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*Terms & Conditions apply. Cruise Fares are per person, twin-share in AUD and include all taxes, port fees, onboard gratuities & fuel costs. Call for fares in NZD. For full T&Cs please visit www.RSSC.com ©2019 Regent Seven Seas Cruises.

CLIK

Cruise Month
#WeAreCruise



Sommer to lead NCL from next year

HARRY Sommer will take the reins as Norwegian Cruise Line's new President and Chief Executive Officer from 01 Jan, replacing company stalwart Andrew Stuart who has been in the role since Mar 2015.

Sommer is currently the President, International for the brand's parent company NCLH, a position he has held since Jan of this year, prior to that serving as Executive Vice President, International Business Development from May 2015.

Meanwhile Stuart has been with NCL for more than 30 years, and will remain with the company in an advisory capacity to Sommer to help support his successor during the transition period.

Reflecting on his long tenure at NCL, Stuart said he was "extremely fortunate" to be involved with the line for so long. "I am honoured to have played



a role in the leadership position Norwegian now holds in this incredible industry and continue to be proud of the commitment, dedication and passion of our team," Stuart said.

"I have worked closely with Harry and am confident he is the right person to take the helm and continue the journey for Norwegian Cruise Line."

While 01 Jan will be Sommer's

official start date, the company flagged the timeline could be moved forward if agreed upon by Stuart and the Executive.

Stuart departs at an exciting time for NCL, with its highly anticipated *Norwegian Encore* to debut in Miami from 24 Nov.

Pictured: Business Publishing Group General Manager Christian Schweitzer with the newly appointed Harry Sommer.

Cruise Weekly today

Cruise Weekly today features seven pages of all the latest cruise industry news plus a front cover wrap from **Regent Seven Seas Cruises**.

RSSC Alaska deals

REGENT Seven Seas Cruises (RSSC) is offering a two-category upgrade plus US\$500 of shipboard credit on select 2020 Alaska itineraries.

The 14 cruises available range from seven- to 12-nights, exploring sought-after destinations in the region, including Ketchikan, Juneau, Skagway, and Sitka.

Applicable itineraries include Vancouver to Seward or viceversa cruises departing in Jul 2020, and a Vancouver to LA sailing Sep 2020.

For more information on the deals, see **front cover**.



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*Terms and Conditions Apply. Incentive period is 1 October 2019 - 31 March 2020. Visit the website for further information.

Royal Oct promos

ROYAL Caribbean

International is offering up to \$500 in ship credit by 09 Oct to mark CLIA's Cruise Month.

The cruise line is also giving savings of up to 50% off a second passenger's cruise fare, as well as special kids cruise deal which will see children sail for only \$19 a day.

Call 1800 754 500 for more.

Silversea trifecta

SILVERSEA Cruises has introduced Silver Select to coincide with CLIA's Cruise Month, a trio of promotions on offer when bookings are made before 31 Oct.

Applying to cruises departing 2019-21, passengers can choose either \$500 off the total cruise fare, US\$500 of on-board spa credit, or US\$500 in excursion credit, all of which are on a per suite basis.

Silver Select can be used with Silversea's Air Offers, Early Booking Bonus, and Last-Minute Savings offers.

"Silver Select is our biggest cruise offer month to date, encompassing 160 voyages across the globe and opening up a world of possibility aboard our luxurious intimate vessels," said Silversea Cruises Managing Director Aus & NZ, Adam Armstrong - more **HERE**.

Hurtigruten deals

HURTIGRUTEN has announced a range of new offers that provide pax with savings of up to \$7,000 on select 2020 Antarctica departures if booked by 31 Oct.

Discounts of \$500 are also available on select 2021 Norway Cruise itineraries before 30 Nov, while solo supplements will be waived on select Norwegian Coastal itineraries and 2019 expedition itineraries.



SIGNIFYING the start of the cruise season within Australia, CLIA Australasia held a gathering for cruise line members, media and stakeholders in Sydney on Wed night, concluding with the formal commencement of the industry body's Cruise Month marketing initiative.

The soiree was an opportunity for CLIA Australasia Chairman Sture Myrmell to highlight Australia as being one of the most active and robust cruise markets in the world, with great optimism held for the year ahead.

