

EUROPE CRUISING GUIDE

2018-2019 Toolkit



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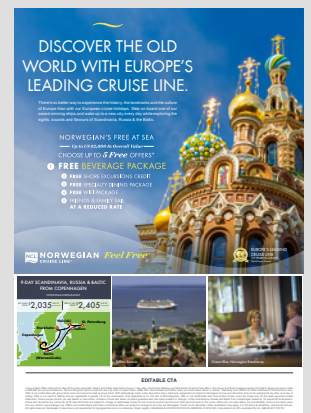
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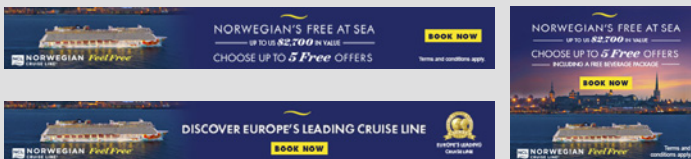
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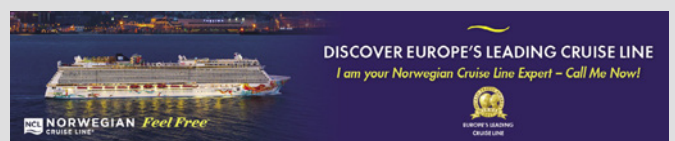
Access Norwegian's Europe Cruising digital assets including Facebook tiles, MRECs and leaderboards.



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EMAIL SIGNATURE

Include a Norwegian Europe Cruise Line email signature in the footer of your emails to generate interest in our Europe sailings and Norwegian's current offers.



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Cruise Weekly today

Cruise Weekly today features four pages of all the latest cruise industry news plus a front cover wrap from NCL.

Norwegian toolkit

NORWEGIAN has released a toolkit for European cruising. See the cover page for more.

RCCL hails port

ROYAL Caribbean has welcomed the news of the approval of a new cruise port in Brisbane's Luggage Point (CW 07 Jun).

"We are looking forward to providing our guests with the improved facilities the terminal will bring...we will also evaluate the merits of future home based cruising from Brisbane," said RCCL senior vp of Int'l Gavin Smith.

Carnival goes big with 2020 program

CARNIVAL Australia has announced its largest program of cruises offered in the Australian market in its 2020 season.

The cruise line's latest program contains a record number of 77 sailings from Australia departing the major ports of Sydney, Melbourne and Brisbane, fuelled by the additional capacity offered in the first full year of itineraries operated by *Carnival Splendor*.

"Joining us down under as our newest and largest ship in Australia, we can't wait to give holidaymakers the chance to experience all the fun she has to offer," said Carnival Cruise Line vice president Australia, Jennifer Vandekreeke, of *Splendor*.

A record number of short cruises will also be available in the program featuring a collection of 28 trips of five nights or less.

Examples of short sailings include a three-night weekend



sampler cruise on board *Carnival Splendor*, sailing from Sydney on 28 Aug 2020 with prices starting from \$499 per person, twin share.

The 2020 program also involves the company's first sailings out of Brisbane.

"We know Queenslanders will love the range of unique itineraries we have developed for

them, including calls to tropical havens such as Santo, Vanuatu," Vandekreeke said.

Carnival's arrangements with the Port of Brisbane remain subject to approval by the Foreign Investment Review Board.

The 2020 program will go on sale in Jul.

Pictured: *Carnival Splendor*.

Regent

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Find out who is still sailing in Myanmar in the June issue of *travelBulletin*.

CLICK to read **travelBulletin**

CRUISE

WEEKLY

On location on Oceania Regatta

Today's issue of *CW* is coming to you en route to Alaska aboard Oceania Cruises' delightful *Oceania Regatta*.

OCEANIA Regatta is the flagship of the Oceania fleet, with capacity for 684 passengers who are currently journeying from Vancouver, Canada north to Alaska.

The "Panoramic Passages" itinerary is a seven-night voyage which takes in Ketchikan, Sitka and British Columbia's Prince Rupert Island while also allowing viewing of Alaska's stunning vistas during three days at sea.

There are 400 staff members from over 50 nations on board, who are pampering the passengers in the array of on-board restaurants and bars which include the Grand Dining Room, Terrace Cafe, Waves Grill and the specialty Polo Grill and Toscana eateries.

