



Creative launches cruise consortium

CREATIVE Cruising's new Cruise Spirit membership group (**CW** breaking news) will introduce a new cruise-focused option for independent travel agencies, with the new offshoot promising to work closely with cruise suppliers "to negotiate and deliver the very best deals for members".

With the move announced this morning, Creative Cruising is posing a clear challenge to the long-established Cruiseco travel agency consortium which was created two decades ago by Phil Hoffmann and Kevin Dale, and was led by Steve Lloyd.

Creative Cruising General Manager Caroline Hitchen (**pictured**) said the new organisation would be developed in collaboration with Cruise Spirit's travel agency partners to deliver benefits relevant to their business models.

"A membership group shaped



by its travel agency members - this is the essence of Cruise Spirit," she promised.

The new group's members will be able to access curated cruise packages with handpicked inclusions, along with dedicated sales and marketing support and priority communication channels.

"Members will have access to market-leading cruise technology platforms, and all travel agency partners will receive their own branded online cruise booking



website," Hitchen said.

The consortium will welcome agents from both Australia and New Zealand, with Aussie agencies able to find out more from Lara Anderson on lara.anderson@creativecruising.com.au, and NZ agencies invited to contact Kylie Crouch on kylie.crouch@creativecruising.co.nz.

While expressions of interest in the new group are now open, it's expected Cruise Spirit will formally launch in early 2021.

Uniworld 2022 out

IN RESPONSE to strong demand, Uniworld Cruises has launched its 2022 program earlier than anticipated.

With highlights including the Rhine, and the wine regions of Bordeaux, the season features a wide range of popular voyages down the rivers of Asia, Egypt and Europe.

Guests can now take advantage of a number of special offers available, including a 10% early payment discount on all 2022 cruises when guests pay in full within three days of booking, and the Picture Perfect Promotion, where guests can save up to \$1,500 per person on select European cruises.

Cruise Weekly today

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

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HAL groups

HOLLAND America Line (HAL) is supporting future group bookings with a Group Advantage Program for travel advisors.

Offering amenities and benefits on cruises through 2022, groups will have more than 30 customisable items to choose from to offer enhanced value when booking an Alaska Land+Sea journey through a travel advisor.

There are Group Advantage Program packages that cater to weddings and family reunions, with HAL tailoring each group program.

Groups also receive amenities based on points, established by the cruise destination, departure date and length.

For more on the Group Advantage Program, [CLICK HERE](#).

Take a look at me



AMERICAN Cruise Lines has unveiled the interior concepts of its new modern riverboats (**pictured and inset**) (*CW* 27 Feb).

More than 10 images have been released showcasing the inside spaces of its new class of riverboats, with American saying it represented the biggest change

in its interior design history.

American partnered with Studio DADO on the designs, saying the new class was the biggest step forward it had ever undertaken.

[CLICK HERE](#) to view the renders, and [CLICK HERE](#) to view a virtual tour of the riverboats.

Viking out till Feb

VIKING overnight extended its global suspension of cruise operations through until 31 Jan 2021.

A letter to customers in Australia and New Zealand from local Managing Director Michelle Black also confirmed the cancellation of additional sailings further into 2021 because of "regional complexities".

