

CRUISE

WEEKLY

Tuesday 5 February 2013

Cruise Forward to promote positives

Cruise Lines International Association has launched a campaign to showcase the cruising's contribution to the community, economy and environment.

CLIA, the world's largest cruise industry trade group, which now includes the International Cruise Council Australasia, announced today that it will use Facebook to educate people about the good deeds of cruising.

"The global cruise industry offers more than a great travel and entertainment experience," said CLIA in a statement.

"The industry brings economic development, cultural exchange, support of community and environmental programs and initiatives, and a



commitment to preserving and protecting communities and waterways."

Christine Duffy, President and CEO of CLIA - who will be in Australia this weekend for the annual cruise industry awards hosted by ICCA, said it was important to "do more to share these stories" with the public.

"Those closest to our industry know how our economic impact extends far beyond port communities, they see the value of cultural exchange and the volunteerism that happens every day from passengers, crew and employees, our support of community and environmental programs, and they know the ongoing commitment of our industry to safety," Duffy said.

Among the key messages is that the cruise industry generated nearly US\$100 billion in economic impact and more than 753,000 jobs worldwide in 2011.

CLIA will also promote cruise lines' support of community organisations, the protection of the cultural heritage of port communities, and efforts to safeguard the world's oceans and beaches.

CLIA recently launched a YouTube channel called Cruise Industry TV, which focuses on new destinations, ships and tips about cruising.

For information about the new campaign, see www.CruiseForward.org or join [Facebook.com/CruiseForward](https://www.facebook.com/CruiseForward).

Best of New Zealand

GRAND Pacific Tours is inviting travellers to experience the "Best of New Zealand by Cruise and Luxury Coach," with three special departures of this fully escorted tour.

The trip includes a fabulous 12 night cruise from Sydney to Auckland on *Celebrity Solstice*, and upon arrival in NZ continues into the heart of the country, exploring its unique character by luxury coach.

There's a bonus offer of up to \$250 discount per person too - see the **last page** of **CW** today.

Loren to christen *Preziosa*

HOLLYWOOD screen siren Sophia Loren will reprise her role as Godmother to the MSC Cruises fleet as she participates in the official christening ceremonies for the company's new liner *MSC Preziosa*.



The new ship will be officially inducted into the fleet on 23 March in a ceremony to take place in the Italian port of Genoa.

Also in attendance at the ceremony will be *Preziosa's* sister ships, the *MSC Opera* and *MSC Splendida* in the background, with passengers aboard the two ships participating in induction festivities via a "flash mob" consisting of dozens of lamps to be used at a key moment.

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TODAY'S ISSUE OF CW

Cruise Weekly today features five pages packed full of cruise news, as well as a full page from **Grand Pacific Tours**.

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Cruise Calendar

Cruise Weekly's cruise calendar details upcoming port calls of passenger cruise ships at various destinations in Australia.

SYDNEY

<i>Celebrity Solstice</i>	Tue 05 Feb
<i>Columbus 2</i>	Tue 05 Feb
<i>Oosterdam</i>	Wed 06 Feb
<i>Pacific Pearl</i>	Thu 07 Feb
<i>Pacific Jewel</i>	Thu 07 Feb
<i>Seabourn Odyssey</i>	Thu 07 Feb
<i>Diamond Princess</i>	Fri 08 Feb
<i>Sea Princess</i>	Fri 08 Feb
<i>Voyager of the Seas</i>	Sat 09 Feb
<i>Pacific Jewel</i>	Sun 10 Feb
<i>Crystal Symphony</i>	Sun 10 Feb
<i>Rhapsody of the Seas</i>	Mon 11 Feb
<i>Artania</i>	Tue 12 Feb

BRISBANE

<i>Sun Princess</i>	Thu 07 Feb
<i>Columbus 2</i>	Thu 07 Feb
<i>Pacific Dawn</i>	Sat 09 Feb
<i>Sun Princess</i>	Tue 12 Feb

MELBOURNE

<i>Seabourn Odyssey</i>	Tue 05 Feb
<i>Diamond Princess</i>	Tue 05 Feb
<i>Silver Whisper</i>	Wed 06 Feb
<i>Sun Princess</i>	Wed 06 Feb
<i>Oosterdam</i>	Fri 08 Feb
<i>Seabourn Odyssey</i>	Sat 09 Feb
<i>Diamond Princess</i>	Sun 10 Feb

