

## Bliss a game-changer for Norwegian

**NORWEGIAN** Cruise Line's new *Norwegian Bliss* is anticipated to significantly boost awareness of the brand in Australia, with the billion-dollar vessel to be formally christened in Seattle this week.

The third Breakaway Plus-class ship for Norwegian, *Bliss* sailed a two-night preview voyage out of Los Angeles last Fri after becoming the biggest passenger ship ever to traverse the Panama Canal.

The ship has been customised for scenic cruising, and will homeport on her maiden season out of Seattle, operating a series of week-long cruises to Alaska.

In keeping with the itinerary, *Norwegian Bliss* features a massive hull artwork titled 'Cruising with the Whales' created by Los Angeles-based marine artist Wyland, who was on board last weekend's cruise.

As well as a huge array of onboard activities (see page



four), *Bliss* has a range of features and amenities for the "ultimate Alaska cruising experience" with huge windows, two spectacular observation lounges and several al fresco dining venues.

There are scores of bars and restaurants, and the accommodations include solo cabins, many connecting staterooms for large groups and families, as well as the luxurious 'The Haven by Norwegian', an exclusive enclave with suites, a

private pool and restaurant.

Nightlife includes stage shows, clubs, discos, comedians & more.

After sailing in Alaska until the northern autumn, *Bliss* will then operate ex LA to the Mexican Riviera before moving to Miami for a Caribbean season and then ex New York to Florida.

### Cruise Weekly today

**CRUISE Weekly** today features five pages of all the latest cruise industry news.

## CRUISE

WEEKLY

### On location aboard Norwegian Bliss

Today's issue of CW is coming to you courtesy of Norwegian Cruise Line and American Airlines.

**NORWEGIAN** Cruise Line's 16th vessel is steaming towards Seattle this week as she completes a series of inaugural events in the lead-up to her formal christening.

CW was among a group of Australian travel consultants and media treated to a two-day preview of *Norwegian Bliss*, which boasts scores of culinary options, activities and action for everyone.

The 'cruise to nowhere' headed down the Mexican coast from Los Angeles - pics at [facebook.com/cruiseweekly](https://facebook.com/cruiseweekly).

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# CRUISE

WEEKLY

Tuesday 29th May 2018



Discover the latest river ships setting sail in the May issue of *travelBulletin*.

CLICK to read **travelBulletin**

## CLIA tackles regulation

**CRUISE** Lines International Association (CLIA) Australasia believes the southern states hold potential for greater cruise growth, if government



regulations can be eased.

Speaking at the release of the organisation's annual industry report last week, CLIA Australasia managing director Joel Katz said achieving the right regulatory settings was a key goal for the organisation as the sector faced capacity constraints in Sydney.

"Some of our members have expressed a great deal of interest to do more domestic cruising particularly around the southern parts of Australia, but because of the cabotage rules and the way the customs regulations work, as

foreign ships, they're prevented from doing extended domestic seasons," Katz said.

"For them to be able to justify bringing ships down to this part of the world, they would really want to base them here for a full season," he said.

"And that's why we haven't seen a lot of domestic or homeporting around the southern states."

CLIA was engaged with different levels of government "to try and get them to understand the benefits that increasing domestic cruising would bring".

## Cruise360 expands

**CRUISE360** Australasia will expand this year to become a two-day event featuring a bonus Cruise Destination Showcase on the first day.

The key annual industry forum for Cruise Lines International Association (CLIA) Australasia will kick off on 30 Aug, with an optional ship visit on *Carnival Spirit* in the morning and the destination showcase at Hyatt Regency Sydney in the afternoon.

The new element will involve 10 destinations presenting their highlights for cruise passengers and options for pre- and post-cruise stays.

Destinations include international locations like Hong Kong and New York, as well as local tourism bodies from Qld, WA and the NT.

The Cruise360 conference will continue on 31 Aug.



**NEXT** time you're in a cruise ship bar, spare a thought for the creative souls who had to decide what it would be called.

During last weekend's *Norwegian Bliss* inaugural out of LA (see [p1](#)), NCL ceo Andy Stuart gave a personal insight into how the A-List Bar on deck eight came by its name.

Apparently Norwegian Cruise Line Holdings ceo Frank Del Rio said it would be appropriate for the bar to be inspired by Stuart, given he has been with the company for over 30 years.

Stuart related the tale of his seemingly vowel-obsessed family, where the letter 'A' seems to be very important.

He and his two sisters all have names starting with A - so when he married Allison it seemed only natural to continue the tradition.

