

### Cruise Weekly today

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

### Vance to Cruiseco

**FORMER** Etihad Airways regional marketing manager Adam Vance has joined Cruiseco in the newly created role of general manager product and marketing.

"Adam brings a wealth of experience from member organisations NRMA and Travelscene American Express and will be an integral part of driving the growth and transformation of Cruiseco," said the company's ceo Amanda McClelland.

She said Vance was joining Cruiseco "at a time of unprecedented growth within the cruise industry across the region".

## Dreamlines in talks with Cruise1st

**GERMAN** cruise giant Dreamlines has confirmed it is in talks with OTA rival Cruise1st about a "potential transaction" involving the sale of Royal Caribbean Cruises Limited's significant minority stake in the online cruise specialist.

Although headquartered in the UK, the Australian operations of Cruise1st comprise more than half of the company's £53 million turnover, with Cruise1st Australia recording TTV of more than A\$50 million in 2016, the latest period for which accounts are available.

Cruise1st's parent company is the UK-based Sunshine Cruise Holidays Limited, with directors including Cruise1st Australia ceo Carl Frier as well as Gavin Smith, senior vice president of international for Royal Caribbean.

Frier was part of a management team which purchased part of the business from Royal Caribbean



just over two years ago (**CW** 17 Nov 2015) but RCCL still holds more than 25% of the company.

Dreamlines entered the Australian market in 2014, buying Gold Coast-based CruiseAway and cruisecentre.com.au from Fred Sparksman's Cruise Marketing Group (**CW** 20 Oct 2014).

The local Dreamlines business is now headed up by Alastair Fernie.

Last week Dreamlines and Cruise1st issued a joint statement saying discussions were ongoing and "the parties hope to reach a

deal in the future".

It's unclear what the implication of any deal would be for the business in Australia, with UK reports indicating the key driver of the deal is for Dreamlines to establish a British beachhead.

The Cruise1st Australia accounts for 2016 indicate the local business made a profit of just \$45,000 that year.

Dreamlines, Cruise1st and Royal Caribbean were all unable to comment prior to **Cruise Weekly's** deadline today.

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## Oceania's Regatta returns



**OCEANIA** Cruises' flagship *Regatta* is visiting Australia and NZ for the first time since 2012, this year operating six local itineraries ranging from 14 to 34 days over the season.

Next year *Regatta* will also sail locally for an even bigger summer season with seven brand new sailings

including a Sydney to Sydney circumnavigation of Australia.

Last night Oceania hosted a special on-board Valentine's Day dinner, with guests welcomed by Norwegian Cruise Line Holdings senior vice president Steve Odell and Oceania vice president of sales Steve McLaughlin (**pictured**).

## New look *Pacific Jewel*



**P&O** Cruises has released images of a new look for its Australian-based ship *Pacific Jewel*, which will be revamped during a 10-day dry dock in Sydney next month.

The update involves a series of public spaces and venues throughout the ship, designed in a style the line says will "bring a fresh and modern look that is in keeping with the style P&O has become well known for".

Among the changes is a new Shell & Bones Seafood

Restaurant (**below**) and an outdoor lawn bowling green.

The ship will also feature an updated Connexions Bar, Orient Bar, Pool Cafe, Atrium and an outdoor Oasis area (**above**).

See more renderings of *Pacific Jewel*'s new look on our Facebook page - **CLICK HERE**.



## Join the team at Business Publishing Group

We are looking for a talented go getter to join our team of writers on a part-time basis to produce content for our portfolio of publications – *Travel Daily*, *Pharmacy Daily*, *travelBulletin*, *Cruise Weekly* and *Business Events News*.

You will be required to prepare, write and edit copy for the daily publications ensuring deadlines and quality standards are achieved. Your role will also involve conducting interviews and providing coverage of industry events for the generation of content.

We are looking for someone with a minimum of three years experience in journalism, PR or communications, a sound knowledge of Adobe InDesign and social media. Experience within the travel industry would be an advantage. This is a part-time role with a minimum of 20 hours per week, based at our Macquarie Park office, offering a competitive salary and flexible working hours.

