



CCS launches new agent websites

Complete Cruise Solution's 'My CCS' includes extra features such as customised marketing tools.

THE MUCH ANTICIPATED CRUISE DESTINATIONS - www.myccs.com.au and www.myccs.co.nz - went live yesterday, providing greater support for travel agents in Australia and NZ.

Designed as a 24/7 online cruise hub, features include instant access to POLAR Online's booking portal, special offers, news, deck plans, images, event details and event registration across all CCS brands.

In a new initiative, agents can also use the sites to customise their own marketing materials with a Flyer Wizard Tool.

According to Don Clark, director of sales, My CCS is the company's biggest-ever single investment in the trade.

"As the cruise industry continues to expand, so too does the role that travel agents play in growing our business," Clark said.

"This website provides all the support that agents need - it's the ultimate one-stop shop for any agent who wants to increase their cruise sales."

Agents can use their existing POLAR Online login and password to view an introductory video on www.myccs.com.au.

TODAY'S CRUISE WEEKLY

Welcome to today's **Cruise Weekly** Trade edition featuring five pages of all the latest cruise industry news.

AIDAsol christening

THIS MONTH, GERMAN CRUISE LINE AIDA CRUISES christened its eighth cruise ship, *AIDAsol*.

Built at the Meyer Werft shipyard *AIDAsol* is the fifth Sphinx class vessel for AIDA, and weighs in at 71,000 tons.



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HAL's Europe in 2012

HOLLAND AMERICA LINE WILL FEATURE 44 EUROPEAN itineraries for a total of 103 departures in its 2012 European summer program onboard *ms Eurodam*, *ms Maasdam*, *ms Nieuw Amsterdam*, *ms Noordam*, *ms Prinsendam*, *ms Rotterdam* and *ms Ryndam*.

The itineraries span from the northern tip of Norway to the Baltic, Black Sea and the Mediterranean and range in length from seven to 35-days.

New itineraries for 2012 include a 20-day Portugal, Spain and Canary Islands voyage onboard *Ryndam* from Rotterdam to Dover priced from US\$2,999pp/ts.

Other new itineraries also include a 17-day Spanish Rhapsody onboard *Rotterdam*, a seven-day Norwegian Fjords voyage onboard *Ryndam*, *Rotterdam* or *Eurodam* and a 14-day Venetian Empire cruise onboard *Prinsendam*.

During the season HAL will also make maiden calls to Durrës, Albania; Fowey, England; and Eidfjord, Kirkenes and Ulvik, Norway.

For details visit www.traveltheworld.com.au.

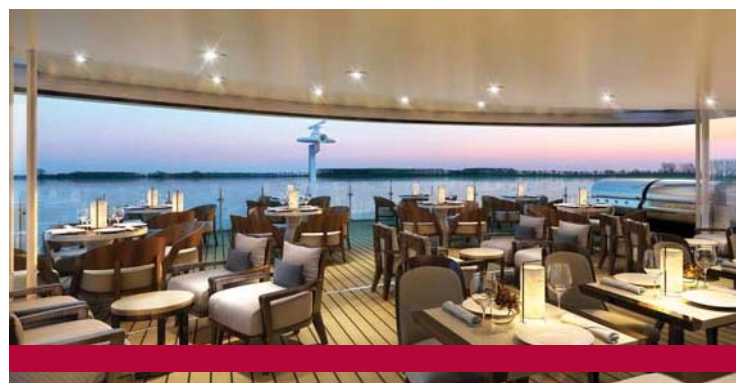
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Complete Cruise Solution



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Visit www.vikingrivercruises.com.au for all details

THE WORLD'S LEADING RIVER CRUISE LINE...BY FAR®



Review from Cruise3sixty

Concluding last Sunday was the world's largest cruise conference aimed at retail agents – Cruise3sixty.

Presented by the ICCA's North American sister company CLIA, the event took place within the Fort Lauderdale (Florida) port precinct where we had a contingent of ICCA members participating.

