

Scenic shifts to Florida

SCENIC Group has announced the relocation of its American base from Boston to South Florida, which is dubbed the "cruise capital of the US".

The new office becomes active from May, and is located at Presidential Circle in the city of Hollywood, located between Fort Lauderdale and Miami.

Anna Wolfsteiner, the company's Chief Sales & Marketing Officer, said the site followed an "exhaustive search for the best new location for our USA headquarters".

"We have been experiencing strong year-over-year growth for a number of years now, and felt it was important that we locate in an area where we can grow our support staff as well as our business," she said.

Scenic recently released its 2022 and 2023 itineraries for both *Scenic Eclipse* and *Emerald*

Azzurra vessels, and is also ramping up its American sales team.

Recent additions include Donna Kurtz, who is Director of a newly established Charter & Incentive Sales division across both the Scenic and Emerald brands.

She joins the Group after an extensive career with Windstar Cruises, and more recently, with Paul Gauguin Cruises.

Nanc Iovino, also ex Paul Gauguin, has joined Scenic as Regional Sales Director for Southern California & the Pacific Northwest, while the Group is recruiting for a similar role for the East Coast.

"We are on full throttle right now as we gear up to be a powerhouse team supporting and developing new business with our valued trade partners," said Ann Chamberlin, Vice President of Sales.

Norwegian + Club Med & Globus

TRAVEL advisors across Australia are set to be invited to a series of events hosted jointly by Norwegian Cruise Line (NCL), Club Med and Globus Family of Brands.

The three complementary, non-competing brands have decided to team up to help the industry hit "control-alt-delete" on 2020 and reset for a stronger future.

The Reboot, Regroup, Reconnect roadshows will comprise 17 events in six states, kicking off on 20 Apr.

NCL Director of Sales, Damian Borg, told **CW** the tri-brand events would also help the suppliers determine which agents are still engaged with the industry.

Globus' Peter Douglas said it was likely some clients would buy product from all three.

Cruise Weekly today

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

Yacht Club revamp

MSC Cruises has further elevated its Yacht Club offering aboard its two newest ships.

Upcoming newbuild *MSC Seashore's* Yacht Club will feature more outdoor space, new & exclusive suites, totalling more than 3,000m² of space - the most in the fleet.

The entrance to *Seashore's* Yacht Club will feature a three-deck 46m² back-lit Onyx wall, and MSC's signature sparkling Swarovski staircases.

MSC Virtuosa will offer a total of 103 Yacht Club suites to choose from, including two Royal Suites, which feature a private whirlpool bath on a large balcony, as well as eight new Duplex suites, which span two decks.

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Princess joins British cruise restart

PRINCESS Cruises has revealed details of its United Kingdom-based Summer Seacations, as the line joins the long list of operators planning a British restart.

The cruise line's series of short breaks and week-long itineraries will take place aboard *Regal Princess* (pictured) and *Sky Princess*, and are scheduled to sail from Southampton.

Summer Seacations will go on sale 24 Mar, with *Regal* to offer a total of 14 voyages from 31 Jul to 23 Sep, and *Sky* to sail eight in between 30 Aug and 28 Sep.

Both ships will offer scenic cruises, as well as voyages with stops in British ports, such as Liverpool and Belfast and Greenock, with itineraries ranging from three to seven nights.

The Summer Seacations will feature many of the signature onboard experiences enjoyed on a Princess holiday, including



a variety of entertainment, such as shows in the Princess Theatre, Movies Under the Stars, and celebrity guest speakers.

Guests will also be able to enjoy "Truly Touchless" experiences through Princess' OceanMedallion wearable device, which replaces traditional cruise cards to expand touch-free options and personalisation.

"These resort-style

seacations offer the perfect opportunity to relax and enjoy some time off," said Princess VP Europe Tony Roberts.

"We believe that these cruises will appeal to both our loyal guests who are eager to get back onboard our beautiful MedallionClass ships and holidaymakers looking to experience Princess for the first time."

Norwegian debuts CruiseFirst

NORWEGIAN Cruise Line (NCL) has launched a new program called CruiseFirst, offering \$300 coupons for the cost of \$150 which can be applied to any newly made reservation across the NCL fleet.

With a three year validity, CruiseFirst certificates are combinable with many promotions including NCL's current Take 5 offer, and agents will receive full commission on the reservation of the new booking made using the CruiseFirst certificate.

A maximum of ten coupons may be purchased per person, with one coupon valid per booking reservation.

For more information about NCL's CruiseFirst program, head to www.ncl.com.

