Or contact Jemma: [operators@tourismtopend.com.au](mailto:operators@tourismtopend.com.au)

Filter Menu Options

Reservations Search

Guest Search

Manage Bookings

Inventory

Reports

Setup

Resonline Channel Manager

Sell/Market Online

Help & Support

## Management



ROOMS  
& RATES



SPECIALS



AVAILABILITY



RESERVATIONS

## Marketing Tools



QUESTIONS



DISTRIBUTION



REPORTS



REVIEWS



SUPPORT

## Setup



OPERATOR  
DETAILS



UPLOAD  
IMAGES

## Support

# Cruise Tips & Tricks

## Product Pitch




We encourage our Members to book a Product Pitch with our consultants. Product Pitches are a great way for our consultants to understand your product and have the tools to convert enquiries into sales for your business.

Let us know why people love your product and what makes you stand out. Discuss any updated information about your product, offerings and points of difference.

Duration of Products Pitches are 15 minutes and commence at 8:45am on the weekdays with members coming into the visitor centre or via zoom. Members can book Product Pitches via website.


Book a product pitch here:

<https://www.tourismtopend.com.au/product-pitch>



Tourism Top End

### Members - Product Pitch

 10 min

Tell us why people love your business. Let us know of any new initiatives, points of difference and any special deals you've implemented.


Questions? Contact Sarah, Travel and Information Centre Manager at [spurcell@tourismtopend.com.au](mailto:spurcell@tourismtopend.com.au)

[Cookie settings](#)

#### Select a Date & Time

August 2022

MON	TUE	WED	THU	FRI	SAT	SUN
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

 Australia/Darwin (1:28pm) ▼



# Communication



We love hearing from you! so please keep us informed and up to date - weather it's about your opening hours for the day changing, booking in a product pitch, New products loaded, sending us a photo of your own signage and activation of your store that we can share in our newsletters or an exciting new product please send us an email.

[info@tourismtopend.com.au](mailto:info@tourismtopend.com.au)