"For this season, four CLIA cruise lines will introduce first time arrivals this year joining regular visitors and year-round

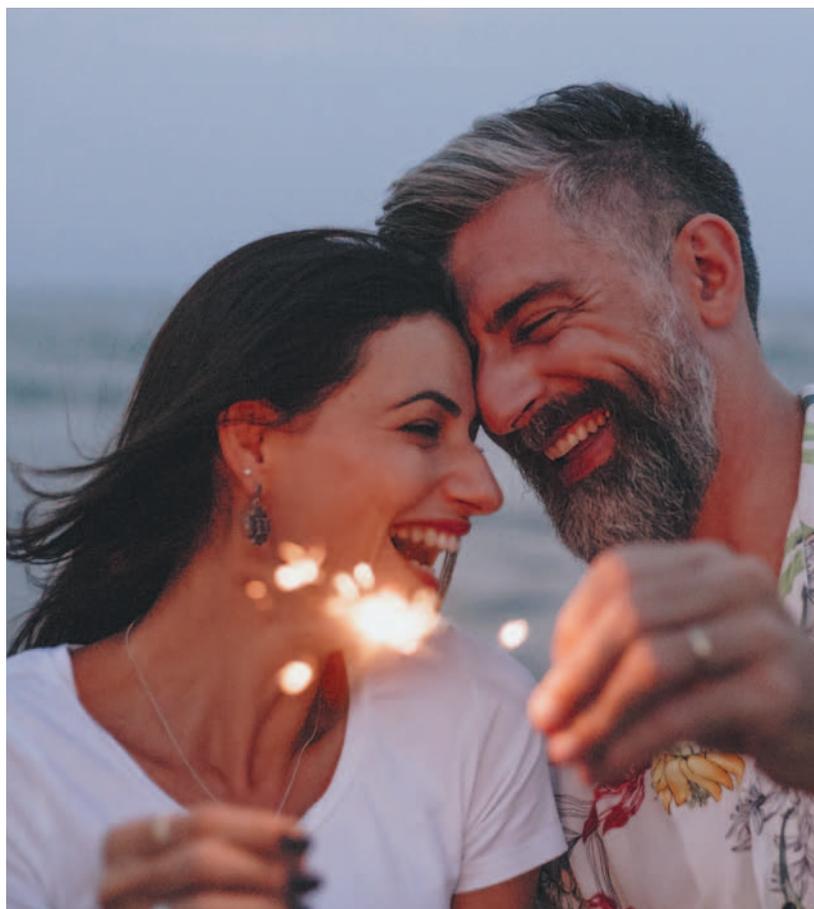
vessels and one new cruise line making its debut in Australian waters," Myrmell said.

"The range of itineraries this year will ensure that the economic benefit of cruise tourism is spread far throughout this region," he added.

Myrmell also said there would be 60 ships sailing around Australian waters over the summer period with "almost all offering itineraries that include local ports."

Myrmell indicated cruise has contributed more than \$5 billion to the Australian economy over the past year.

Pictured: Myrmell with CLIA MD Australasia & Asia Joel Katz.



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RSSC launches spa brand



REGENT Seven Seas Cruises (RSSC) has introduced a new spa brand that will debut across its five-ship fleet.

Serene Spa & Wellness will offer an exclusive range of wellness treatments the cruise line says integrates “techniques and ingredients from destinations around the world”, including facials,

body treatments, massages, manicures, pedicures, luxury Kerastase salon services, and fitness classes.

The expansion of the cruise line’s wellness services will also see a series of wellness tours added, as well as “nutritionally mindful cuisine selections” served at its ships’ restaurants.

Pictured: *Seven Seas Explorer*.



SEACLOUD Cruises is offering complimentary open bar packages and shore excursions on a range of sailings in 2020.

The promotions applies to voyages taking place next year in Latin America, including roundtrips from Bridgetown, Barbados (**pictured**) between 03 Jan and 14 Feb, as well as Bridgetown to Philipsburg, St Maarten cruises between 13-23 Mar.

The deal also applies to sailings departing Puntarenas/San Jose, Costa Rica to Colon/Panama City, Panama between 13-23 Jan, and voyages from Colon/Panama City, Panama to Cienfuegos, Cuba between 23 Jan and 05 Feb.

All of these cruises will take place aboard the line’s 96-passenger *SEA CLOUD II*.

Wild incentives

WILD Earth Travel has revealed the details of two new agent incentives for Ponant bookings made between the 16 Sep & 30 Nov.

Agents will earn an entry into the draw to score a spot on Ponant’s *Le Laperouse* for every booking taken during the period, while agents who books a *Le Commandant Charcot* cruise will receive a \$100 Prezzy card.

For info call 1800 107 715.



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Get your Cruise Guide!

CRUISE Weekly and its sister publications, **Travel Daily** and **travelBulletin** have produced the biggest Cruise Guide to date, boasting details of cruise lines across expedition, ocean, river and small ship cruising categories.

Agents will be able to compare all the major cruise lines as well as specialist operators, to help choose the best cruise for their clients.

