

# CRUISE

WEEKLY



Tuesday 08 Aug 2017

## Cruise Weekly today

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

## TravelManagers HOOT

TRAVELMANAGERS' personal travel managers will have access to HOOT Cruises product not available to the rest of the industry following the debut of the product in Australia last week (CW 01 Aug).

Chairman and director of House of Travel Australia, Barry Mayo, told *Cruise Weekly* the launch would allow the company to "fine tune systems and procedures" before giving ptms access.

HOOT Cruises will create tailor-made cruise packages geared towards the family market and aim to provide greater variety in customised cruise packages.

Subject to testing, personal travel managers should be able to access product from Oct.

## HTG plots CTC growth

HUNTER Travel Group (HTG) is aspiring to expand its Cruise Travel Centre (CTC) brand to more than 30 offices over the next 10 years, *CW* can exclusively reveal.

CEO Brett Dann said HTG continued to evaluate a number of locations for expansion of CTC and was "working with some of the major retailers on a value proposition that comes from a partnership perspective".

Dann said the proposition "allows us to open an outlet that fits our model in terms of size, location and demographic – it has to be in areas where cruise has strong growth, so we continue to research a number of options".

HTG's current focus is on its expansion in Helloworld Travel (CW Thu), but Dann said if an opportunity presented itself "with an entrepreneurial travel operator who is looking to specialise in cruise", the company

would look at that prospect in tandem with its HLO plans.

In addition to last week announcing a 75% stake in seven wholly owned retail outlets, HTG operates two CTC and seven fully branded Helloworld Travel stores in the Hunter, a CTC in Hobart and eight Royal Automobile Club of Tasmania (RACT) outlets in Tas.

Dann said HTG's Cruise Travel Centre offices were at the "top end" of TTV & profitability within the HTG network, noting the idea of dealing with a cruise specialist had resonated with consumers.

"Where we are operating both CTC and a Helloworld Travel retail shop in the same location we see our sales increase dramatically - in fact where we have done this successfully (e.g. Westfield Kotara) we have seen our sales grow by up to 150% - which would not have happened in a single retail location," Dann explained.

## Viking world round 2

VIKING Cruises will bring its second world cruise to Australian waters, Viking Cruises md Australia Michelle Black told *Cruise Weekly* yesterday.

The company's first world cruise will arrive in Australia when *Viking Sun* sails into Melbourne in six months, marking the debut of the brand in Australian and New Zealand waters.

Black said the second world cruise, which would be released "soon", would take a route via southern Australia instead of up the east coast like the first.

"It will go from Sydney down to either Melbourne or Geelong and across to Adelaide, Fremantle and then across to Africa," Black told *Cruise Weekly*.

The itinerary will minimise sea days and have about the same number of Australian port calls as the first world cruise, Black said.

EOIs are open for agents wishing to visit *Viking Sun* - **CLICK HERE**.

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Learn what's on the horizon for river cruising in 2018 in the August issue of *travelBulletin*.

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## Crystal Bach's German handover



**CRYSTAL** River Cruises has welcomed *Crystal Bach* to its fleet in a handover ceremony in Wismir, Germany.

The ship is the first of four Rhine class ships to set sail across Europe's rivers.

In attendance at the event was Crystal's president & ceo Edie Rodriguez, who said *Crystal Bach* was one of the most anticipated vessels to embark on European rivers in recent times.

"Her design, abundant space and standard of amenities and luxury are groundbreaking in and of themselves, then, combined with the acclaimed Crystal brand of service and attention to detail, create an unprecedented

experience in the river cruising industry," she said.

The all-suite vessel has capacity for 110 passengers, with every category of accommodation located above the waterline.

**Pictured** above are dignitaries and staff at last week's handover ceremony in Germany.

## Princess same sex

**PRINCESS** Cruises has confirmed it will host same sex marriages on its 13 ships which are registered in Bermuda, following a ruling that enabled same-sex marriages in the British island territory (**CW** Thu).

The cruise line said it was "currently working on developing a range of services and amenities to meet the needs of same sex couple ceremonies" and it would release full info on these shortly.

Sister brands to Princess, P&O Australia is registered in the UK and Carnival Cruise Line between Malta, Panama and The Bahamas.

## AIDA scooter tours

**GUESTS** on board AIDA Cruises' *AIDAMar* Baltic cruises were the first to test out tours on an agile scooter called a "scuddy".

The tours are available in Tallinn, Estonia; Helsinki, Finland and Stockholm, Sweden.

Guests aged 16 years and over can take part in the excursions.

## Lindblad revenue up

**TOUR** revenue for Lindblad Expeditions during Q2 climbed 3% on Q2 last year, the company's latest financial results show.

The company flagged the delay of *National Geographic Quest* would impact on contributions in 2017, but said the increase in capacity of *Quest* and its plans for two more vessels by 2019 would generate significant returns.

## CCC Fiji mates rates

**FRONTLINE** retail and wholesale agents who have completed Captain Cook Cruises Fiji's accreditation program can take advantage of agent rates and save up to \$5,380pp on Fiji sailings, when booked by 01 Sep. The special rates are available on three-, four-, seven- and 11-night departures.

The deal applies to an agent & partner, plus additional guests receive 25% off brochure fares.

Prices start from \$480pp for a three-night Yasawa Island Cruise.

## Hoffmann & Ensemble

**PHIL** Hoffmann Travel has gained access to Ensemble Travel Group's portfolio, including hosted cruise options, following a deal with the luxury network.

The agreement came into effect on 01 Aug and is a move to enable consultants "to offer a more diverse range of competitive travel products," Phil Hoffmann Travel md, Phil Hoffmann said.

Ensemble Travel Group offers luxury products, adventure travel, customised vacations & more.