Andy and Allison are the proud parents of Alexander and Alicia - hence the bar is named "A-List".

Stuart is **pictured** aboard *Norwegian Bliss* last Sat with a 'Gunner' cocktail - named after his favourite football team - Arsenal, of course.



## Peregrine goes small

**PEREGRINE** Adventures will boost its offering of small ship sailings in Europe in 2018, responding to demand for sustainable cruises.

Four new charter itineraries have been added, bringing the total number of departures offered by the company to 20.

The carbon-neutral Peregrine will look to capitalise on cruise growth in Europe with its more sustainable small ships.

"We're starting small but we have big ambitions to grow a more sustainable style of travel," said Peregrine group ceo James Thornton.

## Carnival introduces duty free to *Spirit*

**CARNIVAL** Cruise Line has unveiled a new duty free store on board *Carnival Spirit*.

The new outlet (**pictured**) will be made available to Australian passengers from 25 Jun and provide guests a variety of brands such as Seafolly, Quay Australia, Swarovski, Swatch, Lacoste and Clinique.

Carnival decided to introduce the concept to *Spirit* following success with German retailer Heinemann Asia Pacific in the US.

"The retail experience at Carnival continues to evolve with sought-after brands and exciting new spaces and we're delighted to work with Gebr. Heinemann in providing our guests with the widest variety of retail choices at sea," said Carnival's vice president of retail services William Butler.



## Red Centre, Top End & Adelaide with The Ghan & Sun Princess

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Tuesday 29th May 2018

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## AmaWaterways christens *AmaLea*



**RIVER** cruise specialist AmaWaterways, in partnership with APT, have welcomed its newest river cruise ship *AmaLea* with a christening ceremony in Vilshofen, Germany.

The vessel's godmother Andre Filomena of AAA Travel took charge of the traditional ship

breaking of the champagne against the hull of the ship while more than 200 guests joined in afternoon celebrations featuring a traditional Bavarian maypole.

"We look forward to welcoming many guests on board this beautiful ship as she sails through the charming

towns that sit along the banks of some of the most beautiful rivers in all of Europe," said AmaWaterways president Rudi Schreiner.

She will sail seven-night cruises on the Danube from 01 Jun before embarking on four Christmas Market Cruises.

## MSC goes digital

**PRIVATELY-OWNED** cruise company MSC Cruises has announced the launch of Zoe, an industry-first on board digital personal assistant.

The bespoke device has been specifically designed for use in cabins on *MSC Bellissima*, and aims to provide guests with a simple way to access information that has traditionally been asked at the guest relations desk.

Installation of the device "puts the guests in control of their cruise" by tailoring the way they receive information based on their individual needs, allowing cabin crew to focus on more specific support.

The device will be available in seven different languages, and forms part of a close partnership between MSC Cruises and Samsung.



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# Loving Norwegian Bliss!

LAST weekend's *Norwegian Bliss* inaugural sailing out of Los Angeles included a large contingent from Australia, with travel agents, media and some of the Norwegian Cruise Line team able to experience NCL's newest vessel. The two night 'cruise to nowhere' down the coast of Mexico allowed guests to explore and experience the ship, which boasts a stunning array of bars and restaurants as well as adrenaline-inducing activities and entertainment. These pics were taken during the voyage, with lots more at [facebook.com/cruiseweekly](https://facebook.com/cruiseweekly).

# CRUISE



Tuesday 29th May 2018



**NORWEGIAN** Cruise Line Holdings ceo Frank Del Rio was on board the inaugural, and met up with some of his Australasian team, James McCullagh and Christopher D'anvers.



**THE** Australian group had one night pre-cruise at the funky Mondrian Hotel in West Hollywood. Pictured at a welcome cocktail party are Bianca Schembri from Flight Centre with Norwegian Cruise Line's Dylan Hearne and Aaron Christian.

**BROADWAY-STYLE** entertainment on board included *Jersey Boys* and *HAVANA!*, a Cuban-themed musical expressly created for *Bliss*.



**THERE'S** an incredible two-level go-kart track, where electric racers travel at speeds of up to 45km/h as passengers vie for the best lap times.

**BLISS** boasts a futuristic Laser-Tag arena on the top deck, allowing guests to immerse themselves into an intergalactic war.



