



NSW guides the way forward for cruise

NEW South Wales is pulling out all the stops to position itself as the peak state in Australia for cruising, this week releasing a new guide to help businesses in port cities take advantage of shore excursion traffic.

The new guide created in partnership with Destination NSW and the Port Authority of NSW is called *Quick Tips for Creating Cruise Shore Experiences*, and showcases the benefits that the cruise market can offer visitor economy businesses such as tour operators, tourist attractions, restaurants and retailers.

Opportunities presented by cruise ship visitation include selling tailored experiences to passengers in ports, the ability to build better awareness of the destination and its experiences, as well as inspiring high-value travellers to create positive word-of-mouth and book return visits



to those destinations.

"Education through initiatives such as [this] is vital to enhancing our capability to cater for the cruise industry and capitalise on shore experience spending in the visitor economy," NSW Minister for Tourism Ben Franklin said.

"The NSW Government is committed to rebuilding the cruise industry in key NSW regions and potential emerging destinations," he added.

Testament to the value that cruises can offer the tourism sector of port towns is supporting

research from Destination NSW which indicates around 20% of cruise visitors return to ports they visit on cruises.

Cat Balou Cruises owner Lana Wills, who is based in Eden (pictured), said the guide is an invaluable resource for suppliers seeking to add cruise tourism to their operations.

"The guide provides such a clear explanation of the relationship between passengers, cruise ships, ground handlers and the suppliers," she said.

View the new guide [HERE](#).

ACA conference

CRUISE stakeholders from across the region are heading to Townsville, Qld today for the highly anticipated 2022 Australian Cruise Association (ACA) Conference.

Themed "Charting the Future", the first formal gathering for the organisation since prior to the pandemic will include presentations from a host of senior industry executives - including Tourism Australia MD Phillipa Harrison who will speak on the "brand new world of tourism".

Cruise Weekly will be reporting live from the conference, so stay tuned for all the updates in our issues later this week.

Cruise Weekly today

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

Regent

SEVEN SEAS CRUISES*

AN UNRIVALLED EXPERIENCE™



VOYAGE
COLLECTION

APRIL 2024 TO MAY 2025

RESERVATIONS NOW OPEN

FOR A LIMITED TIME, YOUR CLIENTS CAN SECURE THEIR SUITE WITH A LOW REFUNDABLE 7.5% DEPOSIT**.

VIEW OUR NEWLY RELEASED ITINERARIES AT RSSC.COM/NEW-SEASON-LAUNCH OR CALL 1300 455 200

**Terms and conditions apply, visit RSSC.com/New-Season-Launch. ©2022 Regent Seven Seas Cruises® NCL Australia Pty Ltd ABN 8060 7578 781

Suppliers! Help travel advisors' discover your product

with the Travel Daily Training Academy

[Click here for an information pack](#)

Travel Daily



Cunard savings

CUNARD has today kicked off its Annual Savings Event, offering discounts of up to 25% on select voyages across the line's 22/23 and 23/24 Australia and NZ homeport seasons, as well as voyages in Asia, Europe, the Americas and transatlantic crossings.

Valid for bookings between 06 Sep and 30 Nov 2022, the promotion comes in the lead-up to *Queen Elizabeth's* pending Australia residence which is now less than 100 days away.

Deals lead in at just \$379 per person for a two-night Australia Short Break sailing from Melbourne to Sydney on 05 Jan 2023, while a 19-night Transatlantic Crossing and Eastern Caribbean itinerary aboard *Queen Mary 2* from Southampton in Nov 2023 starts at \$3,009 - cunard.com.

HAL is certified

HOLLAND America Line (HAL) has had all six of its vessels sailing in Alaska formally awarded Responsible Fisheries Management (RFM) certification which designates a distinctive Chain of Custody program assuring guests that seafood served on board is legally harvested from responsibly managed certified sustainable fisheries.

RFM is a third-party program for wild-capture fisheries, with the scheme's "ecolabel" including the seafood product's origin and full traceability.

"Holland America Line has shared Alaska adventures with our guests for 75 years, and supporting sustainable fishing and local business is an important commitment for us," said HAL President Gus Antorcha.

New French line launches

PARIS-BASED Compagnie Francaise de Croisieres (CFC) has formally announced it will commence operations in Feb, with its first ship, Holland America Line's former *Maasdam* to undertake her inaugural voyage under the French flag and her new name *Renaissance*.

The company will cruise exclusively from Le Havre and Marseille, catering to local clientele on "long-varied itineraries catering to travellers seeking discovery, culture and time to enjoy the ship".

The line is led by Marseille-based Clement Mousset and Cedric Rivoire-Perrochat, with the backing of US/UK investment fund Cheyne Capital.

Renaissance, which underwent a comprehensive refit in 2018, will have €10 million in additional investment prior to the launch, with capacity to be reduced from

the current 1,258 passengers to about 1,000, served by 560 crew.

The upgrade will see about 100 cabins dedicated year-round to solo travellers, while the CFC offering will be inspired by France's gastronomic traditions with menus curated by a former Michelin-star chef.

Renaissance will feature two specialty restaurants, live production shows and a variety of "bold, new routes".

"Our concept is that 100% of our cruises are flight-free, each of them departing and returning to the two ports we selected," according to Rivoire-Perrochat.

Itineraries will have an average length of 11 nights, with extended port calls and plans to visit 157 destinations in 54 countries during the line's first year of operation and plans to potentially add up to two more ships in the future.

