

CRUISE

WEEKLY



Thursday 06 October 2011

Australians set to name *Spirit* slide

Carnival Cruise Lines is giving Australians the chance to name the new 'thrill slide' on *Carnival Spirit*.

CARNIVAL Cruise Lines has revealed to *Cruise Weekly* that it is set to launch a competition that will directly involve consumers in the 'Aussification' of its first ship to be based outside US waters.

On Monday 10 Oct, Australians will be invited via Facebook to name the waterslide to be installed on *Carnival Spirit* when it enters dry dock in Jan 2012.

The prize for the entrant who suggests the winning name is a trip to the US to enjoy a cruise on *Spirit* and be one of the first passengers to go down the slide.

"We're committed to the Aussie market," Jennifer Vandekreeke, director Carnival Cruise Lines, said.

"*Carnival Spirit* will be home-ported year-round in Australia as of October 2012, so

we're planning on making some material changes to *Carnival Spirit* prior to her arrival in Sydney."

Vandekreeke said naming the slide was "the first order of business".

Other confirmed changes include Australian power points in cabins, Australian poker machines in the casino, revised menus and no tipping.

"We want to make sure we bring the Aussie spirit to the *Carnival Spirit*, so we're reaching out through social media and asking Australians to help us 'Aussify' the ship," Vandekreeke said.

The 56-metre slide features a 10-metre "almost vertical" drop before finishing in the pool.

"Once you've picked up enough speed, you'll be rocketed out the side of the ship and loop around just in time to splash down and catch your breath," Vandekreeke said.

The winning name will be selected next month.

For details about how clients can enter, see *CW's* Consumer issue on Tuesday.

TODAY'S ISSUE OF CW

Cruise Weekly's new-look trade issue today features six pages of cruise news and photos. Plus, see **p7** for details on Fred Olsen Cruise Lines, and **p8** for a page from NCL.



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Avalon's new earlybirds

AVALON Waterways has released four new earlybird deals on sale until 31 Dec, or until sold out.

The deals include: savings of \$600 per couple for any 2012 'Suite Ship' voyage; a \$500 discount per couple off any 2012 European cruise of 12 days or more; savings of \$400 per couple for any 2012 European cruise bundled with Emirates flights to Europe; and \$300 discount per couple for any 2012 European cruise of up to 11 days.

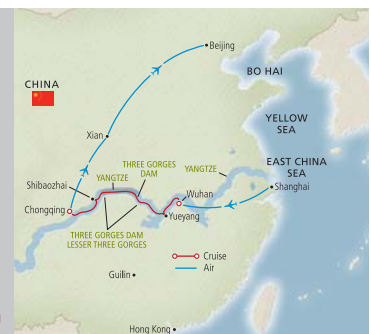
See www.avalonwaterways.com.au.



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Extend your stay with Celebrity

GUESTS need not spend long periods waiting in airports for post-cruise flights home with the launch of Celebrity Cruises new 'Extend your Stay' program.

The new offering allows guests to stay in their room until 9am on the day of disembarkation, an hour later than usually required.

In addition guests who extend their stay can make use of the ships' services and facilities until up to 90 minutes before the next cruise sets sail.

The program can be purchased at the Guest Relations desk onboard and costs US\$59 per adult and US\$29.50 per child aged 3-12 and free for children under three years of age.

Under the program extended guests are entitled to non-alcoholic beverages, teas and coffees from Cafe al Bacio, a meal in Bistro on Five, first-run movies in the ships' theatres, access to the pool and fitness centre and the AquaSpa (treatments are extra charge).

See www.celebritycruises.com.au.

Azamara Club releases 2013 program

Southeast Asia cruises, overnight stays and almost 40 maiden ports are the highlights of Azamara's next collection.

AZAMARA has announced 69 voyages aboard its two mid-size ships, the *Azamara Journey* and *Azamara Quest*.

New ports for 2013 include Beijing (Xingang); Shanghai (Haitong); Jinhae, South Korea; and the 2014 Winter Olympic host city, Sochi (Russia) in the Black Sea.

