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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 **Azamara Club Cruises** and a full page from **AA Appointments**.

Pursuit cruise for 2

A **CRUISE** for two on the maiden sailing of Azamara Club Cruises' *Azamara Pursuit* is up for grabs for agents. See the **cover page** for more.

Europe market up

THE European ocean cruise market grew to more than 6.9 million travellers in 2017, a 2.5% increase compared with 2016, according to a CLIA Europe survey. Germany showed the largest growth at 8.5% while UK & Ireland was up 0.5%.

Viking plans for 24 more river ships

VIKING Cruises chairman Torstein Hagen has revealed plans to bulk up the river fleet with a whopping 24 more vessels.

The strategy would see Viking build 14 river vessels in addition to the seven already announced for 2019.

Hagen slipped in the announcement during a presentation at the *Viking Sun* christening in Shanghai last week (**CW** 08 Mar), but didn't detail timing or deployment plans for the extra ships.

The cruise line has employed a rapid expansion strategy that has brought its fleet of river ships to a current total of 65.

Talking to **Cruise Weekly** during the inaugural visit of *Viking Sun* last month, Viking Cruises svp marketing Richard Marnell downplayed the company's growth in river ships.

"Rapid expansion is a somewhat



relative thing," he said, explaining that seven new vessels would represent close to a 10% growth in Viking's river fleet.

"We see that as a little bit disappointing," he said.

"On a relative size basis, our market share has continued to grow year after year and we will absolutely intend to ensure our market share outpaces any of the other river cruise providers," Marnell said.

He said the cruise line believed the adoption of its ocean cruise product in Australia would help to grow its river business.

"I know there's a number of river cruise companies that are known down in Australia and they have a cute fleet of ships of their own that is fractional in size to the Viking Longships," he said.

Last week Viking announced it had ordered six additional ocean vessels for delivery by 2027.

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CRUISE

WEEKLY

Thursday 15th March 2018

P&O UK 19/20 program



P&O Cruises UK has unveiled its 2019/20 winter program, which includes *Arcadia's* return to local waters as part of a 99-night western circumnavigation World Cruise in 2020.

The sailing will also see the reintroduction of New Zealand, with three calls in the country and a visit to a new destination for the line, Manzanillo, Mexico.

The program packs in over 180 itineraries between Oct 2019 and Mar 2020, including a full season of Dubai and Arabian Gulf cruises and a new Northern Lights dep.

The Dubai and Arabian Gulf

schedule features three 14-night cruises to India, a 12-night itinerary over Christmas and New Year with New Year's Eve in Dubai, two seven-night cruises plus a series of 10-night departures.

The extra 12-night Northern Lights itinerary has been added to the autumn schedule in addition to three cruises in Feb and Mar 2020 and the departures will be operated by *Aurora* and *Arcadia*.

Other highlights include five-night New Year short breaks on *Ventura* and *Arcadia* (pictured) and two 35-night spring Caribbean itineraries on *Ventura*.

Oceania Cruises free high-speed internet

OCEANIA Cruises will roll out its Wavenet high-speed internet on all of its vessels by the end of Apr.

The service will allow guests to upload and download large files, watch Netflix, stream Spotify and use Facetime and Skype.

Unlimited Wavenet will be included for all stateroom and suite categories on all sailings and a streaming upgrade called Wavenet Prime will be available for US\$9.99 per day for guests who wish to stream movies, music, or videos.

Unpack all of Carnival Australia's recent announcements in the March issue of *travelBulletin*.

CLICK to read
travelBulletin



Bliss river conveyance



NORWEGIAN Bliss is one step closer to her launch, with the vessel beginning her conveyance up the River Ems this week.

The 303 metre-long vessel made her way down the Ems River and up to the North Sea in reverse, making the narrow passage through Meyer Werft's sea lock with less than 1.2 metres clearance.

The ship is due to arrive in Eemshaven, Netherlands today where she will take on additional provisions and crew members, before heading toward the North Sea for technical and nautical sea trials.

This will be one of the final steps before Norwegian Cruise Line takes delivery on 19 Apr in Bremerhaven, Germany.

