



P&O's Inaugural Dark Mofo Cruise Arrives in Hobart

June 15, 2017

P&O Cruises' Pacific Jewel arrived in Hobart this morning with more than 2,000 passengers and crew onboard who will be visiting Tasmania's Dark Mofo festival.

The cruise brings the single largest group of interstate visitors to the winter event and is expected to inject around \$1 million into the local economy.

The first-of-its-kind six-night voyage departed Sydney on June 13, 2017 and will spend three days and two nights in Hobart where guests can experience the art, food, music, light, film and oddities available at the increasingly popular winter festival.

All visitors receive a priority pass to the contemporary medieval-style banquet, the Winter Feast and the neon art playground, Dark Park plus return ferry rides to and from Mona.

With three days in Hobart, guests can also enjoy excursions in and around Hobart including the chance to walk amongst the treetops 45 metres above the forest floor at Tahune Forest Airwalk and sample the ales at Cascade Brewery.

P&O Cruises President Sture Myrmell said the inaugural cruise provided guests from around the country with an easy and convenient way of accessing Tasmania's most popular annual event.

"Our guests tell us they're looking to discover new and unique events around the country which is why it made sense to create a dedicated contemporary cruise to a unique Australian festival which continues to grow in popularity," Mr Myrmell said.

"The cruise has been so well-received that we are delighted to announce its return in 2018, further reinforcing our commitment to Tasmania local businesses".

Recent studies have shown cruising's total economic output in Tasmania surged by 32 per cent in 2015-16 to \$60 million. Tasmania's visitor economy is seeing the impact of a 42 per cent increase in the number of passengers sailing on Australian domestic cruises last year alone, with a significant number of these itineraries featuring Tasmanian destinations.

P&O's Dark Mofo cruise departs Sydney on June 18, 2018. Fares start from \$879* per person quad share on the 3 for free sale.

For more information visit pocruises.com.au, call 13 24 94 or see a licensed travel agent.

*subject to availability, conditions apply

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