



Cruise3sixty is coming to Australia

The world's biggest cruise trade show will take place outside of North America for the first time ever next year, brought to you by CLIA Australasia together with **Cruise Weekly**.

CRUISE3SIXTY is the industry's must-attend event, and Australasia's very own version will take place at the Sydney Four Seasons Hotel on Friday 07 Feb 2014, one day before the annual Cruise Lines International Association awards dinner.

Despite only being formally announced today, a pre-release of booth space at the Cruise3sixty exhibition has seen the event almost a complete sellout already.

Bookings open today for delegates wishing to attend Cruise3sixty Australia, which in this inaugural year will be a one day conference and exhibition for everyone involved in the fast-growing cruise sector.

Members of CLIA are eligible for a registration discount of 30% via a special code which can be obtained by emailing info@cruising.org.au.

CLIA global president Christine Duffy will be in attendance along with other industry leaders and experts who will provide the latest information for cruise specialist travel agents, cruise lines and other industry stakeholders.

Brett Jardine, CLIA Australasia general manager, said Cruise3sixty Australasia was set to become the leading cruise industry event in the region.

"The decision to stage Cruise3sixty Australia reflects the massive expansion of our local cruise industry as well as its enormous potential," he said.

"Cruise3sixty is a major annual event in the



United States attracting close to 2000 delegates, and we look forward to emulating its success".

A conference

program will be released in coming weeks, with compelling content from high profile speakers covering the hot issues in cruise today as well as providing valuable input for those developing, operating and selling cruises.

Alongside **Cruise Weekly**, Cruise3sixty Australasia is being run in partnership with TravelTrends, which runs several highly successful travel industry conferences each year including *No Vacancy* and *TravelTech*.

"We are honoured to be helping to organise Australia's first Cruise3sixty conference, and look forward to the event becoming an annual fixture in the local cruise industry calendar," **Cruise Weekly** and **Travel Daily** publisher Bruce Piper said.

Exhibition space is all sold out but there are still a few opportunities for sponsorship left.

Martin Kelly from TravelTrends said Cruise3sixty Australia was "already set to be one of our biggest ever events" - for more information, see www.cruise3sixty.com.au.

Support waning for GC cruise

QUEENSLAND Premier Campbell Newman has threatened to withdraw support for a proposed cruise ship terminal development unless the Gold Coast City Council can provide unanimous support, according to the *ABC*.

The Premier is reportedly rattled by ongoing disagreements among councillors and the lack of consultation with the community.

Councillors have not been able to agree about the Broadwater location, the inclusion of a casino, the cost of maintenance, and whether the region even needs a terminal.

Two developers have withdrawn from the bid process because of concerns it will only be successful with a casino, with the remaining two consortia due to finalise bids this week



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Brett Jardine - General Manager



Cruise News & Views...

Cruise Industry Awards

WITH 2013 now into Q4, there is no better time to be preparing your submissions for the annual cruise industry awards.

For those that coordinated some form of event during our recent National Cruise Week, consider using this material as part of a submission for Agency Cruise Promotion of the Year at the 2013 Cruise Industry Awards, to be held on Sat 08 Feb 2014.

Nomination forms are now available at www.cruising.org.au (click on the Cruise Industry Awards tab) so you have plenty of time to prepare.

The Agency Promotion of the Year award is open to retail travel agent members of CLIA and is based on consumer cruise promotions undertaken in 2013. The aim of this award is to recognise the most outstanding consumer promotion.

Potential finalists will be judged on the efforts and success of a specific FIT or Group Travel campaign as well as overall strategy of the campaign.

Nominations will be judged by an independent panel based on information provided using the following criteria

- Promotion must be based on an CLIA Cruise Line Member product
- Objectives of campaign
- Overall planning
- Target market
- Form of promotion
- Brand awareness achieved
- Personnel / partners involved
- Duration of the campaign
- Results and how assessed
- Supporting material (copies of campaign material)

Finalists will be advised in Jan 2013 and the winner announced at the Awards gala.

Mantra maximises cruise pax program

Mantra Group is focusing extra resources on the cruise sector with land packages for passengers staying in Australian cities.

AS THE only hotel and resort group to be a national member of Cruise Down Under, Mantra Group has seen a rapid uptake of its cruise program since it was implemented in Mar this year.

In the past six months, more than 3,000 room nights have been generated from Carnival, P&O, Holland America, Seabourn, Inchcape, Intercruise and Lindblad Expeditions-National Geographic with a global mix of passenger clients from the UK, USA, Canada, Germany, France and Spain.

Judd Rabbidge, Mantra's dedicated business development manager for the cruise sector, said the program involves 50 of Mantra, Peppers and BreakFree coastal properties providing itineraries, day trips and accommodation packages for clients looking to

explore beyond the ship's docking point.