Bliss will then sail across the Atlantic Ocean and arrive in the US on 03 May, to begin her inaugural tour, with events planned in New York City,

Miami and Los Angeles.

This will be followed by a christening ceremony on 30 May at the new Pier 66 at the Port of Seattle in Washington.

Bliss will offer cruises to Alaska beginning 02 Jun.

MEANWHILE, Norwegian Cruise Line will today launch a US\$1 deposits deal on new bookings for a studio, inside, oceanview, balcony or mini-suite category stateroom.

Kicking off 3PM AEDT today to 19 Mar, the offer is available fleet wide and is combinable with the Free at Sea promotion which is running during Mar.

The Free at Sea offer has been extended through this month and provides pax who book a new three-day or longer sailing in an oceanview, balcony or mini-suite category stateroom a choice of two free choices from five onboard amenities.

For more information, see **page one**.



PONANT

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CRUISE

WEEKLY

Thursday 15th March 2018

Seabourn ♥ the trade

SEABOURN is this month hosting a series of “Global Partner Appreciation Events” to show its strong support for travel agents worldwide.

Sales teams in Australia, Europe, North America and the UK will hold seminars, webinars, conferences, events and face-to-face meetings to share the “many unique stories about Seabourn” including the upcoming May launch of *Seabourn Ovation*.

“Our travel professional partners are a tremendous value to Seabourn and we want to continue to support their growth and success,” said Chris Austin, Seabourn senior vp of global marketing & sales.

New sales tools include a 25



minute film showcasing this season’s first Antarctica voyage on *Seabourn Quest*.

Special offers will be available on the line’s 2018 Alaska voyages including US\$400 shipboard credit per suite and a complimentary veranda suite category upgrade.

Seabourn said the activity would help agents become fully equipped to grow their business & identify ‘new to cruise’ guests.

First look at Disney 3



DISNEY Cruise Line has revealed the first rendering of what to expect from its three new vessels setting sail in 2021, 2022 and 2023.

The cruise line has promised the additions would “embody the elegance and romance of the golden age of ocean cruising with unique touches all their own”.

The ships will offer “more innovation, new technologies,

spectacular entertainment and more Disney stories and characters than ever before,” Disney said.

They will be approximately 140,000 gross tonnes and include about 1,250 staterooms.

The rendering pictured was revealed by Disney chairman and ceo Bob Iger at The Walt Disney annual shareholders meeting last week.

Holland America Line’s retail revamp

HOLLAND America Line has announced the introduction of a new retail experience on board its vessels, including new products and services, an expanded “logo collection” and supplier partnerships.

A pact with Fujifilm will see an interactive photo space on board allowing pax to immediately print photos from their personal devices - along with the creation of “keepsake mementos” featuring images from their cruise such as magnets, mugs, and shirts.

Co-branded merch will feature BB King’s Blues Club, BBC Earth and America’s Test Kitchen along with products from local artisans.

MEANWHILE HAL has also confirmed the rollout of “Planet Earth II in Concert” in partnership with BBC Earth, on almost all of its ships.

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Adv Canada's big visit



ADVENTURE Canada has wrapped up its biggest promotional visit to Australia.

The push attracted more than 400 travel agents and 300 of their clients to events in Sydney, Brisbane and the Gold Coast this month to hear about the eco-cruise company.

Pictured at one of the Sydney events are: Gloria Chiu, Chun Pak Travel, Chatswood; Julie Donaldson, partnership manager Cruise Traveller; Darren Evans, Qantas Holidays and MJ Swan business development director Adventure Canada.

Silversea's baroque best



WHILE Silversea Cruises was extending the luxury of its *Silver Spirit* in Italy on the weekend (**CW** Tue), the line was also busy seeking out opulence on land.

Industry guests and media were treated to a succession of indulgent dinners and one-off experiences as Silversea sought to exploit the Sicilian setting of *Silver Spirit's* current overhaul.

Among the highlights was a gala dinner held at the spectacular Palazzo Gangi, a lavish baroque mansion owned by Sicily's former royal family.