The opportunity to participate in seminars and workshops, mix with other cruise specialist agents and listen to leading cruise industry professionals from within the North American market has been nothing short of excellent.

As part of an opening address by the CEO of CLIA, Australia/New Zealand was actually recognised as the fastest growing cruise source market in the world.

For those of us sitting in the room, we certainly felt very proud on behalf of our entire industry back home.

A highlight on day two of Cruise3sixty was listening to the thoughts and experience of some very highly credentialed CEO's from NCL, MSC, Princess and Celebrity cruises as part of a panel discussing the current state of the cruise industry.

As a group they are certainly upbeat about where the cruise industry is headed.

Through the afternoon of days two and three we had time to participate in an extremely well organised trade show.

With the USA being such a mature cruise market it was great to see so many different businesses that recognise the value of the cruise industry and the need to support.

Each day of the conference we had the opportunity to participate in ship inspections on a choice of twenty different vessels that included *Allure* and *Oasis of the Seas*; *Ruby* and *Crown Princess*; *Norwegian Epic*, *Pearl* and *Dawn*; *Celebrity Century*, *Solstice* and *Eclipse*; *Carnival Liberty*, *Glory* and *Valour* and Holland America's *Rotterdam* just to name a few!

Mark April 26-30, 2012 in your diary to join the ICCA at this great event.



Brett Jardine
General Manager
ICCA

CCL to target 'cruise rookies'

Carnival Cruise Lines plans to market its year-round Australian cruises to first-timers and 'free spirits'.

IN AN INTERVIEW WITH **CRUISE WEEKLY**, JENNIFER Vandekreeke, CCL's new director, Australia, said the line is confident it can introduce more locals to "the wonderful world of cruising" when *Carnival Spirit* is based full-time in Sydney from 2012.

As the first person to be appointed to the newly created role, Vandekreeke has high hopes for CCL's inaugural foray overseas.

"We believe there is still plenty of room for growth here," she said.

"We feel that the combination of a quality experience and free-spirited fun is a perfect

fit for the Australian market."

Formerly based in Miami as CCL's director of advertising, Vandekreeke also plans to implement some key ideas from the US to Australia in a bid to lure "cruise rookies".

"We have created a lot of material such as videos and website content that brings the cruise experience to life and helps cruise rookies envision themselves on a cruise," she said.

"In our experience, once a cruise rookie understands the cruise experience, they realise that it's a great fit for what they're looking for in a holiday and they can't wait to get onboard and experience it for themselves."

A main point of differentiation for *Carnival Spirit* will be its onboard space, with balconies in two-thirds of staterooms, Vandekreeke said.

She also confirmed that TTW will retain its role as CCL's representative for overseas markets.

"Travel the World has been a highly valued partner of Carnival Cruise Lines and they will continue to represent our North American and European itineraries."

Upcoming ICCA dates

THE ICCA IS REMINDING AGENTS OF ITS UPCOMING training dates: Sydney 17 and 18 May; Brisbane 31 May and 01 Jun; Hobart 07 and 08 May; Melbourne 09 and 10 Jun; Perth 21 and 22 Jun; Cairns 08 and 09 Jul.

See www.cruising.org.au.

Legends cruise to Bali



PICTURED ABOVE IS A GROUP OF HARVEY'S Choice agents about to enjoy dinner in the Romeo and Juliet Dining Room whilst onboard Royal Caribbean's *Legend of the Seas* for a seven night voyage to Semarang and Bali.

Highlights of the voyage included a bridge tour, trivia games in the Schooner Bar and an overnight stay in Bali.

The agents pictured include Cameron Snow, HWT Tuncurry; Bronwen Milsom, Royal Caribbean's WA and SA DSM; Leah Simpson, HWT Dubbo; Sally Walls, HWT Charlestown; Jaclyn Turner, HWT Rutherford; Lisa Kyle, HWT Narellan; Nicola Giles, HW Hols; Nicole Mirams-Harrison, HWT Corrimall; Sandra O'Connet, HWT Head Office and Lisa Wilkinson, HW Hols.

