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Cruise Weekly today

Cruise Weekly today features five pages of all the latest cruise industry news, a front cover wrap from Princess Cruises plus a full page from Travel Trade Recruitment.

CRUISE

WEEKLY

on the Danube River

Today's issue of CW is coming to you courtesy of APT, hosting the christening ceremony for the brand new double-width AmaMagna.

OVER the last couple of days AmaMagna's guests have explored Austria's stunning World Heritage-listed Wachau Valley, with a host of shore excursions and activities taking in local landmarks.

A highlight for more active guests has been cycling excursions - first in Vienna and then along the banks of the Danube, with AmaMagna featuring a large complement of bikes coordinated by an on-board Wellness team.

Having been formally named in Grein today, AmaMagna sails on to Vilshofen.

APH CEO Chris Hall is on board, and can be seen in an exclusive video showcasing the AmaMagna at traveldaily.com.au/videos.

AmaWaterways christens AmaMagna

LAST night saw a major celebration on the Danube River in the Austrian town of Grein, where AmaWaterways and its partner APT formally named the new mega-ship AmaMagna.

The double-width vessel is the biggest ship to sail on the Danube, with AmaWaterways founder Rudi Schreiner admitting he'd "had this unique ship on my mind for years.

"I'm proud to welcome AmaMagna to the AmaWaterways fleet and family," he said, before introducing the ship's godmother, US TV personality Samantha Brown, who is the host of Emmy Award-winning travel show *Places to Love*.

It's a match that was meant to be, with Brown noting that the "Ama" in AmaWaterways also means love, and the event certainly had a family feel.

AmaWaterways is owned by Schreiner and his wife and the company's co-founder, Kristin Karst, along with the family of the late Jimmy Murphy, plus APT owner Geoff McGeary, who was represented at the event by Australia Pacific Holdings (APH) CEO Chris Hall.

The townsfolk turned out in force for the event, with many donning traditional dress and taking part in performances from bands, magicians and singers.

Brown formally blessed the ship before smashing the traditional bottle of bubbly on the side, and



the evening wrapped up with a spectacular fireworks display.

Pictured at the ceremony are: Gary Hughes, Senior VP of Sales AmaWaterways; AmaMagna

Captain Jan de Bruijn; Kristin Karst, AmaWaterways Executive Vice President; Samantha Brown; Chris Hall, APH; and Rudi Schreiner, AmaWaterways President.

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WEEKLY

Friday 12th July 2019



Discover all RCI's new *Spectrum of the Seas* has to offer in the July issue of *travelBulletin*.

CLICK to read
travelBulletin

Princess on sale

SALES are now open for the highly anticipated return of Princess Cruises' *Pacific Princess* which will be sailing a number of exciting cruise itineraries out of Sydney in 2020/21.

Princess has also released access to tailored sales tools to help sell the product.

See **front cover** for details.

RSSC maps 2022 WC

REGENT Seven Seas Cruises (RSSC) has opened reservations for its world cruise in 2022, a 120-night sailing that will visit 59 ports in 17 countries in the Pacific Rim.

The new *Navigate the World - Elements of the Pacific* voyage will take place aboard the all suite *Seven Seas Mariner* and offer access to 43 UNESCO World Heritage Sites including close to 300 shore excursions during a full circumnavigating of the Pacific Ocean.

Highlights along the way include the Borobudur Temple Semarang in Java and Himeji Castle in Kyoto Japan.

"Our 2022 world cruise itinerary, tours and events present an unrivalled experience to the growing number of luxury travellers craving to visit stunning and culturally enriching Asian Pacific destinations," said RSSC CEO Jason Montague.

Luxury Escapes cruise boost

LUXURY Escapes has revealed an expansion of its range of cruise packages due to what it describes as "a very high satisfaction rating and repeat purchase" pattern from its customer base.

"Our decision to build out this area of our business first and foremost lies with our customers; listening to their needs and evolving our offer to continue to surprise and delight them," said the company's Cruise Product Manager Jules Higgins.

"Cruising for some time now has been a favourite amongst our customer base and delivers outstanding value on a dollar for dollar basis," he added.

A major driver of the growth surge, Higgins believes, is attributable to the sector's broad demographic appeal.

"In combination with the promise of only unpacking once, plus amenities and entertainment included in the fare, cruising offers a highly attractive



LUXURY ESCAPES
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proposition for single travellers, families and older travellers," he added.

The sales sweet spot for Luxury Escapes has so far proven to be cruises to and from Australia, as well as international fly and cruise product.

Moving forward, Luxury Escapes said cruising would be a "strong pillar" of its business.

