



## P&O bouncing back strongly in '21

P&O Cruises Australia has announced *Pacific Adventure* and *Pacific Encounter* will now both join the fleet in the first half of next year, holding the cruise line in stead for a "bounce back".

*Pacific Adventure* will begin sailing from Sydney on 30 Apr next year, as the delivery of *Pacific Encounter* (CW 26 Nov 2019) will also be brought forward by at least six months.

*Encounter* is scheduled to homeport in Brisbane from 07 May, but P&O Australia said earlier voyages may be added depending on the timing of the return of cruising in Australia.

"The arrival of these much-anticipated ships, *Pacific Adventure* and *Pacific Encounter*, in the first half of next year represents a step-change for the fleet and a sign of confidence in the market," P&O Australia President Sture Myrmell



(pictured) said.

"This investment in our fleet is a demonstration that P&O Cruises Australia is ready to lead the industry in bouncing back when government and public health authorities agree it is appropriate to begin sailing again with protocols in place.

"It is also a mark of respect for our many loyal guests as well as crew, fresh food suppliers, entertainers and musicians, shore tour operators and port logistics partners."

The two sister ships will sail alongside P&O's flagship *Pacific Explorer*, which will extend its operational pause until Jan.

Both *Pacific Adventure* and *Pacific Encounter* will offer a range of inclusive dining options, speciality restaurants by chefs Johnny Di Francesco and Luke Mangan, and a suite of family-friendly activities.

The announcements come with P&O having recently flagged the early departures of *Pacific Dawn* (CW 29 Sep) and *Pacific Aria* (CW 16 Oct) from the fleet.

"We have sought to use this operational pause to fast-track our planned fleet refresh," Myrmell added.

"Our pathway to a return to cruising may be unclear but we wanted to give our guests confidence about our future fleet and our commitment to Australia and New Zealand."

### RSSC 2022-23

**REGENT** Seven Seas Cruises' (RSSC) 2022/23 collection will feature 148 sailings from Apr 2022 to Apr 2023, including to Australia and New Zealand.

Other destinations for the season will include Africa, Alaska, Asia, Canada, the Caribbean, the Mediterranean, New England, Northern Europe, the Panama Canal and South America, as well as five Grand Voyages.

Sailings will range from seven nights up to the recently announced 143-day World Cruise, while closer to home, the 61-night Grand Asia Exploration will sail from Sydney to Tokyo - more **HERE**.

### Cruise Weekly today

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

## Grow WITH OUR COMMITMENT

We formally declare our commitment to Australia and New Zealand—The Celebrity Commitment—based on the principles of integrity, transparency, and personal care, which guide us as we rebuild the travel industry together.

It's our commitment to grow this industry, alongside our valued travel partners, by offering real tools, real solutions, and real people. Watch for upcoming announcements.





## Royal ramping up

**ROYAL** Caribbean International (RCI) will now sail three ships locally from 16 Oct 2021, as part of updates to its Australian 2021/22 season, which is now open for sale.

*Quantum of the Seas* will head to Brisbane to replace *Radiance of the Seas*, which will join *Ovation of the Seas* in sailing from Sydney.

The move will see both New South Wales and Queensland homeport Quantum class ships for the first time ever.

In total, the trio of vessels will offer 67 voyages to 33 destinations around Australia, New Zealand and the South Pacific, ranging from two to 15 nights, with increased flexibility on new bookings offered to cruisers who make a reservation by the end of next month.

Travel agent commissions will also be protected, as part of the cruise line's Royal Reignited partner campaign, which aims to boost businesses and prepare

travel partners for the comeback of cruising.

Royal Reignited will see the launch of revamped marketing toolkits, training, policies, and the latest Royal Caribbean announcements that are made over the next few months.

RCI's online trade portal HomePort will also offer access to updates, educational materials, offers and marketing tools, while the ships will boast a mobile app to help limit contact and crowds through innovations such as staggered arrival times and reservations.

"Our 2021/22 summer season will be the most technologically advanced fleet to ever sail Australia and we are committed to providing the signature Royal Caribbean holiday that Aussie clients know and love, and delivering them home safely at the end of their cruise," said Royal Caribbean International Australia & NZ Managing Director Gavin Smith.

## NCL hits a home run

**NORWEGIAN** Cruise Line (NCL) has unveiled its Home-Based Hub, a support nucleus for mobile trade partners.

The platform offers a dedicated contact with the Norwegian team for travel agents who operate from their home, via a centralised contact within the cruise line's local office.