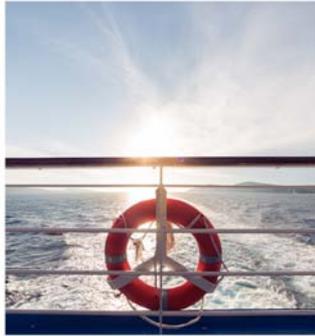
There are details about brand's fleet, destination coverage, onboard facilities, loyalty programs, and many unique selling points.

The Cruise Guide is designed to be a fantastic reference tool, with consistent layout across the entire publication.

A hard copy of the 2020 Cruise Guide is making its way to subscribers of **travelBulletin**,

2020 CRUISE GUIDE

CRUISE WEEKLY travelBulletin Travel Daily



mailed out with the Oct edition, so make sure you keep an eye on your letter boxes.

Readers can access all of the latest cruise info by viewing a PDF version of the Cruise Guide online **HERE**.

NORWEGIAN Encore has recently completed another major milestone by leaving the Meyer Werft shipyard in Papenburg in Germany and sailing down the Ems River bound for the Eemshaven, Netherlands.

Norwegian Cruise Line's (NCL) highly anticipated vessel is set to be christened by *American Idol* winner Kelly Clarkson in Miami on 21 Nov, before embarking on seven-day voyages to the Caribbean on 24 Nov.

"Today we celebrate a huge milestone for our history-making

ship," said NCL President and CEO Andy Stuart.

"Our partners at Meyer Werft have collaborated with us to bring the industry-leading experiences from the successful Breakaway Plus class ships to *Norwegian Encore*, making her truly the best in class," he added.

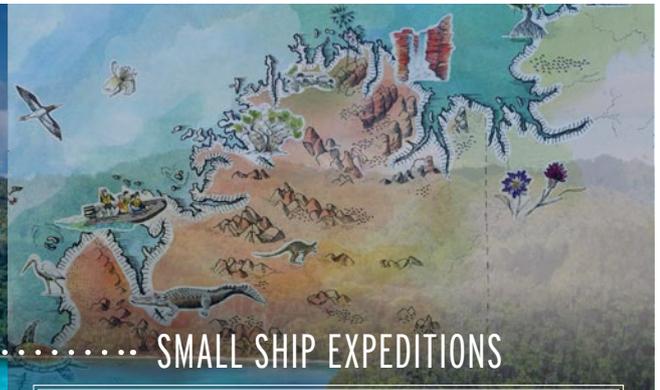
Highlights on board include a variety of adventure activities on a grand scale, such as the longest race track at sea and the largest outdoor laser tag arena.

Watch *Encore* take to the open seas **HERE**.



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CLIA rides the wave

CRUISE Lines International Association (CLIA) Australasia has released a new consumer-facing publication called *New Wave* as part of its annual Cruise Month campaign.

The magazine focuses on sustainable objectives the industry has laid down in recent times, such as a 40% reduction in carbon emissions by 2030.

“The cruise industry represents only around 1% of world shipping, but it has taken a leading role in deploying new environmental measures and creating social benefits for people around the world,” said CLIA Australasia MD Joel Katz.

“This magazine will highlight these efforts in a form that can be shared with our industry partners and the wider cruise community throughout Australasia, while also supporting Cruise Month,” he added.

View at www.cruising.org.au.

NCL raises the bar

NORWEGIAN Cruise Line Holdings (NCL) has notched up its goal of US\$2 million in funds raised for the Hope Starts Here hurricane relief program to help the survivors of Hurricane Dorian rebuild their lives.

Money has been sourced through various channels including donations from the cruise line’s staff, guests, travel partners and business partners, with NCL matching the US\$2 million contribution.

“We are extremely grateful to everyone who contributed to the Hope Starts Here hurricane relief program and helped us meet our goal of raising US\$2 million to assist with emergency response and rebuilding efforts,” said Norwegian Cruise Line President and Chief Executive Officer Frank Del Rio.

SILVERSEA Cruises has unveiled a collection of 197 new itineraries which are now open for pre-sale exclusive for the cruise line’s Venetian Society members.

Departing between Jan 2021 and Apr 2022, the voyages incorporate calls to 528 destinations in 92 countries including 28 maiden calls.

“We are delighted to open sales to our valued Venetian Society members on this innovative collection of new 2021 & 2022 voyages,” said Silversea Chief Marketing Officer Barbara Muckermann.

“We have pushed the boundaries of ultra-luxury cruising to unlock new

experiences around the world for our guests, from once-in-a-lifetime solar eclipse sailings in Antarctica to a one-of-a-kind overnight call in Monaco for the Grand Prix,” she added.

