

CRUISE

WEEKLY



Thursday 16 Mar 2017

Cruise Weekly today

Cruise Weekly today features four pages of all the latest cruise industry news plus a full page from AA Appointments.

Dawn's new look

P&O Cruises' *Pacific Dawn* has sailed into Brisbane fresh from a two-week drydock in Singapore.

Dawn has been fitted with two 80m long slides and a waterpark, while a new virtual reality entertainment experience is available in HQ and HQ+.

The vessel now features The Pantry, redesigned public spaces and the cruise line's new livery which includes the Southern Cross (pictured).



Celebrity's local drive

ROYAL Caribbean Cruises has named Cameron Mannix as its first bdm dedicated solely to Celebrity Cruises for Australia and New Zealand.

Previously tri-branding reps in the local market, he has instead been tasked with elevating the profile of Celebrity in Australia.

"My role is to get the Celebrity name out there, to increase awareness as to what Celebrity means to clients and to show how we differ from everyone else," Mannix told *CW* at the launch of the Edge class in Sydney on Tue.

He will work to open cruising to a new market and build demand for the brand down under.

"Ideally we would love to get another ship down but my dream is to have an Edge class down in Australia," Mannix said.

The response from the local market to the unveiling of the new class on Tue has been

"incredible", with the first Aussie res coming through in the first half hour of bookings opening.

Mannix said *Celebrity Edge* would open cruising to a whole new demographic who previously might have thought cruising was not for them and who enjoyed high-end resort holidays.

Celebrity Edge will be deployed in the Caribbean from Dec 2018 and seven-night voyages are available for less than \$2,000ppts.

"You're not selling an arm and a leg to get on one of these ships, it's accessible to everyone," he said.

As for getting another ship or the Edge class to Australia, the market will have to prove itself.

"Hopefully sometime in the very near future we may have another Celebrity ship here, whether it's a Solstice class or Edge class, only time will tell," Peter McCormack, head of sales ANZ, RCL Australia told *Cruise Weekly*.

Garden Island still on the agenda

KEITH Pitt, the Federal Assistant Minister for Trade, Tourism and Investment, this morning confirmed recent discussions with the New South Wales Government about Sydney's cruise infrastructure problems and possible access for cruise ships to Garden Island.

Pitt was the opening presenter at Tourism Australia's Destination Australia conference, and was questioned about how cruising's growth is being hampered by a lack of berths in Sydney Harbour.

"Clearly it's a challenge between ourselves and the State Government," Pitt admitted, noting that following the recent cabinet reshuffle in NSW "I have discussed this with the new Tourism Minister in just the last couple of weeks".

He wouldn't be drawn further, saying "I won't be making any policy announcements today".

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Le Kerguelen renamed

PONANT has changed the name of one of its four Explorers sister ships from *Le Kerguelen* to *Le Dumont d'Urville*.

The new vessels will be fitted with "a multi-sensorial underwater lounge", which the line has promised to be "an exclusive design & a world first".

The first two ships are under construction, with the first block being laid for *Le Laperouse* and the first sheet of steel cut for another, *Le Champlain*.

Jewel's new calls

NORWEGIAN Cruise Line has revamped itineraries for *Norwegian Jewel's* inaugural season in Australia and New Zealand, adding in new calls.

Destinations such as Milford Sound, Bay of Islands, Adelaide and Hobart have now been incorporated into the schedule, along with new shore experiences.

Jewel will arrive in Sydney for the first time in Nov.

RCI 2018/19 season

ROYAL Caribbean Int'l has unveiled its North American itineraries for the 2018-19 season.

The program will see the addition of its forth Oasis class ship, *Symphony of the Seas*, which will be based in Miami.

RCI will sail to the Caribbean, Alaska, and coastal areas of Canada and New England.

Alaska itineraries are available from today, Caribbean cruises from 17 Mar and Canada & Northeast cruises on 30 Mar.

All itineraries can be booked one day in advance for Crown and Anchor Society loyalty members.

Murray Princess xmas

CAPTAIN Cook Cruises will celebrate Christmas in Jul on all of the *PS Murray Princess'* three-, four- and seven-night Murray River sailings between 07-27 Jul.

The cruises will feature a traditional Christmas Dinner or lunch, a range of Christmas-themed activities and more.

Celebrity Edge's local bang



TRADE partners and media were wowed at Celebrity Cruises' *Celebrity Edge* Australian launch event in Sydney on Tue.

The local team released details of the \$1b new vessel, describing it as "a ship designed to leave the future behind".

Celebrity Edge was visualised completely in 3D, allowing the developers to see how they could better utilise the space.

The designers have reworked the disembarkation experience, to improve what was "not a very glamorous experience".

As opposed to walking down a staircase and onto a tender, guests on *Edge* will exit through a destination lounge featuring imagery of the destination, step

onto the "Magic Carpet" and board what will be called an "Edge Launch".

The Edge Launches will "be a lot more comfortable, have more space and spectacular glass windows to offer you more of a view when you're getting to the destination," Cameron Mannix, bdm for Celebrity, ANZ told **CW**.

More suites will be available on *Celebrity Edge*, taking up 12% of accommodation stock, compared with 5% on Solstice class vessels and there will be a category for solo travellers - the Edge Single Stateroom with Infinite Veranda.

