

Cruise Weekly today

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

CroisiEurope clarification

TWEET World Travel's new wholesale partnership with CroisiEurope River Cruises is not the first time the brand has been represented in Australia as was previously reported (**CW** 23 Aug).

CroisiEurope has been sold by Cruise Abroad/John Simos locally since 2007, and last year also began dealing with John Boyd's Aviation & Tourism International (ATI).

A spokesperson also clarified that CroisiEurope deals with other Australian partners who work with some of its products, such as Captain's Choice and French Travel Connection.

Cruise reputation in focus at C360

LAST Fri's Cruise360 conference in Sydney featured a reputation management panel which tackled big issues facing the perception of the cruise industry.

Participants covered how agents can address client concerns, such as debunking norovirus myths and explaining shipboard crime is treated the same as on land.

Carnival Cruise Line vp Australia, Jennifer Vandekreeke emphasised the importance of "building a reputation for ourselves in the marketplace as a safe, secure and fun vacation choice".

The panel also discussed man overboard incidents.

"I think the biggest myth when it comes to man overboard is this idea that someone fell off the ship," said Megan King, CLIA global svp communications.

"What we all know... is that in many cases it's a sad situation and in other cases, it's just sheer



stupidity - people wanting selfies while standing on a rail or doing silly things off a balcony."

The panel explored cruise's impact on the environment and culture and explored various cruise line sustainability efforts.

Vandekreeke explained bringing ships to small islands helps create jobs and increases interest in culture from the local youth.

"They believe that cruise

tourism is saving their culture, not destroying it," she said.

Overtourism was also discussed, with the panel saying it was in the industry's interest to maintain thriving communities.

Pictured are Megan King and Peter Kollar, CLIA; Chris Hall, Primary Communication; Jennifer Vandekreeke, Carnival; and NSW Marine Area Command detective chief inspector Todd Cunningham.

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Thursday 6th September 2018



Discover a cruise that will convert the most land-loving traveller in the September issue of *travelBulletin*.

CLICK to read *travelBulletin*

Croatia is twice as nice

CRUISE Croatia has doubled its product range for 2019, following a sold-out season this year.

The Beyond Travel offshoot's new 44-page brochure showcases "the largest collection of deluxe and first class vessels in the market" according to gm of sales and marketing Bryce Crampton.

New Signature Journeys for 2019 include a 17-day Italy & Croatia cruise tour, created after requests for combinations of the destinations.

The program also features a new 'Click and Cruise' page to

allow agents to compare cruises on a single site by detailing a wide selection of Croatian itineraries along with current availability, live pricing, ship and cabin plans and images plus special offers.

Earlybird savings of up to \$1,200 per cabin are on offer for selected voyages, along with \$300 in Discover More travel vouchers on all Signature Journeys.

Cruise Croatia contributes €4 from each booking to the Down Syndrome association of Rijeka and Dubrovnik.

See cruise-croatia.com.au.

FACE-2-FACE: Jill Abel

CEO of the Australian Cruise Association (ACA).

What motivates you in your career?

Connecting cruise lines with destinations to deliver amazing experiences for travellers. Many international travellers only touch-down in capital cities. Cruise is a great way of showcasing all that Australia has to offer including some of our wonderful regions.

Most common assumption people make about your job?

Thinking I spend a lot of time on the wharf welcoming cruise passengers. Having done that previously though has helped me to understand what is important for passengers and for the destinations.

What is the key to building great relationships with agents?

Communication. With the cruise industry growing at such an exciting pace it is essential that we all stay connected to create a strong and sustainable industry. That includes cruise lines, ports and transport operators through to attractions and local businesses.

Biggest challenge facing the industry?

Successfully managing the demand that is being driven by



the consumer in a sector that offers such a broad range of cruising types. Ensuring that travellers can gather amazing experiences and also contribute to destinations.

Advice for up-and-comers?

I speak with a lot of operators who want to be involved in the cruise industry. I advise them to work closely with the cruise lines to create truly special and memorable experiences for the passengers that connect with their destination.

What was your best fam?

Kangaroo Island. What an amazing place with such a great group of locals who want to show their island off while keeping true to their brand.

My next cruise will be...

I am hinting that the new Ritz Carlton ship might be nice for my 50th!

Favourite cruise destination?

The small town of Nafplio on Greece's Peloponnese coast.

Celebrity you'd like to cruise with?

Richard Branson. I can't wait to see what he will deliver in the cruise tourism space!

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Webinars peak interest



THE co-produced webinar series between *Cruise Weekly*, *Travel Daily* and Crystal Cruises has already seen hundreds of agents view the first two episodes, with that viewership set to soar when episode three airs next week.

Filmed on location atop Hobart's iconic Mt Wellington, Mother Nature provided ideal conditions for *Travel Daily's* editor Jasmine O'Donoghue to speak with Crystal md & svp Karen Christensen about the burgeoning growth of the expedition cruise space.