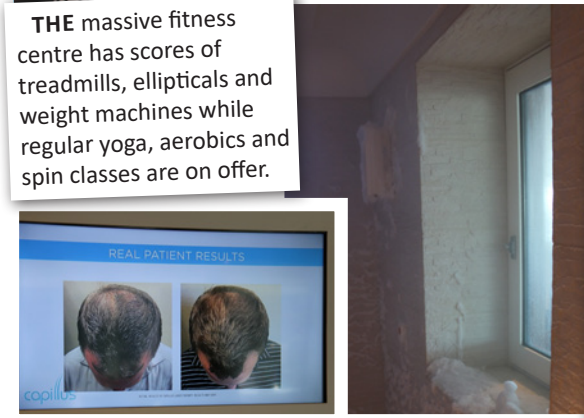
**TWO** multi-storey waterslides provide plenty of thrills, with a jaw-dropping ride through twists and turns extending over the edge of the ship.



**THE** massive fitness centre has scores of treadmills, ellipticals and weight machines while regular yoga, aerobics and spin classes are on offer.



**CULINARY** concepts include the new Q Texas Smokehouse, Norwegian's first full-service Starbucks store at sea, the dessert-only Coco's and the District Brew House serving local Seattle favourites. There's also the Mexican-themed Margaritaville, and pictured enjoying the ambience are Kate Hansen, NCL; Michael Middleton, Bicton Travel; Randall Deer, Ignite Travel; and Norwegian sales manager, Nicole Costantin.



**SPA** facilities on board include 24 treatment rooms offering a variety of procedures, as well as a huge Thermal Suite featuring a sauna, salt room, steam room and even a snow room.



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### Colours of India

**ADVENTURE** Resorts & Cruises (ARC) and Cruise Traveller have released a new fly, cruise & stay package giving guests the chance to enjoy the colours and flavours of India and the country's sacred Holi Festival.

The 15-night tour departs 15 Mar 2019 and includes seven nights cruising India's sacred river the Brahmaputra, as well as visits to Delhi, Agra and Kolkata.

The tour makes a special stop in Jaipur in time for the festival.

Earlybird deals are available which include savings of up to \$1,120 per couple for bookings made before 31 Jul.

For more info **CLICK HERE**.

### Avalon Europe sales up 30%



**AVALON** Waterways is seeing strong growth for its European river cruises out of the Australian market, with the company's global managing director, Pam Hoffee, saying sales are up 30% year-on-year.

Speaking to **CW** from the Globus Family of Brands US headquarters in Denver, Colorado, Hoffee said the launch of Avalon Choices had been very successful, offering a wider range of shore excursions classified as 'classic', 'active' or 'discovery'.

The options are available on the Danube and shortly on the Rhine River, and in 2018 will also be available on Avalon's range of itineraries in France.

Hoffee said cruises which focus on 'active discovery' had seen the average age of passengers drop by as much as

five years, and the departures were also very popular with multigenerational family groups.

In 2019, Avalon is adding a new "Adventure Host" to each ship, who will complement the cruise director and offer passengers options for more active holidays such as hiking, cycling and individual exploration.

Each vessel is equipped with 16 bicycles, and 2019 will also see the launch of the GPS-based Avalon Go smartphone app for self-guided sightseeing.

India is also a new addition for 2019, with Avalon offering seven departures on the *Ganges Voyager* in conjunction with a six night land component.

Pam Hoffee is **pictured** above with Globus ceo Scott Nisbet.

### GoHAL.com live

**HOLLAND** America Line has relaunched its GoHal.com website, making it easier for agents to find info on booking, planning and promoting the company's cruises.

The new-look portal can be viewed at [www.GoHal.com](http://www.GoHal.com).



**win your morning tea!**

**Cruise Weekly** loves donuts so to celebrate International Donut Day happening on 1 Jun, we're giving readers a chance to win a dozen donuts delivered to your office, on us!

In order to get in on this tasty action, all you need to do is write a short donut ditty, with the best entry taking home the prize. It can be a song, a poem, as long as it's 6 lines or less.

Send your entries to [donuts@traveldaily.com.au](mailto:donuts@traveldaily.com.au)

Entries close 30 May.

**CRUISE**  
WEEKLY

### Cruise Calendar

This week's port calls of cruise ships at various destinations around Australia and New Zealand.

#### SYDNEY

<i>Pacific Eden</i>	01 Jun
<i>Pacific Explorer</i>	01 Jun
<i>Pacific Eden</i>	04 Jun
<i>Pacific Explorer</i>	04 Jun

#### BRISBANE

<i>Pacific Aria</i>	29 May
<i>Pacific Dawn</i>	02 Jun

#### DARWIN

<i>Coral Expeditions 1</i>	31 May
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#### AUCKLAND

<i>Sea Princess</i>	01 Jun
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