

### Cruise Weekly today

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

### Wholesale success

**INFINITY** Cruise has performed strongly in **CW's** latest annual cruise survey - the first time agents were asked to rate wholesalers.

Infinity took top spot across the categories of competitive commissions (84%), the best array of product (91%), & the best customer service (93%).

Cruiseco took second spot for both product choice (85%) and best commissions (71%).

However, on the question of which company agents regularly booked with, Seven Oceans Cruising ranked first (31%), while Cruiseco and Infinity tied for second (22%), & CruiseFusion in third (18%).

## Cruise sales growth slows in Australasia

**THE** latest figures from **Cruise Weekly's** annual industry survey conducted in conjunction with StollzNow Research show that sales in both the ocean and river cruise markets appear to have slowed over the last four years.

Still extremely healthy figures showed 51% of agents had seen an increase in ocean cruise sales over the last 12 months - a slower growth rate than in earlier years.

River cruise was similar, with 38% of agents experiencing a sales increase - versus 46% who saw their river cruise sales climb in 2016 when the annual survey was first conducted.

This year's poll has introduced a new methodology to measure the travel industry market share of players in both the ocean and river cruise sectors, with Princess leading in ocean with an estimated 15% share, ahead of P&O, Royal Caribbean, Celebrity,



Holland America and Norwegian.

In river cruising, APT was the leader with an estimated 20% market share, with Scenic and Viking Cruises not far behind on 17% each, followed by Travelmarvel with 10%, and Uniworld Boutique River Cruise and Avalon Waterways both on 9% of the river cruise market.

On the question of competitive commissions for river cruises, U by Uniworld ranked first with a favourable 75% rating from agents, followed by Crystal River Cruises on 73%, APT cited by

70%, just ahead of Tauck and Viking next in line with 69%.

With regard to the most efficient online portal, Scenic scored the best rating of 71%, while Evergreen Tours/Emerald Waterways came in second with 67%, trailed by APT on 62%.

The most highly rated river cruise webinars belonged to Crystal Cruises on 67%, with Scenic next on 52%, and U by Uniworld in third position on 50%.

To enquire further about purchasing the report, email [research@traveldaily.com.au](mailto:research@traveldaily.com.au).



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## Scenic stars on *Eclipse*

**SUE** Todorovski from itravel Carlingford, NSW was among the Australian travel industry contingent aboard *Scenic Eclipse* during her christening voyage last week.

Todorovski is **pictured** on board the "World's First Discovery Yacht" with Scenic Founder and Chairman Glen Moroney.



Also on board was Deb Long from Weston Cruise and Travel, whose video with Today Show host Stevie Jacobs can be viewed by **CLICKING HERE**.

## The Concierge Collection



**REGENT** Seven Seas Cruises (RSSC) has partnered with Cruiseco to create The Concierge Collection, a curated range of holiday packages combining luxury all-inclusive cruises with exclusive experiences for Australian travellers.

Itineraries include in the new brochure feature destinations such as Alaska, South America, the Mediterranean, Africa and South East Asia, with available experiences on offer such as visits to Machu Picchu, the Royal Edinburgh Military Tattoo, an opera in Italy's Arena di Verona, an African game drive, and the chance to dine at a members-only China Club in Singapore.

Packages include return flights, airport transfers, train journeys

and pre- and post-cruise stays.

"We have worked closely with Cruiseco to hand-pick the ultimate assembly of some of the world's most iconic, immersive experiences, matching them with stunning cruise itineraries," said Regent Seven Seas Cruises Vice President Australia/NZ, Lisa Pile.

Cruiseco CEO Nic Cola said the RSSC's reputation for tailored product made it an ideal candidate to collaborate with.

**Pictured** at the program's VIP launch on Fri are, from left: Steve Odell, Norwegian Cruise Line Holdings; Gillian Seller, newly appointed Regent Seven Seas sales chief; Adam Vance, Cruiseco GM Marketing; Lisa Pile, Regent Seven Seas VP; and Nic Cola, Cruiseco acting CEO.



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# A Twofold homecoming



## Seabourn's treat



A **SELECT** group of Virtuoso agents were invited to the Opera House last week to attend a performance of *West Side Story* courtesy of Virtuoso and Seabourn.

The group's evening also included a pre-show dinner at the Sydney Opera House's Overture Dining venue.

**Pictured:** Virtuoso's US-based Senior Vice President Global Member Partnerships, David Kolner; Director of Sales Australia for Holland America Line & Seabourn, Tony Archbold; MTA - Mobile Travel Agents' Ally Kilpin; and Virtuoso Managing Director, Australia, New Zealand and Asia, Michael Londregan.

IT WAS a case of cruising on home for husband and wife Colin and Jenny Hunter (**inset**) on the weekend, with the Eden residents on board the first cruise ship to visit their hometown's new \$44 million wharf extension.

P&O Cruises' *Pacific Explorer* departed Sydney and docked in the NSW far south coast town on Sat (**pictured**), a milestone moment that Colin Hunter said gave him extra cause for celebration, having personally worked on the port upgrade.

"I was one of the surveyors on the project and the main thing was to help ensure the piles were driven into the correct positions along with the placement of the new bollards & dolphins," he said.

Senior Vice President Guest Experience P&O Cruises Peter

Little spoke at a special ceremony to mark the arrival of the ship and her 2,000 guests.

"Over a number of years, Eden has written the textbook for communities on how to embrace the opportunity of cruise tourism and the economic activity that it generates," Little said.