WE'D LOVE YOUR VOTE

NCL is honoured to be an NTIA Awards finalist for Most Outstanding Industry Support – Cruise.

VOTE NOW

Voting closes 5 pm AEST 8 September 2022.



NORWEGIAN
CRUISE LINE®

THANK YOU FOR YOUR ONGOING SUPPORT!

Norwegian Viva

#LOVECRUISE



PERHAPS trying to evoke the experience of a polar cruise, a Brazilian man has survived 11 days inside an Esky floating in the Atlantic Ocean last month - sadly with no beers in it.

Fisherman Romualdo Macedo Rodrigues was reportedly rescued off the coast of Suriname after taking refuge in the floating cooler when cracks appeared in his boat.

The horrific experience saw him endure searing thirst and hunger, sharks surrounding the "vessel" and no sleep before his miraculous recovery.

Tweet adds Nile cruising

ADELAIDE-BASED Tweet World Travel this morning announced a new partnership with Egypt's Travco Travel, adding the full range of Travco Nile River cruising to its offering.

Tweet Chief Operating Officer, Martin Tran, said the move would help meet the rising demands in the Australian and New Zealand markets for premium options of Nile river cruises.

Travco Travel is one of Egypt's largest inbound operators, and offers a comprehensive range of Nile River voyages including a



total of 22 ships in its wholesale inventory.

Brands featured include ships operating as Jaz Cruises, Iberotel & Steigenberger Cruises (pictured).

"We are excited to be partnering with Tweet World Travel, as this will enable us to grow our client relationships on a multinational level," said Travco Travel Egypt GM Amr Karim.

"The network gives us an opportunity to broaden our suite of offerings and services, as well as allowing us to work with a community of likeminded travel management experts focused on taking care of their clients."

Tweet World Travel CEO Thy Carroll said the partnership would help strengthen the group's market presence in the river cruising industry across the Australasian region.

Tweet also wholesales the global CroisiEurope river cruise portfolio in the local market.

To celebrate the new Egypt partnership, Travco and Tweet World Travel will co-host a special webinar for the travel trade on Thu 28 Sep.

Spaces for the event are limited and are open for registration now on a first-come first-served basis, with participants in the running to win a three-night Nile cruise - tweetworldtravel.com.



Cruise Month is here!

CRUISING is back in the spotlight and there's plenty of excitement building around the upcoming cruise season in Australia and New Zealand.

With the start of Cruise Month, we're uniting our cruise community around a concerted campaign to capitalise on the renewed passion of Australian and New Zealand cruisers.

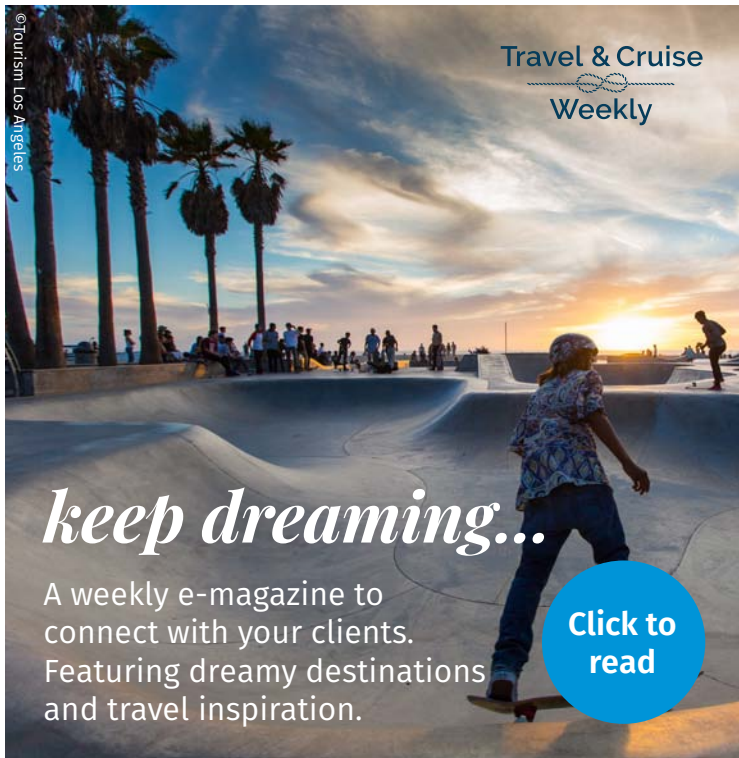
Cruise Month activities will take place throughout September under the theme #LoveCruise, and you might have already seen some coverage online and in weekend newspapers.

This week is Ocean Week, kicking things off with a focus on the great ocean holidays that have won the hearts of so many travellers. Over following weeks we'll also highlight River Cruising, Expedition Cruising and Luxury Cruising.

Our theme for Cruise Month this year is #LoveCruise and our key message is that cruise fans should book through a CLIA certified travel agent to get the best possible insight and guidance.

Cruise Month is also an opportunity to mount your own marketing campaigns, so CLIA members can make use of a Cruise Month Toolkit full of resources including videos, photography, social media tiles and editorial.

Watch out for cruise line offers throughout Cruise Month and follow @CLIAAustralasia on Facebook and LinkedIn to share our latest posts.

©Tourism Los Angeles

Travel & Cruise Weekly

keep dreaming...

A weekly e-magazine to connect with your clients. Featuring dreamy destinations and travel inspiration.

Click to read