



### Cruise Weekly today

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

### Ship slowdown

**MAJOR** European shipbuilder Meyer Turku is laying off 450 workers, and has announced it will stick to manufacturing one large ship per year rather than increasing to two.

The report came alongside declarations of a 2019 loss of €109.7 million, attributed to the delay of *Costa Smeralda* - a swing from a €29 million profit made last year.

However, net sales were €1,141.8 million, up from €967 million the year before.

"We are facing the fact that the corona-caused pause in cruising requires stretching the orderbook," Meyer Turku said.

## At last - a positive cruising story!

**THERE** appears to have been a shift in the staunch anti-cruise sentiment among mainstream media, with Channel 7's *Sunrise* program this morning featuring an upbeat assessment of the prospects for the industry.

The show's consumer reporter Shaun White spoke to Barry Downs from Bicton Travel in WA (pictured) as well as an avid cruiser referred to by Kathy Pavlidis of Travel Associates Kew.

**Cruise Weekly's** Bruce Piper also appeared in the segment, which was a stark contrast to other recent relentless negative coverage of COVID-19 in connection with cruising.

Downs, who has also recently launched a new cruising podcast (**CW** 20 Apr), highlighted the potential for a staggered return of cruise ships, as well as the possibility of regional deployments as the industry



restarts post-coronavirus.

He also highlighted that while fares may decline to stimulate demand, in the long term the additional costs of dealing with the virus could increase prices.

Other issues canvassed included increased screening measures and even more stringent on-board hygiene initiatives.

The report mentioned ongoing

demand for cruising, even in 2020, and the industry's "loyal fan base" which is keen to book as soon as there is more confidence in the market.

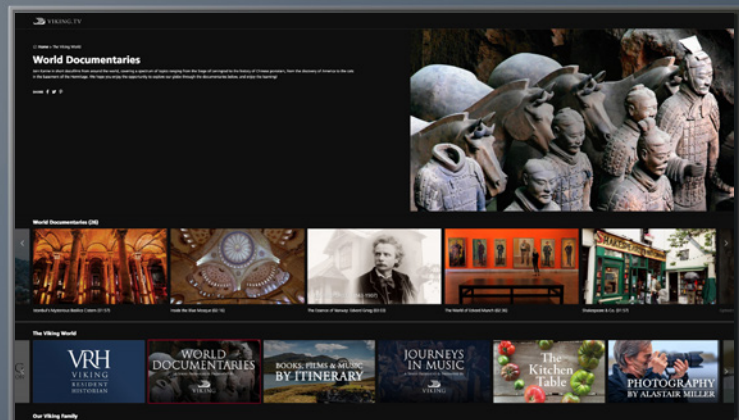
However new-to-cruise customers are likely to be slower to respond - unlike the Travel Associates client Deborah Wyer, who said she would "definitely cruise again".

## EXPLORE THE WORLD VIRTUALLY WITH VIKING.TV

We've been busy using the time in self-isolation to create and launch our brand new digital destination, *Viking.TV*.

It's a way for us to unite our community and inspire our culturally curious guests from their own homes, until we are able to explore the world together again.

It's also a great tool for you, our trade partner, to see all that's happening in the world of Viking through inspiring, informative and enriching content in one location.



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**MANY** of us feel as if isolation is making us crazy - probably a thought shared by the people of Mount Maunganui in New Zealand when they saw this. A cruise ship off the town's coast appeared to be hovering above the ocean, thanks to this incredible optical illusion.

Of course, it's just a mirage - the bending of light rays - but sometimes mirages can be confused for hallucinations. Maybe we are going crazy.



## Niagara prices falling



**SEE** Niagara Falls by cruise ship with Victory Cruise Lines, with those booking a cruise in the region in 2021 by 30 Jun now being offered savings of up to US\$2,000 per couple.

Victory will have 26 cruises visiting the Great Lakes and Niagara Falls between Apr and Nov 2021, with all itineraries

currently encompassed in this earlybird special.

Prices begin from US\$4,481 per person twin share, and guests can save up to US\$2,000 per couple if booked before the cutoff date.

To book, travel agents can get in touch with Cruise Traveller on 1800 507 777.

**Pictured:** *Victory I.*



### My Favourite Things

**TIMES** have been challenging for the cruise sector so it's important to recognise some of the highlights. At the risk of sounding all Julie Andrews, here are a few of my recent favourite things:

- Captain Morten Hansen of the *Artania* recording a heartfelt video to thank the people of Fremantle and Perth.
- The amazing work by community members in Wollongong who pulled together 1,200 care packages for the crew on the *Ruby Princess* including chips, fruit, Tim Tams, Vegemite along with personal notes and children's drawings.
- The crew returning that generosity of spirit and gathering on the deck nightly to clap for the Illawarra community then collecting money for Wollongong Emergency Housing. Princess Cruises also donated \$50,000 to the Mission to Seafarers in Port Kembla.
- The support from our members in Brisbane and Gladstone to make crew packs and to farewell and thank cruise line crews as they left port.
- Australian Reef Pilots for their part in safely navigating ships through QLD.
- Our destination and tour operator members who are taking this time to plan for the cruise sector's recovery as they look forward to welcoming passengers and crew back to their cities and regions.

## BPCL to resume

**BAHAMAS** Paradise Cruise Line (BPCL) will become one of the first cruise lines to resume sailing when it does so 13 Jun.

Sailings will restart onboard *Grand Celebration* on 13 Jun and onboard *Grand Classica* 10 Jul.

"We are utilizing this time to ensure that we are ready for our guests once we resume cruising," said Bahamas Paradise Cruise Line Chief Executive Oneil Khosa.

"Travellers will be seeking a quick and safe getaway once leisure travel fully restores, and we look forward to welcoming them onboard for a unique, short cruise getaway to paradise."

## Quark's new Polar Learning Channel

**QUARK** Expeditions has launched a new Polar Learning Channel, helping both travel agents and consumers learn about the polar regions.

No logins are needed, with the platform updated on a weekly basis with new videos, colouring in competitions, information, interviews, and two webinars each week - one for adults, and another which is family-friendly.

To celebrate the introduction of the Polar Learning Channel, Quark is running a colouring-in competition open to anyone in Australia and New Zealand.

Travel agents are welcome to share the competition with their client base, and are encouraged to share it via social media.

Colour in either the penguin or polar bears, with the colouring-in sheet found on the Polar Learning Centre website, and send to [sarah.arane@quarkexpeditions.com](mailto:sarah.arane@quarkexpeditions.com) by 5pm 04 May, enclosing your name, age, and state/country.

There will be both under-16 and over-16 categories, with three vouchers given away per category, and winners scoring a \$50 EFTPOS gift card.

Access the Polar Learning Channel **HERE**.