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Includes airport/ship transfers, meals, entertainment, port taxes, fuel supplement, government fees & gratuities.

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Agents learn that travelling right has its rewards



Achievement Award for Royal Caribbean Cruises.

The team scooped up the awards, according to Royal Caribbean, based on their sales performances last year.

Pictured above proudly displaying the team's new awards are (from left) Nigel Walliss, Travelrite; Jean Unger, Travelrite; Belinda Lopez, Royal Caribbean Cruises; Laura Brogno, Travelrite; Freya Cawes, Travelrite and Jodi Prigg, Travelrite.

THIS MONTH THE AGENTS AT Travelrite Balwyn in Victoria were surprised by a visit from Belinda Lopez, Royal Caribbean Cruises Australia's Victorian DSM.

In amongst her bag of goodies Lopez pulled out and then presented the team with a Platinum 2010 Travel Agent Achievement Award for Celebrity Cruises, as well as a Silver 2010 Travel Agent

Navigator returns

ROYAL CARIBBEAN HAS ALTERED *NAVIGATOR OF THE Seas'* schedule so that instead of spending the 2011-12 winter season in Europe, she will instead cruise the Caribbean.

Navigator will reposition from the Mediterranean to Fort Lauderdale in Nov 2011 and instead of running her planned 14-night Med cruises, will feature a range of five- to nine-night Western and Eastern Caribbean itineraries until Apr 2012.

Included in the new schedule is a series of alternating six-night Western and eight-night Eastern Caribbean cruises, as well as a nine-night New Year's Eve cruise departing 30 Dec, a seven-night Eastern Caribbean voyage departing on 08 and 22 Jan 2012 and a seven-night Western Caribbean itinerary departing 15 Jan 2012.

Navigator will also host a 15-night transatlantic repositioning cruise from Rome to Port Everglades departing 06 Nov 2011 and a 15-night return cruise to Rome on 14 Apr 2012.

According to RCI, the decision to alter *Navigator's* itinerary was made following strong demand for Caribbean cruises, and *Navigator* will return to her previously scheduled 2012 summer sailing program in Europe following the conclusion of her Caribbean sojourn.

RCCL support agreement

MARINE SERVICES PROVIDER WÄRTSILÄ HAS SIGNED a long-term maintenance agreement with RCCL which will see Wärtsilä supply the cruise line with "maintenance planning, spare parts logistics optimisation, the development and testing of engine components, fuel consumption optimisation, and an advisory service for overhauls and workshop services".

Number 27 revealed

PRINCESS CRUISES HAS RELEASED ITS 27TH 'Essential Experience' travel bucket-list blog, written this week by Francisco Lopez, the line's manager of air services.

In his blog Lopez talks about Berlin, whilst this week's 'Reader Essential Experience' describes Kusadasi in Turkey.

See www.50essentialexperiences.com.



EASTER SPECIAL

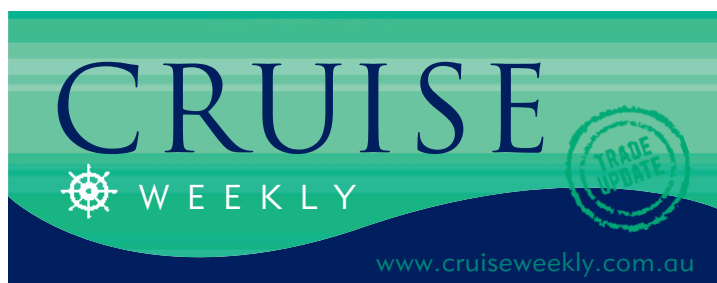
Plus Bonus Shipboard Credits up to ^{US}\$250 per guest

