



Landmark year in cruising

THE cruise industry united for an historic two-day events extravaganza with Australia's inaugural Cruise3sixty conference on Fri followed up by the first CLIA-branded national awards ceremony on Sat.

More than 370 delegates attended Cruise3sixty - held outside North America for the first time - at the Four Seasons in Sydney, which attracted several high-profile guests including surprise appearances by the Minister for Roads and Ports, Duncan Gay, and *The Love Boat* star Captain Merrill Stubing aka Gavin MacLeod.

The Minister, describing Sydney Harbour as "our crown", seemed pleased to discuss the less troublesome component of his portfolio, including the expansion of the Overseas Passenger Terminal and the growth in regional destinations such as Newcastle and Eden, but noted that access to White Bay Cruise Terminal "needs a bit of work".

CLIA global president Christine Duffy said in her opening address that it was a "landmark year" for cruising, with 34 ships making 588 calls between Oct 2013 and Apr 2014, and Australia achieving the second highest market penetration rate in the world.

"Australasia could surpass North America in the coming decade," she said, before commending travel agents on their "critical

role in this success.

"Agents are the natural ambassadors, the lifeblood of the industry," Duffy said.

Other highlights included panel discussions with the local heads of all the major cruise lines including Ann Sherry (Carnival Australia), Gavin Smith (RCCL), Geoff McGeary (APT), Stuart Allison (Princess Cruises), Karen Christensen (Silversea), Stewart Williams (Globus), Kathryn Beadle (Hurtigruten) and Francesco Galli Zugaro (Aqua Expeditions).

Also featuring was Simon Cheng (director of marketing, P&O and Cunard), Craig Chisholm, md, ozcruising, Dan Russell, gm, Clean Cruising, Michelle Taylor, gm sales & marketing, Travel the World, Ross McDonald from Google Australia, and Carolyn Spencer Brown, "the most powerful woman in cruising", editor-in-chief of *Cruise Critic*.

Sarina Bratton AM, Compagnie du Ponant's new Australia chairman, wrapped proceedings with a vision of cruising's potential fan base in 2020, by when the 65+ market is forecast to double and the 85+ market will triple.

Sherry pointed toward the surge in the family market, which has been "turned back on" to cruising.

"It has become fashionable again, I think we've created a new heyday of cruising," she said.

More from C360 on **pgs 2, 3 & 4**.

CLIA's best cruise sellers honoured



CRUISE industry high achievers from Australia and New Zealand converged on Doltone House at Hyde Park, Sydney with their peers last weekend for the 2013 CLIA Cruise Industry Awards.

The overall mood of the night was one of joy and celebration, with the purpose of the evening to honour and recognise the best the local industry has to offer.

Hosted by Seven Network personalities Hamish McLachlan and Melanie Vallejo, fourteen awards were named in categories covering Australia & New Zealand.

Taking out the nod for Cruise Consultant of the Year - Australia was Deborah Long from Weston Cruise & Travel, ACT, with the travel industry veteran telling **TD Cruise Update** the recognition was among the absolute highlights of her 30 years in the industry.

Rising Stars in the industry were Kerri Anderson of Just Cruises in Brisbane, while Easy Travel &

Cruise in SA won the award for Agency Promotion of the Year for its "Best Job in the Bridge" pitch.

Awarded for Network Promotion of the Year was Cruiseabout in Australia for its "What Kind of Cruiser Are You" marketing blitz which sold well at all of its stores.

The podium for Cruise Agency of the Year - Australia comprised Bicton Travel from Perth, WA, Ozcruising in Philip, ACT and Cruise Express in Balmain, NSW.

CLIA's newest member of its prestigious Hall of Fame for 2013 was Steve Lloyd of Cruise.co.

All of the Australian award winners are **pictured** above with CLIA Australasia gm Brett Jardine and global ceo Christine Duffy.

Blue Lagoon brochure

TODAY'S TD Cruise Update features a full page from Blue Lagoon Cruises announcing its brand new brochure - **see page 5**.



