



Cruise Weekly today

CRUISE Weekly today features three pages of all the latest cruise industry news, plus full pages from:

- Windstar
- APT
- Uniworld Boutique River Cruises

Cruise Month kit

A **NEW** Cruise Lines International Association (CLIA) toolkit is equipping agents with a wealth of digital resources for Cruise Month in Oct (**CW 08 Aug**).

The toolkit is now available for download in the CLIA Members Hub, providing a range of branded and editable marketing collateral which can be used to mount personalised Cruise Month promotions.

It includes official logos, websites and social page banners, backgrounds for Microsoft Teams and video conferencing, email signature banners, social media tiles and assets, an editable cruise deal flyer, and more.

CLIA will add more to the toolkit throughout this month, and will run webinars to help give members ideas and advice on how to benefit from Cruise Month.

Uniworld on screen

UNIWORLD Boutique River Cruises is hosting a number of 'Aperitivo at the Pictures', which will combine a showcase of the line's voyages with the new *A Haunting in Venice* movie.

See **page six** for more information.

Cruise surges 150% for TravelManagers

CRUISE is an increasingly important product segment for TravelManagers, with year-to-date cruise sales across the network already amounting to more than one and a half times the same period last year.

"The growth is phenomenal," according to Joe Araullo (**pictured**), Chief Executive Officer of TravelManagers' parent company House of Travel.

He told **Cruise Weekly** the group is actively encouraging its home-based travel advisors to not only become members of Cruise Lines International Association (CLIA), but to also undertake their CLIA Masters accreditation.

Cruise lines continue to actively partner with the organisation (see **page 2**) and TravelManagers is also building its own in-house product by creating packages combining cruise with air and land content.

Groups are also a key focus, with individual TravelManagers encouraged to take advantage of generous incentives such as free tour cabins, additional onboard amenities and reduced discounts to help boost margins.



During the TravelManagers conference in Christchurch on Sat, Norwegian Cruise Line and Globus unveiled two exclusive package departures for members to sell into, one being a European odyssey combining a river cruise aboard Avalon Waterways' new Douro ship in Portugal connecting with a *Norwegian Viva* Mediterranean itinerary cruising out of Lisbon.

The second offer is a *Norwegian Bliss* Alaskan cruise combined

with a Globus tour of Western Canada including a Rocky Mountaineer rail journey.

Araullo and TravelManagers Chief Operating Officer Grant Campbell said the ability to access nett cruise rates was also key to long-term growth, pointing to the ease of booking for members, the growth of multi-generational cruise bookings, the all-inclusive nature of many fares and the typically high value of cruise reservations. **BP**

SCL OneSource

SEABOURN Cruise Line (SCL) has become part of the OneSource travel advisor platform, which covers other Carnival brands including Princess, HAL and Cunard.

VP of Sales and Trade Relations Steve Smotrys said he is confident the integration will revolutionise how agents engage with Seabourn.

Windstar on show

WINDSTAR Cruises is "for travellers, not tourists", with the boutique line's sailing yachts and all-suite vessels carrying just 148-342 guests, "making them just the right size to visit places big ships can't navigate or can no longer go", the company said.

More details on **page four** of today's **Cruise Weekly**.

APT delighted

APT is delighted to be National Travel Industry Awards (NTIA) nominees again, and is asking for help to get to the winner's podium.

The cruise line has been nominated in Category 22 (Most Popular Tour Operator - Global) and Category 30 (Most Popular River Cruise Operator). See more on **page 5**.



Customer's want flexible instalments with no credit.

PlanPay

Try it out

TravelManagers cruising into the future

CRUISE suppliers were out in force to support the TravelManagers network over the weekend, with the group's 14th conference taking place in Christchurch, New Zealand. Cruise lines were among key sponsors, with many taking part in the gathering's trade show as well as supporting events including a Norwegian Cruise Line-backed night of fun at the city's Archie Brothers Cirque Electriq amusement arcade.

Participating brands included Viking, MSC Cruises, Holland America Line, Cunard Line, Carnival Cruise Line, Celebrity Cruises, P&O Australia, Princess Cruises, Royal Caribbean International, Silversea Cruises, Uniworld Boutique River Cruises, Regent Seven Seas Cruises, APT, Azamara, Avalon Waterways, Norwegian Cruise Line, Oceania Cruises, Ponant, Scenic Luxury Cruises & Tours, Tauck and Aurora Expeditions, and Windstar Cruises (represented by Travel the World).