A full job description is available on request.

To apply email your confidential CV with cover letter to [jobs@traveldaily.com.au](mailto:jobs@traveldaily.com.au) before 21/02/2018.



# CRUISE



Thursday 15th February 2018



Ever wanted to know what a Crystal river cruise is like? Find out from an agent in the February issue of *travelBulletin*.

**CLICK HERE to read**  
**travelBulletin**



**THEY** should have just booked a cruise.

An American couple who quit their jobs and sold everything to buy a yacht and travel the world have been left empty-handed after the vessel sank two days after they set sail.

Tanner Broadwell and Nikki Walsh were fortunately unhurt when their 28-foot vessel hit a sandbar and capsized in the Gulf of Mexico.

However they were understandably disappointed, with the departure following several months living on the boat in a marina as they prepared the *Lagniappe* for their voyage.

They had planned to "escape modern life" on the vessel, but told the *Tampa Bay Times* that as they sailed into St John's Pass "the red and green buoys seemed out of place".

They felt a lurch and realised the hull had been ripped off the bottom of the ship, which promptly filled up with water before tipping over.

Although they lost everything, it looks like their luck is improving with a GoFundMe campaign titled "Couple's Sunken Dreams" raising more than US\$14,000 to get them back on their feet.

They said they plan to use the money to refloat the boat and be back on the water in two or three months' time.

## QM2 checks out Busselton



**THIS** group of West Australian and South Australian agents enjoyed a stopover in Busselton on the southwest tip of WA this week as they experienced Cunard Line's *Queen Mary 2*, pictured in the background.

It was the maiden visit to Busselton for *QM2*, which is the largest ship ever to anchor in the waters off the city.

*Queen Mary 2*'s 2,700 guests enjoyed a stunning day of sightseeing before returning to the comforts of the regal vessel.

## Seabourn chats

**SEABOURN** has unveiled the program for its popular Seabourn Conversations enrichment program aboard *Seabourn Ovation* which will debut in May 2018.

Highlight presenters will include author & lyricist Sir Tim Rice; integrative medicine leader Dr Andrew Weil; and Harvard historian Michael Teitelbaum - [seabourn.com](http://seabourn.com).

## Princess hails incentive success

**PRINCESS** Academy, the training portal which provides travel agents with everything they need to sell Princess Cruises, has gained more "Commodores" than ever after a recent promotion.

The campaign incentivised consultants with a major prize of a 14-night Majestic Grand Asia cruise for two in a balcony stateroom with \$2,300 EZair credit, as well as 20 \$200 Visa Gift Cards.

Registered Academy agents worked their way up to Commodore rank to compete for the prizes, with the trip won by Charlotte Wells (pictured) from Flight Centre Mt Ommaney in Qld.



## Port Arthur, Tasmania

**REGIONAL** ports continue to play an increasingly important role in the growth of the Australian cruise industry. Port Arthur, Tasmania, for example, has seen cruise visit days rise from 22 to 28 in the last 12 months.

As visits increase, destinations also need to develop to ensure they are providing the best possible opportunities for cruise passengers to experience everything on offer be it of cultural, historic or natural significance.

Recognising this, the Port Arthur Visitor Centre has now re-opened with increased space and enhanced visitor offerings.

According to Anne McVilly, Director Tourism Operations, visitor numbers to the Centre, gateway to the Historic Site, had increased by around 100,000 people in the last five years – mostly due to cruise.

The re-design meant an opportunity to plan how the Centre might best meet visitor expectations. As a result, it now incorporates convict, and more recent, history. As research showed that experiences are enhanced through stories of real people, visitors are now also given the opportunity to select from one of 52 characters to follow through the gallery.

The facilities have also been modernised with an additional restaurant, more locker space and wi-fi access now available.

The great news for cruise passengers is that a visit to Port Arthur usually forms part of a coach itinerary allowing them to disperse into the region and see other local sites such as Tasmanian Devil conservation parks, lavender farms, wineries and whisky distilleries.

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