<p><i>Mediterranean Rhapsody</i></p> <p>October 15, 2011 14 day voyage onboard <i>Insignia</i> Istanbul, Kavalla/Philippi (Greece), Ephesus (Kusadasi), Rhodes, Santorini, Taormina (Sicily), Amalfi/Positano, Rome (Civitavecchia), Florence/Pisa/Tuscany (Livorno), Monte Carlo, Provence (Marseille), Barcelona</p> <p>FROM \$4,690 PER GUEST</p>	<p><i>Legacies of Antiquity</i></p> <p>October 21, 2011 12 day voyage onboard <i>Marina</i> Rome (Civitavecchia), Florence/Pisa/Tuscany (Livorno), Bonifacio (Corsica), Cagliari (Sardinia), Sorrento/Capri, Palermo (Sicily), Valletta, Athens (Piraeus), Volos, Ephesus (Kusadasi), Istanbul</p> <p>FROM \$3,965 PER GUEST</p>	<p><i>Splendid Escapes</i></p> <p>October 25, 2011 10 day voyage onboard <i>Nautica</i> Rome (Civitavecchia), Monte Carlo, Florence/Pisa/Tuscany (Livorno), Olbia/Porto Cervo (Sardinia), Amalfi/Positano, Taormina (Sicily), Katakolon, Nauplion, Ephesus (Kusadasi), Athens</p> <p>FROM \$3,220 PER GUEST</p>	<p><i>Venetian Radiance</i></p> <p>October 29, 2011 14 day voyage onboard <i>Insignia</i> Barcelona, Provence (Marseille), Monte Carlo, Portofino, Florence/Pisa/Tuscany (Livorno), Sorrento/Capri, Rome (Civitavecchia), Amalfi/Positano, Taormina (Sicily), Corfu, Bari, Dubrovnik, Venice</p> <p>FROM \$4,690 PER GUEST</p>
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Sunshine, sand and a spot of Europe river cruising

IT WAS A CASE OF EAST meets west on APT's latest faml trip to Europe, with a stopover in Doha courtesy of Qatar Airways.

During their whirlwind adventure the lucky agents had the chance to cruise from Budapest to Nuremberg onboard *MS AmaBella*.

Treated to daily champagne and smoked salmon breakfasts, the agents enjoyed sightseeing highlights such as an exclusive opera recital at the Hungarian State Opera House in Budapest, as well as a leisurely 35km bike ride between Durnstein and Melk.

Whilst in Doha the group of lucky Aussie agents enjoyed a wild 4WD adventure through the sand dunes of Southern Qatar and almost to the Saudi Arabian border, as well as an exploration of the Souq Waqif.

Pictured above in front of *AmaBella's* gangway is (from left) Joanne Bailey, Travel Design; Andrew Cross, Wings Away; Ant Clark, Qatar Airways; Adrian Pettit, Bunnik Travel; Melinda Wouda, APT BDM; Jenny Morris, Coopers Travel; Christine Cureton, Knox Travel; Mary Myer, Trans Otway Geelong; Jake Hower, Pan Australian Travel; Allison Kelly, Aurora Travel; Anne Bourke, Andrew Jones Travel; Kirsten Ault, Flying Colours and Alicia Wilkins, APT Reservations Team.



THE NORWEGIAN FJORDS
15 DAY CRUISE DEPARTS 5 AUGUST, 2011
FARES FROM \$3,930
PER PERSON

Portsmouth to Portsmouth

Norway is one of the most beautiful countries in the world with cities such as Stavanger, Trondheim and Bergen that are, themselves, places of great beauty. Contrast these bustling cities with remote landscapes, scenic fjord cruising, hikes through the mountains and the engineering miracle that is the Flam railway and enjoy the perfect summer cruise.



TERMS & CONDITIONS APPLY

WWW.SWANHELLENIC.COM.AU

APT deals ending soon

AGENTS ARE REMINDED THAT THE DEADLINE FOR APT's round one deals is 30 Apr 2011.

