

CRUISE

WEEKLY



Thursday 30 Mar 2017

Cruise Weekly today

Cruise Weekly today features three pages of all the latest cruise industry news plus a full page from CLIA.

Azamara '19 voyages

AZAMARA Club Cruises has unveiled its 2019 Australian cruising itineraries, which include maiden departures from Melbourne and Perth.

Azamara Quest will arrive down under in late 2018 from Singapore, before sailing Perth to Melbourne on 22 Dec 2018.

Included in the itineraries is a 16-night maiden voyage from Melbourne to New Zealand and a 15-night Auckland to Cairns trip.

Azamara Quest's Australia season will finish with a two week cruise from Cairns to Singapore, departing 08 Mar 2019.

Part of the 2019 release sees special voyages for the Monaco Grand Prix, D-Day and Cannes.

Tollman rules out ocean

BRETT Tollman, ceo, The Travel Corporation has ruled out moving into the "crowded" space of ocean cruising and said TTC will instead focus on growing the potential of its existing brands.

Talking to **CW** on board the inaugural sailing of Uniworld Boutique River Cruise Collection's *Joie de Vivre*, Tollman said TTC had never believed investing in ocean cruising was the right fit.

"This ship cost 26 million euros to build and furnish, an ocean cruise ship costs 300-500 million, so it's a very different game," Tollman said.

Joie de Vivre is completely paid off, with debt and mortgages not playing a part in the business strategy of TTC.

"One of our success stories has always been very disciplined and focussed...and never getting over extended in what we do," he said.

"That way you can perpetuate

the business hopefully for several generations without being exposed to the peaks and valleys and highs and lows that happen."

Tollman noted the sheer number of expedition ships on order, as well as the "massive investment" involved in the likes of Royal Caribbean International's growing vessel size.

"There's some great operators in the ocean cruise space, they are fantastic at what they do and we don't want to go into a space that's crowded and would be very hard to find our niche in."

Tollman said TTC is instead putting its efforts into innovating its existing brands.

"There is so much opportunity within each business to grow its footprint and its profitability so if you're buying new companies you get distracted from that focus," he said, adding TTC is still always looking at outside opportunities.

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On location in
France

Today's issue of *CW* is coming to you courtesy of Uniworld Boutique River Cruise Collection on *S.S. Joie de Vivre's* inaugural sailing on the River Seine.

JOIE de Vivre made her entrance at Rouen for the first time overnight, following on from an extravagant Grand France dinner the night before.

The team of trade and media on board threw themselves into exploring the destination.

Some headed to Mont Saint-Michel for the day, while others teed off for a round of golf at Rouen Mont-Saint-Aignan, went for a bicycle ride along the riverbank and more.

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Your mouth will water when you read our comparison of the food offerings on ships homeporting in Australia in the April issue of *travelBulletin*.

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itravel seminar at sea



AGENTS from Infinity and itravel won incentive trips to sail on board *Explorer of the Seas* earlier this month.

The Seminar at Sea agent groups were treated to a three night sampler voyage which departed on 16 Mar.

Pictured are itravel agents from back left: Mina Bellomo, itravel Hurstville; Linda Hogan, itravel mobile agent; Joanne Agius,

itravel mobile agent; Lyndall Collins, itravel mobile agent; Kristy Te Hira, itravel Peshurst; Natalie Adamson, itravel Raymond Terrance.

Front row from left: Wendy Anderson, Royal Caribbean International; Anneliese Piggott, RCI; Lynette Metuarau, itravel Mounties; Tiano Sakaria-Cecil, itravel head office and Teresa Christopher, itravel mobile agent.

Silver Muse library

LUXURY cruise line Silversea will partner with London-based literary institution Heywood Hill to create a custom-made library.

The repository will be on board *Silver Muse* in its new Arts Cafe on deck eight, while select books from the shelves will be placed in chosen top suites.

The cafe is multi-purpose and will be turned into a lounge at night time where guests can enjoy a cocktail.

