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What if you could enjoy a premium cruise without the premium crowds?

Peregrine's small ship Adventure Cruising is more than just a floating home – it's all about the destinations you visit that the big ships can't reach. With fewer passengers onboard, you can easily hop off and taste fresh seafood in a port and hop back on the ship again.

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*Terms and conditions apply. See website for full details.

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Cruise Weekly today

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

Peregrine 2019 brox

PEREGRINE has released its 2019 adventure cruising brochure offering savings of 15% to celebrate the launch. See cover page for more.

Fly free promo

BENTOURS is offering a flight credit of \$2,345 per person when bookings are made on selected Hurtigruten Antarctica Expedition Cruises.

The fly free promotion expires 12 Aug for select sailing dates between Oct 2019-31 Mar 2020.

For more info [CLICK HERE](#).

RCL Cruises heralds new ANZ skipper

ROYAL Caribbean Cruises (RCL) has announced that Susan Bonner has today formally assumed the role of the company's vice president and managing director, Australia and New Zealand.

She will be charged with looking after the Royal Caribbean International, Celebrity Cruises and Azamara Club Cruises brands for the local market and will report to senior vice president international Gavin Smith.

When the cruise line originally revealed Bonner would be taking over the position (**CW** 27 Feb), the outgoing Adam Armstrong was slated to leave in Aug.

On officially taking the role, Bonner indicated she was looking forward to working with the Australian travel trade to help drive RCL's brands forward.

"Our trade partners continue to be an absolutely integral part

of our business strategy; I can't wait to get to know them and to build on the groundbreaking innovation we're renowned for bringing to the industry," said Bonner.

"With the highest market penetration for cruising of any country, I'm looking forward to continuing the incredible momentum our brands are experiencing," she added.

Bonner most recently held the role of vice president of Celebrity Cruises' revenue management and onboard revenue in RCL's Miami office, where she spearheaded the launch of the company's luxury Solstice Class ships.



Pictured: Susan Bonner.

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CRUISE

WEEKLY

Thursday 28th June 2018



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

CLICK to read
travelBulletin

Crystal combines

CRYSTAL Cruises is offering more luxury options for 2020 on board *Crystal Symphony* and *Crystal Serenity*.

The line's new Grand Journeys collection offers expanded sailings on existing 2020 itineraries, allowing pax to combine itineraries ranging from 14 to 57 days.

These include both extended exploration in specific regions, such as a 25-day Summer Solstice voyage through Scandinavia and linked itineraries such as a 31-day cruise that encompasses ports in Asia, the Arabian Peninsula and the Italian coast.

Bookings are now open, with 5% savings available.

Princess to Cali Coast



PRINCESS Cruises has revealed it will be returning to the coast of California as part of its 2019-2020 itinerary offering.

Destinations listed include the cities of Monterey, San Francisco, Santa Barbara and San Diego, with additional late night calls in locations including Seattle, Vancouver and Mexico.

Highlights of the new line-up include the debut of one of the cruise line's newest ships, *Royal Princess*, which will spend her first full season based in LA.

Guests on board *Royal Princess* will be able to enjoy nine coastal departures including the Classic California Coast itinerary, with the added bonus of the company's MoreShore opportunities that increase time spent in each Port.

Other west coast cruises offered in 2019 include six or seven-day Pacific Wine Country voyages between Los Angeles and Vancouver aboard *Royal Princess*, *Ruby Princess*, *Star Princess*, and *Island Princess*.

Pictured: *Royal Princess*.

Whale of a time

MAJESTIC Whale Encounters is currently offering savings of up to \$2,000 on Queensland whale swim cruises for groups of four when bookings are made by 31 Jul.

The deal applies to whale watch sailings starting 28 Jun 2019, and includes the opportunity to swim with dwarf minke whales, snorkelling on the Great Barrier Reef and accommodation in the Daintree rainforest.

