



## CruiseManagers smashing targets

Although barely six months old, TravelManagers' new cruising division is exceeding the expectations of the entire firm.

**OPENING** for business for the first time in Apr this year, TravelManagers burgeoning cruise specialist arm CruiseManagers is going from strength to strength, according to the company's general manager Michael Gazal. In its first six months of life, the division has produced sales revenues of \$2.1 million, with Gazal telling *Cruise Weekly* he was extremely pleased with how the division was performing. "We were hoping to get to \$1 million in our first year, so we've doubled our expectation".

The operation currently comprises 41 home-based agents who have met strict criteria to be part of the division in the form of \$100,000 or more in annual gross cruise sales or successful completion of the CLIA Masters accreditation. "To hit \$2.1 million in our first six months, we would like to think we can continue to match that at least moving forward," he added.

Gazal revealed the figures to *Cruise Weekly* at TravelManagers' 2013 conference at the Sofitel Sydney Wentworth, which will today move to Royal Caribbean International's *Voyager of the Seas* for the next two days - the company's first dual land and sea conference.

CruiseManagers was first announced in Nov last year (*CW* 15 Nov 2012), with the division coming about as a result of feedback from the existing crop of Personal Travel Managers and

set up in partnership with Cruiseco.

Sales figures quoted were solely that which has been booked through Cruiseco, with the full figure significantly higher due to bookings processed directly through cruise operators.

Gazal was pragmatic about a few minor teething problems experienced in establishing the close working relationship with Cruiseco, but which he said have been resolved and the positive effects were now being realised.

TravelManagers chairman Barry Mayo was equally ebullient about the success of the CruiseManagers operation in the short period of time it has been in operation.

"We're very happy with how quickly it has taken off and we think we have a lot more potential now going forward.

"We think CruiseManagers has been a really good step forward for us and we want more and more of our PTM's [Personal Travel Managers] to qualify," Mayo told *CW*.

The chairman added that the group will next year be taking very positive steps to educate the network and to promote the value of cruising and developing strategies and techniques in converting cruise enquiries.

More from the TravelManagers conference in today's edition of *Travel Daily*.

### Getaway floats for first time

**AFTER** 12 months in construction, Norwegian Cruise Line's newest vessel and the second in the Breakaway class - *Norwegian Getaway* - has been floated for the first time at the Meyer Werft shipyard in Germany.

The sister ship to the recently launched *Norwegian Breakaway* measures 324 metres in length, and now moves into the final phase of construction ahead of delivery in Jan next year.

### Astor travel industry bargains

**TRAVEL** agents in Western Australia are able to take advantage of two special industry offers released by Cruise & Maritime Voyages to experience the *Astor* cruise ship.

Ocean-View twin share cabins for a three-night Pre-Christmas Party Weekend cruise to nowhere departing from Fremantle on 13 Dec are priced from \$195 per person twin share.

Additionally, staterooms on a Wine, Food & Fitness Cruise visiting Albany and Bunbury departing 16 Dec are priced from \$220ppts.

Fares are non-commissionable, with priority given to agents who have already sold cabins for any of *Astor's* 2013/2014 season of sailings.

Email [reservations@cmvaustralia.com](mailto:reservations@cmvaustralia.com) with "Agent Celebration Special" in the subject line for more information or to make a booking.

**MEANWHILE**, *Astor* has set sail from Rome's Civitavecchia port on its voyage to Australia, and remains on track to arrive at its new home in Fremantle on 11 Dec.

### Whopper of a CW today

Today's trade issue of *CW* features four pages of all the latest cruise information plus a full page from **Blue Lagoon Cruises**.

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# CRUISE

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Brett Jardine - General Manager



### Cruise News & Views...

## Self-Promotion

CLIA training has one primary purpose in mind – that is to deliver a level of industry certification that will enable you to promote yourself as the cruise expert, amongst your existing clients and in your own marketing.

Why is self-promotion so important?

Put yourself in the shoes of a consumer; they get their hair done at a hairdresser, their health checked by a GP, their drains cleared by a plumber and their golf swing fixed by a golf pro – so where should they be looking to book their next cruise holiday?

You can be sure your competitors won't be promoting you as a cruise expert – this is entirely up to you!

Once you have the certification, you have to talk about it in every single conversation you are having.

