



Cruise pax to hit 20 million in 2012

Worldwide numbers are expected to grow 5.6% next year, with port spending to exceed US\$15 billion.

INDUSTRY analyst Cruise Market Watch has released the results of its annual cruise trends forecast, estimating the worldwide cruise market to be worth US\$34.1 billion

Based on analysis of its proprietary cruise database, Cruise Market Watch also forecasts that the number of passengers carried worldwide in 2012 will reach 20.3 million – a 5.6% increase over 2011.

According to the report, the top two cruise companies Carnival Corporation and Royal Caribbean Cruises Ltd account for 73% of worldwide share of revenue.

It also ranks Miami, Florida, as the world's top cruise embarkation port and Nassau, Bahamas, as the top port of call.

Direct spending by passengers and crew at all cruise ports in the world is estimated at US\$15.5 billion, and average cruise revenue per passenger per day is projected to be US\$240.13.

With the addition of several ships launching in 2012 (including *MSC Divina*, *Costa Fascinosa*, *Disney Fantasy* and *Carnival Breeze*)

and eight more new ships by 2015, another US\$2.3 billion in annual revenue is expected to be generated for the cruise industry.

"The new ships continue to bring attention to cruising, creating interest, additional pricing power, economies of scale and bookings of first-time cruisers," the report states.

Analysts also highlight the expansion in Asia: "North America and Europe serve as the source markets for 85.9% of worldwide passengers, but other regions of the world such as Asia are growing significantly."

By 2015, Cruise Market Watch projects that 22.3 million cruise passengers will be carried worldwide.

RCL's third Australian birthday

TODAY Royal Caribbean's local Australian office is celebrating its third birthday, having first opened its doors on 08 Dec 2008.

"Our first three years operating Down Under have certainly been a whirlwind – and also some of the most exciting that Australia's cruise industry has seen," said Adam Armstrong, commercial manager, RCL Cruises Australia.

Looking back over the past 1,095 days in Australia, Armstrong said the company had received a "warm welcome" from guests and trade partners alike, which has been reflected in sell-out *Rhapsody* seasons and the introduction of new to ships to the region, such as the newly arrived *Celebrity Century*.

This year alone RCL tripled its Aussie vessels from one ship to three, with 130,000 guests expected to cruise local waters.

This momentum is not expected to slow, with Armstrong saying that passenger numbers will balloon to around 200,000 in 2012-13 when five RCL ships will cruise down under.

TODAY'S ISSUE OF CW

Cruise Weekly's new-look trade issue today features five pages of news and photos.

Lingard recognised by PSA

THE UK Passenger Shipping Association has awarded its annual 'John Lancaster Smith Award' to Fred Olsen Cruise Lines' retiring sales and marketing director, Nigel Lingard, for his 32-years of industry service.

"Nigel has been unstinting in his enthusiasm for raising the profile of cruising with both consumers and the travel trade," said PSA director, William Gibbons.

Dubai loves a little *Radiance*



THE red carpet was rolled out in Sydney this week by the Dubai Department of Tourism and Commerce Marketing's Australian and NZ Office and RCCL, to celebrate *Radiance of the Sea's* second visit to the harbour city.

The event, a sophisticated cocktail party onboard *Radiance*, was attended by a selection of top selling cruise agencies and included a presentation on *Serenade of the Seas'* itineraries from Dubai, as well as details of what's in store for *Brilliance of the Seas'* 2012 Dubai season.

Guests are pictured above onboard *Radiance*.

Infinity is now Solsticised

CELEBRITY *Infinity* emerged from her drydock 'Solsticisation' last weeked, sporting new features including AquaClass accommodations, Blu and Qsine restaurants and Celebrity iLounge.

Quark to launch a *Diamond*

QUARK Expeditions has announced that it will debut the 189-guest *Ocean Diamond* (currently *Le Diamant*) next year for its 2012-13 Antarctic season which kicks off in Nov.

