

Cruise Weekly today

Cruise Weekly today features two pages of all the latest cruise industry news plus a full page from:

- CLIA
- AA Appointments

NCL 2019/20 reveal

NORWEGIAN Cruise Line has released its 2019/20 northern hemisphere autumn/winter season.

The line's newest ship, *Norwegian Bliss* will sail to the Bahamas from New York and the Southern and Western Caribbean during the middle of winter.

Other highlights include the return of *Norwegian Escape* to Miami on 23 Nov and *Norwegian Dawn* to Tampa from 24 Nov to sail seven-day Western Caribbean cruises.

Sales open tomorrow.

Hurtigruten firms APAC position

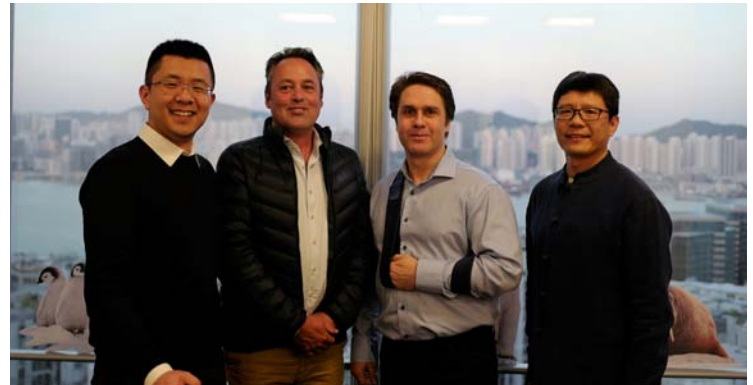
THE Hurtigruten business has moved to its next stage in APAC, last week opening a "hub" in Hong Kong led by incoming head of the region Damian Perry.

The ex-Cox & Kings ceo (**CW** 09 Jan) plans to build on the foundations put in place by his predecessor, William Harber, and allow the company to achieve the potential it sees in the market.

"[Harber's] real goal was to build that foundation and make sure we have the right partners to take it to the next level," he said.

"My role now is to actually grow on that, to make sure those partners are the right ones, continue to build on those relationships, make sure the support's there and really just get that growth that we believe exists," Perry explained.

In the Australian market, Hurtigruten will continue to work with its GSA Bentours and



aim to increase the strength of its marketing and brand, with the goal of ensuring agents understand its offering.

"My real goal is to make sure there is absolute clarity on Hurtigruten and the opportunities beyond just the coastal product and into the Explorer range," Perry said.

The Australian market is doing "extremely well" for Hurtigruten especially on the coastal cruising

product, Perry said, but there was "plenty of opportunity" within its Explorer products.

"Even though there's good growth on our Explorer product, it was on a lower base, so the growth is good but we want to get those numbers up."

Pictured are: Hongbin Li, regional sales manager China; Damian Perry, md APAC; Geir Kronbæck, vp global sales and Jerry Liu, director Travogue China.

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Evergreen preview

EVERGREEN Cruises & Tours has released its 2019 Europe River Cruising Preview brochure with a range of accompanying deals.

The program details 16 European river cruise tours and cruise-only options on sister company Emerald Waterways' ships.

Specials include fly free to Europe on Emerald itineraries of 15 days or more in length, solo traveller offers and early booking discounts of up to \$800 per couple.

To view the brochure online, **CLICK HERE**.

Cunard's greatest show



CUNARD last night commemorated the recent world premiere of *The Greatest Showman* on board *Queen Mary 2* in New York, with a special screening of the new movie starring Aussie superhunk Hugh Jackman as P.T. Barnum.

Industry partners enjoyed the film courtesy of Carnival Australia in Gold Class seating with special catering, preceded by a video appearance of some of the movie's stars on board *QM2*.

The evening was introduced by Ryan Taibel, recently appointed as vice president of sales and marketing for P&O Cruises and Cunard (**CW** 10 Oct 2017), who said Australian business was booming for the iconic line.

He said Cunard had doubled

its business from Australia and New Zealand over the last five years, with the line also eagerly anticipating next year's Down Under homeporting of *Queen Elizabeth* which will operate a 54-day season in Australasian waters - the longest deployment of any Cunard ship in the world.

There is still some availability on *Queen Elizabeth* while she is here, with cruises fares leading in at \$649 ppts in a private balcony stateroom for a two-night Melbourne-Sydney voyage dep 30 Mar 2019 - for more information see trade.cunard.com/au.

The Cunard team is **pictured above** at last night's Sydney screening: Ken Triffitt, Nicole Tomasella, Katrina McAlpine, Andrew Perry and Jessica Rynd.

Princess & Fathom

PRINCESS Cruises has added two sailings in the Caribbean in partnership with Fathom Travel following a sold out inaugural group scheduled for 20 Jan.

Deps are 18 Mar & 26 May.

Hapag Lloyd brox

HAPAG Lloyd has released more details on the deployment of its two ships launching in 2019 in its first main catalogue in English. Itineraries range from polar to Amazon, sales open 23 Jan.



Sailing into 2018

I WAS delighted to begin the new year by reading cruising journalist Sally MacMillan's outlook for 2018 in Fairfax Traveller.

Her prediction is there will be "More destination add-ons tied in with more active and immersive shore experiences. Longer and overnight stays in port, mid-cruise off-ship trips for a day or two and post- and pre-cruise extensions are featuring on several cruise lines' itineraries".

We couldn't agree with you more Sally! In the last few years we have seen a growing passenger interest in getting more out of the destinations on their itineraries. In fact, many cruisers now plan their journeys based on the onboard offerings and also what they can experience when they step ashore.

We applaud cruise lines like Azamara, Silversea and Viking for embracing this concept and working closely with our members at the State and Regional Tourism Organisations and also our hard working groundhandlers to help their passengers go home with great memories from cultural, historic or food and wine tours which help them feel like they have really come to know the destinations they visited.

Another great example of this kind of collaboration is Princess Cruises which recently shot this destination/cruise video in conjunction with the team in Tasmania - **CLICK HERE**.

We look forward to 2018 bringing more opportunities to work closely with our cruise line colleagues on initiatives like this which ultimately bring success to all of us in the exciting cruise industry.



CHOOSING between cruises can be a difficult and lengthy process, so Royal Caribbean International has handed the decision-making to science.

The cruise line has teamed up with research company CPP-The Myers-Briggs Company to formulate a quiz to help its pax choose their next adventure.

The 13-question survey draws on personality types to assess a person's motivations and interpersonal needs that affect their travel preferences.

Once complete, participants receive a description of who they are as a traveller, along with suggestions on destinations and activities that suit them.

To take the quiz, visit MyAdventurePersonality.com.

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AHOY THERE

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