

Cruise Weekly today

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

Viking launches new rewards program

VIKING Cruises has today launched a new rewards program designed to give agents the chance to earn points on every Viking ocean and river cruise booking they place.

Called Rewards by Viking, the program aims to give back to agents, enabling them to collect “hundreds of points” on all Viking bookings before redeeming them in the Rewards by Viking online store, where they can choose from a range of branded items such as electronic goods, beauty products and gift vouchers.

The rewards points are allocated in addition to the agent’s usual commission, providing a greater incentive for industry partners.

Trade Marketing Manager for Viking Cruises Erin Kramer said the program was a welcome addition to the business.

“We’re always looking for new ways to reward our trade partners and this is the perfect program



for showing our dedicated travel agents how much we appreciate their hard work and support, on top of their usual commission,” Kramer said.

“The online Rewards by Viking store is full of incredible goodies that agents can now purchase with their reward points —

there’s something for everyone,” she added.

Agents can sign up for an account by heading to rewardsbyviking.com and entering their details.

For more info on the program, email HERE.

Pictured is *Viking Sea*.

Mortimer to lead

AURORA Expeditions Founder and Australian explorer Greg Mortimer will be the expedition leader aboard the maiden voyage of Aurora’s new purpose-built expedition ship the *Greg Mortimer*, departing Ushuaia, Argentina, on 31 Oct.

The 12-day Spirit of Antarctica takes guests through Antarctic landscapes passing whales, penguins and fur seal pups.

“Antarctica is simply the most extraordinary place on earth and holds a very special place in my heart,” said Mortimer.

Guests can save 10% on all cabin categories for bookings before 31 Dec - [CLICK HERE](#).

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World of Viking sale

VIKING'S World of Viking sale offering deals on river and ocean cruises ends this Fri.

Guests can choose from reduced fares or upgrades and save up to \$4,000 per couple.

For more, [CLICK HERE](#).

Celebrity Edge launches



CELEBRITY Cruises has launched its "most anticipated ship of the year" *Celebrity Edge* which has made its debut in Fort Lauderdale, Florida, ahead of a maiden guest voyage on 09 Dec (**CW** 21 Nov).

"*Celebrity Edge* is already hugely popular with Australians," said the cruise lines' Vice President and Managing Director for Australia & NZ, Susan Bonner.

"With thousands already booked for her Europe and Caribbean sailings, Australia is now the third highest source market for this ship," she said.

"So many people have never considered cruising as a holiday option – this ship is absolutely going to change their minds."

The 2,918-guest ship (**pictured**) features the Magic Carpet (**pictured** inset), an open-air venue off the side of the ship that moves between



decks; the Spa, a 2,000m² space with ocean views; a rooftop garden; the grand theatre; and 29 food and beverage experiences.

Her maiden Western Caribbean voyage departs 09 Dec and her Maiden Eastern Caribbean sail departs 16 Dec.

In spring 2019, *Celebrity Edge* will cross the Atlantic with a range of seven- to 11-night sailings visiting cities including Barcelona and Rome.

Celebrity Edge will be joined by her sister ship, *Celebrity Apex*, in 2020, and two more ships in the Edge Series will follow in 2021 and 2022.

To view more *Celebrity Edge* photos, [CLICK HERE](#).

Darwin cruise tax

DARWIN cruise ship visitors may be slapped with a \$47pp tax, according to *NT News*.

The tax was suggested in a paper, *The Demand and Economic, Environmental & Social Impacts of Australian Cruise Tourism*, presented at a conference in Darwin and is seen as "one solution to funding port infrastructure and addressing negative environmental impacts from cruise tourism".

The newspaper reported that the "tax would raise \$1.5m a year to finance improvements at Port of Darwin" and is based on "an Alaskan style excise tax", where a fee is imposed on particular commercial passenger vessels that have 250 or more berths.

Cruise survey winner

CONGRATULATIONS to Allan Hopper from Hopperound, who is one of the two lucky winners of a Google Home Mini from the recent Cruise Survey undertaken across *Travel Daily* and *Cruise Weekly*.

Thanks to all for participating in this year's survey.



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Care with Crystal

CRYSTAL has launched voluntourism experiences for its 2019 ocean voyages on *Crystal Symphony* and *Crystal Serenity* sailings, as well as select *Crystal Esprit* itineraries in the West Indies.

The complimentary "You Care. We Care." program invites guests to give their time to worthwhile causes around the world.

