



RSSC: “commission with commas”

“WE WANT to be the best partners in the industry, we want to be good business partners and help you elevate the business”, Regent Seven Seas Cruises (RSSC) SVP Sales Shawn Tubman shared with agents on board *Seven Seas Grandeur* in Miami yesterday.

Currently sailing on the vessel's christening voyage, Tubman and Harry Sommer (pictured), President of RSSC parent company Norwegian Cruise Line Holdings, explained to onboard travel advisors and media what sets the brand apart in their offering to travel agent partners, including some of the highest commissions in the industry.

“Most important to us is our travel agent partners, thinking about what can we do to be the easiest cruise line to do business with, what can we do to be the most profitable cruise line to do business with,” Sommer shared.

“I know that the commissions that we give to trade are among the highest in the industry, mostly due to our all-inclusive packaging - we essentially pay you commission on everything included within the cruise fare.

“Commissions with commas’ is what the sales team call it.”

Tubman explained how RSSC communicates how it values its trade partners, including the cruise line's new travel agent partner program, Regent Elevate, which features three pillars -



insights, support, and growth - to offer the best tools to sell its voyages (CW 27 Sep 2022).

“We want to share with you everything we know about our customers, our guests, our prospects - we did a global study about a year and a half ago now, so we have fantastic data to share with you to help you prospect to identify the right kind of prospect, and we've got the tools to help you do it”, he said.

As part of the Regent Elevate program, RSSC University has also undergone a revamp, with all new courses, new degrees, and double commissions.

Tubman believes RSSC's partner efforts outline the symbiotic relationship between the cruise line and travel advisors.

“It's really about return on investment - you have valuable time and resources, and you want to put them where you get the biggest return and the best return for the future,” he added.

“You can see with our past guests, we have such a high level of past loyal guests...and commission, in real dollars is among the highest the industry... so everything we try to do is to help our partners succeed and improve on the ROI.”

MEANWHILE the onboard update also detailed a new multi-night stay initiative which is being trialled by RSSC on several 2024/25 trips.

Tubman said the cruise line is seeing a strong increase in demand from luxury hotel travellers, who are looking for alternatives to sky-high accommodation prices.

“We can use the ship as a floating hotel; we think this could be game-changing,” he said.

One of the destination-intensive itineraries will see *Seven Seas Explorer* cruise from Indonesia to Australia in Dec 2025, including overnights in Bali, Darwin, Airlie Beach, and Sydney. AP

Cruise Weekly today

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



on location aboard
Seven Seas Grandeur

Today's issue of CW is coming to you from aboard the all-new *Seven Seas Grandeur*.

GUESTS aboard *Seven Seas Grandeur* are swimming in the crystal clear waters of Freeport in the Bahamas today, venturing out on a variety of shore excursions.

Some passengers are visiting the famous swimming pigs of the Bahamas, while others are viewing the incredible sea life on a snorkelling expedition.

As for us, we'll be walking through Lucayan National Park, viewing its famous caverns, before spending the afternoon sunbathing on the white sands of Gold Rock Beach.

In a packed program we'll also be able to experience a class in the onboard Culinary Arts Kitchen this afternoon.

Unfortunately, however, it's going to be over all too soon, with a farewell cocktail reception tonight as *Seven Seas Grandeur* heads back to the mainland for an early morning disembarkation.

Princess takes a punt on Sydney Swans

PRINCESS Cruises has announced a new partnership with the Sydney Swans AFL club.

“As our Official Cruise Partner, Princess Cruises will play a pivotal role in supporting the club throughout the upcoming 2024 and 2025 seasons,” the club announced yesterday.

The pact will see Princess host exclusive Swans events such as AFL guest presenters and on

board trivia across the season, while Swans members can also look forward to a range of exclusive cruise offers.

Princess CEO John Padgett unveiled the deal alongside Swans CEO Tom Harley in Sydney Harbour yesterday.

“AFL is a sport that brings people together, and we believe in the power of community,” Padgett enthused.

