

Norwegian welcoming new customers

ABOUT three-quarters of Norwegian Cruise Line bookings in Australia are currently coming from “new to brand” clients, with the cruise line confident its strategy over the course of the pandemic will put it in good stead for a strong recovery.

Last night Norwegian’s Director of Sales ANZ, Damian Borg and APAC VP & MD, Ben Angell (pictured) told *Cruise Weekly* they had focused on their experience with Norwegian being a relative newcomer to the market, returning to its “start-up” roots since the local office was established five years ago.

“We have doubled down on being more visible than anyone else, getting in earlier than anyone else, having the optimism to advertise and return to the market...we think that’s something that’s served us well,” Angell said.



Initiatives such as Norwegian’s “Book a BDM” platform, the Partners First program and other ongoing engagements with the trade have been key, and while new customers are being attracted to the brand, Borg noted there is also a huge amount of guests sitting on future cruise credits.

“We want to work with partners to convert that,” he said.

The pair remarked clients were

also clearly looking for value from a trusted brand, rather than deep discounts.

It’s understood Norwegian is once again preferred with Helloworld, with Angell and Borg confirming ongoing support for the wholesale channel.

“We believe it’s all about partnership - whether it’s retail or wholesale, we will never distinguish...it’s not about trying to divide and conquer,” they said.

NCL 2022 Pacific

NORWEGIAN Cruise Line (NCL) today launched a series of South Pacific itineraries in 2022, which will see the newly upgraded *Norwegian Spirit* cruise out of Sydney to destinations including French Polynesia and Hawai’i.

Departures are available in Apr, May, Oct and Nov 2022, and also include voyages out of Honolulu and Papeete.

The ship, which has also been slated for a local deployment before the pandemic’s onset, features 14 new onboard venues, a doubled-in-size Mandara Spa, bigger fitness centre, revamped staterooms and more - call Norwegian on 1300 255 200.

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



NCL
Feel Free

NEW ITINERARIES SELLING FAST

FEEL FREE TO AWAKEN YOUR ISLAND SPIRIT.

Norwegian Spirit 2022 South Pacific cruises now on sale.

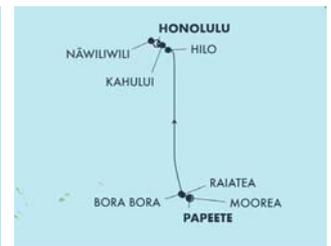
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14-DAY SOUTH PACIFIC: FIJI, BORA BORA & MOOREA TO PAPEETE
FROM SYDNEY
23 APR 2022



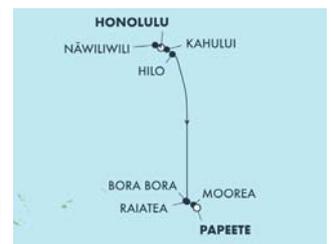
12-DAY SOUTH PACIFIC: BORA BORA, KAUAI & MAUI TO HONOLULU
FROM PAPEETE
7, 31 MAY & 14 NOV 2022



7-DAY SOUTH PACIFIC: BORA BORA, MOOREA & RAIATEA ROUND-TRIP PAPEETE
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*Offer correct as at 24 February and is subject to change or withdrawal. Offer ends 31 March 2021 unless extended. For full terms and conditions click here.



AQSC 70s cruise

AMERICAN Queen Steamboat Company (AQSC) has released a 70s-themed package for *American Queen*, with discounts for Australians.

Travellers are invited to celebrate the "Me decade" aboard AQSC's "Dancing Queen" paddlewheeler, with Australians able to save up to US\$1,000 per couple if they book before the end of next month.

The special eight-night holiday package includes a one-night, pre-cruise hotel stay, with savings available on the 12 & 26 Jun departures, along the Cumberland & Ohio and Mississippi & Tennessee rivers respectively, and the 02 Oct journey, cruising along the Mississippi River from Memphis to Alton.

CLICK HERE for more information.

More Canada canx

CARNIVAL Corporation's Holland America Line (HAL), Princess Cruises and Seabourn Cruise Line have announced the cancellation of their 2021 Alaska/British Columbia voyages.

Princess has also cancelled Canadian voyages sailing roundtrip from the United Kingdom, while newly privatised Azamara has extended its own global suspension until the end of Jun.

Holland America, Princess and Seabourn expressed optimism for the restart of their programs, with HAL and Princess saying it is engaged with various government officials in the United States and Canada to try to preserve a portion of the cancelled voyages.