Among other maiden ports in Europe are Cassis, France; Propriano, Corsica; Palamos, Spain; Amasra, Turkey; and Honningsvaag, Gudvangen, Tromso, and Svolvær on the Norwegian coast.

Some itineraries coincide with cultural celebrations such as Carnival in Rio de Janeiro, the Monaco Grand Prix and the British Open.

At the beginning of 2013, *Journey* will sail four southeast Asia voyages, from 14 to 17 nights, and two 14-night voyages throughout China, Korea and Japan featuring overnight stays in Hong Kong; Bangkok (Klong Toey), Thailand; Hanoi and Halong Bay, Ho Chi Minh City and Hue (Danang), Vietnam; Shanghai (Haitong), China; and Kobe, Japan.

The ship then heads to the Mediterranean for cruises in the Adriatic and Greek Isles, Egypt and Holy Land and Black Sea, ranging from seven to 12 nights, followed by six French and Italian Riviera voyages.

The ship then returns to Asia via Dubai and

Mumbai to operate three southeast Asia voyages, culminating with an overnight call at Phuket, Thailand on New Year's Eve.

Quest will offer voyages in South America, West Indies, Spanish and French Riviéras, North Sea, Norwegian coast, Adriatic Sea and the Baltic, ranging from seven to 14 nights.

Two President's Voyages are planned in Apr on the Cote d'Azur and in Oct from Tuscany.

Larry Pimentel, president and CEO, also said Azamara Club Cruises continues to offer "more late-night and overnight stays in ports than any other cruise operator".

He also promised that clients will enjoy more inclusive amenities, such as included gratuities for housekeeping, dining and bar staff; complimentary bottled water, soft drinks, specialty coffees, and teas, red and white wines with lunch and dinner; complimentary self-service laundry; butler service for suite guests; and shuttle buses in ports.

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Captain changes Fiji transfers

SEVEN-night Captain Cook Cruises Northern Fiji Cruises (both Cultural and Heritage) will now depart from Lautoka Wharf, effective immediately.

Baggage check-in is available between 12-1pm (the wharf is not available until 12 noon), and for Oct, Nov and Dec departures complementary transfers will operate from Nadi and Denarau.

Meanwhile the cruise line has said that from 02 Jan 2012 it will cease free coach transfers from Nadi and Denarau for passengers boarding Yasawa Island and seven-night Northern Fiji Cruises.

However the cruise line has said it will continue to run its post cruise transfers for pax after disembarkation to their hotels.

All cruise pax are advised to reconfirm their boarding arrangements with either of CCC's two Fijian offices upon arrival in Fii.



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ICCA UPDATE

ICCA General Manager,
Brett Jardine

Small Ship Cruising

Within the cruise industry we all know there are many different types of cruise holidays but are you getting this message through to your clients.

Consumers thrive on making a purchase that offers great value.

The words 'cruising' and 'great value' go hand in hand but it is important to note that value does not come down to price alone.

For some, a large ship experience at a lower price point is good value, for others a small ship cruise experience at a higher price point is good value.

How do you determine where your client fits – QUALIFY them!

Small ship "cruise passengers" tend to dream of visiting more off the beaten track destinations and look for a fulfilling experience at such places.

How many clients have you offered a cruise holiday to, only to be told "no thanks, a cruise is not for me"?

I'll bet most of these people only consider a cruise to be a large ship with thousands of people and really have no idea of (a) what a large ship experience really can offer or (b) that there are other possibilities such as a small ship experience that will in fact meet their holiday expectations in every respect.

In many areas small ship cruising provides a very different experience from what clients expect of a cruise holiday.

A few of the following points may help you to define such an experience with clients in the future.

Smaller more intimate ships; focus on the destination rather than the ship; potentially flexible itineraries; fewer but like-minded passengers; more personal experience (with other guests and crew); usually informal (more likely casual rather than glamour) and in most cases single open seat dining.

I'm sure you can find plenty of clients that will see some value in an option like this!!



Heritage Expeditions almost full

HERITAGE Expeditions has confirmed that bookings are already two-thirds full for its Nov 2012 - Mar 2013 Antarctic season.

The company says that it expects all the remaining berths to be fully sold out by the new year.

