



### Cruise Weekly today

Cruise Weekly today features five pages, including a photo page from the **ACA Conference**.

### Splendor sets sail

**CARNIVAL Splendor** has officially embarked on her highly anticipated return to Sydney, departing Seattle on a 23-night Transpacific Journeys cruise to her homeport.

The vessel is scheduled to sail triumphantly through the Sydney heads on 30 Sep, with guests on board from all over the world including several very dedicated Aussie cruisers.

Carnival Cruise Line VP Kara Glamore said *Splendor's* return was a "huge win for Australian cruising", with *Carnival Luminosa's* arrival also "just around the corner too".

Carnival CEO Christine Duffy is also expected to head down under for the celebrations.

## Partnerships key for ACA

**EXCLUSIVE**

**THE** Australian Cruise Association's (ACA) three key critical target areas during the industry's restart phase are 'recognition', 'advocacy & education', and 'anchoring trusted partnerships', Chief Executive Jill Abel has revealed.

Speaking this morning at ACA's annual Conference, the first in three years, Abel said it is critical for ACA and the sector as a whole to get these three key pillars right as the sector continues its restart.

"They (the target areas) are to increase the recognition of cruising; ensuring that cruise is featured within Australia's overall tourism offering; advocating & education: increasing the understanding of the interaction between cruise & tourism-related industries; and anchoring our trusted partner relationships, because they are key to our

success," Abel said.

The lattermost target area will be particularly key for ACA, which at this year's Conference will welcome Tourism Australia (TA) Managing Director Phillipa Harrison for the first time.

Harrison will deliver a keynote presentation later today, in one of the first times TA will have addressed the cruise sector directly since the pandemic.

Abel described the TA partnership as a "very important step forward we've taken in our collaboration in recognising the value of cruise" in overall tourism offerings and bringing international visitors to Australia.

Abel also emphasised the ACA's strong work with international partners, such as the New Zealand Cruise Association, with the two industry bodies signing a memorandum of understanding at Seatrade Cruise Global 2022.



On location in **Townsville**

Today's issue of CW is coming to you from this year's **Australian Cruise Association, Conference**.

**THE** 24th annual Australian Cruise Association Conference has kicked off today, appropriately based around the theme of "Charting the Future".

The first day of the conference offers wall-to-wall speakers, including CLIA's Joel Katz, Tourism Australia's Phillipa Harrison, and Carnival Corp's Marguerite Fitzgerald.

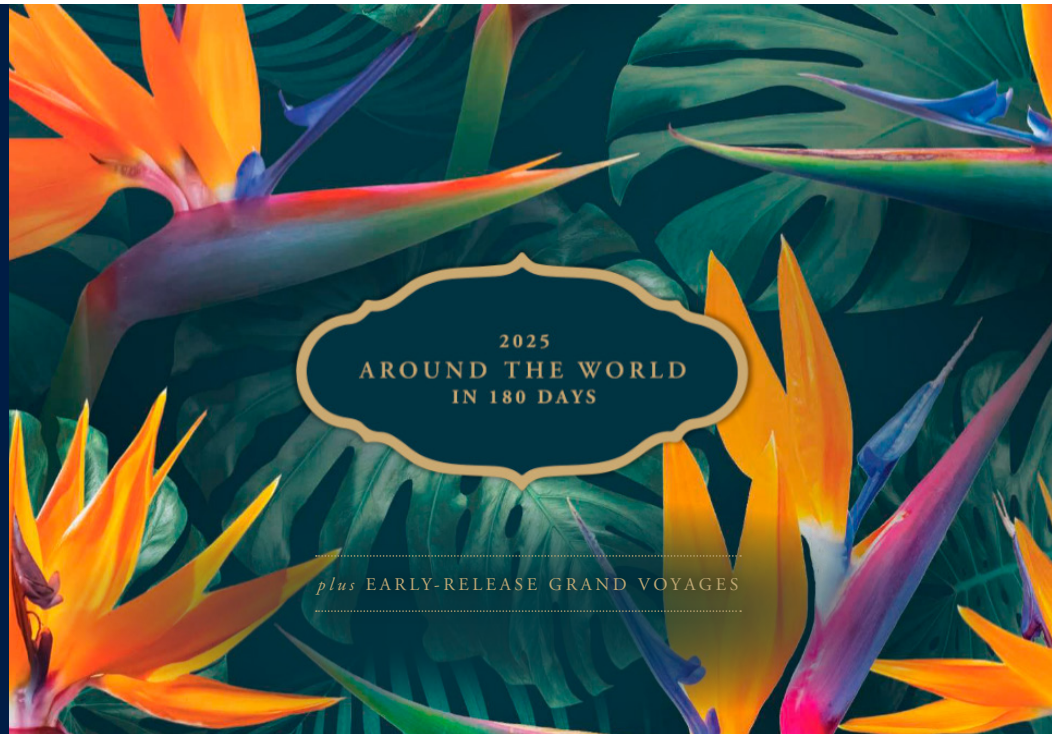
Attendees will let their hair down later tonight at a gala dinner at Hervey Range Rodeo Grounds, with many cowboy hats and flannelette shirts expected.

