

CLIA prepares the spotlight for cruise

CRUISE Lines International Association (CLIA) Australasia is gearing up for Cruise Month which kicks off this week, presenting a jam-packed marketing program promoting cruise benefits in Australia and New Zealand.

Speaking on the eve of the major cruise push, CLIA Australasia MD Joel Katz said the month would heighten consumer awareness of the cruise sector and open up new sales avenues.

"Cruise Month provides a fantastic opportunity to raise awareness about cruising, reach new customers and drive more sales through many of the special offers available from CLIA cruise lines," Katz said.

"It also gives us a chance to highlight the importance of booking through CLIA-accredited travel agents, who give travellers the confidence that comes from



dealing with a highly trained and authoritative specialist," he added.

One of the key focuses of the month-long event will be to reinforce the benefits of booking through a CLIA-accredited travel agent, such as the specialist knowledge that such agents bring to the table for clients.

This message will be promoted through new resources such as CLIA's Cruise Month toolkit

offering a range of downloadable marketing materials.

Cruise Month will feature weekly themes based on ocean, river, luxury, and expedition cruising, and celebrate cruising via its #WeAreCruise campaign. Access the CLIA toolkit **HERE**.

Pictured: CLIA Australasia's Director of Membership & Events, Marita Nasic, and Head of International Training & Development Peter Kollar.

Share with Viking

VIKING Cruises is asking agents to complete a survey on how it can better serve the Australia and NZ trade.

Agents can score \$100 Visa gift cards & a share of 10,000 Rewards by Viking points.

The survey will close 11 Oct. Oz survey **HERE** & NZ **HERE**.

Cruise Month deals

SEVEN Oceans Cruising is offering deals through the Cunard, Princess, and HAL to coincide with CLIA's Cruise Month - offers until 06-07 Oct. See **page seven** for more.

Cruise Weekly today

Cruise Weekly today features six pages of all the latest cruise industry news plus the latest Cruise Month deals from **Seven Oceans Cruising**.



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Atlas cruise rebrand

MYSTIC Invest Holdings' Chairman Mario Ferreira last week announced that its luxury cruise line Mystic Cruises USA had rebranded to Atlas Ocean Voyages, establishing a new base in Fort Lauderdale, Florida.

The change in direction was precipitated by a desire to highlight its luxury and adventure cruising experiences offered in North America.

"Travellers will delight in exploring the world in the new immersive and active way that only Atlas Ocean Voyages can deliver," Ferreira said.

The company has also appointed Alberto Aliberti as President of Atlas Ocean Voyages, where he is charged with leading the brand's expansion strategy.

The rebrand arrives during a ramp up in ship construction for the company, with *World Navigator* due in mid 2021, followed by three sister ships.

Hurtigruten p'ship

HURTIGRUTEN has strengthened its existing partnership with expedition cruise company Wild Earth Travel in a bid to ease sales pressure following the collapse of its long-time GSA partner Bentours (**CW** 20 Sep).

A wider variety of Hurtigruten cruises will now be available through its partner, with Wild Earth Travel stating it looked forward to "extending their support to any future bookings through Hurtigruten".

"Wild Earth Travel can ensure a smooth process for client, agent and ground operators... [We] are excited about this strengthening partnership," the company added.

Agents will receive standard commission levels when booking Hurtigruten cruises through Wild Earth Travel.

A Scenic view of New York



EARLY this morning the Aussies and Kiwis aboard *Scenic Eclipse* ticked an item off their bucket list as the ship cruised past the famous Statue of Liberty at sunrise, before docking at Pier 88 on New York's Hudson River.

The temperature was a little crisp, but that didn't deter the crew above, who kept warm with the help of the stylish Scenic bathrobes provided in their suites aboard the "World's First Discovery Yacht".

Scenic Eclipse has just completed a Maritimes Discovery itinerary exploring Nova Scotia, Newfoundland and Massachusetts, and now heads down the US east coast en route to the Caribbean.

The ship called at Martha's Vineyard yesterday, where a number of passengers enjoyed a spectacular bird's eye view courtesy of the ship's on-board helicopters, while the weekend also featured a visit to Boston where plenty of local delicacies were consumed on a food tour.