### Masters Conference

The 2013 CLIA Masters Conference is set to depart Sydney next week onboard *Carnival Spirit*.

Our Masters Conference is an opportunity for travel agents to advance their sales and marketing skills (all referenced back to the cruise industry).

Topics that are covered within the Masters syllabus are designed to inspire all levels of participation from front line consultants through to owners and managers.

Participation at the CLIA Masters Conference is open to consultants who have achieved their CLIA (or ICCA) Accreditation and are currently employed by a CLIA Travel Agent Member.

We anticipate launching our 2014 Masters Conference in the near future, so for priority notification please contact us via email at [info@cruising.org.au](mailto:info@cruising.org.au).

## Venice to restrict ships from 2014

The Italian Government has ordered a ban on large cruise ships passing through the Venice lagoon.

**EFFECTIVE** Jan 2014, the number of cruise ships allowed through Venice will be cut by 20%, while vessels of more than 96,000 tonnes will be completely banned from the city centre from Nov next year.

The legislation comes after years of debate and protests by environmentalists, who claimed the fragile lagoon and the city's foundations were being damaged by big ships.

The *Gazzetta del Sud* newspaper reports that the order came following a meeting on Wed between Premier Enrico Letta and his Ministers, Venice municipal officials and regional authorities over how to implement a law in Venice to stop large ships passing near Italian shores.

The law was enacted nationwide following

the *Costa Concordia* accident in 2012, but was suspended in Venice where the cruise industry is key to the local economy.

According to the order, trans-Adriatic ferries will also be banned from passing through the Giudecca Canal from Jan.

The special commission of officials also approved a plan to divert cruise ships away from Venetian waters by 2016.

The two-year plan involves constructing a new canal so ships can enter the lagoon from the west, avoiding the historic centre, Premier Enrico Letta's office said in a statement.

## Crystal's food and wine theme

**LOCAL** flavours and special guest-chef prepared Vintage Room dinners will feature aboard a series of three food & wine themed departures in Crystal Cruises' 2014 lineup.

The gastronomic themes will take place in Asia, the US/Caribbean and on a Trans-Atlantic crossing, with each cruise also including a microbrew component for beer lovers.

Other inclusions for guests travelling on these voyages will be wine tastings, cooking classes and demonstrations and mixology lessons.

Food and wine themed departures will be held on both of the line's ships *Crystal Serenity* and *Crystal Symphony*, departing on 09 Apr 2014 from Hong Kong, 05 Sep from Southampton and 05 Nov from New York.

**MEANWHILE**, Crystal Cruises has announced an expansion of its "voluntourism" excursion program on its world voyages for 2014.

The line has doubled opportunities for pax to voluntarily undertake humanitarian missions as shore excursions through its "You Care, We Care" philanthropic program.

Missions to help underprivileged children in small communities, nature based eco-missions and local memorial preservation endeavours are all funded and logistically organised by Crystal Cruises for pax to join if they wish.

Available activities include gardening on Honolulu's Makapu'u Beach to preserve plant life, making commemorative candles in Nagasaki, teaching, singing and reading to orphans in Cambodia and Singapore, preparing meals for neglected and abandoned children in South Africa and many more.

Different experiences are available depending on the ports being visited and the sectors of the world voyage being travelled.

In two years since it was launched, the "You Care, We Care" program has contributed to more than 50 communities around the world.

## Disney unveil Magic makeover

**DESPITE** being slightly delayed, Disney Cruise Lines has returned its *Disney Magic* vessel to service after a two-week drydock project.

Among the biggest changes was the installation of two new water slides, one of which is known as the Aqua Dunk and carries riders over the side of the ship and over the open ocean, in addition to a second water slide creatively titled Twist N Spout.

The ship's atrium has also been opened up, now offering only a single grand staircase from which Disney characters make their entrances.

Restaurants have been redesigned with new menus and buffet stations reworked as well as many new features added to kids clubs and the addition of a barber for men's haircuts.

## Royal Princess debuts in USA

**PRINCESS** Cruises newest vessel *Royal Princess*, which made its glittering debut in June this year, has headed across the Atlantic and commenced its inaugural season of Caribbean voyages from Fort Lauderdale.

*The Love Boat* actor Gavin MacLeod, famous as playing Captain Stubing on the long-running US soap, welcomed the vessel in his role as Princess Cruises Ambassador.

