

# OCEANIA CRUISES®

# EUROPE 2019

## *Toolkit*

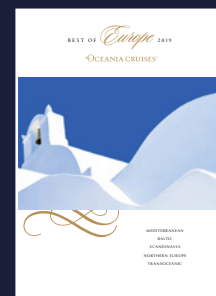
With over 60 sailings for the 2019 Europe season on offer and our early booking fares expiring 30 September, there is no better time to promote our Europe voyages. To support you in your marketing needs we have put all the tools you require in one place: the Marketing Portal.

SAMPLE OF ASSETS FROM OUR EUROPE 2019 TOOLKIT AVAILABLE NOW ON THE MARKETING PORTAL



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### Cruise Weekly today

CRUISE Weekly today features four pages of all the latest cruise industry news plus a front cover wrap from Oceania Cruises.

### OCI Europe 2019

OCEANIA Cruises has launched its Europe 2019 brochure for Australian agents, featuring more than 60 sailings across the Mediterranean, Northern Europe & the Baltic.

Highlights include the 10-day Historical Wonders sailing from Rome to Venice, the 12-day Promenades and Palaces tour finishing in Barcelona, and the 12-day Vikings and Monarchs from Copenhagen to Oslo.

Special earlybird rates are available on bookings made before 30 Sep, for more information see the **cover page** or call 1300 355 200.

## Crystal eyes more expedition ships

CRYSTAL Cruises is considering orders for additional expedition vessels after a strong sales response to its recently announced *Crystal Endeavor*.

At an event in Sydney last night to outline details of its next generation expedition offering, the line confirmed it had options for additional new-build ships and was likely to commit to at least one more in the near future.

"I think without doubt that we will have two," said Crystal senior vp and md for Australasia, Karen Christensen of future orders.

"This ship is a game changer and it's a product that will be copied by others," she said.

Billed as the largest and most spacious polar class vessel on offer, *Crystal Endeavor* will make its debut in Aug 2020 with a series of cruises in Asia and Australasia, including sailings from Hobart and Christchurch to



Antarctica and the Ross Ice Shelf (CW 02 Aug).

The 200-passenger ship is under construction in Germany and will offer facilities including two helicopters, two submersible vessels and a fleet of 18 Zodiacs.

Christensen said initial *Endeavor* sales from the Australian and New Zealand markets had been "very encouraging", inspired partly by the ship's deployment in

local seas.

"It's a huge advantage to have *Endeavor* in these waters, and a huge commitment from Crystal showing what they feel in the long term," she said.

Crystal also announced last night a partnership with Qantas in which guests can earn Frequent Flyer points for bookings on Crystal's ocean, river and expedition itineraries.

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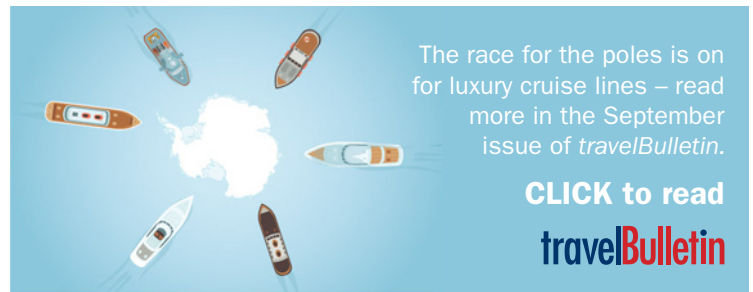
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# CRUISE

WEEKLY

Tuesday 4th September 2018



## RCL Cruises appoints new head of sales

RCL Cruises has announced that Jason Triebel will take over the role of director of sales, ANZ from 10 Sep.

He will be based in the company's Sydney office and will report to vp and managing director Susan Bonner.

"There is so much potential in this region and I feel privileged and excited to be a part of it," Triebel said.

"We all have an important part to play in order to successfully meet demand and continue to grow both Australian and New Zealanders' appetites for cruising," he added.

Triebel arrives with more than 20 years of experience in the travel industry, including a 19-year stint at Qantas.

He replaces Kathryn Valk in his new position, who has moved into an expanded role as director of marketing for RCL Cruises.



## Cruise plan faces storm



PLANS to develop a new cruise terminal at Sydney's Port Botany are facing a political backlash, with local government and the NSW Opposition voicing objections to the proposal.

The local Randwick Council last week voted to oppose the government's Cruise Development Plan, in which additional cruise facilities within Sydney Harbour have been rejected in favour of two potential sites in Port Botany - Yarra Bay and Molineaux Point (CW 31 Jul).

"Our community has made it clear to us that they do not want this terminal built in Port Botany," said Mayor Lindsay Shurey.

"It's vital that we protect the beaches, green spaces and open areas at Yarra Bay so that they remain available to our community," she said.

"The introduction of a cruise

ship terminal places these assets at serious risk of degradation and would introduce further issues of traffic congestion, environmental destruction and land-use pressures."

The council has said it will seek to place Yarra Bay and Molineaux Point on the NSW heritage list in a bid to halt any development.

NSW Labor has launched a petition opposing any cruise development at Yarra Bay, saying it is one of the few undeveloped beaches remaining on the north side of Botany Bay and that a terminal would cause congestion.

The government's plan involves developing a strategic business case for a third cruise terminal at Port Botany, pictured, to help relieve capacity constraints at the existing Overseas Passenger Terminal and White Bay Cruise Terminal within Sydney Harbour.

