



CCL to focus on Fiji for *Spirit*

Carnival Cruise Lines is calling on the industry to push destinations, more than the ships, to lure first-time cruisers.

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capacity is to promote the quality of shore experiences to 'cruise rookies', according to Jennifer Vandekreeke, Carnival Cruise Line's Australia-based director.

"Cruise rookies think of destination first, so if we want to get more people cruising, we need to focus on what happens on land," she said.

"As an industry, our job is increasing consumers' consideration for cruising, so we need to get them past that first hurdle by showing them they can have an authentic experience on a shore excursion."

Speaking to *Cruise Weekly* on a media famil in Fiji yesterday, Vandekreeke said CCL intended to heavily promote the tours offered by *Carnival Spirit*, which starts sailing full-time from Sydney in October 2012.

"We're pushing Fiji a little bit more because it's such a hot destination at the moment, so for people thinking of going there, they can cruise with us and get Fiji, New Caledonia and Vanuatu too," she said.

"Consumers sometimes think an excursion will be sanitised, but the experiences are real and they can connect with the local people and see their culture – more than if they stayed in a resort."

Vandekreeke urged travel agents to endorse "the shore experience" to clients.

"People who go on shore excursions have a better time, so if agents want their clients coming back to them, make sure they book shore excursions."

"Explain to them what it is really like, and that operators that service the cruise group usually put a kicker in – something extra for all the guests."

Meanwhile, Vandekreeke said sales for *Spirit*, which opened in May, are "going really well, considering we haven't gone out to consumers yet – we're on the curve we expected to be on."

CCL expects bookings to pick up around Oct – a year ahead of the ship's local launch. For details, see www.myccs.com.au.

TODAY'S CRUISE WEEKLY

Welcome to today's **CW** Trade edition which features five pages packed with all the latest cruise industry news and photos, plus a full page from Star Cruises (p6).

Take a Star for free

STAR CRUISES HAS LAUNCHED A 'TAKE A FRIEND FOR Free' promotion, valid on selected *SuperStar Libra* three-night cruises from Penang (priced from \$464pp inside cabin).

Other *Libra* voyages featured in this offer include select seven- and eight-night Cruise and Stay packages from Phuket between now and December 2011.

For details see **page six** of today's issue.

Zaandam in Asia 2012

MS ZAANDAM'S RUN IN ASIAN WATERS HAS BEEN expanded by Holland America Line to include five 14-day Asian Explorer itineraries.

Sailing between Hong Kong and Singapore the Asia Explorer itinerary features calls into Koh Samui, Bangkok, Sihanoukville, Phu My and Nha Trang, with departure dates set for 08 Jan, 22 Feb, 05 Mar and 18 Mar 2012.

In addition HAL has scheduled *Zaandam* for one new 14-day China and Korea voyage that will sail roundtrip from Hong Kong with calls to Incheon and Jeju City.

The new voyages bring *Zaandam's* Asian 2012 offering to seven departures on four itineraries ranging in length between 14 to 28 days.

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*Conditions: Price listed in Australian dollars and valid on 2012 sailings only. Must book and pay in full by 31 July 2011. Discounts combinable with Past Passenger Discount and valid for new bookings only. Price is based on 29 Sep, 11 Oct 2012 departures in Cat E stateroom. Visit www.vikingrivercruises.com.au for full booking conditions.





Shore Excursions (part 2)

Continuing on from last week's column where the focus was on how shore excursions are operated by cruise lines in conjunction with Inbound Tours Operators (ITO's).

Aside from understanding how shore excursions operate behind the scenes, it is just as important that agents and consumers are also aware that the actual price cruise lines sell shore excursions at **does include** many components that we often don't stop to consider.

It is true that cruise passengers do have the ability to research and book their own (in some cases private) tours at ports they will be visiting. However, when discussing shore excursion options with your clients it is important to ensure a few issues are clearly understood.

Flexibility: If a ship is late or unable to dock at a particular port due to inclement weather your clients that have booked through the cruise line will get a full refund if their chosen shore excursion is unable to operate.

Insurance: All suppliers of product sold through ITO's and offered to cruise line passengers must hold appropriate public liability insurance and a certificate of currency will be sighted by the ITO before an operator can be included in the cruise lines program.

