



Smith re-elected as CLIA chairman

CLIA Australasia's 2014 line-up comprises two new women, with the return of a former chairman and three committee members, and two departures.

GAVIN Smith, regional vice president, Asia-Pacific Royal Caribbean Cruise Lines, will continue as chairman of CLIA Australasia for a fourth consecutive term following an election at the association's AGM in Sydney yesterday.

Lynne Clarke, managing director of MSC Cruises Australia, has officially joined the executive committee for her first elected term, after filling a casual vacancy recently left by Teresia Fors, Viking River Cruises managing director Australia & NZ.

Former Orion Expedition Cruises founder Sarina Bratton was also invited to contribute as a non-voting emeritus executive committee member.

Remaining on the executive committee are the two deputy chairs Andrew Millmore, managing director, Travel the World (GSA for Compagnie du Ponant) for a seventh term, and Ann Sherry, ceo Carnival Australia, for a second term; as well as former chairman Karen Christensen, general manager and director of sales & marketing Australasia, Silversea Cruises.

Smith thanked the outgoing members, Fors and APT ceo Chris Hall for their work during the transition from ICCA to CLIA this year.

"We took a giant step forward in 2013 but we still have a lot more to do in 2014, including staging the first ever Cruise3Sixty outside the USA, in Sydney in February.

"As always, I look forward to the support of our new and returning executive committee members during what is shaping up to be another big year for CLIA Australasia."

A new constitution, formally recognising CLIA Australasia and the relationship with CLIA offices around the world, was also passed unanimously by the 29 member cruise lines during an Extraordinary General Meeting yesterday.

CLIA Australasia general manager Brett Jardine said: "It has been a very busy year as we transition into a global cruise association with a number of exciting objectives in front of us.

"I welcome the 2014 executive committee onboard and have confidence they will steer CLIA Australasia in the right direction during this important time."

Packed issue of CW today

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

Blue Lagoon Fiji accreditation

FARES from \$99 per person per night are available to Aussie travel agents who successfully complete a newly launched accreditation program launched by Fiji's Blue Lagoon Cruises.

Free cruises for every ten retail and every 20 wholesale bookings are also on offer.

Six modules designed around the line's new range of three-, four- and seven-night voyages can be completed in order to qualify as a Blue Lagoon sales specialist - for more information on the program, see **page six**.



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Quantum inaugural promo extended

Agents have until 15 Nov to enter RCI's competition to sail on *Quantum of the Seas*.

ROYAL Caribbean International is giving away one cabin on the inaugural trade sailing of *Quantum of the Seas* to a travel agent in Australia or New Zealand.

The prize includes return flights to New York, pre-cruise hotel accommodation, and a twin-share cabin on the Nov 2014 cruise to be shared with a colleague, friend or partner.

To enter, agents must sell any RCI cruise and then go onto the website and explain in 25 words or less why they should be one the first people on the brand new ship.

Second prize is a seven-night cruise to

Tasmania on *Rhapsody of the Seas*, departing 12 Dec 2013.

A five-night cruise on *Radiance of the Seas*, departing 26 Nov 2013, sailing the east coast of Australia is up for grabs as a third prize.

See royalcaribbean.com.au/quantumcomp.

MEANWHILE, the company has revealed further details about the improvements to its global reservation system, which will allow agents to more quickly make a booking and close a sale.

The new technology will provide an instant display of the best offer available to the customer (based on their age, loyalty club status and address), as well as all other current offers, so the client can choose which is best for them.

It will also automatically and instantly apply promotions such as onboard credits and free beverage packages.

Agents will also now be able to enter the client's loyalty club membership number when booking.

More details on the CruiseMatch upgrades at www.CruisingPower.com/BookSmarter.

New cruise authority for Spain

CRUISE Lines International Association (CLIA) has expanded into Spain, establishing CLIA Spain as the organisation's 13th regional body and continuing on the group's European.

The new group will be chaired by Royal Caribbean International's Spain & France general manager Belen Wangüemert, with Alfredo Serrano to serve as national director.

CLIA Spain will be headquartered in Madrid and will oversee the development of the leisure cruise industry in the country.

Aurora science partnership

AURORA Expeditions has formed a pact with Australian national science & communication organisation RiAus.

The tie-up will see some of the most brilliant minds conduct lectures and engage with pax on expeditions, speaking on specialists topics and imparting knowledge on regions visited.

