



Cruise Weekly today

Cruise Weekly today features three pages of all the latest cruise news including a special update from **Cruiseeco**, plus a full page from **Cruise Lines International Association**.

Join CLIA in 2024

JOIN Cruise Lines International Association (CLIA) this year and access exclusive benefits and the support you need to make the most out of the sector's current success.

CLIA members can also earn exclusive rewards on their cruise bookings, earning bonus commission or other rewards worth more than \$2,000 on eligible new cruise bookings through the 2024 CLIA Travel Agent Reward Program.

Head to **page 4** of today's **Cruise Weekly** for more info on CLIA.

New marketing push for Carnival

CARNIVAL Cruise Line is encouraging Australians to opt for "100% Holiday" on their next vacation in its latest campaign designed by creative agency Today The Brave.

The campaign aims to capitalise on Carnival's brand awareness, and is designed to drive consideration and conversion "further down the funnel".

'100% Holiday' intends to recognise most of us spend a lot of our vacation not actually being on holiday, between planning where to stay, looking for things to do, searching where to eat or shop, and more.

The campaign concludes a Carnival cruise is "100% holiday" from the moment a passenger steps on board.

It has also been designed to illustrate just how much fun can be packed into a Carnival cruise, ensuring vacationers are



maximising their well-earned time off.

"Carnival is experiencing an exciting period of growth, fuelled by the escalating demand for cruise holidays," the line's Senior Director Sales & Marketing Anton Loeb said.

"The value and convenience of a Carnival cruise is second to none and 100% Holiday wraps it all up

in our usual fun, playful style."

The campaign is currently in market across out-of-home, digital, social, and radio.

Carnival sister brand P&O Cruises Australia also launched a new brand platform recently, 'Brings Us All Together', which inspires Aussies to "set sail on a journey of meaningful connection" (CW 15 Jan). MS

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Wednesday 31 Jan 2024

Content produced
in collaboration with
CruiseCo

CRUISECO and Creative Cruising have announced the launch of their Sea the World Sail 2024 campaign.

The new initiative promises an exclusive wave of unbeatable opportunities and exclusive offers for valued travel agent partners and their clients.

Travellers will be able to take advantage of exclusive cruise and stay packages, such as an exclusive CruiseCo offering where guests enjoy a two-night stay in Honolulu before embarking on a cruise to Sydney.

The Sea the World campaign also offers a whole host of unique experiences, exclusive savings, and reduced deposits.

The cruise specialists have collaborated with a number of brands on the campaign, including Avalon, Azamara,



Carnival Cruise Line, Celebrity Cruises, Cunard, Explora Journeys, Holland America Line, Hurtigruten, MSC Cruises, P&O Cruises, Princess Cruises, Royal Caribbean, Quark Expeditions, and Virgin Voyages.

To learn more about the new Sea the World Sail 2024 campaign, visit the CruiseCo website [HERE](#), or Creative Cruising [HERE](#).

Australia's cruise powerhouse

CRUISECO and Creative Cruising are two of Australia's most respected cruise wholesalers, together possessing a powerhouse of cruise knowledge and expertise to help agents deliver their clients the cruise holiday of a lifetime.

Launched in 2000, CruiseCo is the largest and broadest distributor of cruise product in the Southern Hemisphere, providing over 250 CruiseCo travel agents with access to over 50 global cruise lines.

Meanwhile, Australia's leading independent cruise wholesaler, Creative Cruising, has been connecting travel agents to exceptional cruise holidays for nearly 31 years.



Score a spot on an Avalon cruise!

AS THANKS for continued support from their valued travel agent partners, CruiseCo and Creative Cruising have partnered with Avalon Waterways and Celebrity Cruises to offer exclusive incentives for the trade community.

There are nine spots up for grabs on Avalon's Helloworld Group Agent Network Famil*, an Active & Discovery on the Rhine river cruise, which departs 27 July and visits four countries in eight days.

The five agents who sell the most Avalon Waterways and Globus products between 01 February and 14 April will earn a

place, while the remaining four will be drawn randomly.

Each Globus passenger booked will count as one entry to the draw, while every Avalon Waterways passenger booked will count as two entries.

Agents can also take advantage of a Celebrity Cruises summer booking bonus and earn an extra \$50* commission on all of the cruise line's itineraries departing in 2024.

