



P&O World Cruises opens Europe

P&O will offer more Northern European cruises and visit 13 new ports of call next season.

ON SALE FROM TODAY, WITH A 10% DISCOUNT, P&O World Cruises' Europe 2012-13 program will see seven ships sailing to 250

destinations, including new ports such as Brindisi and Ancona (Italy); Kalmar (Sweden); and Durres (Albania).

The additional Northern European cruises will be on *Aurora* and the newly child-free, refurbished *Oriana*.

A highlight for *Oriana* is a 14-night Iceland and Norway cruise ex Southampton on 18 Aug 2012, priced from \$3039 ppts.

This is also the first full season for the 'exclusively for adults' 710-pax *Adonia*, which will offer Med cruises between Trieste, Piraeus and Salerno, with fares from \$2,589 ppts.

Azura will focus on the Med including a 24-night maiden Black Sea cruise, priced from \$3,809 ppts.

Oceana will visit the Western Med and Norwegian Fjords, with a seven-night cruise departing Southampton on 06 May 2012, from \$1,179 ppts.

On 03 Jul 2012, clients can be part of a grand event involving all seven ships meeting in Southampton before departing on special cruises to celebrate P&O's heritage.

The 10% discount and onboard credits are available on bookings made by 31 Dec 2011.

MSC Cruises wants you!

MSC CRUISES IS REMINDING AGENTS THAT TIME IS running out to book its 'Hot Deals' which include festive season cruises from \$989, as well as \$1,000 towards airfares for every MSC Yacht Club Suite booking.

MEANWHILE the cruise line is also appealing to the industry to vote for it in the lead-up to the 2011 AFTA National Travel Industry Awards.

MSC has been nominated for the Best Cruise Operator - International Based.

See **page six** of today's issue for details.

TODAY'S CRUISE WEEKLY

Welcome to today's **Cruise Weekly** Trade edition featuring four pages of all the latest cruise industry news, plus a full page from NCL (p5) and a full page from MSC (p6).

Easter island hopping?

AGENTS WITH CLIENTS LOOKING TO ESCAPE OVER Easter may want to take advantage of some fabulous rates for Norwegian Cruise Line's Hawaiian Islands voyages onboard *Pride of America*.

Prices for a seven-night itinerary (departing every Sat in Apr) start from \$979, and are available for a limited time only.

For details see **page five** of today's issue.



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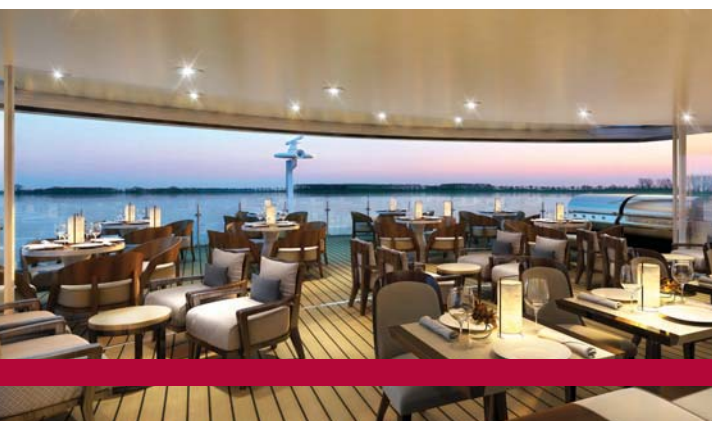
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Selling Luxury Cruises

As the cruise industry continues to grow at a rate beyond most of the travel industry it is important that you are taking advantage of all possibilities for your clients.

When was the last time you offered your clients the most expensive option as opposed to the cheapest?

After you have qualified your clients to determine their needs, have a look at what luxury cruise options are available.

As a cruise consultant you are rewarded based on commission you earn for your agency and as luxury cruises have higher price points naturally this is your opportunity to substantially increase your earnings.

A luxury cruise although more expensive will include items that client's will certainly appreciate once onboard such as -

- Close attention to detail
- High passenger to space ratio
- High crew to passenger ratio
- More overnight port stays
- Personalised stationary
- Less public announcements
- Finest quality bedding
- High quality toiletries supplied
- Fine dining

On some luxury cruise ships inclusions even extend as far as shore excursions, drinks and even tipping.