AIDA to double up in Tampa

CARNIVAL Cruise Lines brand AIDA Cruises will operate eleven Caribbean departures using two ships over the next three years as part of a homeport deployment to Tampa Bay.

Four Western Caribbean sailings will be operated by the 1,266 passenger *AIDAvita* from next Dec, complemented by seven departures on sister-ship *AIDAmar* through 2015 and 2016, with up to 2,194 pax on board for each.



GRANTED it is Halloween today, but some people take the power of pumpkins too far.

Contemporary artist Dmitri Galitzine has become the first person to sail across the Solent River between Portsmouth and the Isle of Wight...in a hollowed out pumpkin.

Galitzine fitted the pumpkin boat with an outboard motor which allowed the "vessel" to travel at up to 2 knots, subsequently allowing him to complete the crossing in just less than two hours.

The pumpkin itself was grown by Mark O'Hanlon - a famous grower of oversized vegetables who in 2004 won the title of having grown the UK's heaviest pumpkin.

Despite the Solent being one of the world's busiest shipping passages, Galitzine's attempt went so well that he promptly turned around and sailed back to the start.

"Despite weighing 500kg, giant pumpkins are naturally buoyant and have a thick waterproof exterior," the artist said.

Creative minds on True North

CELEBRATED landscape photographer Ken Duncan and Gold Logie award-winning journalist and TV presenter Ray Martin will play host to the maiden Wet Season Adventure aboard *True North* for 2014.

The specially designed 10-night expedition aims to provide guests with opportunities to hone their landscape photography craft from Duncan, who will offer advice both for beginners and the more experienced snappers.

Sessions will held at all times of the day including dawn and sunset, with scenes to be carefully choreographed by Duncan.

Guests will also experience regular highlights of the region including rock art, scenic walks, helicopter flights, picnics and more, with the departure scheduled for 22 Mar 2014, with itineraries available to Sep - ph (08) 9192 1829.

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CLIA contributes to Avis Scholarship winner

SELECTED as having demonstrated superior levels of customer service, Anne Hobbs from Travelworld Kununurra was this week named as the 2013 winner of the Avis Travel Agent Scholarship.

Sixteen former winners of the award will testify to the amazing opportunities and prizes that receipt of the award brings with it, in total a pool of more than \$40,000 generously provided by a host of sponsors and benefactors.

Among these is Cruise Lines International Association (CLIA), who provide four valuable cruise industry training modules to develop the winner's knowledge of the booming sector.

In attendance for the naming of the 2013 winner was CLIA Australasia general manager Brett Jardine, who is **pictured** above right with Avis travel industry manager Russell Butler and scholarship winner Anne Hobbs - for more on the scholarship, see **CLIA's column left**.



Coral Princess agent incentive

SMALL-SHIP expedition line Coral Princess Cruises has launched a major sales incentive for the Australian travel industry with three cruises to a value of \$70,000 up for grabs.

One entry into a major prize draw will be given for each new *Coral Princess* booking made from 01 Nov to 31 Mar next year, with a bonus entry given for any new Islands of the South Pacific or New Zealand cruises booked.

The major prize on offer to the winner is a *Coral Princess* small-ship expedition cruise up to 13-nights in duration, while runner up South Pacific & Kimberley trips will also be awarded.

For more information, rules and terms on the incentive, see www.bit.ly/coralincentive.

CEO to cruise with passengers

CELEBRITY Cruises chief executive Michael Bayley will take part in a special President's Cruise from Rome to Barcelona, departing on 26 Jul next year aboard *Celebrity Equinox*.

A series of special events is set for the sailing, open exclusively to Captain's Club members.

Bali not meeting ships needs

LACK of development of cruise ship docking facilities in Bali has been blamed by tourism officials for a drop in the number of ship visits.

According to the Tourism & Creative Economy Ministry, 310 cruise ship calls are scheduled for this year, however only 266 visits are currently in the books for 2014.

The Ministry's special interest tourism marketing director Rizki Handayani said they had received interest from Royal Caribbean's *Voyager of the Seas*, but was unable to accommodate the ship due to lack of facilities.

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Brett Jardine - General Manager



Cruise News & Views...

Service Excellence

FOR regular readers of the trade press, you would be aware that CLIA is a supporting sponsor of the Avis Travel Agent Scholarship of Excellence.

