

Cruise Weekly today

Cruise Weekly today features four pages of all the latest CLIA Cruise360 news plus a full page from Crystal Cruises.

CLIA traineeship

A CRUISE industry traineeship program launched last Fri aims to equip new industry entrants with important industry-relevant, job-ready skills.

The move is an initiative of Cruise Lines International Association Australasia (CLIA), Apprenticeship Support Australia (ASA) and TAFE NSW and will focus on cruise sales agents and reservations teams.

"While the program is only available to NSW residents at this stage, it is designed to expand as demand increases", CLIA head of int'l training and development Peter Kollar said.

Industry celebrates opportunity

THE fifth annual Cruise Lines International Association (CLIA) Australasia Cruise360 conference on Fri attracted a total of 580 cruise industry players, including a record 75 Kiwi delegates.

CLIA Australasia managing director Joel Katz opened the conference by highlighting the potential of the industry.

"Last year...almost 6% of Australians took a cruise, that means there are nearly 94% of Australians who haven't taken a cruise yet, which really gives us the confidence that there is a lot of opportunity for further growth," Katz said.

"Our industry is incredibly innovative and responsive to changing demands."

"That means we are not only meeting the demands of existing customers, but also attracting new customers to this amazing industry because cruise, as a



category, really has something for everyone," Katz enthused.

But cruise growth is not without its challenges, with Norwegian Cruise Line Holdings managing director Asia Pacific Steve Odell explaining the industry is at a crossroads.

"What the government decides to do now is crucial for the future," he told attendees during a panel discussion.

Odell noted that Queensland

and New Zealand governments had been quicker to act than NSW on infrastructure issues.

"Sydney is the core of the issue because particularly if you want to go international tourism, people want to come to Sydney at least at the beginning or the end [of a cruise]," he said.

Pictured are: CLIA Australasia md Joel Katz, CLIA Global president & ceo Cindy D'Aoust, & NCLH md Asia Pacific Steve Odell.



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Gen Y chooses cruise



REPRESENTATIVES from cruise lines and retail were united in a panel discussion about the need to cater to the baby boomer market, but also urged the importance of developing a younger demographic of customers.

Dubbed "Generation Cruise", the panel suggested millennials were becoming a more important customer base.

Younger people were seeing the value of a cruise holiday

with industry needing to augment and innovate around product & the retail experience to cater to their needs.

Pictured: Christian Schweitzer, Business Publishing Group; Adam Armstrong, Silversea; Lynne Clarke, MSC Cruises Australia; Ben Angell, Norwegian Cruise Line Holdings; Michelle Ashcroft, Phil Hoffmann Travel; and Fiona Dalton, Uniworld Boutique River Cruise Collection.

Innovations big & small



NORWEGIAN Cruise Line president and ceo Andy Stuart sees the cruise industry as fertile ground for innovation, backed by distribution partners keen to stay ahead of disrupters.

In his keynote address to the Cruise360 conference on Fri, Stuart cited examples including Norwegian's race track at sea, Royal Caribbean's North Star observation pod and Celebrity Cruises' Magic Carpet cantilevered platform among innovations that have been changing the face of cruising.

"Innovation is not always about the big idea, it's often about a lot of smaller ideas that can really change the business," Stuart said.

"Big ideas are great, but think about the small things that can be game changers as well because

there is rarely ever a single silver bullet," he said.

Stuart said travel agencies were backing innovation in the cruise sector with initiatives of their own, including inventive packaging concepts that allowed them to offer a unique product without fear of being undercut by online competitors.

He said others were developing voice-responsive services through devices such as Amazon Alexa and Google Home.

"I think we're in an incredibly exciting business and I'm excited by the level of innovation both on the supplier side and on the travel agency side," he said.

Stuart is **pictured** in Sydney last week, left, with Norwegian Cruise Line Holdings snr vice president and md Asia Pacific Steve Odell.

ALASKA. WHERE JOY MEETS BLISS.

Norwegian Joy is joining her sister ship, Norwegian Bliss, in Alaska from April 2019.

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Small ships, big gains



CRUISE360 was this year home to a breakout session on the growth of the expedition cruising segment, with representatives from four big players in the industry engaging in a robust discussion on why the space was finding so much traction recently.

The md of Windstar Australia, Andrew Millmore, told the audience that one of the drivers of small ship cruising was a growing appetite for a greater immersive experience.

"We have clients jumping off the back deck into the Arctic and in Alaska they are getting into kayaks and getting up close and personal with the destination," he said.

APT's Scott Ellis agreed, suggesting unique locations were also a part of the appeal.

Pictured: Aaron Russ, Wild Earth Travel; Dianna Schinella, Aurora Expeditions; Andrew Millmore, Windstar Australia; Monique Ponfoort, Ponant; & Scott Ellis, APT Travel Group.

