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# Tropics & Exotics

2020 - 2021 COLLECTION  
TOOLKIT

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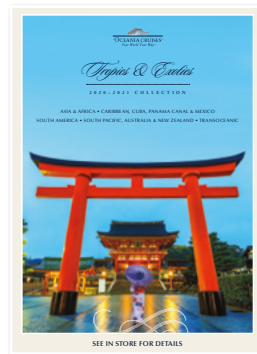
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## Trade key for Norwegian in Australia

**BOOKINGS** from travel agents and trade partners account for around 90% of Australian business for Norwegian Cruise Line (NCL) Steve Odell, Senior Vice President and Managing Director Asia Pacific of Norwegian Cruise Lines Holdings (NCLH) and Nicole Costantin, Vice President Sales, Australia and New Zealand, NCL told **Cruise Weekly** over the weekend.

**CW** was on board the newly renovated *Norwegian Joy* for her inaugural US cruise and sat down with Odell and Costantin to find out how business is going.

"The trade is absolutely vital for the cruise line, and opening a



Pictured: Norwegian Joy in Vancouver for the start of her inaugural US cruise.

local office hasn't changed that," Costantin said.

"Five years ago we were 90% wholesale and we're still that now, split between retail and wholesale trade," she added.

Steve Odell agreed, stating the cruise line takes less than 10% in direct sales.

"We don't follow a direct strategy but we do take direct business.

"Our marketing is all about lead generation...but we don't mind whether that enquiry goes to

a travel agency or comes to us directly," he said.

According to Costantin, travellers who ring and book directly with NCL's Australian call centre still have a month to move that booking to a travel agency if that is what they decide.

Odell and Costantin also emphasised the importance of Australian travellers, who now are the third largest source market for NCL, overtaking the United Kingdom this year.

## CRUISE

WEEKLY

On location in Los Angeles

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

**TODAY** is our final day on board *Norwegian Joy*, which has sailed from Vancouver to Los Angeles over the weekend, giving travel partners and media from around the world the chance to explore the newly renovated ship.

We've been checking out all of the features and activities on board including a tour of the different cabin types available, sampling some of the 16 different dining venues and a few of the many bars and lounges.

See more on **Facebook**.

### Cruise Weekly today

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

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# CRUISE

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Monday 29th April 2019

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## Endurance marks milestone



**LINDBLAD** Expeditions has marked a major milestone, announcing the recent arrival of *National Geographic Endurance* in Ulsteinvik, Norway following the completion of the main hull's steel work.

Heralded by the company as "the world's most advanced polar expedition ship", *Endurance* is Lindblad's first polar build in the history of its operations.

The ship travelled for close to six days from Gdynia, Poland, arriving under tow following major installations such as all bow thrusters, HVAC equipment, the main engines, generators, stabilisers, and cranes.

The last two steel blocks on the housetop which make up the ships masts will be erected later in the construction stage as air space becomes available at

Ulstein Shipyard.

*Endurance* is scheduled to be delivered at the end of Jan 2020, with Lindblad recently announcing an agreement with Ulstein on the design and construction of a second polar vessel, due for delivery in 2021.

**Pictured:** *Endurance* in Norway.

## Oceania toolkit

**OCEANIA** Cruises is reminding agents there is no better time to promote its Tropics & Exotics 2020/2021 Collection, with a 50% reduction on deposits now available until 19 May.

A full toolkit on the collection is accessible for download via the cruise line's marketing portal.

See **cover page** for more info.

## Owens departs from Silversea

**SILVERSEA** Cruises is recruiting for a new Sales Director, ANZ following the exit of Craig Owens from the role he has held since late 2016.

The role reports to MD Adam Armstrong, providing "strategic and tactical leadership through the formulation of business plans, the managing of GSA and PSA networks and establishing effective business relationships".

## MSC and Martha

**MSC** Cruises has announced a new partnership with US-based home and lifestyle expert Martha Stewart to offer "new, exclusive culinary and discovery experiences on board and ashore".

The partnership is themed *Celebrate, Discover, Experience* and includes specially curated shore excursions, celebration surprise gift packages and onboard special holiday dinner menus and recipes.