The Helloworld Group Celebrity Cruises booking bonus applies to bookings that are made and deposited between 01 January-31 March 2024 (*T&C's apply).



 **cruiseCo**
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HURRY, DON'T MISS THE BOAT!



CARNIVAL Cruise Line's *Carnival Jubilee* rescued two men stranded in a kayak in the Gulf of Mexico yesterday.

The ship's team rescued the men off the coast of Isla Mujeres, who were using the kayak to stay float after their boat sank.

They were welcomed onto *Jubilee* safely, where they were evaluated by the ship's medics and given first aid and food.

Jubilee's team and Carnival fleet operations centre staff in Miami kept in close contact with Mexican Navy officials and arranged a transfer, which was completed in short measure.

The ship is proceeding with her regular schedule and will visit Mahogany Bay today.



APT NZ cruise deal

APT Travel Group's product of the week is a luxury New Zealand cruise with APT.

The New Zealand Coastal Expedition sails for 11 days, starting on 23 Nov.

Leading in from at \$10,795 per person, twin share, the sale represents a saving of up to \$2,600 per couple - **CLICK HERE** for more information.

Carnival's new Key to fun



CARNIVAL Cruise Line's new exclusive destination on Grand Bahama, Celebration Key (render **pictured**), will feature five distinct areas designed for a variety of unique experiences.

The five separate "portals" feature the largest freshwater lagoons in the Caribbean, a breathtaking white sand beach, exclusive adults-only club, spaces designed to maximise family fun, and a variety of dining and libation venues.

Celebration Key, which opens in Jul 2025, is a featured destination on more than 500 cruise itineraries currently open for sale on 18 Carnival ships sailing from nine American home ports.

Passengers are first immersed at Celebration Key in the Welcome Portal, where they are greeted with info to help guide them.

The Family-Friendly Portal includes swimming in the large freshwater lagoon alongside a splash pad with a shallow pool, two exciting racing waterslides in the large sandcastle, sports courts, a beautiful beach with all types of beach loungers and a variety of cabana rentals, including beach cabanas, villas

with personal slides into the lagoon, and floating cabanas.

Adults looking to spend their day enjoying a freshwater lagoon, at the beach lounging on the warm white sands, splashing around in the Bahamian waters, or kicking back and relaxing, can head to the Adult-Friendly Portal.

Guests can find their favourite cocktails at a large swim up bar while they enjoy a high-energy vibe with a live DJ.

The Private Club Portal is a premium experience curated for those who are seeking a relaxing and luxurious day in paradise.

This adults-only retreat features a stunning infinity pool overlooking the best views of the Bahamian waters, and a dedicated section of beach providing a range of elevated dining experiences.

The Retail Portal will showcase Bahamian culture, featuring shopping that will include authentic local artisanal goods and retailers, along with duty-free stores, and several food and beverage options serving Bahamian flavours.

CLICK HERE to view a special Celebration Key video.



Member Spotlight: Norfolk Island Update

ALTHOUGH Norfolk Island has been an emerging cruise destination for over a decade, high aborted call rates threatened to initially shut down cruise calls to Norfolk for good.

In 2019, the Government commissioned building three 90 pax tenders.

These were a game changer for successful calls and were well received by the industry with 16 scheduled cruise calls for 2020.

Things were going well until March when the C word closed everything down.

Fast forward three years to 2023, and over the hiatus, tender operators have been training on the tenders and tour operators have been refining product ready to launch into the season.

In 2023, the calendar included eight larger vessels (2,000+) and an expedition vessel.

All of these successfully unloaded, delivering over 18,000 cruise passengers to the Island.

The economic impact from this has been significant.

Applying an industry average contribution to a destination of \$198 per cruise passenger, it is estimated that cruising injected \$3.5 million into the Norfolk Island community in 2023.

Moving forward, the 2024 schedule is a similar frequency to 2023, kicking off with the *National Geographic Orion* and *Le Laperouse* next week.

There are also several projects on Norfolk Island underway including new tours and experiences.



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Access exclusive benefits and the support you need to make the most of our industry's success



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*Please refer to the CLIA Australasia 2024 Travel Agent Rewards Program Terms & Conditions at www.cruising.org.au

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