Don't miss the boat!: Passengers who have booked a shore excursion through the cruise line have peace of mind knowing that if there is a delay in getting back to the ship, the ship will delay departure to ensure their passengers get back on board.

Passengers who choose to research and make their own shore excursion arrangements direct with local suppliers, run the risk of financial and emotional loss if any of the three scenarios above work against them.



Brett Jardine
Brett Jardine
General Manager
ICCA

Orion and Amex launch reward

The exclusive program aims to entice big-spenders to take an Orion cruise.

ORION EXPEDITION CRUISES HAS BECOME THE ONLY cruise company to partner with American Express in a lucrative rewards program: '5 membership rewards points for every \$1 spent'.

Under the offer, American Express Cardmembers who book an Orion cruise using their Platinum Charge or Centurion

Cards will receive five points per dollar spent (instead of the normal 1.5).

The offer is valid from now until 31 Dec 2011.

For travel agents, a booking worth \$30,000-\$40,000 in premium accommodation onboard *Orion* or *Orion II* would result in a "healthy commission for the agency and tens of thousands of points for the Cardmember", a spokesperson said.

According to research undertaken with American Express' high-end Platinum Charge and Centurion cardmembers, points accumulation is one of the few powerful incentives that can influence their spending behaviour.

"These high earners have significant amounts of disposable income and are attracted to quality experiential products such as Orion Expeditions," the company said in a statement.

For further information, see www.orionexpeditions.com or phone the Orion team on 1800 673 760.

US cruise boost

THE DEPRESSED US ECONOMY HAS BEEN GIVEN a boost by the cruise industry, with a 7.8% increase in cruising's total economic impact to US\$37.85 billion for 2010.

According to figures released by the Cruise Lines International Association, the North American cruise industry helped to create 329,943 jobs in 2010, which in turn had a US\$15.2b wage impact on the national economy.

"We are pleased with the strong gains in the cruise industry's economic contributions, and that CLIA-member lines were directly or indirectly responsible for putting nearly 330,000 Americans to work," said CLIA Chairman Howard Frank.

ICCA gets Rocky sign-up

ROCKY MOUNTAINEER HAS SIGNED UP WITH THE International Cruise Council Australasia, as an associate member.

"Cruisers are an extremely important market to us and we're excited to expand our reach amongst this influential group in the Australian region," said Rocky Mountaineer Director of Sales Asia Pacific Robert Halfpenny.

Oceania team movement

OCEANIA CRUISES IS WAVING GOODBYE TO ITS senior director of marketing, Jim Lida.

Lida spent three years with the cruise line, overseeing its print materials, loyalty program and consumer advertising, and has yet to announce his future career plans.

"It's been an honour to work with an extraordinarily talented group of people at a well-managed company during such an exciting phase of its growth," he said.

Oceania has so far remained tight-lipped on who will succeed Lida.



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Amadagio on Rhone

NEXT YEAR AMAWATERWAYS WILL POSITION ITS five-year old *Amadagio* in the South of France.

Commencing in Mar to Dec 2012 *Amadagio's* French season will include a seven-night itinerary between Lyon and Arles, which can be packaged with a three-night Paris accomodation and sightseeing tour.

2011 & 2012
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*TERMS & CONDITIONS APPLY

Oslo reassures ships

IN THE WAKE OF THE RECENT TERROR ATTACKS IN Norway, Oslo, port officials have moved to reassure cruise lines and visitors about the safety of the country.

"The most important thing now is to come back to normal and bring the Norwegian society back as open and friendly as it used to be," a statement from the cruise marketing manager for the Oslo Port Authority, Margrethe Austad, said.

"We want to welcome tourists," she added. At the present time the majority of cruise lines have not dropped upcoming Oslo calls, however they are monitoring the situation closely.

To reassure locals and visitors, Oslo's police commissioner declared the city safe at the weekend, with people able to move around freely, whilst air traffic, ferry and rail services are running as usual.

Passengers should however expect passports and ID checks to take longer than usual.

MSC enlists the pros

MSC CRUISES HAS ENLISTED TOP CHEFS FROM across Europe to accompany five gourmet voyages at sea.

The epicurean delights will begin on 27 Nov 2011, when two-time Michelin Star winning Spanish chef, Paco Roncero, boards *MSC Fantasia*.