On the surface, many will ask what has cruising got to do with car rental and the answer to this is – "not a lot"!!!

However, when you stop and think about it, although ownership of the scholarship belongs to Avis, the spirit of the award brings together a vast array of support and sponsorship from many sectors of the travel industry – including cruise.

Now in its 17th year, the Scholarship rewards excellence in customer service, with the winner receiving a range of educational and travel-related prizes valued in excess of \$40,000, including cruise training from CLIA.

Throughout our cruise industry training syllabus we have a heavy focus on Customer Service Excellence. This being the case, the synergies in supporting the Avis scholarship along with other key suppliers are obvious.

Ultimately we are all very keen to see the highest level of professionalism and service excellence from the most important part of the distribution channel in travel – our agents.

I've had the honour of participating in the judging at the Avis Scholarship for the past five years and this week (again) delivered a group of outstanding individuals as finalists.

No doubt the effort required to make a submission is significant, and the journey through the process is arduous but the reward and recognition as a finalist and possibly as a winner is something you will cherish your entire career.

CLIA will be there to support this event again in 2014 and I can only encourage the many outstanding agents that we have here to make the time to put forth a submission.

Congratulations to each of the finalists and to the selected winner, Anne Hobbs from Travelworld Kununurra.

P&O UK vessels sailing in Aus

EIGHT short samplers cruise sectors aboard *Arcadia* and *Aurora* have been released by P&O Cruises World Cruising, with both vessels due to visit Australia in the upcoming summer. Staterooms for a two-night sailing from Sydney to Melbourne departing on 26 Feb or from Melbourne to Adelaide on 28 Feb aboard *Arcadia* are priced from \$339ppts.

Northbound, a two-night cruise from Sydney to Brisbane on 16 Feb on *Aurora* is available for the same price - see www.myccs.com.au.

For those wishing to experience the recently refurbished *Arcadia* for a longer cruise, an eight-night trip from Sydney to Fremantle on 26 Feb is also on sale from \$1,199ppts.

Shackleton century voyage

BENTOURS has released cabins for sale on two special voyages retracing the route travelled by Antarctica explorer Sir Ernest Shackleton on his epic expedition to cross the frozen continent via the South Pole in 1914.

The 21-day *Spirit of Shackleton* departures are scheduled for Jan 2014 and 2015, leaving from Ushuaia, Chile aboard the *MS Expedition*.

Fares start from \$15,999ppts and include all onboard meals, lectures & education sessions, visits to scientific research stations and Zodiac excursions onto the ice - phone 1800 221 712.

Regent vessel exits drydock

BOASTING new furnishings, upholstery and carpeting, Regent Seven Seas Cruises' luxury vessel *Seven Seas Voyager* has returned to service following a significant interior overhaul.

Furnishings, lighting and artworks in the ship's penthouse suites were upgraded, along with wall coverings, outdoor furniture and new teak installed on all balconies.

Public areas were also refreshed, with new outdoor furniture added, new bars installed, mosaic tiling added to outdoor eateries while the main Constellations theatre was refreshed.

Culinary classes on Oceania

MORE than 20 different classes offering tips on regional cuisines through to home-made favourites will be available as part of the Bon Appétit Culinary Center 2014 curriculum, recently released by Oceania Cruises.

Classes will be conducted aboard Oceania vessels *Marina* and *Riviera*, with sessions running from 45 minutes through to three hours depending on the itinerary underway.

For more information on the range of classes underway, **CLICK HERE**.

Astor Indonesia upgrade deal

SOON-TO-ARRIVE cruise liner *Astor* has launched a complimentary cabin upgrade offer for one of its upcoming Fremantle departures.

Passengers who book a Category 3 cabin on a five-night Fremantle to Bali cruise priced from \$760ppts, the six-night return sector at \$910ppts or the entire 11-night journey from \$1,669ppts will receive a Category 7 stateroom.

The sailing departs Fremantle on 02 Jan 2014 and leaves Bali to head back on 07 Jan - limited availability exists and is available to new customers only - see www.cmvaustralia.com.

Big names to cruise Seabourn

GUEST entertainers, celebrities and lecturers will travel aboard *Seabourn Sojourn's* 2014 world cruise, luxury line Seabourn has advised.

The 116-day global circumnavigation will depart from Los Angeles on 04 Jan next year, heading west and arriving Venice on 01 May.