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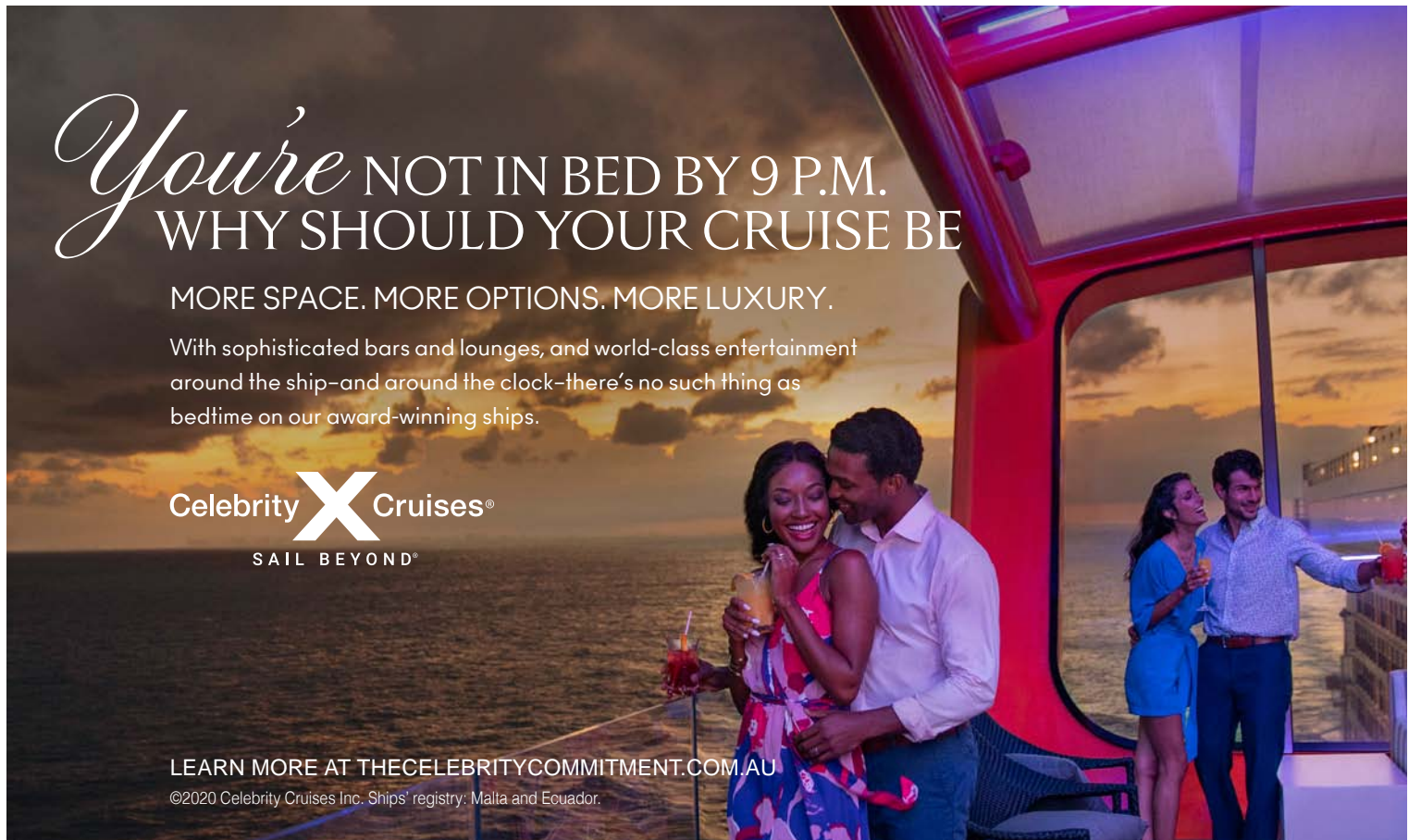
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Dining afloat: Le Petit Chef



SHIP: *Celebrity Solstice*.

DINNER and a show just became a whole lot more creative.

Guests cruising on board *Celebrity Solstice* will have the chance to enjoy the unique interactive dining experience that is Le Petit Chef.

Artists Skullmapping have joined forces with TableMation to create a range of custom 3D table animation art that bring tables to life before each meal



is served (pictured).

Cruisers will be entertained by an animated mini chef projected onto each table, who painstakingly creates a virtual dish before the real thing is brought out by waiting staff.

Dimmed lights enhance the colourful tabletop projections, while a bright ray of white light is cast onto each plate in between courses.

