

# CRUISE

WEEKLY



Tuesday 14 Feb 2017

## Cruise Weekly today

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

## Ponant appointment

DEB Corbett will take up the newly created role of commercial director APAC for Ponant in Mar.

Reporting to Monique Ponfoort, vp Ponant Asia Pacific, Corbett will be responsible for commercial growth in the region and overseeing the cruise line's local marketing and sales teams.

"25 years in the industry has provided Deb with significant understanding of the travel industry across many levels," said Sarina Bratton, chairman APAC.

Corbett comes from Travel the World where she was head of sales, marketing and product and she has previously worked in senior management with Garuda Indonesia, Travelscene American Express and CTC Lines.

## Cruise industry dazzles

THE team from Western Australia's Bicton Travel were all smiles on Sat night, taking home their sixth Gold Agency of the Year award at Cruise Lines International Association (CLIA) Australasia's Annual Cruise Awards in Sydney.

In addition, Bicton founder Carole Smethurst was inducted into the CLIA Hall of Fame.

Bicton Travel was joined on the winner's podium by Phil Hoffmann Travel Glenelg, who took out the Silver Award, while Cruiseabout Kew won Bronze.

Also in the line up, Pukekohe Travel won the NZ Gold Agency of the Year award for the second time in three years, while Manager Gail Littin also claimed the mantle of NZ Cruise Consultant of the Year.

House of Travel Orewa was awarded Silver and Cruiseabout

Parnell was named New Zealand's Bronze Agency of the Year.

The first inaugural Australasian Plan a Cruise Month Agency promotion award went home with New Zealand's Bon Voyage Cruises & Travel and CLIA Australasia chairman Steve Odell presented a posthumous award to the late James Patrick from Wiltrans International for his contribution to the Australasian cruise industry.

"2016 has been a milestone year for us because in May we announced the million mark milestone for the number of Australians cruising," Odell said.

He also paid tribute to CLIA Australasia's outgoing commercial director, Brett Jardine, who Odell thanked for his "integral role in the organisation in the past decade".

More on **page two** or for pics, see **Cruise Weekly's FACEBOOK**.

## Dawn's new eatery

SHELL & Bones, a new seafood restaurant, will debut on *Pacific Dawn* following a drydock in Singapore next month.

Part of The Pantry during the day, by night Shell & Bones will be a dedicated restaurant, with bookings available, walk-ins welcome and a la carte pricing.

Seafood such as Singapore-style crab from Queensland and steamed Australian blue mussels from South Australia are on the menu alongside beef short ribs, Portuguese-style roast chicken and vegetarian options.

P&O Cruises president Sture Myrmell said he thought the concept would be the "perfect complement" to The Pantry, noting guests had loved all the new food offerings introduced over the past two years and "they have an appetite for more".

*Pacific Dawn* will return to Brisbane on 16 Mar.

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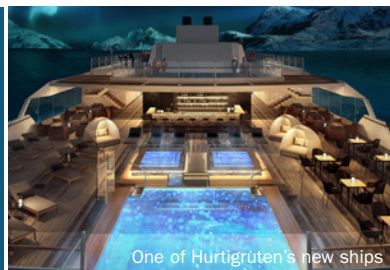
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\*Guest Sail at a Reduced Rate offer only valid on select sailings.



Which new expedition ships is right for you? Find out in the February issue of *travelBulletin*.

**CLICK HERE** to read **travelBulletin**



## Cruising drives ad spend

**CRUISE** lines have helped power a \$70 million increase in advertising among Australian travel brands in the past year. Data obtained by **Cruise Weekly** shows travel brands increased their advertising spending by more than 12% in 2016 to \$667 million, well ahead of the \$593 million spent the previous year. Cruise spending was led by the six Carnival Australia brands which together secured the

equivalent of \$18.4 million in advertising space and broadcast time, placing them among the country's top travel advertisers and ahead of the \$14.2 million spent by Qantas. They were followed by Royal Caribbean which took ads worth \$11.6 million and Norwegian Cruise Line which accrued a total of \$1.5 million.

The data is calculated by Nielsen and shows the rack-rate value of ad spends across major media including TV, radio, press, cinema, outdoor and digital.

The figures do not include volume discounts and so do not reflect actual spends, but provide an indication of overall activity and the position of individual travel brands.

Among retailers, CruiseCo was listed in the top 20 brands at \$7.3 million, ahead of Cruise1st at \$5.4 million and Cruise Traveller at \$3.9 million.

