

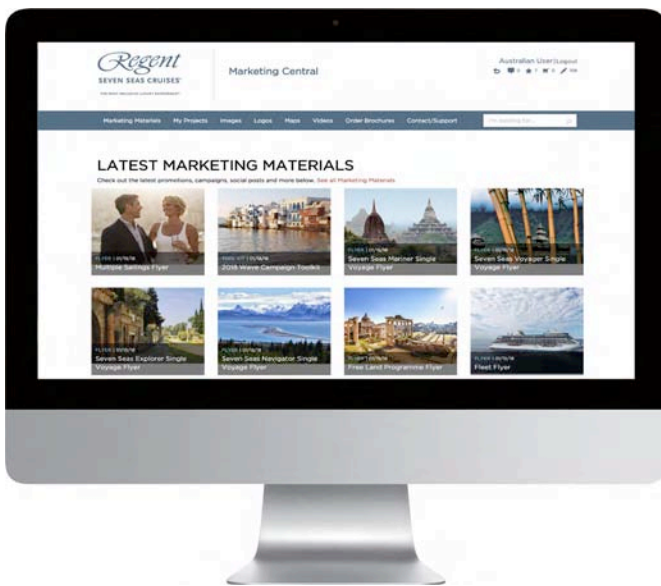
INTRODUCING

Regent

M A R K E T I N G C E N T R A L

MARKETING MADE EASY | MADE YOUR WAY

EFFECTIVELY COMMUNICATE WITH YOUR CLIENTS AND FURTHER DEVELOP YOUR BUSINESS WITH ACCESS TO A MARKETING PLATFORM WITH CUSTOMISABLE ASSETS.



## FEATURES

- Simple access via your existing Travel Agent Centre log-in
- Easy to navigate and use
- **Extensive library of:** Logos, Images, Videos, Social Media Assets, Posters, Campaign Toolkits...
- **Customisable flyers with:** Your logo, contact details, call to action, fares and itineraries
- Online support

REGISTER NOW FOR OUR WEBINAR

## HOW TO WIN A FANTASTIC HOSTED DINNER FOR YOU AND YOUR CLIENTS\*

Follow these 3 steps:

1. Register with Regent Marketing Central
2. Sign-up and attend our Training Webinar on Wednesday 14th February at 10am AEST
3. Be the top seller for the month of February\*

OFFER ENDS 28TH FEBRUARY 2018



**Terms and Conditions.** Travel Agents need to follow three steps. 1- Register with the Regent Seven Seas Cruises' travel agent center and Regent Marketing Central, 2 - Sign-up and attend the Training Webinar on Wednesday 14th February at 10am AEST, 3- Be the top seller in term of revenue during the month of February 2018. For new bookings only made from 01.02.18 to 28.02.18. One winner in Australia and One winner in New Zealand. Value of the dinner: \$AUD 1,000 (ex gst) in Australia and \$ NZD 1,100 (ex gst). Prize is valid 1 year from 28.02.18 to 28.02.19. Hosted Table include total 6 guests and it includes a representative of Regent Seven Seas Cruises. Regent Seven Seas Cruises reserves the right to choose the venue, city and date. Winners will be selected on 01st March and notified by 07th March 2018 by email. Regent Seven Seas Cruises is selecting the winner in term of revenue and value and reserve the right to change the selection if there is a tie. Further terms and conditions may apply.

### Cruise Weekly today

**Cruise Weekly** today features three pages of all the latest cruise industry news plus a front full page wrap from **Regent Seven Seas Cruises**.

### Regent webinar

**REGENT** Seven Seas Cruises is urging agents to register for its webinar on 14 Feb showcasing its marketing central portal.

The platform offers agents access to a library of campaign toolkits, social media assets, customisable flyers and more.

For more information, see the **cover page**.

### Celestyal Cuba

**CELESTYAL** Cruises has reportedly dropped Cuba from its 2019 schedule in favour of the Aegean, citing a shift in demand for Greece.

## Carnival Australia plots 2018 growth

**CARNIVAL** Australia has a new leader at the helm and three main priorities for 2018.

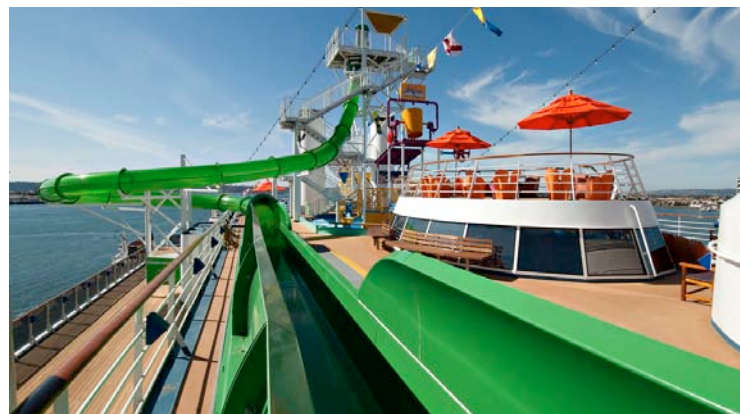
Sture Mymell, regional president for Carnival Australia since Dec (**CW** 05 Dec) told **Cruise Weekly** key to continuing to grow the business is working on infrastructure challenges faced across Sydney, Brisbane, Melbourne and Auckland.