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Cruise Calendar

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

SYDNEY	
<i>Rhapsody of the Seas</i>	11 Feb
<i>Astor</i>	11 Feb
<i>Amsterdam</i>	12 Feb
<i>Celebrity Solstice</i>	12 Feb
<i>Voyager of the Seas</i>	13 Feb
<i>Radiance of the Seas</i>	14 Feb
<i>Aurora</i>	16 Feb
<i>Crystal Symphony</i>	16 Feb
<i>Pacific Pearl</i>	17 Feb
BRISBANE	
<i>Astor</i>	13 Feb
<i>Amsterdam</i>	14 Feb
<i>Pacific Dawn</i>	15 Feb
<i>Artania</i>	15 Feb
<i>Sea Princess</i>	16 Feb
MELBOURNE	
<i>Seabourn Sojourn</i>	13 Feb
<i>Crystal Symphony</i>	13 Feb
<i>Celebrity Solstice</i>	14 Feb
<i>Seabourn Sojourn</i>	14 Feb
<i>Pacific Pearl</i>	15 Feb
<i>Queen Mary 2</i>	17 Feb
FREMANTLE	
<i>Queen Mary 2</i>	12 Feb
AUCKLAND	
<i>Seabourn Odyssey</i>	11 Feb
<i>Aurora</i>	11 Feb
<i>Sun Princess</i>	12 Feb
<i>Sea Princess</i>	12 Feb
<i>Amadea</i>	12 Feb
<i>Oosterdam</i>	16 Feb
<i>Voyager of the Seas</i>	16 Feb
CAIRNS	
<i>Columbus 2</i>	11 Feb
<i>Silver Whisper</i>	11 Feb
<i>Artania</i>	12 Feb
<i>Astor</i>	16 Feb
<i>Amsterdam</i>	17 Feb

Oasis, Quantum in 10 years

AN OASIS Class or Quantum Class ship will visit Australia within a decade, according to Gavin Smith, regional vice president, Asia Pacific, Royal Caribbean Cruises Ltd.

Speaking to **TD Cruise Update** at the Cruise3sixty conference on Fri, Smith clarified a statement made earlier by Sydney Ports chairman Nicholas Whitlam who said the wharf extension planned for the Overseas Passenger Terminal would accommodate 5,000-pax ships "that will visit sometime in the near future".

Speculation that the redeployment of *Allure of the Seas* to Europe in 2015 (**TD Cruise Update Thu**) and this year's

CLIA port committees

GLOBAL cruise ports will benefit from closer access to CLIA member cruise lines via a new Global Ports Committee structure.

The role of the new committee will be to provide a forum for lines to canvass port-related issues of concern and to engage directly with ports on operational matters.

Chairing the new global panel will be Giora Israel from Carnival Corporation, with John Tercek from Royal Caribbean Cruises Ltd, Tom Spina from Norwegian Cruise Line & Gianluca Suprani of MSC Cruises serving alongside.

Further, new regional port committees will be set up to cover specific issues in the Australasia, Americas and Asian regions.

MEANWHILE, CLIA has named Cruise Copenhagen Network director Bo Larsen as its director of port engagement and business development from 01 Mar.

launch of *Quantum of the Seas* in the US could mean one of Royal Caribbean's megaliners may head down under within a couple of years was "a misunderstanding", Smith said.

He explained: "They're building [a longer wharf at the OPT] to accommodate those ships that aren't built yet, rather than building it to accommodate ships that are already built."

The Australian market was not yet a financially viable option for the world's biggest ships, Smith added, and it was also not ready for a vessel to be home-ported in Sydney year-round, as it was a "no brainer" to send the ships to Alaska or Europe during our winter, "but Australia will definitely have an Oasis or Quantum Class ship within 10 years", he confirmed.

MEANWHILE, the company is set to reveal major news next month, with a "global announcement" touted to be made in Sydney in early Mar.

Panama Canal strike

WORK to widen the Panama Canal has been suspended, with a dispute over who is responsible for a US\$1.6b cost blowout now threatening to sink the project.

According to *The Wall Street Journal*, the consortium leading the construction says the project is now on the "brink of collapse".

Both side are naturally blaming each other, but are "committed to finding a solution", however talks now appear to be at a stalemate.

The Panamanian Government is urging workers to resume normal activity during the dry season.

