



Costa reshapes Australian sales

Costa's Hong Kong-based team plans to work directly with more travel agencies in Australia and New Zealand.

DARIO RUSTICO, SALES AND MARKETING DIRECTOR, Pacific Asia operations, Costa Cruises, has told **CW** that the company will be using a greater number of leading agencies in Australia and NZ to increase its market penetration.

"As we speak, new agencies are being added to the Costa network," he said.

The changes follow the announcement that Complete Cruise Solution will no longer be the main local point of contact for the line, which will instead directly manage sales enquiries from its regional headquarters in Hong Kong.

CCS will continue to support travel agents in selling cruises on Costa ships until 1 Aug.

Rustico said there were many "enhancements versus the past" arrangement.

"By working directly with an enlarged number of important, leading and selected partners in Australia and New Zealand, Costa can grant them direct access to our reservation system and access to sophisticated and tailor-made reports which can help both Costa and our partners to better monitor our sales progress and, as a consequence, take more accurate commercial decisions," he said.

Partners will also have immediate access to Costa's database of photos, videos, press releases and information about special promotion departures and fam trips.

"There will be no filter between Costa management and the partners and access to a plan of co-advertisement budgets," Rustico added.

Explaining CCS' position, Sandy Olsen, director corporate affairs, Carnival Australia, said: "Costa's growth around the world has created the opportunity for them to revisit their business model, which is what this move is about.

"We are all part of the Carnival family and senior management are in regular discussions about direction to match business growth.

"We have been discussing the best approach with Costa for a while," Olsen said.

One of Costa's existing PSAs, Brett Dudley, sees the move as a good opportunity for agencies serviced by his company, cruiseagents.travel.

"Independent agents are not going to be disadvantaged because they can get instant pricing and access to our website," he said.

Agents and consumers will also have the chance to inspect *Costa Deliziosa* when it visits Australia next year, Dudley confirmed.

Costa in Australia

AT THE LAUNCH OF COSTA CRUISES' 15TH SHIP, *Favolosa*, chairman and CEO Pier Luigi Foschi said the main priority in Australia was to better establish the brand.

Australian passenger numbers are "less than we would like" but he said the market had good potential.

One of 19 markets serviced by Costa's Asia-Pacific operation, Australia is the second largest after China.

Carnival Corp ceo Micky Arison also told **CW** that Australia was a very good market, hence the company's deployment of seven ships in the region next year.

Australians favour the 14-night roundtrips from Singapore, but business is also growing on *Favolosa's* Med and Dubai itineraries, he said.

Meanwhile, Foschi said passenger numbers from the United Kingdom, Italy and France were "severely impacted" this year as a result of political unrest in the Middle East and North Africa.

Helen Wong's
TOURS

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Star Cruises kid's special

STAR CRUISES IS OFFERING A KIDS CRUISE FREE DEAL on selected *SuperStar Virgo* 3-, 5- and 7-night voyages, see **page 6** for details.

TODAY'S CRUISE WEEKLY

Welcome to today's **Cruise Weekly** Trade edition featuring five pages of all the latest cruise industry news, plus a full page from Star Cruises (p6).

Cruise Weekly Australia/New Zealand

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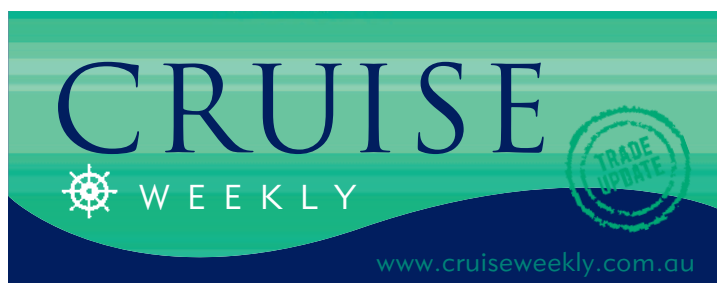
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Brett Jardine

Brett Jardine
General Manager
ICCA

MSC to sell direct to consumers

Consumers will soon be able to book directly through the MSC website.

MSC CRUISES LAST NIGHT HOSTED ALMOST 100 agents in its waterfront Sydney office to celebrate the release of its 2012 program, including all-new seven-night Arabian cruises.

