



Cruise Weekly today

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



On location at
Cruise360

Today's issue of CW is coming to you from Cruise360 in Sydney, courtesy of Cruise Lines International Association (CLIA) Australasia.

HUNDREDS of cruise line executives, travel agents and industry suppliers have gathered today for the biggest ever Cruise360 Australasia conference.

More than 600 participants are taking part in the sold out event, which is themed #NextGeneration.

Key attendees include CLIA Global Chair Adam Goldstein heading a range of top speakers, plus a trade show for cruise industry exhibitors.

Virgin Voyages targets Aussie cruisers

EXCLUSIVE

VIRGIN Voyages CEO Tom McAlpin this morning announced a new partnership with Travel The World (TTW), which will see the fledgling cruise line's innovative product become available through travel agents in Australia.

The move was unveiled at CLIA's Cruise360 conference, with McAlpin telling *Cruise Weekly* about his vision for the line which has the tagline "An Epic Sea Change for All".

Although only carrying passengers 18 and over, there's no particular demographic being targeted, with Virgin Voyages instead focusing on a particular mindset of cruisers who have a "zest for life" and are "young at heart".

"Everything we do is about being different," McAlpin said, from interactions with passengers ("Sailors") through to dealing with travel agents ("First Mates").

Virgin Voyages has four ships on order, with the first, the 2,750-guest *Scarlet Lady*, set to embark on her first commercial voyage on 01 Apr next year.



Scarlet Lady will be based in Miami, undertaking four- & five-night itineraries in the Caribbean, and a key difference is that trade partners will receive a base commission of 10% on the entire transaction - plus an annual 6% bonus if targets are met.

A training roadshow will kick off in Oct, with TTW and Virgin Voyages visiting agents in Melbourne, Sydney, Brisbane and

the Gold Coast.

Australian agents will be able to register from next month, with NZ to follow soon after.

Consultants interested in working with the line can call 1300 857 037 or email sales@traveltheworld.com.au.

McAlpin is pictured centre with Andrew Millmore, Travel The World and Virgin Voyages Director of Sales, Shane Riley.

Port of Seattle celebrates 20 years

STRONG growth in cruising out of the USA's Pacific Northwest region has seen the Port of Seattle announce the development of a third cruise terminal.

Speaking to *Cruise Weekly* in Sydney yesterday, the port's International Tourism Development Manager Patricia Denny said passenger cruising was a key focus for the Port of Seattle, which is this year hosting the three largest vessels on the US West Coast.

They include Royal Caribbean's *Ovation of the Seas*, well known to Australian cruisers following several local deployments, alongside *Norwegian Joy* and sister ship *Norwegian Bliss*.

Currently Requests for Proposal are out to three shortlisted tenderers, with an announcement expected in early 2020 and plans for a 2023 debut of the new facility.

Innovative measures in place to encourage cruise visitation include the Port of Seattle's "Port Valet" service, which takes luggage of passengers departing on US domestic flights directly from their stateroom to the airport, meaning they are able to spend the day exploring the city before flying out.

2019 marks two decades of the Port serving the cruise industry, with an estimated US\$900 million annual economic impact.

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Art and cruise collide



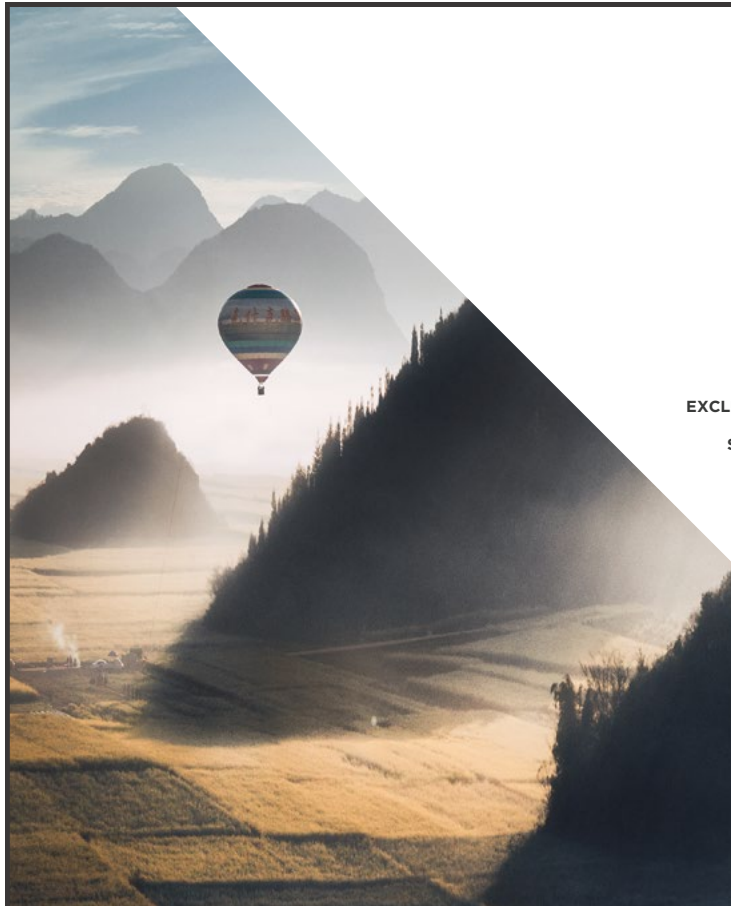
MSC Cruises will host a new art and dining experience inspired by French artist Edgar Degas on board its upcoming *MSC Grandiosa* vessel in Nov. The experience, described by the cruise line as “the world’s first fine art experience on board a cruise ship”, will feature a purpose-built art installation within the ship’s L’Atelier Bistro. The exhibition’s curator, Marcello Smarrelli, said the muse for the experience,

Degas, is the perfect fit for the innovative exhibition. “I’m sure he would have loved this interactive art exhibition, the first of its kind at sea and it is an exciting opportunity to connect people with Degas’ artwork in a new way and bring it to life through digital content for MSC Cruises guests,” he said. *Grandiosa* debuts in Nov. **PICTURED:** Behind the scenes of the upcoming art Edgar Degas exhibition.



