



*Your cruise touring partner across Australia - through scale, structure, and local expertise.*

**BOB** | **WOOD** CRUISE  
GROUP PTY LTD



*Exmouth, Western Australia*

## TOPICS

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## WHO IS BOB WOOD CRUISE GROUP?

With over 30 years delivering shore excursions and land touring programs, Bob Wood Cruise Group is a trusted, privately owned, cruise-focused operator supporting leading international brands.

We deliver programs across established and emerging ports throughout Australia and key destinations in Papua New Guinea, aligned to cruise line demographics, brand positioning, and commercial objectives. Our approach combines deep local knowledge with a structured, scalable, and agile delivery model.

We work in close partnership with cruise lines to plan, evolve, and optimise programs, recognising that our performance reflects directly on our clients' brand. Through consistent delivery and active management, we deliver reliable outcomes for our partners and high-quality experiences for their guests.

*Cruising is not a division of our business – it is our core.*



# OUR FOOTPRINT...

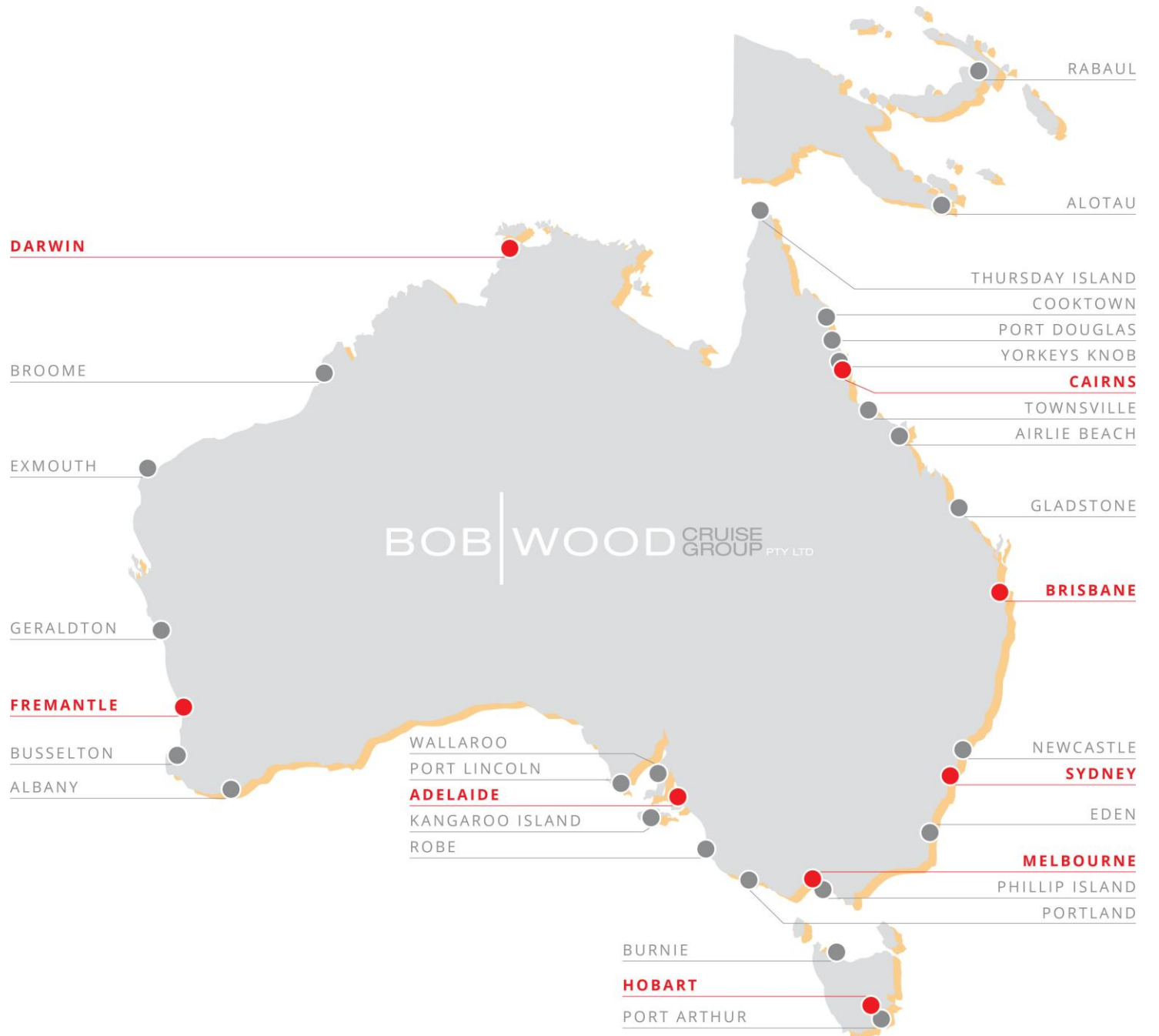
One partner delivering nationwide – simplifying operations and ensuring consistency.