Carly Allen, business development executive, unveiled details of the latest offers and the new Aurea Spa suites set to debut on *Fantasia*, *Splendida* and next year's newbuild *Divina*.

It was also confirmed that the company's 'new-look and feel' website will allow Australian consumers to start buying cruises online later this year.

But agents can book clients now with a \$50pp earlybird discount on all 2012 voyages when paid in full by 31 Aug 2011, reducing the lead-in price of a seven-night Med cruise to \$609 ppts – less than \$90pp per night.

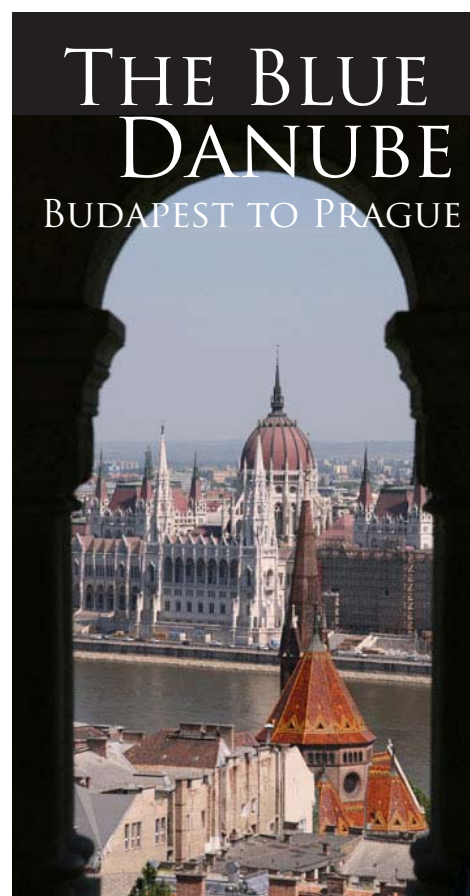
Further savings will be offered to passengers combining cruises within four-week periods.

The line's existing 'kids cruise free' policy is also being extended to under-18s who share a cabin with a single adult, under a new all-

in-one family fare.

Lynne Clarke, md, MSC Cruises Aust/NZ, announced a long-awaited change: free tea, coffee and water onboard all ships.

Agents can book the 2012 program by phone, email or online – see www.msccruises.com.au.



LAST MINUTE 2011 DEPARTURES
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 **TAUCK**
EUROPEAN RIVER CRUISING

P&O BBQ for charity

P&O CRUISES IS GIVING \$100 TO ALL AGENTS WHO register to host a BBQ in their local area on the weekend of 6-7 Aug, to raise money for their community.

The incentive coincides with the launch of P&O Cruises' new Earlybird campaign, and agencies who sign-up will also be given P&O Cruises' branded aprons, caps, serviettes and balloons.

Participating agents will go into the running to win a BBQ valued at \$799, registrations close tomorrow, visit myccspromo.com/bbq.



Award Winning Luxury Expedition Cruises

2012 Cruise Calendar - Antarctica Expedition 2012

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ICCA training dates

AGENTS LOOKING TO BRUSH UP ON THEIR CRUISE selling skills and product information, and who also are members of the ICCA, may want to check out the ICCA's training days.

Upcoming training dates are as follows: Geelong, 19 and 20 Jul; Cairns, 27 and 28 Aug; Sydney, 11 and 12 Aug; Brisbane, 13 and 14 Sep and Adelaide, 11 and 12 Oct.

To register visit the ICCA website at – www.cruising.org.au.

Voyages new look website

VOYAGES OF DISCOVERY HAS LAUNCHED ITS NEW look website, which includes a swag of fresh features, including an Explore the Ship photo gallery with photos of every deck, as well as easy to read ship information.

Further new features include a bio on each guest speaker for the upcoming season, a video for each sailing and a comprehensive FAQ section.


See www.voyagesofdiscovery.com.

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Voyages of Discovery

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www.voyagesofdiscovery.net.au

Stena gets new clearance

EUROPEAN FERRY GIANT, STENA LINE, HAS RECEIVED approval by the UK Competition Commission for its newly acquired Belfast to Liverpool (Birkenhead) and Belfast to Heysham routes.