Highlights of collection include a large Eastern Mediterranean program boasting voyages to the Black Sea, the Holy Land, and Istanbul, as well as *Silver Explorer’s* first-ever season in the Kimberley region (pictured).

The Aussie sailing will explore the Kimberley coastline from Jun to Sep 2021, offering trips to aboriginal cave art sites and scuba diving experience of the region’s any reefs.

For more info **CLICK HERE**.



Asia GETAWAY SAVINGS

Limited time, best available fares available on 7 and 8 night Getaway segments aboard *Crystal Symphony*. The mystique and splendour of Asia has non-stop activity mixed with serene spirituality of centuries past. Marvel at UNESCO treasures, towering skyscrapers, and secluded isles.



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*Fares are cruise-only, per person, in Australian dollars, based on double occupancy, apply to new bookings only and include taxes, fees and port charges. Australian Dollar fare may only be booked when payment is made by direct bank transfer. Guests paying for a booking with a credit card must pay in US Dollars. Fares include all applicable savings, must be booked by 31 OCT 19. Solo Traveller Fares available on request. Getaway fares must be booked as Guarantee. *Crystal Cruises offers each guest the opportunity to dine at least once on a complimentary basis in Prego and at least once in Umi Uma or the Sushi Bar. Additional reservations including "walk-in" visits are subject to a US\$30 per person fee, subject to availability. Optional dining in the Vintage Room attracts an additional fee. Cruise-only fare does not include land programs. *You must be a Qantas Frequent Flyer member to earn Qantas Points. A joining fee may apply. Membership and points are subject to the T&Cs of the Qantas Frequent Flyer program available at qantas.com/terms. Qantas Frequent Flyer members can earn 2 Qantas Points per \$1 spent on the cruise fare (OCS200215-08 / OCS200223-07 / OCS200323-08 / OCS200405-08). Book by 31 OCT 19. Members must add a valid Qantas Frequent Flyer number and surname to their booking before the itinerary sailing date. Qantas Points will be credited to the Qantas Frequent Flyer member's account within 14 days of the itinerary sailing date. Cancelled bookings will not be eligible for this offer. Not applicable on charters and incentives. All offers may not be combinable with other promotions, apply to first two full-fare guests in stateroom or suite, are capacity-controlled, subject to availability and may be withdrawn or changed at any time without notice. All fares, itineraries, programs, policies and shore excursions are subject to change and correct at time of printing. Restrictions apply. For complete Terms & Conditions, visit crystalcruises.com/legal. ©2019 Crystal Cruises, LLC. Ships' registry: The Bahamas.



Oceania Euro deals

OCEANIA Cruises is offering savings of up to 30% off select seven- to 14-night Mediterranean, Baltic and Northern European voyages when bookings are made by 31 Dec.

The OLife Ultimate offer is available across 19 sailings in Europe taking place between Jun and Aug 2020, and includes internet, pre-paid gratuities, up to eight free shore excursions per stateroom, house beverages, and up to US\$800 of free shipboard credit.

“Demand for these voyages is anticipated to be high, so we advise those with clients contemplating a European cruise in 2020 to book sooner rather than later,” said Oceania Cruises VP and General Manager Oceania Cruises, Australia and New Zealand Jason Worth.

View the collection of European sailings [HERE](#) or call the cruise line on 1300 355 200.

What drives sales?

TRAVEL agents have ranked “onboard credit” and “fly free” as the most effective offers in attracting cruise sales, according to the latest cruise survey from *Cruise Weekly*.

Further down the chain of effectiveness were no single supplement deals, drinks credit, early bird discounts and customer loyalty programs, all of which agents said have “some ability” to drive sales.

Interestingly, respondents felt the issue of sustainability was not an important consideration for their clients, with only a quarter of agents believing a cruise line being sustainable affected the sale.

But it was not all doom and gloom for the environment, with an 8% spike in concern for overtourism noted by respondents, with 35% now labelling it a problem.

UNCruise Adventures has unveiled a new small ship adventure cruise itinerary exploring Belize and Guatemala between Oct and Dec 2020.

Sailing roundtrip from Belize City on the 66-passenger *Safari Voyager*, the seven-day cruise explores Belize’s Barrier Reef, the second largest coral reef in the world, offering a place to fish, snorkel, kayak and swim at the beach at Ranguana Caye, Carrie Bow Caye and Laughing Bird Caye National Park.

In Guatemala, guests can spot monkeys and toucans on a small boat ride up the Rio Dulce and explore the town of Livingston, while hikes are also on offer to The Seven Altars Waterfall.

