

### Cruise Weekly today

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

### CCL onboard res

CARNIVAL Cruise Line has introduced Onboard Future Cruise Sales in Australia.

Australians and New Zealanders can now book their next cruise while sailing on board *Carnival Spirit* and *Carnival Legend* at the vessels' Shore Excursion desks.

Guests who book on board will have access to deposits starting from \$100 per person and will also receive onboard credit offers.

Agents don't have to worry about their bookings and commission going astray, with Carnival Cruise Line pledging to automatically allocate them to a guests' travel agent.

## Celebrity's newbuild for Galapagos

TWO of Celebrity Cruises' smaller Galapagos ships will step aside to make room for a 100-pax newbuild called *Celebrity Flora* (CW breaking news).

The cruise line told CW the 48-guest *Xperience* and 16-guest *Xploration* would no longer sail in Celebrity's Galapagos fleet as of 01 Jun, 2019.

A spokesperson confirmed the decision was "in keeping with rules that regulate the number of tourists that ship operators can carry in the islands".

Both ships only entered into service with the line in Mar (CW 28 Jun) after Celebrity acquired the vessels' Ecuadorian operator, Ocean Adventures.

*Celebrity Flora* will offer a specialised design for the Galapagos and be built by Dutch shipbuilder De Hoop.

When it is inaugurated in May 2019, *Celebrity Flora* is set to be



one of the most energy-efficient vessels in the region.

The ship will feature anchorless technology, personal suite attendants, new dining venues and ecological seminars.

Meals will be served in the Seaside Restaurant, or casual dining space, The Ocean Grill, or in-room dining.

Along with the marina, *Flora* will feature a Sunset Lounge, an open-air hideaway called The Vista (pictured) & floor-to-ceiling

glass-wrapped Observatory.

Darwin's Cove and the Naturalist Center will provide info on the destination, while the Discovery Lounge will be home to Naturalist presentations and guided astronomy tours will be offered on the Stargazing Platform.

Fares for *Celebrity Flora* will come at a premium, with a seven-night Galapagos Outer Loop itinerary on the all-suite ship departing 20 Oct 2019 leading in at \$12,099pp.

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# CRUISE

WEEKLY

Tuesday 21st November 2017

## TC breaks \$50m barrier



**TRAVELLERS** Choice Cruise Club sales have broken the \$50 million barrier in 2016/17 for the first time as the specialist agent program ramps up its activity.

At the Travellers Choice annual conference in Perth on the weekend, the group's managing director Christian Hunter told **CW** sales through the Cruise Club's preferred wholesaler, The Cruise Team, had grown by 46.8% in 2016/17 to reach \$5.14 million.

"I would think one of the most impactful things we've done with the Cruise Club is our direct mail publication called *Just Cruisin'*," Hunter said of the printed periodical magazine issued to Cruise Club member databases.

"Our members are saying that this is the best marketing that Travellers Choice has ever done

for us," he said.

"Every time it goes out, the phones are ringing, we're getting customers bringing copies into the store, and it's driving activity and sales to those members."

Hunter said Travellers Choice had established a limited selection of CLIA-accredited specialist agents in its Cruise Club to maintain it as an elite group.

"We wanted to be really targeted in who we're working with, to make sure that we're operating with agents that are focused on growing cruise.

"There's an investment from suppliers as well in terms of supporting with marketing activity... we need to make sure they get a return," he said.

Hunter is **pictured** addressing the conference on Sat.

## Meet Greg Mortimer



**AURORA** Expeditions will honour its founder, pioneering mountaineer and explorer Greg Mortimer, by naming its new ship (**CW** 16 May) after him.

The vessel, set to debut in late 2019, will be the first expedition cruise ship to feature the patented Ulstein "X-Bow" which pierces waves with greater stability.

Aurora managing director Robert Halfpenny said the

ship's name would "ensure Greg's legacy and vision for small group voyages continues to burn brightly into the future".

Mortimer, who established Aurora with his wife in 1991, said he was "honoured and humbled to share my name with a vessel that marries the pioneering heritage of Aurora Expeditions with bold technology, aggressive design and innovation fit for purpose".