Seabourn call in Eden

THE NSW southern coast port of Eden has welcomed the first of two ship visits for the season, with *Seabourn Sojourn* tying up at 10am yesterday on its maiden visit on its 116-day world sailing.

More than 450 passengers disembarked for the day, visiting the Killer Whale Museum, Ben Boyd National Park, Twofold Bay, Potoroo Palace and much more, injecting an estimated \$100,000 into the local economy.



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Princess brings Stubing to town



PRINCESS Cruises Ambassador Gavin MacLeod - best known as Captain Merrill Stubing from *The Love Boat* - made a surprise appearance at Cruise3Sixty last Fri to make a big announcement.

In town for a number of Princess engagements, MacLeod told C360 delegates that the 2014 CLIA Australasia Masters Conference will take place on a seven-night Princess Cruise to Mexico.

Stubing said the event will take place aboard *Crown Princess*, the first time the line has hosted the annual combination of sales sessions with a relaxing cruise.

On breaks between sessions, attendees will visit Puerto Vallarta, Cabo San Lucas and Ensenada during the roundtrip sailing.

"I thought I had the best job in cruising, but seems like I've got some competition from CLIA cruise agents," MacLeod quipped.

Sales guru and motivator Scott Koepf will again ply his techniques during the conference, departing Los Angeles on 15 Nov.

MacLeod is pictured second from left with Princess Cruises' Stuart Allison, CLIA global CEO and president Christine Duffy and Australasian gm Brett Jardine.

Anthem voyages out

ROYAL Caribbean International has released the itineraries to be operated by its second Quantum-class vessel *Anthem of the Seas*, which will debut in early 2015.

Anthem will be based from the UK's Southampton port, with 20 Mediterranean voyages making up the six-month season, which will begin from 25 Apr, before the ship relocates to Fort Lauderdale.

Cabins for the vessel's inaugural season go on sale from 03 Mar.

Marco Polo Promo

UNIWORLD Boutique River Cruises has today launched a new travel agent incentive, with two river cruise holidays and a luxury gourmet Chinese banquet up for grabs to Aussie travel agents.

Named the "Marco Polo Promo", the incentive is open until 16 Mar, with the overall prizes awarded to the three highest Uniworld sellers.

First prize in the incentive is a stateroom for two on Uniworld's eight-day Venice & The Gems of Northern Italy river itinerary.

Also available is a 12-day Treasure of China & The Yangtze cruise/tour for two people along with a \$500 Chinese banquet for four people at the winner's restaurant of choice - more details from Uniworld sales managers.

New Irrawaddy cruise

SCENIC Tours has announced an additional departure of its 10-day Luxury Irrawaddy river cruise from Mandalay to Yangon to cater for "overwhelming demand".

Priced from \$4,185ppts, the new departure is set for 05 Nov 2014.

Celebrity sign Canyon

WELLNESS brand Canyon Ranch has signed a partnership with Celebrity Cruises to operate and manage spa facilities on ten of its cruise ships operating worldwide.

The Canyon Ranch SpaClub at Sea will offer health, fitness, spa and beauty treatments along with a range of its most popular products including salon services, nail and makeup, massage, Reiki healing energy therapies.

HAL build underway

ITALIAN shipbuilding firm Fincantieri has cut initial pieces of steel on Holland America Line's brand new cruise liner, which is due to enter service in Feb 2016.

The 2,648-passenger ship has not yet been named but will be the first in the line's new Pinnacle Class of vessel.

Local Ponant office

LUXURY French cruise line Compagnie du Ponant now has a working Sydney office, contactable on 1300 737 178 and reservations.aus@ponant.com.

The new presence will lead the line's expansion in Australia and New Zealand, led by chairwoman Sarina Bratton, vice-president Monique Ponfoort and director of sales Australia Steve McLaughlin.

Three brand new brochures featuring the line's sailing range across three luxury yachts and one traditional three-masted ship have been released to the market, priced in Australian dollars.

Alaska has been confirmed as a brand new destination for the line in the 2016 season, with ships to offer expeditions across the globe.

