

Cruise Traveller client

TRAVEL agency and cruise GSA Cruise Traveller has signed an agreement to represent luxury French line Compagnie Du Ponant in the Australian market.

Under the deal, the agency will promote the line and its range of global sailings on three cruisers and one traditional masted ship.

"After 15 years of developing our boutique cruise and voyage portfolio, this is an exciting addition," Cruise Traveller managing director Craig Bowen said of the firm's new signing.

Cruise host agencies

SPECIALIST cruising retail group Cruise Holidays expects to launch a host agency business model which can be rolled out to general travel retail stores and home-based agents in coming months.

Those who take up the general host agency system will gain access to the group's custom-built sales technology.

The hint from Cruise Holidays came in line with the opening of the firm's fourth fully-branded retail store, located in Noosa and in partnership with the existing Noosa Cruise and Travel outlet.

Tas & Vic-based cruise specialist pair Robyn & Murray Sinfield have also joined the group, taking its total number to 25 agencies.

Cruise Holidays managing director Les Farrar said the growth of the organisation was "in line with expectations".

APT gears up for AmaReina

AFTER a record-breaking month of river vessel christenings in Europe, APT has broken the trend with its soon-to-debut *AmaReina* by choosing to shift its focus away from the "hardware of the ship".

Ahead of the official ceremony to launch *AmaReina* on Fri, APT ceo Chris Hall overnight addressed the group of travel trade partners in Vienna, where the ship arrived today, to emphasise the importance of crew and shore excursions.

"A lot of hardware is being launched at the moment, but our point of difference is our staff, our level of service and the unique experiences we offer off the ship," he said.

"The APT difference is we show you 'our Europe' through our Freedom of Choice and Signature Experiences concepts."

Hall expressed his gratitude to the company's trade partners, "who have never been more relevant", he said.

Luftner order another

EUROPEAN river cruise line Luftner Cruises will add a new vessel into its fleet next year, with the *MS Amadeus II* scheduled to enter service from Apr 2015.

The new ship will be a sister to the *MS Amadeus Silver*, already in the Luftner fleet, will be 135m in length and on delivery, will take the Luftner fleet of vessels to 14.

"Our business cannot survive without the trade."

Key travel agents, APT employees and media (including **TD Cruise Update**) from around Australia, the UK and the US will spend this week cruising on the *AmaReina* from Vienna to Regensburg.

The ship's innovative features include a top-deck pool with a swim-up bar, the 24-passenger Erlebnis restaurant serving a six-course degustation, and the River Bistro, open from 10.30am-10.30pm.

The christening takes place on 04 Apr with Princess Heide von Hohenzollern as Godmother in Vilshofen, Germany.

Home agents cruising

HOME-BASED consultant firm TravelManagers has reported a booming start to 2014 in terms of cruise sales, with Feb sales up 115% from Australian ports and 65% on overseas departures.

Executive general manager Michael Gazal said the results were further proof of the health of the home-based agent model, although steps were being taken for training of the network via a new "Cruise Fusion" curriculum.

Three pages of CU

Today's issue of **TD Cruise Update** features three pages of all the latest cruise information.

Cruise Weekly is back!

TRAVEL Daily Group is proud to announce the return of consumer cruising publication **Cruise Weekly** after an extended break.

Returning as a new-look website and weekly email, the new **Cruise Weekly** contains the world's cruising news, blogs, features, interactive highlights, competitions & more, all delivered free to your inbox.

Cruise Weekly is edited by "Cruisey Louisey" Louise Goldsbury, with the first photo-blog in France at Uniworld Boutique River Cruises welcomes the *S.S. Catherine* into its fleet to begin sailing the Burgundy/Provence region.

For the latest consumer cruise news, sign up to **Cruise Weekly** now at www.cruiseweekly.com.au.

TD Cruise Update will remain in place alongside **Travel Daily** as your essential twice-weekly source of all the latest trade news from the travel and cruise industry.

RCI open 15/16 winter

CARIBBEAN departures for the 2015/16 northern winter season on Royal Caribbean International's *Oasis*, *Allure* and *Freedom of the Seas* are all now open for sale.

The three mega-vessels will all operate alternate week-long East and Western Caribbean voyages from Florida, with *Allure* & *Oasis* to be based in Port Everglades & *Freedom* to depart Port Canaveral alongside *Serenade of the Seas*.

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Evergreen 2015 guide

NEW cruise itineraries in France, Eastern Europe and Scandinavia highlight the newly released 2015 Europe River Cruising brochure, now out from Evergreen Tours.

The line's new "Star Ship" fleet features heavily in the guide, with one delivered, another to join later this month and two more on order for 2015 delivery.

