

## Costa adds first new local PSAs

Six additional agencies have been appointed as Preferred Sales Agents for Costa Cruises – with more to come.

COSTA CROCIERE HAS CONFIRMED THE AGENCIES that will replace Carnival Australia's Complete Cruise Solution as its preferred sales agents in the region.

The six new PSAs are Best Cruises, Creative Cruising, SevenOceans, Cruise Mart and Cruiseco in Australia and Cruise World in New Zealand.

Existing PSAs, which are continuing service for Costa, include CruiseAgents (ecruising), Harvey's Choice Holidays, China Travel Service, New Horizons Holidays (WA) and Asia Escapes Holidays (WA).

Director of Cruise World, Joe O'Sullivan, told **CW** that as the first Costa PSA ever

appointed in New Zealand, the company expects the new agreement will build the line's brand awareness.

"We have dealt with Costa for about 12 years so we hope these changes mean the focus will be a lot stronger here," he said.

"To have Costa *Deliziosa* coming here in February is great for its profile and will give us the opportunity to showcase how good the ships are."

In Australia, founder and chairman of CruiseAgents, Brett Dudley, said that the decision by Costa and Carnival to finalise its PSA agreement would allow agents to get more instantaneous responses for their clients through his company's "state-of-the-art" electronic facilities.

He said Costa's decision to use multiple sales agents would allow high-achiever agents ready access to [cruiseagents.travel](http://cruiseagents.travel)'s sophisticated ticketing systems.

Meanwhile, Dario Rustico, sales and marketing director, Pacific Asia operations, Costa Cruises, confirmed overnight that more PSAs were set to come onboard.

"The list is going to be completed during the next few weeks – we have several ones that are new," he said.

## Ponant joins the ICCA

THE INTERNATIONAL CRUISE COUNCIL OF Australasia has welcomed its 26th cruise line member, luxury cruise operator Compagnie du Ponant.

The move follows Ponant's recent decision to increase its capacity, with the cruise line confirming that it now views Australia as an "exciting source market".

Represented in Australia by Travel the World, Ponant has said that it expects strong interest from Aussie cruisers for its 2012 Antarctica season (with voyages offered on two of its five fleet vessels, *Le Boreal* and *L'Austral*).

"We are looking forward to working through ICCA's training program to raise awareness of Ponant's great product and itineraries amongst Australian travel agents as local demand for luxury cruising continues to grow," said Travel the World managing director, Andrew Millmore.

In keeping with its increasing Australian focus, the cruise line is offering a selection of local 2012 voyages.

Ponant has also confirmed that it is currently looking at possible future homeporting options in Australian waters.

See [www.traveltheworld.com.au](http://www.traveltheworld.com.au).

## TODAY'S CRUISE WEEKLY

Welcome to today's **CW** Trade edition which features six pages packed with all the latest cruise industry news and photos.

## Storm in Puerto Rico

THE US NATIONAL HURRICANE CENTRE HAS ISSUED A warning regarding Tropical Storm Emily for Puerto Rico, the Dominican Republic, the US Virgin Islands and other Caribbean islands.

Due to the predicted path of Emily, Dawn Princess' scheduled call at Cartagena this Fri has been cancelled and replaced with a half day and overnight call at Colon.



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## Spotlight: ICCA Cruise Line Member Norwegian Cruise Line

NCL recently announced details about their latest (yet to be named) new-builds that are due to be delivered in 2013/14.

Known as "Project Breakaway", details were initially released surrounding the design of balcony staterooms and mini-suite's on board.

The concept and layout of these cabins has been based on the award winning studio staterooms that can be found on *Norwegian Epic* and are designed to evoke popular modern boutique hotels.

In addition to the new stateroom designs, NCL have also revealed details centred around the suites complex, an exclusive area which offers passengers on the Project Breakaway ships an additional level of privacy and luxury.

Modelled after the suites complex which first appeared on *Norwegian Jewel* in 2005 and carried on each vessel through to *Norwegian Epic* in 2010, this "ship within a ship" is comprised of 76 suites, 42 of which are located in the main complex with the balance spread throughout the ship.

The suites share a private courtyard and pool area, restaurant, bar and concierge lounge.

