

CRUISE

WEEKLY



Tuesday 07 Feb 2017

Cruise Weekly today

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

Oceania appt named

LOCAL sales operations for Oceania Cruises will be headed up by cruise industry stalwart Steve McLaughlin.

Stepping into the newly created role of vice president sales on 13 Mar, he brings almost 30 years' experience working in the luxury cruise sector.

Described by Steve Odell, md Asia Pacific of Norwegian Cruise Line Holdings, as "one of the best salespeople in this country," McLaughlin comes from Ponant, where he was director of sales for Australasia for over three years.

"Steve is the ideal candidate to take the helm of Oceania's dedicated local sales team and to drive penetration in the Australasian market," Odell said.

Contiki to sell U by Uniworld program

EXCLUSIVE

UNIWORLD Boutique River Cruise Collection will capitalise on Contiki's brand prowess to market its new youth river cruise product U by Uniworld, *Cruise Weekly* can exclusively reveal.

U by Uniworld was announced late last year by The Travel Corporation (the parent company of both travel brands), pitched at the "active traveller between the ages of 18 and 40" (*CW* 20 Dec).

Revealing further details of the product to *Cruise Weekly* on Mon, TTC global ceo Brett Tollman said the program would be promoted alongside Uniworld's 2018 core all-inclusive offering, as well as that of Contiki, providing greater exposure of the brand.

"With our expertise and experience with the millennial traveller and with Contiki and Busabout, we certainly believe there is a niche in the river cruise

space to engage with and talk directly to the market," he said.

Tollman said the age group for U by Uniworld had been nudged up a fraction compared to Contiki which is up to 35 years, hoping to appeal to the "affluent traveller".

When it launches next year, U by Uniworld will consist of two existing ships, the *River Baroness* (which will operate from Paris) and the *River Ambassador* (to sail on the Rhine, Main and Danube).

Both ships will receive a massive renovation towards the end of the year, redesigned with a "more simple, contemporary look", and with shared spaces and tables in the lounge and dining rooms.

"Most importantly, the itineraries have been completely redesigned to address the young traveller who wants to have an immersive and high-touch experience in a destination.

"We won't be cruising at night

for those guests who want to spend more time onshore at night - later departures in the morning, later breakfasts," he explained to *Cruise Weekly*.

"U by Uniworld will be a non-inclusive product, so all breakfast and half meals (so either a lunch or a dinner) will be included."

There will be a mix of inclusions such as mixology and language classes, however some wine- and food-tastings and food classes will have a cost attached to them.

Australian millennial travellers are a key target audience, he said.

"Contiki will have U by Uniworld itineraries in their 2018 European brochure and they'll be selling it to their closed network of youth travel specialists," Tollman said.

The strategy aims to encourage millennials to combine a cruise with a Contiki or Busabout trip.

The U by Uniworld program will go on sale by the end of Q1 2017.



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NCL saves Syd spaces

NORWEGIAN Cruise Line Holdings is using the generic name of "Expedition" to reserve a significant amount of space in Sydney for Norwegian Cruise Line through to 2020.

Steve Odell, md Asia Pacific of NCLH, told **CW** the company was in the process of planning the 2018/19 and 2019/20 seasons and used "Expedition" to avoid "giving too much away on the ship that we want to bring".

Norwegian Cruise Line's sailings out of Sydney are currently released through to Feb 2018, but NCL has already flagged a spot for *Norwegian Jewel* eight more times for the remainder of the year and one for "Expedition", according to the NSW Port Authority's schedule.

In 2019, nine slots are being held for *Jewel* and an additional seven for the mystery vessel, while a whopping 14 spaces are being held in 2020 for the unnamed ship.

RCI more Cuba dep

ROYAL Caribbean International has opened sales and released details on the full season for Cuba sailings on board *Empress of the Seas* through to 04 Nov.

Sailing from Tampa, the new additions include new four- and five-night cruises with day and overnight visits to Havana along with stops in Key West, Florida and Cozumel, Mexico.

The cruise line will operate 11 itineraries which will stop by Cuba this year.

For details, **CLICK HERE**.

MEANWHILE, RCI kicked off a 72-hour flash sale this morning, on two of *Explorer of the Seas'* upcoming South Pacific voyages.