The advertisement features a central white box with text and logos, set against a background of scenic images. The top part shows a large Moai statue against a cloudy sky. The bottom left shows a tropical coastline with a turquoise lagoon and green hills. The bottom right shows a cruise ship sailing on the ocean. The central text reads: "INTRODUCING EXC IN-DEPTH™ VOYAGES". Below this, it says: "EXC In-Depth Voyages is a new, customised program by Holland America Line designed for seasoned travellers eager to explore the most fascinating corners of the globe." A red button with white text says "FIND OUT MORE". At the bottom, there are two logos: the Holland America Line logo with the tagline "SAVOR THE JOURNEY" and the "exc in-depth voyages" logo.



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## Dream's christening



**DREAM** Cruises marked the christening of *World Dream* at Hong Kong's Kai Tak Cruise Terminal with a special blessing and ceremony to impart good fortune on the vessel.

Puan Sri Cecilia Lim, *World Dream's* godmother and wife of parent company Genting Hong Kong's chairman, activated the breaking of champagne on the hull of the ship.

The occasion was attended by more than 1,000 guests and the line said the function saw *World Dream* become the first cruise ship to be christened in Hong Kong.

During the event Genting Hong Kong chairman and ceo Tan Sri Lim expressed the importance of the city to the company and the overall cruise industry in the Asia Pacific and

reiterated Genting Hong Kong's commitment to showcase the city and grow the region into a world-class, cruise destination hub.

During winter, the vessel will operate six-day/five-night cruises to Manila and Boracay in the Philippines alternating with six-day/five-night journeys to Ho Chi Minh and Nha Trang in Vietnam.

*World Dream* will also offer "Warm Weekend Vacations" from Hong Kong.

Chief Executive of the Hong Kong Special Administrative Region, Carrie Lam Cheng Yuet-ngor, is **pictured** presenting commemorative couplets to Tan Sri Lim Kok Thay, chairman and ceo of Genting Hong Kong and Puan Sri Cecilia Lim, *World Dream's* official godmother.

## MSC Seaside details



**THERE** won't be a dull moment on MSC Cruises' new ship, *MSC Seaside*, with the line revealing it will offer around-the-clock entertainment on board.

In a MSC first, improvised comedy will be available six nights a week with comedy troupe BeerProv in the Metropolitan Theatre.

Theatre buffs will be catered for with seven new Broadway-style shows including *My Life in Music*, performing movie soundtracks live onstage, as well as *The Dream* for vintage musical fans.

*The Wizard* will feature illusions,

and *Peter Pan* will provide a fresh new take on the story of Peter Pan.

Up to four sittings will be available each evening starting from 6pm and running until late.

*MSC Seaside* will also feature two LEGO rooms, one for children aged three to six and another for seven to 11-year-olds.

The entertainment area will include an F1 racing simulator, XD cinema, two full-sized bowling lanes, a host of arcade games and two of the longest zipline at sea.

A render of *MSC Seaside's* sports arena is **pictured**.

## Viking Bali cruise extensions

**VIKING** Cruises has launched three new Bali cruise extensions for passengers on its 17-day Komodo & the Australian Coast and the 13-day Bangkok, Bali & Beyond ocean itineraries in 2018 and 2019.

The three-day Bali option ventures to Taman Ayun Temple, Ulun Danu Temple and Tanah Lot Temple while the four-day Ubud explores the destination's heritage, landscape and landmarks.

The five-day Bali & Yogyakarta visits Celuk, Mas, Ubud & Puri Saren.



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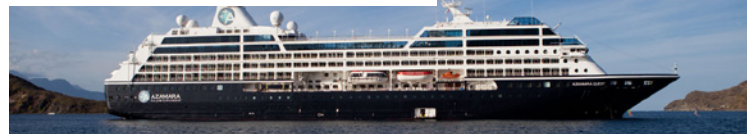
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WEEKLY

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Learn the highlights of the cruise summer season in the November issue of *travelBulletin*.

