



## Princess beefs up Brisbane in 2014

The cruise line's biggest ever presence in Queensland will "launch Brisbane as a gateway to the world".

**PRINCESS** Cruises yesterday announced a series of Brisbane departures for *Sea Princess* and *Dawn Princess*, offering new roundtrip voyages from the Queensland capital to destinations from the South Pacific right

through to South America.

New 2014 cruises ex Brisbane now on sale include a 35-night *Dawn Princess* Australia and New Zealand sailing on 15 Apr priced from \$4,499; a 41-night Hawaii, Tahiti and South Pacific cruise on *Sea Princess* departing on 07 Apr; and a 104-night World Cruise on *Dawn Princess* priced from \$18,999 which departs on 20 May 2014.

They join a range of shorter Brisbane roundtrip cruises on *Sea Princess* including an 11 night Fijian trip, a 14-night cruise to New Zealand, and a seven-night Queensland and Great Barrier Reef voyage.

Princess Cruises executive vp sales, marketing and customer service, Jan Swartz, said the new itineraries from Brisbane opened up a "whole new world" for Queensland pax.

## UK-Australia liners progress

**PROJECT** Orient, a venture by a group of British cruise executives including former Fred Olsen Cruises director Nigel Lingard, is still seeking a lead investor for its two proposed ocean liners that would offer a monthly service between England and Australia.

The company is working with STX France on the 1,600-passenger ships, which are planned to sail from Southampton to Fremantle (20 days) and Sydney (25 days) via the Panama Canal or the Cape of Good Hope.

Newly released plans for the 70,000 GRT vessels show a traditional midship funnel, tiered decks, a clipper bow and cruiser stern, while interior features include several restaurants, a lecture theatre and cinema, and a shopping mall with pop-up stores changing each week.

It is anticipated the first ship would start operations in 2016 if money can be raised within the next few months.

## Carnival Q3 income declines

**CARNIVAL** Corporation has reported a decline in third-quarter income - US\$1.1b on revenues of US\$4.73b, down from US\$1.2b on revenues of US\$4.68b a year ago.

The company told analysts this week it would take up to three years to bring the Costa brand back into profit as it continues to recover from the effects of *Costa Concordia*.

The group was also hit by US\$176m impairment charges related to two older Costa ships which will be laid up or sold (**see p2**), and US\$27m related to Ibero trademarks.



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## Jammed with cruise news

Today's trade issue of **CW** features five pages of all the latest cruise information.

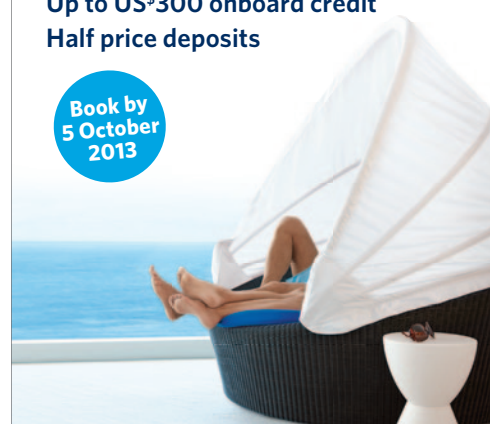
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Peter Kollar - Training & Development Manager



### Cruise News & Views...

## Social Media the RIGHT WAY

**MORE** than 200 million people chatter on Twitter and a billion are active on Facebook every month; it's just common sense to find ways to benefit from what is now accepted as a normal means of communication.

A recent survey found that 52% of Facebook users said their travel plans were influenced by seeing friends' pictures of trips. (Hint: make sure YOUR Facebook page has plenty of visual content).

Of those other people who had already made travel plans, only 48% stuck with their original ideas after checking out what was being said on social media channels. Social media has a BIG effect!

However the travel sector seems to lack clarity as to what exactly customers are looking for from social networks. Research shows that people planning a holiday do not appear to engage in social networks with the primary intent of actually booking travel.

While customers may research trips and find inspiration, purchases through social media are rarer. So what can you do?

Firstly, use the tool to engage your community base, promoting interaction and sharing opportunities that in turn lead to business loyalty for you.

When you consider the current usage habit of these tools, the most notable opportunity is to engage in real-time interaction between you and your clients during their holiday. Focus on offering information based on their current situation.

For example, if someone is tweeting about cruising into the port of Barcelona tomorrow, offer them information on the hop-on-off bus fares and schedule, port maps or weather conditions.

This forms a great bond between you and your client, and your service will spread quickly to their friends.

## Industry sets sail with Flight Centre

Last weekend's Cruise Expo in Sydney was the culmination of a highly successful series of events hosted by Flight Centre around the country.

**THE** entire Australian cruise industry probably needed a bit of a lie-down on Sunday, with a huge roll-up at the event in Darling Harbour.

**Cruise Weekly** popped

in to see what was happening, and we were overwhelmed at the huge number of consumers in attendance - many of whom appeared to have firm plans for future cruise holidays, and some eagerly booking.

Participants, which included just about every cruise brand sold in Australia, appeared to be quickly running out of brochures, and several commented on the huge response which was exceptionally impressive.