Another focus is making sure the brands "continue to amaze our guests," he said.

"The day we stop amazing our guests is the day we start going backwards and certainly we would not continue growing."

The third key point is getting the right people on the right ship at the right time.

Mymell said travel agents are crucially important to achieving this, demonstrated by plans for over 2,000 agents set to jump aboard Carnival Australia ships during close to 40 different



inspections or famils over the next month.

"If we're saying that the key to our success is to get the right people on the right ship at the right time, then our travel agent partners are the ones that are putting them there, they need to have that knowledge," he said.

As Carnival expands its presence and its offering in Europe and Asia, the company is working on attracting Australians to take

international cruises.

"We think that we can continue growing the business, we are very ambitious for the cruise industry, ambitious for Carnival Australia & for the brands," Mymell said.

"What is really the foundation for growth is that there's now so much more product in the market," he said, adding that it "attracts a lot of people".

More from Carnival Australia on **page two**.

# 3%

# Bonus COMMISSION\*

## On Norwegian Jewel Sailings

VALID ON AUSTRALASIA SAILINGS DEPARTING 10 - 20 FEBRUARY 2018 AND 12 NOVEMBER 2018 - 13 FEBRUARY 2019

OFFER VALID FROM 1 - 28 FEBRUARY 2018

**CLICK HERE TO REGISTER OR CALL 1300 255 200**

**NCL NORWEGIAN  
CRUISE LINE®**

\*3% bonus commission is per booking for Norwegian Jewel cruises departing between 10 - 20 Feb 18 and 12 Nov 18 - 13 February 19. Valid for Australia and New Zealand retail agencies only. Additional commission will automatically be applied to the reservation at time of booking. Booking window: 01 - 28 February 18. Bonus commission is based on the cruise voyage fare only. Government taxes, port expenses & fees, onboard service charges and/or gratuities are additional. Offer is open to bookings made via the NCL Sydney office only, valid on bookings confirmed via Reservations, Norwegian Central and other external systems. Not available via third parties. Combinable with all promotions except interline rates, other bonus commission offers, Net and special partner fares.



**CARNIVAL** Australia has settled into its new HQ in Chatswood, last night showing media around the new office.

The new space spreads across three levels on Victoria Avenue and provides staff with additional meeting rooms, informal booths for meetings or conversations, lounge spaces & communal areas.

“We wanted a space that we could be innovative and creative and collaborative and maybe moreso than we were able to do in the old place,” Sture Myrmell, regional president, Carnival Australia told *Cruise Weekly*.

“And we wanted it to look and feel maybe less office-like and a bit more relaxed and comfortable,” he added.

Myrmell said the office is

designed to facilitate productivity and collaboration, noting the company is offering a number of roles, including those in the call centre, the opportunity to work from home.

“We try to be flexible and I believe that if we can keep people happy and it will keep them productive and innovative and creative,” he said.

**Pictured** are: Tony Archbold, director of sales Australia & New Zealand, Holland America Line and Seabourn; Sture Myrmell, regional president, Carnival Australia; Sandy Olsen, vice president corporate affairs, Carnival Australia and Stuart Allison, senior vice president Asia Pacific planning and operations, Princess Cruises.

## Journey's WA debut



**WESTERN** Australia welcomed Azamara Club Cruises' *Azamara Journey* for the first time last week.

The vessel made its maiden call to Fremantle, then continued to Geraldton (**pictured**), Bunbury, Albany and Esperence.

WA Tourism Minister Paul Papalia welcomed

the ship, noting the state's "Mediterranean climate in the south and tropical climate in the north means we have the capacity to support cruise ship visits year-round".

*Journey's* visit is expected to inject about \$250,000 into the local economy and \$740,000 into the WA economy throughout the season.



## VIEW & VERANDAH

Move up, get more – upgrade event

Choose from over 600 Cruises and receive these valuable offers:\*

- **STATEROOM UPGRADES**
- **UP TO US\$500 ONBOARD SPENDING MONEY**
- **UP TO 10% OFF SELECT EXC TOURS™**

**PLUS, BOOK A SUITE AND RECEIVE PREPAID GRATUITIES** (hotel service charges)!

\*Terms and Conditions apply

[FIND OUT MORE >](#)



Holland America Line®  
SAVOR THE JOURNEY

# CRUISE

WEEKLY

Thursday 1st February 2018

Stay up to date wherever you go

Get the *Cruise Weekly* app



CRUISE WEEKLY

## Celeb same-sex

**CELEBRITY** Cruises has hosted its first same-sex marriage at sea.

US Cruise Planners travel agent Francisco Vargas and Benjamin Gray were wed on board *Celebrity Equinox* by Captain Dimitrios Manetas.