MSC CEO Gianni Onorato said the TV maven's "philosophy and passion for discovery is a perfect match for MSC cruises and we are excited to bring her innovation, style and expertise to life".

The initial roll-out covers MSC's Caribbean ports served by *MSC Seaside* and *Armonia*.

## TripAdvisor cruise

**TRIPADVISOR** has added a new cruise section, allowing travellers to review and also book cruises.

TripAdvisor also owns the Cruise Critic online cruise review website.

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WEEKLY

Monday 29th April 2019

A new  
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## Crystal goes grand

**CRYSTAL** Cruises has unveiled a selection of new voyages offering greater time flexibility and combine existing worldwide itineraries aboard its *Crystal Symphony* and *Crystal Serenity* vessels.

The new Grand Journeys option offers sailings of the Mediterranean and Western Europe, Caribbean, Central America, Southeast Asia and the South Pacific and range from 14 to 27 days.

Another new addition is Crystal's Crystal Getaways product, offering abbreviated segments of longer sailings to accommodate the busier schedules of passengers.

Three new Crystal Getaways are being offered in 2020, sailing through the islands of Hawaii and the South Pacific and Southeast Asia, ranging from seven to 14 days.

Call 1300 059 260 for more.

## Carnival and all that jazz



PICTURED: Renowned American jazz musician Herbie Hancock.

**CARNIVAL** Corporation has announced it will host various travel partners across several International Jazz Day events in Sydney and Melbourne as part of its sponsorship of this year's International Jazz Day.

A concert taking place tomorrow in Melbourne and featuring many globally recognised jazz musicians will form the focal point of Carnival Corporation's sponsorship agreement.

"The sponsorship highlights Carnival Corporation's deep-seated commitment to arts and culture," said Carnival Corporation CEO Arnold Donald.

"Music is essential to the entertainment programs we feature on all of our ships and we pride ourselves on the number of musicians that we employ around the world," he added.

International Jazz Day takes place tomorrow - more info [HERE](#).

## NCL Hawaii comp

**NORWEGIAN** Cruise Line has launched a new competition that gives Aussie agents the chance to score weekly prizes including a Samsung Galaxy S10e mobile phone, an Apple Watch Series 4 and an Apple 12.9 inch iPad Pro.

To be eligible to win prizes, agents need to answer two questions on Norwegian's Hawaii cruise experiences.

The comp runs until 27 May with winners announced on Sun each week.

To participate, [CLICK HERE](#).

## Cruise Calendar

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

<b>SYDNEY</b>	
<i>Carnival Spirit</i>	30 Apr
<i>Pacific Explorer</i>	30 Apr
<b>BRISBANE</b>	
<i>Pacific Dawn</i>	04 May
<b>AUCKLAND</b>	
<i>Pacific Aria</i>	30 Apr

## Join the team at Business Publishing Group - Journalist

We are looking for a talented go getter to join our team of writers to produce content for our portfolio of publications – Travel Daily, Pharmacy Daily, travelBulletin, Cruise Weekly and Business Events News.

You will be required to prepare, write and edit copy for the daily publications ensuring deadlines and quality standards are achieved. Your role will also involve conducting interviews and providing coverage of industry events for the generation of content.

We are looking for someone with a minimum of three years' experience in journalism, PR or communications, a sound knowledge of Adobe InDesign and social media. Experience within the travel industry would be an advantage. The role is based at our Macquarie Park office, offering a competitive salary commensurate with experience.

A full job description is available on request. To apply email your confidential CV with cover letter to [jobs@traveldaily.com.au](mailto:jobs@traveldaily.com.au) before 30/4/2018.



**THE** tradition of giving ships female names is under the microscope after the Scottish Maritime Museum's recent decision to adopt gender-neutral signage for all of its vessels.

The museum's decision has provoked a robust debate as to whether it is patronising to bestow only female names on inanimate objects such as ships.

Labelling ships as female could be interpreted as "perpetuating the patriarchal view", according to Ella Tennant, from Keele University's Language Centre.

However, retired British Admiral Alan West has refuted the museum's take, telling local media the naval tradition is an expression affection by sailors, calling it "an insult to a generation of sailors" who view the ship as their mother.

CRUISE  
WEEKLY

[www.cruiseweekly.com.au](http://www.cruiseweekly.com.au)

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