The 10-night package, including a seven-night cruise, is priced from \$6,400pp quad share and includes meals, transfers and land tours.

For more info **CLICK HERE**.

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YACHT CRUISES & EXPEDITIONS

Celebrating
30 Years

**\$500* FOR
YOU**
on every

Kimberley pax



**a bonus 5%
Commission!**



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Lindblad inaugural

LINDBLAD Expeditions' second newbuild and sister ship to *National Geographic Quest*, the 100-passenger *National Geographic Venture*, is due for delivery this Oct.

Following launch celebrations in San Francisco, *National Geographic Venture* will depart on two inaugural itineraries that explore the Pacific US coast before it begins seasons in Baja, the Pacific Northwest and Alaska.

The first voyage will depart San Francisco on 02 Dec, with the second leaving Mexico on 07 Dec.

Celebrity \$99 flights

CELEBRITY Cruises is offering trans-Tasman Virgin flights from \$99pp for select 2018/19 *Celebrity Solstice* cruises when booked by 31 Jul.

The promotion includes one-way trips from Sydney, Brisbane or Melbourne to Auckland or vice versa.

Fares start from \$2,199ppts for a balcony stateroom on *Celebrity Solstice's* 12-night 'Fjords Wines and Bays' cruise, departing Auckland 20 Nov, 2018, and from \$3,199 for the 16-night Perth-Auckland cruise departing 28 Feb, 2019.

For more info **CLICK HERE**.

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APT custom travel tours



APT has launched Tailor Made Journeys, a new custom travel planning service that allows guests to create their own holiday in conjunction with agents and APT's journey planners.

The new service will initially be available across APT's Africa and South America programs, incorporating APT's accommodation and exclusive experiences.

Guests can design each element of their itinerary including departure dates, locations, duration, modes of travel, hotels and sightseeing.

For example, on a journey to Africa, trips to Morocco and a cruise on Egypt's Nile River can be added; and in South America,

a private itinerary can align with a luxury Amazon or Galapagos cruise.

"Agents will work with the APT specialised team to piece together a bespoke tour, making the historically tedious process of booking a completely personalised tour seamless for both agents and their clients while retaining all the benefits of a scheduled APT trip," said APT ceo Steve Reynolds.

For further information regarding Tailor Made Journeys, or to request Africa or South America brochures, call APT on 1300 196 420.

Pictured: The picturesque view from *Delfin II* on one of APT's Amazon Discovery cruises.



Book your Cruise360 tickets before 30 June & have the chance to win one of two \$250 travel vouchers!*



*T&Cs apply - see cruise360.org.au

Aqua check-in

AQUA Expeditions has confirmed the launch of its new online check-in system (CW 17 May), allowing agents to manage client details 24/7.

Guests are required to check in at least 30 days before departure in order for the upmarket river cruise operator's team to have adequate time to prepare for their voyage.

Aqua founder Francesco Galli Zugaro said the new system ensured special requests were received "so that we may provide exceptional services and deliver memorable experiences to your clients".

Cruise tickets can be downloaded at the completion of the check-in process.

The system allows users to provide details of bedding configurations, dietary preferences and pre- and post-travel details including flights, accom and transfers - see checkin.aquaexpeditions.com.

Cruise hotel plan

THE Travelodge hotel chain in the UK has flagged ambitions to make the most of the cruise sector, with plans for 10 new hotels at Britain's busiest cruise ports.

The strategy was revealed at the opening of the first Travelodge hotel in Dover - a purpose-built 108-room property just a few minutes from the cruise terminal.

Other sites are being sought in Edinburgh, Glasgow, Hull, Harwich, Liverpool, Poole, Newcastle, Portsmouth, Tilbury and Southampton.

"The cruise boom is still underway and is predicted to grow stronger; therefore we are getting on board now," said Travelodge UK property director Tony O'Brien.

He said the expansion represented a £60 million investment for the company's third party investors, as well as the creation of about 300 new hospitality jobs.