Across 138 pages, new cruises include a 24-day Amsterdam to Bucharest, a 22-day European River & Norwegian Fjords sailing & a 17-day Russian river itinerary also taking in Dubai and Istanbul.

Guests wishing to combine an Evergreen Tours river cruise with a land itinerary can do so, with many options seamlessly linked.

Early payment deals and specials for solo travellers are now on sale.

New focus on Fiji cruising

TOURISM Fiji has earmarked cruising in general as one of many niche markets it plans to put a significant amount of effort into developing in coming months.

The organisation's global marketing director Ken Freer told **TD Cruise Update** it believes there is a lot more that can be done to harness the most out of its cruise industry.

Describing it as an "untapped opportunity", Freer said the company needed to identify and build on the plethora of opportunities available.

Freer separated the country's industry into three sub-categories ranging from the "big format" cruise ships visiting Fiji, locally-based operations including Blue

Lagoon Cruises and Captain Cook Cruises and day cruise operators.

He highlighted the northern island region of Lau as holding significant potential & something that was only just getting started by Captain Cook Cruises Fiji.

Earlier this year, CCC Fiji said it was seeing strong pax demand for the new 11-night Lau Islands Discovery Cruises (**TDCU** 13 Feb), with three additional departures on 28 Apr, 04 Aug and 04 Nov scheduled for this year.

"The economic benefits that flow down for communities like that (Lau) – it doesn't take a lot for it to make a really big difference," Tourism Fiji regional director Australia Carlah Walton added.

"So if you're getting one cruise ship through and you're getting all the day passengers off who are just buying a few things or just buying food and drink, the economic benefits for that little island are just massive".

Brittania system sinks

TECHNICAL issues have caused carnage for P&O Cruises World Cruising in the UK for travel agents trying to book cabins on the line's new ship *Brittania*, with IT systems crashing systemwide.

Travel agents reported clients being able to access staterooms by booking direct, a claim denied later by the line who said all booking systems were affected.

Despite the temporary outage, the release of cabins on the new vessel contributed to a record 81% increase in first-day bookings.

Seabourn planner hire

LUXURY cruise line Seabourn has recruited Robin West to take the role of manager expedition operations and planning for its Patagonia & Antarctic itineraries.

West will also have a hand in organising land elements & shore excursions for the line in other parts of the world, Seabourn said.

Sail Burmese islands

AUSSIE tour operator Active Travel has launched a new sailing trip allowing pax to explore the isolated Mergui Islands of Burma.

The Andaman Sea archipelago is made up of more than 800 small and remote islands, the region visited on average by less than two people per island each year.

Active Travel has released a season of 23 departures between Oct 2014 and Apr 2015 for a six-day round trip from Kawthaung, priced from €1800ppts, inclusive of accom, onboard meals, shore excursions and much more.

Phone 1300 783 188 for details.

Cruise Calendar

Travel Daily Cruise Update's calendar details upcoming port calls of cruise ships at various destinations around Australia.

SYDNEY	
<i>Radiance of the Seas</i>	01 Apr
<i>Carnival Spirit</i>	02 Apr
<i>Celebrity Solstice</i>	03 Apr
<i>Pacific Pearl</i>	04 Apr
<i>Pacific Pearl</i>	07 Apr
BRISBANE	
<i>Pacific Dawn</i>	02 Apr
<i>Sea Princess</i>	07 Apr
FREMANTLE	
<i>Astor</i>	01 Apr
CAIRNS	
<i>Rhapsody of the Seas</i>	03 Apr
THURSDAY ISLAND	
<i>Caledonian Sky</i>	02 Apr
<i>Coral Princess</i>	03 Apr
YORKEYS KNOB	
<i>Pacific Dawn</i>	06 Apr
DARWIN	
<i>Sun Princess</i>	05 Apr
HOBART	
<i>Celebrity Solstice</i>	01 Apr
NEWCASTLE	
<i>Rhapsody of the Seas</i>	07 Apr
TAURANGA	
<i>Spirit of Enderby</i>	02 Apr
<i>Dawn Princess</i>	03 Apr

discover the world

Discover the World has over 80 offices in more than 60 countries, and is the largest travel representation company with more than 70 clients worldwide. Our Australian office currently represents a number of international travel brands including Hurtigruten, Variety Cruises, Swan Hellenic, Voyages of Discovery, Hebridean Island Cruises, Expedia TAAP, Caesars Entertainment Resorts & Hotels and a number of airlines, and also operates a successful cruise wholesale division, Discover the World Cruising.

Due to our continued growth we have the following exciting opportunities available to join our team.