In a rare night of exclusive access, guests were hosted by Princess Carine Vanni Calvello Mantegna di Gangi and had an opportunity to explore the

palazzo's grand halls before dining beneath Venetian chandeliers to the strains of a string quartet.

Other occasions included a welcome dinner at the Grand Hotel Villa Igia - a turreted waterfront property once frequented by royalty and now managed under Sofitel's M Gallery brand.

Guests were also given a rare peek at the hidden passages and rooftops of the Santa Caterina baroque church and convent in the centre of Palermo.

Pictured at Palazzo Gangi are Silversea vp of fleet operations Christian Sauleau and vp of technical operations & crewing Andrea Zito with maritime architect Lorenzo Mortola.

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CRUISE
WEEKLY

Ponant explores

PONANT has announced two special cruises in partnership with Jean-Louis Etienne - the first man to have reached the North Pole solo and to have made the longest crossing of Antarctica with a dog sled.

The voyages include a New Year's Day cruise to the Antarctic Peninsula as well as a journey from Petropavlovsk to Juneau via the Aleutian Islands.

For more information, call 1300 737 178.

Aussies out in force in Miami



THERE were plenty of Australian accents in Miami this month during the annual Seatrade Cruise Global conference.

A large delegation from the Australian Cruise Association (pictured above) took part in the event which continues to boost Australia's profile on the world cruising stage.

An Infrastructure Panel during the event featured Ponant's Sarina Bratton and Carnival Australia chief Sture Myrmell,



while Martin Bidgood from Pacific World (inset) accepted Sydney's award for Top Performing Port.

American Harmony

AMERICAN Cruise Lines has officially named the second vessel in its "Modern Riverboat" series *American Harmony*, with the new ship set to debut in 2019.

Sister ship *American Song* will make her inaugural voyage on 06 Oct on the Mississippi River, and when joined by *Harmony* will reposition to the Columbia and Snake Rivers.

American Cruise Lines also operates two authentic paddlewheelers on the Mississippi River.

New Avalon vessel

AVALON Waterways has confirmed the 2019 debut of *Avalon Envision* - its 13th "suite ship" in Europe.

The new vessel will mean for the first time Avalon's entire fleet will comprise Suite Ships, with *Envision* set to sail 10- & 12-day voyages on the Danube.

Avalon has also announced plans to add an "Adventure Host" to all 2019 European cruises, along with a new AvalonGo app to help travellers independently explore each destination.



Seatrade wraps up

SEATRADE Cruise Global is behind us for another year and our record 16-member delegation has returned on a wave of continued optimism around cruising in our region.

We began our trip with a visit to the Princess Cruises' offices meeting with a range of departments to discuss further destination development opportunities, shore excursions and pre and post visits.

During Seatrade, we were excited by the quality of the discussions held with cruise line executives.

Numerous new builds are planned for our region and some exciting itineraries are being developed with members to showcase more of our country to the ever-increasing number of international passengers planning to visit Australia.

Supporting those visits is the critically important question of infrastructure development – a topic addressed by a senior panel including ACA Chair, Grant Gilfillan; Debbie Summers (NZ Cruise Association), Sture Myrmell (Carnival Australia) and Harry Sommer (NCL).

Grant spoke about the exciting projects coming online in Queensland – Brisbane and Cairns; planning for Sydney Harbour and developments in Broome.

Our "Down Under BBQ" held in partnership with the New Zealand Cruise Association was a highlight on the Seatrade calendar attracting more visitors than ever to the stand.

The trip to Seatrade is a huge investment by ACA and our members each year but we are seeing continued recognition for Australia as a major drawcard for the cruise lines.

We have every reason to see the future very brightly for our industry.



LET'S hope it wasn't an SOS to the world.

A twelve-year-old boy taking part in a beach clean-up project on Bermuda in the Caribbean has found a message in a bottle which travelled over 1,600km in four years.

His father helped remove the cork and used a UV light to decipher the contents which indicated the longitude and latitude of where it was dropped.

The paper with the Atlantic Ocean coordinates (pictured below) also had the email address of the owners of the French yacht which dropped it - with the boy confirming he had sent an email "but they haven't responded yet".



Paws & Vote!



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