SALES CONSULTANT - LINDBLAD

What is Lindblad?

Lindblad Expeditions is an expedition travel company that works in partnership with National Geographic to inspire people to explore and care about the planet. The organisations work in tandem to produce innovative marine expedition programs and to promote conservation and sustainable tourism around the world. The partnership's educationally and culturally oriented voyages allow guests to interact with and learn from leading scientists, naturalists, researchers, historians, anthropologists and more, while discovering stunning natural environments, above and below the sea, through state-of-the-art exploration tools.

Lindblad Expeditions was founded in 1979 by Sven-Olof Lindblad, son of Lars-Eric Lindblad, defined as the father of "eco-tourism". A global provider of small ship expeditions and adventure travel experiences, Lindblad is recognised as the small ship expedition leader for its pioneering, cutting edge programming and conservation commitment.

The Role

As an Adventure World Lindblad product subject matter expert (SME) you will be an integral part of the reservations team, with primary responsibility for meeting all service and sales KPI's for Lindblad Expeditions (LEX) and Natural Habitat Adventures (NHA).

You are responsible for proactively keeping across the core product range, product enhancements and new product development for LEX and NHA to become the SME as demonstrated by your consistent adherence to all procedures related to your portfolio. Your proactive skills will be highlighted by your tenacious follow-up of all quotes and options therefore ensuring a superior and personalised supplier and customer experience in all instances.

And Guess What!!! The successful applicant will have the chance to experience the product with a trip to the Galapagos within the first 12 months of employment! If this sounds like the role for you, then email your interest through to hr@ttc.com.

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Cruise firms spend big



Kids travel free

SANCTUARY Retreats is offering free trips for kids under 12 when guests book on any of its 2018/19 Sanctuary Yangtze Explorer sailings during off peak periods.

The river cruises explore the Yangtze River including the famous Three Gorges reservoir region between the cities of Chongqing and Yichang.

Cruises include suites furnished with authentic Chinese artwork and soft furnishings, as well as the opportunity to enjoy children's entertainment on board such as paper lantern making, kite flying, cooking up Chinese dumplings, and crafting local opera masks.

The deal applies to cruises until 06 Sep, 17-28 Mar 2019, and 02 Jun to 05 Sep 2019.

For further information, [CLICK HERE](#).

Uncruise 2019

UNCRUISE Adventures has launched its 2019 schedule of small-ship cruises featuring longer Costa Rica and Panama sailings of 10 to 12 nights, a new wine and culinary cruise on the Colombia and Snake rivers, and a new Southeast Alaska itinerary.

The Seattle-based company currently operates eight adventure ships, plus a partner vessel in the Galapagos, accommodating 22-90 guests in Alaska, coastal Washington, Columbia and Snake rivers, Mexico's Sea of Cortes, Hawaii, Galapagos, Costa Rica and Panama.

UnCruise carries adventure equipment and employs a team of expedition guides to lead activities off ship including hiking, kayaking and paddle boarding.

For more info, email [HERE](#).

THE battle over Australia's booming cruise market has been played out in the national media, with cruise lines and retailers now among the biggest-spending advertisers in the travel industry.

Figures from media and data company Nielsen show cruise entities are now spending tens of millions of dollars on advertising, primarily in metropolitan newspapers and on television.

Online retailer Imagine Cruising is now the biggest advertiser in the Australian travel sector, having spent almost \$53.7 million in the past year, almost entirely in metropolitan newspapers.

It was followed by tour & river cruise operators APT & Scenic,

which spent \$29.3 million and \$24.5 million respectively, including almost \$4m each on TV.

Royal Caribbean Cruises was the biggest spender among ocean cruise lines, spending \$13.2 million, & was followed by Cruise 1st with a budget of \$7.8m.

The Nielsen figures are based on rack-rate equivalents and do not include volume discounts.

They cover a period of almost one year, from 04 Jun 2017 to 19 May 2018.