Other Boston activities included cycling using Scenic's e-bikes.

Pictured above all nice and cosy in front of the New York skyline are Jill Johansen, Helloworld Travel Mackay Qld; Karyn Blenkiron, Scenic Regional Sales & Marketing Mgr NZ; birthday girl Amanda Todd, Scenic NSW Senior Sales Development Manager; and Helen Clarkson, Helloworld Travel Ocean Grove Vic.



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P&O celebrates WMD



P&O Cruises celebrated World Maritime Day (WMD) yesterday, saluting all international seafarers.

"World Maritime Day's theme this year is gender equality and empowering women in the maritime community," said P&O Cruises President Sture Myrmell.

"We are proud that so many women play such a big part in delivering our onboard product

and cruise experiences for our guests," Myrmell added.

P&O's public face of the celebrations is *Pacific Explorer* Second Officer Amy Templeton, **pictured**, who has worked at sea for eight years.

"When people mention that it is good to see a female on the bridge, it is not something that I see as strange, it is just something that I fancied doing and I did it," she said.

Royal exceeds targets



Pictured: Royal's sustainable excursions map.

MORE than 1,400 sustainable shore excursions and experiences are now available for booking across Royal Caribbean Cruises' family of brands.

The number has already surpassed its World Wildlife Fund target of 1,000 trips by 2020 laid down in 2016.

The suite of Global Sustainable Tourism Council (GSTC) certified experiences across brands such as Royal Caribbean International, Celebrity Cruises and Azamara, adhere to a strict sustainable criteria, including a need to benefit the local communities the line visits, enhance the destination's cultural heritage, and reduce negative impacts to the environment.

"Achieving this goal was a truly

collaborative process with our motivated tour operators and with the dedicated team at Global Sustainable Tourism Council," said Royal Caribbean Cruises Managing Director Global Tour Operations Roberta Jacoby.

"Our guests are eager to explore and discover new cultures and places, and we want to do our part to ensure those destinations continue to thrive," she added.

GSTC congratulated Royal on its efforts, labelling the number a "watershed" moment in the cruise sector.

"Having almost 1,400 tours in Royal Caribbean's portfolio is an important milestone, and we congratulate them for their ongoing efforts," said GSTC Chief Executive Officer Randy Durband.

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*Offers correct as of 20 September 2019 and are subject to change or withdrawal. Offer ends 30 September 2019 unless extended. For full terms and conditions click here.

New Orleans return



Pictured: Nassau Harbour Lighthouse

DISNEY Cruise Line has revealed it will return to the Port of New Orleans in 2021, offering a range of voyages to destinations such as the Caribbean and Mexico between Jan and Mar.

Sailings will include four-, five- and seven-night departures visiting ports such as Nassau

and Key West in the Caribbean, Cozumel, Puerto Vallarta and Cabo San Lucas in Mexico; as well as Georgetown, Grand Cayman; and Cartagena, Columbia.

The cruise line's seven-night New Orleans to the Bahamas sailings will all feature stops at its private island Castaway Cay.



HAPAG-LLOYD Cruises has named professional yacht skipper Laura Dekker (**pictured**) as the godmother for its upcoming vessel, *HANSEATIC inspiration*.

Dekker will formally name the ship at a ceremony in Hamburg Germany on 11 Oct, an event that will see attendees view the milestone moment live from the water on board Zodiacs.

The line's CEO Karl Pojer said Dekker was chosen because of her adventurous spirit which embodies the sentiment the ship will offer guests.

"Laura Dekker is the perfect godmother for our new, international, expedition ship," he said.

"With her enthusiasm for nature, her spirit of adventure

and her love of the sea, she represents the very essence of expedition cruises," Pojer added.

Reflecting on her own appointment, Dekker said "I want to pass this spirit on to young people through my sailing project and motivate...them".

"I have sailed more than 50,000 nautical miles and I am continuing to clock up more. I am a motivational speaker, author, world traveller, professional yacht skipper and am still chasing my dreams," she added.

The 230-passenger *HANSEATIC inspiration* is an advanced PC6 ice class vessel which is fitted with the latest environmental technology such as cold ironing and an SCR catalytic converter, and will house 175 crew.



