

Media Release

MAIDEN VISIT KICKS OFF RECORD “MARCH OF CRUISE” IN SYDNEY

Tuesday 1 March 2011

Sydney's record 2010/11 passenger cruise season continues this morning with another maiden visit by a cruise ship to Sydney, kicking off yet another busy month of passenger cruise visits.

One of the world's most luxurious new small cruise ships, **Silversea's** 36,000 tonne **Silver Spirit**, arrives in Sydney Harbour this morning on its first world cruise. With a capacity of 540 passengers the vessel has 376 crew members - providing a guest-to-crew ratio of 1.4 to 1.

Sydney Ports Senior Manager Marketing Jason McGregor says that *Silver Spirit* will be the fourth ship this season to pay a maiden visit to Sydney.

“The luxurious 198.5 metre long **Silver Spirit** was built in 2009 by the same Italian shipbuilding firm that constructed Cunard's new **Queen Elizabeth**,” Mr McGregor said.

“We've already had P+O's **Pacific Pearl** and Seabourn's **Seabourn Sojourn** tie up in Sydney for the first time.

“Of course the highlight event of this year's cruise season was the maiden visit of Cunard's **Queen Elizabeth**, with its sister ship **Queen Mary 2**, just last week.

“These visits highlight the spectacular growth of Sydney as a cruise destination in recent years.

“And after a **February in which Sydney hosted 27 cruise ship visits in 28 days**, we are now poised for a **record March in which there will be 19 cruise visits** - up from just 12 visits two years ago.”

Mr McGregor said that *Silver Spirit* would be escorted into berth and given a special “water display” greeting by the Sydney Ports Corporation fire tug **Ted Noffs** and her captain Marco Sangiacomo would be presented with a plaque to mark her maiden visit.

“By the time Sydney's record cruise season concludes, there will have been 150 cruise visits and 300,000 passengers into Sydney,” Mr McGregor said.

“The number of cruise ship visits this season is up by 26 per cent, from 119 visits in the previous season. Sydney has always been a desirable destination on the world cruise map, but as the international and local cruise industry continues to boom so too does the city's popularity.”

“And this record year comes with Sydney this season celebrating the 50th Anniversary of the opening of Sydney Cove Passenger Terminal, now known as the Overseas Passenger Terminal.”

Mr McGregor said that Sydney was the only Australian city to operate two dedicated passenger terminals.

“Planning approval was granted recently for the construction of a new purpose-built cruise passenger terminal at White Bay 5, replacing the Barangaroo cruise facility which will secure Sydney’s future as a world leading cruise passenger destination,” Mr McGregor said.

About the vessel

Built in the Fincantieri Shipyard in Ancona, Italy, and launched in December 2009, *Silver Spirit* was designed by architect Giacomo Mortola of Genoa, Italy. At 36,000 tons, the vessel has a length of 198.5 metres, a width of 26.2 metres and a draft of 6.2 metres. 376 European officers and European-trained international staff are onboard, providing a guest-to-crew ratio of 1.4 to 1, and guests enjoy one of the highest space-to-guest ratios in the industry today, with 6700 cubic feet of space per guest.

Over its eight passenger decks, *Silver Spirit* offers the distinctive all- inclusive luxuries and celebrated lifestyle of other Silversea ships, plus new enhancements including glamorous Stars Supper Club dishing up tapas-style cuisine and live jazz; Asian-fusion restaurant Seishin; a 8,300-square-foot spa offering pampering and the latest Medi-Spa treatments; a resort-style pool with four whirlpools, and the largest suites in the Silversea fleet, 95 per cent with private teak verandas.

March 2011 – 19 Cruise Visits into Sydney

Date	Vessel	Cruise Line
1 March	Silver Spirit	Silversea Cruises
1 March	Aurora	P&O Cruises UK
3 March	Saga Ruby	Saga Cruises
3 March	Pacific Pearl	P&O Cruises Australia
4 March	Albatros	V Ships
5 March	Sun Princess	Princess Cruises
5 March	C Columbus	Hapag Lloyd
5 March	Pacific Jewel	P&O Cruises Australia
8 March	Pacific Sun	P&O Cruises Australia
11 March	Pacific Pearl	P&O Cruises Australia
11 March	Dawn Princess	Princess Cruises
13 March	Volendam	Holland America Line
15 March	Pacific Sun	P&O Cruises Australia
19 March	Pacific Jewel	P&O Cruises Australia
20 March	Pacific Pearl	P&O Cruises Australia
24 March	Rhapsody of the Seas	Royal Caribbean
25 March	Pacific Sun	P&O Cruises Australia
29 March	Pacific Jewel	P&O Cruises Australia
30 March	Pacific Pearl	P&O Cruises Australia