The Home-Based Hub will be overseen by Business Development Executive AUNZ Jacinta Baker, who will manage support services including product and system training, promotions support, personalised agent incentives, collateral, events and marketing opportunities.

"We have developed what we believe is a best practice engagement program for all home-based agents, be them independent or part of a larger consortia group," said Director of Sales AUNZ Damian Borg.

"Consistent and clear communication will be the backbone of this initiative, as we

strive to amplify the provision of information more seamlessly to home-based partners.

"This is provided as an extra layer of support in addition to our team of territory Business Development Managers who will remain the local point of contact in market for trade partners."

Trade partners can contact Baker through the line's Book-a-BDM platform, available **HERE**.

The Home-Based Hub is one of a number of resources and innovations Norwegian has rolled out recently, including Book-a-BDM, and a dedicated Australia and New Zealand Partners First Facebook group (**CLICK HERE**), keeping agents up to date with the cruise line.

Oct has also seen Norwegian launch its successful Walk for Wellness challenge (**CW 21 Sep**), with participants collectively reaching London on the world map on Mon, walking a total of 40,000 kilometres - the halfway mark for the challenge.

## Asia's Star fading

**STAR** Clippers has announced its namesake flagship will be leaving Asia to address demand for 2022 Mediterranean sailings.

Upon the completion of *Star Clipper's* Nov 2021-Mar 2022 season, the ship will depart South East Asian waters, and unite all three of the cruise line's vessels in the Mediterranean for the first time since 2016.

In preparation for the season, Star Clippers has released its new digital Mediterranean 2022 preview brochure, detailing all three ships and their 38 itineraries across 73 departures - **CLICK HERE**.

Early booking fares currently include savings of up to 30% - call 1300 295 161.

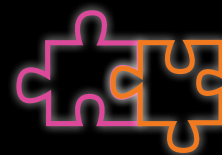
## Magnificent restart

**MSC** Cruises' *MSC Magnifica* set sail Wed on a 10-night Mediterranean cruise, becoming the line's second ship to restart operations.

The cruise will visit ports in Italy, Malta and Greece, with *MSC Magnifica* having undergone the implementation of health and safety protocols, including pre-boarding screenings.

*MSC Magnifica* will operate six Mediterranean cruises before the end of the year, including a special eight-night Christmas voyage departing Genoa on 18 Dec.

The resumption of *MSC Magnifica* follows a safe and effective restart of *MSC Grandiosa* in Aug (**CW 04 Aug**), which has now completed nine seven-night voyages.



## New Seattle port?

**THE** Port of Seattle will resume its study of a proposed new cruise terminal in 2023.

In Jul, the Port of Seattle cancelled its request for proposals for a joint investment to build and operate a new cruise facility at Terminal 46, citing a need to better understand the short- and long-term cruise industry market impacts from COVID-19 before making further infrastructure investments.

However, the Port of Seattle's five-year capital improvement plan, issued yesterday, has noted that a cruise terminal is back on the table.

2021 will also see a number of capital projects related to the cruise industry, including coronavirus safety measures, and a project to bring clean electric shore power to the current cruise terminal.

## Hurtigruten splits business

**HURTIGRUTEN** is forming a separate expedition cruise company, meaning the line will now operate as two entities - Hurtigruten Expeditions and Hurtigruten Norway.

Expeditions will offer cruises spanning more than 250 destinations, including Antarctica, the British Isles, the Caribbean, Greenland, the Northwest Passage, Norway, Svalbard and South America.

Using a fleet of eight small-size ships, Hurtigruten Expeditions will offer a number of new itineraries in 2021, including a full season in Alaska and year-round departures from Germany and the United Kingdom, under Chief Executive Officer Asta Lassen.

Hurtigruten Norway will focus on coastal operations, and will consist of seven custom-built ships, operating under a yet-to-be-named Chief Executive Officer.

The moves will put Hurtigruten Group in a good position to tap into pent-up demand for 2021, said Chief Executive Daniel Skjeldam.

"For the second half of 2021 and beyond, we are seeing a strong demand across all markets and all destinations, including the Norwegian coast, the Arctic and Antarctica," he said.

"The demand reflects our predictions that expedition cruises, with all our advantages such as smaller ships, more flexibility and fewer guests, will prove even more popular post-COVID-19."

Hurtigruten is also currently holding a number of Adventure Awaits webinars, detailing the company's 2022/23 season.

The next to air will be the Exploring Svalbard webinar, taking place at 2pm AEDT on Tue - **CLICK HERE** to register.