Silver Muse will launch next month, bringing Silversea's fleet to nine ships.

The new addition will visit at 34 countries and 130 ports during its first year of operation.

50 years in Galapagos

LINDBLAD expeditions is marking 50 years of travel to the Galapagos Islands as it releases its latest brochure for the Ecuadorian archipelago.

The milestone marks the first organised group of "citizen explorers" to visit the islands in 1967, hosted by company founder and ecotourism pioneer Lars-Eric Lindblad.

An earlybird offer allows guests to book 2018 departures at this year's prices until 01 Jun, 2017.

TTC appoints in SA

THE Travel Corporation has appointed Christopher Lukehurst-Walton in a dual sales manager role looking after Uniworld Boutique River Cruise Collection and Creative Cruising in SA.

He most recently worked for SilverNeedle Hospitality in Adelaide as Territory sales manager and has also been employed by Royal Brunei Airlines and Wendy Wu Tours.

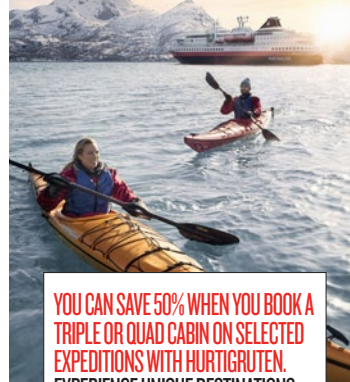
Fiona Dalton, local md for Uniworld told **CW** the time was right for Uniworld to invest in partnerships in South Australia.

"It was the missing link and that really rounds out our team nationally and for the first time we have a presence in every major state in which we operate," Dalton said.

"He understands distribution in Australia, he understands how to add value working with our agency partners and he understands what it takes to represent luxury travel."

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CLIA report canned

CRUISE Lines International Association (CLIA) Australasia will not be producing a report on river cruises for 2016.

In the past, river cruising had been included in CLIA Australasia's annual Cruise Economic Report, but last year's release excluded the sector in favour of doing a separate river cruising report.

"After collating the material for the report last year, it became apparent there were gaps in the data collection, so with the close of 2016, the decision was made to wait until river cruising could be part of a new global reporting system being introduced this year," a spokesperson said.

Aussies test out Joie de Vivre



TEN Australian agencies made the trip to Paris for this week's christening of Uniworld Boutique River Cruise Collection's *Joie de Vivre* and to join the vessel's inaugural cruise.

Inspired by the itineraries she sails on the River Seine, the ship's design is based on bringing the shore experience on board.

The new vessel has swapped out the usual cocktail bar space in favour of a spa and wellness centre (**pictured** below) which doubles as a supper club by night.

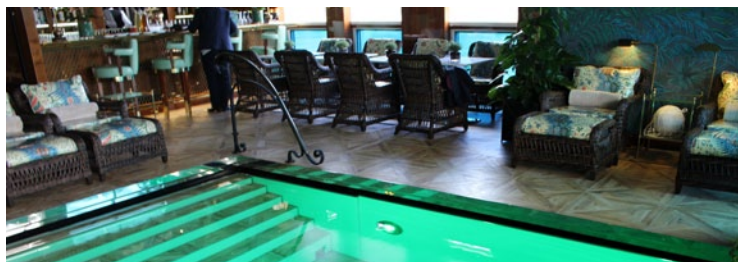
Offering shared plates and jazz music from 6pm and a guest capacity of 26, Claude's includes a hydraulic floor raised over the spa's resistance pool.

Uniworld md Fiona Dalton said the new ship brought "a level of discernible luxury that the market hasn't seen before".

"This ship really maximises

every centimetre and every inch for the benefit of the guests and I think in terms of blending cutting-edge contemporary with the feel of the destination, I just don't think they could have done a better job," she said.