The 2012 deals were launched in mid February with APT's season preview brochure, and apply to the new Rhine-Rhone itineraries as well as the 15-day Magnificent Europe (Amsterdam to Budapest) voyages, 18 and 21-day Magnificent Europe with Prague and Paris departures, 25-day Eastern Bloc and Magnificent Europe cruises, 28-day Switzerland and Magnificent Europe journeys, 31-day Italy and Magnificent Europe voyages and the 27-day Croatia and The Balkan Peninsula cruises.

Deals include 2012 cruises at 2011 prices, free return airfares to Europe (including air taxes) on a variety of suite categories or savings of up to \$2,200 a couple for Apr-Sep departures on balcony suites.

According to APT marketing manager, Deb Fox, the early release and special offers have been "well received by the market" and have yielded "strong sales so far".

For details visit www.aptgroup.travel.

Princess slashes Med cost

PRINCESS CRUISES IS OPENING UP THE Mediterranean for cost conscious cruisers by offering a series of selected "best-ever" European voyage fares.

Included in the deal is a 12-night cruise onboard *Star Princess* between Venice and Rome, taking in Dubrovnik, Santorini, Mykonos and Capri, from just \$1,299pp/ts with departures on 29 Jul and 10 Aug.

In addition 12-night *Ruby Princess* Grand Mediterranean cruises between Venice and Barcelona departing 21 Jun, 15 and 27 Jul and 08 Aug are priced from \$1,499pp/ts.

For details see www.princess.com.

P&O's new brochure

THIS WEEK P&O CRUISES RELEASED its new 2011-13 brochure to travel agents.

The brochure features the cruise line's 2012-13 program which went on sale last month featuring 126 departures between Jun 2012-Apr 2013.

In addition, the brochure also features 24 short break cruises of less than seven days, and some 2011 cruising options.

Agents can order the brochure from 1st Fleet Brochure Flow in Australia.



Cunard entertainment

QUEEN MARY 2'S SEVENTH TRANSATLANTIC SEASON, which commences on 24 Apr, will include a host of new entertainment options, according to Cunard.

Promising "a new dimension in entertainment" the new experiences include 3D films shown in QM2's Illuminations stadium-style seating theatre, via a partnership with 3D projection technology company, RealD.

Films set to be shown include the opera *Carmen*, *Pirates of the Caribbean: On Stranger Tides*, and *Harry Potter and the Deathly Hallows: Part 2*.

Other new entertainment options include a Professional Insights Songwriting Program hosted by former 1970s Squeeze band member and now professional writer and producer, Chris Difford, along with four others professional songwriters.

The program will see guests collaborate with musicians from QM2s performance company to create and record songs.

Another new offering will see members of the Royal Academy of Dramatic Art perform street theatre around the ship, as well as jazz poetry and poetry set to classical music.

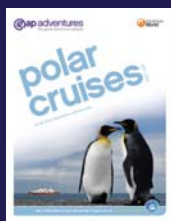
Brochure of the week

Gap Adventures Polar Cruises brochure features small ship expeditions during 2011.

Introduced to the brochure is a 100% bear-antee, guaranteeing travellers a polar bear sighting or every passenger on board will be credited the value of their cruise to put towards a future *MS Expedition Arctic* cruise.

Also new are added touring days to the most popular cruises and an option to include pre and post expedition add-ons.

For more information on the brochure or to book a cruise visit adventureworld.com.



No taxis in Victoria

ACCORDING TO LOCAL MEDIA REPORTAGE, TAXI drivers in the port of Victoria, British Columbia, are in the process of a protest against taxi fees, and are refusing to pick up cruise passengers.

The boycott comes at the beginning of the summer season, with passengers onboard Victoria's first seasonal visiting vessel *Crystal Symphony*, unable to score themselves a cab over the weekend.

The action has been taken by taxi drivers over a \$200 charge they have to pay to the Victorian Harbour Authority per season for access to pick up pax.