The expos, which also took place earlier this month in Adelaide, Melbourne, Brisbane and Perth, featured exhibitors including APT/Travelmarvel, Avalon Waterways, Bentours, Carnival Cruise Lines, Celebrity Cruises, Azamara Club Cruises, Costa Cruises, Cruise Office, Discover the World Cruising, eWaterways, Holland America Line and Seabourn.

MSC Cruises, P&O, Ponant and Princess were also in attendance, alongside Rocky Mountaineer, Royal Caribbean, Scenic Tours, Star Cruises and Norwegian Cruise Line.

There was also Tauck River Cruising, Territory Discoveries, Viking River Cruises and Uniworld Boutique River Cruises - naturally along with Infinity Cruise and many consultants from



Flight Centre, Escape Travel, Student Flights and Cruiseabout outlets.

**Pictured** above are Cruiseabout's Cassie Liebing, Kathy Clifford and Rosemary Preston, proudly wearing their special t-shirts.

**CW** took lots of photos at the event, which are now available for viewing on the **Travel Daily** page at [www.facebook.com/traveldaily](http://www.facebook.com/traveldaily).

## WIN A DOUBLE PASS TO A LUNCH CRUISE



Today **Cruise Weekly** is giving three lucky readers the chance to win a double pass to a festival lunch cruise with **Sydney Harbour Tall Ships**, valued at \$498 each.

The Australian Fleet Review week, starting 03 Oct, is set to be the biggest



event in Sydney Harbour history, celebrating the centenary of the first entry of the Royal Australian Navy Fleet into the Harbour in 1913. The Sydney Tall Ship fleet will be joining the 58 warships and tall ships taking part in the week's events, which will prove to be a once-in-a-lifetime opportunity for all involved.

To win, be one of the first three people to send in the correct answer to the below question to: [comp@cruiseweekly.com.au](mailto:comp@cruiseweekly.com.au)

What are the names of the four ships in the Sydney Tall Ship Fleet?

Hint! Visit [www.sydneytallships.com.au](http://www.sydneytallships.com.au)

## Costa Group shuffles ships

**IBEROCRUCEROS'** 1,200-pax *Grand Mistral* will be moved across to the Costa Cruises fleet next year and renamed *Costa NeoRiviera*.

This leaves the Costa Group's Spanish brand with only two vessels, while Italy's Costa Cruises will also sell two of its older ships.

According to Carnival chairman Micky Arison, "we're trying to move more aggressively to move out this older tonnage."

He said that despite the *Concordia* disaster, the future of the Costa brand was "very bright".



### Mobile casino for Celebrity

**CANTOR** Gaming and Celebrity Cruises have partnered to provide the cruise industry's first complete mobile casino gaming solution.

The new technology allows passengers to play casino-style games on their Apple or Android smartphones while onboard Celebrity's Solstice Class ships.

Guests can download the free Cantor Gaming app, available to Celebrity customers across its shipboard wi-fi network.

After downloading the app, passengers will then be invited to create a "virtual wallet" at the ship's casino desk to activate and fund their account.

Games, which can be played when the Celebrity vessels are sailing in international waters, include a selection of slots, table games and video poker.

The new technology is also to be installed on Celebrity's four recently "Solsticized" Millennium Class ships in coming months.

Greg Purdy, the line's senior vice president of operations, said: "This state-of-the-art technology allows guests to play outside of the action-filled casino, whether relaxing by the pool, or waiting for their partner to get ready for their night of dining and drinks."

### Royal Princess hiccup

**PRINCESS** Cruises has confirmed that the next scheduled sailing of *Royal Princess* will depart as planned from Barcelona tomorrow.

The new vessel was hit by a three-hour loss of power in the Mediterranean last weekend, which was apparently caused by a circuit breaker malfunction affecting the starboard propulsion motor.

The incident led to the current voyage being cut short and passengers offloaded in Naples.

### Ship shopping guides shelved

**NEW** rules are in place for "port lecturers" on cruise ships visiting Alaska following complaints that passengers were being misled and local stores tarnished.

The lecturers, who are employed by external companies running shopping programs, now have to disclose that they do not work for the cruise line and are engaged in advertising.

The agreement also bars them from criticising shops that don't participate in the program or making misleading statements about sale prices and return policies.

Alaska is the first place to crack down on employers of port lecturers around the world.



**CRUISE** lines are always looking for new destinations to sail around, but this might be taking things a bit too far.

A new island has reportedly emerged in the aftermath of the earthquake that hit Pakistan earlier this week.

The 7.8-magnitude quake was so powerful that it pushed up the seabed and caused a small, mountainous island to rise from the water, about 600 metres off the country's remote southern coast.

Local television reports showed images of the rocky terrain rising from the Arabian Sea, witnessed by a crowd of amazed locals.

According to a geophysicist with the US Geological Survey, this is not the first time that a previously undiscovered island has appeared off the coast of Pakistan.

The phenomenon is said to be commonly related to "mud volcano activity".

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\*Emirates will be launching one-stop flights to Kiev from 16th January 2014.

