

### Cruise Weekly today

**Cruise Weekly** today features three pages of cruise news, including an exclusive opinion piece from CLIA Chairman Sture Myrmell on **page 2**.

## Diamond Princess leaves Japan

**PRINCESS** Cruises has confirmed *Diamond Princess* is en route to Malaysia, after being docked in Japan since early Feb, when it was among the first epicentres for the COVID-19 outbreak.

Efforts by Japanese authorities to contain the infection included quarantining the 3,700 passengers and crew for two weeks, but ultimately 712 of those on board - about 20% - tested positive to COVID-19, and 13 died.

*Diamond* has been in Yokohama until now, with crew replacing all mattresses, linen and room ornaments as part of a sanitation and refurbishment project.

About 170 employees are currently on board the ship bound for Port Dickson in Malaysia, "to finalise crew repatriation efforts and remain until operations begin," according to a Princess spokesperson.

Currently *Diamond Princess* departures are suspended through until early Oct.

## Silversea preps for "cruise bubble"

**SILVERSEA** Cruises is working behind the scenes to ensure *Silver Explorer* and *Silver Muse* (pictured) are able to return to local waters this year, in hopes the governments of Australia and New Zealand will include cruising in any proposed "travel bubble".

Last night the cruise line conducted a global teleconference to update the industry on its current status and future plans, with the company's outgoing Managing Director Australasia Adam Armstrong detailing his "quiet optimism" about the bubble.

"We have got two ships coming to Australia and New Zealand at the back end of this year; *Silver Muse*, our flagship and the expedition ship *Silver Explorer*.

"They're ideally sized ships to get into all the ports of call around Australia and New Zealand, so if the bubble is expanded to include cruise - the Government is only currently considering air - we've got two ships ready and waiting, ready to go," Armstrong said.

During the online session Silversea Chief Executive Officer Roberto Martinoli and the company's Chief Marketing Officer, Barbara Muckermann, detailed the success of recent promotions including Silversea's first ever reduced deposit offering which had turned the "deluge of refunds" back into positive



territory for new bookings.

However Armstrong also confirmed the impact that negative mainstream media coverage of cruising in Australia and New Zealand had on the company's local business.

"When you look at our resurgence in the last few weeks at Silversea, we're a bit behind the booking curve in some of the other markets in Europe and the USA," he said.

Nevertheless things have improved and "we're starting to get some green shoots, some early signs of bookings," in particular demand from members of Silversea's Venetian Society

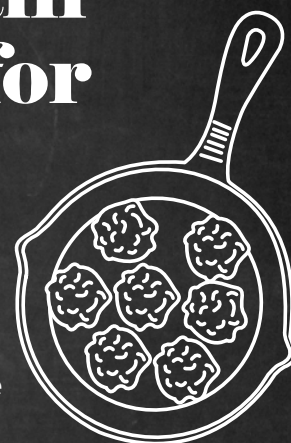
loyalty program whose new reservations - rather than using credits or deferrals from this year - are comprising about two thirds of the company's local bookings.

Armstrong also noted the hard work being undertaken on new health and safety protocols, both within Silversea and across the wider industry.

"I think it's very important for us in Australia and New Zealand that once we've agreed what [the new protocols] are at a brand level and at an industry level, to be very open and transparent about them, because it's only when we reveal those that the public will have more faith in cruising."

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# Myrmell steps down as CLIA Chair

## OPINION

Sture Myrmell is President of Carnival Australia and P&O Cruises Australia.



He has penned this exclusive column for **Cruise Weekly** today as he finishes his two year term as Chairman of CLIA Australasia.

AS I reach the end of my term as CLIA Australasia Chairman, CLIA's role in supporting the cruise industry and advocating on behalf of our wider community has never been more important, and this focus will be critical in the months and years ahead.

No matter how we face the future and the challenges it presents, it has been a privilege to chair CLIA Australasia through these past two significant years.

We have only recently capped off an important decade for cruising, marked by sustained

growth, enormous product innovation, major advances in environmental technology and enduring passion among guests.

Perhaps this period's most significant measure is contained in CLIA's annual *Australian Economic Impact Report* for 2018-19, which showed a record total economic contribution of \$5.2 billion nationally; passenger spending alone totalled \$1.4 billion, while cruise line spending – on everything from port fees and administration through to local food and beverage suppliers – reached \$1.1 billion.

More than 18,000 jobs are supported by the local cruise industry, disproving any claim that our industry doesn't contribute or have an integral place within the Australian community.

These facts will provide vital proof of our industry's importance as we stand up for

our interests in the future.

While cruise operations are suspended, we are using this time to define the new landscape we will work within and make sure we are ready when the time comes to sail again.

Together with CLIA, cruise lines are creating a new health framework to uphold the safety of guests and prepare for future operations in the wake of COVID-19.

The challenges before us are considerable, but our goal is to ensure we learn as much as possible from these unprecedented events, exceed community expectations, and ensure transparency in our response.

