

CRUISE

WEEKLY



Thursday 06 Apr 2017

Cruise Weekly today

Cruise Weekly today features four pages of all the latest cruise industry news.

Dream off to Japan

DREAM Cruises first vessel, *Genting Dream* began her inaugural sailing to Okinawa, Japan from her dual homeports in Hong Kong and Nansha, China over the weekend.

To celebrate the inaugural cruise, a special ceremony was held on the ship attended by Japanese dignitaries, executives of *Genting Hong Kong*, as well as local media.

Over 4,000 guests and crew joined the debut itinerary.

Guests on *Genting Dream* this summer will have the opportunity to go underwater on one of two submarines on board.

Dream also has the first ever Little Astronaut training camp featuring former NASA astronauts.

NCL Cuba sailings go off

NORWEGIAN Cruise Line is seeing "incredible demand for Cuba" and has extended its cruises from Miami through 2018.

Norwegian Sky will begin her 2018 Cuba cruise season on 26 Mar, offering 33 voyages following on from 30 cruises to the destination this year.

Sailing four-day roundtrip cruises from Miami, all but one of *Sky's* 2018 cruises will include an overnight stay in Cuba's capital of Havana, as well as a call on Great Stirrup Cay, Norwegian's private island in the Bahamas.

"Cuba is a spectacular destination and we are seeing incredible demand from our guests to experience the beautiful and cultural-rich city of Havana and her warm and friendly people," said Andy Stuart, president and chief executive officer for Norwegian Cruise Line.

Shore excursions will include a

farm-to-table dining experience, exploring the flora and fauna of Soroa, and more.

The new four-day cruises on *Norwegian Sky* will open for sale on 20 Apr.

Carnival RFP for PR

FOR the first time in more than 20 years, Carnival Australia is going to the market with a Request for Proposal (RFP) for public relations services across its multiple cruise brands.

The search follows the news that MG Media Communications, which has been the PR agency of Carnival Australia and its predecessor entities for the past 23 years, will close in May.

The RFP is for all brands except HAL and P&O Cruises World Cruising (UK) and it will identify one agency to provide public relations services to the group.

Tauck's ms Sapphire back in service

TAUCK officially welcomed the *ms Sapphire* back into its riverboat fleet in Paris, France, on Mon following a massive reconfiguration of the vessel's interior spaces.

The *Sapphire* is the first of four Tauck ships due for a refit and now features larger cabins and roomier public areas.

AIDAvita makeover

AIDA Cruises' *AIDAvita* returned to service on Tue sporting new product upgrades after a week-long makeover.

During the refurb, the Waikiki Teens Lounge on Deck 10 was transformed into a Beach Lounge, while the outdoor areas of the Anytime Bar and the Ocean Bar on Deck 7 were refurbished.

The pool area has also been modernised and a new seating area fitted to the poolside grill.

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Your mouth will water when you read our comparison of the food offerings on ships homeporting in Australia in the April issue of *travelBulletin*.

CLICK HERE to read
travelBulletin

U by Uniworld Aus live

THE Australian U by Uniworld website is now live, with requests now being accepted for the nine itineraries on two river ships set to sail from 14 Apr next year.

Aimed at 21 to 45 year-olds, four eight-day itineraries sail the Rhine, Main, Danube and Seine Rivers, with overnight stops and longer stays in major cities, while three "super cruise" options combine two or more of the above itineraries in a 15-day or 22-day trip.

Two five-day holiday departures - Dashing Through The Danube and A Merry Little Christmas Cruise - are also on offer, incorporating Christmas in Europe and a New Year's Eve celebration.

The *River Baroness*, which will remain on the Seine, has been renamed "*The B*", while *The River Ambassador* will become "*The A*".

Both ships will be painted a shiny black, to make them "stand out on the river," ceo Ellen Bettridge told *Cruise Weekly* on board *The B* last week.

They will have a black and white colour scheme with "splashes of colour" and *The B* will undergo a much larger makeover than *The A*, which already has a more contemporary look.

Walking media and trade through the changes on board *The B*, Bettridge said the lounge will be almost completely redone with a larger dancefloor, "little cubbies" and "completely different lighting", while the lobby will be fitted with TVs and

potentially a social media board to help passengers let others know where they are.

"We're going to figure out a way to help people connect, that is the whole concept behind this brand," Bettridge said.

The glass room on the top deck will become a nightclub fitted with comfy lounge chairs, while a self-service laundry will be added and the gym enlarged.

Three room categories - Studio, Balcony and Suites - will be available & all the wall coverings and furniture will be simpler.

Suites will remain as doubles, but with a pull-out couch and in staterooms, soft furnishings (except the headboards) will be redone, more storage added and curtains swapped for shutters.

Prices lead in at \$2,499pp, visit www.ubyuniworld.com.