The 12-night South Pacific & Fiji voyage departing on 04 Mar is priced from \$899 per person twin share, while the 10-night South Pacific cruise sailing on 22 Feb is available from \$799 per person twin share.

The sale ends at 9:59am on Fri 10 Feb - **CLICK HERE** for more.

Regent flight packages

NORWEGIAN Cruise Line Holdings is introducing air packages on all of its brands, starting with all Regent Seven Seas Cruises departures from Apr.

The new Business Class Air Package can be added to a Regent cruise and will include: return Business class flights from all major Australian gateways with Emirates, Qantas or Singapore Airlines, one night pre-cruise hotel accom and transfers between the airport, hotel and the cruise ship.

The optional addition is priced at \$4,440pp for the Tropical Asia 08 Mar 2019 departure on *Seven Seas Navigator* and \$6,590pp for *Seven Seas Explorer's* Northern Europe sailing on 25 Jul this year.

Steve Odell, md Asia Pacific of NCLH told **Cruise Weekly** the combo provided a "one-stop shop" for agents.

Odell expects the majority of Australians taking advantage of the package will be using it to fly to Europe, but emphasised it was available globally.

"Every cruise and every accommodation type has a Business class package price that can be applied to it," he said.

Regent is offering agents 5% commission on the air package.

NCLH offered the packages for

the Regent brand first as the timing worked with the launch of the 2018/19 program last week (**CW** 31 Jan).

The release brings the total number of days Regent spends in Australian and New Zealand waters to 89 in 2018 and 43 through to May 2019.

This is a significant increase, as the line only spent two days locally in 2016 and will accumulate 60 days in 2017.

Marking the first big program launch since opening the office in Sydney, Odell said the line had several bookings for the 2019 world cruise out of Australia and New Zealand.

"People seem to take the cruise, drop off, go home for a couple of days and come back and sail the rest," he explained.

Evergreen brochure

EVERGREEN Tours' new 2018 South East Asia brochure has been unveiled, featuring Mekong River cruising and touring.

The number of sailings on the *RV Mekong Navigator* has been bumped up from three to five between Mar-Nov 2018.

Earlybird offers are available, including fly free or two-for-one flights until 30 Sep - **CLICK HERE**.

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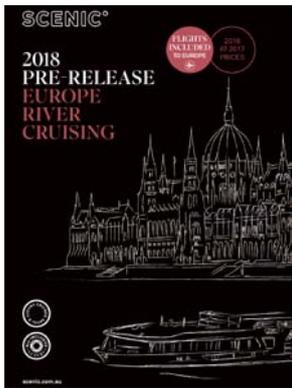
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Brochure Spotlight

Scenic - Europe River Cruising 2018 pre-release



TWO new itineraries, the eight-day Rhine Christmas Markets and the 15-day Imperial Russia, make their debut in the latest brochure release from Scenic. The Douro sailing season has also been extended to the end of Dec to cope with demand. A number of offers are available for the season, including fly free deals and discounts.

All aboard Silver Whisper



SILVERSEA Cruises' *Silver Whisper* is currently sailing in Australian waters as part of her 2017 World Cruise, and the company is making the most of the opportunity to showcase the luxury vessel to key partners.

Over 100 travel agents (including the group of agents, media and suppliers pictured above) have experienced the vessel while it's been docked at Sydney's White Bay cruise terminal during a two-night stay.

Managing director Asia Pacific at Silversea Cruises Amber Wilson told **CW** brand exposure had been a key focus since she joined the company six months ago.

Following on from a consumer TVC launched last year (**CW** 29 Nov), Wilson confirmed more marketing was in the wings, noting that "the call to action will always be contact your local travel agent or Silversea".

Wilson said agent support is a key part of Silversea's strategy, with the cruise line increasing its trade representation and looking to develop niche markets such as the incentives sector.

The next six months see no signs of abating for Silversea. "We've got a whole raft of activities from client events, functions and agent training will be a big focus for us," Wilson said. "With *Muse* launching in Apr there's a big focus on this ship and then we'll turn our attention to *Cloud*. "A lot of new and exciting things are coming up."