The conference agenda also included presentations from a number of TravelManagers members including Cruise Master Rose Febo, who urged delegates to capitalise on the projected huge surge in cruise over the coming years and highlighted the ease, high returns and strong repeat potential of cruise.

These pics were taken over the last few days in Christchurch - lots more at facebook.com/traveldaily.



WORLD'S Leading Cruise Lines Key Account Manager Angus McKay of P&O Australia and Sarah Miller from Carnival Cruise Line.



THE battle of the basketballs: NCL's Damian Borg versus Rob Patane from Royal Caribbean.



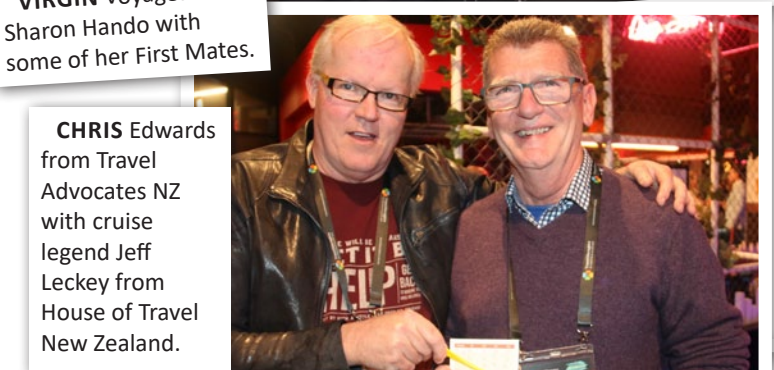
REGENT Seven Seas Cruises' ever-smiling Elsa McLean.



VIRGIN Voyages' Sharon Hando with some of her First Mates.



MSC Cruises' Bronwyn Knight showcases the line's diverse offerings.



CHRIS Edwards from Travel Advocates NZ with cruise legend Jeff Leckey from House of Travel New Zealand.



TAUCK'S Helen Eves showcases some meticulously curated European river cruise itineraries.



Travel Daily
Learn more about
Italy with Travel Daily
Training Academy

[Click here to discover](#)



CRUISE passengers aboard a recent Carnival Cruise Line voyage on *Carnival Vista* would have been stunned in more ways than one, with three of last year's Miss Universe cohort on the ship.

Miss Universe Aruba 2022 Kiara Arends, Miss Universe El Salvador 2022 Alejandra Guajardo Sada, and current Miss Universe titleholder R'Bonney Gabriel from the United States, were recently welcomed to Belize by the country's Miss Universe representative Ashley Lightburn.

The women visited the ancient Mayan ruins of Altun Ha during the port call before reboarding *Vista*.

The next day, they alighted in Cozumel, where they experienced a cooking class, learning how to craft an authentic, three-course Mexican meal.

Cruise set for record in '23

AUSTRALIA'S cruise market will outdo pre-pandemic levels over the coming season, Cruise Lines International Association (CLIA) Chair Ben Angell shared at last week's Australian Cruise Association Conference.

This will see our local market mirror the rest of the world, despite the relatively delayed restart of cruise in Australia, with this year set to see global passenger volumes rise beyond the levels achieved pre-COVID.

CLIA is expecting Australia to receive 70 cruise ships during the coming season, which is well above the 60 which were scheduled for 2019-20.

Ships are scheduled to call 1,848 port days in Australia, which represents more than 2.5 million passengers, Angell added, assuming vessels are full.

CLIA is anticipating 31.5 million passengers carried worldwide this year, which will be a record, and will far eclipse last year's number of 20 million.

The Association is forecasting annual passenger volumes will reach almost 40 million worldwide by 2027, with total

capacity on a similar trajectory.

"The order book through to 2028 shows around 60 new CLIA ships representing more than US\$40 billion worth of investment, which is clearly a big show of confidence in cruise," Angell enthused.

"Undoubtedly there is an enormous amount of work needed to achieve further growth and to fill these new ships, including the task of attracting an estimated four million new cruise guests over the next two years.

"We're supported by a strong network of trade partners, a strong community of ports and destinations, and continuing and strengthening positive sentiment amongst cruisers."

