

Cruise Weekly today

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

Scenic loyalty rejig

THE Scenic Club rewards scheme will move from a day-based loyalty structure to points-based on 01 Jan.

Guests will accrue Scenic Status points based on the length of travel and overall spend, with river pax receiving a minimum 100 Scenic Status points per day for bookings of a minimum seven paid days.

Up to 150 additional points will be awarded depending on their category and deck.

The program will extend to *Scenic Eclipse* with guests earning a min of 150 points per day & depending on their room category, up to 300 extra status points each day - [CLICK](#).

Creative Cruising changes hands

EXPRESS Travel Group (ETG) has set out to double the business of Creative Cruising over the next three to four years after confirming its purchase of the cruise specialist this week.

Creative Cruising will be operated by the owners of ETG, including ceo Tom Manwaring, who told *CW* the purchase - from The Travel Corporation - was in response to feedback from its members, who wanted to see the group take a stronger position in the cruise market.

Manwaring said ETG intended to grow Creative Cruising "by working hard and being clever and by producing product that the customer wants, talking to our retailers and making sure we are delivering what they want".

He said the purchase also provided "surety".

"There's been some movement in the wholesale market over the



last couple of years so by us being directly involved in that sizeable market now, we've protected our position as a group," he said.

Manwaring reinforced that it would be "business as usual" for Creative Cruising, which would remain in the existing office with all bookings to continue as normal and be serviced by the current team.

"ETG and its agents will be a preferred partner of Creative

Cruising and outside of that, Creative Cruising will continue to service other businesses within the travel industry," Manwaring told *Cruise Weekly*, adding that it was a "holistic commitment".

"This is a long-term investment that we're going to have which will run parallel to the way we grow our distribution business," he said.

The deal was inked this week and comes into effect on Tue.



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P&O winter 2019 release



Crystal's additions

CRYSTAL River Cruises has revamped its destination program for 2018 voyages along Europe's Danube, Rhine and Main rivers.

The shore excursions are broken up into five types of experiences including "Personal Connections" where guests will enjoy a tour hosted by locals, "Tantalising Gastronomy" offering dining and cooking opportunities and "Cultural Discoveries", providing insight into attractions from expert guides.

Active cruisers will be able to participate in "Exhilarating Adventures" and those who would prefer a more tailored vacation can opt for "Design Your Time", which features a concierge service.

MD & vp Walter Littlejohn said "every detail" of the program has been revamped.

Regent's full circle

REGENT Seven Seas Cruises has enhanced its circumnavigation of Australia aboard *Seven Seas Mariner* leaving Sydney on 15 Dec 2018.

The 36-night itinerary is now part of Regent's "Grand Voyages" collection - which allows extra time for "leisurely exploration of one particular region and spend more time at each port with many overnight stays and extra amenities".

Guests on the voyage will enjoy one-night's accom and dinner in a luxury hotel pre-cruise, phone time in each suite, unlimited laundry and a New Year's Eve party in Bali.

Beyond Australia, the cruise will also visit Papua New Guinea and the remote island of Komodo in Indonesia, known for its rare dragons.

Deluxe Veranda Suites start from AU\$33,120pts.

P&O Cruises' 2019 winter program has gone on sale today, offering 43 cruises which explore the South Pacific departing from either Sydney or Brisbane.

The program will see *Pacific Explorer* continue to sail year-round from her homeport of Sydney between May and Oct 2019, operating cruises from eight to 16 nights in length.

Highlights include the return of main event cruising, with a six-night cruise to Tasmania's Dark MOFO festival on *Pacific Explorer* in Jun and three Melbourne Cup sailings, two from Sydney and one from Brisbane.

There is also a four-night Comedy Festival at Sea scheduled on *Pacific Explorer*, departing in Jun for Moreton Island.

Pacific Aria and *Pacific Dawn*, pictured, will be based year-

round in Brisbane operating seven-night Pacific Island or Barrier Reef Discovery cruises departing on either a Fri or Sat.

More short breaks also feature in the program, with a total of 51 Sea Breaks ranging from two to four nights in length, including 17 four-night Moreton Island cruises from Sydney and 27 three-night roundtrip departures from Sydney or Brisbane.

Pacific Eden will join *Pacific Explorer* sailing from Sydney between Apr and Oct 2019.

P&O Cruises president Sture Myrmell said the 2019 winter program delivered "itineraries and destinations that give our guests access to the very best of the South Pacific in effortless fashion, combined with the convenience of more home ports than any other cruise line".



SEASON'S GREETINGS

Royal Caribbean, Celebrity Cruises and Azamara Club Cruises thank you for all your support this year.