As luxury vessels tend to be smaller they will offer itineraries that include ports large ships can't access, giving your clients the opportunity to discover special locations that tend not to be on the holiday radar.

Easier said than done – of course! You may not convert 100% but if you don't offer the product your conversion will be no better than zero!



Brett Jardine
General Manager
ICCA

Growth ahead of expectations

ICCA chairman Gavin Smith has urged the industry to capitalise on the growth of 2010.

SPEAKING EXCLUSIVELY TO **CW** TODAY, SMITH SAID the scale of Australian cruising's growth last year was "ahead of my expectations".

"Cruise lines tend to operate conservatively and independently, so to see everyone's results on a consolidated basis is exciting, and it allows us to celebrate our joint success," he said.

Announced on Monday, the ICCA report revealed 27% year on year growth, which Smith said reinforced the validity of activity within the cruise industry.

"It's important to demonstrate that we are delivering volume in response to the support we're getting from the government," he said.

"To grow by 100,000 passengers in one year shows that the industry is far from maturing."

Australians' continued interest in local destinations is also encouraging, Smith added.

"If you aggregate the figures for the South Pacific and New Zealand, more than 300,000 people are cruising close to home, so that means travel agents can continue to attract entry-level cruisers to low-priced local holidays and then overseas to Europe and Asia."

Smith also acknowledged the "solid" performance of river cruising and its role in

building the cruise market.

"All of the product is great and new, which is broadening the appeal of cruising to Australians and bringing people back to small-ship cruising outside of the luxury brands."

Smith's main message to agents was to reflect on whether their sales growth was consistent with market growth.

"It's time to ask whether your cruise business grew by 27%," he said.

To cruise lines' Australian representatives, Smith advised using the statistics to gain additional investment from head office.

"The strong results should assist in attracting either marketing funds or further deployments in Australia."

Scenic's 2012 Sth America

SCENIC TOURS' NEWLY RELEASED 2012 SOUTH America program features 15 new itineraries, which can be added to a spectacular three-night luxury Amazon voyage onboard the 32-passenger *MV Aria* (launching this month).

The three night journey takes guests to some of the most remote and least visited areas of the world, whilst cruising in comfort in *Aria's* oversized suites and dining on gourmet Peruvian cruising with crystal and china service at dinner.

For further South American program details visit www.scenictours.com.au.



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Disney Cruise Line adds new ports for 2012

NEXT YEAR DISNEY CRUISE LINE HAS ADDED THREE NEW HOME PORTS, NEW YORK, SEATTLE AND GALVESTON, to its fleet schedule, as well as several new itineraries, all aimed at making the cruise line more accessible to potential cruisers.

As such, 2012 will see *Disney Magic* offer a total of 20 cruises from New York between May and Sep, which will include eight-night Bahamas itineraries (stopping at Castaway Cay, Nassau and Port Canaveral), five-night New England coast voyages to Canada (stopping at Halifax, Nova Scotia and Saint John), as well as two-night Disney sampler cruises which include a one-day Walt Disney World Park Hopper ticket.

From New York *Magic* will then travel to Galveston where she will offer 12 seven-night Western Caribbean cruises taking in Grand Cayman, Costa Maya and Cozumel, until Dec.

Prior to her New York positioning *Magic* will sail out of Port Canaveral on seven-night Caribbean cruises, as well as four- and five-night Bahamian voyages.

Meanwhile *Disney Wonder* will sail 14 seven-night cruises from Seattle to Alaska between May and Aug, visiting Tracy Arm, Skagway, Juneau, Ketchikan and Victoria; before heading to LA where she will host her usual seven-night Mexican Riviera voyages, as well as four Pacific Coast cruises calling into San Francisco, San Diego and Esenada and a 15-night Hawaiian voyage.

