



Cruise Weekly today

CRUISE Weekly today features three pages of all the latest cruise industry news, plus a full page from **Cruiseco**.

Swanning on in

SWAN Hellenic has welcomed Beth Stolyar as Sales Director, following the departure of Brigita Devries to MSC Cruises.

Stolyar will have full strategic and commercial responsibility for the Australian market, reporting directly to the head of Swan Hellenic's Commercial team Patrizia Iantorno.

She comes from MSC, where she served as the cruise line's Groups & Products Specialist.

Iantorno said it is a pleasure to welcome her to the team.

"She really 'gets' what makes Swan Hellenic special," Iantorno added.

Cruiseco launches Platinum Club

THE launch of the new Platinum Cruise Club by Cruiseco (**CW** breaking news) is a clear reinforcement of "the Helloworld's group commitment to the cruise sector" according to the company's Chief Operating Officer Cinzia Burnes.

The model sees the return of an exclusive, "by invitation only" offering from Cruiseco, reminiscent of its pre-Helloworld days when the group led Australia's cruise boom as a membership collective of top-performing cruise specialists.

Phil Hoffmann Travel (PHT), one of the original founders of Cruiseco in 2000, is a foundation member of the new Platinum Club alongside other Helloworld member agencies Clean Cruising and the Hunter Travel Group.

Like its original forerunner, the new Platinum Cruise Club plans to "curate exclusive cruise and



land packages, secure group allocations and join forces to sell into these", as well as promote ad-hoc offers from cruise partners.

"The group is focused on enhancing collaboration of cruise experts to share best practice and innovations," Burnes said.

Helloworld General Manager Cruise Karen Deveson said the Platinum Cruise Club is a "revised strategic approach which has been welcomed by our cruise line partners to see more proactive packaging of their cruise product".

"We are thrilled by the positive response we have received."

PHT Chief Executive Officer Peter Williams (**pictured above** with founder Phil Hoffmann) said collaboration with like-minded cruise-focused agencies backed by Cruiseco presents an opportunity for "everyone to win - client, cruise line, Cruiseco and the travel agent".

"We expect this to be a great success and are excited for what's ahead," Williams enthused. *BP*

More details on **page four**.

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FCTG appoints new cruise leaders

FLIGHT Centre Travel Group (FCTG) has made five key Cruiseabout and CruiseHQ appointments, with Darren Lloyd appointed as Brand Leader (**CW** breaking news).

Lloyd is well known to FCTG, having previously worked in leadership roles across leisure brands including Escape Travel, Student Flights, and BYOJet over an almost 25-year span.

Four key appointments have also been made in Flight Centre Travel Group's CruiseHQ wholesaler, including three former Creative Cruising staffers.

Carina Mullen (Head of Product), Caitlyn Paris (Marketing Manager) and Viktoriya Schliashko (Business Development Manager) have all joined CruiseHQ alongside Head of Operations Tina Giannapolous, with the foursome **pictured**.

"With Darren steering this ship



we are confident we can give Australian cruise customers the modernised and refreshed retail cruise brand they have been missing for years," FCTG Leisure Chief Executive Officer James Kavanagh said.

"Our model, with a national footprint, Australia-based call centre and online booking functionality all serviced by specialist cruise experts, is the only one of its kind in Australia and we're excited to watch

Darren take the helm as an incredibly experienced leader."

FCTG Chief Executive Officer Supply Greg Parker said the CruiseHQ leadership team will ensure the delivery of its promised new age business-to-business wholesale model.

"We are committed to making sure CruiseHQ is best-to-market and promotes real value and I believe we have the right leaders in place to help us achieve this," Parker said. *MS*

New Explora CCO

EXPLORA Journeys has appointed Archille Staiano as Chief Commercial Officer, based at the cruise line's headquarters in Geneva.

Staiano joins MSC Group's luxury line from sister brand MSC Cruises, where he was most recently Senior Vice President Global Sales.

He will report to Explora Chief Exec Michael Ungerer.

Staiano joined MSC Group in 1994, and spent the first 11 years in the company's container shipping business in Naples and New York City, where he undertook a variety of senior commercial roles.

"Achille's in-depth knowledge of sales, global distribution channels and revenue management within the maritime industry are tremendous assets," Ungerer said.

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MORE commonly spotted at sea, a mischievous suburban otter is being blamed for the theft of rare koi carp worth about \$200,000.