For more details see next Tue's *CW*.

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ICCA UPDATE

ICCA General Manager,
Brett Jardine

ICCA's Interview with a Cruise Expert



ICCA General Manager, Brett Jardine asked Joel McGlynn (pictured left) from Jetset Brighton to share some thoughts.

When did you complete your ICCA Accreditation?

I have attended the Masters Conference on two occasions, 2006 and again in 2010.

How has this helped grow your cruise sales?

After I completed my first Masters training in 2006, I realised we needed to seriously specialise in cruising so we set up a new business name, logo and website.

How do you promote your ICCA Accreditation?

We promote our ICCA connection on business cards, our website and in all our advertising.

What advice would you offer other retail agents wanting to accelerate their cruise business?

It's a mind-set! You have to do the hard-yards. You have to complete the formal training of ICCA and you have to complete all the training available through Cruise Suppliers. You can then honestly advise prospective clients you are a true cruise specialist. Of course, you need passion and you can't learn that!

What do you enjoy most about selling cruise holidays?

It really is such an easy product to sell and when first-time cruisers come home and thank you for recommending a cruise to them, plus give you referrals, then book another cruise - it's a pleasure!

How many cruises have you taken?

I don't really know, but it is quite a lot. I do know my first one was on the *Wanganella* to NZ in 1958!

MSC Divina to get Greek god touch

MSC Cruises 12th ship will have an ancient Greek theme, more cabins and an ocean-view infinity pool.

FURTHER details about *Divina*, launching in May 2012, were revealed last night at a Christmas party hosted by Lynne Clarke, managing director of MSC Cruises Australia and New Zealand, at the company's waterfront office in Sydney.

Reflecting its divine name and Mediterranean itineraries, 13 of the new ship's decks will be named after the gods and goddesses of ancient Greece, including Aphrodite, Apollo, Zeus, Cupid and Uranus, while the 1600-seat theatre will be called the Pantheon.

Divina is the third member of MSC's Fantasia class, joining *Splendida* and *Fantasia*, but has about 100 more cabins and suites (1,751), with 1,125 cabins offering balconies.

Of the 97 suites, 69 are dedicated to the MSC Yacht Club over three decks, which also comprises an exclusive

restaurant serving free drinks, a lounge, pool, hot tubs and private lift to the Aurea day spa.

At the stern is an infinity-edge pool, which will allow clients to view the sea.

"In more ways than one, our latest addition to MSC Cruises will live up to its name," said Clarke.

"We are thrilled to

offer another superb class of ship for sale to the Australian New Zealand market."

Clarke also explained how the vessel, which was originally called *Fantastica* (coincidentally the same name given to a new Costa Cruises ship) was renamed in honour of its godmother, Sophia Loren.

"In an evening chat with our president, Sophia said it was her dream to have a ship named after her," said Clarke.

"He immediately suggested '*Divina*' in place of '*Fantastica*', adding that a fantastic experience is fleeting, whereas a divine experience gives you memories that will last forever."

Divina will be christened by Loren in Marseille, France, on 26 May.

After its six-night maiden voyage, *Divina* will undertake a series of seven-night round-cruises from Venice to Italy's Bari, Greece's Katakolon, Turkey's Izmir and Istanbul and Croatia's Dubrovnik, with fares from \$939 per person twin share.

These ports are "a bonus, as capacity has always been at a premium to this part of the Med," said Clarke.



MSC Divina docking at STX France

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Orion's having a whale of a time

WHILST uncertainty still reigns as to whether *Orion* will be able to access Mawson's Huts on its current Antarctic adventure, guests have sure not been disappointed with what the trip is yielding, having already spotted some spectacular icebergs and a large group of whales.

"We had about eight humpbacks playing with the ship as we were stopped about 50 metres from the pack ice," said Expedition Leader Don McIntyre.

"They were coming up to within about three metres, rolling around and under and checking us out for about 30 minutes.

"They stayed with the ship for a few hours," he added.