Angell revealed this intention to cruise in key markets worldwide is higher than it was pre-pandemic, with research showing 85% of those who have cruised in the past likely to do so again - 6% higher than at the end of 2019.

Two-thirds of those who've never cruised before say they're open to do so, with some of the strongest sentiment found among millennials. *MS*


Heritage seeks young explorers

HERITAGE Expeditions has opened applications for its "True Young Explorer" scholarships for the 2023/24 season, offering people aged 18-30 years the opportunity to join the line's Subantarctic Islands expeditions at "a fraction of what it would otherwise cost".

The New Zealand-based cruise line aims to contribute to conservation through experiential learning, providing funds for research and management as well as creating long-term "ambassadors" via the annual scholarship program.

Heritage said it is seeking applicants who are as passionate about giving a voice to and protecting the Subantarctic Islands and the Southern Ocean.

Prospective young cruisers will be required to contribute 30% of the advertised cost of the expedition, and must state how, within three months of returning, they would share their adventure.



WE'D REALLY LOVE YOUR VOTE!

MSC Cruises is delighted and deeply honoured to be nominated in the NTIA 2023 Most Popular Ocean Cruise Category.

Your unwavering support has brought us this far, and we couldn't be more grateful!

VOTE NOW

CRUISE WEEKLY
cruiseweekly.com.au
cruiseweekly.co.nz
 Cruise Weekly is part of the Business Publishing Group family of publications.
 Cruise Weekly is Australasia's leading travel industry cruise publication.

EDITORIAL
Publisher – Bruce Piper
Editorial Director – Damian Francis
Associate Publisher – Anna Piper
Contributors – Myles Stedman, Adam Bishop, Janie Medbury, Matthew Wai
info@cruiseweekly.com.au
info@cruiseweekly.co.nz

ADVERTISING AND MARKETING
 Sean Harrigan & Nicki Harford
advertising@cruiseweekly.com.au
advertising@cruiseweekly.co.nz
BUSINESS MANAGER
 Davy Adams
davy.adams@cruiseweekly.com.au

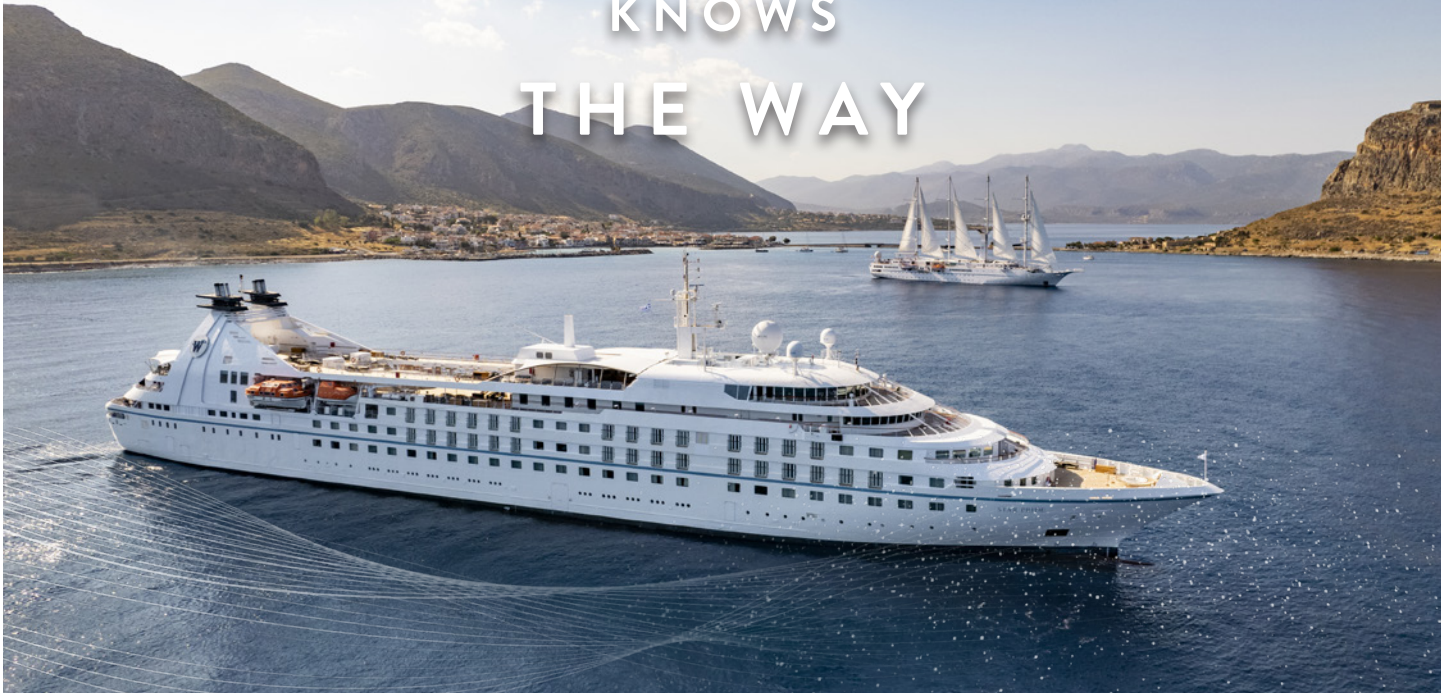
Suite 1, Level 2, 64 Talavera Rd
 Macquarie Park NSW 2113 Australia
 PO Box 1010 Epping NSW 1710 Australia
 Tel: (AU) +61 2 8007 6760 or (NZ) 0800 799 220
 Tel: (Int'l) 1300 799 220
 Every month we publish our consumer newsletter - **Travel & Cruise Weekly** - sign up free at www.travelandcruiseweekly.com.au.