Heritage Expeditions has credited part of the season's success to interest fuelled by the Mawson Centenary this Dec.

Final Princess Bucket list blog

PRINCESS Cruises '50 Essential Experiences' travel bucket list blog is now complete with the final piece written by executive vice president of Fleet Operations, Rai Caluori.

The final blog, titled 'The Ocean' describes how Caluori "ran away to sea" and discovered his passion for the ocean- [CLICK HERE](#) to read.

New menus for Central Park

WINNER of what is often referred to as the "Oscar" of food, the James Beard Award, chef Michael Schwartz has been recruited by Royal Caribbean to create new menus for its exclusive 150 Central Park restaurant onboard its mega ship *Oasis of the Seas*.

As part of the deal Schwartz will help the cruise line to select small farms to source ingredients from, and will create a menu line up using some of the most loved dishes from his own restaurants, as well as brand new dishes to debut in 150 Central Park.

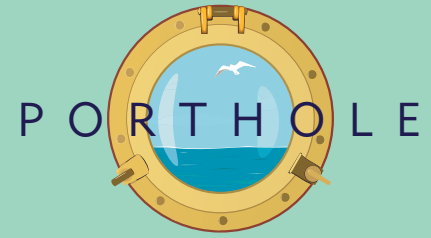
MSC gets on board for kids

MSC Cruises has raised an impressive €1 million via its Get on Board for Children initiative, for UNICEF's Urban Platform Initiative project in Brazil.

The three-year initiative was announced in 2009 and is aimed at providing disadvantaged children in Rio de Janeiro and Sao Paulo access to a quality education.

"One million euros represents a major milestone in our fund raising effort and we are honoured, together with our valued passengers who have so generously supported this initiative, to actively participate in providing quality education to children and adolescents in the most destitute of Brazilian favelas," said MSC ceo Pierfrancesco Vago.

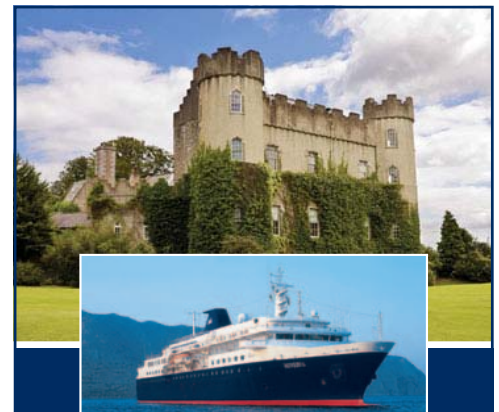
"While I appreciate that we must progress one step at a time to succeed in our endeavour to drastically help improve access to quality education in Brazil, I am confident that our objectives will be achieved," he added.



BOSTON'S big day.

Last Sunday saw the bustling port of Boston clock its busiest day in over six years, with the arrival of *Carnival Glory*, *Crown Princess*, *Seabourn Sojourn* and *Crystal Symphony* spilling around 7,000 passengers onto land.

The move had tour operators licking their lips and local vendors rubbing their palms in anticipation, given that the last time so large a crowd stopped in for the day happened six years ago when *QM2*, *Crystal Symphony*, *Enchantment of the Seas* and *Golden Princess* called on 06 Oct 2005.



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Training vital for cruise consultants

Industry legend Phil Hoffmann says well-trained agents are key to building cruise business.

SPEAKING on Tuesday at the AFTA Education and Training 2011 Symposium in Sydney, Hoffmann urged the Australasian industry to embrace certification for cruise agents, pointing to the system used by the US-based Cruise Lines International Association (CLIA).

He said the rapid growth of the industry and the huge variety of product means it's important that consultants be able to recommend the right cruise for each person.

"The cruise product is incredibly diversified now, with literally a cruise product for everyone - not just for the old, not for the aged, it's for everybody.

"New destinations, new ship designs, new onboard and on-shore activities, new themes,

new cruise options - the whole thing - and it's changing the whole pattern of people who are cruising," he said.

He said the new cruising capacity into Australia will see up to 100,000 passengers per month, with the huge growth continuing to offer major opportunities for the industry.