*Royal Princess* will operate a series of seven-night sailings to Princess Cays, St Thomas and St Maarten during its Caribbean season.

## Tall ships earlybird discounts

**SELECTED** Mediterranean and Atlantic Ocean crossings in 2014 aboard Star Clippers' tall-ships are on sale at 35% off following the release of a range of early booking discounts. Three sailings eligible for the 35% savings are a 21-night cruise from Barbados to Rome, a 24-night sailing from Lisbon to Istanbul and a 12 night Spain, Morocco and Portugal voyage. Bookings by phone on (02) 8913 0797.

## Century to expand Shang Club

**CENTURY** Cruises will add its Shang Club VIP Lounge to two additional ships in its fleet from next year, the line has confirmed. The elite room category, available by booking deluxe staterooms in the forward section of the Deck Four Promenade Deck, will be rolled out on *Century Sky* and *Century Sun*, while *Century Paragon* and *Century Legend* will continue to sell the Executive Club program.

## China cruising set for a boom

**A NEW** report released this week at World Travel Market in London is predicting China to become the second largest source market for cruise pax by the year 2020, behind the US. Forecasts from the Euromonitor International Global Market Trends Report show that the percentage of global cruise passengers from Asia, currently at 7%, will jump as high as 20% in the next seven years. The report found a lack of infrastructure as the biggest factor mitigating growth, calling for government intervention to drive development of new and existing port facilities. The Asian Cruise Association has identified up to 80 additional cities in the continent with potential to become major cruise destinations.

# Crystal turns from loss into profit

After two years of losses, NYK Lines has reported an \$11m quarterly profit for its cruise division.

**CRUISE** operations of Nippon Yusen Kaisha (NYK Lines) returned to profitability for the second quarter of its financial year on a broad-based recovery, the Japanese company has stated on its website.

The group's cruise division includes Crystal Cruises, based in Los Angeles, and Tokyo's Asuka Cruises, which operates the 800-berth *Asuka II*.

Cruise activities accounted for 1.7% of NYK's overall revenues and resulted losses of 1.2 billion yen (about \$11.7 million) in 2011 and 3.7 billion yen (about \$36 million) in 2012, but this year recorded a profit of 1.1 billion yen in the review period.

Revenues rose by one-third, from 17.9 billion yen to 24.9 billion yen, largely due to strong

sales of Mediterranean cruises in the North American market.

Japanese sales at Asuka were also "firm" as a result of demand for summer cruises.

"Overall, the cruises segment posted a profit on sharply higher revenues compared with the same period of the previous fiscal year," NYK said in a statement.

**MEANWHILE**, the Norwegian owners of UK-based Fred Olsen Cruise Lines have reported a pre-tax loss of NOK97 million for Jan-Sep 2013 – more than double the loss of NOK40 million in the same period last year.

The company has also seen a 13% fall in revenues, while its operating result (EBIT) turned negative by NOK80 million compared to a positive figure of NOK18 million in Jan-Sep 2012.

However, its equity increased and debt fell, *Cruise Business Online* reports.

## More Dalmatian coast vessels

**SIX** new ships will be deployed to operate cruises along the Dalmatian coast of Croatia and to nearby islands, with the new vessels available to book by travellers from Australia through Beyond Travel.

Among the new small-ship fleet, most of which offer capacity to 35-40 passengers each is the *MS Splendid*, which has 15 guaranteed eight-day cruises scheduled from Dubrovnik.

Additionally, eight-day roundtrip sailings from Dubrovnik visiting Mljet, Korcula, Hvar and Split will be offered by the new *MB Krilo Pride*.

For more information, phone 1300 363 554.

## New posts galore at Carnival

**CARNIVAL** Corporation & plc, the world's largest leisure cruising conglomerate has announced overnight a number of executive changes at several of its international brands.

Effective from the beginning of next month, current Holland America Line and Seabourn president and ceo Stein Kruse will ascend to the role of ceo of the Holland America Group, which adds Princess Cruises & Holland America Princess Alaska land operations to his watch.

As a newly-created entity, the Holland America Group operates 41 cruise ships around the world with 36,000 employees and delivering 25 million annual pax cruise days.

Kruse will report directly to Carnival Corp ceo Arnold Donald and will also assume the duties of chairman of MANCO from current chairman Micky Arison.