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## Cruise focus for TravelManagers

**TRAVELMANAGERS** Australia sees significant opportunities for its members to benefit from selling cruise, according to Joe Araullo, CEO of the group's parent firm House of Travel Australia.

TravelManagers is this week holding its first national conference since 2019, with Araullo (**pictured**) addressing the more than 300 delegates in Sydney this morning.

He said that the current uncertain global environment and fragile domestic economy meant TravelManagers was focused on short-term ways to maximise margins for members, accessing wholesale and corporate net rates where possible to mitigate the impact of airline commission reductions.

On top of that, "there is a real opportunity to work closer with cruise lines who truly value travel distribution," Araullo said.

"They provide genuine commission across the total product, and are prepared for genuine joint marketing activities to join sales," he added, highlighting the significant growth planned in the number of ships being built over the next few years for the global fleet.



Cruise companies are prominent among key sponsors of the TravelManagers conference, with Royal Caribbean International SVP Gavin Smith set to address delegates tomorrow with an update on where he sees the future of the sector.

The conference will also this afternoon feature a hotly contested debate simply titled "River vs Ocean" in which Norwegian Cruise Line's Damian Borg will battle it out against Peter Douglas from Avalon Waterways - adjudicated by Araullo himself who has just returned from experiencing both products back-to-back in Europe.

## Swan Hellenic appoints new marketer

**SWAN** Hellenic has announced the appointment of Patrizia Iantorno as its new Vice President of Global Marketing.

Iantorno's industry career has included two stints at MSC Cruises in senior marketing, digital and consumer relationship roles - including just over two years based in Sydney

as MSC's Marketing & Trade Marketing Director Australasia.

She's also held other positions in the general luxury travel segment and more widely including at Nestle and Purina Petcare.

She will report to Alfredo Spadon, Swan Hellenic's Senior VP of Global Sales & Marketing.

## US expands Great Lakes clearance

**THE** expansion of cruising in North America's Great Lakes region has prompted a revision of US Customs and Border Protection arrangements, with the aim of enabling more seamless cross-border travel between Canada and the US.

The change, which coincides with the debut of Viking Cruises' new *Viking Octantis* on the Great Lakes as well as several other additional vessels from other operators, has seen the establishment of new clearance facilities in Duluth, Minnesota as well as Cleveland, Ohio, on top of existing facilities in Detroit and Sault Ste. Marie, Michigan.

The changes are the result of work by Great Lakes St Lawrence Seaway Development Corporation, the American Great Lakes Ports Association and regional leaders, with the aim of providing more certainty for cruise ship operators and faster clearance times.

"Our region is a unique two-nation destination for cruise passengers," said David Lorenz, Chair of Cruise the Great Lakes and VP of Travel Michigan.