### Star's issues continue

**NORWEGIAN Star** had to be towed into Melbourne on Fri after its azipod system broke down and it lost propulsion.

The vessel is expected to sail out of Melbourne this afternoon, scheduled to arrive in Auckland on Sat 18 Feb, from where NCL said the vessel will resume her scheduled itinerary.

All pax on board are being offered a full refund & 50% credit.

The vessel first encountered azipod issues in Dec and NCLH's svp & md APAC Steve Odell told **CW** the double azipod problem has never happened to the manufacturer before.

## The CLIAs go off with a bang!



**BICTON** Travel founder Carole Smethurst was inducted into the CLIA Hall of Fame during CLIA Australasia's Annual Cruise Industry Awards on Sat.

Speaking to **CW**, Smethurst said she was shell-shocked.

"I'm feeling overwhelmed because it's something that I never expected to receive so I'm very humbled and very grateful," she said.

Since opening Bicton Travel nearly 19 years ago with her son Phil, the company has grown tremendously, and now employs 25 staff.

"When we first opened the business in 1998, there was actually very little to sell from



**SINGER** Paulini Curuenavuli entertains guests.

WA and it was only when Star Cruises came into the market in Singapore, that it really started to take off and from there it grew."

Smethurst's tips for up and comers is to "match your clients to the right cruise, that's really important because if you put the clients on the wrong cruise for them, they won't come back".

Smethurst is **pictured** with Steve Odell, CLIA Australasia chairman.



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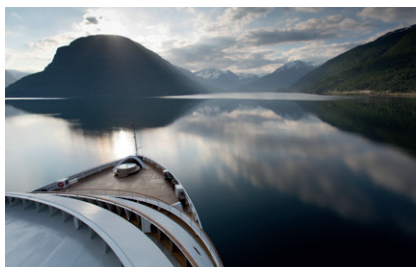
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## SeaLink's record 1st half

**SEALINK** Travel Group achieved a record Net Profit After Tax of \$13.1m for the six months to 31 Dec, up a massive 52% on the six months ending 31 Dec 2015.

Revenue for the pre-acquisition business climbed 6.5% to \$63.1m in H1FY17 on H1FY16, driven by higher dining sales for Captain Cook Cruises, improved charter revenue and passenger number growth on the *Murray Princess*.

Managing director Jeff Ellison said the first half of FY17 was one of "integration, innovation and improvement".

The company focussed on: "integrating the recently acquired businesses and rolling out exciting innovations such as new light ferries, in-house booking and ticketing solutions; and improving returns in existing businesses."

The Captain Cook Cruises NSW and WA division was the strongest performer, improving H1 sales 46% to \$27.2 million

from \$18.7 million in H1FY16.

The result was aided by the acquisition of Captain Cook Cruises WA in Apr.

SeaLink predicts it will be well-positioned to improve on its FY16 results, with the second half of the financial year performing in line with its expectations.

### Encore's collision

**SEABOURN** *Encore* impacted a nearby cargo ship while docked in Timaru, NZ over the weekend.

Seabourn's director, public relations and strategic initiatives, Brian Badura said the incident occurred after "sudden high winds caused the ship's aft mooring lines to part and break free".

No injuries have been reported and the ship is fully operational.

It was inspected and cleared to sail by authorities and departed for its next scheduled call in Akaroa, New Zealand.



**CRYSTAL** Cruises' ceo Edie Rodriguez and the Sydney team showed off the luxurious *Crystal Symphony* to a group of media on Fri.

Rodriguez emphasised her confidence in the newly opened Sydney office and the potential for the Australian market.

"Australia is such a big important market for us that it was a strategic decision to open an office here," she said.

Crystal is in the midst of a massive brand expansion which begun in 2015 after it was acquired by Genting Hong Kong.

The move prompted the introduction of three new classes

of cruising - Crystal Yacht Cruises (Dec 2015), Crystal River Cruises (Jul 2016), Crystal Exclusive Class Ocean Cruises (2019), Crystal Luxury Air (Apr 2016) and Crystal AirCruises (2017).

The past three years for Crystal have been the three most profitable years yet, "so we're doing something right and we will continue," Rodriguez said.

"The world is getting wealthier, and the wealthy people want to travel in an understated elegant, luxurious manner," she added.

Rodriguez is **pictured** after the tour with Karen Christensen, local managing director and senior vice president of Crystal Cruises.