Travel Daily
travelBulletin
 business events news

Cruise Weekly is a publication of Cruise Weekly Pty Ltd ABN 73 123 041 485. All content fully protected by copyright. Please obtain written permission to reproduce any material. While every care has been taken in the preparation of the newsletter no liability can be accepted for errors or omissions. Information is published in good faith to stimulate independent investigation of the matters canvassed. Responsibility for editorial comment is taken by Bruce Piper.



WINDSTAR KNOWS THE WAY



All cruise ships let you see the world. Only Windstar brings your clients close enough so they can truly experience it. Our classic sailing yachts and all-suite yachts accommodate 148 to 342 guests, making them just the right size to visit places big ships can't navigate or can no longer go. This intimacy provides them with the luxuries of time, space, and freedom to immerse themselves in both the journey and the destination.

Windstar Cruises is for travelers, not tourists, and the perfect alternative to a typical cruise or resort vacation. We offer clients the luxury of the individual choice to travel all-inclusive or cruise only, the choice of yacht they sail on, the choice of how they spend their precious vacation time, and the choice on how deeply they experience new places. And best of all, Windstar's friendly, casual, and fun-loving spirit is designed to make them feel at home.



PERSONALISED SERVICE



WATERSPORTS PLATFORM



WORLD CLASS DINING



WINDSTAR[®]
CRUISES
180° FROM ORDINARY[®]

Contact our specialist sales team
on 1300 749 875 or email reservations@windstar.com.au
To speak to us about groups, email us at groups@windstar.com.au



APT
TRAVEL
GROUP

We are delighted
to be NTIA nominees again



HELP GET US TO
THE WINNERS' PODIUM



NATIONAL TRAVEL
INDUSTRY AWARDS

2023
NOMINEE

Category 30
Most Popular River Cruise Operator

Category 22
Most Outstanding Tour Operator (Global)

VOTE NOW



LUXURY TRAVEL

TRAVELMARVEL ●

Travel More





APERITIVO AT THE PICTURES

with Uniworld Boutique River Cruises

WE INVITE YOU AND YOUR CLIENTS TO UNIWORLD'S NATIONWIDE CINEMA EVENTS – CHOOSE FROM 10 LOCATIONS –

For **3 weeks** commencing **Monday 18th September** our travel experts will do the selling for you as they showcase our new 2024/25 program.

After the presentation and a glass of bubbles everyone will enjoy a private screening of the highly anticipated, new movie 'A Haunting in Venice' inspired by Agatha Christie.

Tickets are \$20 per person (plus booking fee) and we are offering exclusive discounts for our agent partners and their clients:



Invite your clients to receive
50% off their ticket price using

GUESTOFAGENT

**DISCOUNT
CODES**

Book your clients and then claim
your complementary ticket using

TRAVELAGENT

[VIEW MORE DETAILS](#)