The Grosvenor Pulford Hotel & Spa near the British city of Chester - about 30 minutes' drive inland - set up a CCTV system to discover the culprit after 50 of the fish, worth \$4,000 each, went missing from an ornamental pond.

The video surveillance revealed the uninvited guest sneaking past an electric fence to snatch a carp before absconding with its prey.

A social media post confirmed the theft from the hotel's Asian Sensory Garden, adding that "as delighted as we are to be playing our part in the local ecosystem, we (and the fish) can only hope the assailant's visits become a bit less frequent as he's racking up quite a bill," adding "the otter cheek of it!"

GoSeabourn live

AUSTRALIAN and NZ travel advisors working with Seabourn Cruise Line should continue to utilise the agent portal at GoSeabourn.com, rather than One Source Cruises (*CW* yesterday).

The same applies for Holland America Line, with the local portal still GoHal.com.au.

CLIA cruise strategies



DESTINATIONS which are most successful at growing cruise tourism are those with a comprehensive strategy to do so, Cruise Lines International Association (CLIA) Chair Ben Angell said at last week's Australian Cruise Association Conference (*CW* 01 Sep).

Angell said destinations which are successful at increasing their local cruise sector to meet their needs are inevitably those that have forged close partnerships with the many working parts making up the industry.

"They involve working collaborations among tourism authorities, local and national governments, cruise lines, tourism operators, port operators, ground operators, suppliers, local chambers of commerce, retail associations," he said.

"What they have in common is a vision or a road map to ensure cruise tourism continues to grow in a way that's aligned with the destination priorities and aspirations which will aim to increase the value of the visitor

economy and improve the visitor experience."

CLIA has recently been filming in several locations around Australia to produce new advocacy videos to tell the story of the cruise sector from the perspective of those on the ground.

The videos will form part of the #WeAreCruise social media series, which will highlight the local benefits of cruise tourism and the variety of businesses which benefit from the spending of cruise visitors. *MS*

Pictured is Angell with Managing Director Joel Katz.

Euro wine cruises

EUROPEAN Waterways has announced enhanced wine excursions, which will introduce its luxury hotel barge guests to some of the finest wineries in France.

Passengers will learn about the history of winemaking and its traditions, and how the process evolves from grape-growing to bottling.

Excursions feature tastings at family-owned vineyards and private tours of historic chateaux.

Cruises also include meals paired with the finest regional wines, sometimes from the vineyard visited on the voyage.

Hosts will explain the significance of each vintage and guide guests on how to best enjoy them.

A number of European Waterways vessels can also be chartered for a Wine Appreciation Cruise.

"Wine and the company of fellow passengers are integral parts of the luxury hotel barge cruising experience," MD Derek Banks said.



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LAUNCHING PLATINUM CRUISE CLUB



PLATINUM CRUISE CLUB BY CRUISECO

CRUISECO, Helloworld's in-house cruise division is delighted and proud to announce the launch of the Platinum Cruise Club by CruiseCO. This is reinforcing the Helloworld's group commitment to the cruise sector said Chief Operating Officer and Executive Director, Cinzia Burnes.

In a "back to the future" scenario, a selected group of significant luxury cruise sellers have joined forces to form this exclusive, by invitation only, Club bringing together experience and expertise.

The founding members of the Platinum Cruise Club by CruiseCO are Clean Cruising, Hunter Travel Group (HTG), and Phil Hoffmann Travel (PHT). As the group hits various milestones, the intent is to extend the membership opportunity & criteria to like-minded & cruise focused agents.

The group plans to curate exclusive cruise and land packages, secure group allocations and join forces to sell into these as well as promote ad-hoc offers as presented by our cruise line partners. The group is focused on enhancing collaboration of cruise experts to share best practice and innovation.

"The Platinum Cruise Club by CruiseCO is a revisited strategic approach which has been welcomed by our cruise line partners seeking to see more proactive packaging of their cruise product. We are thrilled by the positive response we have received", said Karen Deveson - General Manager Cruise for Helloworld.

On behalf of its founding members, MD and CEO of Phil Hoffmann Travel, Peter Williams, said this is just the beginning.

"The opportunity to collaborate with like-minded, cruise focused agencies backed by CruiseCO, presents a chance for everyone to win - client, cruise line, CruiseCO and the travel agent. We expect this to be a great success and are excited for what's ahead."