Seamless shore excursion delivery across Australia and Papua New Guinea's key cruise regions.

Depth of product across over 30 established and emerging ports. Not just presence but scalable delivery in each destination.

Strong capability in regional and remote ports where operational delivery is most complex.

*We have Australia covered...*



# OPERATIONAL STRENGTH

Our operational model is designed to deliver consistency across ports, providing a single, structured approach to managing complex, multi-region programs.

Through dedicated brand managers and continuous sales and capacity reviews, we proactively align supply with demand across all ports.

We actively manage waitlists to maximise revenue opportunities and minimize lost sales.

With centralised coordination and maintaining clear operational standards, we simplify delivery for our partners while ensuring reliable, consistent outcomes across every program.

*One model. Solution Focused. Consistent performance.*



Alotau, Papua New Guinea

# CONNECTED OPERATIONS

Communication underpins every aspect of our delivery, ensuring alignment across onboard teams, suppliers, and all operational stakeholders.

We maintain clear, consistent communication before, during, and after each port call, providing visibility and control at every stage of the program.

With 24/7 direct support and real-time updates, we respond quickly to changing conditions and keep operations on-track.

Our approach ensures issues are managed proactively, expectations are aligned, and delivery remains consistent across every port.

*Clear communication. Controlled delivery.*



The blue box contains six white icons arranged in a 2x3 grid, each with a text label below it:

-  24/7 direct support
-  Clear communication across all stakeholders
-  Pre-call supplier co-ordination
-  Real-time updates and escalation
-  Aligned with onboard teams on program delivery
-  Flexibility to adapt to onboard protocols

# PIER MANAGEMENT

We have an active onsite presence on port days, working alongside onboard teams to ensure smooth delivery, coordinate stakeholders, and ensure programs run as planned.

Through clear pre-call communication with suppliers and ongoing engagement with onboard teams, we align expectations and maintain control across all aspects of the operation.

When circumstances change, we respond in real time - implementing solutions quickly to keep the operations on track and protect the guest experience.

*We manage the day, not just the booking.*





## EXTENSIVE PRODUCT & SUPPLIER NETWORK

Our product approach focuses on developing experiences that are commercially viable, operationally deliverable, and aligned to cruise line demographics and brand positioning.

Working with 600+ suppliers across Australia and Papua New Guinea, including many long-standing trusted partners, we combine strong local relationships with continuous sourcing to ensure depth, flexibility, and scalability.

Through active engagement with State and Regional Tourism Organisations and close collaboration with local operators, we continuously strengthen and expand product depth across all cruise regions.

This structured approach ensures our product portfolio continues to evolve, delivering consistent quality and meaningful guest experiences.

*Thoughtfully developed. Commercially aligned. Ready to perform.*

## EXPERTISE IN EMERGING PORT DEVELOPMENT

We actively develop emerging ports across Australia, working on the ground with local operators and tourism bodies and suppliers new to cruise to build cruise-ready programs.

Each port is approached individually, with development tailored to its unique characteristics, infrastructure, and local capability.

We build strong local relationships to design programs aligned with cruise and guest expectations.

Over time, we expand product, supplier networks, and capacity, strengthening each port's ability to support sustainable cruise operations.

We have successfully applied this model across multiple emerging ports – with some recent examples shown.