ADELAIDE

<i>Silver Whisper</i>	Fri 08 Feb
<i>Celebrity Solstice</i>	Sun 10 Feb

FREMANTLE

<i>Silver Whisper</i>	Tue 12 Feb
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DARWIN

<i>Silver Shadow</i>	Sun 10 Feb
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HOBART

<i>Celebrity Solstice</i>	Fri 08 Feb
<i>Oosterdam</i>	Sun 10 Feb
<i>Diamond Princess</i>	Tue 12 Feb

CAIRNS

<i>Columbus 2</i>	Sun 10 Feb
<i>Asuka II</i>	Tue 12 Feb

Silversea urges longer expeditions

The luxury line is encouraging Australians to take seven-night cruises, instead of the traditional three or four, in the Galapagos.

VISITING Australia last week, Conrad Combrink, director of expedition cruises for Silversea, conceded there had been a "mixed response" to his decision to implement week-long itineraries for its new ship, *Silver Galapagos*.

"A lot of people see the Galapagos as a short cruise, but three or four days is not enough time to make sure you see all the different species of wildlife," Combrink told *Cruise Weekly*.

"Imagine if you go all that way and don't see a Galapagos penguin or a blue-footed booby." He said some travel agents were "fighting the idea" of a cruise that is twice as long as most operators in the region, but he was confident that Australians would embrace the extended adventure.

"I would never put out a bad itinerary as I truly believe we play with people's dreams and it is our responsibility to make those dreams come true," said Combrink, who also works onboard the ship as an expedition leader.

"In seven nights, we visit 14 destinations so you get to see everything it has to offer, and you can go hiking, kayaking, swimming, snorkelling, cruising on a glass-bottomed boat, as well as photography walks and workshops and wildlife lectures."

Combrink said the company had seen "huge growth" in Australian passenger numbers, compared to downturns in the US and UK, with Australia maintaining its position as the number-two international market.

"I see no reason why Australia can't be our number-one market in expeditions," he said.

According to Combrink, Australians make up 20-25% of passengers on the line's Antarctica voyages and 5-10% of non-polar cruises.

"Australians are a perfect fit for Silversea Expeditions," he said.

"We have only 130 guests, it's all-inclusive and there's no tipping."

Combrink predicted the Russian Far East would be the "next hot destination", with Silversea offering a special trip in 2014.

Other highlights next year include Japan, the Northwest Passage, South America and a 100th anniversary cruise of the Panama Canal.

Silversea Expeditions is also venturing to the South Pacific, visiting the Solomon Islands, Vanuatu, Fiji, Tonga, Tahiti, Easter Island and Papua New Guinea.

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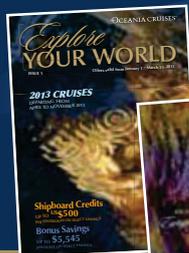


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Congratulations, Dr Sherry!



CARNIVAL Australia ceo Ann Sherry yesterday was awarded an honorary doctorate by Sydney's Macquarie University, in recognition of her significant contribution to the government and corporate sectors.

Sherry's extensive career has included senior roles with Westpac Bank, as well as with the Office of the Status of Women within the Department of Prime Minister and Cabinet.

She's headed up Carnival Australia since switching career course in July 2007.

The citation for the honorary Doctor of Letters highlighted Sherry's commitment to "making a difference to the lives of people in general and of women in particular".

Speaking at an official graduation ceremony, Sherry encouraged students to follow career directions about which they felt passionate, as well as taking well-considered risks.

"For me, making the jump from government to the corporate sector was a risk. Making the jump from Westpac to the cruise industry was seen as a risk," she said.

"There can be a million reasons for not taking a chance and plenty of people to dissuade you from taking a leap of faith".

Ann Sherry is pictured above in her graduation robes with Macquarie University Chancellor Michael Egan.

Egypt cut by Norwegian

NORWEGIAN Cruise Line will avoid calls in Egypt right through until early 2015, with the release of new itineraries which show the *Norwegian Jade* will not stop in the country until at least April that year.

A new ten night Eastern Mediterranean cruise out of Rome will call at Katakolon and Piraeus in Greece, Izmir and Istanbul in Turkey, and Naples in Italy.

The *Jade* program will also include seven night sailings in the Greek Islands, as well as week-long cruises in the Adriatic and an 11-night Western Mediterranean voyage.

Norwegian recently dropped all planned Egypt calls during the current winter season.