Experiences to take advantage of for cruise passengers visiting the Sapphire Coast include cruise tours of Twofold Bay, a visit to the Eden Killer Whale museum, and a bushwalks of Haycock Point.

*Explorer* is among 22 cruise ships that will visit Eden between now and the end of Apr.



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## Scenic marketing

**SCENIC** Luxury Cruises & Tours has appointed Katherine O'Neill to the role of Director, Brand and Marketing.

O'Neill will be based in the cruise line's Sydney office and arrives with more than 16 years of experience in the travel and hospitality industry, most recently as Etihad's Regional Manager, Marketing – Eastern (APAC).

Before that she also enjoyed a seven-year stretch as Head of Marketing at Trafalgar Travel.

## Cyprus wants cruise

**THE** Mediterranean Republic of Cyprus is readying itself for a major upswing in cruise ship arrivals "in the coming years".

Speaking with local media late last week, the country's Deputy Minister for Tourism Savvas Perdios said the country was expecting a "serious increase" in cruise tourism, stating that "if everything goes right with geopolitics in the area, I think that in the coming years there will be a serious growth of cruising in Cyprus".

Perdios noted that 30 cruise ships visited Cyprus last year, and the number had increased to 60 in 2019, predicting 2020 will almost reach 100 visits based on current schedules.

He also told the media that sales for 2021 were "on a good course" & that partnering with Israel on cruising was a goal.

## Shadow the deals

**SILVERSEA** Cruises is offering included Economy air fares or upgrades to Business class from \$3,998 roundtrip when booking on *Silver Shadow* Europe sailings by 31 Oct.

*Silver Shadow* will undergo a renovation in Nov (**CW** 15 May 2019) - call 02 9255 0600.

# Virgin dressed to kill



**VIRGIN** Voyages has collaborated with British fashion designer Gareth Pugh to create its newly unveiled "game-changing" staff uniforms.

The uniform capsule collection was revealed during London Fashion Week on Sun, and is designed to break with long-held cruise traditions by eliminating epaulette stripes for officers, as well as ties and waistcoats.

The company's founder, human headline Sir Richard Branson, said the maverick clothing designs will help Virgin's staff better connect with its passengers.

"We want Virgin Voyages'



crew to be the happiest at sea and making sure that they feel comfortable and confident is a big part of that experience." he said.

"For this project, we were really allowed to push the boundaries and to redefine the idea of what constitutes a uniform, we ultimately wanted to make everything about it modern, luxurious and desirable."



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## Cruise ship collision

A **SIGHTSEEING** ship collided with a US warship last week while sailing on the Hudson River near Albany, New York.

The Dutch Apple Cruises vessel crashed into the *USS Slater*, with the incident attributed to a combo of high winds and transmission error. Nobody was seriously hurt.

## Cruise Calendar

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

|                          |        |
|--------------------------|--------|
| SYDNEY                   |        |
| <i>Majestic Princess</i> | 17 Sep |
| <i>Pacific Explorer</i>  | 17 Sep |
| <i>Carnival Spirit</i>   | 18 Sep |
| BRISBANE                 |        |
| <i>Majestic Princess</i> | 19 Sep |
| <i>Pacific Aria</i>      | 20 Sep |
| <i>Pacific Dawn</i>      | 21 Sep |
| DARWIN                   |        |
| <i>Caledonian Sky</i>    | 18 Sep |

## Hurtigruten eco mobile



**HURTIGRUTEN** has struck a deal with Finnish start-up Aurora Powertrains to present new battery-powered snowmobiles so that guests can explore the arctic island of Svalbard in a way that treads lightly on the environment.

Silent and completely emissions-free, the new snowmobile - dubbed eSled - is powered by arctic winds and the sun.

"For us, this is only the beginning," commented Hurtigruten Svalbard destination

director Krisztina Uzonyi.

"We are already planning similar solutions to be installed at our hotels and other parts of our Svalbard operation."

The electric snowmobiles are the latest in a number of environmentally-friendly technology pushes by Hurtigruten and Hurtigruten Svalbard, with other environmental initiatives including introducing the world's first hybrid cruise ship and emissions-free catamarans.



**AS IF** the ocean didn't already have enough to offer the ever-growing cruise sector, along comes a new unique attraction in the form of an underwater sculpture museum in the Indian Ocean country of the Maldives.

Conceptualised by celebrated British environmentalist and artist Jason deCaires Taylor, the new series of sculptures within Fairmont Maldives Sirru Fen Fushi resort is inspired by the natural beauty of the coral reef and has been designed to imitate the "ethereal formation of coral colonies".

Comprised of 10 semi-submerged plinths, the installation aims to raise awareness of threatened marine ecosystems around the world.



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### 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](mailto:info@cruiseweekly.com.au)  
[info@cruiseweekly.co.nz](mailto:info@cruiseweekly.co.nz)

### ADVERTISING AND MARKETING

Sean Harrigan, Hoda Alzubaidi and  
Melanie Tchakmadjian  
[advertising@cruiseweekly.com.au](mailto:advertising@cruiseweekly.com.au)  
[advertising@cruiseweekly.co.nz](mailto:advertising@cruiseweekly.co.nz)

### BUSINESS MANAGER

Jenny Piper  
[accounts@cruiseweekly.com.au](mailto:accounts@cruiseweekly.com.au)

Suite 1, Level 2, 64 Talavera Rd  
Macquarie Park NSW 2113 Australia  
PO Box 1010 Epping NSW 1710 Australia  
Tel: (AU) +61 2 8007 6760 or (NZ) 0800 799 220  
Tel: (Int'l) 1300 799 220

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