Oceania has a strong focus on its culinary offerings and the quality of the food and beverage has been outstanding, while the Australians on board are making the most of the coffees which are prepared by trained baristas.

Regatta has a large gymnasium and plenty of opportunities for pampering too in the on-board Canyon Ranch spa which offers a full array of treatments, massages and manicures.

Those wanting to make the most of the destination experience are also able to take on some expert education from the on-board lecturer, Steven Okulewicz, who is running a number of presentations covering the changing arctic landscape as well as Alaskan marine life spotting - so our eyes are peeled!

Spectrum of features



ROYAL Caribbean International has revealed more details of the features that will be available on board its upcoming *Spectrum of the Seas* due in Jun 2019.

Accommodating 4,246 guests at double occupancy and 1,551 crew, *Spectrum* will be the largest and most expensive ship in Asia.

The first in the Quantum Ultra class of ships will feature the line's first private enclave for suite guests, new stateroom categories, dining options and a host of activities.

First-at-sea features include Sky Pad, a virtual reality bungee trampoline experience located at the rear of the ship, and Star Moment, a lively karaoke venue.

Spectrum will introduce the 261m² Ultimate Family Suite,

accommodating up to 11 guests.

It includes a master bedroom with bathroom facilities boasting ocean views and a recreation room with surround-sound equipment for karaoke, movies or video games.

When *Spectrum* debuts in Apr 2019, it will sail a 51-night cruise from Barcelona to Shanghai, visiting 13 countries.

Five separate segments of the Global Odyssey are also available.

New itineraries from Shanghai will visit Hakodate and Niigata, Japan; Ilocos, Philippines; and Vladivostok, Russia.

In late 2019, *Spectrum* will reposition to Hong Kong to offer special holiday cruises.

Pictured: A rendering of the Sky Pad attraction planned for *Spectrum of the Seas*.

Oceania to bring itineraries to life

OCEANIA Cruises will host its next 'Explore the World 2019 Cruise Events' series in Sydney, Brisbane and Melbourne next month and is inviting agents to bring qualified VIP customers along.

"These events really help bring Oceania Cruises to life for key customers, and any bookings agents make on the day will have all commissions fully credited back to them, with exclusive offers made available to those in attendance," said Steve McLaughlin, Oceania's vice president of sales.

Presentations will be hosted by McLaughlin and will feature a collection of Oceania's 2019 itineraries in Europe, Alaska, Asia and the South Pacific, with an emphasis on boutique ports inaccessible to larger vessels.

For more information, or to register **CLICK HERE**.

Paul Gauguin nature

PAUL Gauguin Cruises is introducing a joint program with the Wildlife Conservation Society onboard the 332-passenger *M/S Paul Gauguin* during the months of Jun & Jul.

"Stewards of Nature" is designed for families and encourages children and teens to explore their environment on South Pacific cruises.

Depending on the itinerary, children can go snorkelling, observe the ocean or stars through binoculars or an onboard telescope, go on a dolphin-watching expedition, swim with sharks and rays, and play beach games and race hermit crabs.



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CRUISE

WEEKLY

Thursday 14th June 2018

RCI planner tool

ROYAL Caribbean International has unveiled Stateroom Planner, a new tool within its travel agent reservation system Espresso.

It enables agents to customise up to four staterooms at once while booking individual and group reservations, taking into account occupancy, promotional preferences, stateroom categories, packages and more.

When accessing Espresso to make a reservation, travel professionals will now see a Stateroom Planner widget with customisation options readily available from start to finish.

The feature will also automatically cross-reference guests' details before finalising the booking, creating a more seamless and automated process for the agent.

Seabourn Europe

SEABOURN will be exploring more of Europe in 2019 with four Seabourn vessels – *Seabourn Encore*, *Seabourn Quest*, *Seabourn Odyssey* and the newest, *Seabourn Ovation* – offering more than 66 departures from 14 different embarkation gateways.

The ships will visit more than 200 different European destinations on cruises of seven to 45 days around the continent, including a dozen ports that Seabourn either hasn't previously visited or hasn't been back to in years.

Among those are Cowes, Isle of Wight, England; Sandefjord and Fredrikstad, Norway.

Cruises in 2019 will feature more overnight stays, selected itineraries enhanced by special programming and exclusive shore experiences through its partnerships with UNESCO.

More cruising online?



CRUISE sellers are being urged to increase their online presence and adopt a comprehensive cruise booking platform, according to a recent report.