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## Crystal sets itself apart

**CRYSTAL** Cruises new ocean vessel set to launch in 2022 was touted as a “game changer on many fronts” by Crystal ceo Edie Rodriguez at an event on *Crystal Symphony* in Sydney on Fri.

The vessel will feature one floor of private apartments at sea.

“I know there’s that other vessel floating out there that offers residences, travel agents tell me that ship has the nickname of the ghost ship,” Rodriguez said.

Crystal’s vessel will be “a very different experience”, Rodriguez said, as the residents would never have to meet cruise guests unless they wanted to.

There would also be a very different set of rules in ownerships, with residents having no say in where the vessel sails.

“You will actually buy into that understanding that you will accept our departures, our itineraries, if that doesn’t work for you, don’t buy.”

Last year Crystal launched *Crystal Mozart* on the Danube (**CW** 12 Jul), which Rodriguez told media “is the only true luxury experience on the river Danube”.

“I think a lot of brands slap marketing positioning onto their brands because they didn’t know what they didn’t know, respectfully, well we did our homework,” she said.

“We sailed on everybody, we looked at it all and we delivered with *Crystal Mozart* the only true luxury experience on the river Danube, bar none.”

Crystal has ordered eight more river ships, to be delivered through to 2019.

Initially two of the newbuilds were earmarked for France, but Crystal pulled the plan in Aug.

“We continue to monitor the situation and if things get better and there is a global demand where we can fill one of those, we can always shift,” she said.

## Dreamlines record

**CRUISEAWAY’S** parent company Dreamlines reached the break-even point in Jan for the first time globally.

Dreamlines exceeded its 2016 growth targets and boosted its international team by 30%.

Managing director Felix Schneider attributed the success to a collective company effort.

“I am very proud of the great effort everyone put in and the success we have achieved together,” he said.

Dreamlines is now rolling out its package holiday business in other countries, starting with Australia.

“We will be continuing our dynamic growth in 2017,” he said.

“To achieve this, we’re looking at both internal and external growth options in our existing markets and are considering expanding into new countries.”

## OOE new program

**ONE** Ocean Expeditions’ (OOE) 2018 Arctic program is out early this year, on the back of strong demand and 2017 Arctic bookings already surpassing expectations.

The collection of circumpolar Arctic cruise itineraries in Canada, the Maritimes, West Greenland and Norway range from seven to 12 days in length.

## Emerald back at sea

**EMERALD Princess** is back on schedule following the death of a crew member while it was at Port Chalmers in New Zealand on Thu.

The accident saw a gas canister explode during technical work on the hydraulic launching system on a tender vessel.

Princess Cruises said in a statement it assisted investigators following the incident and its “focus has also has been on caring for the crew member’s family at this difficult time”.

*Emerald Princess* departed Sydney yesterday on an 11-night cruise to Auckland.

## Crystal Exp for Aus?

**AN AUSTRALIAN** visit from Crystal Yacht Expedition’s newbuild megayacht *Crystal Endeavor* may be on the horizon.

Karen Christensen, local md and svp of Crystal Cruises hinted at the possibility when speaking with **CW** on Fri, noting the vessel is named after Captain James Cooks’ *HMS Endeavour*.

“It’s not official but I guess it’s called *Crystal Endeavor* after Captain Cook, who would know, quite possibly,” she told **CW**.

Sailing from Aug 2018, the 100-guest vessel will be designed for global expeditions in Arctic, Antarctic and tropical conditions.

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## Oprah on HAL sailing

**OPRAH** Winfrey will be on board a special Holland America Line sailing in Jul under a partnership between *O, The Oprah Magazine* and HAL.