This suite complex has now been branded across the NCL fleet as "The Haven by Norwegian".

The two Project Breakaway ships will join the five existing ships, *Norwegian Epic*, *Norwegian Gem*, *Norwegian Jade*, *Norwegian Pearl* and *Norwegian Jewel* in offering staterooms in this exclusive enclave.

Nicole Costantin, Sydney based Regional Vice President for NCL, says "our newest ship is definitely a trailblazer" and agents wanting further details should go to [www2.ncl.com/project-breakaway/overview](http://www2.ncl.com/project-breakaway/overview).



**Brett Jardine**  
General Manager  
ICCA

## HAL opens Australia sales office

Holland America Line's local independent team is aiming to simplify the booking process for agents.

TO STRENGTHEN ITS FOCUS ON THE INCREASINGLY competitive Australian market, HAL has officially opened for business in its new space in the North Sydney offices of Carnival Australia.

Headed by director of sales Tony Archbold, the sales, marketing and reservations team, which also includes business development managers, will provide direct contact with agents and administrative support.

The new office will enable agents to make bookings directly with HAL, either electronically through POLAR Online or through the Sydney-based reservations office, and to use the company's online image library and sales and training tools within its Travel Agent Headquarters ([www.travelagentheadquarters.com](http://www.travelagentheadquarters.com)).

In further steps to ease the booking process, the line will now accept credit cards, and office hours have been extended to 8.30am-7pm on weekdays (8pm on Thursday) and 9am-5pm Saturday.

"The Australian cruise market continues to grow at a tremendous pace, and opening a dedicated office was a natural step that

demonstrates our long-term commitment to this market," said Richard Meadows, evp, marketing, sales and guest programs.

"Holland America Line is receiving fantastic support from Australian travel sellers, and this shows that we're here to provide full service that reflects the high standards we are known for."

After a further three weeks of transition, Travel The World will cease to be the GSA for HAL in Australia, effective from 01 Sep.

Bookings made prior to 01 Sep should be made through TTW.

The 2011-12 season marks the first time the line will have two ships, *Volendam* and *Zaandam*, sailing a series of itineraries in the region simultaneously.

In 2012-13 the 1,926-passenger Vista-class *Oosterdam* will take over from *Zaandam*, boosting HAL's local capacity by almost 25 percent.

For information call 1300 987 321 or see [www.hollandamerica.com.au](http://www.hollandamerica.com.au).

## New Carnival ships

THREE NEW SHIPS WILL JOIN CARNIVAL Corporation's fleet over the next five years, as the result of new agreements signed between the cruise giant and Fincantieri and Mitsubishi Heavy Industries respectively.

Costa Cruises will be the beneficiary of the first vessel, a 3,700-passenger ship to be constructed by Fincantieri, and which, when she is delivered in Oct 2014, will be the largest vessel in the Costa fleet.

Carnival's German brand AIDA Cruises will score the other two 3,250-passenger vessels, to be built by Japan's Mitsubishi Heavy Industries, scheduled for delivery in Mar 2015 and Mar 2016 respectively, and which will also be the largest vessels in AIDA's fleet.

The all-in cost for Costa's new vessel is €150,000 (approx AU\$199,995) per lower berth, whilst the all-in cost for AIDA's vessels is around €140,000 (approx AU\$186,680) per lower berth.

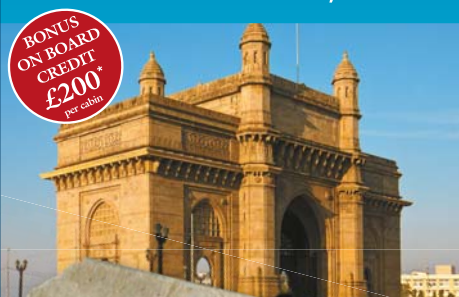
The new shipbuild orders are in keeping with Carnival's goal to launch two to three ships per year, with the company's current order tally now sitting at 10.

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## Upcoming ICCA training

ICCA MEMBER AGENTS WHO WANT TO BRUSH UP ON cruise skills can now take advantage of the organisation's upcoming training days.

The training kicks off in Sydney on 11 and 12 Aug; Brisbane on 06 and 07 Sep; Melbourne on 20 and 21 Sep and Adelaide on 11 and 12 Oct, see [www.cruising.org.au](http://www.cruising.org.au).

