



P&O Cruises' Pearl Set to Shine on NSW Sapphire Coast

February 11, 2015

Eden will enhance its reputation as a cruise destination when Pacific Pearl makes P&O Cruises' inaugural visit to the picturesque New South Wales' port later this month.

Set to arrive on Sunday February 22, Pacific Pearl's call will be the first of five visits to Eden from three P&O Cruises' ships between February 2015 and February 2016, injecting about \$2 million into the local economy. The Sapphire Coast visits add to P&O Cruises' growing array of regional ports.

Pacific Pearl's 1800 guests will be offered a range of tours during their full day in Eden, taking in the Killer Whale Museum and the picturesque wharf as well as local oyster farms and the thriving coastal art scene.

P&O Cruises Senior Vice President Tammy Marshall said Eden was sure to be a hit with the cruise line's guests.

"Eden is a beautiful coastal town so we're delighted to be adding the port to our growing regional line-up this year," Ms Marshall said.

"In addition to the Sapphire Coast's many attractions, Eden has the only deep water harbour between Sydney and Melbourne, making it an ideal cruise destination for our increasingly popular short break cruises of three to four nights."

Pacific Pearl will return to Eden on March 6, while Pacific Dawn will make its first visit to the Sapphire Coast town on November 24 this year. One of P&O Cruises' latest additions, Pacific Eden, will cruise to its namesake town on January 10 and February 2, 2016, after joining the P&O Cruises' fleet in November this year.

The cruise line will anchor in the harbour and tender guests ashore until the Breakwater Wharf has been extended, enabling cruise ships to dock alongside.

The Eden call is part of a new eight-night roundtrip Sydney itinerary with a focus on regional towns. After Eden, Pacific Pearl will also make P&O Cruises' first visit to Mornington and Portland.

For more information visit www.pocruises.com.au or call 13 24 94.

Notes to editors: The region's largest and longest-serving cruise operator, P&O Cruises Australia leads the way in cruising as Australasia's only 'home brand' and its favourite cruise line. P&O Cruises has been sailing the region for more than 80 years, and has pioneered new destinations around Australia, the Pacific and Asia including Papua New Guinea, as reported in the New York Times' 52 top destinations for 2015. On November 25, 2015, P&O Cruises will welcome two additional ships to its current three-ship fleet becoming the nation's largest cruise line with five ships cruising from eight home ports in Australia, New Zealand and Singapore. The addition of Pacific Aria and Pacific Eden has paved the way for exciting new cruise options including deployments from every mainland state in Australia and an extended deployment from Auckland. The pair herald a new era for P&O Cruises, as reflected in its new brand repositioning - P&O Cruises, Like no Place on Earth.