The adventures continue into the new year with multi-award winning Italian chef Mauro Uliassi joining *MSC Splendida* on her 07 Jan 2012 voyage, whilst Michelin Star rated French chef Gilles Epie will join her on her 28 Jan voyage and celebrity UK chef Antony Worrall Thompson will be onboard for her 04 Feb cruise.

From 01 Jun German celebrity chef, Kolja Kleeberg, will be on board *MSC Lirica* for several nights in succession treating guests to meals which helped make him the Michelin Star winning chef he is today.

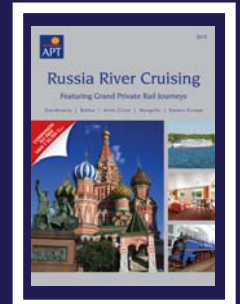
Brochure of the week

The new APT Russia River Cruising 2012 brochure features the rebuilt *ms AmaKatarina* which will launch its first full season of service.

Other features include extra Golden Eagle rail journeys with four new itineraries including the Trans Mongolian - Moscow to Beijing; Crimean Express - St Petersburg to Yalta; Opera and Ballet - Moscow to St Petersburg and Arctic Circle.

APT's brochure also unveils the train's new Imperial Suites.

The 76 page brochure features 13 itineraries, covering Russian river cruising, train journeys as well as a combination of both in order to join Scandinavia and Baltic tours, more info at - aptgroup.travel.

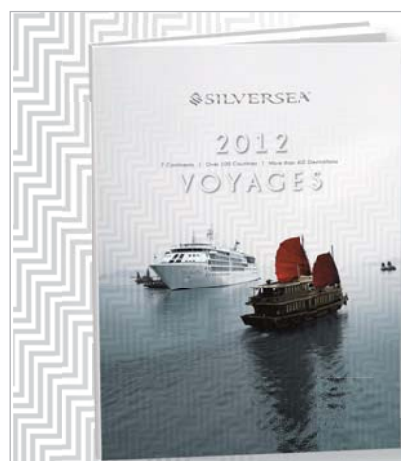


Free pearls with Opera

NORTH STAR CRUISES IS GIVING GUESTS WHO BOOK an Opera Cruise package before 31 Jul 2011 the chance to win a \$5,000 Galwey Broome Pearl gift.

The Opera Cruise package capitalises on the award winning Opera Under the Stars event held in Broome on 27 Aug, offering a six-night Kimberley Islands cruise in an ocean class cabin onboard *True North*, plus three nights accom in a garden view studio room at Cable Beach Club Resort and Spa (including brekkie daily), and a premium ticket to Opera Under The Stars (with reserved seating and one beverage voucher) from \$9,860pp.

See www.northstarcruises.com.au.



The New Silversea 2012 Voyage Atlas. Available 8 August.

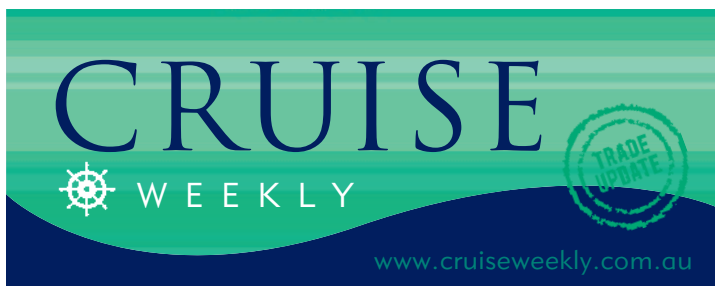
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Sydney agents invite locals to enjoy designer cruises



SYDNEY AGENCY, TRAVEL BY Design in Pennant Hills, recently invited cruisers to a 'Small Ships, Boutique Cruises Expo'.

Held in partnership with six cruise companies, Travel by Design's Expo was tailored to showcase lesser-known cruise lines, and to expose Aussies to the amazing range of small expedition/boutique cruise products on offer.

Despite the weather turning against the agency (it was held on the same evening that

Sydney experienced its biggest drenching in 60 years!), the event was a huge success, with over 50 cruisers turning up for the chance to chat face-to-face with cruise representatives.

Attendees also enjoyed a series of informative presentations, coupled with spectacular images from the ships and destinations they visit.

The star destination of the evening, according to Travel by Design, was Antarctica, with many guests expressing a desire to book Antarctic cruises.