Princess has committed to operating the Kenai Princess Wilderness Lodge this northern summer, which is temporarily

closed, along with McKinley Chalet Resort in Denali National Park & Preserve, and Westmark Fairbanks Hotel.

The line is currently working on vacation land package details that will be announced shortly.

"We understand, how much of Alaska is dependent on the cruise economy," said Princess President Jan Swartz.

"We are going to do all we can to help our business partners and the communities of Alaska."

Seabourn President Josh Leibowitz added his cruise line's highest priorities are compliance, environmental protection, & the health, safety and well-being of guests, crews and destinations Seabourn visits.

For more information about each cruise line's cancellation, contact the company or your travel advisor.

Creative MSC deal

CREATIVE Cruising has released a range of new MSC packages, which come with exclusive travel advisor rewards and traveller bonuses.

The 2022 Mediterranean fly-cruise packages will see advisors earn an upfront \$50 eGift Card for every booking made and deposited before 05 Apr.

Advisors booking a 14-night Grand Mediterranean back-to-back voyage can receive \$100 upfront reward.

In addition, travellers receive \$100 onboard credit per stateroom, per cruise on all sailings.

This is combinable with the current Valentine's Day promotion, ending 12 Mar, which sees travellers save 50% off a second passenger on select 2022 Mediterranean sailings (**CW** 12 Feb).



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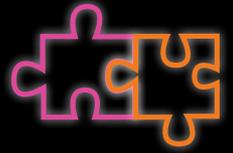
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PORTHOLE

THE NHL's Boston Bruins and Philadelphia Flyers recently competed in the League's latest outdoor game (pictured) at Edgewood Tahoe Resort on Lake Tahoe, and despite no fans allowed rinkside, that was not going to stop a number of keen mariners.

Boat-owning hockey fans turned up in droves to catch a glimpse of the game, and they were joined by a fleet of kayaks and a number of paddle-boats; even the local fire department showed up in its own vessel.

Revelers flew flags representing their allegiance to either the Bruins or Flyers, but only one group of boats went home happy, with the Bostonians triumphing 7-3.



98% of crew "ok"

ROYAL Caribbean Group says 98% of its crew members are okay with its vaccination mandate.

In fact, more than 4,000 crew members have already been vaccinated, according to Royal Caribbean International Chief Executive Officer Michael Bayley.

P&O Pacific Partnership



THE P&O Pacific Partnership is backing the Giving Hands Vanuatu fundraising campaign to repair the corridor roof adjoining Port Vila Central Hospital's maternity unit and children's ward.

Funded by donations from P&O's guests, the campaign aims to fix the leaking roof, with the Partnership having already committed \$21,000 to Giving Hands Vanuatu, which was initiated by South Sea Services Managing Director Carissa Jacobe, the maritime agency which contracts for many of the country's seafarers.

The donation represents a significant portion of the overall cost of fixing leaks in the corridor roof, which has contributed to flooding of the walkway.

P&O Cruises Australia President

Sture Myrmell praised Jacobe for her community leadership in developing the fundraising effort, saying it was heartwarming to see Ni-Vanuatu expatriates were among those who have contributed to the project.

"The P&O Pacific Partnership donation to the Giving Hands Vanuatu fundraising campaign gives our guests another opportunity to show how much they care for the people who make them feel so welcome when they cruise to Vanuatu's beautiful islands," he said.

The P&O Pacific Partnership is funded from a \$1 contribution on each guest booking, with a number of projects supported in Vanuatu recently (**CW** 29 Jan).

Pictured: Maximilliene Bihu Taviri and her baby.

NEW ZEALAND CRUISE ASSOCIATION
He Waka Eke Nioa

NZCA UPDATE

with Kevin O'Sullivan
CEO, NZCA



Trans-Tasman travel

WHERE are we with the "Trans-Tasman bubble"?

In Auckland we have had a few hiccups with community transmission of the virus lately, but our whole country is back at Level One now, which means only limited restrictions internally.

It's working for Australia too in most states, so we are both almost on the same page.

We may have to wait for international travellers from other parts of the world to come back, understandably, and that will probably not happen this year, but quarantine-free travel between Australia and New Zealand should be just around the corner surely.

It's re-started one way – New Zealanders can travel from New Zealand to Australia, with some restrictions, and a temporary short-term glitch overnight.

When there's a clear pathway to more or less unrestricted travel by air both ways across the Tasman it becomes easier to plan for cruise travel.

Everything is in place – the guests are ready to cruise, the port bookings are in place, the communities are looking forward to our Australian friends visiting.

The only thing missing is government will to get moving.