UnCruise is offering an introductory saving of \$800 per couple (\$400 for solo travellers) on all six Belize and Guatemala departure dates when bookings are made by 15 Nov.

To take advantage of the promotion, bookings need to quote the code “LAM20INTRO”, with the deal also able to be applied to its trio of new Colombia & Panama adventure cruises in Oct 2020.

Prices for the cruises lead at \$4,545ppts (before savings) and include meals, beverages, adventure activities and transfers.

For more information about the Latin sailings, [CLICK HERE](#).

Pictured: Laughing Bird Caye off the coast of Placencia, Belize.

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SPECIALTY DINING PACKAGE


SHORE EXCURSIONS CREDIT


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MAY - NOV 2020



14-DAY BRITISH ISLES, NORWAY & IRELAND FROM AMSTERDAM
NORWEGIAN JADE
16 MAY 2020



CLICK HERE FOR MORE INFORMATION OR CALL 1300 255 200

*Offers correct as of 2 October 2019 and are subject to change or withdrawal. Offer ends 16 October 2019 unless extended. For full terms and conditions click here.





The cruise survey results are in and the industry is still strong – read more in the October issue of *travelBulletin*.

CLICK to read
travelBulletin

Adventure Canada

CRUISE Traveller is offering 15% earlybird savings on five of Adventure Canada's European expeditions in 2021, plus a free night of pre-accommodation prior to the cruise departure.

The deal is valid for bookings made by 01 Jun 2020. Call 1800 507 777 for more.

#WeAreCruise: Kathy Pavlidis

Manager, Travel Associates
Kew, Vic



1. How important is cruise to your business?

Cruise means everything to our business, it's why we get up everyday. We are all so passionate about this industry and we love what we do.

2. What do you love most about selling a cruise holiday?

The challenge of putting the right person on the right ship, and then hearing all about it when they return. It's the validation that we know we have done the right thing by our customer.

3. What's your dream cruise destination?

That's a tricky one. It's a toss up between the Mediterranean and French Polynesia.

4. What's the most memorable cruise experience you've had?

Sailing into Stockholm on an inaugural cruise, with helicopters above filming our arrival. Or perhaps it was the sail away from Bora Bora as the sun was setting.

5. What's the most important contribution you make in the #WeAreCruise community?

By making a single booking on a cruise to anywhere in the world, I know that I am not just helping my company and myself. I know I am also contributing to the wellbeing of workers and industries around the globe.

6. How do you see cruise benefitting communities around the world?

Everything we do, day in, day out, has a positive impact – from the taxi driver who takes me to the airport, to the housekeeper at the hotel I stay at before my cruise, to the local guide in a small village and local shop keepers. We make such a difference and contribute to the wellbeing of families around the world - and that's a great feeling.

7. Tips for selling cruise?

Learn, listen and learn some more - and then keep learning.

8. What does #WeAreCruise mean to you?

We are one large global industry all striving for one common goal.

9. What's the most significant challenge facing our industry?

Apart from infrastructure issues, how on earth are we going to fill the 123 newbuilds coming our way?

10. What's the first thing you do when you board a cruise?

Head to the library to grab a few books, and have a burger by the pool.

11. Tips for a first-time cruiser?

Get yourself on a great ship. You'll get what you pay for.

NCL earlybird deal

NORWEGIAN Cruise Line is offering guests up to US\$500 of onboard credit on select sailings in 2020 when bookings are made 16 Oct.

The promotion is available on over 750 sailings departing in 2020, to destination such as Europe, Asia, Hawaii, Alaska and Australia & New Zealand.

For further info on the earlybird deal, **CLICK HERE**.



CRUISE brands often find themselves vying for various mantles, such as boasting the world's longest round-the-world cruise or being the most "fun" line on the market, but are there any attempting to be billed as the most expensive?

Well there is one candidate now, with British cruise line Six Star Cruises touting a new 123-day cruise-and-stay package which will call in at 41 ports in 11 countries, and be priced from a whopping £1 million (A\$1.83 million) per couple.

The swanky affair at sea departs London in Nov 2021 and wraps up in Tokyo in Mar 2022, and includes five private tours, and up to 236 shore excursions depending on how much energy each passenger has in their jewel encrusted tanks.

Making Aussies particularly jealous is a scheduled stop in Sydney to catch the city's iconic fireworks display on New Years Eve, all from the vantage point of a private rooftop terrace.

TRAVEL DAILY A-LEAGUE TIPPING IS BACK

Grand prize of Etihad Airways flights, tickets to see Manchester City & ReadyRooms accommodation voucher.



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