Travel by Design and cruise line representatives are pictured enjoying the evening above (from left): Helen Eves, Windstar and Ponant (Travel the World); Jeanette Lasek, Travel by Design; Voytek Lasek, Travel by Design; Nicola Caygill, Orion Cruises; Debbie Collins, Oceania and Discovery Cruises; and Faye Larrarte, Fred Olsen Cruises.

Cruise recruitment

A NEW CRUISE SHIP RECRUITMENT WEBSITE HAS launched this month, giving performers and entertainers an opportunity to showcase their talents by providing the cruise lines with a "virtual audition", see www.cruiseshipagency.com.

Own a yacht fraction

A JOINT VENTURE BETWEEN PACIFIC STAR CRUISES and Fractions Abroad will see the creation of a fleet of 68-guest luxury mega yachts, which will each have 850 owners.

Plans are already in place for the first \$30m yacht to be built in the Philippines tailored toward a European market.

After its completion, the mega-yacht will be sold to 850 "fractional owners" for an estimated \$81,000 plus an annual fee of around \$8,200.

In return for their investment, each owner will be able to sail for two weeks per annum.

The ships themselves will be managed by an in-house team, and there are already plans for mega-yachts targeted to the Asian, Canadian and Australian markets.

No new Celebrities

CELEBRITY CRUISES HAS PUT THE KIBOSH ON ANY newbuilds in the near future, with company CEO Dan Hanrahan confirming there were no plans in place for new vessels to be built after the delivery of *Celebrity Reflection* in 2012.

"We've taken an awful lot (of new capacity) in a very, very short time," he said.

"At this point we don't have any plans for a new class of ship," he added.

The news comes after the company's most recent christening for *Celebrity Silhouette* in Hamburg last weekend.

Despite the moratorium on new builds *Celebrity* is however continuing with its "Solsterization" of its older fleet members.

Cruise ship drug charges

US CITIZEN, STEVEN KRUMHOLZ HAS PLED GUILTY to charges of selling drugs including ecstasy, speed and ketamine to guests onboard Royal Caribbean's *Allure of the Seas* earlier in the year.

Krumholz was arrested in Feb during a port call in St Thomas, after a US Boarder Protection agents got a tip-off from another passenger who they had found with drugs.

A search of his room by officials revealed 142 ecstasy pills, and quantities of speed and ketamine, as well as US\$51,000 in cash.

Face to Face

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

This week we talk to **Maryann Anderson** Director of **Small Ship Adventure Company** and **Alaska Bound**.



How did you get into the cruise industry?

My passion for the intimate small ship cruising in Alaska led me to specialise in small ship cruising worldwide.

What is the key to your success?

The fact that we are the only exclusively small ship cruise wholesaler in Australia allows us to offer specialised sales support to travel agents helping them build a small ship cruising customer base.

How many cruises have you been on in the past five years?

Eight small ship journeys of course!

What is your favourite destination, and why?

Has to be Alaska & Canada, since founding Alaska Bound in 1999 with so many friends and wonderful experiences it just feels like a second home.

What is your most memorable moment on a cruise?

In Icy Strait, Alaska, in a zodiac watching whales bubble net feeding, meters from the boat, you could smell their breath.

How do you spend your days at sea?

Very few of these on small ships, but enjoying the company of like minded travellers and engaging conversations with expert naturalist guides.

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

Remote out of the way destinations such as those offered by Zegrahm Expeditions, for example Madagascar and the West Coast of Africa or Jungle Rivers of South America.

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

By educating Travel Agents and consumers of the unique and diverse range of cruises available.

How can cruising attract more young people and/or families?

By promoting family friendly itineraries such as American Safari Cruises Kids in Nature Departures in Alaska and Hawaii.

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

The range of exciting expedition small ship cruising options available and the unique experience they offer.

What makes Australians/NZers different to other cruise passengers?

They are adventurous, wanting to engage with the local communities and step out of their comfort zone and know how to have a laugh, all the cruise operators say they just love having Aussies onboard.

What is your best tip for seasickness?

Get up the Bow head into the wind! Prevention better than cure.

Just for fun!

