

CRUISE

WEEKLY



Thursday 18 August 2011

More agents on ships in New Zealand

Complete Cruise Solution's new NZ sales manager says it's "game on" for the upcoming record-breaking season.

NEWLY appointed to the top role in CCS New Zealand, Belinda Clark is eager to further involve the agent community in the ongoing growth of the local cruising market.

"I'm really excited to be taking up the job at such a busy time," she told *Cruise Weekly*.

"This summer will be CCS's biggest yet in New Zealand, with P&O Cruises' *Pacific Pearl* returning to Auckland for another season, while *Dawn Princess*, *Sun Princess*, *Sea Princess* and *Diamond Princess* will all be making numerous calls to ports in the North and South Islands – plus we'll be welcoming Cunard and

P&O Cruises World Cruising's ships to our shores, so it really is 'game on' for me!"

Clark, who joined CCS in 2005 as a business partnership manager, said she wants to strengthen the company's relationships with agents across the country, starting with more ship inspections.

"With more ship calls than ever before this summer, I'm really keen to see even more agents onboard our ships so they can get a better feel for CCS brands and really build their cruise knowledge," Clark said.

"More New Zealanders are choosing to holiday at sea so my goal is to help drive that growth even further," she added.

New Zealand cruising has seen double-digit growth in the past year, with more than 43,000 people taking a cruise holiday in 2010.

"However, with only 1% of our population currently cruising, the opportunity is enormous to continue building our market," Clark said.

CCS Director of sales for Australia, Don Clark (no relation) said Belinda's ability to build strong agent relationships would be "critical to the ongoing growth of cruise in the NZ market".

Clark replaces Shannon Currie, who has joined Fijian carrier Air Pacific as commercial manager New Zealand.

Cruiseagents offers Rocky

CRUISE specialist Cruiseagents.travel has launched a new partnership with Canadian rail operator Rocky Mountaineer, meaning agents can also book their clients' train journeys via the independent wholesaler.

Cruiseagents packages include return airfares on major carriers including QF, DL, VA, AC and UA, with 12% commission on all Rocky Mountaineer packages and rail only.

For more details see **page seven** of today's *Cruise Weekly* or cruiseagents.travel/rme.

Cruise Down Under next week

PEAK cruise industry lobby group Cruise Down Under will hold its 15th annual conference in the NSW city of Newcastle next week.

This year's theme is 'Getting Regions Onboard', and *Cruise Weekly* will be reporting "on location" from the event on Thursday.



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DFAT reissues cruise advisory

THE Federal Department of Foreign Affairs and Trade yesterday reissued its longstanding travel advice for Australian travelling by sea.

The routine reissue didn't highlight any changes, with the document continuing to alert cruisers to "high levels of piracy in coastal areas of many countries around the world".

It also mentions the increasing frequency of attacks by Somali pirates in the Indian Ocean, including "commercial vessels, pleasure craft (such as yachts) and luxury cruise liners".

The advice says attacks have been reported near the west coast of India, the western Maldives and off Madagascar.

In particular passengers are advised to closely monitor DFAT's country-specific travel advisories for areas in which they will cruise.

TODAY'S ISSUE OF CW

Cruise Weekly's new-look trade issue today features six pages of cruise news and photos plus a full page from **Cruiseagents**. ([click](#))

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ICCA UPDATE

ICCA General Manager,
Brett Jardine

Spotlight on ICCA Cruise Line Member: Compagnie du Ponant

For those with French speaking skills like mine a quick Google translation confirms that Compagnie du Ponant means Company of Ponant.

The cruise line's Australian based GSA, Travel the World, is happy for us to refer to them simply as Ponant or Ponant Cruises – easy!

Going to sea on a Ponant ship is to experience the unrivalled pleasure of a private cruise.

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To offer the delights of a French-inspired cuisine in an intimate environment, a discreet service where no attention to detail is spared and unforgettable moments of relaxation on board elegant yachts of charter.

Ponant's fleet of five vessels includes twin sister ships, *Le Boreal* and *L'Austral*. These majestic 132-cabin mega-yachts will dazzle with luxury, elegance and unique style.

Some of the forthcoming itinerary highlights of the *L'Austral* are Noumea to Darwin and Darwin to Singapore in March 2012.

Plus the November – January Antarctica season which will see Ponant have both *Le Boreal* and *L'Austral* in our local waters.

For more information and bookings on Ponant, contact Travel the World on 1300 857 437.



Exclusive ICCA Sydney cruise event

The International Cruise Council Australasia will host a one-off event in Sydney featuring top US travel trainer Scott Koepf.

THE event, to be held on Saturday 22 Oct, is being convened on the eve of this year's ICCA Master's Conference, which sets sail onboard Royal Caribbean's *Radiance of the Seas* departing from Darwin the next day.

