



## Call to grow Aust cruising to Asia

Australia should be a much bigger source market to the greater Asia region, which has fallen out of popularity in recent years, says CLIA.

**SPEAKING** at the Cruise Shipping Asia-Pacific conference in Singapore this morning, CLIA Australasia gm Brett Jardine has declared it is time for cruise lines to boost Australian passenger numbers to Asia.

"Travel time is short by comparison to Europe and North America and yet we are not seeing the numbers we would like," he said.

According to CLIA's research into Australians' cruise choices last year, all major destinations except Asia experienced growth, with the continent attracting only 5% of the Australian market in 2012 - a drop of 13%.

"Naturally we see this as a concern when we compare to how other destinations have appealed to the Australian market over the last five years," Jardine said.

He suggested the cause of these "abnormal dips" in the number of Australians cruising to Asia was attributable to the sharp decline in

available capacity in 2009.

"Indications are that while capacity did increase in the region in 2012, the majority of it is being filled from local source markets."

Jardine said cruise lines could learn from CLIA's research how to turn around the "below average results" for Asia, with his recommendations including the introduction of more 8-14 day itineraries - the most popular time frame among Australians taking cruise holidays last year.

Travellers from NSW and Queensland, who account for two-thirds of Australian cruise passengers, should be targeted within six to 12 months of departure, when they are most likely to book, he added.

The CSA-P conference and trade show continues today, along with CLIA Australasia's travel agent training sessions.

### NCL unveils new ship names

**NORWEGIAN** Cruise Line's two upcoming vessels will be called *Norwegian Escape* and *Norwegian Bliss* - after consumers voted in a poll on NCL's Facebook page.

Followers in the UK, Spain, Germany, US and Canada were given a shortlist of 10 possible names and more than 100,000 votes were cast over two weeks.

The 4,200-passenger, 163,000-tonne Breakaway Plus-class ships will debut in 2015 and 2017 respectively.

Under construction at the Meyer Werft shipyard in Germany, they will be about 10% larger than the line's latest newbuild, *Norwegian Breakaway* but will have many of the same features.

Highlights are expected to include a huge aqua park, three-deck sports complex and waterfront dining.

### P&O Edge debuts on Jewel

**P&O** Cruises reports its new adventure program has been a huge hit after it was made available for the first time to passengers on the 10-night Pacific Island *Pacific Jewel* cruise which returned to Sydney today.

Claimed to be "the most comprehensive adventure program ever to hit the high seas", P&O Edge comprises 20 activities including laser tag, Segway obstacle courses & flying fox.

P&O Cruises svp Tammy Marshall said adults were as involved as children.

"From climbing the ship's funnel to swinging on high ropes in the atrium, wherever you turned on the ship there was a passenger getting a very different perspective on their cruise," she said.

### Jammed with cruise news

Today's trade issue of **CW** features five pages of all the latest cruise information and a full page from **AA Appointments**.

### Huey Hong receives gong

**SINGAPORE** Tourism Board's director of cruise Ong Huey Hong is the first recipient of the inaugural Rama Rebbapragada Award for outstanding contribution to the cruise industry in Asia, presented last night at the Cruise Shipping Asia-Pacific conference.

The award recognised her influential role in the development of Singapore's Marina Bay Cruise Centre as well as the Cruise Development Fund set up to accelerate deployment in the region.

Michael Bayley, president and ceo, Celebrity Cruises, who handed out the award at the welcome reception at Marina Bay Sands, paid tribute to Huey Hong's efforts to help grow Singapore's cruise industry as well as creating economic benefits for neighbouring countries.

Huey Hong also identified the need to grow distribution channels and worked closely with the Asia Cruise Association to expand the number of cruise specialists in key source markets such as India and Indonesia, he said.

The award was named after Royal Caribbean's vice president international, who died last year after a long career devoted to the development of Asia-Pacific cruising.

"Like Rama, Huey Hong is a clear advocate and champion for the cruise industry, and exemplifies the values Rama demonstrated to all of us over two decades," Bayley said.

Rebbapragada's wife Patricia also joined Bayley and Huey Hong on stage.



 **REGISTER**

IN OCTOBER

& WIN

\$1000

to be won each week\*

**ENROL NOW at MyCCS**



## Ooh La La!

TRAVEL AGENT BOOKING PROMOTION

Win an 8 Day All-Inclusive  
Boutique River Cruise in France

[VIEW DETAILS](#)

**UNIWORLD**  
BOUTIQUE RIVER CRUISE COLLECTION®

## Travellers Choice overhauls cruise

Travellers Choice has relaunched its Cruise Club with tailored products, more personalised marketing and extra commission for agents.

