



### Cruise Weekly today

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

### Ponant program

**PONANT** has released a special brochure for the Australian and NZ markets, exclusively focused on luxury expeditions and yacht-style voyages for the Mar-Nov 2023 season.

A total of 180 departures are showcased in the program, including new itineraries, 28 polar and 24 tropical luxury expeditions, with intriguing additions such as a voyage to the Geographic North Pole, navigating between the Baltic Sea and the North Sea, and visiting the gateway into the Japanese Seto Inland Sea.

The hard copy brochure is now available to order or to view online by **CLICKING HERE**.

## Three-way agreement to power cruise

### EXCLUSIVE

A NEW tripartite agreement between Tourism Australia (TA), the Australian Cruise Association (ACA) and Cruise Lines International Association (CLIA) will focus on four key pillars of support for the sector: marketing & PR, industry partnerships, research & insights, and distribution.

Speaking at this week's ACA Conference in Townsville, TA Managing Director Phillipa Harrison revealed the three-way contract will work to deliver "some really tangible actions for the cruise sector, particularly in the inbound space", with a goal of making Australia the premier destination for high-yield cruisers.

TA's immense marketing & PR platforms will help "tell the story of some of Australia's iconic cruise itineraries," Harrison disclosed, while the organisation



will also provide destination support at key global cruise industry events.

Meanwhile, research and insights from TA will include investigation into the economic impact of the sector, such as pre- and post-visitation, while distribution will be bolstered by specialised, sector-focused content as part of the Aussie Specialist Program.

Initial visions from TA's research include understandings into where opportunities for Australia's cruise industry exist, based on interest and market

size, with Harrison telling guests while many markets rank cruising in their top 20 interests, there are some major volume opportunities.

"China and the US are the big markets here, but there's also some other really great markets – South Korea is the next-biggest market," she said.

Harrison also revealed those interested in cruising are also interested in marine life watching (53%), aerial tours (48%), and swimming with marine animals (44%).

Also interesting cruisers are snorkelling (39%), other water sports (38%), theatre and performing arts (38%), indigenous performance (34%), sailing (28%), four-wheel-drive/off-roading (27%), and private/charter flights (22%).

**Pictured** is Harrison with CLIA's local Managing Director Joel Katz.

## DOUBLE POINTS IN SEPTEMBER

Earn up to 70 points on Europe and Fire & Ice bookings\*

70  
POINTS

Earn up to 70 points on Europe 2023/24 and Norwegian Spirit Fire & Ice deposited bookings made between 1 - 30 September 2022\*.

35  
POINTS

Earn up to 35 points on all other destinations deposited between 1-30 September 2022\*.

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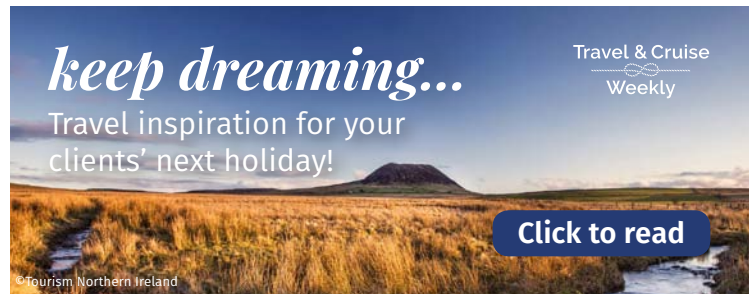


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\*Conditions apply, visit partnersfirstrewards.ncl.com for details



## P&O's *Pacific Adventure* arrives

**SLIGHTLY** inclement weather on Sydney Harbour this morning didn't dampen the excitement of the Carnival Australia team in the slightest, as they headed out on a small vessel to greet the newest addition to the P&O fleet.

Dignitaries on board included Carnival Australia President Marguerite Fitzgerald, who's **pictured** with the ship emerging from the misty rain shortly after passing through the Sydney heads.

Fitzgerald told **CW** the arrival was particularly significant as the addition of the third vessel completes the local P&O Cruises Australia complement of vessels.

"All of our ship arrivals since the cruise ban was lifted in mid-April have been emotional moments, but it is particularly significant to now have all three P&O Cruises Australia ships back home," Fitzgerald said.

"It is important at a number of levels, not the least of which is being able to demonstrate our commitment to sustainability, with the P&O fleet composed entirely of shore power ready vessels along with other onboard features designed to safeguard the environment," she added.

Celebrations of the arrival this morning were scaled back out of respect following the death of Her Majesty The Queen.

*Pacific Adventure's* first revenue cruise will depart from Sydney on 22 Oct for a three-night comedy-themed voyage.



The 2,600 guest ship (**inset**) will be based year-round in Sydney, taking cruisers on holidays to both Australian destinations and Pacific Island nations where cruising is vital to local economies.

Fitzgerald noted that *Pacific Adventure* was returning just as the South Pacific continues to reopen maritime borders to cruising with NZ, Fiji and New Caledonia already open, and hopes of PNG and Vanuatu to follow soon.

"P&O also has a 90-year heritage of sailing to the Pacific and we look forward to re-establishing contact with island communities that for decades have welcomed our ships and our guests," she said.

The three-ship fleet sees *Pacific Encounter* operating year round from Brisbane, while *Adventure* will be based in Sydney and *Pacific Explorer* will have seasons homeported from Adelaide, Melbourne, Fremantle and Cairns as well as an extended Auckland season from Jun-Nov 2023.

*Pacific Adventure* will be one of the tallest vessels able to pass under the Sydney Harbour Bridge thanks to a special marine engineering project which has given the ship the required 'head room' to make the transit.

That means she will be able to operate from the White Bay Cruise Terminal, where she will move to later on today.