Costing the Line around GBP\$30m, the deal between Stena Line and DFDS Seaways, sees Stena acquire four ships from DFDS including the chartered Lagan Seaways and Mersey Seaways on the Belfast-Liverpool route and the freight carriers Scotia Seaways and Hibernia Seaways.

The deal, which brings the number of Stena Lines routes on the Irish Sea to six, allows Stena to offer new alternative journeys between Northern Ireland and Great Britain, and to improve the frequency of its services.

Fly free towards Orion

BROOME AND THE KIMBERLEY HOLIDAYS ARE offering free return flights from most Australian capital cities, to pax who book onboard selected 10-night 2011 Orion Kimberley cruises.

The deal is applicable for immediate sale on 24 Aug (ex Broome to Darwin) and 03 Sep (ex Darwin to Broome) departures.

The 10-night voyages are priced from \$8190pp/ts in a Category B cabin.

See www.broomekimberley.com.au.

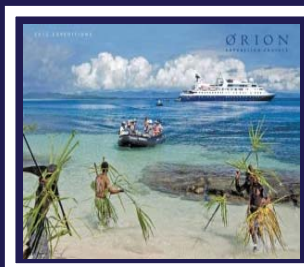
Brochure of the week

Orion Expedition Cruises has released its 2012 brochure,

which features 69 voyages to 17 countries, covering 174 destinations.

The brochure's itinerary offerings cover regions from Antarctica, to the Russian far east, Borneo, Vietnam, Thailand, the inland Sea of Japan, China and Micronesia onboard *Orion II*; as well as Orion cruises around Australia's own Kimberley coast, Arnhem Land, Great Barrier Reef, and around the Spice Islands, Antarctica and Papua New Guinea.

New voyages featured in the 2012 line-up include themed itineraries to Japan and the islands of Micronesia, whilst China has also been added for the first time with expeditions on the Yangtze Delta and Shanghai to Tawau.



And the best dressed travel agency award goes to...



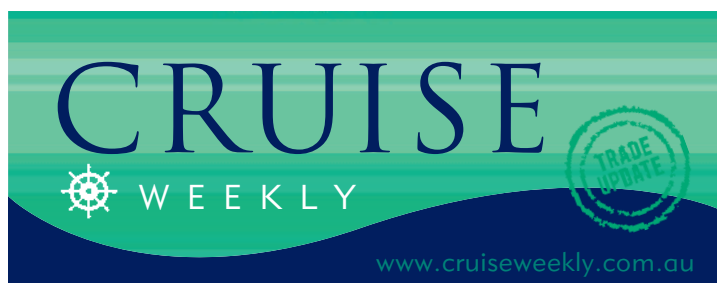
They searched high and low, and the competition was fierce, but finally Travel the World and V Australia have settled on a winner for The Best Dressed Travel Agency, Harvey World Travel Chermeside in Qld.

The competition asked agents to recreate the atmosphere that guests would experience onboard a Carnival cruise ship, with the award going to the most creative

and innovative agency.

For their supreme efforts the team at HWT Chermeside have won a seven-night Mexican Rivera cruise onboard *Carnival Splendor* departing in Oct, complete with return flights with V-Australia.

The team is pictured above from left: Sherrilyn Wigg, Liz Walker, Amanda Harrison, Carly Cosgrove and Sarah Browning.



P&O World Cruising releases Europe for 2012/13

P&O WORLD CRUISING WILL HOST 153 CRUISES ONBOARD SEVEN VESSELS TRAVELLING TO 250 destinations for its 2012-13 European program.

Both *Aurora* and *Oriana* will feature Northern European cruises, with itineraries set to include a seven-night voyage onboard *Aurora* departing Southampton on 24 Aug, 2012 and visiting Spain, Portugal and France, from \$1389pp.

Fresh from her child-free make-over *Oriana* will host a 14-night itinerary taking in Iceland and Norway, departing Southampton on 18 Aug, from \$3,039pp.