"Australia's busiest summer cruise season is about to start with around 600 port visits scheduled to our shores resulting in a growing need for pre and post accommodation options for cruise passengers and crew."

In the Hunter Valley for example, Peppers Guest House provides lunch and a pop-up cellar door, while in Darwin, Mantra on the Esplanade has partnered with traditional land owners, the Larrakia Nation, to set up a complimentary lounge that showcases traditional jewellery making, art and music.

Jill Abel, CDU gm, said: "There is enormous potential with this sector and through proactive initiatives, Mantra Group are at the forefront of providing value-add and accommodation options which is a welcome addition to the cruise experience for guests and crew."

Mantra Group is also looking to expand its cruise offering to New Zealand in 2014.

Evergreen Emerald Sky peek

EVERGREEN Cruises has released an online video showcasing the construction of its new *Emerald Sky*, the first of two custom built "Star Ship" river cruises commissioned by its European sister firm Emerald Waterways.

Originally launched earlier this year originally under the Riva brand (**CW** 19 Feb), the video features the fitting of the ship's deluxe interiors (including a 24 square metre pool which transforms into a cinema at night), and her first dip in the water on 23 Sep.

The video is now on the **Cruise Weekly** website - [CLICK HERE](#) to view.

Uniworld incentive ending

LESS than a fortnight remains for agents to enter Uniworld's 'Ooh la la' incentive, with two of its newest products up for grabs.

The agent with the most 2014 bookings prior to 31 Oct 2013 will receive the choice of a cruise onboard the *SS Catherine* in Burgundy & Provence, or a Bordeaux cruise on the *River Royale* vessel.

Uniworld is also offering a second prize of Le Creuset cookware to the value of \$1000 and third prize is a case of French wine up to the value of \$350.

Clients who pay in full within seven days of booking can save up to \$2,400 per couple (valid until 29 Nov 2013), while those who deposit at the time of reservation can save up to \$1000 per couple (valid to 31 Jan 2014).

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Agents party the nights away on *Radiance*

CELEBRATING her return to Australian shores, Royal Caribbean International's *Radiance of the Seas* whisked this group of agents out to sea on a two-night famil.

Departing Sydney on 11 Oct, the group were participating in the vessel's first voyage of the 2013-14 Australian sailing season.

Some of the agents were first-time cruisers while others were new to the Royal Caribbean brand, but were all blown away by the opulence and wide range of facilities onboard.

During the days, the group wandered the ship at their leisure, enjoying some of the treatments available in the spa, playing tennis,



taking in a show performance or sampling the variety of cuisines that tempted the palate.

Pictured above at one of the hosted dinners in the back row from left is Anita Hall, Broadway Travel; Amanda Howard, Jamison Travel; Thomas Ribeiro-Ross, Our Vacation Centre; Michael Pound, Jetset Norwood; Katherine Emile, Cruiseabout Orewa; Tony Soden, Royal Caribbean Cruises; Owen Salvacion, Cruise 1st; Christina Shepherdson, Royal Caribbean Cruises; Julie Jones, The Cruise Team; Anne Oakley, Travelworld Charlestown and Kirsty Tate from Escape Travel Robina.

Front row: Hayley Heperi, Cruiseabout Williamstown; Kate Doherty, Travelrite and Neil Moreton from Jetset Norwood.

Schweitzer lands Viking job

ANDREW Schweitzer has been appointed as Viking Cruises' bdm for NSW, WA and ACT.

With 13 years' experience in the travel industry, Schweitzer moves up from his recent role of agency sales executive with Viking Cruises UK in London.

Previously, Schweitzer worked at Scenic Tours/Evergreen Tours in Australia.

Major award for CW journalist

CRUISE Weekly expedition cruising specialist Roderick Eime was recognised last weekend by the Australian Society of Travel Writers as the country's top travel photographer, based on a portfolio of three stunning images in Greenland and Antarctica.

Eime was named ASTW's Travel Photographer of the Year in 2011 also - congratulations Rod!



REMAINS of a rare serpent-like Oarfish have been brought to the surface off the coast of California after being located by a snorkeller while diving last weekend.

The 5.5-metre creature, which was already dead when found, is a species of which little is known due to a tendency to live at depths of more than one kilometre underwater.

Oarfish are capable of growing up to 17 metres in length and are understood to have inspired legendary tales of sea serpents from ancient periods of time.