### Cruise Calendar

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

<b>SYDNEY</b>	
<i>Explorer of the Seas</i>	14 Feb
<i>Carnival Spirit</i>	15 Feb
<i>Pacific Jewel</i>	16 Feb
<i>Ovation of the Seas</i>	17 Feb
<i>Dawn Princess</i>	18 Feb
<i>Arcadia</i>	19 Feb
<i>Azamara Journey</i>	19 Feb
<i>Ovation of the Seas</i>	20 Feb
<i>Pacific Jewel</i>	20 Feb
<b>MELBOURNE</b>	
<i>Pacific Eden</i>	15 Feb
<i>Queen Mary 2</i>	18 Feb
<i>Golden Princess</i>	19 Feb
<i>Pacific Eden</i>	20 Feb
<b>BRISBANE</b>	
<i>Sun Princess</i>	16 Feb
<i>Pacific Jewel</i>	18 Feb
<i>Legend of the Seas</i>	20 Feb
<b>CAIRNS</b>	
<i>Azamara Journey</i>	14 Feb
<i>Crystal Symphony</i>	15 Feb
<i>Pacific Princess</i>	16 Feb
<b>DARWIN</b>	
<i>Radiance of the Seas</i>	17 Feb
<i>Crystal Symphony</i>	19 Feb
<b>FREMANTLE</b>	
<i>Silver Whisper</i>	15 Feb
<i>Astor</i>	18 Feb
<b>ADELAIDE</b>	
<i>Ovation of the Seas</i>	14 Feb
<i>Queen Mary 2</i>	16 Feb
<b>HOBART</b>	
<i>Golden Princess</i>	15 Feb
<i>Emerald Princess</i>	15 Feb
<i>Pacific Eden</i>	17 Feb

## Silver Muse sneak peek



**AN ARTS** Cafe to be introduced on *Silver Muse* has been showcased in a range of newly released renderings.

Amber Wilson, md Asia-Pacific said the Arts Cafe will display paintings and sculptures from a broad range of artists and host frequently changing exhibitions.

"The distinctive design of the venue is a relaxing getaway and

offers daytime cuisine in the form of a café and deli-bar," she said.

In the early evening, the venue will turn into a cocktail lounge.

*Silver Muse* will launch in Apr. See **FACEBOOK** for more pics.

## L'Austral investigated

**MARITIME** authorities are investigating an incident where Ponant's *L'Austral* came into contact with an underwater object on 09 Feb while entering Milford Sound.

The vessel was under direction of the pilot and there is a slight hull deformation but no breach of the hull.

## Splendor Alaska 2018

**A 14-DAY** Alaskan adventure round-trip from Long Beach, California has been released for Carnival Cruise Line's *Carnival Splendor* in 2018.

Departing 25 Aug, the voyage will visit Hubbard Glacier and spend a day at the wilderness area of Icy Strait Point.

Also on the itinerary are the destinations of Ketchikan, Skagway, Juneau and Sitka, Alaska, along with a day-long call at Victoria, British Columbia.

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## Royal family cruises

**ROYAL** Caribbean has begun promoting its collection of family-friendly voyages dedicated to the South Pacific on *Explorer of the Seas* and *Voyager of the Seas* under the moniker of the 'South Pacific sisters'.

*Explorer* and *Voyager* cruises to the South Pacific include stops at Mystery Island and Port Vila in Vanuatu, Noumea and Isle of Pines in New Caledonia and Suva & Lautoka in Fiji.

RCI says the destinations are a haven for Aussie travellers due to their golden beaches, warm sun, crystal clear waters, natural wonders, range of activities, and their close proximity to home.

Targeting the family market over the summer months, the ships offer activities like the FlowRider, ice skating rinks, an indoor street lined by cafes, shops & bars, and the chance to meet characters from *Shrek* and *Madagascar*.

Until 28 Feb, select sailings to the South Pacific are discounted by up to 45% off the first pax.

For more details, **CLICK HERE**.



**SOME** guests aboard *Norwegian Star* took the vessel's loss of propulsion on Fri in good humour, deciding to hold a "drift-away party".

Passenger Mike Clark told *ABC News* "We had a drift-away party and we had a tow-away party so our group handled it OK".

Another pax said he was "kind of disappointed" but had already planned another trip to see the ports they missed.

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Postal address: PO Box 1010, Epping, NSW 1710 Australia  
Street address: Suite 1, Level 2, 64 Talavera Rd, Macquarie Park NSW 2113 Australia  
P: 1300 799 220 (+61 2 8007 6760) F: 1300 799 221 (+61 2 8007 6769)

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**Publisher/Editor in chief:** Bruce Piper  
**Managing Editor:** Jon Murrie  
**Contributors:** Guy Dundas, Jenny Piper, Nathalie Craig, Bonnie Tai, Jasmine O'Donoghue  
**Advertising and Marketing:** Sean Harrigan, Melanie Tchakmadjian [advertising@cruiseweekly.com.au](mailto:advertising@cruiseweekly.com.au)  
**Business Manager:** Jenny Piper [accounts@cruiseweekly.com.au](mailto:accounts@cruiseweekly.com.au)

**Editorial:** [info@cruiseweekly.com.au](mailto:info@cruiseweekly.com.au)

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