Speaking to media last week, Bratton said the goal was to reach & maintain fleetwide occupancy levels of a consistent 90%, even after the launch of its fourth ship - *Le Lyrial* - in Apr next year.



AS FAR as customer retention goes, APT's Geoff McGeary has the right strategy in place.

The APT patriarch, taking part in the Industry Leaders Panel at the inaugural Cruise3Sixty on Fri, McGeary said companies need to do all they could to win repeat business from its clients.

McGeary praised the retiree market before interestingly, then praising the advancements in medical technology globally, adding its prowess was seeing people live longer, therefore able to holiday with APT on a longer-term basis.

"New stents in the heart, new hips, new knees, I reckon we're getting these people for 10-15 years longer than I got the retirees 50 years ago," McGeary quipped to roars of laughter.

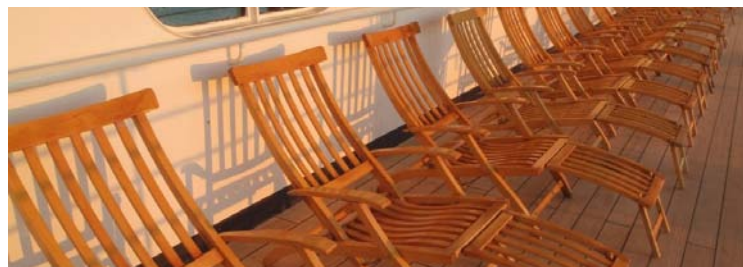
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Cruise industry turns out en masse for big Cruise3sixty Australasia

HUNDREDS of travel agents, cruise line personnel, executives and special guests turned out at Sydney's Four Seasons Hotel last Fri for the inaugural Cruise3sixty Australasia trade show and cruise convention - the first time the event has been held outside North America.

Carnival Australia chose the grand setting to formally unveil its new World's Leading Cruise Lines (WLCL) trade presence, an evolution of the former Complete Cruise Solutions platform, which was launched at the show by Carnival Australia ceo Ann Sherry (pictured left).



The new collective will allow Carnival Australia's seven locally represented brands to offer a refreshed trade face and grouped marketing effort, allowing travel agents to more easily help their clients select the best cruise line for their individual holiday needs, from the "house of brands" in Cunard, P&O Cruises, Princess Cruises, Holland America Line, Seabourn and P&O Cruises World Cruising.

The new site - available at www.wlcl.com.au - provides a single point of contact for travel agents to access the comprehensive offerings of all seven brands, financial reporting tools, weekly travel deals and all communication including eDM's and marketing campaigns.

"Every taste is catered for ranging from high quality mid-range cruising right through to ultra-luxury cruise holidays all sailing to attractive destinations in Australia, New Zealand, the South Pacific, Asia and world voyages with passengers unpacking once to then be pampered with the best in care and service," Sherry said.

Cruise3sixty delivered a thoroughly enthralling and informative structure, with a series of engaging speakers, panel discussions and supplier networking opportunities, capped off with a special appearance by *The Love Boat* superstar Gavin MacLeod as Captain Stubing (see pg 3).

TD Cruise Update has compiled a collection of photos from the event, but for many more, see www.facebook.com/traveldaily.

BELOW: Home-based network TravelManagers sent a delegation of 50 of its Personal Travel Managers to experience all the trade show had to offer - five of whom are pictured below.



ABOVE: Royal Caribbean regional vice-president Gavin Smith with Compagnie du Ponant Australasian chairwoman Sarina Bratton.



ABOVE: Michelle Taylor and Jim Petrisis from Travel the World.

RIGHT: Nerida O'Brien, Peter James and Emma Davie from Scenic Tours.



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Postal address: PO Box 1010, Epping, NSW 1710 Australia
Street address: 4/41 Rawson St, Epping NSW 2121 Australia
P: 1300 799 220 (+61 2 8007 6760) **F:** 1300 799 221 (+61 2 8007 6769)

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Advertising and Marketing: Christie-Lee Lachance, Lisa Martin and Magda Herdzik
 Email: advertising@traveldaily.com.au
Business Manager: Jenny Piper
 Email: accounts@traveldaily.com.au

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Contributors: Guy Dundas and Olivia Archbold
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