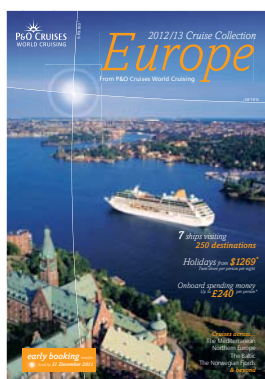
Meanwhile the 710-pax *Adonia* will host a series of Mediterranean voyages between Trieste, Piraeus and Salerno, priced from \$2,589pp for a 14-night cruise from Greece to Italy, departing 30 November 2012.

Like *Adonia*, *Azura* will primarily feature Med cruises, with seasonal highlights including a 24-night maiden Black Sea cruise departing Southampton on 18 Sep 2012 and taking in Portugal, Malta, Greece, Ukraine, Romania, Turkey and Spain, from \$3,089pp.

Oceania will divide her time between the Western Mediterranean and Norwegian Fjords, with adventures including a seven-night 'Norwegian Fjords' cruise departing Southampton on 06 May 2012, from \$1,179pp.

P&O World Cruises also has a special meeting arranged between all seven ships, on 03 Jul 2012 in Southampton.

Earlybird specials for the voyages are now available, and include a 10% early booking discount, for voyages booked before 31 Dec 2011 - see www.pocruses.com.



HAL names new DoS

HOLLAND AMERICA LINE HAS APPOINTED TONY Archbold as its new director of sales in Australia.

In his new role Archbold will be responsible for managing all aspects of sales including strategy, implementing and directing sales programs and staff for HAL and Seabourn.

Archbold comes to the position from his last role as national sales manager at Creative Holidays, a position he held since 2003.

During his 29 year career in strategy, marketing and sales Archbold has also held sales management positions with Rosenbluth International, SBT Business Travel Solutions, Transport & Distribution Consultants Pty Ltd, Eva and Northwest Airlines, and Thai Airways.

"Australia is a key international market and with Tony's expertise we are poised for success, especially given the rapid growth in Australia and New Zealand and an increase of 25 percent capacity at the homeport, Sydney, with the addition of *ms Oosterdam*," said HAL's executive vp of marketing, sales and guest programs, Richard Meadows.

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www.OceaniaCruises.com.au

River Cloud II highlights

SEA CLOUD CRUISES HAS A HOST OF NEW highlights for guests travelling onboard *Sea Cloud II* next year, including Floriade and special garden visits, culinary and art themes, bicycle cruises and an inaugural visit to Frankfurt.

There are also a number of single cabins available for no additional surcharge.

For details see www.seacloud.com.

Aurora's 2012 in PNG

AURORA EXPEDITIONS HAS RELEASED ITS 2012 Paupa New Guinea brochure, which includes a new voyage to PNG to celebrate the 70th anniversary of Australia's role in the region during WWII.

Titled 'Lost in Paradise: Our Fallen Heroes' the 13-day voyage departs from Alotau on 14 Apr 2012 onboard *Akademik Shokalskiy*, and takes guests to key historic sites including Samarai Island, Linden Harbour, Jacquinot Bay, Tol and Rabaul where guests will witness a special dawn ANZAC day service.

Onboard a historian will interpret the significance of the areas visited, in particular efforts by Australian soldiers.

The brochure also offers a family-friendly 13-day Island of Smiles itinerary departing Alotau on 02 Apr 2012 and exploring the islands and coastline of New Guinea.

Prices for both 13-day expeditions start from AU\$5,690 per person quad-share.

Visit www.auroraexpeditions.com.au/brochures.

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Face to Face

WELCOME TO FACE TO FACE, CW'S THURSDAY FEATURE WHERE WE CHAT TO CRUISE INDUSTRY LEADERS.

This week we talk to **Nigel Lingard** Marketing Director of **Fred Olsen Cruise Lines**.

How did you get into the cruise industry?

My first travel industry job was with a ferry operator (Tor Line) back in 1979, and their owners bought into Salen Lindblad Cruising, which I headed up in Europe for a spell.

What cruises have you been on in the last few years?

Recent cruises have included the Antarctic (with Quark Expeditions), Spitsbergen (also Quark), the Panama Canal (on *Braemar*), the South Pacific (*Black Watch*), and Alaska (with HAL).

What is the next "hot spot" in cruising destinations?

Norway, because it is virtually impossible to explore the majestic coastline any other way.

