



Cruise Month to return this Sep

CRUISE Lines International Association's (CLIA) Cruise Month is returning in Sep.

The first since 2019, this year's Cruise Month will progress through four weekly themes: Ocean Cruising (04-10 Sep), River Cruising (11-17 Sep), Expedition Cruising (18-24 Sep) and Luxury Cruising (25 Sep-01 Oct).

Under a new theme of #LoveCruise, the month-long initiative will bring together the Australian and New Zealand cruise community in a succession of promotions and marketing campaigns, each designed to capitalise on cruising's global recovery and harness the renewed passion of cruisers throughout the region.

Cruise lines and retailers will mount #LoveCruise marketing campaigns throughout the month, inviting travellers to explore new cruise holiday ideas



and book upcoming itineraries through CLIA specialist travel advisors.

Agents will also be invited to launch their own #LoveCruise promotions and social media initiatives, supported by CLIA's Cruise Month toolkit, which

will provide a wealth of ideas and resources to help maximise engagement with passengers.

CLIA's local Managing Director Joel Katz (**pictured**) said Cruise Month will be a fitting celebration of cruising's revival in the region ahead of the coming summer season.

"Cruise Month will herald the approach of our first summer cruise season in more than two years, allowing us to capitalise on interest around returning cruise ships and the new travel opportunities they offer," he said.

"It will help mark our region's reunification with the global cruise industry and build more excitement around new cruising opportunities in Australia".

Further details about Cruise Month will be announced by CLIA and cruise lines ahead of its launch at CLIA's Cruise360 conference on 25 Aug.

Cruise Weekly today

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

RSSC's European indulgence offer

REGENT Seven Seas Cruises (RSSC) has launched an enticing European indulgence offer for next year's voyages to the Mediterranean & Northern Europe.

The offer will provide travellers with USD\$500 Shipboard Credit per suite, and a one-night post-cruise hotel package, on a range of 60 voyages.

In addition, guests can enjoy a low refundable deposit of 7.5%, applicable to European Indulgence sailings.

To take advantage of this rich offer, guests must book before the end of next month.

Win 1 of 4 Princess Seacation Cruises*

REGISTER & ENTER

a world of relaxation



REGISTER NOW

MAJOR PRIZE

One of four 2-3 night cruises for 2 in a Balcony stateroom

*Conditions apply, visit Onesourcecruises.com for details.

PRINCESS
ACADEMY



A SUNKEN World War II-era landing craft has emerged from the dying Lake Mead on the Colorado River.

The boat, which was previously submerged for decades, is the same type used in the WWII Normandy landings.

A diving spot for many years, the boat was once more than 50m below the water's surface.

According to the Associated Press, the landing craft is a Higgins boat.

It was allegedly used to survey the Colorado River before being sold to the Lake Mead Marina.

MSC Masters now in Aus

MSC Cruises' interactive trade e-training program MSC Masters (CW 07 Sep 2020) is finally launching in Australia next Tue.

Through the Masters program, which was set to launch in Australia prior to the pandemic before being put on hold, travel advisors can become a certified MSC specialist and boost their future sales potential with the cruise line.

Agents can refresh their skills and learn about the brand, on topics such as new ship *MSC World Europa*, pricing models, MSC Yacht Club, 360-degree virtual ship tours, pre-paid packages, MSC Voyager Club, and webinar classes.

Each module is designed to take 10 to 15 minutes to complete,



with a final exam at the end of the training.

Upon completion, participants will receive an MSC Masters diploma, with the first 200 agents to complete the training by 12 Aug to receive a \$100 gift card.

In addition, five \$50 gift cards will be on offer to win until the end of the year, with one available per month.

Those who complete the MSC Masters e-training program will be given priority on familiarisations, exclusive promotions and discounts for leisure travel, priority invitations to onboard events when ships are in Australia, and 10 extra CLIA points for Cruise Lines International Association members.

"Our biggest aim is to support our trade partners with the information they need to sell an MSC cruise – there are so many partners who have changed businesses or not sold a cruise in over 18 months," said local Commercial Director Lisa Teitou. "What a great opportunity to refresh their skills in the run up to what we hope will be a really successful wave season".

MSC Masters, which has been available to agents in other markets for some years now, can be accessed via MSC Book for enrolment by Australians from next week.



Southern comfort

MORE than 200 operators turned out in person or via Zoom for our roadshows in Hobart, Launceston and Burnie last week.

As we have seen elsewhere in Australia, there is enormous excitement around the return to cruise, which contributes enormously to Tasmania's economy.

Cruise ship calls not only drive visits to local businesses but provide dollars that go into site development and conservation as well as ensuring job sustainability and growth.

So many positive stories were shared over the course of the week as we joined the local operators at the workshops.

Bonorong Wildlife Sanctuary told us about their Wildlife Hospital which had been developed on the back of cruise visitation.

Cascades Female Factory Historic Site tells the story of convict women and girls through site tours and a one woman play, and makes for fascinating shore excursions.

Cruise visits will provide opportunities for further conservation projects.

We met with Drysdale College to discuss cruise tourism training and heard from the owners of Truffledore, which is a part of a food and wine trail in northern Tas.

We completed our visit with a stay at the new Tasman Hotel in Hobart – a perfect pre-and post-cruise option.

With a trend in late night sailings and overnight port stays, there are huge opportunities for regional dispersal which is good news for local businesses.



BUSINESS PUBLISHING GROUP

We are looking for

Permanent → **ADVERTISING OPERATIONS AND CUSTOMER SERVICE CO-ORDINATOR**

Based at our Macquarie Park, NSW office. WFH on Fridays.
Full time or school hours (negotiable)

This is a key role in our team, with a variety of tasks working on the development of our daily editions, Travel Daily, Cruise Weekly and Pharmacy Daily.

Requirements:

- ✓ Highly organised with an eye for detail
- ✓ Great communication skills
- ✓ Penchant for design, familiarity with Adobe Suite would be highly regarded.

Full job description available on request.
Salary commensurate with experience.

Send your CV to
jobs@traveldaily.com.au