



CLIA Rewards program announced

BONUSES will be made available for travel agents in Cruise Lines International Association (CLIA) Australasia's new Rewards Program, with the initiative aiming to encourage consultants to renew with CLIA by providing significantly more value than the cost of membership.

With a combined indicative value of over \$1,500, the 2021 CLIA Australasia Travel Agent Rewards Program will allow travel partners to receive exclusive benefits when making eligible bookings with participating CLIA cruise lines throughout next year.

The new scheme involves an initial 21 CLIA members and will be available to all Australian and New Zealand travel agents who join CLIA or renew their membership for 2021.

Initial participants will include Aurora, Azamara, Celebrity, Celestyal, Crystal, Cunard, Dream,

Holland America, Norwegian, Paul Gauguin, P&O Australia, Ponant, Princess, Riviera, RCI, Seabourn, Scenic, Silversea, Uniworld, Virgin and Windstar.

CLIA Managing Director Australasia Joel Katz said the program had been designed to offer additional benefits to members during challenging times, and provide a generous return on their 2021 membership.

"The new bonus commission and rewards available in 2021 can repay the cost of CLIA membership many times over," Katz said.

"This is a significant and tangible benefit from CLIA cruise lines and creates a clear advantage for those who support their professional success with CLIA membership."

Rewards will be offered on eligible bookings made with participating CLIA cruise lines

throughout the entire year, and will be paid either as extra commission, a rebate, or a gift card, depending on the line.

Katz said CLIA was keenly aware of the impact of the global pandemic on travel agents.

"Together with all our existing member benefits including our education programs, events and certification program, this additional 2021 benefit will ensure CLIA agents are rewarded as our industry moves into recovery," he said.

Accessible from 01 Jan 2021, the new CLIA Australasia Travel Agent Rewards Program will be available once payment for 2021 CLIA Membership has been processed, with further details to be provided ahead of the launch of the program.

Individual travel agent membership of CLIA costs \$150 per year plus GST.

Hurti season off

HURTIGRUTEN overnight confirmed it would not operate its planned 2020/21 Antarctica season.

An update posted on the company's website by CEO Daniel Skjeldam said ongoing travel restrictions and port closures mean the "situation is still fluid...there are still major hurdles to be overcome."

"As of now they do not show much promise to be resolved in time to explore Antarctica under our strict health and safety standards in the coming months," he said.

The pause applies to Hurtigruten Antarctica trips departing Oct 2020-Mar 2021.

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Celebrity commits to the trade

CELEBRITY Cruises has launched a new partner support site, pledging its commitment to the region's travel agents.

The portal is designed specifically for the Australasian market, and will house tools and resources to help agents learn about, promote, and sell the Celebrity brand.

"We're committed to rebuilding the industry alongside our partners and are so excited for agents to add this tool to their arsenal," said Sales Director ANZ Cameron Mannix.

"Having been purpose-built to increase selling opportunities and help agents navigate their business recovery, the site reflects our commitment to investing in real tools and real solutions to support our partners."

The launch of the site comes as part of a wider, formal recognition of Celebrity's commitment to the region's travel agent community.

The Celebrity Commitment was introduced yesterday by the



cruise line's President & Chief Executive Officer Lisa Lutoff-Perlo in a video announcement, which can be viewed [HERE](#), while the new trade portal can be accessed [HERE](#).

MEANWHILE, *Celebrity Apex* was welcomed into the cruise line's fleet Wed with a first-ever family reunion at sea.

Helmed by Captain Dimitrios Kafetzis, *Celebrity Apex* sailed

into Bahamian waters after completing a 12-day transatlantic crossing that began at the Chantiers de l'Atlantique shipyard in Saint-Nazaire.

Celebrity Edge, *Celebrity Equinox*, *Celebrity Reflection*, *Celebrity Silhouette* and *Celebrity Summit* also attended the "welcome to fleet", hazing the new arrival with a water salute ([pictured](#)).

Carnival hack

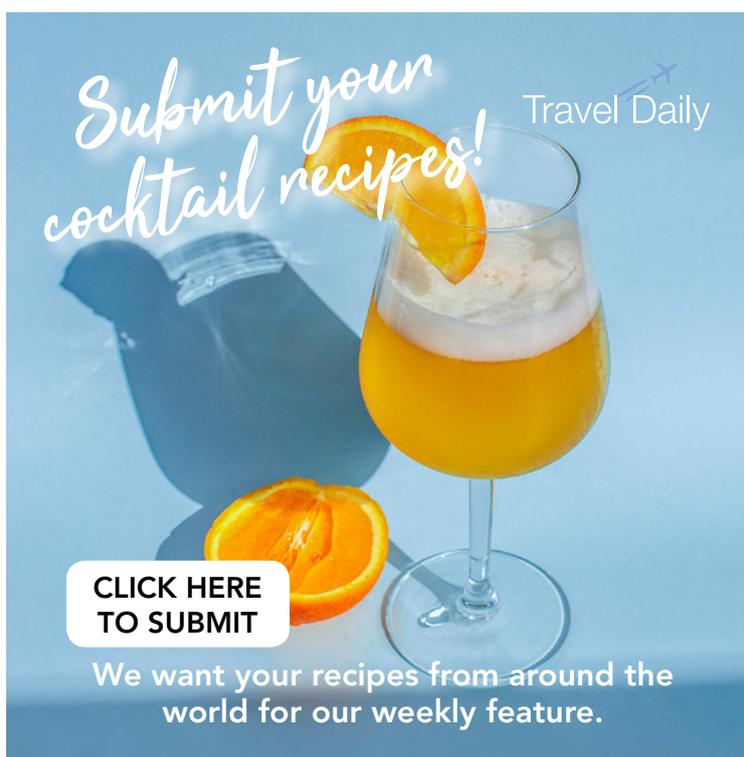
THREE Carnival Corporation brands were impacted in a recent cyberattack on the company, it has announced ([CW 18 Aug](#)).