Other top 10 spenders over the period included Viking Cruises (\$7.6m), P&O Cruises Australia (\$6.5m), Cruise1 (\$5.5m), Princess Cruises (\$4.5m) and Carnival Cruise Line (\$4.5m).



HURRY! OFFER ENDS TUESDAY

EOFY FLASH SALE

CRUISE ^{AU} **\$799** _{PP} **FROM**

+ UP TO \$200 TO SPEND AT SEA~

[LEARN MORE](#)

T&Cs apply



HK cruise training

THE Hong Kong Cruise & Yacht Industry Association and the Vocational Training Council have partnered to improve youth training for cruise workers.

The move is designed to ensure the city keeps pace with its expanding cruise industry as well as provide clear career development opportunities within the industry.

Cruiseco correction

AN 18-NIGHT 'Heart of Europe' Riviera Travel cruise will not be operated by a Cruiseco chartered ship as was stated in last Tue's edition of **CW**.



CRUISE Travel Specialist

Cruiseco is ready to shake things up with the launch of its new Christmas Collection brochure.

The new selection of fly, cruise and stay experiences features a range of amazing cruises to bring in the festive season.

To mark the occasion the consortium has kindly sent the team at **Cruise Weekly** some cool snow globes (pictured) - view the brochure **HERE**.



FACE-2-FACE: Aaron Christian

BUSINESS
development manager
NSW/ACT Norwegian
Cruise Line.



1. What motivates you in your career?

I'm driven by innovation, from a technological and client service perspective.

Our industry is so competitive, so finding that unique edge is a constant motivation that I'm also able to have fun with.

2. Most common assumption people make about your job?

It's been said many times in previous responses before so it will come as no surprise that the most common assumption about sales roles in travel is that we host clients on famils approximately 300 days of the year.

3. What is the key to building great relationships with agents?

Listen to what your client needs, follow up and have a presence. This will build mutual trust and respect.

4. Biggest challenge facing the industry?

System upgrades and overhauls as a result of the advancement of technology available. It's ultimately a good thing for everyone but it can and will take time to roll these out effectively.

5. Advice for up-and-comers?

From a sales perspective, approach the way you perform in any situation as though it's your own brand you're representing and you can't fail.

6. What was your best fam?

I took a fantastic cruise from Istanbul along the Turkish coastline to Limassol several years ago and would revisit the region in a heartbeat.

7. My next cruise will be...

A seven-day Hawaiian Islands cruise with NCL.

8. Favourite cruise destination?

Alaska.

9. Celebrity you'd like to cruise with?

Ricky Gervais.

10. Favourite thing to do in port?

Find a good local haunt and its renowned delicacy while shooting the breeze with some locals.

11. When not at work, how do you spend your time?

Entertaining my daughter (three) and our new pup Fred! Outside of that, my partner and I get about an hour a week to throw on some Netflix.



CLIA UPDATE

with Joel Katz
MD, CLIA Australasia

Last Chance for earlybird Cruise360 tickets

THIS year Cruise360 will be bigger and better with activities offered over two days, more speakers and a larger trade show - once again, we expect to sell out.

The program for Cruise360 is now available and includes breakout sessions led by industry experts.

These include helping to understand the changing demographic of the cruise passenger; practical advice on how to tackle customer concerns and myths about cruising; the growth of the small ship sector and the opportunities this creates; and maximising the partnership between you and the cruise lines to grow your cruise sales.

The program also includes a social media workshop covering the changing media landscape & how to use social networking platforms to grow your business & drive sales.

Keynote speakers include CLIA president & ceo Cindy D'Aoust, & Norwegian Cruise Line president & ceo Andy Stuart.

The Cruise360 Conference and Trade Show is the must-attend annual event for cruise travel agents.

We are also offering a ship inspection of *Carnival Spirit* on 30 Aug, and for the first time a Cruise Destination Showcase.

Visit cruise360.org.au to book.