MANCO is the entity which controls and oversees the operations of Carnival Australia.

Elsewhere within the group, Princess Cruises will have a new president, also from 01 Dec, with Jan Swartz promoted to the position, in which she will report directly to Kruse.

Outgoing Princess Cruises president and ceo Alan Buckelew remains with the Carnival Corporation & plc Group, assuming the role of chief operations officer and reporting directly to Group chairman and ceo Arnold Donald.

Bucklelew replaces Howard Frank, who himself steps down from his role as chief operating officer, taking on the responsibilities of special advisor to Arnold Donald, but will remain in his capacity as chairman of CLIA.



Silversea owns and operates a fleet of eight 'boutique' cruise ships and is recognised as the market leader in the ultra-luxury sector.

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## Regal scene for first Just Cruises conference

**MARKING** their first conference at sea, the team from Just Cruises joined with a number of key suppliers aboard the *Sea Princess* for an interstate event cruise from Sydney to Brisbane.

The team, based in the Queensland capital, met with representatives from P&O Cruises, Princess Cruises and Carnival Australia to learn even more about the products of each.

It also proved a good opportunity for the team, some of whom are home-based, to meet with their office counterparts.

Many fun team-building activities kept the delegates amused and puzzled including an orienteering challenge requiring agents to pair up and locate various things aboard the ship.

Attendees were quizzed about their cruising knowledge via an entertaining trivia session conducted by suppliers, which was also spun into a hilarious "how much do you know about your team-mates" session.



One of the highlights of the voyage included a surprise meeting with a Princess Cruises regular - so much so that she was enjoying the 600th day of her life at sea aboard a Princess vessel - the first of which was back in 1953.

The group, **pictured** above on the *Sea Princess* grand staircase prior to dinner included, from left back, Andrew Thwaites, P&O Cruises; Paul Graham, Robyn Stevens, Julia Casteleijn, Mark Richards, Carnival Australia; Kellie Wilks, Donna Urquhart, Jane Lillywhite, Kerri Anderson, Anton Loeb, Carnival Australia; Ryan Taibel, P&O Cruises; Pat Guster, Lynelle Lucas, Loretta Hilton, Kerry Fox, Carolyn Dubois, Ashleigh Doherty, Tracey Norman, Anne Graham, Zoe Creswick, Paul Carmen, Princess Cruises; Antonio Kaisaris, Julie Ricardo, Jasmine Hayes, Andrew McCarthy, Tracey Borodin and Peter Darby from Princess Cruises.

## Current prices on 2014 cruises

**SCOTTISH** small-ship line The Majestic Line is taking bookings for 2014 departures at 2013 prices until 15 Nov.

The offer applies to eight different itineraries departing from Oban on the west coast of Scotland to the Argyll and Hebrides islands.

Visit [www.themajesticline.co.uk](http://www.themajesticline.co.uk) for details.

## Carnival on sports bandwagon

**CARNIVAL** Cruise Lines has signed a deal to become the Official Cruise Partner of the New Orleans Saints NFL franchise.

The line will coordinate promotional activities for fans during home games under the pact.



**WHAT** on Earth could possibly be inside?

A mysterious barge (**pictured** below) floating at Treasure Island in San Francisco harbour is attracting ferocious speculation, purely due to the fact it is owned by Google, who are going to extraordinary lengths to cover it up.

According to the *Sydney Morning Herald*, the barge is being described by some online conspiracy theorists as a floating Area 51, with curious cats being shooed away by security housed in two guard stations.

The old, unassuming barge is stacked four storeys high with customised shipping crates, fuelling speculation on its contents ranging from teleportation and time travel machines through to ridiculous notions such as the world's largest Easy Bake Oven.

News crews from across the world have been travelling to San Francisco to cover the possible story, leading to more speculation it could be nothing more than Google proving some internal point about marketing.

The closest that speculation has come to guessing what could be inside is nothing more than a data centre, which came from CNET reporter Daniel Terdiman based on some patents Google took out to use seawater as a cooling technique.

For now though, we must wait to see what becomes of the mystery barge.



## Conover departs SeaDream

**SEADREAM** Yacht Club chief executive Pamela Conover has resigned from her role and will depart from the line on 04 Dec after holding the position for the past 10 months.

Company owner & chairman Atle Brynestad will assume Conover's duties while the search for a replacement is carried out.

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