Hoffmann said that while the International Cruise Council Australasia is doing a great job, "CLIA is so much more advanced in what they are doing with their training".

"They've really got their act together," he said, with the CLIA member cruise lines working together on training, as well as marketing and promotion of cruising to the public.

"We need to do the same thing," he urged.

Fun takes on a new dimension

CARNIVAL Cruise Lines has unveiled its Fun Ship 2.0 project, which will see US\$500m poured into ramping up its on-board experiences.

Fourteen ships are scheduled to receive upgrades to their entertainment and dining offerings between now and 2015, via a series of new partnerships and new spaces.

To that end, Carnival has enlisted entertainer George Lopez as its new creative director for comedy to enhance its fleetwide comedy clubs; whilst a partnership with Food Network star Guy Fieri, will see the development of a free burger venue called Guy's Burger Joint.

In addition video game manufacturer EA SPORTS has been recruited to create the first-ever EA SPORTS Bar at sea, whilst Hasbro will create Carnival a selection of larger-than-life game shows featuring iconic games and brands.

The plans have also seen DJ IRIE appointed as the official DJ of Carnival Cruise Lines, as well as the development of a new high-energy musical showcase.

In terms of new spaces and facilities Fun Ship 2.0 will see the creation of the RedFrog Rum Bar and Bluelguana Tequila Bar, as well as three un-named themed bars and lounges.

The cruise line will also debut a new complimentary Bluelguana Cantina casual dining option.

"Fun Ship 2.0 is the largest and most ambitious initiative that our company has ever undertaken and it will serve to significantly transform the Carnival vacation experience for our guests," said Carnival CEO Gerry Cahill.

Carnival Liberty will be the first ship to feature many of the new dining and bar venues when she returns from a scheduled refurbishment later this month.

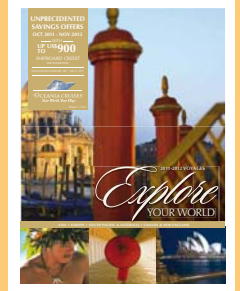
Brochure Spotlight

Oceania Cruises' new **Explore Your World** offering is a dedicated brochure of special deals for cruises in the coming months.

Explore Your World features discounted prices and onboard credits of up to \$900* per stateroom (valid for new bookings between 01 Sep and 31 Dec 2011).

Specials are available on over 60 sailings from the cruise line's Europe 2011, World 2011/12, Europe 2012 and Canada/New England 2012 programs.

The brochure is available for agents to order from TIFS or Templar, or **CLICK HERE** to view.



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American Queen returns

THE much beloved steamboat, *American Queen* is set to hit the water again after an absence of four years.

Berths onboard 436-guest *American Queen* are on sale now, for 2012 voyages on the Mississippi, Ohio and Tennessee Rivers.

"The *American Queen* is the largest, most opulent and grandest riverboat afloat," said Great American Steamboat Company senior vp of sales, Tim Ruback.

The largest steamboat ever built, the 418-foot *American Queen* was launched in 1995, and its design reflects the opulence of the American Victorian era.

2012 itineraries range between three- and 10-nights and are priced from \$1,095, see - www.greatamericansteamboatcompany.com.

Happy crew are not stranded

560 crew members who were working onboard *Gemini* and *Ocean Pearl* chartered by Happy Cruises when the cruise line cancelled all remaining voyages for the year (**CW 29 Sep**), are being repatriated by the vessels' technical manager, International Shipping Partners (ISP).

Both *Gemini* and *Ocean Pearl* are currently in Gibraltar, and according to ISP all crew are "being treated well" and are receiving the salaries they are owed.

To repatriate crew International Shipping Partners is chartering an Airbus 320 to fly them from Gibraltar to London where they have made onward travel arrangements.

ISP has said that it expects all the crew to be in their respective homes by the end of the week.

Quad berths for G Adventures

G ADVENTURES (formally Gap Adventures) has announced that quad cabins will be fitted onboard *MS Expedition*.

The new cabin types will be ready in time for *Expedition's* 2012 Antarctic and Arctic season, and will enable the company to carry more passengers than ever before.