It has been a pleasure to serve as Chairman of CLIA Australasia and I look forward to a continuing role on CLIA's Executive Committee as we restore confidence in an industry we've all worked so hard to develop.

## Silver Origin close to delivery

**DUTCH** shipyard De Hoop has forged onward through the COVID-19 crisis and is now putting the finishing touches on *Silver Origin*, Silversea Cruises' newest expedition ship which will be dedicated to cruising in the Galapagos.

Despite a national lockdown in the Netherlands, about 200 De Hoop workers opted to continue working while being accommodated in a dedicated residential facility in Lobith, the relatively remote location where De Hoop is situated.

Extensive hygiene and distancing procedures were implemented to allow work to continue, culminating in sea trials held late last month.

Silversea CEO Roberto Martinoli said the efforts of De Hoop "represent the resilience of European industry".

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## Catch up on the news of the week

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**A WHALE** calf trapped in shark nets off Burleigh, Qld yesterday was freed by a man in dinghy.

Much akin to the story of Androcles, with no official help in sight, the man approached the giant beast, leapt from his boat, and used his knife to free the bub's fin from the net, which was cutting into its flesh.

Agriculture and Fisheries was supposedly deployed for the rescue mission, but took over two hours to respond.

For embarrassing the state's incompetence, the man now faces a fine for "interfering with shark nets".

## Concerns, mon

**JAMAICA** is in a standoff with Royal Caribbean International (RCI), with Prime Minister Andrew Holness saying there would be a "serious" breach of good faith if *Adventure of the Seas* sailed to the country without notice or approval.

The ship has 1,044 workers aboard, and is due to arrive in Falmouth on Mon, and has announced disembarkation to be on or around Sat.

Although crew members on board would've completed quarantine by then, Holness is maintaining that up to this point, no date for arrival has been agreed upon, and that he had not been notified of RCI's intentions.

## Windstar cancels local sailings

**WINDSTAR** Cruises has today announced the cancellation of its highly anticipated *Star Breeze* deployment in Australia and New Zealand (**TD** 10 Jul 2019), with the company citing shipyard delays in Italy related to the COVID-19 pandemic.

*Breeze* had been slated to cruise down under this year fresh from a major makeover, which includes a lengthening to accommodate the addition of 50 new suites, expanded dining options and new public areas including a pool.

The upgrade, part of Windstar's US\$250 million Star Plus initiative, also includes an engine replacement.

For its local cruises the ship was set to be fitted out for Windstar's "Signature Expeditions" product offering, including kayaks, Zodiac excursions and on-board expedition leaders, with a planned deployment from Nov through to Feb.

However, coronavirus has terminated the plans, with Windstar also today extending the deferral of its global cruising resumption, redeploying *Breeze* to cruise the Mediterranean from 27 Oct, before moving to the Caribbean in Dec to pick up sailings from *Star Legend* and *Star Pride*, which are also being delayed by shipyard issues in Italy.

Despite being initially set to resume in Jul, Windstar will gradually phase in operations from 03 Sep when the 148-passenger *Wind Spirit* will resume sailings in Tahiti, followed by *Breeze*.

*Wind Surf* will resume cruising on 29 Nov in the Caribbean, followed by *Wind Star* which will



return to service on 16 Jan with a series of Costa Rica and Panama Canal voyages.

*Star Legend* will commence sailing in the Mediterranean on 01 Mar, while *Star Pride* is now scheduled for an 05 Jul 2021 debut in northern Europe.

Windstar Chief Executive Officer Andrew Todd (**pictured**), who also leads parent company Xanterra, said "we have taken extraordinary measures to operate our yachts safely."

"While we look forward to welcoming guests aboard again, we believe this further suspension of operations is the responsible action to take."

Guests on cancelled cruises will receive a future cruise credit valued at 125% of all monies paid on the booking to Windstar, valid for 24 months.

As confirmed earlier this month (**CW** 11 May), Windstar will also protect travel agent commissions on the affected bookings, the company said.



## CLIA UPDATE

with Joel Katz  
MD, CLIA Australasia

### Agents seize education

**EDUCATION** has always been a top priority for CLIA, and as our industry confronts challenging times it is more important than ever. So having just unveiled our new Members Hub and online learning platform, we're delighted in the response from travel agent members who have seized the opportunity with enthusiasm.

In the few weeks since its launch, almost 250 certificates have been issued to agents who completed courses through the new Hub. That shows a fantastic level of engagement.

On top of that, around 60 agents have already completed our new Cruise Champion course, which addresses many of the misperceptions that affect cruising and enables agents to respond to some of the issues that clients raise.

We will support this further in the future as we create new resources on issues like the cruise industry's planned measures to address COVID-19.

Meanwhile, CLIA Australasia holds its AGM today, so I'd like to thank our Executive Committee members for all the work they've put in to strengthen our organisation and our industry. In particular, I'd like to thank our outgoing Chairman, Sture Myrmell, whose leadership has been invaluable over the past two years.



#### EDITORIAL

Editor in Chief and Publisher – Bruce Piper

Contributors – Adam Bishop,  
Jasmine Hanna, 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  
[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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