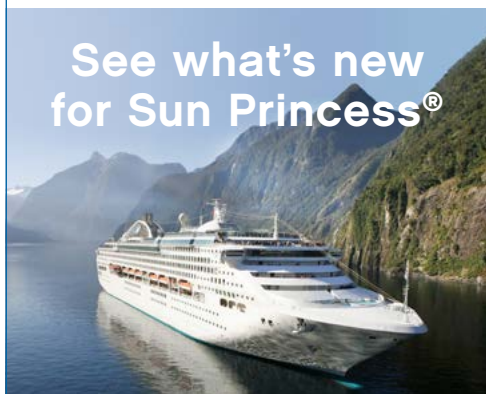
A final determination on the age of the fish and more details about its species is being sought from the University of California.

After a team of 15 adults brought the fish to the surface (**pictured** below), the skeleton of the creature will go on display at the Catalina Island Marine Institute.




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EXPLORER



The Auckland Hop On Hop Off Explorer bus stop is directly out front of the new Queens Wharf cruise ship terminal

Massive Carnival comm deal

CARNIVAL Corporation has announced a major partnership with technology firm Harris CapRock to provide "fully managed, end-to-end communications solutions" for passengers aboard more than 100 cruise ships.

The five-year deal based on dual-band satellite communication technology covers all ten Carnival cruise brands including P&O Cruises Australia, Princess Cruises, Holland America Line, Cunard Line, Seabourn Cruise Line, P&O Cruises World Cruising, Carnival Cruise Lines, Costa Cruises, AIDA Cruises and Ibero Cruises.

It represents a unique commitment across the company "to improve the level and quality of communication service for guests and crew".

Initial services will begin on parts of the fleet over the rest of this year, with the full transition project to be completed during 2014.

Transition and installation work will occur globally in various ports including Australia, the US, Europe, Singapore and South America.

FC agents knitting for kids in Vanuatu

KNITTING squares to be made into blankets for children in Vanuatu was one of the many activities this group of Flight Centre agents participated in on a recent P&O Cruises Pacific Island voyage.

The group was sailing on a nine-night journey aboard *Pacific Pearl*, making stops in Port Vila, Lifou and the Isle of Pines.

P&O Cruises' Save The Children Foundation regularly donates items prepared by passengers, who are able to contribute during scheduled activity sessions for the "Born to Knit" program.

The group is **pictured** above right and in the back row from left is Susan Conners, Cruiseabout New Farm; Amy Wilson, ET Wagga Wagga; Kimberly Ryan, FC Glenelg; Kristopher Heineslater, FC Box Hill; Cindy Hendrie, FC Mt Druitt; Alana Allen, FC Parramatta South; Tara Williamson, FC Ulladulla; Kate Wilkie, FC Perth; Pierre Botha, FC Brisbane; Amber Rutgers, FC Pasedena; Jason Kendall, FC Centrepont CBR; Jonathan Jerram, ET Burleigh Town; Angus Mackay and Dylan Hearne from P&O Cruises.

Front row: Kylie Brokenshire, FC Maroubra Junction; Kerri-Anne Hands, FC Settlement City; Melanie Jarred, FC Sunshine Market; Kelly Dodd, FC Tuggerah; Rebecca McPherson, FC Southgate; Jessica Player, FC Penrith B; Skye



Fenech, FC Liverpool; Alison Jarvis, FC Perth; Jodie Garner, FC Stanhope Gardens and Laura Kennett from FC Shepparton.

Star starts Xiamen - Taiwan

STAR Cruises' 1,051-pax *SuperStar Gemini* has commenced operations between Xiamen, its homeport in China, and Taiwan.

The inaugural cruise from Xiamen was the first promotion of Fujian Provincial Tourism Bureau's new initiative to boost cross-strait international cruising.

The five-night 6D5N voyage stops at Penghu, Kaohsiung and Hong Kong, with the 7D6N cruise also sailing this week from Xiamen to Boracay and Manila - the ship's maiden visit to the Philippines.

Another five-night cruise, scheduled to depart 20 Oct will call at Penghu, Keelung, Taichung and Kaohsiung.

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To apply for this role you must have previous BDM/Sales Manager experience, exceptional admin and time management skills, use of powerpoint & excel and the flexibility to travel.

RESERVATIONS CONSULTANT

Reporting to the Passenger Services Manager, this role requires you to process new and existing reservations, generate accurate invoices, assist with group reservations, assist with documentation and provide exceptional customer service.

To apply for this role you must have previous reservations experience with the use of GDS systems plus strong customer service skills.

Confidential applications to Philippa Baker on 02 9506 7000 or email Philippa@alexander-associates.com.au

Solo traveller savings

COMPANION Cruising is calling on all solo travellers who love cruising and the performing arts to register their interest in being part of an exciting new music cruise which is expected to fill fast.

The BRAVO voyage aboard *Radiance of the Seas* will feature the talents of Elaine Paige, Marina Prior, David Hobson and many more musical artists as part of a seven night cruise which departs 22 Nov 2014.