The excursions include, helping to feed the elderly at Mercy Kitchen in Belize, planting trees at the Heidmork Natural Reserve in Iceland, and assisting with meal prep at Smile of a Child in Greece.

Karen Christensen, Crystal's SVP and MD of Australasia said the program "enables travellers to connect with destinations throughout the world in ways that are intimate and meaningful to them".

Coral grows team

CORAL Expeditions has introduced three new sales roles to its commercial team in preparation for fleet growth.

Former Viking Cruises' Director of Sales, Australia and New Zealand, Liz Sawers has been appointed as the National Sales Manager for Australia and New Zealand.

Cathy Alexander takes up the role of Sales Executive QLD, NT and WA; and Elizabeth Webb will move into the new role of International Sales Manager.

Webb formerly led the Sales and Distribution team for Coral Expeditions for two years.

The growing team, led by Commercial Director Jeff Gillies, pre-empted the arrival of *Coral Adventurer*, the company's fourth vessel, which will be formally named at a ceremony in Singapore on 23 Apr and then sail on her maiden voyage from 24 Apr.

OOE photography voyage



ONE Ocean Expeditions (OOE) begins its 2018-2019 Antarctic season with its Photography Symposiums featuring tutorials tailored to each guest's needs.

OOE's photography program has expanded to include the 10-night Antarctic Peninsula Adventure including an Antarctic Circle Crossing and Photography Symposium voyage on board *RCGS Resolute* which departs 11 Mar.

Guests will be offered daily pre-excursion meetings, dedicated photography Zodiacs, speciality landings and excursions based on light, interactive workshops and group or personal reviews.



Leading the group will be photographers Dave Brosha and Paul Zizka.

Other voyages include the South Georgia In-Depth Photography Symposium from 14 to 16 nights and the Spitsbergen Encounter voyage in the Norwegian High Arctic departing 19 Jun, 2019.

Pictured are OOE's photographer Roger Pimenta and **inset** is a group of photographers on an excursion.

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A rosy ride for *Panorama*



CARNIVAL Cruise Line is celebrating the first new ship to homeport from California in 20 years by entering a floral replica of *Carnival Panorama* in the State's famous Rose Parade on 01 Jan 2019.

Comprised of tens of thousands of flower petals applied by hand, the 16 metre long float will show off the brand's "signature touches",

including the red and blue funnel, a water park, and Lido Deck party.

Carnival Panorama is due to arrive in her new home of Long Beach in Dec 2019, marking her debut with a special three-day cruise on 11 Dec, followed by the launch of year-round, seven-day Mexican Riviera voyages on 14 Dec.

More on her itineraries [HERE](#).

Seabourn launches Signature Savings

LUXURY cruise line Seabourn has launched its 2019 Signature Savings Event, offering travellers a range of savings and value-added amenities across select voyages in its 2019 brochure.

The annual event, which runs through until 19 Feb, offers benefits such as complimentary Verandah Suite upgrades, complimentary 300-minute internet packages per person, up to US\$500 shipboard credit per suite, up to US\$500 air credit per person, 50% reduced deposit and up to 15% savings on combination cruises.

Additionally, guests who book a Penthouse or Premium Suite on select voyages can receive up to US\$1,000 shipboard credit per suite, as well as an unlimited internet package per suite.

The event applies to cruises in the Mediterranean, Northern Europe, Antarctica, Patagonia, Alaska, New Zealand and many more.

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

Holland America 2019 F&B

HOLLAND America Line has revealed dates for the 2019 Food & Beverage Aficionado Cruises that highlight the members of its Culinary Council, Master Mixologist Dale DeGroff (pictured below) and the line's Chateau Ste. Michelle winemaker partners.

"Our 2018 Food and Beverage Aficionado Cruises were extremely successful, with every demonstration standing-room only and each specialty dinner sold out, so we're thrilled to bring this program back in 2019,"

said Holland America Line's President Orlando Ashford.

During each Food & Beverage Aficionado Cruise, guests will have the opportunity to attend cooking, cocktail or wine demonstrations; get to know the experts at presentations and join an intimate, reservation-only dinner at the Pinnacle Grill.

The 2019 schedule includes Culinary Council Chairman Rudi Sodamin, on board *Nieuw Statendam* and *Veendam*; Winemaker Tracey Keller on board *Koningsdam*; and sushi chef Andy Matsuda (pictured above) who will be on board *Nieuw Statendam* and *Eurodam*.