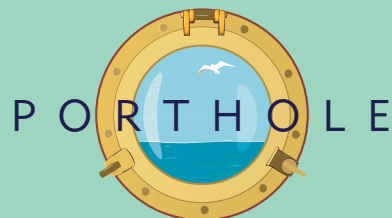
Local media have reported that the disgruntled cabbies feel this fee is too high, and have vowed to steer clear of cruise pax until they can sit down with the Harbour Authority to discuss lowering the levy.

River cruise collision

LAST WEEK, THE 160-PASSENGER RIVER CRUISE SHIP *Viktoria* collided with the German cargo vessel *Bavaria 52* between the Slovakian cities of Bratislava and Samorin.

According to reports the *Viktoria* suffered little damage during the incident, however her passengers were evacuated to another vessel, whilst *Bavaria 52* incurred major damage.

An investigation is underway into the cause of the accident, and whether *Viktoria* can continue her run as scheduled.



THAT'S A LOT OF AMMO!

A multi-million dollar clean up of discarded World War II munitions by the US Army Corps of Engineers has recently concluded underneath the US cruise ship terminal Pier 91 in Seattle.

Throughout the process, a unit of expert divers discovered 11 unfired military munitions resting quietly under the pier, alongside more than 200 military munition related items.

It is thought the explosives were discarded against regulations into the water between WWII and 1971 when the pier was used as a military supply depot.

According to the US military there was relatively little risk of the old munitions exploding, however their removal means cruise vessels can now return to the pier in time for the start of the US summer season.

"We are confident that the removal action conducted at Terminal 91 resulted in greatly reducing the potential safety risk from remaining military munitions," said Col. Anthony O. Wright.

At present the military are looking at a plan to clear up the pier's water, and to remove any final munitions that may be hiding underneath a hard layer of sediment.

COMING TO A CRUISE NEAR YOU?

In the quest for the most interesting, newest, funnest, most engaging cruise line entertainment- having a dog that can sing may be just the ticket.

Prince a musical nine-month-old male Samoyed has become a regular superstar in his hometown of Shenyang (which is the capital of north-east China's Liaoning Province) after he was discovered mimicking his owner's ringtones.

Prince's owner, a pet store operator, Ho Xinyu, said his dog first began to show an interest in music by waking Ho up with sonorous replications of his phone alarm song.

"He loves music with a high beat, and strong rhythm. For love songs, he usually would neglect them," Ho said.

Ho also said that a lot of customers now frequent his shop just to listen to Prince.

Celebrity signs Onboard

CELEBRITY CRUISES HAS SIGNED AN AGREEMENT WITH software provider Onboard which will see the latter's IssuTrax program installed fleet-wide.

The IssuTrax software is a web-based tracking tool which streamlines the communication processes between departments on the reporting of technical and pax issues that offers real-time collaboration and eliminates manual and paper processes.

Agents enjoy a cruise life out at sea



Sailing around Mexico onboard the luxury cruise liner, *Radiance of the Seas*, may not be everyone's typical workday, but for a group of Aussie agents that's exactly how they spent four blissful days, as part of the recent Travelscene American Express Stay Connected Educational.

The agents are

pictured above about to board *Radiance* (back row from left) Angela Kaluzyn, Travelscene at South West Travel, NSW; Peter Carson, Royal Caribbean Cruise Lines, NSW; Erin Staunton, Phil Hoffman Travel, Glenelg; Marilyn Dickenson, Travelscene Cronulla; Katrina Roberts, Richmond Travel Centre, NSW; Vicki Carmichael, Travelscene Deniliquin, NSW and Leanne Bradshaw, Passport to the World, WA; and (front row from left) Cathy Pocater, Viatour Travel, NSW; Anna Marron Globenet, QLD; Allison Tickle, Travelscene America Express, NSW/ACT; Kristy Freeman, Travelscene Batemans Bay, NSW; Julie Stingel, United Airlines, VIC and Jasmine Remy, Skelton Travel, QLD.

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