Among the lineup will be Tony-award winning Broadway star Patti LuPone, four-time winner of the America's Cup yacht race Dennis Conner and Tony Mendez, a former CIA operative who was involved in the real-life events in Iran which inspired the blockbuster film *Argo*.

Business Development Manager New Zealand, P&O Cruises

With a local cruising history of 80 years, P&O Cruises is Australasia's most loved cruise line. From the Pacific Islands, Papua New Guinea and New Zealand, to the best of Australia's east and southern coasts, P&O Cruises delivers some of the southern hemisphere's most incredible destinations.

P&O Cruises is part of the world's leading cruise holiday company, Carnival Corporation (represented in the Asia Pacific region by Carnival New Zealand). Growth in the New Zealand cruise market is outpacing all international markets with brands managed by Carnival New Zealand (including P&O Cruises, Princess Cruises, Cunard, P&O Cruises UK) representing the majority of the local cruise industry.

Reporting to the Sales Manager NZ, the Business Development Manager, P&O Cruises is responsible for building a strong geographic presence in order to achieve sales targets through industry relationships and business partnerships. The incumbent will be responsible for educating trade and consumer channels on the unique selling points of P&O Cruises, and driving incremental revenue through existing and new channels.

Key responsibilities include:

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- developing and implementing business plans
- promoting our exciting products and services through on-site sales calls, telephone and written communication
- supporting the development of local marketing for agents
- managing product education events, presentations and training
- preparing and delivering financial reporting to key accounts across the territory

We seek applications from enthusiastic and energetic individuals with a passion for travel and cruising who demonstrate:

- success in exceeding sales results in an 'on the road' territory management role
- strong relationship building and influencing skills
- excellent communication skills (written and verbal) with an engaging and impactful presentation style
- self motivation and discipline with the ability to work in a highly autonomous manner and prioritise workload to have maximum impact
- the ability and willingness to travel frequently across the territory and attend functions on evenings or weekends as required

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Face to Face: David Cox General Manager, Travelmarvel

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

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

In the last 12 months we've seen sales double, introduced a new dedicated team & expanded into new destinations. Looking forward to the next 12 months, we've increased our Mekong cruising program two-fold, introduced Russia, Mississippi and China river cruising & we've got exciting new additions to our portfolio planned. For the next 5 years, hopefully working with an even larger team & portfolio.

What is the key to your success?

As a team we are passionate about our product. We listen to the wants and needs of customers to evolve & refine our offering in order to deliver the very best proposition possible, at the very best price.

What is your favourite destination, and why?

Vietnam & Cambodia. They offer such a contrast to anywhere I have travelled. By cruising through small villages and getting to meet locals, you gain a real insight into the true essence of the destination.

What was your most memorable moment on a cruise?

It has to be taking a motorbike ride in Saigon. I was one of what seemed like hundreds of thousands of others zipping around the city. Terrifying and exhilarating in equal measure sums it up nicely. I loved it!

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

By continuing to deliver incredibly high standards while also offering exceptional value for money.

What do you think is the most underrated aspect of cruising?

The amount you can see, do and experience without feeling overwhelmed. At Travelmarvel we've developed a sightseeing program that combines well known icons with unique off the beaten track experiences, while also allowing enough free time for guests to explore.

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

No unpacking! Cruising offers fantastic value for money and guests can see many amazing destinations, cultures and sights in one trip. What's more, it's really sociable and you get to travel with like-minded people, often making new friendships that last a lifetime. This is especially important for people who might be travelling alone.

Describe your perfect cruise in 25 words or less.

A combination of new cultures, dream destinations, fabulous cuisine and the chance to learn more about this fascinating world of ours.

What are your career ambitions?

To continue delivering outstanding product, supporting an excellent team and delivering extraordinary growth.

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

Work hard, put your customers and team first and have fun!



David's Cruise Favourites!

Ship: *La Marguerite.*

Ship Activity: Happy hour spent discussing the days adventures with fellow guests.

Shore Excursion: Climbing Mount Pilatus in the Swiss Alps, just outside of Lucerne.

Region: Europe - so many different cultures in such close proximity

Port: Sydney

Onboard Food and Drink: Local seafood washed down with a few ice cold beers

Perk of the Job: Travelling the world to find new destinations for our guests to explore

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