Koepf, who's pictured at right with ICCA gm Brett Jardine, has been the facilitator at the annual ICCA Masters Conference for the last ten years, and is a renowned travel industry expert and motivational speaker.

His two hour presentation will cover a range



of topics, including the "best way to stand out as a travel agent," the future of cruising and the changing retail travel environment.

Attendance is free for ICCA Masters Accredited Consultants, \$25 for ICCA Accredited Consultants, \$50 for other ICCA members and \$100 for non-members.

To register see www.cruising.org.au.



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Orion II's first Borneo adventure



ABOVE: Also experiencing *Orion II* this week are WA travel agents, Margaret and John Hancock from City Beach Travel in Perth.

RIGHT: Some of the intrepid passengers returning from a shore excursion in one of *Orion II*'s zodiacs.

CRUISE Weekly is fortunate enough to be on board the fabulous new luxury *Orion II* this week, as she journeys around the fascinating island of Borneo.

It took three years of careful planning plus countless hours of research to develop the new itinerary, which came in response to a survey of past passengers about what destinations they would most like to visit.

The trip is designed so that each day builds on the last, building momentum to 'big experiences such as the diving mecca of Pulau Matak and two days of stunning wildlife in the Kinanatangan River wildlife region.

"There's nothing else like this on the market," said an Orion spokesperson, with guests taking in a combination of amazing culture, unique fauna and moving war memorials, while at the same time enjoying five star luxury.

MSC coffee table book winner

CONGRATULATIONS to Dan Shearin from Eastern Eurotours, who has been selected as the lucky winner of an MSC coffee table book for his entry in last week's **CRUISE Weekly** trade update competition.

Dan's successful lyrical attempt was: *From Santos, Rio, Salvador and even to Funchal ...with Vegas shows, to private Yacht Clubs, this cruise life has it all...there is no other way to see the world or seven seas...So I myself will always choose to cruise with MSC.*



A SALVAGE company in the USA has been granted official title to almost 6,000 items that it recovered from the stricken *Titanic* at the bottom of the Atlantic ocean.

The company, named RMS Titanic, conducted a series of expeditions in 1993, 1994, 1996, 1998, 2008 and 2004, using a special submersible vessel to visit the shipwreck at a depth of over 4km.

Because of the iconic nature of the wreck, many items are covered by a covenant which RMS established with governments to make the artifacts "available to present and future generations" for public display and research.

The collection is estimated to be worth more than US\$100 million, and includes fine china, ship fittings, cutlery and other items such as passenger belongings.

A GROUP of devout Tibetan Buddhists enjoyed a cruise of a different kind off the coast of the northern USA two weeks ago, setting off from New England to liberate more than 500 live lobsters.

The 30 animal-lovers arrived in Gloucester, Massachusetts on their odyssey, first buying over 300kg of lobster from a fish wholesaler.

They then set sail in a chartered whale watching boat and once in an appropriate location off the coast, conducted a special ceremony before releasing them one by one into the glorious deep - a much nicer fate for them than ending up in a boiling pot.

"Even if they get captured again, they've had a longer life," philosophised one of the liberators.



Costa drops Egypt for 2012

COSTA Cruises is citing the "persisting negative perception of Egypt and Tunisia as a consequence of the recent difficult political and economic situation" for a decision to alter its previously announced north African itineraries for next year.

The only Costa vessel which will operate in Egypt next year is the *Costa Voyager* which will operate Red Sea voyages out of Sharm el Sheik. *Voyager* is currently operating as *Grand Voyager* under the Iberocruceres brand, but will be transferred to Costa later this year.

Costa said its new 2012 brochure, to be released next month, would show previously planned Egypt voyages on *Costa Pacifica* replaced by an itinerary taking in Greece, Israel and Turkey, while *Costa Mediterranea* will operate more trips in the Black Sea as well as four ten-night cruises to Lisbon and Casablanca.

Calls in Tunis planned for *Costa Allegra*, *Costa Concordia* and *Costa Deliziosa* will instead call at the Sardinian port of Cagliari, and *Costa Fortuna* will also visit Portugal instead of Egypt.

THIS WEEK'S FEATURE CRUISES

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Havana great cruise!

A CANADA-based tour operator has announced a series of Cuba-based cruises over the upcoming northern winter, under the apt brand name of "Cuba Cruise".

The operation will utilise the 1200-passenger *Louis Cristal* and operate seven night voyages exploring various ports on the island nation, including Bahia Nipe, Cayo Guillermo, Santiago de Cuba, private island Cayo Caguama, Cienfuegos, Trinidad and Isla de la Juventud.

The Cuba cruises will be marketed in Canada, Germany and the UK with a number of charter holiday operators planning flights in conjunction with the cruise departures.

Fresh Canadian food will be shipped in on a weekly basis, along with Canadian beer and international beverages; however hotel crew and entertainers on board will be Cuban.