They were joined by Crystal expedition expert Mark Spillane who spoke about the inaugural season of the luxury expedition yacht *Crystal Endeavor*.

The third webinar screens 12 Sep with travel agents who

register in advance eligible to enter a comp to win a cruise for two - register **HERE** to enter & view previous webinars **HERE**.

Pictured: Karen Christensen and Mark Spillane (left) with *TD's* editor Jasmine O'Donoghue.

Treated like celebrities



CELEBRITY Cruises has announced the winners of its *Celebrity Edge* agent incentive competition as Erin Lutwyche from Infinity Cruises and Karen Wasserfuhr from the Ucango Travel & Cruise Centre.

The duo earned a chance of winning for every Celebrity Cruises booking made on trips departing before 30 Apr 2019.

As a result they will each get to hop aboard *Celebrity Edge* when she sets sail from Fort Lauderdale in Nov, with return Economy flights and a night's



accommodation also included.

"I worked really hard to enter every booking & this is a dream come true," Lutwyche said.

Pictured top: Phil Ambrose, Infinity Cruises; Mark Rheinbay, Celebrity Cruises; winner Erin Lutwyche; Tammy Marquet; Infinity Cruises; and (**inset**) winner Karen Wasserfuhr with *Celebrity's* Peter McCormack.

Fantasia Naples

MSC Cruises has announced a new itinerary for its MSC Fantasia, offering a full day in Naples which will allow passengers to discover more of southern Italy.

Shore tour options will include visits to Capri, Sorrento, Pompeii and more, with Fantasia also calling at Livorno, Genoa, Marseille, Ibiza and Palma de Mallorca.

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AIDAnova lights the way



Le Boat discount

LE BOAT is offering up to 20% off all self-drive cruises in 2019, with the earlybird discount valid for bookings made before 30 Nov this year on selected dates and itineraries.

Options include the Canal du Midi, Burgundy, the Loire Valley and Friesland-Amsterdam - for more information call 1800 118 940 or email sales@leboat.com.au.

Pandaw trial tick

PANDAW River Cruises' third vessel, the *RV Saibadee*, has completed her river trials and is on track for her inaugural cruise in early Nov this year.

With engines three times bigger than other vessels, Pandaw says it is confident the ship has the power to take passengers up-river to China.

SeaDream sellout

SEADREAM Yacht Club says it has seen an "amazing reaction" to its first ever Cuba program, with all eight of its week-long voyages between Jan and Apr 2019 already up to 90% sold out.

Australians have been among the strongest bookers, with the trips taking in Trinidad, Cayo Largo, Isla de Juventad, Maria la Gorda and Havana.

For more information and availability for the few remaining berths contact Julie Denovan on 02 9958 4444.

Panasonic TUI

PANASONIC Avionics Corporation has been awarded a four-year contract by Royal Caribbean/TUI joint venture TUI Cruises for connectivity services to its *Mein Schiff I* and *Mein Schiff II*.

CARNIVAL Corporation's German cruise line, AIDA Cruises, held a naming ceremony to welcome *AIDAnova* (pictured) into its fleet last Fri at AIDA Open Air, Meyer Werft shipyard in Papenburg, Germany.

The celebration included an AIDA open air concert featuring a light show, fireworks and live musical performance by DJ and producer David Guetta before a crowd of more than 25,000.

"We are excited to introduce *AIDAnova*, the first ship of a new generation of vessels for AIDA Cruises that will help us further establish our position as a leader and pioneer in the cruise industry," said Roger Frizzell,

chief communications officer for Carnival Corporation.

"*AIDAnova* will provide our guests with among the best in culture, entertainment, sports, wellness and culinary delights, while helping maintain the popularity and growth of AIDA Cruises as the most popular cruise line in Germany."

Set to launch in Nov, she will have over 40 different restaurants and bars, along with a beach club and Four Elements adventure deck, complete with three water slides and a climbing garden.

She also includes 20 different staterooms ranging from a two-deck penthouse suite to spacious family and patio cabins.

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ACA to close with a flyer



NEXT week's Australian Cruise Association Conference (ACA) in Broome, WA, will close with a breakfast presentation by Jamie Jackett, warden from the Broome Bird Observatory.

The appearance continues a tradition for the ACA event where a local speaker is invited to take part, to support the community where the conference is being held each year.

The Broome Bird Observatory facilitates a range of research

projects on migratory shorebirds and the local environment, focusing on Roebuck Bay which is famous internationally as one of the top five migratory shorebird destinations in the world.

The Observatory also plays a key role in the Broome cruise sector, taking visitors on birdwatching excursions and showcasing the local environment.

The special talk will take place on Fri 14 Sep prior to the ACA annual general meeting.

Cruise Baltic site

CRUISE Baltic has launched a new website showcasing destinations in the Baltic Sea region, including berthing policies, port tariffs, terminal facilities and an event calendar.

The site also offers a range of copyright-free photos, guest experience overviews and more - see cruisebaltic.com.