Operations Manager – Sydney

An opportunity has arisen for an experienced operations manager to head up our busy and growing cruise division.

This role will suit a dynamic individual with a strong passion for cruise and with excellent communication and management skills. The ideal candidate will have strong organisational, analytical and negotiation skills, a focus on service and will have a minimum of three years experience in a similar role.

Sales Executive x 2 – Sydney and Melbourne

We are seeking two highly motivated Sales Executives with previous travel industry field sales experience to work in these newly created positions, on a defined portfolio of Discover's clients, with the main focus being on the cruise clients.

These diverse roles will suit energetic individuals who will be responsible for calling on travel agents, developing new, and nurturing existing, business relationships, perform product training to agents and attend trade shows as required. The ideal candidates will have a minimum of three years work experience in a similar role.

Cruise Consultant – Sydney

An exciting opportunity has arisen for this newly created position to work in our cruise division.

The successful applicant will be responsible for, but not limited to, handling enquiries and special requests, taking bookings and maintaining manifests. The ideal candidate will have a passion for cruise and spreadsheets, and will have a minimum of two years work experience in a similar role and must have strong skills in excel.

Competitive remuneration based on experience. Please send all applications to: hr@discovertheworld.com.au. Applications close on 18th April and only successful candidates will be contacted.



EVER since Norwegian Cruise Lines last year signed an official agreement with the Miami Dolphins NFL franchise (CW 22 Oct), the floodgates have opened with different cruise lines signing any and every professional team they could. Celebrity Cruises partnered with the New England Patriots and now Carnival Cruise Lines have taken the trend to a more local level, signing to become the "Official Cruise Line" of the Texas League baseball side, the Frisco RoughRiders - an affiliate of the Texas Rangers.

The deal will see the Carnival logo and colours emblazoned across the Dr Pepper ballpark in Frisco, Texas as well as many elements of a cruise experience to be blended with baseball.

Home runs will be celebrated with a Carnival ship horn, fireworks in the outfield along with celebratory LED graphics.

Specialist speakers

A MIX of historians, naturalists, authors and experts in a variety of other fields have been lined up by American Cruise Lines to act as guest speakers on different voyages in its 2014 sailing season.

Among the lineup will be river historians Toots Maloy and Todd Weber, community preservation campaigner Sandy Balla, maritime lecturer Sam Ladley & cultural researcher Charles Petrocci.

Lecturers will spend different lengths of time on each voyage and in some cases, will join shore excursions to speak while on land.

"Having lecturers aboard is really helpful to passengers; it gives context to what they're seeing," Ladley commented.

CLICK HERE for a complete list of onboard speakers and on which voyages they will take part.

Voyager heads to Asia

ROYAL Caribbean's largest ship to sail from Australia, *Voyager of the Seas*, set sail last weekend, bound for Asia at the conclusion of her most recent Aussie season.

The 3,114-pax vessel arrived in Nov for its 2013/14 season.

Gold Coast allured by Caribbean

ROYAL Caribbean last week selected Gold Coast agent Hayley Russell from Our Vacation Centre as the winner of its recent *Allure of the Seas* agent incentive.

Russell was named as the winner for selling the most cabins aboard *Oasis of the Seas*, *Freedom of the Seas* and *Allure of the Seas*, and will now have the chance to experience a seven-night cruise for two aboard the latter.

The prize-winner is pictured right in the centre accepting her prize with Our Vacation Centre's Gail Molloy & Tony Soden, Royal Caribbean Int'l.



New client for Micro

NICHE cruising wholesaler Micro-Cruising has announced a new sales partnership with A-ROSA River Cruises, represented locally by Inspired Luxury.

The sales agreement covers the Australia & New Zealand markets.

Twelve vessels operating across Europe make up the A-ROSA fleet.

"We are excited that we can offer a high-end European River experience," said Micro-Cruising managing director Nicola Caygill.

SeaLink SA brochure

SEALINK Travel Group has released its 2014/15 South Australia Holidays brochure, with the 24-page booklet featuring a range of options on land and sea.

In addition to package holidays to the Eyre Peninsula, Flinders & Barossa Ranges and many more, the guide also features FIT offers and single day trips ex Adelaide.

Dr. Seuss Bookville

KIDS travelling aboard *Carnival Freedom* will be the first to try out the new Dr Seuss themed play spaces under the recently launched "Seuss at Sea" program.

Features of the theme will include book reading activities for both children and families, arts and crafts, decorations, toys, games and quirky furniture which will be added to the ship in a two-week dry dock from 19 Apr.

The Seuss at Sea program will be eventually installed on both *Carnival Spirit* & *Carnival Legend* for their Australian operations.

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