## Win a Rugby 2011 cruise

ADVENTURE WORLD IS OFFERING AGENTS THE chance to win a six-night rugby cruise from Sydney to Wellington, with rugby union legends Nick Farr-Jones, Bob Dwyer and Mark Ella.

The company has launched the comp to celebrate the release of its new cruise, ski and South Pacific product range, and to go into the draw, agents simply need to book an Adventure World holiday in the month of Aug.

The prize is valued at over \$7,000 and includes six nights accommodation onboard Holland America Line's *ms Volendam* in an inside stateroom, onboard meals and entertainment, and two Economy Class flights from Wellington to Sydney.

See [www.adventureworld.com.au](http://www.adventureworld.com.au).

## Students discover a Pearl



FIFTEEN COOK ISLANDS HOSPITALITY STUDENTS (pictured above) from Rarotonga's Hospitality and Tourism Training Centre were treated to a behind the scenes tour of *Pacific Pearl*.

The tour, which was covered by local newspaper *The Cook Island Times*, took place whilst *Pearl* was in Rarotonga for a port call during her 28-night Pacific voyage.

Tour highlights included a look at the inner workings of the superliner's galley and dining areas, as well as a chat with the ship's Head Chef.

According to the students, the tour provided them with an appreciation of the challenges of working onboard a cruise ship.

Some students even said they were now considering a career in cruise as a result of the tour.

## Brochure of the week

American Safari Cruises has released its 2012-13 cruise brochure featuring itineraries on its fleet of three vessels.

Destinations include Southeast Alaska, Mexico's Sea of Cortes, Columbia and Snake Rivers, the Hawaiian Islands and Washington and British Columbia.

The yachts sail flexible itineraries to maximise wildlife viewing opportunity and will offer a range of activities based on the destination.

For bookings call the Small Ship Adventure Company on 1300 650 481.



## NCL sees Q2 increase

NORWEGIAN CRUISE LINE HAS CLOCKED PRE-TAX earnings of \$123.5m for the three months ending 30 Jun, up 29% on last year's results.

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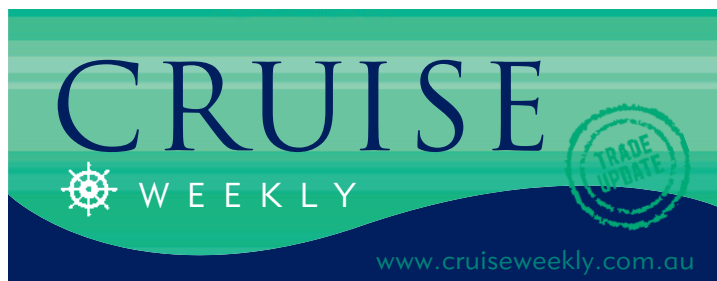
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**Giveaway**

**CW** has teamed up with **MSC Cruises** and over the next two weeks is giving one lucky subscriber the chance to win this beautiful *Cruising in Style* coffee table book.

MSC Cruises - *Cruising in Style* will mesmerise you with its chic international style and Italian elegance. Stunning page turning imagery and brief ship introductions allows you to relax and dream of your next holiday onboard MSC cruises.

**To enter this fabulous competition, simply send in a short poem (no longer than 50 words) incorporating three great destinations from an MSC cruise itinerary.**

Email entries to: [comp@cruiseweekly.com.au](mailto:comp@cruiseweekly.com.au). Winner will be announced in **CW** on Thursday 18th August.

## P&O jammies provide a much needed Lifeline



P&O CRUISES' STAFFERS 'DRESSED down to stress down' recently, and in doing so helped to take the cruise line's 12 month donation tally to \$115,000 for the mental health support service Lifeline.

As part of the charity's Stress Down Day, P&O crew members onboard *Pacific Sun*, *Pacific Dawn*, *Pacific Jewel* and *Pacific Pearl* spent a day dressed in their respective sleeping uniforms of comfy PJs, with each ship throwing a pyjama party at sea.

Not to be outshone, staff on land at Carnival Australia's North Sydney headquarters also popped on PJs and slipped into Lifeline's Stress Down Day signature slippers (available for a \$25 donation), and embraced life at a much cruise pace (well... at least for a few hours).