Cameron Mannix is **pictured** (left) with Peter McCormack, head of sales ANZ, Royal Caribbean Cruise Lines Australia.

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Tauk double capacity

TAUCK has announced a four-year plan to double its small ship cruising capacity to nine ships through fleet expansion, partnerships and new itineraries.

The company intends to increase their use of ships from French-owned cruise line Ponant.

Tauk has also bolstered its partnership with BBC Earth, which features customized BBC Earth enhancements on board that helps connect travellers with wildlife and nature.

Crystal does Broadway

CRYSTAL Cruises has teamed up with award winning producer Kevin McCollum to bring Broadway programs and players abroad its ships from mid 2017.

The "Crystal on Broadway" lineup will feature guest singers, dancers, choreographers, directors, designers and other artists on select *Crystal Symphony* and *Crystal Serenity* voyages.

British ports sail high

NEWLY released figures from CruiseBritain show more pax than ever visited Great Britain through 55 cruise ports in 2016.

A total of 114 individual ships called into UK ports in 2016, with many calling on multiple occasions, bringing a record 1,214,000 passenger day calls, an increase of 19% over 2015.

Angie Redhead, chair of CruiseBritain said day call figures had tripled in 10 years, with 2016 seeing one of the biggest year-on-year increases & there appeared to be no signs of demand slowing.

Training on Europa 2

THREE-TIME Olympic ski champion Maria Hofl-Riesch will be on board six of Hapag-Lloyd's *Europa 2* cruises during the 2017/18 season.

She will run introductory "BE. YOU" fitness programs tailored to guests' individual requirements, combined with healthy nutrition.

Archie Rose on board with P&O



P&O Cruises Australia will ride the wave of craft distilleries emerging across the country, announcing a partnership with Sydney producer Archie Rose.

The line this week outlined plans to feature the brand's products on board its latest ship *Pacific Explorer* when it makes its debut in Jun.

The distiller will be the focus of a new on board bar called The Bonded Store, offering the Archie Rose range of gins, vodkas and tailored spirits as well as hosting a series of hands-on experiences including whisky masterclasses and gin-blending sessions.



The distillery's founder Will Edwards said P&O shared his passion for local seasonal ingredients and botanicals.

"We're super excited... for us to be served on one of the top ships in the Pacific is incredible," he said.

Edwards is **pictured** left with P&O Cruises Australia president Sture Myrmell, while **inset** is an impression of the new bar.

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Viking culinary team

VIKING Line and Swedish Culinary Team will create a gastronomic partnership in Mar, offering new taste experiences for the company's seven vessels in the Baltic Sea.

The Swedish Culinary Team will provide restaurant and kitchen staff & make guest appearances.

There are 40 restaurants and cafes on Viking Line's vessels.



MONDAYITIS hits us all in different ways and it seems even seals aren't immune to it.

The seas **pictured** below was snapped hitching a ride on the bow of a ship, headed for the Yarra River.

Footage of the seal having a nap appeared on *7 News Melbourne* and it still remains a mystery how the seal made it onto the ship in the first place considering it was coming in to shore from the sea.



CCC supports McGrath



CAPTAIN Cook Cruises has donated \$5,000 to the McGrath Foundation, following a three-hour Pink High Tea fundraising cruise recently.

The money was donated from raffles, silent auctions and 50% of the fundraising cruise fare will go towards the ongoing placement of McGrath Breast Care Nurses in communities nationwide and in increasing breast awareness.

Richard Doyle, head of sales and marketing for Captain Cook Cruises said "McGrath Foundation is a wonderful foundation who we have partnered with for the past three years."

Pictured are: Richard Doyle; Tracy Bevan, McGrath Foundation ambassador and director and Anthony Haworth, general manager, Captain Cook Cruises.

Silversea Bangladesh

SILVERSEA made history last month, marking the first-ever cruise ship call to Bangladesh.

Silver Discoverer stopped by Maheshkhali Island during a three-day stopover in the country, which included visits to Hiron Point, Charaputia, Harbaria & Kokilmoni.

ACL new itinerary

AMERICAN Cruise Lines has announced a new 11-day round-trip out of Boston.

The Grand New England itinerary visits destinations on the US NE coast including Bar Harbor & Portland in Maine and Martha's Vineyard in Massachusetts.


The first departure will leave on 21 May on the inaugural cruise of *American Constellation*.

CRUISE NEWS & VIEWS

with Joel Katz
MD, CLIA Australasia

Helping to educate clients

TRAVEL agents are on the front line with consumers, and are often faced with many questions on varied topics. In a world of internet access and a 24-hour news cycle, it's important that our agent members have factual answers to their customers' questions. One subject that CLIA regularly gets asked about is to what extent illnesses such as norovirus are prevalent on cruise ships. There is no question that passenger wellness is essential to an enjoyable cruise holiday, and cruise lines work around-the clock to keep pax and crew healthy. Outbreaks of norovirus are quite rare on cruise ships, affecting well under 1% of pax. In fact, many more people get norovirus on land. To keep outbreaks like norovirus rare, cruise lines continuously focus on maintaining clean and sanitary environments aboard their ships, conduct pre-boarding screening & are evaluated through public health inspections. Ships' crews work diligently to implement measures to prevent and respond to illness, continuously re-evaluate procedures and share best practices across the industry. For more resources, **CLICK HERE**.



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