**THE** new-look program will allow members to sell exclusive fully-packaged product, developed by JTG-owned specialist wholesaler The Cruise Team, while earning rewards through a revamped tier-targeted incentive program providing bonus commission.

Additionally, agents will have the opportunity to join, at a subsidised rate, The Cruise Team's specialist program, which generates sales leads through year-round consumer promotions and significant online and print advertising.

Travellers Choice CEO Christian Hunter said the cruise packages would provide the group's members with a competitive edge.

"These are complex and sophisticated

products that bring together all elements of a cruise holiday - not just the cruise voyage itself - into one attractively-priced, all-inclusive deal," he said.

"Tailored products also allow our cruise specialist members to differentiate themselves from those competitors offering off-the-shelf deals, and helps create the kind of 'sticky' relationships every smart agent is looking to create with valued clients."

The company is also planning broad-based advertising activity with high-quality, printed, direct mail campaigns to be sent to nominated customers on behalf of Cruise Club members.

"These are highly-targeted, personalised campaigns with a call-to-action guaranteed to generate business and help maintain an ongoing relationship between Cruise Club members and their valued customers," Hunter said, and added that members would continue to receive full CLIA membership, regular news and business tips, and support for cooperative local press advertising.

## Pacific Pearl sails into The Living Room

**THE** *Pacific Pearl* will play a starring role in tomorrow night's top-rating lifestyle program, The Living Room - the first of three consecutive episodes to feature P&O Cruises.

This week's show includes Chris Brown and resident chef Miguel Maestre (**pictured**) as they head to New Caledonia aboard the *Pearl*.

After the line's signature sailaway party, the boys get into the spirit of the ship's activities, from boot camp to the circus stage show.

In the second episode, Miguel samples meals with the executive chef, while in the third, they explore the Isle of Pines.



P&O Cruises svp Tammy Marshall said the shows were a great way for agents and their customers to get a taste of "the P&O experience".

The Living Room airs on Network Ten nationally at 7.30pm Friday.

## Avalon 2014 earlybird savings

**AVALON** Waterways has released a new round of "earlybird 2" specials on dozens of its 2014 European itineraries, offering discounts of up to \$1000 per couple.

The new deals include a choice of three different offers: save \$1000 per couple on 50 selected departures between Mar and Dec; save \$400 per couple on any 2014 European river cruise combined with a Singapore Airlines airfare (return flights are available from \$1590 pp from Sydney, Melbourne, Brisbane, Adelaide, Perth or Darwin to Rome); or save \$300 per couple on any other 2014 European river cruise, with a choice of 26 different itineraries on the Rhine, Moselle, Main, Danube, Seine, Saône and Rhône rivers.

Further savings are available for early payments, additional tours and Journey's Club members.

The new offers are valid until 31 Dec 2013 or until sold out - for more info agents can see [www.globusfamily.com.au/onlinebookings](http://www.globusfamily.com.au/onlinebookings) or call 1300 130 134.

## Evergreen's \$1000 incentives

**AGENTS** have an extra 7,000 reasons to book clients on an Evergreen Tours cruise or tour.

For every booking with a deposit, the agent is entered into a weekly draw for a \$1,000 prize, with the competition running for seven weeks until 24 Nov.

Evergreen's Fly Free offer for the 2014 European river cruising program is also in its final days, ending 15 Oct.

To be eligible for the free return flights to Europe including taxes, clients must book a cruise with an escorted land tour or two city extensions are eligible.

"Evergreen's brand new deluxe river cruisers, *Emerald Sky* and *Emerald Star*, which launch in April 2014 are a huge draw," said Evergreen Tours gm Angus Crichton.

"Their innovative features, like the pool which converts into a cinema at night plus the ability to combine the river cruise with exciting escorted touring programs, are proving popular and there is now limited availability on a number of sailings," he added.

explore4

Introducing four extraordinary offers  
*Now your clients can have them all*



Holland America Line  
*A Signature of Excellence*

**LEARN MORE >**



# CRUISE

WEEKLY



Thursday 10 October 2013

## Advertise with us

• Cost Effective • Targeted • Easy

For details call us today:  
1300 799 220

CRUISE  
WEEKLY



Peter Kollar - Training & Development Manager



### Cruise News & Views...

## Asia-Pacific Optimisms

On location from Cruise Shipping Asia-Pacific Conference in Singapore

This week I have been amazed at the desire and commitment of so many Asian companies' coming together to make the cruise industry a major part of their socio-economic growth.

I've spent two days speaking to packed audiences of travel agents keen to absorb industry knowledge. Walking the trade floor it's evident that traders have advanced their skills with new technology so that the regions' cruise industry needs are catered for. Asian shipyards now have robust portfolios of refits, repairs, and new-builds on the horizon, while 8 port cities are developing infrastructure of world class standards. Singapore and Hong Kong have opened their new post-Panamax terminals providing exceptional connectivity to their city and surrounds.