The Chat

with Jenny

Travel Daily

A conversation with
Lisa Pile
Regent Seven Seas Cruises



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WATCH out cows, there is a new meat-eater on the loose.

Norwegian Cruise Line Holdings President & Chief Executive Harry Sommer revealed on Sun night he credits the steak at Regent Seven Seas Cruises (RSSC) steakhouse specialty restaurant, Prime 7, with converting him from a vegetarian diet.

Thanking RSSC Vice President of Hotel Operations Franco Semerearo at the christening of *Seven Seas Grandeur* this week, Sommer shared, "you single-handedly got me to change my vegetarian diet by having steak at Prime 7...wife thanks you."

Welcome to the dark side Harry, it's delicious here.

CW can confirm Prime 7 is worth a change in lifestyle for.

Windstar to refresh fleet



A MULTI-MILLION-DOLLAR refresh has begun for Windstar Cruises' three Wind-class sailing ships - the 342-guest *Wind Surf*, and the 148-guest *Wind Star* and *Wind Spirit*.

The project encompasses a full redesign of the fleet's public spaces with new layouts, furniture, wall & floor coverings, lighting, and custom art.

Guest staterooms, Premium suites, and Owner's suites

will also be fully refurbished, including new furniture, interactive televisions, and decor.

The multi-year initiative has kicked off with *Star* recently completing phase one of her renovations, ahead of the second phase, which will take place in three years' time.

Surf's refresh will also take place in two phases, in 2024 and 2026, while *Spirit* will be fully remodeled, with her renovations completed in 2025.

"This multi-year, multi-million-dollar initiative is all about providing guests with updated spaces that inspire relaxation, foster connection, and offer multifunctional needs of an intimate sized sailing yacht," Vice President Hotel Operations & Product Development Stijn Creupelandt said.

"Spending time on our yachts is all about moments of connection, whether that be guest to guest or guest to crew, and we want to make sure our spaces reflect that desire," he said. *MS*



CLIA UPDATE

with Joel Katz
MD, CLIA Australasia

New ships making waves

NEW ships have created an incredible spectacle in Australian ports over recent days, putting the spotlight on the sensational summer of cruising underway in this region.

Among the recent arrivals has been *Celebrity Edge*, which arrived in Darwin at the start of her first season Down Under.

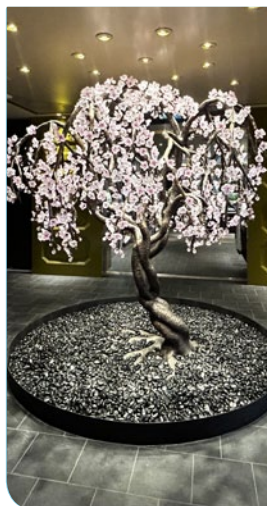
The ship's debut has been one of the highlights of a record cruise season in the Top End, where 45,000 passengers are scheduled to visit over what is otherwise a quiet time for tourism.

After Darwin, *Edge* sailed down the east coast and onward to New Zealand, helping to highlight a bumper cruise season across the Tasman.

Meanwhile, Richard Branson has been putting on a show as Virgin Voyages begins its first season in Australia.

The line's *Resilient Lady* was the centre of attention in Sydney last week as it hosted a series of events, then sailed on to Melbourne where it began its first Australian departure with an itinerary to Tasmania.

Arrivals like these help create more excitement around cruising and highlight the increasing diversity of cruise options available in Australia.



On board: *Seven Seas Grandeur* Pacific Rim

One of *Seven Seas Grandeur's* specialty restaurants, Pacific Rim focuses on savouring the flavours of Asia. First introduced on sister ship *Seven Seas Explorer*, and replicated aboard *Seven Seas Splendor*, the magnificent sculpture at the entrance of Pacific Rim sets the tone for the meal ahead. Pacific Rim features a glass cherry blossom sculpture, representing the tree of life. The attention-to-detail in the stunning sculpture is replicated in the delicious menu of Pan-Asian cuisine at Pacific Rim.



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