Cruise weddings in Turks are on

AUTHORITIES in the popular cruising destinations of the Turks and Caicos Islands, have conceded to numerous cruise passenger requests and amended the Marriage Ordinance to allow port visitors to get married on the islands' beaches.

A previous change to the Ordinance put in place in Jul this year, stipulated that in order to qualify for a special license to marry couples needed to be in the islands for 48 hours.

The latest amendment however allows the Governor to waive the 48-hour period for non-residents of the Island.

Smoking rumours stubbed out

CARNIVAL Cruise Lines' senior cruise director, John Heald, has moved to quash rumors that smoking will be banned onboard all Carnival ships from 01 Jan 2012, saying the suggestions are erroneous.

Writing on the cruise line's Facebook page Heald said "We ...have one test ship, the *Carnival Liberty* where smoking has been removed from the Lido Deck and moved up to deck 10.

"Each and every ship has smoking venues inside and outside and smoking is allowed on the balconies but not in the staterooms.

"We will continue to try and make non smokers and smokers happy," he added.

MEANWHILE Heald also confirmed that Carnival is taking the Maitre D completely out of its gratuity system, and they will not be a part of the new US\$11.50 gratuity.

Although Heald didn't comment on the reason for the removal, he did reassure cruisers saying "Please don't worry, they are happy.

"Now obviously if you feel that the Maitre D did something special for you or that he or she did an outstanding job then yes, please do tip them but it is no longer expected and the envelopes will be removed from cabins," he added.



SNOW at sea.

It's a rare sight indeed when snow falls in the middle of the ocean, but that's exactly what is happening this month, albeit onboard Princess Cruises' vessels.

The snow fall is a special white-Christmas treat for passengers that happens once daily on all vessels in the Princess fleet (except for *Pacific Princess* and *Ocean Princess*).

Whilst it is certainly evocative of chilly winter wonderlands, the snowflake making process is such that the falling flakes disappear on contact, meaning guests don't need to rug up for the event.

Guests can also expect other onboard goodies this Xmas, such as carollers and gingerbread house building competitions.

Private yachting in the Arctic

POLAR expedition expert, Arctic Kingdom, is wowing cruisers by launching tailored explorer-yacht polar expeditions.

The idea behind the voyages is that they will be customised by the clients who want in-depth and personal yachting around Arctic regions including Greenland, Russia, Norway, Sweden, Finland, Iceland and the Canadian Arctic.

"Yacht captains and owners are searching for new, untapped cruising grounds," said Arctic Kingdom's ceo Graham Dickson.

"And the Arctic, with miles of jaw-dropping coastline, teeming with polar bears, walrus and whales, is catching their eyes," he added.

For more details, visit the Arctic Kingdom website - www.arctickingdom.com/yachting.



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Australian agents cruise like proper Czars in Russia



THE real Russia was recently revealed to a group of enthralled Aussie agents by Viking River Cruises, as they cruised the line's stunning Waterways of the Czars itinerary.

Bookended with extended stays in St Petersburg and Moscow, the cruise exposed agents to many colours of the Russian spectrum - from strolling the halls of opulent palaces and the Hermitage and a performance of an extravagant Russian ballet, to home visits in rural regions, and explorations of the iconic Red Square and Kremlin

agents were kept entertained with the best highlights of what the country had to offer.

"From Red Square and St. Basil's...to the pretty towns of Uglich and Yaroslavl and the spectacular churches on Kizhi Island, and of course St. Petersburg...all wow! and I have many wonderful photos to look back on," said impressed Sydney agent, Mary Kelly from Cruiseabout in Turrumurra.