Sydney on track: D'Aoust



CRUISE Lines International Association's (CLIA) president and ceo Cindy D'Aoust believes Australia has made positive moves towards improving cruising infrastructure in Sydney but cautioned that "we are a long way from the goal line yet".

D'Aoust made the comments in the lead up to the industry's pinnacle Cruise360 event in Sydney last week, telling **CW** that the commissioning of a feasibility study was recognition of the significant economic impact cruising made in the country.

"We don't just impact the port, we have the ability to impact jobs on a long-term basis and that has been recognised and the investment has been made," D'Aoust said.

"Any option that exists has pros and cons and that's why

the feasibility study will be done because it's not just about the port, it's about the roads, the availability of buses, residents in the area, parking - it's a really big deal," she added.

Arriving in Australia to deliver the opening address at Cruise360 was bittersweet for D'Aoust, who announced last Jul that she would be vacating her role at the end of the year (**CW** 24 Jul).

"I will spend the first couple of months with my family and grandchildren but after that I still hope I have the opportunity to remain in this industry because I love it," D'Aoust said.

"My biggest achievement was creating the team here at CLIA... they have been my family and are what I'm most proud of."

Pictured: CLIA's Megan King & Cindy D'Aoust.

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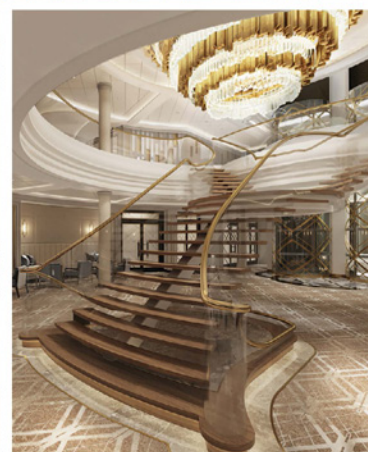
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FACE-2-FACE: Peter Kollar



CRUISE Lines International Association (CLIA) Australasia head of int'l training and development.

1. What is your favourite part of your job?

The dynamic and innovative nature of the industry means every day is different and exciting.

2. What attracted you to a career in the cruise industry?

Like most people in travel, the prospect of exploring the world. I started as a fitness instructor on *Carnival Fantasy* in the late 90s.

3. What is key to success in the cruise industry?

Staying on top of developments & fresh in ideas.

4. Biggest challenge facing the industry?

Misperceptions.

5. Advice for up-and-comers?

Network relations play a large part in your career direction, so get out there, engage, and have fun.

6. What was your best fam trip?

I enjoyed Pandaw's Mekong River cruise earlier this year.

7. Where do you see yourself in five years?

I keep an open mind to the outcome and stay focused on enjoying the processes to take

you forward, as the future never looks like you imagined it when it comes.

Hopefully I'll still be sharing my industry experience and knowledge in creative ways, and inspiring others.

8. How do you wind down after a busy week?

Despite my increased travel in the past two years, I always try to get my Sat morning golf in. Great way to detach in a tranquil environment.

2. The celebrity you would most like to cruise with?

I can imagine someone like Michio Kaku would open my mind to viewing the cruise environment in a whole new light.

3. What should the cruise ship of the future look like?

100% sustainable and flexible in innovative experiences.

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

I love learning; not only industry research, but nerdy topics from quantum physics to biomimicry. Currently I am trying to learn coding to keep up with the new generation of technology.

I'm also a footy tragic, so a great way to switch off.

Suppliers on show at C360

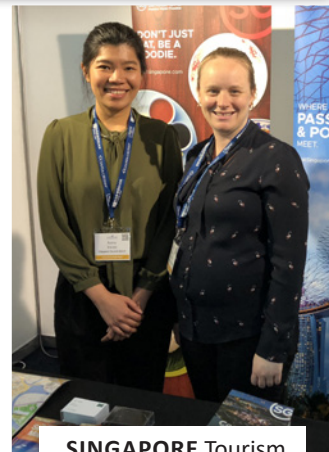


CAPTAIN Cook Cruises Fiji's Jackie Charlton and Diane Lanz.

DELEGATES at Cruise360 had plenty of opportunities to catch up with suppliers at a trade show which ran throughout the day.

Close to 50 exhibitors showcased their companies, with several new additions joining the ranks for this year's event.

New additions included Abu Dhabi Tourism, Captain Cook Cruises Fiji, Changi Airport Group, EXP360, G Adventures, Hurtigruten, Pandaw, Peregrine Adventures and Singapore Tourism Board.



SINGAPORE Tourism Board's Nana Siau and Rebecca Lavender.



PEREGRINE'S Kirq Gerber and Melissa Byrne.



HURTIGRUTEN'S Sarah Field and Nawel Boudiaf.

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