The hack saw invaders access personal information of guests, employees and crew members of Carnival Cruise Line, Holland America Line and Seabourn Cruise Line, as well as the company's casino operations.

However Carnival maintains there is a "low likelihood of the data being misused", and said it is still investigating.

Carnival also retained a major cybersecurity firm and notified law enforcement and various regulators, as it works to identify those whose personal information may have been compromised.

Those affected will be contacted within the next 30 to 60 days, with Carnival Corporation also posting notices on each of the brands' websites, and setting up a dedicated call centre to address customer concerns.



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P&O sings its final *Aria*

THE departure of *Pacific Aria* from the P&O Cruises Australia fleet will be brought forward ([CW breaking news](#)), after the line found a buyer for the ship during the pause in operations.

It had been announced previously the 1,260-guest *Pacific Aria* would leave the fleet next Apr ([CW 26 Nov 2019](#)), but following the purchase, reportedly by ferry company Seajets, the departure will be as soon as next month.

Guests who were booked on *Pacific Aria* from 18 Dec can access a refund, or can receive bonus onboard credit if they opt for a future cruise credit.

Passengers on select cruises

can also move their booking to the same time next year.

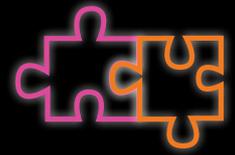
The news follows the recent announcement of *Pacific Dawn's* departure from the fleet ([CW 29 Sep](#)), with P&O Cruises Australia President Sture Myrmell paying credit to the ship.

"*Aria* might have been with us for just five years but she is no less prominent in our affection and respect for her contribution to P&O and cruising," he said.

"Our guests fell in love with *Pacific Aria's* modern interior design as she set the benchmark for the evolution of the brand creating a path for the introduction of *Pacific Explorer* two years later," Myrmell added.

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A LARGE World War II-era bomb has exploded in a Polish River as navy demolition experts attempted to defuse it.

At 5.4 metric tonnes, it was the largest bomb from the era ever discovered in Poland, and was found last year during a dredging project in the Piast Canal.

Polish navy officials say about 750 residents from around the area were evacuated earlier in the week as the demolition crew began the process of defusing the bomb.

They were working remotely, meaning no-one was injured during the blast.

Azamara ramps up Aus

AZAMARA has expanded its local sales team, to help support a "key market" for the cruise line.

The brand was previously locally served by Regional Sales Manager Belle Osmic, but a team of four will now provide "more in-market support".

Two new Business Development Managers, Jessica Marsh and Kristina Sambaher, will serve Victoria and New South Wales respectively, while Natalie Bax, who previously served as Royal Caribbean Group Trade Marketing Manager, has joined as a Business Development Coordinator.

The appointments come following the naming of a new International Managing Director for the cruise line, Patrice Willoughby, who joined at the beginning of the year.

MEANWHILE, Azamara also recently announced it will set sail again in the 2021 European summer season, doing so with a new Greek Country-Intensive voyage aboard *Azamara Pursuit* from 09 Mar 2021.

The itinerary will embark from Athens and sail to Mykonos, where travellers can enjoy activities such as an authentic Greek cooking class in a Mykonian home, a mosaic-making class, and boat rides along the island's coast.

Azamara Quest will then return for her originally scheduled 12-night Spain Country-Intensive voyage, followed by *Azamara Journey's* 09 Apr sailing from Lisbon to Barcelona.

The cruise line chose to adjust its sailings as a result of individual country restrictions, as well

as guest survey results, which indicated its passengers would feel more comfortable waiting to cruise until 2021.

Azamara Chief Operating Officer Carol Cabezas flagged positivity for the cruise line despite the announcement.

"As we look at our long-term plan, we have already seen a strong demand to our 2022/2023 voyages, which were announced in mid-Sep (*CW* 18 Sep).

"Within the first week of opening for sale, we experienced three times more bookings for new voyages compared to last year's deployment of 2021 and winter/spring 2022 itineraries.

Compensation options can be viewed [HERE](#).

Coral resumes

CORAL Expeditions restarted Great Barrier Reef cruises on Wed, becoming the first operator since the COVID-19 pandemic to sail in Australia (*CW* 18 Sep).

An excited group of 46 passengers and 20 crew members set off from Cairns on the first of a new series of seven-night voyages to explore the remote islands and reefs.

Most of the guests and crew are Queensland residents, but all Australian state and territory governments have approved Coral's SailSAFE Plan, which involves creating a safe travel bubble for guests and crew through screening, mitigation, response, control and more.

Fly free offer

A **FLY** free offer has been announced for Australians on river cruises with American Queen Steamboat Company.

Guests can also save \$7,750 per couple on the new 20-night Grand Sounds of America double river cruise package.

Departing Nov 2021, those booking this year through Cruise Traveller can access the offers on the cruise, which will see guests sail on a paddle steamer up the Mississippi, Ohio and Cumberland Rivers from New Orleans to Memphis and Nashville.

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