## NCL takes three

**NORWEGIAN** Cruise Line (NCL) this morning announced a new partnership with Take 3 for the Sea in Australia, supporting the organisation's work in reducing plastic pollution in local waterways and oceans.

The pact will see NCL create and undertake a range of engaging activities to encourage awareness of the movement among the travel community, while "empowering stakeholders at an individual level to recognise the important role they can play," the company said.

Ben Angell, NCL VP APAC, said conserving the health of oceans and reducing plastic pollution was an important part of the line's Sail & Sustain program.

"As the first major cruise line to eradicate single-use plastic water bottles from our ships, we're proud to say that so far across our three sister brands at NCLH we've kept over 14 million plastic water bottles and 50 million plastic straws from harming the environment," he said.

Take 3 for the Sea CEO Jacquie Riddell said she was delighted to have NCL on board as a partner, noting that this year's Norwegian Walk for Wellness will include a series of special Take 3 for the Sea challenges.



# Norway Suites Sale

Save up to  
**\$1,500pp\***  
on Suites

# ACA Conference gets dressing for the ranch

Fri 9th September 2022

LAST night the Australian Cruise Association (ACA) brought its 2022 Conference to a close with a night at Hervey Range Rodeo Grounds in the mountains above Townsville. With attendees all dressed up in their best cowboy outfits, the night saw plenty of calf roping, team roping, steer wrestling, and more from the talented cowpokes of Far North Queensland. Later on, the group was treated to some dinner and tunes, with some boot-scooting long into the night.



**RENATA** Lowe, Tourism WA; **Dominic** Mehling, Tourism Australia; **Sarina** Bratton, Ponant.



**BIG** wigs clearly need big hats!



**JILL** Abel, Australian Cruise Association.



**MICHELLE** Black ready to crack the whip with her Viking Cruises colleagues **Toby** lemma and **Jane** Moggridge.



## Wollongong, NSW a winner for ACA 2023

THE 25th annual Australian Cruise Association (ACA) conference will take place in Wollongong from 30 Aug-01 Sep 2023 (CW breaking news), with ACA CEO Jill Abel announcing the location as she wrapped up this year's gathering in Townsville yesterday afternoon. "It is important for us to continue to support Australia's

regional port network which faced a particularly challenging time over the past couple of years," Abel said.

She said regional destinations are likely to play an increasingly important role in the regrowth of the cruise tourism sector in Australia, providing new opportunities for cruise lines to include them on itineraries.

## Cruise love-in for TravelManagers



YESTERDAY'S sessions at the 2022 TravelManagers conference in Sydney wrapped up with a formal debate discussing the age-old question of which is better: ocean or river cruising.

The hotly fought contest was adjudicated by TravelManagers GM Michael Gazal, who managed to keep things civil between the combatants, Damian Borg from Norwegian Cruise Line (pictured right) and Peter Douglas from Globus Family of Brands.

The tongue-in-cheek discussion saw the pair dress up in saucy sailor suits, trading quips which ultimately saw the discussion unsurprisingly end up as a draw.

## Quark Sep sale

QUARK Expeditions is offering discounts of up to 35% on polar voyages for the Antarctic 22/23 and Arctic 23 sailing seasons aboard its new *Ultramarine* expedition ship.

The September Sale also offers special additional savings for solo travellers, with Single Traveller's Supplements waived on many voyages.

Guests also only need to pay a US\$500 deposit at the time of booking.

For more information see [quarkexpeditions.com](http://quarkexpeditions.com).

## Costa Luminosa joins Carnival

AUSTRALIA'S newest Carnival Cruise Line ship is one step closer today with the official transfer of the *Costa Luminosa* to the Carnival fleet.

A formal handover took place in Palermo, Italy, with Costa Captain Niolantonia Palombella giving the keys to Carnival's Captain Adriano Binacchi.

The newly renamed *Carnival Luminosa* will commence sailing from her new Brisbane homeport on 06 Nov, with Carnival Cruise Line President Christine Duffy saying the ship is "such an added benefit to our Fun Ship family with her unique itineraries and onboard specialties".

"Combining favourites from our fleet and our wonderful crew with some of *Luminosa's* own fun features, this ship will surely feel like home to our guests in no time," she said.

*Luminosa* has capacity for 2,826 guests and 1,050 crew, with her maiden Australian season running through until mid-Apr 2023 before she repositions to operate an Alaska season from Seattle.

She is a sister ship to *Carnival Spirit*, with her local itineraries including visits to Aussie favourites such as the Great Barrier Reef and Airlie Beach as well as further afield to Pacific island destinations and Papua New Guinea.

Reservations for *Costa Luminosa's* Brisbane homeport season are now open for booking.



A WORLD cruise with a significant difference kicked off this week, with pax not enjoying the usual onboard comforts.

That's because it's actually a round-the-world yacht race with some especially tricky rules.

Participants in the Golden Globe Race must circumnavigate the world non-stop as the sole sailors aboard their vessels, which must use technology available no later than 1968.

Described as "one of the world's most challenging feats of human endeavour", the 48,000km journey is likely to last about 10 months.

One of the vessels is backed by Abu Dhabi-based AI company Bayanat, which noted that "such is the scale of the task that fewer people have circumnavigated the world solo by boat than those who have reached the summit of Mount Everest or travelled to space".

Frankly we'd prefer a cocktail by the pool.

## Viking last minute

VIKING Cruises says its recently released last-minute sampler voyages ex Cairns are selling out fast, with nine, 13- or 16-day voyages on offer priced from \$2,495pp to allow guests to experience the Viking difference.

The bargain-priced voyages depart next month and will cruise from North Qld to Bali, Singapore or Bangkok - see the offers at [vikingcruises.com.au](http://vikingcruises.com.au).