Cruise ship death in Darwin

POLICE say that the death of a 24-year-old performer onboard Regent Seven Sea Cruises' *Seven Seas Voyager* in Darwin is now not being treated as suspicious.

The woman's body was found when the ship was docked on Sunday morning, with investigators initially requesting an autopsy to determine the cause of death.

She was believed to be the lead dancer and singer aboard the vessel.

A spokesperson for the NT Police said "the crime division are no longer treating the death as suspicious. Further toxicology results will be analysed in due course to determine the exact cause of death".



IT IS no secret that the sporting rivalry between Australians and Kiwis is as heated and competitive as it has ever been.

This rivalry is set to flare once more today, as a crack group of Queensland lawn bowlers, travelling on P&O's *Sun Princess*, arrive in Tauranga, NZ, for a "friendly" game of lawn bowls (yeah right) against the local Mount Maunganui bowlers.

The contest will pit the best four on each side against each other in a contest not too dissimilar to the infamous Trevor Chappell underarm cricket delivery bowled to Brian McKechnie in 1981 at the MCG.

Both involve underarm bowling and possibly equal amounts of controversy.

"We're pretty serious about our bowls at the club, but when this sort of thing happens it's also a lot of fun," club member Don Shand said of the contest.

It's not just for the elite, however, with the other 43 visiting bowlers onboard also taking part with their NZ counterparts in a social competition.

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Avalon three-fold fleet boost

AVALON Waterways will expand its highly successful Suite Ship concept, announcing it will construct three brand new luxury vessels to enter service in 2014.

The plans were revealed as part of a preview brochure released on to travel agent shelves this week, featuring a variety of itineraries offering Earlybird discounts of up to \$1000 per couple as well as group booking savings.

The three new vessels will be named *Avalon Impression*, *Avalon Illumination* and *Avalon Poetry II*, taking the company's total fleet of 13 ship to include eight of the luxury Suite variety.

Avalon's \$1000 per couple Earlybird discount applies to over 60 itineraries and provide an opportunity to secure cabins at best-possible prices before the launch of the new season.

Princess fined in Alaska

PRINCESS Cruises has been slapped with a US\$20,000 fine for releasing waste water into Alaska's Glacier Bay in May 2011.

The US Environmental Protection Agency said the *Golden Princess* discharged pool water into the bay, with the cruise line blaming a software malfunction for the mishap.

Tauck to boost fleet to six

FOUR new European river itineraries and two new vessels will form part of an expanded operation in the region by Tauck.

Plans are for the two new ships, which are un-named at present, in March and June 2014.

The new itineraries will operate on the Seine, Rhine and Danube rivers, and come nearly ten years after Tauck first started operating European river cruising voyages back in 2004.

Tauck ceo Dan Mahar said the company's expansion of the operation was to meet demand, which he said was still growing.

Both vessels will be exclusively built for use by Tauck and will follow the current design of more space for fewer passengers to occupy.

"By limiting passenger capacity we're able to offer a much higher percentage of suites, and provide the same intimate, club-like atmosphere our river cruise customers have come to enjoy with Tauck," Mahar said.



Crew Profile

This week *Cruise Weekly* speaks with **Markus Nufer, Executive Chef for Crystal Cruises.**

How long have you been working on cruise ships?

Fifteen years.

When did you join Crystal Cruises?

I joined Crystal Cruises in January, 1998 in Los Angeles as a Chef de Cuisine in the Main Galley of *Crystal Harmony*.

What is the best thing about working for Crystal Cruises?

I enjoy seeing the world and working with an international crew.

What is your favourite cruising destination?

South Pacific for its beautiful beaches and unspoiled terrain.

Briefly explain what your job entails.

Six Star Service, exceptional food on worldwide itineraries with Crystal Cruises.

What do you enjoy most about your job?

I enjoy meeting and working with many famous "Guest Chefs" from around the world as part of Crystal Cruises Wine & Food Festival theme cruises.

Who is the most famous person you have served?

Paul Allen, Bill Gates, Prince of Brunei, Annie Lennox to name a few.

What is the most interesting request you've received from a passenger?

With more than 15 years experience, there have been many challenges and unique requests - but none that my capable staff couldn't handle!

Do you have any embarrassing cruise stories you can share with us?

In our business we face many potentially embarrassing situations, all of which my team strives to turn into positive experiences for our guests. This proactive attitude and attention to detail is what I believe separates Crystal Cruises from the rest of the cruise industry.

How do you spend your holidays/vacation when you return home?