Hello Tomorrow 

## UK cruise call centre closure

**BRITISH** travel giant TUI has announced the closure of its dedicated cruise call centre, which looks after brands including CruiseDeals, Thomson and Island Cruise.

48 jobs will be affected, with the company saying it plans to handle the business through its retail store network via so-called "Virtual Call Centre" technology.

The move follows a review of operations, with a spokesperson saying it had been a difficult decision and that affected staff would be considered for alternative roles in the firm.

## Noordam not the newest

**THANKS** to the hundreds of *Cruise Weekly* readers who were quick to point out an unfortunate blunder in the report in Tuesday's issue about Holland America's *Noordam*.

The story incorrectly stated that *Noordam* was the newest in the HAL fleet.

The ship, which is Holland America's final *Vista* class vessel, was launched in 2006, followed by *Eurodam* in 2008 and of course the *Nieuw Amsterdam* in 2010.

We apologise for any confusion and very much appreciate your feedback.

## Hong Kong expo attracts 30K

**MORE** than 30,000 people turned out last weekend for Hong Kong's first Cruise Holiday Expo, a three-day event held at Kai Tak terminal (pictured below).

It was the first time the new cruise terminal had been opened to the public.

Ecruising chairman Brett Dudley, who attended the event, where his Hong Kong office manned a stand, said the "crazy busy" expo illustrated that the local market has the capacity to develop cruise holidays as part of its ongoing tourism development.

"They had to implement crowd control there were so many people," he said.

Travel Industry Council executive director Joseph Tung Yiu-chung said most seminars were full of curious consumers.

"The expo helped to give the public information about what a cruise holiday entailed," he said.



## Business Development Manager, South Australia/Northern Territory Princess Cruises®

Princess Cruises is the third largest cruise ship operator in the world and part of the world's leading cruise holiday company, Carnival Corporation (represented in the Asia Pacific region by Carnival Australia). Known as the Destination Experts, Princess Cruises visits more than 330 ports around the world. Locally, Princess Cruises has operated cruises for more than 10 years and has three ships departing from Sydney, Brisbane, Melbourne and Fremantle. Princess Cruises is a multi-award winning cruise line having won AFTA's Best Cruise Operator for four years running.

Reporting to the Head of Sales and supported by a sales planning team, the Business Development Manager 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 benefits of this premium cruise brand, and driving incremental revenue through existing and new channels.

### Key responsibilities include:

- being the face of Princess Cruises in the territory, maintaining a high profile and professional standing
- developing and implementing business plans
- promoting our premium 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 confident and experienced sales professionals with a passion for travel and cruising who demonstrate:

- success in exceeding sales results, either in an 'on the road' territory management role or within retail travel
- the ability to strategise, and plan a territory in order to achieve challenging goals
- 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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## SeaDream signs with Resco

**SEADREAM** Yacht Club last night announced an agreement with Rescompany, which will see the cruise line implement the complete suite of Resco systems.

That includes Resco central reservations, Resco CRS and the Resco CRM customer relation management module, all of which will be implemented at the SeaDream headquarters in Oslo in coming months.

SeaDream will also implement Resco's property management systems solutions Resco SMS and POS for onboard both *SeaDream I* and *SeaDream II*.

The cruise operator's chief information officer, Andreas Brynstad, said the move came after an extensive evaluation process of the suite, "and we see it as the perfect fit taking our operation to the next level".

Rescompany md Peter Winqvist said the systems would help SeaDream Yacht Club to "simplify and enhance processes at several levels of their operation, shore side and on the vessels".





## Face to Face: Michelle Taylor

### GM Sales & Marketing, Travel the World

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

#### How did you get into the cruise industry?

I travelled extensively as a child so was always keen to get into the travel industry and was lucky that circumstances saw me follow a path into the cruise industry.

#### What is the key to your success?

Listening, loyalty, great leaders to work with, and being open to constantly learning.

#### How many cruises have you been on in the past five years?

Approximately 13.

#### What was your most memorable moment on a cruise?

Cruising on *L'Austral* through the Indonesian islands at sunset with my family – it was beautiful.

#### How do you spend days at sea?

Visit to the gym, reading a book, people-watching, nice lunch, spa treatment, afternoon nanna nap and then sunset cocktails – dinner and potentially a dance in the nightclub.

#### How can cruising attract more young people and/or families?

By marketing in different channels, where people haven't potentially thought about cruising, and giving them an insight into what to expect on a cruise through video and other social media tools.

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

Unpacking once!

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

That there is definitely a ship and cruise line for everyone and how critical it is matching a client to the right ship/cruise line.

#### What is your best tip for seasickness?

Mind over matter – stay busy.

#### What is your prediction for the future of cruising?

A lot of growth, with consumers having access to more choices, all offering a great value for money proposition.



### Michelle's Cruise Favourites!

Ship: *L'Austral*

Ship Activity: A massage

Shore Excursion: bear-watching at Neets Bay, Alaska

Region: Alaska

Port: Sydney (can't beat sailing into it)

Onboard Food and Drink: Champagne - Veuve Clicquot!

Perk of the Job: Working with fun people

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