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Seeing polar bears is only the start on a cruise to the Arctic. Read more in the September issue of *travelBulletin*.

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Grandiosa green

MSC Cruises has revealed its highly anticipated ship *Grandiosa* will boast a range of advanced environmental technologies when she officially launches on 31 Oct.

The vessel will mark the debut of the modern tech for the cruise line, including selective catalytic reduction, which reduces nitrogen oxide through active emission control by 90%, as well as an advanced wastewater treatment system.

Other green features include better fuel consumption (28% less than Fantasia Class ships), and shore-to-ship power.

Grandiosa is the fifth new ship to enter service for the cruise line over the last 30 months, part of plans to build 17 innovative and environmentally-sound cruise ships between 2017 and 2027.

5-SKIES the limit on Princess

PRINCESS Cruises has announced the upcoming debut of *5-SKIES* on board *Sky Princess* and *Enchanted Princess*, a new "gamer" production featuring a combination of acrobatics, and advanced digital effects.

The new show will see guests enter a virtual reality game where the main character, Gamer 1, tries to complete a series of challenging video game levels.

"Our team of creators and collaborators have once again pushed the boundaries of theatrical entertainment design at sea and *5-SKIES* will take our guests on a musical journey through a digital universe of spectacle, sight and sound," said Princess Cruises Vice President of Entertainment Experience Denise Saviss.

"Our dedicated team is passionate about connecting new experiences to our guests and



with the advance of technology and spectacular visual effects, *5-SKIES* will surely wow our audiences," she added.

The new tech-savvy show will commence on board *Sky Princess* from Nov and is directed by noted Choreographer Danny Teeson.



WEDDINGS can be a logistical nightmare, so how about calling upon a chartered cruise ship to ease your concerns?

Well, that's exactly what restaurateur Damon DeSantis and his wife did recently, telling *CNBC* they spent US\$1.6 million on hiring *Crystal Esprit* for a week-long voyage of the Mediterranean to celebrate their big day at sea.

Before some of you say to yourselves, 'wow, that bill's a bit steep', according to DeSantis, he employed *Crystal Cruises* in order to SAVE some cash.

"I saved a few hundred thousand dollars by chartering *Esprit* rather than flying guests on commercial flights and hiring private yachts," he claimed.



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NCL plastics plan

NORWEGIAN Cruise Line (NCL) has announced it will eliminate all single-use plastic bottles on board its ships by 01 Jan 2020.

The cruise line has partnered with JUST Goods, founded by American actor, rapper, and visionary Jaden Smith, to instead use a plant-based carton for water on its vessels.

"It is imperative that we take meaningful steps to preserve our oceans and the destinations we visit. Partnering with JUST is one of my proudest moments," said NCL CEO Andy Stuart.

The line said the deal would see it eliminate more than six million single-use items from its operations annually.

FACE-2-FACE: Mark Kinchley

Regional Manager New Zealand
RCL Cruises New Zealand.



1. What is the favourite part of your job?

The job is very varied and as such every day is different with new challenges. Working with our trade partners is special and they continue to be an absolutely integral part of our business strategy.

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

The challenge. The company was looking to open an office in New Zealand and I had taken a short break from travel and was ready for the next challenge of building our brands here. To me, there was so much potential in the region which really excited me.

3. What is the biggest challenge facing the industry?

For us right now it is the loss of Peter McCormack. Peter has played a huge part in the growth of our brands in New Zealand, and is dare I say it loved by the New Zealand cruise community. Peter retired at the end of Jul and he will be sorely missed by everyone in New Zealand.

4. Advice for up-and-comers?

As an industry we are constantly evolving so my advice is to always keep moving forward. I have worked in the industry 38 years and every

day I look to learn something new. Always act with integrity, dignity and respect those you work with and for.

5. What was your best fam?

Sailing on Celebrity Cruises' newest ship *Celebrity Edge* last Dec. I have never seen a ship like her and she's proving to be hugely popular with Kiwis. *Edge* is truly spectacular, sophisticated and in my opinion is unrivalled when it comes to a modern luxury holiday. I would sail on her tomorrow but have to work.