The money raised will now be put towards helping to fund the charity's telephone counselling service.

Pictured above is Lifeline's Brendan Maher with Carnival CEO Ann Sherry and the lucky winners of P&O's best-dressed Stress Down prize, Kirilee Mackenzie, Nicole Hubby and Lucy Donlan.

## Ash brings more insurance

ACCORDING TO US TRAVEL INSURANCE PROVIDER, Access America, sales of travel insurance have increased by more than 10% in the wake of the European ash cloud disaster last year.

## Carnival's short stack

CARNIVAL CRUISE LINES HAS DROPPED TWO UPCOMING seven-day cruises departing Jacksonville on 17 and 23 Sep, and replaced them with shorter four-and five-day voyages, due to demand.

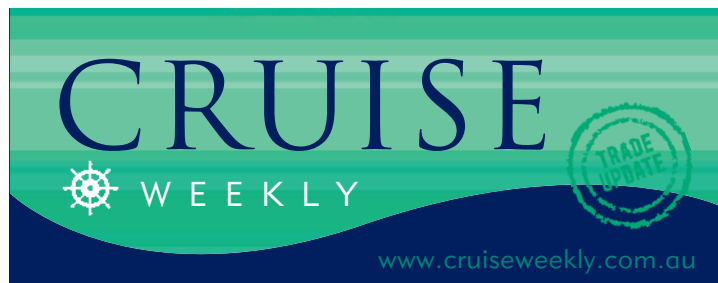
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## Sunsail, Le Boat target trade

AUSTRALIAN TRAVELLERS ARE EXPECTED TO MAKE UP INCREASING NUMBERS on TUI Marine's range of water-based holiday options, with the company launching a concerted push to boost its local business.

Having appointed experienced industry marketer Mark Windsor as its local head of distribution earlier this year, the company is expected to significantly ramp up its activities - and will relocate its sales and marketing operations from their current position on Hamilton Island to Sydney.

TUI Marine chief operating officer, Cheryl Powell, was in Sydney last weekend to take part in the Sydney Boat Show, where the group's Sunsail brand had a yacht on display.

The company operates three brands: the Sunsail and Moorings yachting operations, as well as Le Boat, which specialises in European canal boating holidays.



Florida-based Powell, who's pictured above with Windsor, told **CW** that currently most of the company's business comes from the US and the UK, but strong growth is expected from the expanding Australian business.

"Australians make up about 3% of our business at the moment, and we think we can more than double that," she said.

Windsor said that since his appointment just a few months ago, sales of the Le Boat product are up more than 80%, indicating strong demand for this type of niche European holiday.

And it's suprisingly reasonable too, with a six berth canal boat - able to be driven using a simple joystick controller - costing around \$3000 for a week of meandering through the French, Belgian or English countryside.

Pictured left on the Sunsail yacht at the Boat show are Mark Windsor, Sarina Wait, Cheryl Powell, David Flynn, Julia Baker and Wayne Richards.



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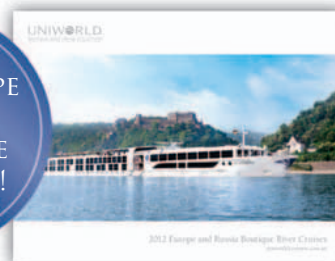
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## RCCL positive for 2011

DESPITE RECENT WORLD EVENTS, ROYAL CARIBBEAN Cruises Chairman and Chief Executive Officer Richard Fain expects 2011 to be "one of the best years in our history".

"Not quite as fantastic as we originally hoped, but a very good year, nonetheless," he said.

According to the cruise line, its second quarter revenue increased 10.4% to US\$1.77b, whilst its earnings pre-tax jumped 12% to US\$340m.

The number of pax RCCL vessels carried during the three month period also increased by 6.5%, whilst revenue per pax rose 3.6% to US\$1,491.

Despite the increases, the cruise line was forced to lower its earnings per share guidance for 2011 from US\$3.10 - US\$3.30 to US\$2.85 - US\$2.95 due to an accounting revision.

