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..... NCL'S .....  
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3<sup>RD</sup> & 4<sup>TH</sup> GUEST SAIL  
AT A **REDUCED RATE**



## PARTNERS • FIRST REWARDS

Our new rewards program, Partners First Rewards, has just launched. This program is designed to reward you, our valued travel partners, for your ongoing support and bookings.

### JOIN TODAY AND EARN 20 POINTS

for every deposited booking you make in January<sup>^</sup>. You can use your Points for a range of rewards, including gift cards.

**REGISTER NOW**

CLICK **HERE** FOR MORE INFORMATION | CALL **1300 255 200 (AU)** OR **0800 969 283 (NZ)**

\*Offer correct as at 5 January 2021 and subject to change or withdrawal. Offer ends 31 March 2021 unless extended. For full terms and conditions click here. <sup>^</sup>Conditions apply. To join Partners First Rewards agents must have an individual Norwegian Central log in. Click here to sign up to Norwegian Central.



### Cruise Weekly today

Cruise Weekly today features two pages of all the latest cruise industry news plus a front full page from **Norwegian Cruise Line**.

### Royal out further

**ROYAL** Caribbean Group has extended its suspension for a number of its brands.

Azamara, Silversea Cruises and Royal Caribbean International (RCI) are all suspended through to the end of Apr.

Celebrity Cruises is out until 01 May, incorporating the cruise line's trans-Atlantic itinerary on *Celebrity Apex*, and for Europe trans-Atlantic cruises aboard *Celebrity Constellation* and *Celebrity Edge*, sailings are suspended through to Oct.

RCI's suspension will not include Singapore.

## NCL details new rewards program

**NORWEGIAN** Cruise Line (NCL) has released more details about its new Partners First Rewards program (**CW** 07 Dec 2020).

Designed to recompense travel advisors for booking with Norwegian, NCL's Director of Sales Aus/NZ Damian Borg (**pictured**) said the cruise line wanted to "simplify and standardise" the way it recognises its top partners, and connect with those still ready to sell cruise.

"We put some work into formalising a more structured program to make it easier for our consultants to engage with us," Borg told **Cruise Weekly**.

"The one big difference with this program when compared to other incentives we've put in place is we're asking agents to register for the awards program themselves.

"The biggest challenge we have right now is we don't know who's



opened, who's closed, who's on reduced hours, who's out there, we don't know who we're talking to any more.

"By registering they become eligible to earn points on bookings they make and be rewarded for those points they log into the system."

Hosting a new incentive every month, Borg added Norwegian would be recognising wholesale bookings, and would host an annual awards event each year to acknowledge top advisors.

Highlighting each state's (and New Zealand's) highest-volume sellers, top-selling consultants, highest growth and best marketing supporters, Borg said Norwegian would hold the first of the events early next year.

To appreciate the efforts of travel advisors last year, NCL will also host a recognition of its best supporting partners from 2020.

Borg added Norwegian was finalising its list of categories and award-winners in the next few weeks, and would hold the events toward the end of Mar.

"This isn't necessarily around revenue, this is around engagement, how passionate they were, how supportive they were over the last 12 months," Borg said.

"We had so many passionate partners who went out of their way to deliver a result for us," he gushed.

Travel <sup>✈️</sup>Daily

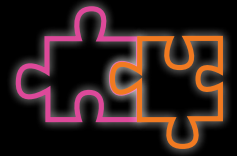
# Cocktail

*compendium*

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Travel Daily



**SHIPS** have gotten another step closer to piloting themselves.

Volvo's maritime subsidiary Penta has developed self-docking boat technology, Integrated Assisted Docking.

Penta's autonomous boat docking system identifies the boat's location using a combination of GPS, on-board sensors and dynamic positioning, and makes adjustments as it docks.

All that is required of the vessel's pilot is pointing the ship in the general direction, and the system will do the hard yards.

The technology will be available on boats later this year, and you'll be able to get it added to your existing Volvo Penta motor yacht if it's sized between 35 and 120 feet.

The docking of most cruise ships is usually done by the ship's officers, however, for particularly difficult docking manoeuvres, docking pilots will assist.

## Atlas adds again

**ATLAS** Ocean Voyages is now providing a complimentary shore exclusion at every port on all sailings this year.

Known as Atlas Ashore, the offer was initially conceived as a limited-time promotion, but the strong response from travellers and travel advisors convinced Atlas to keep it, as a part of its All Inclusive All the Way commitment.

## Chimu positivity



**CHIMU** Adventures has reported a strong 2020 fourth quarter, with an increase in Antarctica sales, and a 320% year-on-year jump in the last month of the year.

The company's local Southern Lights by Flight product also provided the operator a boost, with the flights to nowhere not subject to state border closures.

Chimu co-founder Chad Carey said the fourth quarter saw a move from "survival" to higher sales year-on-year for *Ocean Endeavour* (pictured).

"The recent announcement by the Federal Health Minister Greg Hunt fast-tracking the beginning of Australian COVID-19 vaccinations and advising that he expects all Australians will be vaccinated by the end of Oct 2021 means that many consumers are now starting to consider international travel bookings beyond that date.

"Clients who are more sceptical about the time frames around international borders are also booking, albeit for the 2022/2023

season, which is already on sale."

The majority of the increase was due to strong demand from the North America market, but Reservations Manager Keiron Tebbutt said there had been increased demand within Australia too.

"We have had an unexpected surge in demand during Dec from both Australia and abroad, with two particular bookings in Aus totalling in excess of \$180,000," he said.

As a result of the strong end to the year, Chimu has already brought back many of its staff members to full-time hours, with more expected to follow in the next few months.

Chimu recently released its first-ever documentary *Calm to Chaos*, which details how the cruise line and the travel industry at large has dealt with the COVID-19 pandemic (**CW** 30 Oct 2020).

The 40-minute film shows the unfolding of events from the point of view of the travel industry - to view the documentary, **CLICK HERE**.

## CLIA UPDATE



with Joel Katz  
MD, CLIA Australasia

### 2021 brings optimism

**THOUGH** the past year has brought great uncertainty, it has also been a time in which our industry proved its strength and resilience.

Despite the crippling impact of the pandemic, cruise lines showed themselves to be incredibly responsive as they focussed on upholding safety and creating a sound pathway forward.

The optimism that underpinned this response is highlighted in CLIA's new State of the Cruise Industry report for 2021.

It shows the strong trajectory the cruise sector has been on, carrying almost 30 million passengers and supporting jobs for 1.8 million people globally in 2019.

It also shows confidence around our revival.

This year cruise lines plan to operate a fleet of 270 vessels worldwide, with 18 new-build ships to make their debut during 2021.

Even as the pandemic dominated our efforts last year, cruise lines still maintained a commitment to future sustainability, investing \$23.5 billion in ships with new technologies to reduce emissions.

Most encouraging of all, CLIA's research shows 74% of cruise travellers are still likely to cruise again in the next few years and two out of three are willing to cruise within a year.

Facts like these give us further optimism as we focus on our revival in 2021.

**CLICK HERE** to find out more.

