

Cruise Weekly today

CRUISE Weekly today features three pages of all the latest cruise industry news.

NZ cruise spend up

THE latest Cruise Ship Traveller Expenditure report from Stats NZ shows that cruise spend in New Zealand increased by 28% for the 12 months to 30 Jun when compared to the previous corresponding period, recording NZ\$569.8 million (A\$540.6m) in expenditure.

CLIA Australasia MD Joel Katz said the figures reflected the importance of cruise in New Zealand's economic growth.

"New Zealand has become an incredibly popular destination for int'l cruise passengers and the financial impact they have reaches deep into the local economy," he said.

Creative Cruising to offer agent sites

TRAVEL agents will be able to offer their own "white labelled" cruise booking websites through Creative Cruising, under an initiative unveiled by the cruise wholesaler during the Express Travel Group (ETG) conference in Bangkok last weekend.

ETG Executive GM, Ari Magoutis, said the sites can be branded with individual travel agency logos and contact details, and would allow clients to search from as many 35,000 sailings.

Customers can request quotes and even book online, while agencies using the system will be able to cross-promote and link directly to sailings and packages from their digital marketing platforms.

Magoutis (pictured) also highlighted the ongoing strength of the cruise market, particularly from international ports, with average cabin fares sold through



the group for 2020 currently tracking at significantly higher levels than this year.

Average fares are higher for cruise departures from Singapore, Rome, Venice, Tokyo, Hong Kong and Southampton, while the figures showed prices remaining steady for cruises ex Honolulu, Vancouver, Barcelona and Miami.

However, Magoutis also highlighted an increasing trend to higher port charge components in

fares, which reduce yield because they are non-commissionable.

Creative Cruising was acquired by CT Investments in Sep 2017 from The Travel Corporation, and has now relocated from Bondi to the Sydney CBD.

The acquisition has also seen the company invest heavily in its IT infrastructure, with the Odysseus cruise platform forming the background of the new white label agent sites.

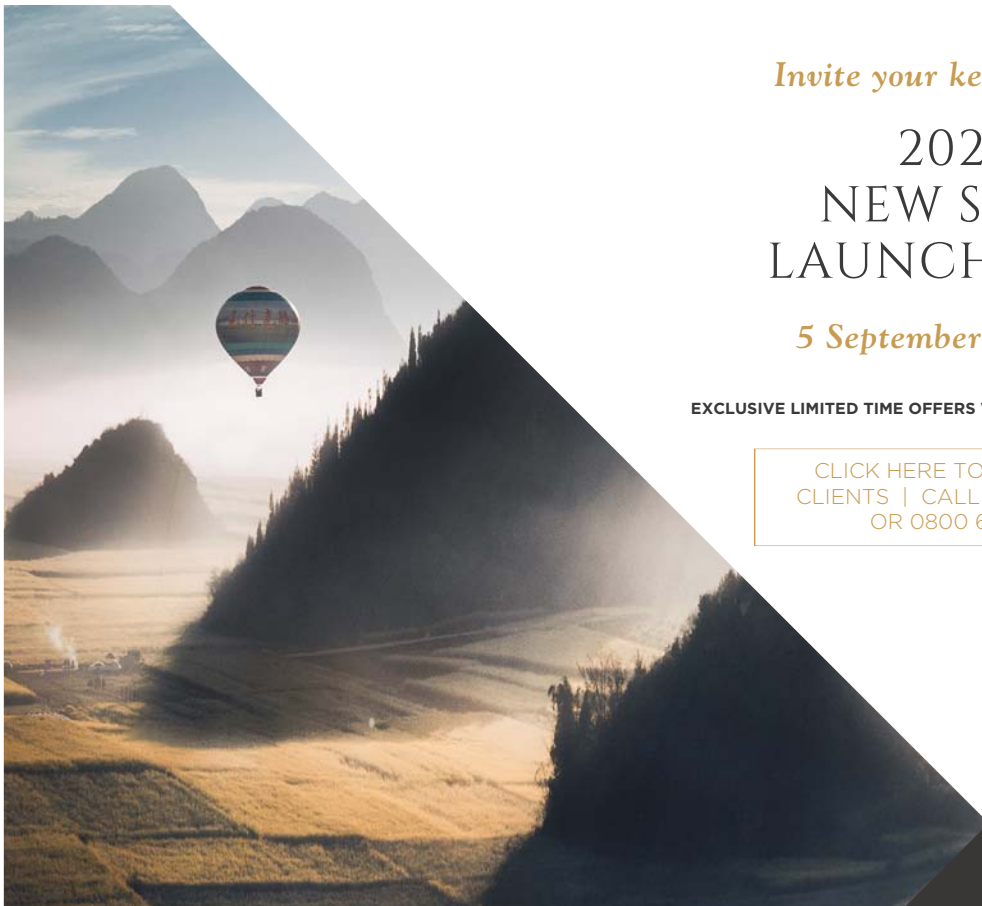
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Hurtigruten dispels confusion over C&K

HURTIGRUTEN Cruises has responded to numerous calls and agents reaching out regarding “recent challenges with Cox & Kings/Bentours,” saying it continues to engage in discussions with the company to support all bookings and give comfort to the market.

Hurtigruten MD APAC, Damian Perry, clarified that Hurtigruten is a “profitable, independent, compliant and proud Norwegian business with a global product range and global distribution model, through multiple partners across Australia and NZ.