UnCruise 7th ship

UNCRUISE Adventures' has added a seventh ship to its Alaskan inventory as part of its 2018 Alaska cruises program.

The 88-guest *S.S. Legacy*, a replica coastal steamer newly outfitted with kayaks and skiffs, will sail adventure cruises when it joins the program.

UnCruise has also unveiled seven new itineraries for the season, which features more visits to Glacier Bay National Park.

From Apr to Oct, travellers can choose from 10 adventure cruise itineraries on 160 departures.

Azamara arrives in Cuba



AZAMARA Club Cruises made its maiden visit to Cuba on Fri with *Azamara Quest* docking at the Sierra Maestra terminal.

Toasting the arrival, president and chief executive officer of Azamara Club Cruises, Larry Pimentel said the company is "especially proud to be the first brand from RCL's global fleet to bring our guests to Cuba".

"Today demonstrates our commitment to Cuba and our eagerness to help guests discover

the many aspects of Cuba by connecting guests to the people and places that make the country so vibrant and full of rich history."

The cruise line is operating two additional sailings to Cuba departing 20 and 27 Nov.

Pictured above is *Azamara Quest's* Captain Angel Albertini with Cuban dignitaries.

CLIA US additions

CRUISE Lines International Association (CLIA) in the US has welcomed TUI Cruises, Scenic Luxury Cruises & Tours, and Emerald Waterways as Global Cruise Line Members, growing its members to 31.

All three lines were formerly Regional Cruise Line members.

Coral GBR brochure

CORAL Expedition has launched its 2018 brochure detailing Great Barrier Reef sailings.

The 2018 season will mark 35 years of expedition cruising in the region for the company.

The three-, four- and seven-night itineraries explore the outer reef on environmentally sensitive cruises for up to 44 guests.

All voyages depart from Cairns and are guided by a marine biologist, priced from \$1,596pp.



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Uniworld's exclusive insight



FIONA Brown; Baden Brown, Launceston Travel & Cruise Centre; Rhona Rodgers, MTA - Mobile Travel Agents and Daryl Rodgers at a Champagne welcome at Chateau de Bataille.

AUSSIE trade and media sailing on Uniworld Boutique River Cruise Collection's *S.S. Joie de Vivre* inaugural cruise last week were treated like royalty both on and off the ship.

The gang enjoyed a series of insider experiences, escaping the lines for a behind-the-scenes look at Versailles Palace, soaking up a Champagne reception and private tour of the ins and outs of Chateau de Bataille in upper Normandy and an exploration of Chateau de la Roche Guyon, where guests were greeted by the town's mayor.



ABOVE: Brett and Louise Dann, Hunter Travel Group in the Hall of Mirrors at the Palace of Versailles.

BELOW: The Aussie team soak up the morning sun with Uniworld ceo Ellen Bettridge before heading to the city of Honfleur.



RCI boogies at MTA conference



ROYAL Caribbean staff joined almost 400 agents, guests and suppliers at the MTA - Mobile Travel Agents' Annual Conference at the Sheraton Grand Mirage on the Gold Coast last month.

The cruise line was co-sponsor of the 70's themed Gala Dinner on Sat evening, with guests dressed in costume and busting a move on the dance floor.

Pictured from left are: Peter McCormack, Royal Caribbean; Don Beattie, MTA; Rob Shaw, dsm Queensland, Royal

Caribbean; Mick Boylan, Qantas Holidays; and Fiona Daven, dsm Queensland, Royal Caribbean.

Scenic Canada brox

SCENIC has partnered with Holland America Line and Princess Cruises to offer cruising itineraries along the Alaskan Inside Passage and the Gulf of St Lawrence in Atlantic Canada as part of its 2018 Canada, Alaska & USA pre-release.

CLICK HERE for more.

Voyages Cuba guest

HISTORIAN Dr Carrie Gibson will accompany passengers on board three *Aegean Odyssey* winter 2017/18 cruises in the Caribbean, and Cuba.

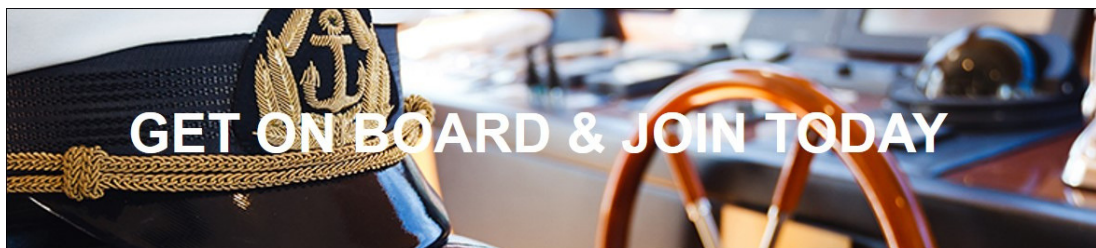
Her book *Empire's Crossroads* is the inspiration for the winter itinerary which visits many popular Caribbean destinations. Fares start from \$2,486pp.

