



Best National Cruise Week ever!

CLIA has said the second year of the campaign saw greater trade involvement, inquiries and consumer sales figures.

CRUISE Lines International Association (CLIA) Australasia has declared National Cruise Week "an outstanding success" after receiving positive feedback from agent and cruise line members.

General manager Brett Jardine said he had been "inundated with positive feedback from agent and cruise line members".

"It seems National Cruise Week has already developed a significant level of awareness and engagement among consumers, so we are thrilled with the result," Jardine said.

"When we compare this year to the inaugural National Cruise Week in 2012, it's very obvious to me that our retail members had a better grasp of what the week was all about.

"The level of activity, the number of events and the commitment to get involved was overwhelming by comparison."

In coming weeks, CLIA will conduct a formal survey with retail members in order to measure the impact on sales.

Jardine also confirmed the campaign would be repeated next year.

"It's a great result for the industry and we look forward to facilitating National Cruise Week again in Sep 2014," he said.

Royal Caribbean Cruises commercial director Adam Armstrong reported bookings for the sale week were up 15% compared to the previous year, and up 45% compared to the previous week.

Seabourn and Holland America director of sales Tony Archbold said the week had provided both cruise lines with great opportunities to be involved in training and presentations across Australia.

MSC Cruises md Lynne Clarke said the week had created a real buzz, especially with last-minute offers and earlybird deals to the

Mediterranean, Norwegian Fjords, Baltic and Caribbean.

APT general manager marketing Debra Fox also proclaimed her delight with the strong distribution support received for the company's expanding portfolio.

CLIA Australasia co-deputy chair and Carnival Australia ceo Ann Sherry praised agents for coming together on National Cruise Week.

"The cruise industry makes its biggest splash when we all speak with one voice," Sherry said.

"I look forward to working with CLIA and our valued agents in the years to come to make National Cruise Week an even more prominent fixture on the calendar," she added.

Local partnership for National Cruise Week

LAST week's National Cruise Week saw many special events held right across Australia in which the fastest growing holiday market continued its annual promotions.

One such event was conducted by Cruisescene and Donna Barlow Travel in the form of their second annual Cruise Expo on the weekend.

Representatives from 11 different cruise lines were in attendance, showcasing their wares to a collective audience of more than 130 people.

Over the course of the day, all suppliers took turns conducting presentations, answering questions and meeting with existing, returning and new clients, with many bookings made.

By all accounts, the day was a major success as all eyes turned to the 2014 edition, likely to be bigger and better than ever.

Cruisescene business development and general manager Ian Warren is **pictured** above centre on the day with some of the attending members of his team.



NCW roundup in CW today

Today's trade issue of **CW** features plenty of roundup from National Cruise Week as well as more of the latest cruise information.

APT hot deal for Mississippi

COMPANION fly free SuperDeals to the US booked in conjunction with two APT land tours have been extended for sale until 20 Nov.

Taxes are now included in the Fly Free deals, valid on three departures of the 13-day New Orleans to Nashville itinerary from Apr-Jun, or the 17-day The Big Easy to the Big Apple river cruise package, departing on 17 Apr or 05 Jun.

Package prices start from \$8,495ppts, and for more details, phone APT on 1300 278 278.

SeaDream II adds a new port

LUXURY small-ship *SeaDream II* will make her maiden call in Macau in Mar next year as part of a 13-day Asian voyage.

The voyage departs on 02 Mar, travelling from Bangkok to Hong Kong, and will stay an entire night in the former Portuguese enclave.

"To have a cruise ship of *SeaDream II*'s calibre call on Macau speaks volumes for the appeal of city as a genuine port of call, perhaps for future small cruise ships to visit," Macau Govt Tourist Office Australia/NZ gm Helen Wong said.

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Silver Discoverer aims for Australia

Sydney was chosen for good reason as the location for Silversea's global unveiling of its new ship.

AUSTRALIA was for the first time selected for the announcement of Silversea Expeditions' latest fleet expansion because of its importance as both a destination and source market.

Steve Odell, the company's president of Europe, Middle East, Africa and Asia Pacific, said Australia was its number-two market in expeditions.