*No two ports are the same, neither is our approach.*



*Wallaroo, South Australia*



*Portland, Victoria*



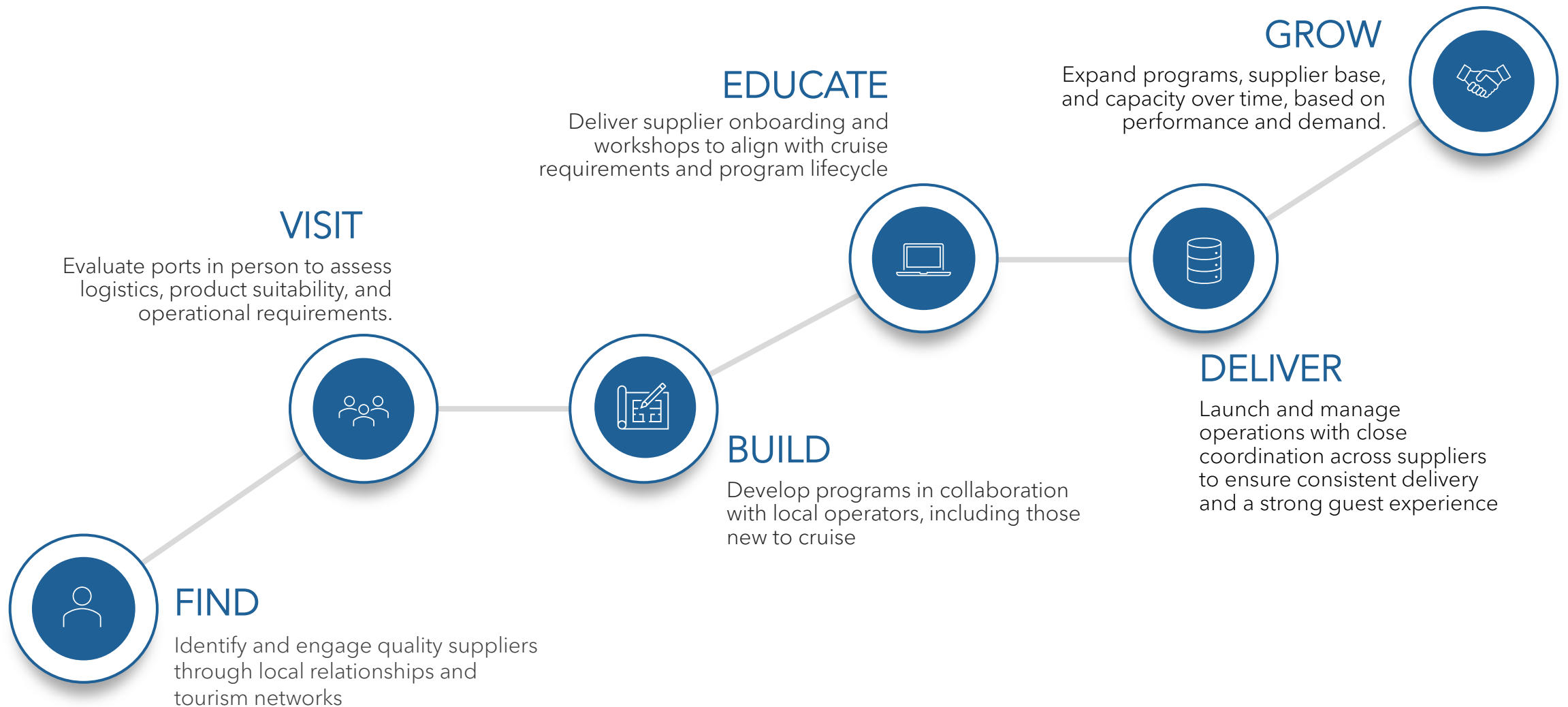
*Geraldton, Western Australia*



*Robe, South Australia*

*We have some beauties evolving...*

# *We don't just operate in destinations... we help build and shape them for cruise.*





## A WORD FROM PARTNERS...

### Bonorong Wildlife Sanctuary, Hobart, Tasmania

*"Every-time we have a day with Bob Wood Cruise Group at the helm, we are instantly more relaxed..."* Greg Irons, Director

### Rochford Wines International, Yarra Valley, Victoria

*"Rochford Wines... has enjoyed a fruitful partnership with Bob Wood Cruise Group for over 18 years, marked by mutual efficiency and strong communication."* Faye Hendricksen, Director

### Tropic Wings Cairns Tours & Charters, Cairns, Queensland

*"The communication from the team is second to none allowing us to plan in advance and find solutions to any challenges..."* Colin Anderson, General Manager

# GUIDES AUSTRALIA

Guides Australia is our dedicated guiding company, supporting all cruise operations including shore excursions, overland touring, and pre- and post-cruise touring.

We recruit and train guides specifically for cruise delivery, aligning capability with guest expectations and operational requirements.