The lucky group of agents are pictured above rugged up against the coming of winter (from left) Peta Baldwinson, GO Holidays; Sheila Lyons, Air NZ Holidays; Rosie Preston, Cruiseabout Lane Cove; Shaun Abblitt, Cruiseabout Kew; Kevin Garwood, Escape Travel Camberwell; Brendan Coory, Stella Travel; Damian Clark, Cruiseabout Q Super Centre; Julieanne Deveraux, Cruiseabout Port Melbourne; Joanne Rea, Cruiseabout Caloundra; Lee-Anne Johns, The Cruise and Travel Broker; Fiona Boileau, Gunther & Turner Travel Associates; Mary Kelly, Cruiseabout Turrumurra; Liz Sawers, Viking River Cruises Australia and Liana, Viking River Cruises.

Cruise Weekly is currently showcasing a series of new Viking River Cruises videos which promise to "unravel the mysteries of the Real Russia" - see cruiseweekly.com.au/videos.

Orion notches up record sales

ORION Expedition Cruises confirmed it experienced record sales levels last month.

The cruise line is attributing its success to its new yield management program which began in Oct this year and which stimulated sales using a combination of reduced rates and set booking deadlines.

The cruise line also said its highly popular advertising campaign which ran in national press over the past six weeks with the slogan *It's like having a cup of tea with God* was also a major contributing factor to the record month, with guests rushing to secure cruise sales before the 30 Nov deadline.

Commenting on the success, Orion founder Sarina Bratton said "It goes to show that people will buy if you have the right product and an added incentive to commit right away.

"We have had nothing but positive feedback from the travel trade with many of our existing agents recording record sales and a number of new agencies enjoying the sales success with resulting 10% Orion commission for the first time," she added.

Meanwhile Orion has said that it will update its website on a weekly basis to reflect any savings available on its 69 2012 voyages.

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3D Agent training with RCCL

A NEW agent e-learning program titled Cruising for Excellence has been launched by Royal Caribbean International, Celebrity Cruises and Azamara Club Cruises.

The new program includes 3D environments for agents to explore and learn about the key selling points of the cruise lines' respective ships and products, and also includes 35 training modules (including ship guides), as well as fact sheets, and visual training sessions with quizzes and videos.

See www.cruisingforexcellence.com.au.

Azamara sails 2013 year-round

AZAMARA Club Cruises' *Azamara Quest* and *Azamara Journey* will together host 69 voyages in 2013 and will visit nearly 40 new ports.

Quest will kick off the season with a selection of 12- to 18-night South America and West Indies itineraries.

In Mar *Quest* will also sail four- to 11-night voyages around the Spanish and French Riviervas; whilst between Jun and Jul she will sail nine- to 14-night North Sea, Norwegian Coast and Baltic voyages; and between Aug and Sep she will host a series of French and Italian Riviera, and Adriatic Sea cruises that range from seven to 11 nights.

Quest will round out 2013 with eight- and 12-night West Indies voyages.

Meanwhile *Journey* will host four Southeast Asia trips between 14-, 15- and 17-nights in length, and two 14-night voyages throughout China, Korea and Japan; before heading to the Mediterranean for the northern hemisphere summer and autumn seasons, featuring Adriatic and Greek Isles, Egypt and the Holy Land and Black Sea voyages, ranging from seven- to 12-nights.

Between Jun and Jul *Journey* will sail six French and Italian Riviera itineraries, before returning to the Far East via Dubai and Mumbai to round out the year with three Southeast Asia voyages.

Prices for an 11-night Italian and French Riviera *Journey* cruise, departing 01 Sep 2012 start from \$3,199pp.

For details - www.AzamaraClubCruises.com.

Get front row for the race

YACHT lovers need not battle the crowds lining Sydney Harbour on Boxing Day to get a good view of the Sydney to Hobart yachts, with Captain Cook Cruises hosting Race Picnics on *John Cadman*, *Captain Cook* and *Matilda*.

Guests will receive one beer, wine or soft drink, live commentary plus tea and coffee, and can bring their own picnic lunch.

The picnic cruises provide viewing until the yachts reach the Sydney Heads and are priced from \$79 (adults) and \$59 (kids).

See www.captaincook.com.au.

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