American citizens will be unlikely to patronise the trips, because of difficulties getting visas for Cuba, but the operation is expected to be popular with other nationalities.

British package tour operator Thomson Cruises had originally planned to operate Cuba itineraries in 2012 but pulled out recently due to "logistical reasons".

High-end cruise product a 'safe bet'

Luxury cruising can withstand the heat of global financial turmoil, says Silversea.

TRAVEL agents are being urged to keep selling higher-priced product despite the rollercoaster performance of the share market over the last couple of weeks.

There are fears that some baby-boomer clients may suffer a big drop in confidence as they see their superannuation dwindling due to the market fluctuations.

However Karen Christensen, director, sales/marketing and general manager Australia and New Zealand, Silversea, told *CW*: "Agents should be encouraging clients to look at high-end cruises that are all-inclusive, because they actually represent great value for money."

Christensen said that clients could be reassured by all-inclusive cruises as it means they know upfront the cost of their holiday.

"With all meals, drinks and accommodation covered, guests can enjoy the peace of mind of knowing the price of their trip from the outset,

no matter what happens with the worldwide markets," she said.

"In times of financial upheaval, all-inclusive cruises are a much safer bet than land-based FIT holidays," Christensen added.

Silversea's 2011 sales have been "very strong" and the company's local chief is "cautiously optimistic" that this trend will continue.

"Whilst the situation will perhaps create caution to commit until the US settles again, it is too early to see much of an impact on sales from recent events, so we will all be monitoring the situation carefully over the coming weeks.

"The Australian economy is fairly robust and although the stockmarket and the dollar have been fluctuating daily this past week, we feel the market will ride through this current glitch as it did a few years ago."

Silversea's pricing in both Australian and US dollars will also give clients "peace of mind" when allowed to choose the most advantageous currency at the time of booking, Christensen added.

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New ship for InnerSea Discoveries

HOT on the heels of American Safari Cruises' purchase of the *Safari Endeavour* (CW 11 Aug), sister brand InnerSea Discoveries this morning announced the acquisition of the 76-guest *Wilderness Explorer*, which will join its Alaskan expedition fleet next northern summer.

InnerSea Discoveries is approaching the tail end of its sold-out inaugural season, with ceo Dan Blanchard saying "there's no doubt about the demand for active, hands-on explorations in Southeast Alaska".

Formerly carrying 86 passengers as *Spirit of Discovery*, the new purchase will undergo significant renovations before operating so-called "active, adventure un-cruises" between Juneau and Sitka from 02 Jun 2012.

Seven day voyages will include three days exploring inside Glacier Bay National Park, with a Ranger on board to provide interpretation of the area's history, culture, flora and fauna.

Other destinations will include Icy Strait, Peril Strait and Chicagof Island.

Wilderness Explorer will offer three cabin categories, all fitted with flat screen TVs, DVD players, iPod docking stations and eco-friendly bath amenities - plus a large window.

Two hot tubs will be added along with a sauna and exercise equipment, and the lounge bar will also be expanded.

A new "state of the art" kayak platform will also be installed to enable the quick and safe launch of five kayaks at a time.

MEANWHILE American Safari Cruises has also announced yet another acquisition, the *Safari Legacy* (formerly the *Spirit of '98*) with preliminary plans to operate in the Inside Passage from 2013, as well as on the Colombia/Snake Rivers.

American Safari Cruises is represented in Australia by Adventure World, Small Ship Adventure Company, Natural Focus Safaris, Venture Holidays and Ultimate Travel Group.

New Zealand representatives include Go Holidays, Cruise Holidays and World Journeys.



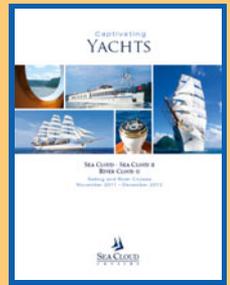
The new 2012 Sea Cloud Cruise program combines all three Yachts - *Sea Cloud*, *Sea Cloud II* and *River Cloud II*.

The 'Captivating Yachts' brochure features a number of themed cruises which will be running in the new year with a focus on art, music, golf and cycling.

There's also a gardens themed cruise on *River Cloud II* from 17 -24 May 2012, taking in the spectacular 'Floriade' floral festival which is only held once a decade.

Special cruise dates for *Sea Cloud II* include The Panama Canal and National Parks in Coast Rica from 02- 16 Jan.

For more information on these voyages see www.seacloud.com or phone 1300 583 572.



4 FANTASTIC NEW CAREER OPPORTUNITIES FROM ALEXANDER ASSOCIATES

RESERVATIONS CONSULTANT - YACHTING - SYDNEY

Join this leading global marine operator with a portfolio of water based holiday companies. Provide high level customer service to wholesale companies, agents and direct guests. Initial training will be provided on one of Queensland's premier island resorts!