Companion Cruising has some great offers for travellers willing to share a cabin on this amazing sailing which will also take in the scenery of several Pacific destinations including Noumea and the Isle of Pines in New Caledonia.

To enquire, register or make a booking, email info@companioncruising.com.au.

New RCI UK/Ireland chief

ROYAL Caribbean International has appointed Stuart Leven as its new UK and Ireland managing director.

Leven has been working as a management consultant for about five years and before that held roles with IHG, KLM and Choice Hotels.

Scenic extends earlybirds

SCENIC Tours says it is responding to an "unprecedented and overwhelming response in sales" during its 2014 Europe River Cruising earlybird season, by extending its range of advance booking offers by an extra two weeks.

The deals were set to expire on Tue this week, but are now available until 31 Oct, with gm for sales & marketing Michelle Black saying the special offers combined with Scenic's all-inclusive luxury offering meant the company had seen a record number of calls to its contact centre and exceeded its biggest booking weeks ever.

The Scenic philosophy is that when a new brochure is launched, early bookers are guaranteed to be rewarded, so agents and passengers can book with confidence and receive savings of up to \$5,490 per couple with free return flights to Europe including taxes.

Scenic says there are limited places left for the 2014 season for voyages on the Rhine, Danube, Moselle or in France, with many departures during the year already sold out.

Agents are encouraged to book now "as these offers will be the very best deals available and never to be repeated," according to Black.

Cosco chosen to convert QE2



COSCO Shipyard in China has been selected to undertake the transformation of the *Queen Elizabeth 2* into a floating hotel (*CW* 11 Jul).

The retired ship's Dubai-based owner, QE2 Holdings, announced the work would be done at the yard in Zhoushan, Zhejiang Province.

QE2 will sail to China from Dubai, where it has been docked since 2008, with the refurbishment due to be completed by 2015.

Its 990 staterooms will be converted into 400 luxury suites, as well as seven restaurants, 10 lounges, a cinema, museum and shops.

It is not yet known where the finished product will be located in Asia, although Singapore and Hong Kong are thought to be under consideration.

An interior renovation contractor is expected to be appointed next month.

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Cruise Specialists wanted!

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Face to Face: Tammy Marshall Senior Vice President, P&O Cruises

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

Where do you see yourself/your company in five years?

I see P&O Cruises maintaining its spot as Australia's number one cruise line by opening new destinations, new ports and adding more capacity to meet demand. For me, I'm now almost one year in and loving the culture at Carnival Australia and in the cruise industry, and I look forward to being a part of its continued growth.

What is the key to your success?

People, performance and purpose. I'm fortunate to have trusted mentors and strong influencers who have had a tangible impact on my life & people who have helped me build my skills & capabilities by offering stretch projects.

What is your favourite destination, and why?

Berlin for its history, nightlife, culture and shopping; the Greek Islands for relaxation and Canada for the adventure!

What was your most memorable moment on a cruise?

Watching the whales during sunset drinks at P&O Cruises' Oasis bar on our way to Vanuatu.

How do you spend days at sea?

I like to stay active so I can always be found at the gym, boot camp or in a yoga class; but I also try to fit in experiences such as wine-tasting, galley tours, shows and entertainment as well as some R&R in the spa.

What is the most important issue in the cruise industry today, and why?

Infrastructure remains a key challenge, along with keeping port fees and taxes at an affordable level.

How can cruising continue to grow in the current financial climate?

It can grow in any financial market. It's great value for money, offering a superior quality of product & exceptional service at an affordable price.

What is something you wish more agents/consumers knew about cruising?

I'd like travel agents to know that the P&O Cruises experience has evolved and for customers, I'd love them to know that the wide variety of activities onboard means they'll never get bored! Cruising is such a great way to holiday because it ticks so many boxes, from seeing new destinations to enjoying entertainment that rivals Las Vegas. Customers can make their stay with us as relaxed or adventurous as they like.

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

They are so active and always looking for new things to try. I also think they expect a more lot from the dining experience which is why food is such an important part of P&O Cruises' culture.

What is your prediction for the future of cruising?

In coming years, I believe we'll see more growth in destinations and more frequency in departures from more ports around Australia and NZ.

What advice would you give other people who want a job like yours?

Focus on performance, ask for stretch projects to help build skills and capabilities, and find a mentor to help you chart your course.



Tammy's Cruise Favourites!

Ship: *Pacific Jewel* – particularly with her new features.

Ship Activity: Behind the scenes galley tour.

Shore Excursion: Dune Buggies on Moreton Island and in Vanuatu.

Region: Pacific Islands.

Port: Can't beat Sydney!

Onboard Food and Drink: Food from our Asian-fusion restaurant, Luna.

Perk of the Job: Being able to experience the fantastic product onboard our ships.

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