Favourite ship: Safari Explorer American Safari Cruises

Favourite ship activity: Kayaking

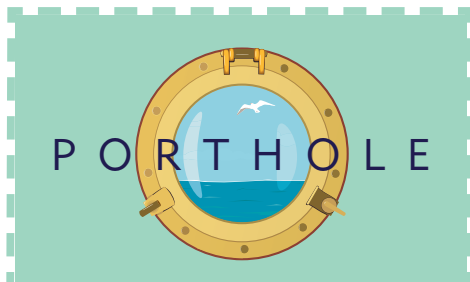
Favourite shore excursion: Exploring glaciers upclose on land via zodiac

Favourite port: Sitka, Alaska

Favourite region: Norway

Favourite onboard food/drink: Fresh local seafood of any kind

Favourite perk of the job: Travelling to wonderful parts of the world



A NEW MENU IDEA?

With all the competition over luxurious dining options on cruise ships at the moment, perhaps, as a point of difference, cruise lines may want to consider taking some inspiration from local Brissie fast food chain, Chompers, and reinvent the humble burger.

Described as breakfast, lunch and dessert rolled into one, Chompers OMG burger is being hailed as Australia's most unhealthy burger.

Weighing in at a whopping 6000kjs, the aptly titled OMG burger is crafted using two Krispy Kreme doughnuts serving as the bun, two beef patties, two generous slices of cheese, two slices of bacon, and a token serve of lettuce (to keep the doughnuts from getting soggy).

And just to make the burger more tempting to cruisers who love a late night trip to the icecream bar, in order to burn off the OMG, they would simply need to run for 21kms.

WE ALL LIVE IN A YELLOW SUBMARINE.

If you have ever wanted to experience life under the ocean, outside of the realms of a Cold War movie, a Dutch submersible manufacturer UBW, has released two submarines for charter.

As part of its charter offer, individuals, companies or organisations can opt for a personal quest or to sit back and enjoy being ferried around underwater sights and wonders.

The subs have a maximum operating depth of 100 metres, however only allow one to three passengers at a time.

Powered by state-of-the-art Lithium-ion Batteries the submarines can dive for up to six hours at a time and emit zero ocean pollution.





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Window Cabin	\$567
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Selected departures from June - Sept 2011

Phuket, Krabi, Penang (4 x nights own arrangements in Penang), Penang, Krabi, Phuket

Inside Cabin	\$622
Window Cabin	\$752
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Cruises include all meals[^] and entertainment onboard plus port and fuel charges.



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*CONDITIONS APPLY: All prices are cruise only, AUD, per person twin share and subject to change and availability. Price for Inside Cabin based on Cat DC category, Window Cabin based on CC category & Deluxe Oceanview based on BB category. Single passengers must pay a single supplement. Prices include port charges and fuel surcharge. [^]Meals included in selected restaurants. 2011 departure dates 7 NIGHT CRUISE ex Phuket - 30 May, 6 & 27 June, 4 July, 5 & 12 Sept, 3, 7, 10, 17, 24 & 31 Oct, 14, 21 & 28 Nov, 5 & 12 Dec 2011. 8 NIGHT CRUISE ex Phuket 13 June, 11 & 25 July, 8 & 22 August, 16 Sept 2011. Own arrangements in Penang is at passengers own choice & expense. 3 NIGHT CRUISE ex Penang May 01, 08, 15, 22 & 29, Jun 05, 12, 19 & 26, Jul 03, 10, 17, 24 & 31, Aug 07, 14, 21 & 28, Sept 04, 11, 18 & 25, Oct 02, 09, 16, 23 & 30, Nov 06, 13, 20 & 27, Dec 04, 11, 18 & 25. # 2 for 1 DEAL - 2nd pax cruise for free, PLUS 4th pax also cruises for free if 2 adults & 2 children (under the age of 12 years & below) 4th pax must be 12 years or under. Offer & pricing is valid until 30 Sept 2011. FREE passenger pays all relative port taxes & fuel surcharges - 4 Night ex Phuket PHC = \$70pp, Fuel Surcharge = \$32pp, 3 Night ex Phuket PHC = \$55pp, Fuel Surcharge = \$24pp, 3 Nights ex Penang PHC = \$50pp, Fuel Surcharge \$24pp. Holiday surcharge imposed on peak sailings. Strict cancellation fees apply. Please note that a surcharge may be imposed on credit card transactions. A service fee will be charged. 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 20 July 2011. Pricing valid until 31 August 2011 & can be withdrawn at any time without notice. SCS 25944