



MEDIA RELEASE

Ponant Cruises Joins ICCA

Luxury cruise operator Compagnie du Ponant has joined the International Cruise Council Australasia's ranks in Australia, taking its cruise line membership to 26.

Represented in Australia by Travel the World, Ponant offers cruises worldwide on its fleet of five intimate luxury yachts.

Travel the World Managing Director Andrew Millmore said the cruise line had recently expanded its capacity and regarded Australia as an exciting source market. In addition to offering a range of cruises in local waters next year, Ponant is also exploring homeporting options in Australia.

Mr Millmore said the cruise line was also expecting strong Australian interest in its luxury Antarctica cruises onboard its two newest ships, Le Boreal and L'Austral.

"We are looking forward to working through ICCA's training program to raise awareness of Ponant's great product and itineraries amongst Australian travel agents as local demand for luxury cruising continues to grow," Mr Millmore said.

Welcoming Ponant onboard, ICCA General Manager Brett Jardine said the Council's cruise line membership reflected the vast range of cruise options now available to Australian travellers.

"From small ship luxury voyages and river cruise escapes through to family getaways on large ships, ICCA cruise line members offer the full gamut of holiday options, which means the Council can play a big role in helping travel agents find the right cruise for every customer," Mr Jardine said.

The International Cruise Council Australasia is a not-for-profit organisation formed in 1996, committed to training travel consultants and raising consumer awareness of cruising.

Media information:

Libby Moffet/Christine O'Maley MG Media Communications +61 2 9904 0011

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