Cruiseabout gm move

JARROD Pask has been promoted from general manager of Cruiseabout to general manager, Queensland and Northern NSW, for Flight Centre.

Pask has been climbing the ranks at Flight Centre Travel Group, spending four years in his role with Cruiseabout and previously working as area leader and manager for Flight Centre.

A replacement for Pask at Cruiseabout is yet to be announced.

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Aussies love Cuba

CUBA is grabbing the attention of the Australian market, Amber Wilson md Asia Pacific for Silversea told *Cruise Weekly*.

Silversea will visit the destination in 2017 aboard *Silver Explorer* on a 12-day itinerary departing 06 Oct.

“That sailing is a challenging one given we can’t market it in the US, however having said that, it’s been really popular within our market,” Wilson explained.

“Australian’s have picked up on it and they’re keen on Cuba as a destination,” she added.

CLICK HERE for details.

Pandaw adds Salay

PANDAW has introduced an excursion to the ancient village of Salay as part of its river cruises on the Irrawaddy through Myanmar.

The remote town dates from the 12th century and has almost 50 monasteries and a series of well-preserved shrines.

Costa marks carnival

COSTA Cruises will celebrate Italy’s famous Viareggio Carnival with new excursions and on board activities this month.

Guests on the *Costa Diamema* will be able to visit the town of Viareggio during stopovers at La Spezia on 10, 17 and 24 Feb.

Two cruises in May and Oct will then offer on board activities themed around the carnival.

Amadeus pool deck

AMADEUS Cruises is preparing to unveil what it says will be the first dedicated pool deck on the rivers of Europe.

The *MS Amadeus Provence* will make its maiden voyage on the Rhone through France in Apr, and will feature an infinity-style plunge pool and Lido Bar.

The ship will also offer eight suites with exterior balconies and 62 staterooms.

Provence will sail an eight-day round trip cruise from Lyon.

PTMs cruise Europe with APT



THE MS AmaReina recently welcomed on board 10 Australian personal travel managers as they cruised along the Danube from Budapest to Nuremburg.

The seven-night journey was a dedicated TravelManagers famil hosted by APT, giving the group first-hand insight into the scenery and attractions along the river.

Among the group was personal travel manager Pamela Baas from Wallsend who said she had previously sold European river cruises but had never experienced one for herself.

“The ability to experience for myself a river cruise was invaluable to see how everything

works,” she said.

“I now understand why my clients come back with nothing but great things to say about their river cruise, the hype certainly lived up to my high expectations.”

Pictured above are the personal travel managers exploring the imposing Bratislava Castle high above the Slovakian capital, (back row, from left): Simon Tinkler, Lana Kanchik, Carli Hester, Karen Whitehead, Mamita Mishra, Tanyu Cilek, Chris Cogan and Allen Suss (with a local guide at the rear).

In the front row – Maria Miller, Debbie Hanley (APT), Carolyn Burgmann and Pamela Baas.



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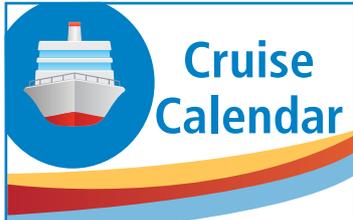