Careful matching of guides to tours ensures the right experience, skillset, and personality for each program, including specialist overland and shore excursion delivery.

Our guiding pool includes bilingual capability across key source markets, supporting international guest needs.

We actively invest in building and retaining a strong guiding pipeline to ensure consistency and scalability across all regions.

*The right guides. Properly prepared. Consistently delivered.*



## BUILDING & MANAGING THE GUIDE NETWORK

Delivering at scale requires more than placement – it requires ongoing investment, alignment, and development of the guiding network.

We work closely with tourism bodies, training institutions, and local networks to build and expand guiding capacity across established and emerging regions.

Our team supports guides new to cruise operations, providing guidance on expectations, delivery standards, and program requirements.

Ongoing development, training, and engagement ensure guides remain aligned with evolving client needs and operational standards.

This structured approach allows us to scale guiding capability while maintaining consistency across all ports and programs.

*Investing in people. Delivering at scale.*



Guide  
Training



Bilingual  
Guides



Assign to  
Need



Scaling  
Volume

# TRANSPORT & LOGISTICS

Transport is a critical component of cruise delivery, requiring scale, reliability and access to the right fleet across every port.

We work with a network of trusted transport providers across all regions, supported by long-standing relationships and proven performance.

Our approach focuses on maximising available fleet capacity through careful planning, ensuring efficient utilisation across each port call.

Access to a range of vehicles – including coaches, minibuses, private vehicles, and shuttle operations – allows flexibility across different program types and group sizes.

Where possible, contingency options and backup arrangements are in place to support operational resilience.

ADA-accessible touring options are incorporated where infrastructure and facilities allow.

*They understand cruise. We make it work.*



# SAFETY & COMPLIANCE

Safety and compliance are embedded across our operational framework, supported by structured processes and ongoing oversight.

We undertake structured supplier vetting, including insurance monitoring and risk review, to maintain appropriate standards across all operations.

Our established Safety Management System and operational safety processes, including incident response management, support consistent and controlled delivery.

We work with suppliers and partners to maintain required certifications and are accredited by the Queensland Tourism Industry Council, demonstrating our commitment to industry excellence, safety, and high-quality visitor experiences.

Environmental considerations, local communities, and cultural sensitivities are respected across all programs.

*Strong Governance. Managed Risk. Trusted Delivery.*



# TECHNOLOGY & SECURITY

Our systems and processes are designed to support secure, reliable, and efficient operations across all programs.

We operate within a structured Microsoft 365 environment, supporting communication, data management, and operational coordination across teams.

Layered security measures, including email filtering, threat protection, and access controls, help safeguard systems and information.

Access to systems and data is managed through role-based permissions, multi-factor authentication and monitored for unexpected activity.

Our technology environment is supported by a specialist IT partner, with ongoing staff awareness training reinforcing safe system use and good security practices.

Operational processes are supported by established systems, including booking, reporting, and document management platforms.

*Secure systems. Controlled access. Reliable operations.*



# CLIENT PARTNERSHIPS

We work in partnership with cruise lines of all sizes, supporting a diverse range of programs aligned to unique operational requirements and market segments.

Our clients include large global cruise brands, smaller and specialist operators, and expedition vessels, each with differing guest profiles and expectations.

We support both high-frequency port calls and less regular itineraries, adapting our approach to suit each program and level of demand.

Our team works closely with onboard and shoreside stakeholders to plan, deliver, and evolve programs aligned to brand positioning and guest demographics.

Through long-term partnerships, we build consistency, trust, and continuous improvement across all programs.

*Diverse clients. Flexible approach. Consistent delivery.*



*We support a broad portfolio of international cruise brands across multiple market segments*

# WHY PARTNER WITH **BOB** | **WOOD** CRUISE GROUP PTY LTD

*Consistent cruise tour operations  
across all Australian ports.*

## EXTENSIVE REACH

30+ Ports Australia & PNG  
Scalable across regions  
30+ years experience

## BUILT FOR CRUISE

600+ suppliers  
Strong guiding capability  
Cruise-aligned programs

## OPERATIONAL CONTROL

Pier Presence  
24/7 Support  
Active Capacity Management

## CONSISTENT DELIVERY

One Model  
One Standard  
Every Port

*Privately owned. Operationally agile.  
Built for long-term partnership.*

# LET'S MEET

We are regularly in-market in USA, UK, Europe and Asia. We would welcome the opportunity to connect.



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