## RCL execs sell shares

**A FEW** Royal Caribbean Cruises execs have been cashing in their shares since the company's Q2 results last week (**CW** 03 Aug).

According to SEC filings, RCL ceo Richard D. Fain sold 210,706 shares for US\$24m, pres & coo Adam Goldstein shed 120,000 shares for US\$14m & Azamara pres and ceo Larry Pimentel raked in US\$2m for 17,000 shares.

## Is Expedition Cruise and or Luxury Cruise your niche?

Looking for a change in career prospects for long term work / life balance enhancement as well as greater earning potential? Are you passionate, experienced and accomplished with promotion and sales of Luxury and or Expedition cruise products? If so, here lies a tremendous opportunity to sell only premium products that you're skilled and experienced with. Working only with qualified clients and leads to that product, primarily - Kimberley, Polar and Small ship luxury lines globally.

This home based position is facilitated through a virtual office environment and is full time salary / commission or permanent part time on 30 hrs would also be considered for the right applicant. You will be joining a solid, longstanding and respected small team that all strive for personal achievement and maximum rewards whilst enjoying independence and flexibility in their remote, yet interconnected work places.

Suited applicants would also have strong general sales experience, Galileo and CCT an advantage. Previous phone sales experience as well as any online skills such as EDM | SMM or broader marketing skills and initiative will be welcome and well regarded. First hand travel experiences will also be considered valuable experience.

Applications are welcome from any location in Australia that offers fast and solid internet connectivity.

All applications will be accepted in strict and utmost confidence via [betty@luxurycruiseescapes.com.au](mailto:betty@luxurycruiseescapes.com.au)



## CLIA Members Hub

**CLIA** Australasia's new Members Hub is live, offering agent members access to information collated from all major cruise lines.

The platform was originally built for CLIA UK, but the local and UK office, along with developers and cruise line members have spent the past six months adapting it for the Australasian market.

The Members Hub includes information on upcoming ship inspections, sales guides, articles from agents, a digital brochure rack, webinars, trade promos and upcoming roadshows and events.

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CRUISE WEEKLY



## Genting Dream Palace

**DREAM** Cruises has unveiled Dream Palace Suite and Garden Penthouses on board *Genting Dream* and its soon-to-arrive twin sister ship *World Dream*.

The Dream Palace is designed as a "ship-within-a-ship" and has 142 suites and its own swimming pool and restaurants.

Dream Cruises president Thatcher Brown said the response by pax had been "overwhelming".

## CCC the Murray River

**CAPTAIN** Cook Cruises is running an early booking fare offering a 15% discount for three-, four- or seven-night Murray River cruises booked more than 60 days prior to departure.

Three-night cruises between Walkers Flat and Murray Bridge lead in at \$803ppts, while four-night offerings between Mannum and Blanchetown start at \$1,099ppts.

More details [HERE](#).



This week's port calls of cruise ships at various destinations around Australia.

BRISBANE	
<i>Sun Princess</i>	10 Aug
<i>Pacific Dawn</i>	12 Aug
<i>Pacific Aria</i>	14 Aug

CAIRNS	
<i>Pacific Aria</i>	10 Aug

DARWIN	
<i>Coral Discoverer</i>	10 Aug
<i>L'Austral</i>	12 Aug

## Global STARS cruise to victory



**SURGING** cruise sales took credit for a big part of celebrations at the inaugural Global STARS awards night in Perth on Sat.

The event marked the first time the full suite of Helloworld wholesale brands have come together in a united travel agent rewards program, combining the former Qantas Holidays Global Achievers and Sunlover Stars.

The beefed-up rewards program resulted in record sales for top-performing agents, with five inducted into a Millionaire's Club for seven-figure tallies.

The awards also honoured cruise sales, with Richard van

Schouwen of Kawana Waters Travel named Australia's top cruise agent for 2017.

Other finalists in the category included Brian Bennett of Travel & Cruise Professionals, Chris McIlroy of Travel Inspirations, Gemma Smith of City Beach Travel and Kerri Page of Helloworld Travel Buderim.

Van Schouwen is **pictured** with Royal Caribbean WA sales manager Bronwen Milsom.

## AzAmazing evenings

**AZAMARA** Club Cruises has revealed details of its Azamazing Evening events for the cruise line's 2018 return to local waters.

New events in the program include A Taste of Western Australia in Perth and An Evening Symphony at St Paul's Cathedral in Wellington on select *Azamara Journey* sailings.

An Event of Fine Wine and Entertainment at the National Wine Centre in Adelaide will be available on *Azamara Quest's* first Australian itinerary in 2018/19.

## Cruise Whits md out

**CRUISE** Whitsundays is on the hunt for a new managing director after Nick Hortle announced he would leave the post on 31 Aug.

Hortle had been in the role since 2013.

Russell Westmoreland will join the company as acting md until a permanent replacement is named.

## Tasmania new port?

**TASMANIA'S** Government has highlighted expanding cruise ship visits to the north-west town of Stanley as a means to boost jobs following the closure of a Murray Goulburn facility in the area.

An Interim report released by the Circular Head Regional Economic Development Working Group flagged the government had been actively pursuing the cruise industry to introduce vessels to the port.

It also revealed there had been interest from a passenger expedition vessel into Stanley in 2018, which was being assessed for an extended multiple itinerary expedition season in 2019/20.



**CRUISING** has come a long way with new ships achieving what was unthinkable 100 years ago.

An image doing the rounds on social media attempted to put it into perspective by placing *Titanic* in front of a modern ship.

The *Titanic*, once one of the largest ocean liners in the world, measured 269m long and could carry 2,435 pax over nine decks.

Today, the largest ship, *Harmony of the Seas*, measures 362m in length and carries 5,479 passengers over 18 decks.



CRUISE WEEKLY

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