To apply for this role you must have wholesale or retail res experience.

MARKETING COORDINATOR - CRUISE - SYDNEY

Great opportunity to join this leading boutique Cruise Sales & Marketing company with a portfolio of 4 leading cruise brands. Coordinate the marketing plans and budgets, weekly advertising and direct marketing activities.

To apply for this role you must have previous experience as a Marketing Coordinator within travel.

SENIOR RESERVATIONS CONSULTANT - CRUISE - SYDNEY

Excellent career opportunities with this leading cruise line. Small team, great location and opportunities for summer ship visits and fam trips. Oversee this small team and report weekly to management.

To apply for this role you must have senior wholesale cruise res experience.

MARKETING COORDINATOR - MARINE - SYDNEY

Marketing Coordinator required for this global marine company. Coordinate the marketing strategy for their 3 brands with a particular focus on e-commerce & social media strategy. Knowledge of Indesign/Photoshop would be a bonus.

To apply for this role you must have previous marketing experience.

For a confidential chat please contact Philippa Baker on 02 9261 1926 or email your resume to philippa@alexander-associates.com.au

New NCL green initiative

NORWEGIAN Cruise Lines has announced a new environmental offering, under which passengers are able to offset their "carbon footprint" by making a voluntary donation towards renewable energy projects.

The move is in partnership with US wind and solar power company NextEra Energy Resources, which operates a Renewable Energy Trust to build green power facilities.

The scheme suggests US\$10 per person per cruise, with 100% of the funds received from North American passengers going to projects across the USA.

RSSC vacation documents

REGENT Seven Seas Cruises has introduced new Cruise Vacation Documents - a special book giving passengers customised travel details on their upcoming Regent voyage.

It includes cruise reservations as well as details of shore excursions, pre and post hotel stays and land programs plus luggage tags.

The company is also planning a new "trigger e-mail" system to notify travel agents that their clients' documents have been shipped.

By the end of the year the new documents will also include dining reservations.

RSSC's Cruise Vacation Documents will debut with the 31 Aug departure of *Seven Seas Navigator*.



Face to Face: Grant Hunter

Managing Director, Classic International Cruises

Welcome to Face to Face, where we chat to cruise industry leaders.

How did you get into the cruise industry?

I was invited to join the then CTC Cruises in 1990 and I was quickly hooked on the cruise industry. Cruising was still a novel holiday option back then but I could see how quickly it was growing. Later, in 2004, I established a summer program in Australia for Classic International Cruises and we've been operating in Australia every year since, with *Athena* to be based here this summer and again in the summer of 2012/13.

Where do you see your company in five years?

In five years I see Classic International Cruises continuing to expand in Europe and also here in Australia with potentially more ships and home ports to enable even more Australians to cruise from their doorstep.

What is the key to your success?

Classic International Cruises is a niche product for Australians seeking a classic cruise experience on a smaller liner where the service is more personal and the atmosphere is more relaxed and informal.

What was your most memorable moment on a cruise?

Sailing past the active Krakatoa Volcano at sunset in Indonesia was pretty special.

How can cruising attract more young people and families?

We can all do more to promote the value-for-money that cruising offers and the fact that cruising is for everyone, with kids programs that allow everyone in the family to enjoy a fun and relaxing holiday at sea.

Describe your perfect cruise.

Carefree, relaxed and affordable.

What is the most important issue in the cruise industry today, and why?

In Australia, the cruise industry's challenge is how to berth an increasing number of larger ships in Sydney. The more tonnage that operates in Australian waters, the more our whole cruising industry benefits from the media coverage, marketing and promotion that surrounds each ship. Everyone from the travel agent to the souvenir seller stands to gain each time a new ship enters Sydney Harbour.

How can cruising continue to grow in the current financial climate?

Promoting the all-inclusive nature of cruising and the high standards of service found onboard will help to enhance the appeal of cruising as a holiday option.

What is something you wish more travel agents and consumers knew about cruising?

Once most people take their first cruise they are hooked for life so agents can reap some lucrative and loyal business if they successfully match the right ship to each customer and find out what the customer is seeking in a holiday at sea. Consumers probably now know more about cruising than we think they do due to increased levels of marketing by cruise lines and internet access so agents need to be a step ahead and know as much as possible about all the different cruise products available so they can maximise the benefits cruise business can generate for them.



Grant's Cruise Favourites!

Ship: *Athena*

Ship activity: Relaxing in the library

Shore Excursion: The Forbidden City in Beijing, which is a shore tour offered aboard *Athena*

Region: The beautiful Adriatic coast

Port: Barcelona

Onboard Food/Drink: The Margaret River white wine on *Athena* and the ship's mouth-watering grilled snapper

Perk of the Job: Drafting cruise itineraries and growing our small but popular cruise line

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