Viking on TV Sat

VIKING Cruises will feature on the *Mighty Ships* program to be screened on 7TWO this Sat evening at 7.30pm.

The segment will follow the voyage of a Viking ocean vessel as it cruises on ancient trading routes from London to Scotland and the northwest coast of Norway.

New itinerary for U by Uniworld

THE Travel Corporation's U by Uniworld brand has released details of its second season, including the debut of a new eight-day 'Northern France at a Glance' itinerary.

The first departure will take place on 21 Apr 2019, with *The B* taking guests along the Seine River with stops in Paris, Vernon, Les Andelys, Conflans-Sainte-Honorine, Rouen and Caudebec-en-Caux.

The Sun turnaround of the voyage also allows travellers to spend Fri and Sat night in Paris.

Excursions on offer include a visit to the beaches of Normandy, in time for the 75th anniversary of D-Day, along with a visit to the market in Rouen following the ship's chef as he chooses dinner ingredients.

Uniworld's other ship, *The A*, will cruise the Rhine, Main and Danube rivers, with a range of new 'U Time' excursion options such as paddle boarding, canoeing or swimming in the Illz River near the Danube bridge.

Hiking through Regensburg, visits to World War II sites in Linz and walking tours in Budapest will also be on offer.

Product enhancements on both ships will allow guests to camp out on the rooftop for an additional cost, complete with a nightcap cocktail and a breakfast picnic basket.

Uniworld president and ceo Ellen Bettridge said "we look forward to continuing the buzz and success of our inaugural season as we continue momentum into 2019".

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Pennicott role

MELINDA Anderson has been appointed as the marketing manager for Tasmanian operator Pennicott Wilderness Journeys.

She was previously ceo of Destination Southern Tasmania.



CLIA UPDATE

with Joel Katz
MD, CLIA Australasia

"There is a cruise movement underway, and it's making the future very exciting!"

This quote from one of the delegates at CLIA's sold-out Cruise360 sums up last Fri's event. 580 people, including a record 90 Kiwis, attended what is now the largest cruise conference in the southern hemisphere.

The conference highlighted the potential of the industry, with 94% of Australians not yet having experienced a cruise.

Andy Stuart, NCL CEO and President, discussed how our industry is incredibly innovative and responsive to changing demands.

As an industry we are not only meeting the demands of existing customers, but also attracting new customers through innovation, backed by distribution partners keen to stay ahead of disrupters.

With sustainability a key conference theme, Cindy D'Aoust, CLIA's global President pointed out that while preserving the physical environment was important, the concept of sustainability cast a wider net. We also have a responsibility to the destinations we visit - If they are not a good place for the residents then they are not a good place for our guests.

Cruise360 2019 early bird tickets now on sale at www.cruising.org.au



Riviera on show at C360



RIVIERA Travel was one of the exhibitors at last Fri's Cruise360 conference in Sydney, with the market newcomer's Australian sales manager Thomas Morgan and international sales administrator Gina Squirrell (pictured) both visiting from the company's UK base.

Next year Riviera will carry a record 47,000 passengers across 327 sailings on 12 river ships and 14 itineraries.

The company claims its five-star shore-tour-inclusive cruises across Europe are priced at "around 50% lower than river

companies more established in Australia".

Riviera has also launched a new dedicated local website at www.rivieratravel.com.au with Australian dollar fares and a virtual reality tour of its *Thomas Hardy* vessel, launched in 2017.

The company has a strong relationship with agents, with all of its local bookings made via the trade and distribution handled locally by wholesalers Cruisecco and Cruise Traveller.

Fares for 2019 lead in at \$2,079ppts for an eight day Danube River voyage.



CARNIVAL Cruise Line has used an unconventional method to promote several new ship deployments along the Atlantic and Gulf Coasts of the USA.

The cruise giant has launched a 128-foot long red, white and blue airship (pictured below) as part of a so-called "Homeport Advantage" campaign.

The blimp took to the skies last week above Memphis, Tennessee, which is the first stop on a 30-day aerial journey across seven American states.

Potential cruisers will have a chance to win trips, merchandise, gift cards and VIP event passes by taking a photo of the airship and posting it on social media with the #ChooseFun hashtag.



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EDITORIAL

Editor in Chief and Publisher – Bruce Piper
Managing Editor – Jon Murrie
Contributors – Adam Bishop, Sarah Fairburn, Jasmine O'Donoghue, Anastasia Prikhodko
info@cruiseweekly.com.au

ADVERTISING AND MARKETING

Sean Harrigan and Melanie Tchakmadjian
advertising@cruiseweekly.com.au

BUSINESS MANAGER

Jenny Piper
accounts@cruiseweekly.com.au

Suite 1, Level 2, 64 Talavera Rd
Macquarie Park NSW 2113 Australia
PO Box 1010 Epping NSW 1710 Australia
Tel: 1300 799 220 (+61 2 8007 6760)

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