Asian governments have brought in changes to legislation that have improved the travel experience for passengers, while cruise lines are setting up offices in unprecedented numbers throughout Asia.

Why is this important to you? Our continual growth has always relied on the strength of domestic itineraries but how long this can be sustained with challenges ahead of fuelling, taxes, and port development is unknown. If Asia grows its market penetration even to a fraction of what we have, cruise lines will have no other option but to deploy a greater number of ships in their region. Given our proximity to Asia and the fact that our cruise seasons combine well, this will ensure our local industry will continue to have a high number of ships available in our local waters for years to come.

## Airline collaboration needed

**AIRLINES** and cruise lines could collaborate more, particularly in product offering, according to a panel discussion at the World Routes conference in Las Vegas.

Christine Duffy, CEO of Cruise Lines International Association, said they were looking to work with airlines whose products align with their members.

The panel also examined the role of destinations in fly-cruise packages.

Hugh Riley, CEO of the Caribbean Tourism Organisation, said managing the relationships between airlines, cruise ships and local communities was a "delicate choreography for destinations".

"The cruise lines get information from their guests on the cruises, but we need to bridge the gaps between the experiences guests are having," he said.

## Clubbing and cooking cruises

**FUN** theme cruises are available on Nov/Dec sailings ex Singapore on the *Costa Victoria*.

A four-night Zouk cruise to Phuket and Langkawi, departing 15 Nov, stars resident DJs from Singapore's Zouk nightclub, and will also feature a sailaway party and poolside BBQ - fares start at \$670 ppts.

The seven-night 'Simply Life' cooking cruise, departing 23 Nov, features chef Clement Ng and includes visits to Bali, Lombok, and Semarang - priced from \$869 ppts.

## Wyndham expo



**MORE** than 600 Travel By Wyndham owners attended the company's recent expo at the Brisbane Convention Centre.

The in-house travel agency for Wyndham Vacation Resorts Asia Pacific proudly showcased its travel partners at the event.

**Pictured** above, left to right, are Craig Owens, Oceania Cruises; Vanessa Little, Travel By Wyndham; and Maggie Brew from OOceania Cruises.



**WHAT** a bloody dam(n) emergency!

The US Coast Guard was called to assist a seriously ill passenger on Holland America Line's *Oosterdam* who was suffering internal bleeding and urgently needed a blood transfusion.

As the ship was a day away from the nearest Hawaiian port, the Coast Guard contacted a medical centre on Oahu and the Blood Bank of Hawaii to gather six units of the necessary blood type, one pack of platelets and two transfusion kits.

Within seven hours the blood-filled packages were delivered by HC-130 Hercules aircraft to the *Oosterdam*, with the aircrew dropping the supplies via parachute.

The passenger survived but probably steered clear of the steak tartare that night.

A similar incident occurred on a Hawaii-bound Carnival ship last year.

## Sun Princess lost passenger

**SUN Princess** arrived in Darwin yesterday after resuming the 16-day cruise during which an Australian passenger, 73, disappeared.

The ship was turned around to retrace its route near WA's Cape Londonderry but the Australian Maritime Safety Authority called off its search on Tuesday.

"We are saddened to report that the passenger was not located," the cruise line said in a statement.

"A member of the Princess Cruises' Care team is providing direct support to the passenger's wife at this difficult time."

## US Govt South Pole shutdown

**THE** United States federal government shutdown has reached as far as Antarctica.

This week the National Science Foundation announced it had placed its three Antarctic scientific stations in deep freeze just as scientists were starting to turn up for the start of a new research season.

A ship had been scheduled to arrive yesterday with several researchers, including those working on a long-term study that has tracked penguins since 1990.

A skeleton staff will remain for safety and property protection, AP reports.



## MS Europa redesign complete

**HAPAG-LLOYD** Cruises' *Europa* has emerged with no less than 452 changes after a massive redesign during its dry dock in Hamburg.

All suites were given a new colour scheme, new carpets and modern furniture, and the pool area received new tiles, maritime colours and floating lights.

New carpet, woven exclusively for the *Europa* with its own design, was also laid in public areas, corridors and staircases.

The atrium has a new "leisurely" look, and 25 tonnes of paint were applied to the ship.

Future cruises will also accommodate late risers at Restaurant Dieter Müller, where the menu will feature breakfast as well as a daily recommendation from the patron, created especially by chef Dieter Müller, until 12pm.

## Viking Ocean launches in UK

**AFTER** opening for sale in the US earlier this year - and still no sign of a launch in Australia - Viking Cruises has introduced its ocean product line in the UK, assuring agents they would earn "the same level of highly competitive commission already offered by Viking River Cruises".