Disney Fantasy will depart on her maiden voyage on 31 Mar, and will sail out of Port Canaveral on alternating seven-night Eastern/Western Caribbean itineraries; whilst *Disney Dream* will sail three-, four-, and five-night Bahamas itineraries out of Port Canaveral.



NCL's online shop

GUESTS ENAMORED BY NORWEGIAN CRUISE LINE are now able to buy NCL branded merchandise including mens/womens/childrens apparel, travel and promotional items and *Norwegian Epic* paraphernalia, following the launch of the cruise line's new online shopping portal.

See www.nclgiftshop.com.

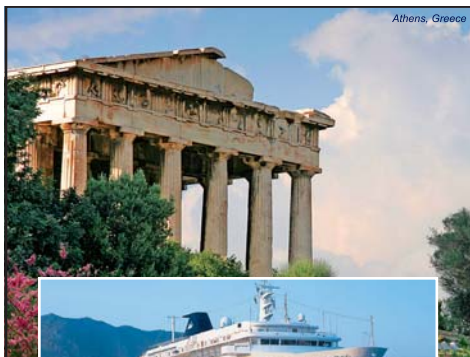
'Tis the season of sailing

THE AUSSIE CRUISE SEASON MAY HAVE WRAPPED FOR the year but Tourism Queensland isn't bothered by that, with TQ pushing the region's official 'Summer of Sailing' program.

Aimed at yachting enthusiasts and sporting young Aussie adventurer Jessica Watson as its ambassador, the Summer Sailing initiative aims to draw both seasoned sailors and those just wanting to give yachting a try, to Queensland waters for a series of sailing events.

"There is an opportunity for every level of skill and experience," a statement from Queensland Tourism said.

Sailing packages start from \$85pp, and for more details **CLICK HERE**.



HAL ups Alaska capacity

NEXT YEAR HOLLAND AMERICA LINE WILL FEATURE four Alaskan cruise itineraries across seven of its vessels, increasing the cruise line's year-on-year capacity by around 6%.

Between 02 May and 23 Sep 2012 the cruise line will feature 130 departures, with voyage options ranging in lengths of between seven- and 14-days.

Ms Oosterdam and *ms Westerdam* will sail seven-day Alaskan Explorer itineraries roundtrip from Seattle, with calls in Juneau, Sitka, Ketchikan and Victoria, as well as visits to Glacier Bay or Tracy Arm Fjord/Twin Sawyer glaciers.

Ms Amsterdam will also feature two seven-day Alaskan Explorer itineraries from Seattle as well as a series of 14-day Alaska Explorer voyages, whilst *Statendam* and *Zaandam* will offer seven-day Glacier Discovery voyages between Vancouver and Steward with port calls at Ketchikan, Juneau, Skagway, a day at sea in the Gulf of Alaska and scenic cruising through the Inside Passage.

Meanwhile *ms Volendam*, *ms Zuiderdam* and *ms Zaandam* will sail on a series of seven-day Inside Passage voyages roundtrip from Vancouver.

"Alaska itineraries continue to be among the most popular cruises HAL offers, and our increased capacity means more guests will have the opportunity to explore a region that has so much to offer culturally, historically and experientially," said Richard Meadows, executive vp, marketing, sales and guest programs at HAL.

See www.hollandamericalline.com.au.

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Thomson changes 2012 UK cruise trends

BRITISH CRUISE LINE, THOMSON CRUISES, HAS altered its 2012 summer program to reintroduce cruises from the UK onboard *Thomson Spirit*.

"We have widened the portfolio of destinations we offer on our cruises to give customers even more choice," said Phil Gardner, commercial gm for Thomson Cruises.

From May to Jul 2012 *Thomson Spirit* will be based in the British port of Newcastle, and between Aug and Sep will be based in Harwich.

During her British season *Spirit* will offer 15 different itineraries ranging in length between three- and 14-nights.

Itineraries include an 11-night British Isles voyage visiting Guernsey, Dublin, Isle of Man, Isle of Mull, Orkney Islands and Edinburgh.

For details see www.thomson.co.uk.



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CARNIVAL CRUISES UK IS CONSIDERING REDUCING the distances travelled on its European itineraries, as well as the speed at which its vessels sail, according to Carnival UK ceo, David Dingle.