"We have really grown the business with our expedition product, particularly in Australia," he said at a media launch in Sydney.

"Australians don't mind paying a high price for a good experience."

Silver Discoverer, the former Clipper Odyssey, will be based next year in Asia-Pacific, spending much of its time in Australia and New Zealand.

Odell predicted that half the passengers would come from Australia.

"We're very confident we can achieve those figures," he said.

The vessel's inaugural voyage, from Bali to Cairns on 01 Mar 2014, will be followed by expeditions in the Kimberley region as well as New Zealand, Micronesia, Melanesia, Polynesia, the Russian Far East and Southeast Asia.

Odell told **Cruise Weekly** that the *Silver Discoverer* would "fill a gap" as the most

luxurious ship in the Kimberley and hinted that the company was banking on Lindblad Expeditions pulling out of the region in 2015.

Senior expert crew to serve onboard *Silver Discoverer* include ex-Orion expedition leader Robin West and Silversea's director of expedition cruises, Conrad Combrink.

Built in 1989, the 128-passenger, 5,000-tonne vessel is currently being revamped to Silversea standards, installing a new pool, poolside grill, gym, beauty salon and five categories of stateroom accommodation.

Karen Christensen, general manager and director of sales and marketing Australasia, commented that "to launch a ship in your own backyard is a dream come true".

Christensen also launched Silversea's 160-page 2014 atlas, commemorating the line's 20th anniversary - see www.silversea.com.

Sunshine Coast cruising outlet

CRUISE Holidays Australia managing director Les Farrar has said an interest spike for new fully branded outlets contributed to the move to introduce the brand to the Sunshine Coast.

The company this week confirmed the opening of a new Cruise Holidays outlet in the suburb of Caloundra, which will be managed by travel industry veteran Darryl Laing.

"The Sunshine Coast is a great source of cruise passengers and through the use of the Cruise Holidays brand and range of support systems we provide including marketing and purpose built technology, Cruise Holidays Caloundra will be ideally placed to grow their already healthy cruise sales," Farrar said.

Farrar added the company was now seeking suitable partners in Sydney, with further announcements on new members forthcoming.

Touch and go on Norwegian

INTERACTIVE touch-screen information screens and ship directories which debuted on *Norwegian Breakaway* will be rolled out on the line's entire fleet by the end of 2015.

Once complete, each vessel will be fitted with between 30 and 50 touch-screens in key locations, helping passengers find their way around ships as well as make reservations for restaurants, book shore excursions and tickets to shows with a swipe of their stateroom card.

The screens, which also act as emergency exit signage in the event of an evacuation, will be added as standard on upcoming Norwegian ships incl the upcoming *Norwegian Getaway* upon its launch in Feb next year.

Cruise Shipping conf discount

DEADLINES to take advantage of early-bird registration discounts for the 2013 Cruise Shipping Asia-Pacific conference have been extended until 20 Sep.

The conference is the world's only industry event dedicated to the entire APAC region, and will take place from 09-10 Oct at the Marina Bay Sands in Singapore.

Business sessions will be conducted by cruise line executives during the two-day conference, with numerous opportunities for networking and business development also available.

Registrations received before 20 Sep are priced from US\$995pp - a saving of \$100 - and granting entry to all sessions, functions, a two-day admission pass to the Exhibit Hall & more.

For more information on the conference and its sessions, see www.cruiseshippingasia.com.



Brett Jardine - General Manager



Cruise News & Views...

Cruising Asia

ONE region that the cruise industry is watching closely for the future is Asia.

When weighing up the options before deploying a vessel to a relatively new market, cruise lines will take many factors into consideration.

A primary need to be successful is a strong source market where the bulk of the available capacity will be utilised.

The next focus is on nearby source markets and what contribution they can make to drive the load factor on each departure.

Australia and New Zealand have had a long affinity with land-based holidays in Asia but cruising to this part of the world is yet to follow the same strong growth pattern that we have experienced in many other major cruise regions.

January to April is the peak cruise season in Asia, and in 2014 there will be a very strong line-up of CLIA Member Lines to attract your clients, from Azamara Club Cruises, Celebrity Cruises, Costa Cruises, Compagnie du Ponant, Crystal Cruises, Cunard Line, Holland America Line, Oceania Cruises, P&O Cruises World Cruising, Princess Cruises, Regent Seven Seas Cruises, Royal Caribbean Cruise Line, Seabourn, Silversea Cruises and Star Cruises.