Travel Daily & CRUISE WEEKLY  
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FIND SAILINGS

# CRUISE

WEEKLY

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## Scenic Eclipse lifts off



**SCENIC** has taken delivery of two Airbus H130 helicopters (pictured) that will be stationed on board *Scenic Eclipse* to provide passengers with aerial views and access to popular nature spots.

The choppers are specifically designed for quiet flying, meaning they can hover over national parks and animal reserves that regulate air space with strict sound restrictions.

"We have specifically selected this model for its wide, unobstructed cabin space which can accommodate the pilot and up to six passengers, with outstanding visibility," said Scenic founder and chairman Glen Moroney.

Comforts on board include Bose noise cancelling headsets, customised leather seats, external video recording, and bluetooth music streaming.

## RCL plans trade portal



**ROYAL** Caribbean Cruises is planning a number of announcements in the local market, including a new trade platform called Homeport, due to launch later this month.

Speaking to **CW** at the Cruise Lines Int'l Association (CLIA) Australasia Cruise360 conference, local vp and md Susan Bonner said the new portal would aim to provide easier access to info and do business with RCL.

"We know that the telephone conversation needs to be handled very quickly and efficiently, we know that we have new news all the time and we wanted to provide a single go-to location across the three bands," she said.

Bonner said the company would introduce certain elements of the agent portal used in the US, but

only "those that fit us".

"The best practices that we can pull from the US will certainly be brought in here but it won't necessarily be a copy and paste because we know that this is a unique market," Bonner said.

The new local head joins from RCL's Miami office where she worked for Celebrity Cruises and stayed tight-lipped on whether the line planned to bring an Edge class ship to Australia

"There are four Edge class ships that have been committed to," Bonner told **CW**.

"The rest of the world loves Australia, Australians love innovative hardware, I'm from the Celebrity brand.

"Put the pieces together."

Bonner is pictured with host Ross Greenwood at Cruise360.

FREQUENT FLYER



CRYSTAL

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Crystal guests have long known the benefits of sailing with The World's Most Awarded Luxury Cruise Line and now, Qantas Frequent Flyer members can enjoy the added benefit of earning Qantas Points on all Crystal Experiences – by Ocean, River, and Yacht Expedition. **View Flyer.**

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\*You must be a Qantas Frequent Flyer member to earn Qantas Points. A joining fee may apply. Membership and points are subject to the T&Cs of the Qantas Frequent Flyer program available at [qantas.com/terms](http://qantas.com/terms). All itineraries, fares, programs, promotions and policies are capacity controlled, subject to availability and to change at the discretion of Crystal Cruises. Crystal Cruises reserves the right to correct errors or omissions. For full T&Cs visit [crystalcruises.com/legal](http://crystalcruises.com/legal). ©2018 Crystal Cruises, LLC. Ships' registries: The Bahamas and Malta.

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Oceania Cruises is renewing their fleet – learn more about the project in the September issue of *travelBulletin*.

CLICK to read **travelBulletin**

## World of Viking sale

VIKING has launched a new sale for river and ocean cruises that offers discounts on flights and stateroom upgrades valid until 30 Nov, representing per couple savings of up to \$4,000.

## Sharing data is the key



AS PART of a panel discussion at Cruise360 last week, cruise line members urged travel agents to utilise tools via online portals to increase their knowledge of brands, ships and marketing campaigns.

“We’ve all invested huge amounts of money to have these portals up and running for the industry,” said Royal Caribbean International head of sales Australia & New Zealand Peter McCormack.

Webinars were touted as showing increased value to the sector, however, many travel agents in the audience stated their preference was still maintaining email contact with their sales representative.

The panel agreed that sharing customer insights was key to leveraging opportunities, with Anton Loeb, director of sales Australia & New Zealand for Carnival Cruise Line, adding “our agent partners hold so much good data and the cruise lines hold so much good data and when we talk to each other and share we can build better campaigns together”.

**Pictured:** Dan Russell, gm & director, Clean Cruising; Anton Loeb, director of sales Australia & New Zealand, Carnival Cruise Line; Helen Eves, bdm NSW, HAL & Seabourn; Steve McLaughlin, vp sales Australasia, Oceania Cruises; and Peter McCormack, head of sales AU & NZ, RCI.

## Antarctic trip added

HERITAGE Expeditions has introduced an additional voyage to the Ross Sea, Antarctica, in Jan 2020 following popular demand.

The company will now offer three journeys in 2020 on board either *Akademik Shokalskiy* or *Spirit of Enderby*.

For more information on the sailings, **CLICK HERE**.

## Cruise Calendar

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

### SYDNEY

<i>Carnival Spirit</i>	07 Sep
<i>Pacific Explorer</i>	08 Sep
<i>Carnival Spirit</i>	10 Sep
<i>Pacific Eden</i>	10 Sep

### BRISBANE

<i>Pacific Aria</i>	07 Sep
<i>Pacific Dawn</i>	08 Sep
<i>Pacific Jewel</i>	09 Sep

### CAIRNS

<i>Pacific Eden</i>	06 Sep
<i>Pacific Aria</i>	10 Sep

### DARWIN

<i>Majestic Princess</i>	08 Sep
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A SAMPLE of passenger feedback/requests tabled by an unnamed cruise line makes for some very interesting reading, especially when one note concerns a woman who had misplaced her pet monkey!

Other unusual requests in the list included an entertainer who wanted two verses of the Bible printed and delivered to them each morning, and another guest who wanted her tights taken off by a staff member at 11pm each night. Awkward!



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