



### New CLIA training

**CRUISE** Lines International Association (CLIA) has released travel advisor training for the new health measures that will support cruising's resumption.

Launched today, Cruise Dynamics is a re-certification elective for 2021, and will provide detailed insight into the cruise industry's response to coronavirus, and how the new health protocols will support cruising's future.

Offered online through the CLIA Members Hub, the course explains important initiatives including the rigorous screening, testing, distancing, and sanitation measures that CLIA cruise lines have committed to worldwide.

### Cruise Weekly today

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

## Travellers flocking to Antarctica

**VACATIONERS** are snapping up travel bargains to Antarctica in droves, as the Australian Government prepares to roll out the coronavirus vaccines, with Hurtigruten witnessing a renewed surge in consumer confidence in international travel.

However, Hurtigruten Managing Director Asia Pacific Damian Perry said the Government's messages need to be more well-considered, after Department of Health Secretary Brendan Murphy claimed borders will remain closed until next year.

Perry said the rhetoric and tone of messages similar to Murphy's will continue to drive a nail into the coffin of both local domestic & international tour operators, as well as wholesalers and retailers.

"At the same time, we do see the repercussions of the poorly timed, unclear and inconsistent communication



from policymakers and senior politicians and health advisors," Perry said.

He added the messaging was not considering the personal wellbeing of travellers who need to move for business, family or leisure reasons, nor did it reflect the economic importance of tourism, which was a \$152 billion industry in 2019, and a key driver of Australia's economy, employing around one-in-19 Australians.

Fortunately, the comments have not stopped Hurtigruten reporting strong bookings for travel for later this year, and into

the next.

A large amount of travellers are viewing the coldest continent as hot property, with nearly 80% of bookings in the last quarter of last year going to Antarctica, even exceeding those seen in 2019.

"These bookings are significant as they have originated from new clientele and new bookings – not re-bookings," Perry enthused.

"We're still waiting to witness the full impact of COVID-19 vaccinations currently being rolled out globally.

"Strong end-of-year bookings in 2020 – that exceed those of the previous year – suggest travellers are buoyed with optimism that they'll be able to travel again in the near future."

To capitalise on consumer sentiment, Hurtigruten recently launched its New Year Global Expedition Sale on cruises from 2021-2023 (**CW** 15 Jan).



**LIMITED TIME OFFER**

..... NCL'S .....

# TAKE 5

US\$2,900 IN VALUE\*



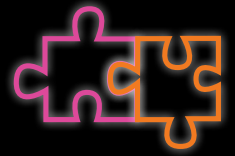
**CHOOSE  
2 FREE  
OFFERS\***



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

\*Offer correct as at 27 January 2021 and subject to change or withdrawal. Offer ends 31 March 2021 unless extended. For full terms and conditions [click here](#).

**NEED A DISTRACTION  
AMID THE DOOM  
AND GLOOM?**



Check out our daily puzzle page.

Travel Daily



## HAL's Grand opening



**THERE** has been a major decline in the number of sharks and rays in the ocean over the past 50 years, researchers have found, but that does not mean Australia's waters are getting any safer.

Since 1970, the populations have declined by 71%, researchers from Simon Fraser University in Canada wrote in a recent study.

More than three-quarters of all species of sharks & rays that live in oceans are now threatened.

However, the University of Florida's International Shark Attack File found Australia was the deadliest country in the world for shark fatalities last year, recording eight.

Neither is a mark to be particularly proud of!

**HOLLAND** America Line's (HAL) 2022 and 2023 Grand Voyages are now open for booking.

Extended cruises up to 127 days exploring six continents are available, with guests who book a full voyage to receive an Early Booking Bonus valued at up to US\$6,730 per person.

The season will see Holland America sail a 2022 Grand Africa Voyage, a 2023 Grand World Voyage and a 2023 Grand South America & Antarctica (pictured) Voyage, all of which are now open for sale.

Ranging from 71 to 127 days, these longer journeys all depart roundtrip from Fort Lauderdale, with memorable experiences for the season to include a visit to Antarctica, and spotting Africa's big five game on safari.

Evening shipboard activities include gala balls & formal nights, and an exclusive Captain's Grand Voyage Dinner for guests who are taking the full cruise.

Menus aboard Grand Voyages change daily and are seldom

repeated, and feature local ingredients and regional cuisine.

For more information about Holland America's Grand Voyages, call 1300 987 321.

## Catch a Wave

**NORWEGIAN** Cruise Line is helping travel partners get "wave ready", launching a range of new initiatives to assist the region's travel advisors.

New tools available include a specially curated planning checklist, and an update to the Book-A-BDM platform (**CLICK HERE**) to include five different wave specific sessions.

Senior Sales Manager Australia & New Zealand Angela Middleton will also host a dedicated Wave Season webinar on Thu.

There will be both a 10:30am and 2:00pm AEDT timeslot - click **HERE** to register for the early timeslot and **HERE** for the later timeslot.

## Ashford to Azamara

**ORLANDO** Ashford has been appointed Executive Chairman of Azamara, marking the cruise line's first appointment under Sycamore Partners ownership (**CW** 20 Jan).

Ashford's appointment will become effective upon the completion of Sycamore's acquisition of Azamara, which is expected to occur later this quarter.

The appointment follows Ashford's five-plus year role as Holland America Line President, a role he left in May (**CW** 13 May 2020).

Help us discover  
chocolate  
AROUND THE WORLD



In the lead up to Easter, submit your chocolate recipes from around the world for our weekly feature.

**CLICK HERE**

Travel Daily