

Cruise Weekly today

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

Hughes fronts P&O

AUSTRALIAN comedian Dave Hughes stars in P&O Cruises' new TV commercial which highlights *Pacific Explorer's* on board activities.

The "Something for Everyone" campaign follows pax as they sample the ship's features, including pizzeria 400 Gradi, the P&O Edge Adventure Park and burlesque show Love Riot.

P&O's vice president of sales and marketing Ryan Taibel said Hughes was a "class act" who would "get people talking".

The push includes a cinema spot which will run until 14 Oct and content pieces on digital channels nationally.

Seabourn to target new-to-cruisers

THE expansion of the luxury market is presenting opportunities for both the Australian traveller and travel professionals, Seabourn said.

Eight months into the role of svp global sales and marketing at Seabourn, Chris Austin told **CW** he planned to help agents capitalise on that growth by tapping into first-time cruisers.

"Seabourn will be very focussed on, and will put a lot of our resources to how our travel professional partners bring in, and identify new-to-cruisers," Austin said, adding that "the industry needs new-to-cruise".

He said many agents were already sitting on potential new-to-cruise clients, in the form of travellers who love luxury resorts.

"All you have to do is start to present our luxury experience to them without initially saying 'do you want to go on a cruise?'"



"If I could have one minute of conversation without mentioning the experience I'd like you to do is a cruise, I've cracked the door open and I've probably got some curiosity," he suggested.

Tony Archbold, director of sales Australia, Seabourn, said the cruise line had experienced a record year so far this year, fuelled by the growing ultra-luxury market within Australia.

"I think we've seen in the last four to five years the Australian affluent market meet critical mass, which allows it to expand.

"Previously it was individual travellers or small groups of individual travellers who would go and have these experiences, now we've reached that critical mass where you can actually support a ship that comes down for a full season," Archbold said.

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Scenic to appeal ruling



SCENIC will appeal the decision handed down by the NSW Supreme Court on a class action against the company (**CW** Breaking News Thu).

The case stems from passengers who were unhappy with Scenic and Evergreen Tours' alternative arrangements and compensation following the European floods during Apr and May in 2013.

The ruling determined the

lead plaintiff, David Moore, was entitled to a 100% refund of what he paid for the cruise and \$2,000 in damages.

Somerville Legal, representative of the plaintiff, said the judge indicated the decision would apply to 10 out of the 13 cruises which were involved.

This would potentially pave the way for payment to more than 1,000 affected passengers.

Scenic disputed Somerville's widely reported estimate that it faced costs of up \$14 million, labelled it as "premature" and noted "not all cruises were affected in the same way".

Hurricane Irma

HURRICANE Irma has been elevated by the US National Hurricane Center to a category 4 storm, prompting itinerary changes for ships sailing in the Eastern Caribbean.

Carnival Cruise Line's itineraries on *Carnival Glory*, *Carnival Magic*, *Carnival Splendor* and *Carnival Pride* this week have been revised.

MSC Cruises has diverted *MSC Divina* away from the Eastern Caribbean and *MSC Opera* is currently docked in Havana and expected to sail to Montego Bay (Jamaica) tomorrow, staying in the Western Caribbean prior to her scheduled return to Havana on Sat.

MEANWHILE, Carnival Cruise Line has confirmed its Galveston-based vessels are back to normal scheduling following Hurricane Harvey.

U by Uniworld launch



THE new youth river cruising brand from Uniworld Boutique River Cruise Collection, U by Uniworld, celebrated its official Australian launch last week at an event in Sydney.

A mix of 130 trade, media and content creators celebrated the occasion in style at a swish function at Bar Machiavelli in Rushcutters Bay.

Guests were able to sample the destinations the new brand will visit, by tucking into a French dessert bar, a cheese table inspired by the Netherlands and a pretzel station representing Germany.

Speaking to **Cruise Weekly**, local md of U by Uniworld Fiona Dalton said the company had received a lot of interest in charters, hinting some may be

in the works, in addition to the Hunter Travel Group charter revealed last month (**CW** 17 Aug).

"There's never been a better time to consider a charter than right now because for those who are keen or courageous to be an early adopter, they'll be rewarded with very competitive pricing and an opportunity to be at the forefront of something that is very new."

"We may well be having a very different conversation in 12 months' time once U by Uniworld is launched and it's popular and we've got limited inventory," Dalton added.

Pictured above at the event in Sydney are: Hunter Travel Group's Louise Dann, Nicholas Dann, Madeleine Dann and Lisa (Dann) Tjandi.



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Mahler delayed

CRYSTAL Cruises has confirmed the construction of its new river vessel, *Crystal Mahler* has encountered a brief delay from the shipyard.

It is the second delay of the vessel, which was originally planned for deployment in Aug, but was pushed back to a Sep launch (**CW** 23 Mar).

Ovation's big milestone



SEABOURN'S newest vessel, *Seabourn Ovation*, reached a milestone last week, marked by a traditional coin and launch ceremony for the ship.

The festivities were officiated by Seabourn's longest-serving female shipboard team member, Jan Stearman, who served as the vessel's "madrina" (godmother).

Seabourn president Richard Meadows, Fincantieri Shipyard director Paolo Capobianco and *Seabourn Ovation* captain Stig Betten oversaw the welding of two commemorative gold coins to the ship's mast.

Stearman then cut the ship's cord to allow water to flow into the ship's building dock ahead of it being floated out from its dry dock and moved to its outfitting dock at the shipyard, where it will

undergo final construction.

"Watching the coin ceremony and seeing *Seabourn Ovation* officially touch the water for the first time today was a very special moment for all of us at Seabourn, representing a significant step toward the further expansion of our luxury fleet," said Richard Meadows, president of the line.

Seabourn Ovation will be delivered in 2018, embarking on an 11-day inaugural voyage from Venice to Barcelona on 05 May.

The sister ship to *Seabourn Encore* will have capacity for 600 guests and every suite will have a veranda, living area, a walk in closet and a marble bathroom with a separate bath and shower.

Seabourn Ovation is pictured above as water flowed into its building dock.

Viking 2nd world

VIKING Cruises has announced its second world cruise will sail Miami to London on *Viking Sun*.

The 128-day cruise will visit 21 countries & dep 03 Jan 2019.

As reported in **CW** (**CW** 08 Aug), the itinerary will sail via southern Australia, stopping by Sydney, Hobart, Adelaide, Albany and Perth.

Cruise Calendar

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

SYDNEY	
<i>Golden Princess</i>	06 Sep
<i>Pacific Explorer</i>	09 Sep
BRISBANE	
<i>Sun Princess</i>	06 Sep
<i>Pacific Explorer</i>	07 Sep
<i>Pacific Aria</i>	08 Sep
<i>Golden Princess</i>	08 Sep
<i>Pacific Dawn</i>	09 Sep
<i>Sun Princess</i>	10 Sep
CAIRNS	
<i>Sea Princess</i>	07 Sep
<i>Pacific Eden</i>	09 Sep
DARWIN	
<i>L'Austral</i>	11 Sep



SHIPBUILDER Ulstein decided to utilise its spare dry dock facilities to celebrate its 100th anniversary on Sat by turning the space into a full blown "concert hall".

Over 5,000 people attended and took part in the festivities and watched the show led by Thomas Numme and Norwegian artists Sigrid, Cezinando and Madcon.



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