[CLICK HERE](#) for more.



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We're looking for an energetic, goal-orientated Contact Centre Team Leader to join us in our new Surry Hills office.

The ideal candidate will have five years' experience as a Team Leader in a call centre, superior customer service and communication skills and an analytical mindset.

Travel industry experience would be a bonus, but isn't necessary.

This position comes with a competitive salary package and fantastic industry perks and health benefits.

Viking is set to be the world's largest small ship cruise company by 2019, so now is the perfect time to join our dynamic, rapidly expanding team.

To apply, please send a cover letter and your resume to jobsau@vikingcruises.com

Applications close Friday, December 7. Only successful candidates will be contacted.

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Need help wading through the huge variety of cruise options out there?

Check out the 2019 Cruise Guide for a comprehensive tool.

CRUISE WEEKLY Travel Daily travelBulletin



Breaking Waves

HELSINKI is set to host the inaugural Breaking Waves 2018 conference, which will take place on 03-04 Dec.

The event is aimed at maritime professionals, from shipbuilders to tech suppliers and shipowners, with the "ultimate goal to make shipping more responsible and cost-effective".

The two-day event will include a Think Tank forum plus a seminar.

For more info [CLICK HERE](#).

FACE-2-FACE: Michelle Black

Managing Director, Australia & New Zealand, Viking Cruises.

1. What excites you about the Australian market?

Australians' appetite for cruising is insatiable which is great for any cruise company. We begin our maiden homeporting season next week with *Viking Orion* in local waters for the next three months and we welcome our sixth ship to the fleet in Feb so we are excited about what the future holds for Viking in Australia.

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

Respect, reliability and consistency would be key long-term factors to building great trade partnerships. In addition to the value we place on these relationships and the investment we make to ensure we are helping to drive consumers through the doors – we spend tens of millions in marketing investment to drive awareness and demand and we rely on our trade partners to close the sale.

3. What is your advice for up-and-comers?

Work hard, constant learning, read, read, read, even shorter articles. Find a good mentor, they don't necessarily have to be in same industry, business is business.



I've had mine for over 15 years and it's one of my most valuable professional relationships.

4. What was your best fam?

Surprisingly I've only ever done two. My career background is not in travel so therefore fams are not something I've grown up doing. My most recent fam was on *Viking Orion* with some of Australia's key travel business owners and journalists – it was a great group of like-minded people.

5. Celebrity you'd like to cruise with?

That's a hard one – someone who is fun, likes conversation and could carve up the dance floor. Maybe Ellen DeGeneres.

6. Favourite cruise destination?

Hard to answer as I have so many more to experience – however I did do our Into the Midnight Sun itinerary this year from Bergen to London for my holiday and Norway is just spectacular.

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

Catching up on life, but my absolute most treasured pastime is spending time with my daughters and their families.

CLIA UPDATE



with Joel Katz
MD, CLIA Australasia

Did You Know?

IT'S critical that our agent members have factual answers to their customers' questions.

As an industry we have both a moral responsibility and business imperative to sustain the places we sail and the communities that support our industry.

CLIA Cruise Line Members reduce cruise ship air emissions through investments in new ship design and the pioneering of new technologies is at the core of CLIA Cruise Line Members' air quality efforts.

Cruise lines are innovators in developing cutting edge ship designs and sustainable environmental practices, including investing billions of dollars in exhaust gas cleaning systems, energy-efficient design standards to lead to a 30% reduction in new marine vessel CO2 emissions by 2025; hull paints with special non-toxic coatings that reduce fuel consumption; and initiatives to provide emissions-free energy.

Because of creative approaches to improving cruise ship air reductions, new cruise ships that enter service today, no matter their size, are among the most environmentally friendly ships in the history of commercial shipping.

To learn more about the cruise industry's innovative and state-of-the-art air emissions programs, visit www.cruising.org.au.

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ASK anybody working in the cruise industry and they will tell you the same thing, a holiday on a cruise ship can form friendships that last a lifetime.

Two childhood friends who met on a Hawaii cruise in 2006 were reunited last week after an exhaustive search on Twitter by Brianna Cry, now 19.

"Y'all need to help me find my best friend cause I miss her and I need to see how she's doing now," she tweeted.

Low and behold 111,000 retweets later, Cry found her mate Heidi Tran thanks to digital people power - #awwwwwwww.



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