"We intend to be a leader in marketing cruise and bringing value-packed offers to our customers," Higgins said.

"With our ever-growing database, we are able to effectively market to a highly engaged audience our cruise range and cruise line partners to increase visibility and awareness for our offers."

Roald Amundsen to be named in Antarctica

HURTIGRUTEN'S revolutionary hybrid-powered ship, *Roald Amundsen*, will have its formal naming ceremony in Antarctica, making it the first ship to ever be christened on the frozen continent.

In keeping with Hurtigruten's commitment to sustainability and the environment, rather than smashing a traditional bottle of champagne against the hull, a chunk of ice will be used - mirroring a ritual initiated by the ship's explorer namesake, polar hero Roald Amundsen, when he blessed his 1917 expedition ship *Maud*.

Origin to open book

SILVERSEA Cruises is set to open sales for its new *Silver Origin* vessel, designed specifically to explore The Galapagos Islands.

The all-suite, 100-guest ship will embark on her maiden voyage in Jul 2020 and offers a range of itinerary options including a sailing from the centrally located Galapagos island of Baltra to the easternmost island in the archipelago of San Cristobal.

Another journey is the western itinerary visiting popular destinations such as Cerro Dragon, Las Bachas Beach, and a circumnavigation of Kicker Rock.

"With the guidance of local experts, guests will continue their discovery of this unique destination on board," said Roberto Martinoli, Silversea's President and CEO.

Sales open 16 Jul - for more information **CLICK HERE**.

Scottish discounts

ST HILDA Sea Adventures is currently offering cruisers a 35% reduction on sailings in Scotland departing between Sep and Oct.

The company's three mini cruise ships provide six-night options, allowing for visits to attractions such as the Caledonian Canal cruise - quote "AUCW19" - more **HERE**.

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Scenic launches 2020/21

SCENIC Luxury Cruises & Tours has announced the arrival of its 2020/21 South East Asia brochure, offering a range of sailings along the Mekong, Yangtze, and Irrawaddy Rivers along with a brand new 25-day combined Vietnam & Japan trip.

"Our combination tours are becoming more popular with our guests," said Anthony Laver Scenic Group GM Marketing. "With a passion for discovery, a desire to experience more and a demand for value, combination tours are meeting all of these requirements."

Highlights of the new collection include the 11-day Luxury Mekong and Temple Discovery cruise, the 18-day Highlights of Vietnam, Cambodia and Luxury Mekong adventure, & the 22-day Essence of Vietnam, Cambodia and Luxury



Mekong cruise.

Scenic is offering a range of earlybird deals on the new brochure, with flights included on all 13-day and above Mekong journeys, plus the option to fly Business class for \$1,495 per person for suites on *Scenic Aura* and *Scenic Spirit* ships, or on journeys longer than 13 days.

An early booking discount of \$200 is also available - for more information, [CLICK HERE](#).

Dream toasts flighties



DREAM Cruises recently spent the day out wining and dining team leaders from Flight Centre, where the group enjoyed a flurry of culinary delights including some of the finest produce at a winery in the Blue Mountains.

Dream Cruises' Sales Manager, Andrew Loving, led the group on a day tour from Katoomba to explore the World Heritage-listed

region, including tasting award winning local produce.

Pictured from left moving clockwise: Tiffany Ambler, Ashley Diprose, Anton Urion, Penny Dixon, Alison O'Brien, Cherie Johnson, Stacey Laws, Toni Francis, Danielle Nazareth, Emma Sheen, Linda Becke, Andrew Loving (Dream Cruises), Amanda O'Hare, and Marita Nav Der Werf.

Regent

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Baltic's broadband

SWEDISH-BASED technology company Nowhere Networks has revealed plans to build a broadband network to service cruise ships sailing the Baltic Sea.

The company claims it can offer ships 100 times the capacity than current satellite broadband technology, at a cheaper cost than mainstream providers.

The innovative radio communications solution sends a wireless signal from ship to land and keeps the vessels connected at all times.

"This is a breakthrough that now makes it possible to work, surf and manage social media the same as on land," said Nowhere Networks Chief Executive Officer Asbjorn Frydenlund.

"We build broadband capacity on ships at a level that nobody had thought was possible."

By the end of the year, Nowhere Networks we will cover traffic to Turku, Riga and Oskarshamn.

Royal re-routes

ROYAL Caribbean International has announced a number of new routes for its *Majesty of the Seas* and *Empress of the Seas* ships in the wake of the Trump Administration's revised travel regulations to Cuba (**CW** 07 Jun).

Majesty of the Seas will take passengers on a number of roundtrip Caribbean adventures from New Orleans, when it arrives in its new homeport in Jan 2020.