Meanwhile turmoil in the Eastern Mediterranean and subsequent weakness in the market saw significant declines in pricing in the area, and a 4% drop in expected full year net yields.

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## No Majesty in Genoa

LOUIS MAJESTY WILL NOT SPEND THE NORTHERN winter in Genoa and Marseilles, according to Louis Group, but will rather spend the winter in drydock undergoing annual maintenance.

According to the cruise line, the decision is in keeping with its focus on operations out of Piraeus.

The region is not however lost to the cruise line, with Louis' communications director saying the company would return when "suitable tonnage is found that will enable us to return to the Western Mediterranean with a product that would be compatible with the company's strategic positioning and the ongoing process to renew the Louis Cruises fleet".

Following her drydock service *Majesty* will begin a Piraeus season in Mar 2012.

## Fred Olsen e-ticketing

FRED OLSEN CRUISE LINES IS EMBRACING THE digital age with its decision to make e-ticketing the standard for all tickets issued from 25 Jul this year.

E-tickets will be issued approximately seven weeks prior to departure, however fly/cruise tix may be issued nearer to the departure date.

Meanwhile Fred Olsen has also reinvigorated its baggage tag system and from mid-Sep 2011, tags will be included in the new-look A4 'Cruise Book' sent directly to guests, which contains confirmation of all shore excursion choices.

## Cruising PNG in 2012

CORAL PRINCESS CRUISES HAS RELEASED ITS 2012 Papua New Guinea and Melanesia brochure, which features itineraries onboard the small ship *Oceanic Discoverer*.

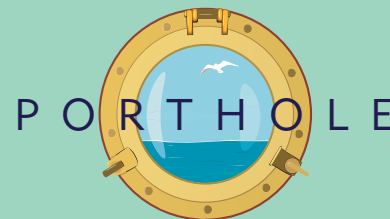
Program highlights include a 13-night 'Victories in the Pacific' Melanesia expedition, which commemorates the 70<sup>th</sup> Anniversary of the WWII battles between Allied and Japanese forces.

Departing on 04 Mar 2012 from Noumea, the voyage travels to key WWII battlefields in New Caledonia, Vanuatu, the Solomon Islands and Papua New Guinea, and is priced from \$10,990pp.

Also featuring in the brochure is a range of 10- and 12-night PNG expeditions, as well as 15-night Melanesian adventures.

To celebrate the launch, Coral Princess is offering 15% discounts on PNG and Melanesian cruises departing on 03, 15 and 28 Nov 2011, for all new bookings until 10 Oct or until sold out.

See [www.coralprincess.com.au](http://www.coralprincess.com.au).



WHO COULD BE CRANKY WHEN BILL COSBY'S around?

Recently Norwegian Cruise Line enlisted legendary US comedian, Bill Cosby, to entertain guests onboard *Norwegian Pearl* during a forced overnight in Seattle on 24 Jul, where she underwent emergency repairs to her propeller.

In addition to complimentary Cosby, guests were able to liquor-up for the show, with NCL laying on free house wine with dinner and \$150 worth of onboard credit to compensate for missed calls.

"We understand that missing Juneau will cause disappointment for some of our guests, so we wanted to do something very special to make the cruise memorable," said Norwegian's CEO Kevin Sheehan.

"Bill Cosby is a huge name in entertainment and we felt that he would deliver an incredible show," he added.

WATERLOGGED JOURNEY FORMS FRIENDSHIPS.

An 11-year old boy from the US state of Oregon, Thomas Craig, has formed a lifelong friendship with a nine-year old girl who lives 3,200kms away, due to ocean currents.

The boy was on a boat fishing when he decided to write a note and pop it in a bottle for the sea to distribute.

It took 12 months for the bottle to reach Hawaii and the hands of Trinity Ballesteros, who was combing a beach in Kailua-Kona, Hawaii.

"My first thought was what if someone is really in trouble and they're sending out an SOS," she said.

"Would I even be able to help? Were they lost at sea or stuck on a deserted island? Were they even in Hawaii?" she added.

Rather than worst case scenarios the note simply said "Dear finder of my message, My name is Thomas and I live in Oregon. I'm ten years old and this week I'm salmon fishing deep in the ocean. I would like to hear from you."

The pair have been in regular email contact since.