GENTING Cruise Lines has formally named its first Global-Class vessel *Global Dream*, which is set to enter service in 2021. The announcement was made by the company’s President Kent Zhu at China’s travel event IBTM China, with attendees treated to a sneak preview of the 208,000 gross tonne ship’s specially constructed balcony cabins. The spacious accommodation features 20m² of floor space and is considered to be 15% larger than standard cabins offered on most cruise lines. The cabins are designed for two guests, while the staterooms can also accommodate up to four with a unique two-bathroom design to allow several people to get ready at once.

“To balance the new with the traditional, our guests will also be able to enjoy an authentic Asian experience and our signature heartfelt Asian hospitality on *Global Dream*, developed through the Genting Group’s over 50 years of experience in the Asian hospitality industry,” said Genting Cruise Lines President Kent Zhu. “Dream Cruises is excited to begin a new chapter in its story when *Global Dream* begins her journey to take Asian travellers around the world on grand voyages to Australia, New Zealand, the Baltic Sea and the Mediterranean in the future,” he added. **Pictured:** Kent Zhu delivers the exciting announcement during the event in China.




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Help shape cruise

CRUISE Weekly is reminding its readers there is still time to help shape the ongoing profile of the Australasian cruise sector by participating in our annual industry survey.

The quick poll aims to help evaluate sales, confidence, service and product knowledge, with participants in the running to win a range of prizes.

Take the short survey **HERE**.



OFTEN considered the scourge of the cruise industry, norovirus can ruin a cruise trip for passengers en masse.

However, the nasty little bug may have just met its match, with a new experimental detection method developed by a team of researchers from Arizona using a smart device.

The researchers will present their results at the American Chemical Society (ACS) 2019 National Meeting & Exposition, where they will show the new method for detecting norovirus in only a few drops of water.

The team use a smartphone-based fluorescence microscope, and an app that can calculate norovirus concentrations from the pixel count of the images taken from a sample of water.

If the trial is successful, we think this idea could take hold quickly in the cruise industry, it could even go viral, oh, sorry...

NCLH hosts pre-360 drinks



LAST night Norwegian Cruise Line Holdings welcomed key industry partners at a convivial event in the lead-up to today's Cruise360 conference.

NCLH President, Asia Pacific, Steve Odell, highlighted the rapid growth of the business locally, which now comprises more than 120 staff including about 70 in its in-house Sydney call centre.

He said the close cooperation of the group's three brands: Norwegian, Oceania and Regent Seven Seas, was key to its success.

"We're three brands that don't cross over and that's been proven to be very beneficial in the market," Odell said.

He noted that with 26 ships across the fleet currently, NCLH was on the cusp of huge expansion with a further 11 vessels joining the three brands over the next decade.

Odell also announced the appointment of former Accor Director of Luxury Sales, Gillian Seller, as Head of Sales for Regent Seven Seas, along with the previous National Sales Mgr for Princess Cruises, Trevor Thwaites, as its Head of Sales for Oceania.

Phil Hoffmann from Phil Hoffmann Travel is **pictured** at the event with Lisa Pile, Regent Seven Seas and Nicole Costantin from Norwegian Cruise Line.

Dunedin prepares for cruise injection

THE New Zealand city of Dunedin is expected to benefit from a NZ\$66 million economic injection on the back of increased cruise ship visitation this summer season.

The estimate was made by New Zealand Cruise Association Chief Executive Officer Kevin

O'Sullivan, who was speaking at a pre-cruise briefing in NZ this week, suggesting the projection was "nothing to be sneezed at".

From Oct to Apr, Dunedin is expected to host 130 ships, a rise of five ships on last season, bringing with them 252,000 passengers during the period.

Carnival faces case

A FEDERAL judge in Miami has ruled a legal case brought forward against Carnival Corp that alleges it had been using ports in Cuba without permission will proceed.

The cruise line had pushed for the case to be dismissed, however US District Judge James Lawrence King said he was "not persuaded" by Carnival's argument.

Javier Garcia-Bengochea, the descendant of a Cuban business owner, is suing Carnival under a newly activated provision of the 1996 Helms-Burton Act (**CW** 10 May), that allows naturalised Cubans to seek damages for property seized by Cuba's Government after the revolution in 1959.

Following the ruling, Garcia-Bengochea has subsequently filed lawsuits against Norwegian Cruise Line and Royal Caribbean International.

Honeyboomer back

CARNIVAL Cruise Line has launched the return of a campaign targeting older couples who want to enjoy a child-free cruise.

The latest campaign called Honeyboomers 3.0 returns for a third straight year, & will run across social & PR platforms.

"Carnival is known for being the family cruise line, our holidays are also popular with couples looking for a fun-filled holiday experience," said Carnival Marketing Director Jayne Andrews.