CLICK to read *travelBulletin*



## Cruise Calendar

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

### SYDNEY

<i>Voyager of the Seas</i>	21 Nov
<i>Noordam</i>	21 Nov
<i>Carnival Legend</i>	22 Nov
<i>Maasdam</i>	22 Nov
<i>Carnival Spirit</i>	23 Nov
<i>Celebrity Solstice</i>	24 Nov
<i>Amsterdam</i>	24 Nov
<i>Pacific Eden</i>	24 Nov
<i>Explorer of the Seas</i>	26 Nov
<i>Sun Princess</i>	26 Nov
<i>Carnival Legend</i>	27 Nov
<i>Pacific Eden</i>	27 Nov

### MELBOURNE

<i>Celebrity Solstice</i>	21 Nov
<i>Noordam</i>	23 Nov
<i>Pacific Jewel</i>	25 Nov
<i>Celebrity Solstice</i>	27 Nov

### BRISBANE

<i>Pacific Dawn</i>	21 Nov
<i>Amsterdam</i>	22 Nov
<i>Pacific Aria</i>	24 Nov
<i>Sun Princess</i>	24 Nov
<i>Pacific Dawn</i>	25 Nov

### CAIRNS

<i>Seabourn Encore</i>	27 Nov
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### DARWIN

<i>Coral Discoverer</i>	23 Nov
<i>Seabourn Encore</i>	23 Nov
<i>Sea Princess</i>	24 Nov
<i>Silver Shadow</i>	26 Nov

### HOBART

<i>Pacific Jewel</i>	22 Nov
<i>Carnival Legend</i>	24 Nov
<i>Noordam</i>	25 Nov

### AUCKLAND

<i>Golden Princess</i>	24 Nov
<i>Radiance of the Seas</i>	25 Nov
<i>Norwegian Jewel</i>	26 Nov
<i>Maasdam</i>	27 Nov

## American Song ahead of schedule



**AMERICAN** Cruise Line has floated its latest riverboat, *American Song*, seven weeks ahead of schedule.

The 190-passenger vessel (pictured) splashed into the Wicomico River in Maryland, USA, and is now undergoing the addition of upper decks and fitout in Chesapeake Bay.

The ship will "sail past the competition and will be the finest ship available in US river cruising," the company said, with

*American Song* to debut on the Mississippi River in autumn 2018.

With 102 staterooms, the ship also includes an opening bow with a retractable rotating gangway which can extend from the main deck directly to a river bank or dock - allowing the ship to make "bow landings" wherever it is needed.

"This feature will give *American Song* an array of options for its itineraries unmatched by other ships," American Cruise Line said.

## Seabourn wellness

**SEABOURN** has announced two new "Wellness Cruises with Dr Andrew Weil" in the coming year, with the special itineraries to operate in Alaska and Greece.

Weil is a physician and author who partnered with Seabourn to oversee the cruise line's onboard spa and wellness program.

Seabourn president Richard Meadows said the departures would feature "engaging experts in the field of integrative medicine" along with Dr Weil, with sessions on healthy ageing, women's health, nutrition and more - details at [www.seabourn.com](http://www.seabourn.com).

## Silver Cloud launch

**SILVERSEA** Cruises' newly refurbished ship, *Silver Cloud*, has set sail on its inaugural expedition voyage.

The massive US\$40 million project has seen *Cloud* converted to an ice-class expedition ship which now accommodates just 254 guests - limited to 200 in polar waters (CW 02 Nov).

Public spaces have been redesigned and a fleet of 16 Zodiacs added (pictured).



## Virgin appointment

**FLEDGLING** cruise line Virgin Voyages has appointed Diana Block as its new vice president of pricing and proposition.

Block, based in Miami, joins Virgin after almost two decades with Royal Caribbean Cruises Limited.

She will report to Virgin Voyages chief commercial officer, Nirmal Saverimuttu.



**THE** family that cruises together, stays together, right? Probably true, especially if the ship allows for a little bit of healthy separation!

That's certainly the design philosophy of MSC Cruises' new *MSC Seaside*, which provides plenty of options for togetherness - as well as a break when you can't take any more of your kids' "lovable" antics.

For parents who want to enjoy some midnight frolics, the ship's kids' club welcomes children who can be dropped off from 11pm until 2am as part of a "late night group babysitting service".

And while in port, children can also be deposited from gam to 11pm to allow parents to enjoy a "full, stress free day" on shore.

At least the children left behind will enjoy a host of high-tech activities, with the clubs equipped with 3D printers and virtual reality gaming.

The ship will also offer surprise flash mobs and karaoke acts.

CRUISE

WEEKLY

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