The company emphasised Viking Ocean Cruises' "reinvention" of destination-focused itineraries, with pricing including shore excursions in every port, beer and wine with lunch and dinner, wi-fi and self-service laundry.

*Viking Star* debuts in the Mediterranean, Scandinavia and the Baltic in May 2015, with a second vessel on order for delivery in 2016.

Viking Ocean Cruises is yet to be made available for sale in the Australian market.

## Register for ATAS workshops

**AFTA** has released the details of its upcoming AFTA Travel Accreditation Scheme (ATAS) transition workshops, with prospective attendees now able to register for the events around the country starting next month.

Workshops will take place in Canberra, the Gold Coast, Adelaide, Brisbane, Sydney, Melbourne, Darwin, Hobart and Perth.

ATAS gm Gary O'Riordan said that the details of the scheme have been finessed following consultation over the last few months, with the Transition Workshops examining practical consequences associated with the wind-down of the Travel Compensation Fund and how the transition to the Australian Consumer Law will impact on travel intermediaries.

**CLICK HERE** to register to attend.

 **cruiseabout** The Cruising Specialists

## Cruise Specialists wanted!

Due to big growth plans, *Cruiseabout* is on the lookout for Travel Sales Consultants to join their fun-loving teams across NSW, QLD, VIC, WA & SA as Cruise Specialists. You will love this fantastic opportunity to **make your mark with the fastest growing cruise retailer** in the sector! If you've got leadership experience or potential we have plenty of opportunities to grow your career.

If you're self-motivated, with a drive to succeed and have personal confidence to make sales and give outstanding customer service - we want to hear from you! Cruise industry experience is desirable but not essential for your success in this role.

You'll enjoy an **attractive salary** and an exciting **uncapped earning structure**, along with a range of **excellent benefits** which has seen us recognised as an **award winning employer!**



**To apply visit [www.applynow.net.au/jobFI63074](http://www.applynow.net.au/jobFI63074)**

*Cruise Weekly* is Australia's favourite online cruising publication. In production since 2007, *Cruise Weekly* is published each Tuesday, with a further travel industry update each Thursday.

*Cruise Weekly* is free and is sent to subscribers via email as an Adobe Acrobat PDF document.

Sign up for a free subscription at [www.cruiseweekly.com.au](http://www.cruiseweekly.com.au).

PO Box 1010, Epping, NSW 1710

Phone: 1300 799 220 Fax: 1300 799 221

**Advertising and Marketing:** Christie-Lee Lachance, Magda Herdzik and Lisa Martin  
Email: [advertising@cruiseweekly.com.au](mailto:advertising@cruiseweekly.com.au)

**Business Manager:** Jenny Piper  
Email: [accounts@traveldaily.com.au](mailto:accounts@traveldaily.com.au)

Part of the Travel Daily group of publications.

 **CRUISE** 


**Publisher/Managing Editor:** Bruce Piper  
**Editor:** Louise Goldsbury

**Production Editor:** Matt Lennon

**Contributors:** Roderick Eime and Olivia Archbold

Email: [info@cruiseweekly.com.au](mailto:info@cruiseweekly.com.au)



 **business events news**

*Cruise Weekly* is a publication of *Cruise Weekly* Pty Ltd. All content fully protected by copyright. Please obtain written permission to reproduce any material. While every care has been taken in the preparation of *Cruise Weekly* no liability can be accepted for errors or omissions. Information is published in good faith to stimulate independent investigation of the matters canvassed. Responsibility for editorial comment is taken by Bruce Piper.





## LOOKING FOR A NEW CAREER DIRECTION? JOIN THE A-TEAM

**RECRUITMENT CONSULTANT  
PERMANENT DIVISION  
BRISBANE  
GENEROUS SALARY + BONUSES**

Love being a part of the travel  
industry but searching for  
a new challenge?

You can now apply your  
exceptional industry knowledge,  
plus excellent customer service and  
client relationship skills in this  
exciting new role.

Due to an interstate transfer,  
our Brisbane office is searching for  
a talented consultant to join our  
permanent recruitment division.  
As part of our successful team,  
you will be responsible for  
managing client staffing  
requirements whilst assisting  
candidates with their career  
options.

**Fantastic perks include:**

A generous base salary +  
uncapped commission + amazing  
staff rewards. These include:  
individual and team financial  
incentives plus a luxury  
annual Conference.  
(The 2013 AA Whitsunday  
Conference is pictured here)

This role is the ideal opportunity to  
say goodbye to travel consulting  
and hello to a brand new  
direction within travel.

Full training and career  
advancement is on offer.

Want to know more?  
Email your CV to  
[apply@aaappointments.com.au](mailto:apply@aaappointments.com.au)

For more great roles visit  
[www.aaappointments.com](http://www.aaappointments.com)