I make my home in Fiji, where I spend my vacation time with my wife in our one-thousand-square-metre ranch overlooking the lovely Momi Bay. We are currently raising teak wood and sandalwood, but I also enjoy plenty of sunshine and relaxation while recharging my batteries for my next contract with Crystal Cruises.



P&O in for Australia Day fun

AUSTRALIA Day celebrations in 2014 will again feature a strong presence from P&O Cruises, with the line yesterday confirming it will position two of its locally-based vessels in Sydney Harbour for the national festivities.

P&O's *Pacific Pearl* and *Pacific Jewel* will both offer their passengers front-row viewpoints to the activities, following the success of Pearl's involvement in this year's celebrations.

Cruise fares to be part of the party start from \$549pp for a three-night sailing - see your travel agent for more information or go to www.pocruises.com.au.

Azamara Cruises bargain

AZAMARA Club Cruises is offering fares on the newly refurbished *Azamara Journey* from just \$93 per day - including a free upgrade to a Verandah Stateroom and complimentary wine with dinner, soft drinks, coffees and tips.

Prices for a 14 night cruise start at just \$1299 per person, with a choice of itineraries between Hong Kong and Beijing via Japan and Korea.

The bargain fare is also applicable to a 14 night voyage from Mumbai to Piraeus via Fujairah in the UAE and Santorini.

See your travel agent or call Azamara on 1300 754 500.

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Penang, Malaysia - "The Pearl of the Orient"

by: Roderick Eime

History

Known in British colonial times as "The Pearl of the Orient", Penang was founded in 1786 by an English sea captain and entrepreneur, Francis Light, who persuaded the local Sultan of Kedah to grant him the entire 285 sq km island of Pulau Pinang and create a trading port. Located on the Straits of Malacca, it later formed part of the so-called 'Straits Settlement' along with Malacca and Singapore, flourishing into a multicultural hub and centre for such commodities as tea, spices, porcelain and cloth. Indian, Malay, Chinese, British, Portuguese and Dutch inhabitants and traders all made their presence felt in the culture and religion with many architectural remnants left to explore. Within this multiracial melting pot a unique culture developed. The so-called Baba-Nyonya culture of "peranakan" grew from the many Chinese-Malay intermarriages, spawning its own food, costume and rituals. A dedicated display can be found in the Penang State Museum.

In 1957 the British Colonial rulers granted Malaysia independence and in 2008, the historic district of George Town was inscribed by UNESCO onto their World Heritage list.

Who Goes There?

Penang's deepwater, century-old Swettenham Pier is frequented by local cruise lines like Star Cruises who offer 3-night Phuket/Krabi trips, but also others who choose this colourful metropolis for its vibrant shore attractions. In the last 12 months, Penang has seen visits from RCCL, Cunard, Princess, Costa, Oceania, Ponant, AIDA, Silversea, Seabourn, Seven Seas and P&O (UK). Azamara joins this list from 2013 with the newly refurbished vessel, Journey. Peak arrivals are in January and December, with total cruise ship

movements expected to be around 100 for 2013. 115,000 passengers arrived in Penang last year (3% up from 2011) with the vast majority from Singapore and India. Australian arrivals are declining, down to just 6500 last year from a peak of 12,400 in 2009, but expect that number to trend upward again as new and larger vessels find their way into the region.

Going Ashore

Offered excursions will almost certainly include tours of the many heritage buildings, places of worship and sites such as Fort Cornwallis, City Hall and State Museum, but Penang is also renown as a confluence of food cultures. On every street corner and down every tiny lane there seems to be a row of little food carts offering everything from coconut, rice noodle and bean desserts (cendol) to more spicy offerings such as nasi lemak, nyonya kuih, prawn noodle, apom balik and the famous asam laksa acclaimed by CNNGo as one of the world's 50 most delicious foods. If the timing is right, cruises may arrive during any one of the almost monthly festivals and celebrations such as the

Staying on

If you are fortunate (or clever) enough to arrange extra time in Penang by starting or ending your cruise there, the obvious accommodation option is the magnificent 1885-built Eastern & Oriental Hotel, (www.easternandoriental.com) located in the heart of the historic district and recently renovated to its full glory.

Flying there

Malaysia Airlines flies regularly from Kuala Lumpur (KUL) to Penang (PEN). www.malaysiaairlines.com

More Info: www.malysiatourism.com.au



Penang's Deepwater Swettenham Pier



Family enjoys traditional meal



Historic Eastern & Oriental Hotel

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