We wish you a happy and safe festive season, and look forward to working with you in 2018.

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Catch up with Jennifer Vanderkreeke as Carnival celebrates 5 years in Australia in the December issue of *travelBulletin*.

CLICK to read **travelBulletin**

AIDAnova progress

CONSTRUCTION OF

AIDA Cruises' *AIDAnova* is "progressing at a rapid pace", with the stern section of the vessel undocked at the Meyer shipyard in Papenburg and moved to the shipyard's fitting-out quay on Mon.

The ship is scheduled to set sail on 02 Dec next year and will be one of the world's first LNG cruise ships.

Celebrity's biggest yet



CELEBRITY Cruises will operate its longest season down under when *Celebrity Solstice* returns for her eighth season in local waters in 2019/20.

The program packs in 20 local cruises over more than seven months during the 2019/20 summer and includes the line's first turnaround from Melbourne.

"The state of Victoria is cementing its status as a cruise hub, and we're thrilled to offer Melburnians the chance to sail with us from their doorstep," Adam Armstrong managing director Australia and New Zealand said.

Solstice will call into the port of Eden for the first time and offer six overnights in Sydney, Hobart, Cairns and Tauranga – the highest number for an Australian season.

Itineraries range from four to 17 nights in length and sail to and from Honolulu, Sydney, Melbourne and Auckland, covering a total of 35 destinations in 11 countries.

Three dedicated Queensland itineraries will be available, including an open jaw between Sydney and Auckland and a new four-night sampler from Sydney with a call in Melbourne.

Bookings open tomorrow.

MSC Seaside's stellar naming ceremony

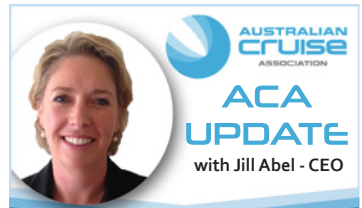
MSC Cruises has revealed a star-studded lineup for its upcoming official launch and naming ceremony of *MSC Seaside* on 21 Dec.

International superstar Ricky Martin and tenor Andrea Bocelli will take to the stage during the event at PortMiami, with Miami NFL legend and Hall of Fame quarterback Dan Marino also on board, along with actor & American TV host, Mario Lopez, who will be MC.

In true MSC Cruises' tradition, Italian actress Sophia Loren will fulfil the duty of godmother.

Loren has served as godmother of MSC vessels since 2003 and will officially name the vessel and christen it by cutting the ribbon.

Rubbing shoulders with the stars at the event will be a delegation of Miami authorities, global media, and key travel industry partners.



ACA Celebrates Success

AS WE draw closer to the festive season and all its celebrations, it is appropriate to take a moment and celebrate some of the highlights of 2017.

This year, Australia welcomed 50 different ships. Notable inclusions were the *QM2* spending a record three weeks here docking 12 times in six states; *Ovation of the Seas* – the largest ship to visit Australia; *Seabourn Encore* – that line's newest ultra-luxe addition & most recently *Norwegian Jewel* - now based in this region. In 2018, we will welcome *Viking Sun*, the first of Viking Cruises' ships to arrive in Australia.

In line with this, destination infrastructure is also growing. Numerous port projects have commenced with the exciting development of terminal facilities and waterfront precincts in Brisbane, Cairns, Gladstone, Newcastle and Eden.

Destination development has also kept pace with new itinerary inclusions on offer such as cultural performances, food and wine tours and nature/wildlife experiences ensuring that Australia continues to feature on cruise itineraries.

Behind all of this of course is our Association's membership and I would like to take this opportunity to celebrate the hard work that tourism organisations, port authorities, ground handlers, providers, tour operators, attractions and many others do to make sure our industry continues to grow.

I would also like to celebrate the MOU that we recently signed with CLIA which speaks to a renewed spirit of cooperation and will ensure that the cruise industry continues to ride a wave of success in 2018.



CARNIVAL Cruise Line

has taken a somewhat unconventional approach to promoting its Caribbean cruises and launch of *Carnival Horizon*.

The line has captured and canned "real island air from tropical ports of call" and infused it with scents unique to each destination, then distributed the cans to New Yorkers via a vending machine.

The contraption was a part of a pop up in Manhattan's Greeley Square Park, featuring a heated tent, a steel drum band and scents from the islands which were piped through the air.

Featured smells included Wild Banana Orchid from Grand Cayman, Puerto Rican Coffee from San Juan, Sugarcane Rum from St Kitts, Island Coconut from Cozumel, and Ocean Breeze from the sea – all representing places that *Horizon* will be visiting during her 2018 Caribbean itineraries.

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