CRUISE

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AGENT
UPDATE

Tuesday 07 Feb 2017



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

SYDNEY	
<i>Carnival Spirit</i>	07 Feb
<i>Pacific Jewel</i>	08 Feb
<i>Ovation of the Seas</i>	09 Feb
<i>Crystal Symphony</i>	09 Feb
<i>Radiance of the Seas</i>	09 Feb
<i>Pacific Eden</i>	10 Feb
<i>Carnival Legend</i>	11 Feb
<i>Pacific Princess</i>	12 Feb
<i>Voyager of the Seas</i>	12 Feb
<i>Emerald Princess</i>	13 Feb
<i>Pacific Eden</i>	13 Feb
MELBOURNE	
<i>Celebrity Solstice</i>	07 Feb
<i>Norwegian Star</i>	08 Feb
<i>Silver Whisper</i>	09 Feb
<i>Golden Princess</i>	13 Feb
BRISBANE	
<i>Legend of the Seas</i>	08 Feb
<i>Pacific Aria</i>	10 Feb
<i>Radiance of the Seas</i>	11 Feb
<i>Crystal Symphony</i>	12 Feb
CAIRNS	
<i>Seven Seas Voyager</i>	09 Feb
DARWIN	
<i>Azamara Journey</i>	08 Feb
<i>Pacific Dawn</i>	10 Feb
<i>Seven Seas Voyager</i>	13 Feb
FREMANTLE	
<i>Astor</i>	12 Feb
<i>Queen Mary 2</i>	12 Feb
ADELAIDE	
<i>Silver Whisper</i>	11 Feb
HOBART	
<i>Ovation of the Seas</i>	11 Feb
AUCKLAND	
<i>Pacific Pearl</i>	07 Feb
<i>Europa</i>	07 Feb
<i>Pacific Princess</i>	08 Feb
<i>Golden Princess</i>	09 Feb
<i>Dawn Princess</i>	09 Feb
<i>Sun Princess</i>	12 Feb
<i>Arcadia</i>	13 Feb

No single supplement

BOOK Hurtigruten's 11-day Classic Norwegian Discovery or 12-day Classic Round Voyage on select departures between Feb-Nov by 15 Mar to have the single supplement waived.

Prices start from \$2,070 per single traveller for the Classic Norwegian Discovery and \$1,910 for the Classic Round Voyage - **CLICK HERE**.

Cunard support pups

CUNARD has sponsored the 2017 Westminster Kennel Club Dog show for the first time.

Held in New York between 11-14 Feb, visitors to Cunard's booth will be greeted by bellmen with specially-made doggy treats and canine apparel.

One of NYC's top Instagram dogs, @WallytheWelshCorgi, will make a special appearance to have photos with attendees in front of an oversized backdrop of *Queen Mary 2*.

Cunard is the only cruise line to offer dogs and cats passage on its Transatlantic Crossings.

Azamara half price

AZAMARA Club Cruises is offering up to 50% off the fare of a second guest booking the 31-nights Mediterranean cruise departing Athens on 05 Jul.

The month-long voyage cruises to 24 ports in eight countries - Italy, Greece, Spain, France, Croatia, Slovenia, Monaco and Montenegro.

Fares lead in at \$15,459 for the first guest and \$7,949 for the second in an Interior twin share Stateroom.

Guests who book the voyage will receive US\$3,100 on board spending money.

The deal ends 31 Mar.

MSC Seaview's next stage



MSC Cruises' third next-generation mega cruise ship, *MSC Seaview* reached a milestone, celebrating the maritime traditional coin ceremony, held at Fincantieri's Monfalcone shipyard in Italy on Thu.

The vessel is one of four MSC Cruises' ships currently under construction and is part of a ten-year €9 billion investment plan.

MSC Seaview will come into service in Jun 2018, spending her inaugural summer season in the Western Mediterranean before continuing on to Brazil.

Meyer Werft rejig

THOMAS Weigend has been promoted to managing director of shipbuilder Meyer Werft.

Weigend has climbed the ranks since 1999, when he joined as a shipbuilding engineer.

He replaces Lambert Kruse, who will be stepping down due to health reasons.

Silversea fly free

NEW Silversea Expeditions bookings made this month to the Kimberley aboard *Silver Discoverer* will include free Economy class flights for Australian guests.

The flights are from select gateway cities in Australia and there is the option to upgrade to Business class.

Valid for 06, 16 & 26 Apr and 06 May and 17 May departures.

Designed to allow guests to spend more time outdoors, the ship has an increased number of balcony cabins, sea views and outdoor public areas.

Pictured are: Pierfrancesco Vago, executive chairman MSC Cruises; Gianni Onorato, ceo of MSC Cruises & Giuseppe Bono, ceo of Fincantieri.



WHILE most people on a cruise make it their priority to rest and relax, one guest decided to use her time on board to take on a terrifying plunge into the ship's pool from 17 metres in the air.

American high-diver Cesile Carlton filmed a video of the daring dive, which was performed on board Royal Caribbean's *Harmony of the Seas*, and published it to her Instagram account.

The video has since gone viral, **CLICK HERE** to view it.



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