And let's not forget river cruising on the Mekong with our river cruise members all staking a claim with some beautiful looking ships - Avalon Waterways, Aqua Expeditions, APT, Scenic Tours & Uniworld.

That is a heck of a line up with brands that serve every segment of the market - so no excuse to not be including cruise as part of all your Asia conversations with clients!

Carnival keyword agent anger

MAJOR online cruise specialist agencies across Australia and New Zealand are understood to be very concerned about a move by Carnival Australia which bans them from using a range of terms such as "P&O", "Princess", "Carnival" and "Cunard" in online paid search advertising campaigns.

As revealed this week in **Cruise Weekly** sister publication **Travel Daily** ([CLICK HERE](#)), Carnival is insisting that agents not use keywords associated with its brands, and has ordered them to 'negative match' a range of prescribed keywords.

Carnival says it is "actively monitoring the use of our branded keywords by travel agents" and those who don't comply with the policy will have Carnival Australia marketing benefits restricted or suspended, such as partnership incentive programs, select sailings and sales.

This week, the cruise giant went further, adding that those found to be in breach will have their access to the Polar booking system cut off for a minimum of five days.

A number of agents have contacted **CW** about the move, which is perceived as aiming to eliminate online cruise sellers who are

providing significant sales, resulting in heavy commission and override payouts.

Some have gone so far as to investigate whether the Carnival policy breaches trade practices and fair trading legislation.

It's understood that other cruise lines have reacted to the furore with glee, by encouraging the online agencies to be as active as they like with any keywords.

Carnival isn't providing any formal comment on the rationale for the crack-down, apart from a brief statement saying "we value our relationship with our travel agent partners and we will continue to communicate directly with them in relation to this change."

Spotlight on Cairns cruising

CURTAINS will come down today on the 2013 edition of the Cruise Down Under Conference, which took place this week in Cairns.

"This industry is all about positioning yourself for new markets to accelerate visitor growth, just as the tourism industry pioneered the China market and 30 years later we are reaping the rewards," TTNQ ceo Rob Giason said.

Aurora to educate on birdlife

TWO expeditions dedicated to educating travellers on the diversity of bird species in the Spitsbergen region of Norway will be operated by Aurora Expeditions.

The voyages come as a result of a new partnership between the expedition cruise line and conservation foundation BirdLife Australia, which will see the two organisations work together on educating guests on global birdlife.

Sailings of 11-days duration will depart during the peak bird migration period on 20 Jul & 30 Jul, operated by the 54-pax *Polar Princess* vessel - phone (02) 9252 1033 for more details.



THE City of Adelaide is being readied to be returned to the City of Adelaide.

Originally purpose built in the UK port city of Sunderland in 1864 to transport migrants from Europe to Australia, the *City of Adelaide* is the world's oldest tall-ship clipper vessel and has been saved from destruction by a buyer in Australia.

The City of Adelaide Preservation Trust was selected ahead of Sunderland to become the ship's permanent home after it is moved from the port of Irvine in Scotland where it has resided for more than 20 years.

Movement of the vessel will be a delicate operation, requiring a five-piece framework to be assembled underneath, after which the ship will first travel on a barge to London for formal farewell and send-off festivities, which could happen as soon as next month.

After a quarantine stop in Europe, the barge will then embark on its massive 22,000km voyage to Australia, arriving in Adelaide sometime before Apr next year.

Upon its arrival, the *City of Adelaide* will be positioned as a historical landmark in a new non-profit Seaport Village in Port Adelaide.

Stylish new threads on HAL's Sydney team

THOUSANDS of calls with everything from queries to bookings were expected to be taken by Holland America Line's Sydney team during National Cruise Week last week.

The team turned up ready on the Monday morning looking resplendent in their new uniforms ([pictured right](#)) and ready to hit the ground running, with many exclusive savings available for the week.



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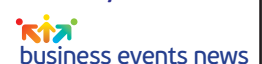
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