"This is one of our greatest assets and now US Customs clearance facilities are well-placed to support excellent itineraries and market growth," he said, saying that with almost 150,000 pax visiting Great Lakes Ports this year the region is "taking its place among the top cruising destinations in the world".

## New Mumford role

**EMMA** Mumford has been promoted to the role of Marketing Director Australia and New Zealand at Celebrity Cruises.

Mumford said she was "so grateful for the opportunity to grow our wonderful business and brand through collaboration with our global teams".

She was appointed the line's local Head of Marketing in Mar 2020, after two years at Cruiseco as Marketing & Comms Manager.

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Thursday 8th September 2022

## Oceania goes big in 2025

**OCEANIA** Cruises this morning unveiled its “most extensive, expansive and immersive” series of World and Grand Voyages for 2025 - including an intriguing 74-day “Ultimate Odyssey” combining a circumnavigation of Australia, Indonesia and New Zealand sailing roundtrip from Sydney with business class flights to South America and then an exploration of Patagonia, Antarctica and the Chilean Fjords.

Linking the two cruises is an included six-day overland program, in either Australia’s Blue Mountains or northern Patagonia.

The new program also includes the so-called “Gold Standard of World Cruises” - Oceania’s Around the World in 180 Days itinerary which in 2025 will operate on an east-to-west trajectory, departing Miami aboard the 656-guest *Insignia* and heading southward to Brazil

and the Amazon before heading across the Atlantic to Africa - with an en route call at the volcanic isle of Tristan da Cunha, the world’s most remote inhabited island.

After visiting South Africa *Insignia* then continues east to Asia across the Indian Ocean via the Maldives and Seychelles, before visiting Myanmar, Thailand, Vietnam, Japan and Indonesia and then arriving in Western Australia.

The final leg of the cruise across the Pacific will visit Vanuatu, French Polynesia and Hawaii, with the full itinerary featuring an exclusive Prestige Package with free laundry, free pre-paid gratuities and a series of immersive Shoreside Events.

Other Oceania Grand Voyages include a 79-day journey from Los Angeles to Sydney, and a 78-day Abu Dhabi to Singapore cruise.

## Azamara expands Europe program

**AZAMARA** Cruises is offering more of its popular “country-intensive” voyages as part of a newly released 2024 series of European itineraries across its four-ship fleet.

A total of 84 cruises are on offer, of which 53 focus on particular nations to allow guests to dive deeper in to the local culture and hidden gems of each destination.

CEO Carol Cabezas said the programs also feature more overnight calls, and the addition of unique ports such as Taranto, Italy; Hamburg, Germany; Trollfjord, Norway and Edinburgh (Leith), Scotland.

Azamara is expanding its longtime exclusive partnership with international golf tour operator PerryGolf to offer 15 special departures in 2024 - including a 16-night New Zealand and Australia Voyage featuring six rounds at renowned courses such as Cape Kidnappers and Christchurch Golf Club.

Early booking bonuses offer 20% off selected departures, a US\$300 onboard credit, free wifi and more - [azamara.com](https://www.azamara.com).



**IT SEEMS** that mainstream media continues to look for any opportunity to denigrate cruising with click-bait headlines, with a leaking water pipe aboard a recent *Carnival Vista* cruise in the Western Caribbean likened to a “Titanic-like” scene.

A report on *news.com.au* this week claimed a group of cruisers “were woken to what they feared was a real-life titanic event,” highlighting a TikTok video of the incident, in which the passengers dramatically said that “our lives flashed before our eyes”.

“There were Titanic vibes for about five minutes,” the social media post added - before clarifying that the incident was caused by a “busted pipe”.

The passenger later did a follow-up video, insisting that she wasn’t “trash-talking” the cruise company, but rather “documenting a scary experience that turned out funny,” adding that she and her friends “still had a blast”.