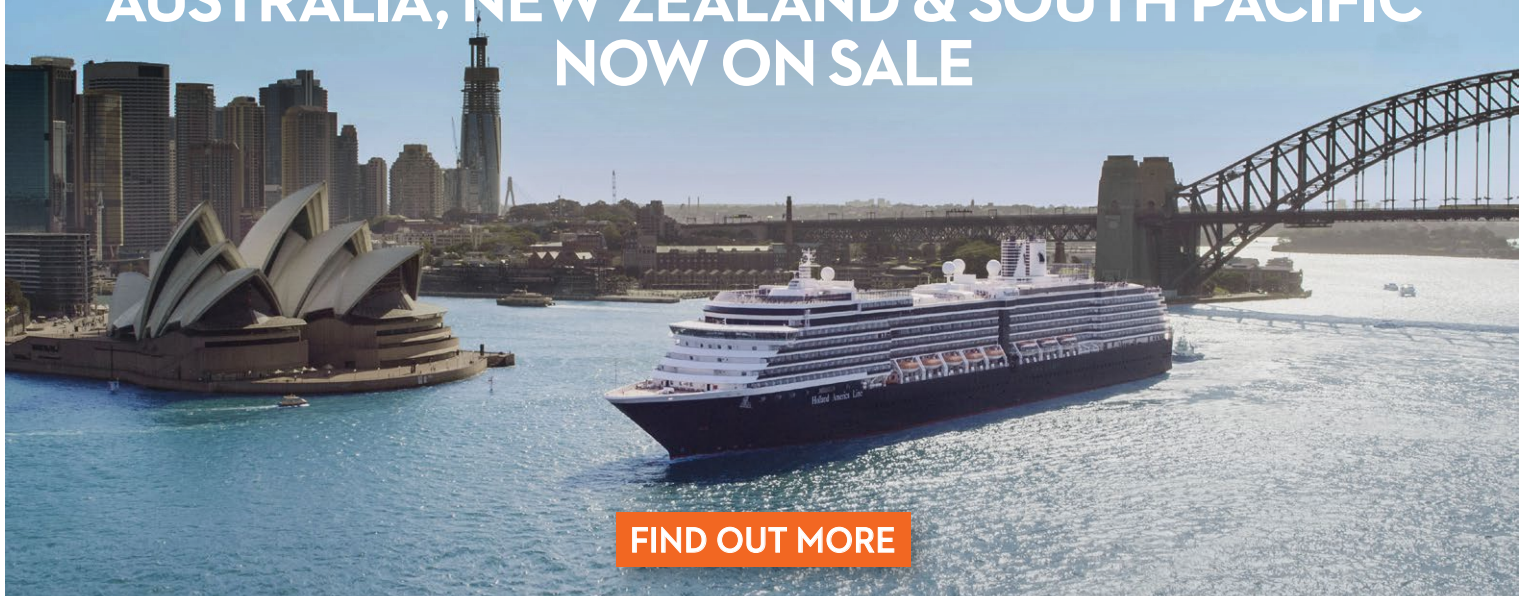
However Viking is continuing to see strong demand, with its 136-day *Viking Star* World Cruise for 2021/22 selling out in record time, with Black citing a "positive uplift in bookings for 2022 and 2023 across our river, ocean and expedition portfolios".

She said there was a strong trend to longer itineraries, with huge demand for available capacity once international travel is open.



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PORTHOLE

P&O Cruises UK is launching the world's first gin distillery at sea aboard *Iona*, where it will produce its own "sea-inspired" gin Marabelle.

The alcohol will be produced in partnership with United Kingdom-based Salcombe Distilling Co.

According to P&O President Paul Ludlow, Marabelle means "star of the sea".

He said the distillery will be "one of the stand-out star attractions on our new ship", as a part of Anderson's Bar and Library.

Two gin masterclasses will also be available on *Iona*, one aimed at theory with a tasting session at the end, and the other allowing guests to make their own Marabelle Gin under the tutelage of an expert.

Silversea adds shorex, air



SILVERSEA Cruises is adding complimentary shore excursions and roundtrip Economy class flights to its offering, for all voyages in the new 2022/23 Silversea program set to launch shortly.

Travellers will enjoy at least one free shore excursion in every port of call, right across the line's 10-strong fleet.

Economy air is included in fares, with Business upgrades available to select destinations and air credits on offer instead if desired.

Silversea Chief Executive Officer Roberto Martinoli said the collection of voyages departing between Mar 2022 and May 2023 would be Silversea's largest ever itinerary release, with a total

of 315 voyages calling in 669 destinations in 114 countries, including 61 maiden calls.

As well as the included shore excursions, passengers will be able to purchase bespoke "Silversea Selected" excursions from 180 days before sailing.

Venetian Society members can reserve experiences from as early as 210 days before departure.

Heritage says nyet to coronavirus

HERITAGE Expeditions' Russian crew for flagship *Professor Khromov* is coronavirus-free.

All 22 crew members returned negative coronavirus tests Wed morning, and have been given clearance by the Ministry of Health NZ to disembark ahead of Heritage's upcoming Southern Ocean season (**CW** 10 Nov), having been on *Professor Khromov* for 45 days.

Work will now begin on preparing *Professor Khromov* for the Kiwis-only season, after the ship christened the Port of Lyttelton's new cruise ship berth earlier this week (**CW** 17 Nov).

Adv World + Hurti

ADVENTURE World Travel is offering an all-inclusive Antarctica deal in partnership with Hurtigruten.

The 14-day Highlights of the Frozen Continent itinerary will see guests enjoy free return airfares from Australia to South America, €300 onboard credit, a free Buenos Aires walking tour & traditional Tango show with dinner, and three nights of accommodation.

CLICK HERE for more information.

Christmas cruise

CAPTAIN Cook Cruises is hosting a *Murray Princess* Christmas cruise.

The seven-night Renmark to Mannum itinerary departs 23 Dec, and includes Christmas-themed activities, festivities and carols, a traditional South Australian Christmas Day lunch and a Xmas beach party on the banks of the river.

Call 1300 729 938 for more.



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