The ceremony took place in Blu Restaurant and the cruise line said Vargas and Gray are "the first same-sex couple ever to be legally married at sea on a major cruise line".

The motion follows a vote in the line's flag state Malta in favour of same-sex marriage.



**U BY** Uniworld will dial up the romance on *The B*, with the ship set to participate in an upcoming episode of the American edition of *The Bachelor* on ABC.

The vessel will be the home for the remaining women while in France as they compete for a place in the heart of this season's bachelor, Arie Luyendyk Jr.

The season marks Luyendyk's "second shot at love" after six years ago, his heart was publicly shattered on *The Bachelorette*.

He has since retired from Formula 1 racing and become a real estate agent.

Marking the first time a cruise has been featured on the show - now in its 22nd season - the episode will air in the US and locally on Mon 05 Feb.

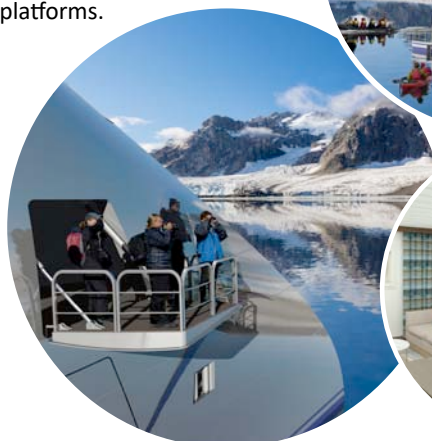
## A peek at *Greg Mortimer*



**AURORA** Expeditions has released renderings of what to expect from its new ship *Greg Mortimer*.

The company is keeping the passenger number at 120 in polar regions, despite the option for it to hold up to 180, leaving space for roomier cabins, such as the 46.3m<sup>2</sup> Captain's suite **above** and **right** and the 23.2m<sup>2</sup> stateroom **bottom right**.

The vessel will be equipped with sea-level Zodiac and activity loading platforms (**right**) and, to ensure pax don't miss their "titanic moment", forward-facing hydraulic viewing platforms.



AUSTRALIAN CRUISE ASSOCIATION

ACA UPDATE

with Jill Abel - CEO

## New Year, new members

**RECOGNISING** the importance of providing high quality experiences to our cruise passengers when they come onshore, we have welcomed CaPTA and Big Bus Tours to our membership.

CaPTA is run by Charles and Pip Woodward and family who have been pioneers in the tourism industry in Queensland. From their beginnings as Nature Park owners in Kuranda, they have now expanded into a multi-faceted company including touring, rainforest, wildlife and aboriginal experiences.

Working with some of our groundhandler organisations such as InterCruises, CaPTA has seen its cruise business increasing which motivated them to join the Association. CaPTA's Ben Woodward told us "Over the last few years we have seen continued growth of visiting cruise passengers into our region and to our attractions. Being able to tap into ACAs knowledge of this exciting sector of the tourism industry will be helpful as we further plan for this growth into the future."

We are also excited to welcome Big Bus Tours to the ACA family.

Big Bus is the largest operator of open-top sightseeing tours in the world and can be found in 19 cities on three continents. The familiar red buses are an ideal way for cruise passengers to relax themselves into Sydney. Providing two hop-on, hop-off journeys - city centre or Bondi, the buses guide passengers around the key landmarks providing commentary in eight languages.

This now brings our Association's fast-growing membership to go and we look forward to this number increasing steadily in 2018.

CRUISE WEEKLY

[www.cruiseweekly.com.au](http://www.cruiseweekly.com.au)

*Cruise Weekly* is part of the Business Publishing Group family of publications.

*Cruise Weekly* is Australia's leading travel industry cruise publication.

### EDITORIAL

**Editor in Chief and Publisher** - Bruce Piper

**Managing Editor** - Jon Murrie

**Editor** - Jasmine O'Donoghue

**Contributors** - Guy Dundas, Matt Bell,

Adam Bishop

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

### ADVERTISING AND MARKETING

Sean Harrigan and Melanie Tchakmadjian  
[advertising@cruiseweekly.com.au](mailto:advertising@cruiseweekly.com.au)

### BUSINESS MANAGER

Jenny Piper

[accounts@cruiseweekly.com.au](mailto:accounts@cruiseweekly.com.au)

Suite 1, Level 2, 64 Talavera Rd  
Macquarie Park NSW 2113 Australia  
PO Box 1010 Epping NSW 1710 Australia  
Tel: 1300 799 220 (+61 2 8007 6760)

Every Wed *Cruise Weekly* also publishes a consumer-facing newsletter - sign up free at [www.cruiseweekly.com.au](http://www.cruiseweekly.com.au).



business events news

Pharmacy Daily

*Cruise Weekly* is a publication of Cruise Weekly Pty Ltd ABN 73 123 041 485. All content fully protected by copyright. Please obtain written permission to reproduce any material. While every care has been taken in the preparation of the newsletter no liability can be accepted for errors or omissions. Information is published in good faith to stimulate independent investigation of the matters canvassed. Responsibility for editorial comment is taken by Bruce Piper.