The comments come as part of the company's 2011 UK cruise report into trends and innovations in the UK cruise market, and are directed in response to the challenges cruise companies face in respect of reducing fuel consumption to meet environmentally-based regulations without experiencing a significant rise in operating costs.

"We are asking ourselves and, by extension, our customers whether we really need quite as rich a port content in those itineraries as we have included in the past," Dingle said.

"The fact is that if we do not change the way we operate, our already rising fuel costs will be much higher from 2015 so it is important that we start to grasp this nettle now," he added.

So far Carnival Cruises UK has managed to reduce its fuel consumption by 5% over the past two years, a feat which has been achieved by lengthening QM2's transatlantic voyages from six to seven-days, as well as the introduction of several new ships, itinerary changes and technical innovations.

Ecoventura doubles

SMALL EXPEDITION CRUISE LINE, ECOVENTURA, HAS doubled its Galapagos itinerary offering for 2012 to reduce the usage of popular sites, in accordance with Galapagos National Park and Marine Reserve regulations.

As such Ecoventura now features two seven-night itineraries including a Southern/Costal voyage and a Western/Northern cruise- see www.ecoventura.com for details.

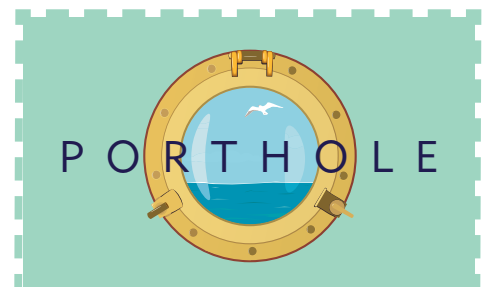
Wonder disappearance

ACCORDING TO REPORTS THE ROYAL BAHAMAS police force has ruled out the possibility of foul play in the disappearance of *Disney Wonder* crew member Rebecca Coriam last month.

Coriam, a childcare worker on *Wonder*, was first reported missing on 21 Mar as *Wonder* sailed from LA to Puerto Vallarta, and despite multiple shipboard and sea searches has not been found.

Last week the Mexican navy also called off its sea search, and *Wonder* has resumed its usual scheduled operations.

"The case remains open and under active investigation," said Superintendent Paul Rolle, of the Royal Bahamas Police Force.



EVER WANTED TO WALK THE BOARDS?

Crystal Cruises has hired the services of a Canadian comedy improvisational group, Vancouver TheatreSports, to get guests involved in impromptu fun whilst cruising on *Crystal Symphony's* 2011 Jun-Jul Alaska voyages.

As part of the program guests will enjoy being a part of nightly comedy performances, and will also be able to follow the pied-pipers of fun in participatory improv workshops.

RIVER CRUISE TO THE REAL MONA LISA.

European river cruise operators may soon be able to offer excursions to visit the final resting place of the real Mona Lisa, after Italian scientists announced their intention to dig up the remains of Lisa Gherardini who is believed to be the model for Da Vinci's masterpiece.

The wife of a wealthy merchant, Gherardini was born in 1479, whilst the recent discovery of a death certificate revealed she died on 15 Jul 1542, and was laid to rest in the Convent of St Ursula in Florence.

Researchers are aiming to begin their dig in the Convent using radar to search for hidden tombs, and will match bones to the age and date of Gherardini when she died, as well as characteristics that match known facts about her life.

The scientists will also attempt to reconstruct her face.

THEY SHOULD HAVE TAKEN A CRUISE!

A newlywed Swedish couple, Stefan and Erika Svanstrom, have made the news after their four month honeymoon saw them endure six natural disasters.

The pair began their ordeal in Munich in Dec last year where they were stranded in the snowstorms, before heading to Australia where they were caught in the Cairns cyclone, then Brisbane floods and Perth bushfires.

Following that the pair headed to Christchurch arriving the day after the earthquake, and from there visited Tokyo just in time for the recent earthquake and tsunami disaster.

The couple have since returned home, telling press that they could "only laugh" at their string of successive bad luck.

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