Updated itineraries include a range of seven-night sailings that stop in The Bahamas as well as at Perfect Day at Coco Cay, the brand's newly reimagined private island.

Updates to *Empress of the Seas* itineraries includes the addition of Virgin Gorda in the British Virgin Islands, departing from PortMiami.

A brand new *Odyssey*



LUXURY cruise line Seabourn has unveiled a series of design and technological updates to its *Seabourn Odyssey* following a multimillion dollar ship-wide refurbishment.

The vessel, which completed her update in May, now offers guests a range of new "open and airy" interiors such as the refreshed Observation Bar, updated technology, plus a range of "rich contemporary furnishings".

"*Seabourn Odyssey* came out of its most extensive refit period to date recently," said Gerald Mosslinger, Vice President of Hotel Operations for Seabourn.

"The response of our guests,

both repeaters and first-timers, is likely to garner the same impression: the ship is even more stunning and beautiful."

Updates include new stone tops on the bedside cabinet and credenza of all veranda suites along with designer bedding and sofa pillows, while Premium Suites now boast a range of new furniture and colour palettes.

All rooms also now have new high-definition TVs and USB outlets on each night stand, while wireless access points have also been added into rooms and all public spaces.

For more info, **CLICK HERE**.

Pictured: Observation Bar.

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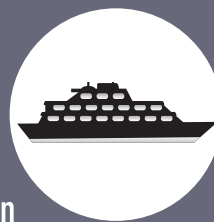
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Need help wading through the huge variety of cruise options out there?

Check out the 2019 Cruise Guide for a comprehensive tool.



CRUISE WEEKLY Travel Daily travelBulletin

FACE-2-FACE: Julie Sebalj

Sales Manager - Uniworld



1. What is the favourite part of your job?

I'm so grateful and lucky to be working with such an awesome team here at Uniworld plus also getting to work with so many of my amazing agents, meeting new people, learning new things & experiencing what the travel industry has to offer.

2. What attracted you to a career in the cruise industry?

Celebrating my 20th year in travel in Feb 2019, I was really wanting to work with a niche company, Uniworld & U River Cruising tick all those boxes.

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

Be a good listener, stand out from the crowd and be unique.

4. What is the biggest challenge facing the industry?

Consumers booking online over an agent!

5. What was your best famil?

I've been so fortunate to have travelled on so many amazing fam trips over the last 20 years, however, the Cook Islands stands out for me. It felt so surreal, from the people, food, activities, the accommodation options, honestly, I didn't want to leave.

6. What should the cruise ship of the future look like?

It should look like something out of the *The Jetsons* but on water, and have rooms part restaurant/night club/observatory underwater, or a design kind of like from the movie *The Meg*.

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

Hands down PINK! I have no doubt at all that would be a cruise to remember.

Plastics pledge

CARNIVAL Corporation has committed to a global reduction of non-essential single-use plastics by the end of 2021, as part of its Operation Oceans Alive program.

The line has pledged to either reduce or eliminate plastic straws, cups, lids and other single-use plastics, and will also seek to get rid of individual servings of selected packaged food items or decorative items used in food service and staterooms.

"We need to continue to take proactive measures to ensure sustainability is ingrained in all aspects of our operation across our nine global cruise brands," said CMO Bill Burke.

The line will not be culling bin liners or sanitary gloves.



ZUMBA is a popular activity for all ages, and if you've ever harboured ambitions for your child to join you, the time has finally arrived.

Carnival Cruise Line is bringing the toddler-friendly "Zumbini" concept to the high seas.

Created by Zumba and Baby First, the classes cater for children up to six years old, featuring high-energy dance and group sing-a-longs.

Depending on the itinerary, classes range from 30-minute 'drop-off' sessions to longer classes with parents.

Perhaps some Zumba could offset the kilograms packed on during the cruise?

Watch AmaMagna flaunts its features

APH Chief Executive Officer Chris Hall spoke to *Cruise Weekly* this week on board AmaWaterways' and APT's newest European ship, the double-width *AmaMagna*.



options and entertainment features on board.

CLICK HERE to watch the interview and learn more.

Hall expanded on the uniqueness of the new vessel, as well as its staterooms, dining

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Cruise Weekly is part of the Business Publishing Group family of publications.

Cruise Weekly is Australia's leading travel industry cruise publication.

EDITORIAL
Editor in Chief and Publisher – Bruce Piper

Contributors – Adam Bishop, Sarah Fairburn, Jasmine O'Donoghue, Nicholas O'Donoghue, Myles Stedman
info@cruiseweekly.com.au

ADVERTISING AND MARKETING
Sean Harrigan, Hoda Alzubaidi 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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