According to a statement from G Adventures, the new cabins are "welcome news at a time when industry prices are set to rise, due to the recent introduction of new fuel regulations banning the use of heavy oil in this region".

Descarada 11 launch in 2012

DESCARADA Luxury Charters has announced it will launch *Descarada II* in early 2012.

Currently undergoing an extensive fit out, *Descarada II* will replace the existing *Descarada* in the Whitsunday Island region.

Descarada II has capacity for 12 pax, and will run two and three-night voyages and private charters priced from \$1,250 per night.



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Face to Face: Bill Peach

Founder, Bill Peach Journeys

Welcome to Face to Face, where we chat to cruise industry leaders.

How many cruises have you been on in the past five years?

I have hosted six cruises in the past five years, including Amsterdam to Antwerp on the *River Cloud I*, the Mekong from Vietnam to Cambodia on *Jayarvarman*, Vancouver to Juneau with Silversea, the Danube from Budapest to the Black Sea on *River Cloud II*, the Riviera from Barcelona to Rome on *Seabourn* and the Black Sea from Istanbul to Odessa with Silversea.

What is your favourite destination and why?

The Rhine is my favourite destination, because it flows through the heartland of European history and legend. I've cruised it before and I'll do it again next May.

What was your most memorable moment on a cruise?

On our Black Sea Cruise I photographed the great steps of Odessa and recalled that Serge Eisenstein filmed the key scenes of his cinematic masterpiece "Battleship Potemkin" at this very location.

How do you spend days at sea?

I try to get plenty of exercise while at sea, walking the deck and swimming, but I prefer cruises with many frequent ports of call where I can get my exercise on land.

What makes Australians and New Zealanders different to other cruise passengers?

Australians and New Zealanders are perhaps a bit more relaxed than some other nationalities. They are usually friendly and approachable, and they like to meet other travellers.

Describe your perfect cruise in 50 words or less?

My perfect cruise would sail into a great river, say the Mississippi, and arrive at a great port, say New Orleans, home of jazz, the French Quarter and creole cooking.

What do you think is the most underrated, and the most overrated aspects of cruising?

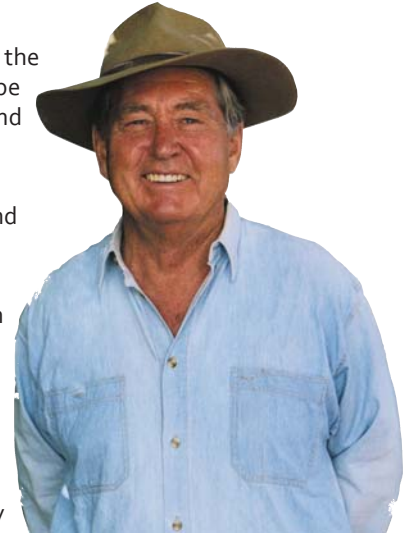
The most underrated aspect of cruising is its ability to bring you right into the heart of interesting destinations. It is a great way to arrive as long as there are not too many passengers to unload. The most overrated aspect of cruising is the availability of casinos. Some people love them, I regard them as traps.

What is your best tip for sea-sickness?

The best way to avoid sea sickness is to avoid cruises involving great stretches of open ocean. Apart from that, ginger pills and fresh air may help.

What is your prediction for the future of cruising?

Cruising is a very comfortable and convenient way of reaching interesting ports of call, and it will become even more popular. One challenge will be to find new destinations which are capable of receiving ships and can offer exciting shore excursions.



Bill's Cruise Favourites!

Ship: *River Cloud II*.

Ship Activity: Watching the fascinating scenery on the passing shore from the great vantage point of a ship.

Shore Excursion: Heidelberg, this is "Student Prince" territory, full of romantic legends of the Rhine.

Region: The South Australian Murray- from Big Bend to the Great Southern Ocean.

Port: Sydney. It is still the most beautiful harbour in the world, even better than Rio.

Onboard Food and Drink: The fruit of the country, meaning the regional specialties and local wines of our ports of call.

Perk of the Job: Travelling with my friends to all those bits of the world I still want to see.

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