What is the most important issue in the cruise industry today?

Meeting environmental requirements, some of them poorly thought-through, could put unbearable costs on cruise operation, particularly in sensitive areas.

What expansion plans can we expect from Fred Olsen in the near future?

We'd hoped for more developments around Africa and the Indian Ocean, but sadly there are too many dangers lurking there at present.

What can agents do to promote cruising?

We still have work to do overcoming the perception that cruises are "boring" and customers may feel "trapped".

Just for fun!

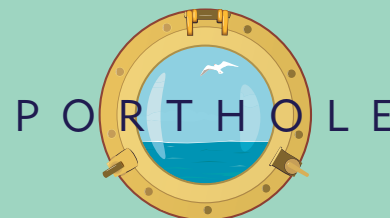
Favourite ship: *Black Watch*

Favourite ship activity: Cocktail time!

Favourite region: Norway

Favourite port: Sydney

Favourite perk of the job: The travel!



A BEAST FROM THE WATERY DEPTHS.

A 4.5-ton sea creature has washed up on a Chinese beach in Guangdong, but it is so decayed that researchers are having trouble identifying what it could have once been.

Measuring longer than 17 metres, the sea creature was discovered by locals wrapped in fishing lines.

It is suspected that the creature was caught by fishermen, but was too heavy to haul in, and so they cut their nets.

According to a local media outlet, curious bystanders removed two teeth from the carcass, which measured just shy of two metres.

Since its discovery hundreds of people have flocked to the beach to have a look.



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(Port Klang)
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10-July 2011 – 25 March 2012

Singapore, Phuket, Langkawi,
Pulau Redang
Selected departures from
17 July – 25 Sept 2011

Book Inside Cabin
Book Window Cabin
25% off Balcony Cabins

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\$1809 – Receive SGD\$400 F&B Credit

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Malacca, Kuala Lumpur
(Port Klang), Pulau Redang
Selected departures from
10-July 2011 – 25 March 2012

Singapore, Phuket, Langkawi,
Pulau Redang & Kuala
Lumpur (Port Klang)
Selected departures from
17 July – 25 Sept 2011

Book Inside Cabin
Book Window Cabin
25% off Balcony Cabins

\$1586 – Free upgrade to Window Cabin
\$1867 – Free upgrade to Balcony Cabin
\$2527 – Receive SGD\$500 F&B Credit

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Pulau Redang
Departing 11 Sept 2011

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Book Window Cabin
25% off Balcony Cabins

\$1249 – Free upgrade to Window Cabin
\$1474 – Free upgrade to Balcony Cabin
Plus Bonus F&B credit SGD\$400
\$1916 – Receive SGD\$400 F&B Credit

7 NIGHT SPECIAL CRUISES **Ultimate Upgrade offer**

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Redang, Kuala Lumpur (Port Klang)
Departing 11 Sept 2011

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*CONDITIONS APPLY: All prices are cruise only, AUD, per person twin share and subject to change and availability. Prices based on following cabin categories: Inside Cabin DC, Window Cabin CB, Balcony Cabin BC. Single passengers must pay a single supplement. Every effort is made to ensure advertisement accuracy, however Star Cruises cannot be held responsible for printing or typographical errors or errors arising from unforeseen circumstances. Pricing correct as at 28 June 2011. Pricing & bonus credit valid until 30 Sept 2011 & can be withdrawn at any time without notice. Price includes port charges and fuel surcharge. Holiday surcharge imposed on Peak Sailings Dates: 23 Dec 2011; 01 Jan 2012. Vietnam Visa surcharge applicable to Ho Chi Minh sailings at \$30 per person. [^]Meals included in selected restaurants. *Kids Cruise Free - Applicable for Children 12 years & below & is based upon 2 full paying passengers under 3rd & 4th passenger in the same cabin. Passenger Handling charges, Fuel Surcharges & Visa where applicable will still apply. Based only on 5 & 7 night itineraries for departures 4,11,18,25 Sept, 2,9,16,23, 20 Oct, 4,11,18,25 Dec 2011 & 1,8,15,22,29 Jan 2012. Strict cancellation fees apply. Please note that a surcharge may be imposed on credit card transactions. A service fee will be charged. SCS 25816