Pictured are some of the Aussie contingent during a sail away party on *Joie de Vivre's* inaugural cruise, from left: Roger Hudson, Mary Rossi Travel; Campbell Harris, Global Journeys; Rhona Rodgers, MTA - Mobile Travel Agents; Vivien Davies, Sylvania Travel and Cruise; Brett Tollman, TTC ceo; Claudia Rossi, Mary Rossi Travel; Ellen Bettridge, Uniworld; Michelle Ashcroft, Phil Hoffmann Travel; Gavin Tollman, TTC; Louise Dann, Hunter Travel Group; Brett Dann, Hunter Travel Group; Fiona Dalton, Uniworld and Baden Brown, Launceston Travel and Cruise.



SOMETIMES it's about the journey, not the destination - especially if you're an American cruise passenger.

A survey released by insurer Allianz Global Assistance this week found more than a third of Americans would prefer to stay on the ship rather than get off and explore ports of call.

It says 34.3% would prefer not to disembark, with 36% of those citing safety as their main reason to stay put.

About 18% said they were simply disinterested in the destination and 17% said they feared not getting back to the ship in time for departure.

About 9% didn't want to part from onboard food and drinks.

CLIA UPDATE

with Joel Katz
MD, CLIA Australasia

Master the Dream

THIS year marks the 20th anniversary of the Annual CLIA Australasia Masters Conference. We are very excited to be partnering with Genting's Dream Cruises, who will be hosting the Masters onboard the magnificent *Genting Dream*.

The Masters Conference is a unique opportunity - there is nothing like it in the travel sector, let alone the cruise industry. The curriculum is specifically developed to focus on skills needed to be the most successful cruise salesperson.

We are excited to have once again secured Scott Koeopf to run Masters 2017. Scott is a very talented, motivating and inspirational facilitator. Recent Masters graduates have said: "The best days I have ever spent in a conference room in my 30+ years in this industry", "Masters exceeded my expectations! Scott is an exceptional speaker & presenter - direct, engaging, illuminating, funny and energetic".

Achieving your Masters Accreditation will see you join an elite group. Master Cruise Consultants are officially endorsed by the cruise industry body as the most qualified individuals to advise on cruise holidays. The skills gained through attending the Masters are uniquely referenced to the cruise industry and will set you apart from your competitors.

Visit www.cruising.org.au for more info.

Cruise Weekly is Australia's leading travel industry cruise publication. An industry-focused PDF edition of *Cruise Weekly* is published every Tue and Thu, and there's also a consumer-facing email newsletter published each Wed - sign up free at www.cruiseweekly.com.au.

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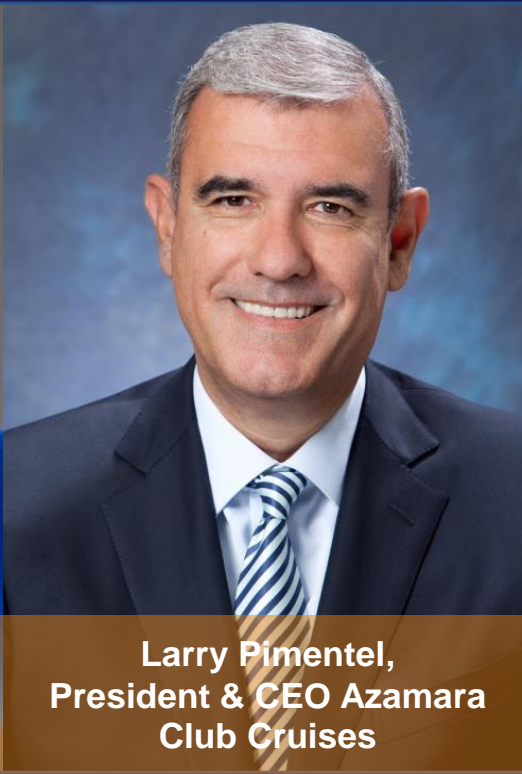
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specialist break out sessions as well as a dynamic trade show where
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