The recommendations were contained in Odysseus Solutions' new white paper called *The Digitization of Cruise Bookings*, which examined the need for agents to combine online research with agent expertise.

The report's author Norm Rose, president of US-based Travel Tech Consulting, says that while the cruise industry is less dependent on online sales than most travel sectors (just under 20% in the US during 2017) cruise clients still spend hours online researching their trip.

"It may sound counter-intuitive to some traditional agents who want to keep the booking offline

but allowing the consumer to plan online with an agency-sponsored cruise booking tool may represent one of the most important ways to integrate online & offline," Rose said.

"Clearly there is a need to integrate online research with offline expertise," he added.

The white paper also suggests that mobile technology will continue to exert even greater influence over the booking process in the future.

"Integrating the online and offline experience is critical since many consumers will switch between various devices as they research and eventually purchase their travel," said Odysseus Solutions chief executive officer Monish Luthra.

To read the white paper in full, **CLICK HERE**.

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Scenic Getaway

SCENIC'S 'Unforgettable Douro, Lisbon and Madrid' itinerary is set to be featured on *Getaway* on Channel Nine over three half-hour episodes on 16, 23 and 30 Jun.

David Reyne's 17-day journey along Portugal's Douro River starting in Lisbon moves on to Porto where he will embark on *Scenic Azure* for a 10-day Douro round-trip cruise from Porto, then heads to Madrid for three days.



LAKE Macquarie in NSW is gearing up to put a twinkle in the eye of all boat lovers with the region's perennial favourite boating regatta Float Your Boat about to drop anchor on 22 Jun.

As part of the event, members of the public who own a boat are encouraged to decorate their vessels with lights and colour, gaining the chance to win \$4,000 in prizes as rewards for their efforts.

If only the *Titanic* did something like this people might have been rescued sooner.



Oprah on board with HAL



HOLLAND America Line (HAL) and *O, The Oprah Magazine* have announced a three-day Girls' Getaway cruise on HAL's newest ship, *Nieuw Statendam*, on 30 Jan, 2019.

Oprah Winfrey, who will be the ship's godmother, will be joined on the cruise by the magazine's editor-at-large Gayle King and other editorial staff to host special presentations and events.

"We are so excited to have Oprah set sail with us again and we're deeply honoured that Oprah will serve as godmother of *Nieuw Statendam*," said Orlando Ashford, HAL's president.

The Girls' Getaway cruise sails

roundtrip from Fort Lauderdale, Florida and spends a day at Half Moon Cay, the line's private island in the Bahamas.

Guests will have the opportunity to attend one of three Conversations with Oprah, in which Winfrey will share highlights of her career, inspirational stories and the desire for this cruise to be the start of something meaningful for those on board.

The *Nieuw Statendam* will launch in Dec and Winfrey's official dedication will take place at a later date to be announced.

Pictured: Oprah & *O, The Oprah Magazine* editor Gayle King.

Earlybird offers available for Cruise360

EARLYBIRD tickets to Cruise360 are on sale until 30 Jun, priced from \$240 for CLIA members.

The world's biggest cruise conference will run over two days from 30-31 Aug at Hyatt Regency Sydney.

"From our usual conference, trade show and ship inspection to the new cruise destination showcase, we're packing a lot into a Cruise360 ticket this year," said CLIA Australasia & Asia managing director Joel Katz.

To grab your earlybird tickets, **CLICK HERE**.



Ensuring Healthy and Vibrant Seas

TO COINCIDE with World Oceans Day last week, several CLIA Cruise Lines announced initiatives to further preserve and sustain the oceans we sail in.

Individual lines and the industry continue to take strong steps in environmental protection, reducing pollution and preserving marine life and ocean health.

While, first and foremost, protecting the environment is the right thing to do, as an industry we have a strong business imperative to ensure healthy and vibrant seas.

The problems of ocean pollution are real. Cruising still has work to do, but our cruise lines are committed to taking aggressive steps and making progress.

For example, all member lines have robust recycling programs, and many ships deploy advanced wastewater purification systems.

Cruise ships never discharge untreated sewage at sea.

CLIA lines are heeding the call to reduce emissions, using cleaner fuels, and increasing the number of ships that employ exhaust cleaning systems.

Beyond this, cruise lines partner with organizations such as the Nature Conservancy and the World Wildlife Fund and support academic research that promotes ocean health.

You can find more details by visiting www.cruising.org.au.