Crystal Esprit to Nevis

CRYSTAL Esprit will call into the island nation of Saint Kitts and Nevis, starting Nov.

Guests aboard the yacht will visit Nevis island on 14-day sailings for the next two years.

Travellers will be able to visit Nevis Peak and explore the birthplace of US founding father, Alexander Hamilton.



Did you know that on average CLIA accredited agents generate **15% more** sales than agents without CLIA training?



Seabourn on sale

SEABOURN is running an "extraordinary worlds" promo offering guests on board spending money of up to US\$1,000 per suite and air credit up to \$600 per person between Jun 2017 and Sep 2018.

Fares start at \$5,999ppts for a veranda suite on an 11-day cruise from Vancouver to Los Angeles on *Seabourn Sojourn* dep 03 Oct.

Guests will also receive free upgrades from ocean view suites to verandas, book before 13 Jun.



P&O Cruises is putting their trust in an adventure-loving holiday critic aged 15 or under to advise on the final touches of *Pacific Explorer*.

The line will choose a critic to join three other young explorers who have been assigned the task of providing input on activities, food, entertainment & design of the 77,000 tonne-ship.

It's a tough gig for the quartet who will have to zip down waterslides, taste test dishes, critique live entertainment and select decor that reflects modern Australian design.

Families can nominate a candidate, with the only prerequisite being that they have bundles of energy and are willing to give anything a go.

The winner will help P&O finesse *Pacific Explorer*, feature in a campaign & enjoy a cruise with their family on the ship.

Aussies shakedown Muse



A TEAM of trade and media are busy exploring Silversea Cruises' new ship *Silver Muse* on its shakedown cruise.

So far the group (pictured enjoying poolside cocktails) have dined at numerous venues on the vessel, including Atlantide, La Terrazza, Silver Note, La Dame, Indochine and Kaiseki, as well as having the opportunity to choose from 24 hour room service.

The shakedown cruise is carrying 332 trade and media guests from all over the world and is sailing from Genoa bound for Barcelona.

The cruise was accompanied by Silversea executives including Manfredi Lefebvre, chairman Silversea, Roberto Martinoli, ceo Silversea and Barbara Muckermann, chief cmo.

Costa new menu

COSTA Cruises has renewed its partnership with Italian Michelin-starred chef Bruno Barbieri to introduce a new menu at a special dinner on board its ships.

The courses include a salad of prawns, "garganelli" pasta with swordfish, lamb cutlets and more. Vegetarian options are available.

MEANWHILE, Silversea has unveiled details of the *Zagara Beauty Spa* on board the ship, which features personal trainers, a pool deck and Jacuzzi area and a Mood Room where music, video and lighting is personalised.

Hapag-Lloyd brox

HAPAG-LLOYD Cruises has released its *ms Hanseatic/ ms Bremen* expedition cruises catalogue for Feb 2018-Mar 2019.

The program introduces the opportunity to spend the night ashore in Antarctica in select spots and includes expeditions in Antarctica, the North Pole & Northeast Passage.

Visit hl-cruises.com.

MSC supports charity

MSC Cruises has raised over €6.5 million (AU\$9.2m) to date for UNICEF under a partnership established in 2009.

The funds raised are used to provide malnourished children with Ready-to-Use Therapeutic Food, with more than two million sachets of RUTF delivered to children in Ethiopia, South Sudan, Somalia and Malawi thus far.



ACA appoints dep chair

I AM delighted to announce that long serving member of the Australian Cruise Association Julie O'Brien has been appointed to the role of deputy chair. Julie is replacing Richard Schoonrad who took up a new job in his home state of Western Australia.

Julie, who is senior adviser, destinations and global partnerships for Tourism Events Queensland (TEQ) has served on our Management Committee for the last three years, so we are excited that she has agreed to move into ACA's executive team. She is in her sixteenth year at TEQ and passionate about the development of quality destination experiences for the cruise lines ensuring that Queensland's treasures such as the Reef, Daintree Rainforest and Fraser Island are included in itineraries.

Julie also works closely with tourism operators and conducts forums and giving practical guidance on becoming involved in the cruise industry.

She has also focussed on the welcome experience for cruise passengers working with the state's volunteers. She got to experience this recently when *Azamara Journey* made an unexpected return to Brisbane due to Cyclone Debbie. With the World Science Fair in the city, there was a shortage of volunteers so Julie and husband Andrew jumped in to welcome passengers and provide information on the city!

We also look forward to Julie playing a critical local advisory role in the organisation of our annual conference this Sep on the Sunshine Coast.

Cruise Weekly is Australia's leading travel industry cruise publication. An industry-focused PDF edition of *Cruise Weekly* is published every Tue and Thu, and there's also a consumer-facing email newsletter published each Wed - sign up free at www.cruiseweekly.com.au.

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