The menu features a range of options, with highlights including bouillabaisse soup, roasted half lobster, and filet mignon cooked to perfection.

Delicious food and creative entertainment? Let's GLOW!

INCLUDED IN FARE: No.

RESERVATIONS:

Recommended.

DRESS: Smart casual.

HOURS: Le Petit Chef is open nightly for two seatings - 6pm and 8.30pm.

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Travel Daily

Windstar tools

WINDSTAR Cruises has added new marketing tools to support its travel agent partners, with the aim of making it easier for advisors to share the cruise line's videos, news and special offers.

The offerings include MailPound, an email marketing program which allows agents to customise messages to clients, personalising and forwarding Windstar promotions, videos and eBrochures, as well as quickly uploading them to social media channels.

MailPound offers tracking of open rates, clicks and shares, as well as the ability to create a "Personal Travel Planner" by including multiple offers.

The other new tool is called BranchUp, which links to Facebook and automatically curates supplier promotions and posts them to business pages on the platform.

"Advisors benefit from an automatic flow of chosen supplier content to generate engagement with their fans and more leads," Windstar said, with the free service online at branchup.com.

Windstar is also offering tour conductor credits of one berth for every seven beds booked on Star Advantage Group dates for groups secured by 31 Mar.

For more details see advisorhub.windstarcruises.com.

Costa delays start until May

COSTA Cruises has deferred its planned 27 Mar restart of cruises in Italy, with the cruise line now scheduled to recommence operations in Italy on 01 May due to ongoing COVID-19 travel restrictions.

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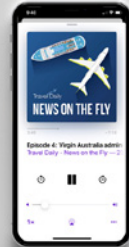
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HAVE you recently had a package not show up at your door?

It's possible it's at the bottom of the ocean.

More containers have fallen off ships in the past four months than are typically lost in a year, according to the World Shipping Council.

To blame is heavy traffic in shipping lanes, the weather, and parametric rolling.

Almost 3,000 containers have fallen off cargo ships in the Pacific since Nov 2020 in at least six separate incidents, which is more than twice the number of containers lost annually between 2008 and 2019.

The clubhouse leader in recent months is *ONE Apus*, which lost more than 1,800 containers in Nov 2020 during what the shipping company called "gale-force winds and large swells" - one of the costliest losses ever.

Maybe it had your new shoes aboard.

Booking window soaring

AN AMERICAN financial analyst has found that the booking window for cruises has soared to an all-time record of 365 days, up from 210 days a year ago.

A research report by C. Patrick Scholes from Truist Securities (**pictured**) released earlier this month highlighted the trend, as reported by *The Points Guy*.

Despite having traditionally been booked much further in advance than other sorts of travel, an average booking window of a full year away is "unprecedented", Scholes suggested.

The analyst credits the widening booking window in part to strong pent-up demand for cruises, showing those who missed their trips last year have mostly given up on 2021, and are now looking ahead to 2022 and beyond, snapping up heavily discounted and incentivised staterooms with masses of enthusiasm.

Truist Securities data shows the pace of next year's bookings for all types of cruises is 30% to 35% ahead of where it normally would be at this stage in the booking cycle, with even



greater discrepancies in some destinations.

Scholes said bookings for next year's Alaska and Europe sailings - typically on the more expensive side - are up around 100% against where they normally would be at this point in the booking cycle.

By contrast, bookings for next year's cheaper Caribbean sailings are relatively flat, up only 5% compared to previous years.

Scholes attributed this to older travellers, who are the target of this higher-end product, which is typically booked further in advance to begin with.

The demand has prompted several cruise lines, such as Oceania Cruises, which recently recorded its highest-volume booking day of all time (**CW** 12 Mar), to open their 2023 and even 2024 sailings for bookings sooner than originally planned.

Crystal witnesses record restart

CRYSTAL Cruises' new Luxury Bahamas Escapes season (**CW** 12 Mar) has witnessed the biggest opening day in the cruise line's history.

Nearly 4,000 travellers reserved staterooms on one of *Crystal Serenity's* seven-night voyages cruising round-trip from Nassau or Bimini, booking more than 25% of the available product of 16 voyages.

Almost 200 guests reserved back-to-back trips, with some planning to spend 42 days on board *Serenity*.

Crystal also witnessed a more than 2,000% increase in online bookings, and received reservations from the biggest number of distinct travel agencies in its 30-year history.

"We are incredibly grateful to our loyal Crystal guests and our valued travel partners for their support as we begin to emerge from what has been an unprecedented year for everyone," said Crystal interim President & Chief Executive Officer Jack Anderson.

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