## WE'D LOVE YOUR VOTE

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Thurs 8th Sep 2022

# “Biggest ever” ACA Conference sets sail!

**LAST** night saw the kickoff of what is thought to be the biggest Australian Cruise Association (ACA) Conference ever held. Taking place in Townsville across the next two days, guests will hear from some of the biggest names in the Australian cruise industry, and will experience some of the best of what the coastal city has to offer, including a rodeo and a visit to Magnetic Island.

Despite a packed schedule ahead, guests took a generous amount of time last night to toast to the Conference and the industry at large, with all in agreement it is fabulous to be back sailing.



**AUSTRALIAN** Cruise Association Chair Philip Holliday and Chief Executive Officer Jill Abel.



**THE** “cruise illuminati” assembles!



**TIM** Jones, Celebrity Cruises; Jon Murrie & Dimity McCredie, Cruise Lines International Association; Jill Collins, Barking Owl Communications.



**NATALIE** Godward, Port Authority of NSW; Peter Dummet, Darwin Ports; Jill Abel, Australian Cruise Association; Stephen Mahony, Destination NSW.



**SNAKES** alive! MSC Cruises Chair Lynne Clarke gets friendly with a local.



**TRACEY** Pascoe and Mark Sleigh from Destination Wollongong with Phillipa Harrison, Tourism Australia.



**PHIL** Hoggett, TasPorts with the Viking crew.

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## P&O spikes Vanuatu cruise interest



A VISIT to Australia by two members of the Vanuatu Women's Beach Volleyball Team (pictured) provided a unique opportunity for the entire Carnival Australia staff to engage with the recent Birmingham Commonwealth Game Bronze Medal-winners.

P&O Cruises Australia is a key supporter of the team through the P&O Pacific Partnership program, with volleyballers Sherysyn Toko and Majabella Lawac sharing their stories of success and how they are inspiring other women and young girls in Vanuatu.

The funding from P&O has helped to build a new training gym and supported the team's lengthy tours on the road and abroad - while also enabling the use of sport as a platform to influence and educate local communities on health and

diet, where type 2 Diabetes is a growing concern in Vanuatu.

The P&O Pacific Partnership has so far raised more than \$1 million for a variety of projects, funded by a \$1 donation from each adult P&O Cruises Australia passenger.

## MSC Qatar naming

MSC Cruises will officially christen its new *MSC World Europa* in Doha, Qatar.

The LNG-powered vessel will also officially inaugurate Doha's new Grand Cruise Terminal when she is named on 13 Nov.

MSC Executive Chairman, Pierfrancesco Vago, said "*MSC World Europa* represents the future of cruising...so it is fitting that this monumental event will take place in one of the seven new Urban Wonders of the World".

## Travel Associates Cruise Guide



TRAVEL Associates has released a newly curated Luxury Cruise Guide (pictured), in line with its new "one of a kind" brand proposition.

Danielle Galloway, Global Managing Director of Premium and Independent Brands at Flight Centre Travel Group, noted that upmarket cruising "has never been so popular across all generations, so we have pulled together a curation of some of the very best recommendations in our market from our advisors and our personal travel experiences".

Brands featured include Cunard, Norwegian, Oceania, Ponant, Regent, Seabourn, Silversea, Viking, Azamara, Celebrity, Holland America Line, Princess, Scenic, Uniworld, Coral Expeditions, Hurtigruten, Virgin Voyages and Windstar, with Travel Associates also offering an exclusive \$300 travel credit for clients to spend on flights or accommodation - to see the guide [CLICK HERE](#).

## Aranui Tuamotos

FRENCH Polynesia's Aranui Cruises has unveiled a new five day roundtrip voyage from Tahiti, the line's first short voyage to the Tuamoto Islands.

The *Aranui 5* voyage is scheduled to depart Papeete on 28 Apr 2023, featuring calls to Makatea, Mataiva and Anaa as well as scenic cruising around Tahiti at the start and end of the cruise - for more information see [aranuicruises.com.au](http://aranuicruises.com.au).

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