## HAL gets sixty

**A TOTAL** of six Holland America Line (HAL) ships are set to sail Alaska and Glacier Bay cruises next year.

The cruise line will embark on a full season of its Land+Sea Journeys in the region, which will offer glacier viewings and Denali & Yukon adventures.

From Apr through Sep, *Eurodam*, *Koningsdam*, *Nieuw Amsterdam*, *Noordam*, *Oosterdam* and *Volendam* will sail roundtrip from Seattle and Vancouver, or one-way from Alaska, Vancouver and Whittier.

New Holland America President Gus Antorcha said HAL was already seeing strong demand for the season.

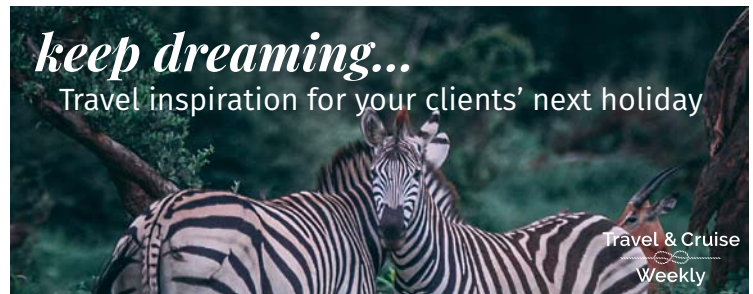
"We're ready to return with plenty of options for everybody from couples to multi-generational families."

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from around the world for  
our weekly feature.

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**AS THE** cruise community ponders when - and how - the industry will return, we may have just been delivered a hint. Royal Caribbean International (RCI) recently trademarked what it is calling a 'Tracelet' with the US Patent & Trademark Office, describing the device as "rubber or silicone wristbands in the nature of a bracelet".

Speculation is RCI's Tracelet may function as a wearable radio-frequency identification contact tracing device that could be used in the fight against coronavirus aboard its ships.

MSC Cruises has already adapted its existing MSC for Me bracelet for contact-tracing purposes onboard its first Med sailings, while **CW** readers have pointed out a similar trick could be up Princess' sleeve with its OceanMedallion.

## Uniworld p'ship

**UNIWORLD** Boutique River Cruises has contracted with antimicrobial solution ACT CleanCoat to employ the product across its fleet of ships.

The first river cruise line to deploy the solution, ACT CleanCoat renders surfaces "self-disinfecting", with all ships to be sprayed.

ACT CleanCoat is odourless, nontoxic and kills bacteria and viruses including the coronavirus family.

## TravelManagers success



**TRAVELMANAGERS'** recent cruise sale, which ran in support of Princess Cruises' 2021/22 program, resulted in more than \$2.5 million in sales.

The company was delighted by the outcome, Executive General Manager Michael Gazal reports, saying it pleasingly surpassed expectations after a challenging nine months for the travel industry.

"We knew that our die-hard cruise customer would be itching to get back out there, but we certainly didn't expect quite such an enthusiastic response," Gazal said.

"Our sales have actually been comparable with past launch days of similar itineraries, which is quite amazing given that the borders are closed and overseas cruising is currently cancelled until the end of the year."

Sunshine Coast-based personal travel managers, and husband-and-wife team, Ian Long and Shani Driver (**pictured**), were among those whose clients contributed to the campaign's

success.

These included a \$162k cabin, TravelManagers' largest booking, and a \$100k round-the-world itinerary aboard *Island Princess*.

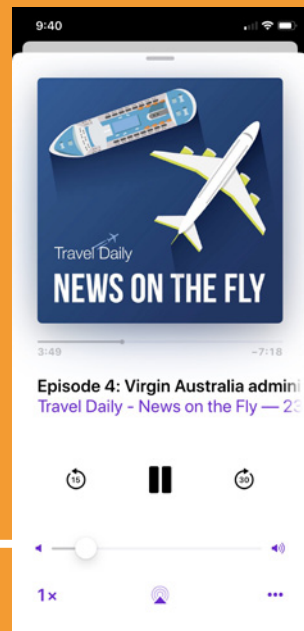
## Heritage Exp resumes sailings

**HERITAGE** Expeditions recently announced its resumption of Southern Ocean expeditions aboard 50-guest flagship *Professor Khromov*.

The New Zealanders-only summer program received approval from the country's government (**CW** 09 Oct), offering an "overseas-style" holiday experience without leaving New Zealand.

*Professor Khromov* departed Vladivostok bound for Lyttelton last Fri after the crew spent 14 days isolating on anchor in the city's harbour.

*Khromov* is due to arrive on 16 Nov, where it will prepare to embark on its season.



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