“Our team is engaged with all industry partners to continue to be easy to do business with everywhere,” he said, noting that on 02 Sep the cruise line will open its 100% independently owned and operated office in Melbourne to support its local partners.

First time *Encore*

NORWEGIAN Cruise Line has announced that its upcoming vessel *Norwegian Encore* has emerged from the Meyer Werft ship building dock in Germany for the first time.

She will now remain in the shipyard port for the final phase of construction, before making her way up the Ems River and towards the North Sea at the end of Sep.

“To see the ship emerge from the shipyard is always one of the most exciting construction milestones,” said Andy Stuart, President and CEO of Norwegian Cruise Line.

The ship measures 335m in length, weighs 170,000 tonnes, and boasts a capacity of 3,998 passengers.

Encore will offer seven-day voyages to the Eastern Caribbean from Miami beginning 24 Nov, 2019.

Tassie maps cruise plan



THE Tasmanian Government has released a new cruise strategy document in a bid to significantly grow the sector’s economic value to the state by 2022.

One of the overarching objectives of the *The Sustainable Cruise Blueprint* will be to almost double cruise passenger spend from \$30.5 million to \$50 million over the next three years.

“The blueprint will ensure the benefits of cruise ships are shared by even more Tasmanians and supports our plan for visitors to stay longer and spend more time in regional areas,” said Tasmania’s Premier Will Hodgman.

“Cruise ships are a significant part of our growing visitor economy and we are working with the cruise industry to ensure growth is sustainable and well

managed,” he added.

Additional pillars of the strategy will be to increase the participation rate of organised shore tours from 40% of cruise passengers to 50% by 2022, as well as grow the number of repeat visitors from 10,960 in 2019 to 15,000 by 2022.

To achieve its ambitious key performance targets, the Tasmanian Government has laid down three strategic initiatives.

These include assessing which of the state’s small ports can be visited by expedition cruise ships safely, presenting a case to cruise lines and shore excursion operators to secure longer ship stays in port, and increasing the yield from shore programs.

Between 2012 & 2015, Tas port calls have averaged 60 a year.

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We were on hand at *AmaMagna's* christening – check it out in the August issue of *travelBulletin*.

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travelBulletin



Singing a new song

AMERICAN Cruise Lines has revealed it will name its next river vessel *American Melody*.

The ship is expected to begin cruising in late 2020 and will be fourth in the company's Modern Riverboat Series.

Features are set to include a distinctive opening bow and retractable gangway, state-of-the-art technical features, and modern internal styling.

She will join sister ships *American Song*, *American Harmony*, and *American Jazz*, with construction currently being carried out in Maryland in the United States.

Pictured: *American Song*.



Cruise Calendar

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

SYDNEY	
<i>Pacific Explorer</i>	20 Aug
<i>Carnival Spirit</i>	23 Aug
BRISBANE	
<i>Pacific Aria</i>	23 Aug
DARWIN	
<i>Coral Expeditions 1</i>	22 Aug
AUCKLAND	
<i>Sea Princess</i>	25 Aug

FACE-2-FACE: Brett Annable

Head of Entertainment at P&O Cruises Australia.



1. What is the favourite part of your job?

To stay ahead of the curve, I enjoy searching out the latest trends and hottest acts and going to as many different shows and performances on land. With the support of my team, we'll then brainstorm ideas for new show offerings at sea that our guests will love.

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

Cruise operators need to offer a broad variety of shows and on board parties and we aim to do this with spectacular stage show productions, themed nights including the opulent Gatsby Party and Bianco White Party, late night stand up comedy and high-energy, hilarious and premium cabaret acts such as *Hans the German* and our famous international spectacle, *Love Riot*.

3. What is the biggest challenge facing the industry?

With more cruise options in the market than ever before, operators need to continue to refresh and evolve their offering to keep guests wanting to come back again and again.

4. Advice for up-and-comers?

My advice for people wanting to make it big in cruise

entertainment would be to explore and learn about as many facets of entertainment as possible. The industry changes rapidly and it's critical to be open to new trends.

5. What was your best fam?

P&O's first Big Laugh comedy festival cruise in 2018 really disrupted the comedy circuit and helped to cement P&O as the leader in comedy cruises. We've been offering comedy on board our ships for more than a decade and it's proved so successful that we introduced a festival concept featuring acts such as Tom Gleeson.

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

My wife and two daughters love to explore the fabulous city of Sydney that we call home. Most weekends we'll take a walk over the Harbour Bridge with our two dogs and soak up the sunshine and spend quality time together.

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

It would have to be a cruise with one of the most recognisable entertainers in Australia, Chris Lilley who is famous for creating and starring in *Summer Heights High* and *Lunatics*. That would be an absolute blast!

Aussie cruise death

AN AUSTRALIAN man has died after falling from Royal Caribbean Cruises' *Symphony of the Seas* last week while taking a seven-day cruise from Miami to the Caribbean.

The passenger has been identified as London-based businessman Jonathan Pfahl, and the circumstances surrounding his death are not yet known.

"Upon the initial report that an Australian adult male had gone overboard, our ship immediately turned, launched a rescue boat, and conducted a full-scale search," Royal Caribbean said.



P&O Cruises has revealed details for two Tribute to the King cruises scheduled for 2020, sailings targeting diehard fans of the late Elvis Presley.

Tribute artists on board include Damian Mullin, whose said he has loved Elvis since he was eight years old.

One rock'n voyage will depart Sydney, while the other departs Brisbane.



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