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

By spending as much time as I can with my family. I enjoy hanging out with them, going to the gym & swimming at our local beach in the summer.

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

I think we're in a very innovative industry with a bright future. There's an appetite for ships focused on specific cruising demands such as eco-tourism, resort ships, contemporary design & luxury.

8. When not at work, how do you spend your time?

I do have several writing projects which, like many, do not get enough time spent on them - but one day!

Cruisewatch dosh

CRUISEWATCH, an online platform that informs consumers of the best time to book a cruise, has raised \$1 million to enhance its AI-based prediction engine.

The company will also partner with scientists on a new AI research project.

Cruisewatch has amassed more 100 million data points over the past three years.

Cruise Calendar

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

SYDNEY

<i>Majestic Princess</i>	30 Sep
<i>Pacific Explorer</i>	30 Sep
<i>Sea Princess</i>	03 Oct
<i>Pacific Explorer</i>	04 Oct
<i>Carnival Spirit</i>	06 Oct

BRISBANE

<i>Pacific Dawn</i>	01 Oct
<i>Sea Princess</i>	05 Oct
<i>Pacific Dawn</i>	05 Oct
<i>Pacific Aria</i>	06 Oct

DARWIN

<i>Coral Discoverer</i>	03 Oct
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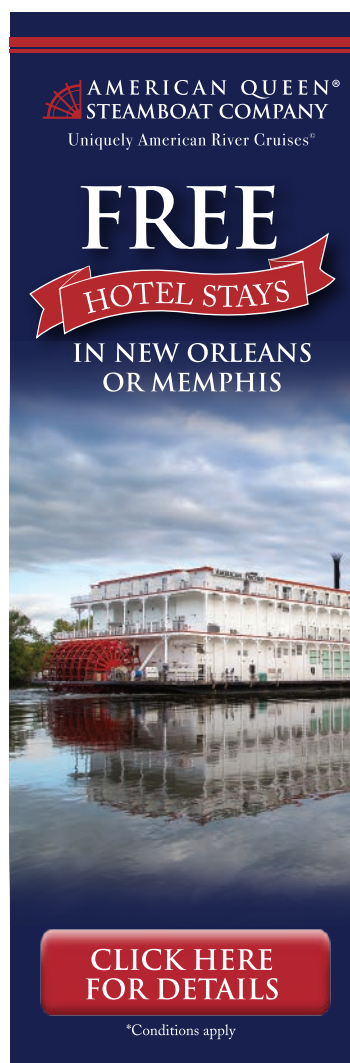
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- Economy airfare to London, return from Vancouver
- 4 star accommodation in London, New York & Vancouver
- 7 night Northern Europe cruise onboard *Queen Victoria*
- 7 night Transatlantic cruise onboard *Queen Mary 2*
- 10 night Alaska cruise onboard *Queen Elizabeth*
- 5 Day/4 Night First Passage to the West Excursion with Rocky Mountaineer

\$13,659 inside stateroom (Cat IF)
per person twin share



MEDITERRANEAN ODYSSEY

Departure date 1 August 2020

24 Night Fly, Cruise & Stay package

- Return economy airfare to Rome
- Transfers throughout
- 3 nights 4-star accommodation in Rome with breakfast+
- Rome in One Day Tour^{^^}
- 21 night Mediterranean cruise onboard *Enchanted Princess*
- Main meals~ & entertainment onboard

\$8,699 inside stateroom (Cat IE)
per person twin share



Onboard Credit & Reduced Deposits[^]



A TASTE OF THE SOUTH SEAS

Departure date 1 March 2020

17 Night Fly, Cruise & Stay package

- Economy airfare to Auckland, return from Papeete
- Transfers throughout
- 2 nights 4-star accommodation in Auckland
- Auckland Express Tour
- 14 night South Pacific cruise onboard *Maasdam*
- 1 night 5-star accommodation in Papeete+

\$5,199 oceanview stateroom (Cat DA)
per person twin share



Reduced Deposits & Onboard Savings Booklet[^]



To book any of these packages call Seven Oceans Cruising
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*Terms & conditions apply. Offers expire 7th Oct
(except A taste of the South Seas which expires
6th Oct).