

## Cunard commits to Australia/NZ

Local agents will have a one-day head start on *Queen Mary 2's* circumnavigation of NZ.

CUNARD LINE HAS CONFIRMED ITS COMMITMENT TO the region with its first-ever 'Royal Circumnavigation of New Zealand', which will open for bookings on POLAR a day ahead of the global release.

Speaking to Australian media this week, Cunard's president and managing director, Peter Shanks, said the "history-making" itinerary was chosen to provide variety after strong sales for the Australian circumnavigation in 2012.

"It was the natural next step for QM2 to do

around New Zealand," Shanks said.

The voyage would also help support the industry which was hit by the Christchurch earthquakes.

"I was struck by the beauty of New Zealand last year – it will be a wonderful voyage, particularly on QM2," he said.

The 12-night NZ circumnavigation will sail from Sydney on 07 Mar 2013, with a longer option also on offer: a 19-night NZ voyage from Sydney to Fremantle departing the same day.

Priced from \$3329ppts, the roundtrip is scheduled to visit Auckland, Wellington, the Bay of Islands and Milford Sound, plus a maiden call to Christchurch.

POLAR will be open for limited bookings from 8am on 13 Jul 2011, one day prior to the worldwide launch.

Meanwhile, the 2013 world voyages of QM2 and *Queen Victoria* will go on sale at 10pm on 14 Jul, with pre-registrations available from 5pm on 4 Jul.

All clients who book before the end of this year will be eligible for discounts and onboard credits, while past guests will enjoy extra savings.

The 2013 program will "further enhance Cunard's love affair with the Australian market", Shanks said.

For details see [www.cunardline.com.au](http://www.cunardline.com.au).

## ICCA river training course

THE INTERNATIONAL CRUISE COUNCIL AUSTRALASIA has launched a new river cruise training module which is targeted to help agents get a better insight and understanding of the sector.

"The module examines the history, development and growth of river cruising as well as the unique attributes of the vessels, potential river cruise passengers and the varied itineraries and exciting sightseeing on offer," said ICCA gm Brett Jardine.

"It also includes an in-depth look at major river cruise destinations from Europe to Egypt, focusing on embarkation and disembarkation ports as well as unique and popular ports along the way," he added.

The module comes at a time when the market for river cruising is starting to erupt, with the latest ICCA figures showing that last year river cruise numbers from Australia grew by 12%.

## TODAY'S CRUISE WEEKLY

Welcome to today's **Cruise Weekly** Trade edition featuring five pages of all the latest cruise industry news.

## Azura down under

THE 3,100-PASSENGER AZURA WILL BE ONE OF THE largest ships ever to visit Australian shores, when she arrives in 2013 as part of the biggest world cruise program ever launched.

Announced this week by P&O Cruises World Cruising, the 2013 program also features journeys onboard *Adonia*, *Arcadia* and *Aurora*, with the latter two joining *Azura* in calling to Australian ports during Feb and Mar 2013.

All-in-all the cruise program will see 11 Australian calls from the trio, including *Azura* calls to Fremantle (17 Feb), Adelaide (21 Feb), Melbourne (23 Feb) and Sydney (25-26 Feb).

The newest vessel in the P&O Cruises World Cruising seven-ship fleet, *Azura* was launched last year by Australian-based prima ballerina, Darcey Bussell.

"Her maiden call into Sydney will be celebrated in true P&O Cruises' style when we hope to reunite Darcey with her ship for the first time since performing her Godmother duties in April 2010," said P&O Cruises md Carol Marlow.

As the biggest ever world cruises line-up for any cruise line, the program represents a 23% year-on-year increase in world cruise capacity, and will see the four vessels visit 94 destinations in 52 different countries, covering more than 130,000 nautical miles.

In addition to the four full world voyages, P&O Cruises will feature 18 line voyages between the UK and Australia or New Zealand.

Fares for the world voyages are priced from \$1,949 for a 13-night cruise onboard *Azura* departing Singapore on 10 Feb for Sydney (as part of *Azura's* 220-night Grand Odyssey).

To celebrate its program launch, P&O Cruises World Cruising has released a series of 10% off earlybird discounts, as well as complimentary onboard credit of up to £2200

per couple for bookings made before 31 Dec 2011.



For more details see [www.pocruises.com](http://www.pocruises.com).

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## Cruise Capacity

We have certainly been inundated with announcements over recent months that will see availability of capacity in our local waters dramatically increase in the near future.

I often get asked why this is happening and my initial thought is "who cares, just keep sending them!"

Seriously, one thing cruise lines are very good at is managing their passenger loads.

So long as the cruise message is then getting to the consumer through our strong retail distribution, we can rely on the cruise line analysts to manage capacity and deliver some great deals at the same time.

By October 2012 there will be 16 large cruise ships operating out of Australian and New Zealand ports for anywhere between four months and year round.

Combined, these vessels will have close to 30,000 berths to be filled each day as they offer itineraries throughout Australia, New Zealand and the South Pacific.

In addition to this we will also have many international ships that continue to escape the Northern Hemisphere winter on world voyages.

In many cases we are now finding even these international ships are announcing extended stays "down-under" which is all great news for the cruise industry.

Finally, let's not forget that over the next four years we will also see many new builds delivered around the world – in fact 19 ships that are designated for ocean cruising will be built by 2015.

These 19 ships will be built at an estimated cost of more than US\$13 billion and offer over 54,000 extra berths – that's an average of just under 3,000 passengers per ship!



*Brett Jardine*

**Brett Jardine**  
General Manager  
ICCA

## Costa pushes Dubai to Australians

*Costa Favolosa's Arabian itineraries will be targeted at the Aussie market this season.*

AT A COCKTAIL PARTY IN SYDNEY LAST NIGHT, travel agents were introduced to Costa Cruises' 2011-12 Dubai program, despite the absence of the line's Hong Kong-based BDM, Wendy Man, who was stranded in Perth due to the ash cloud from Chile.

Instead the presentation was led by Complete Cruise Solution's international BDM Rebecca Mutanen, who said Costa's new flagship would offer seven-night round voyages from Dubai to Muscat, Fujairah, Abu Dhabi and Khasab, between Dec 2011 and Apr 2012.

"Costa will have 17 of these sailings, which will embark at 8pm so clients arriving on late flights will be OK," she said.

Lead-in fares have been set low at \$787pp.

Co-hosted by the Government of Dubai's Department of Tourism and Commerce Marketing, the function was also attended by representatives from the Australia & NZ office: Veronica Rainbird, senior manager, trade and marketing, and Melissa Chapman, manager, trade relations and training.

Chapman said cruise visitors accounted for 5% of Dubai visitors last year, but this figure was set to rise.

"Cruise tourism in Dubai is forecast to be extremely strong and to have consistent growth in both cruise visitors and ship calls in the coming years," she said.

"With a 306% increase in Australians taking cruise holidays since 2002, we can see potential opportunities for Costa itineraries to be increasingly popular in the Australian market."

Rainbird said Dubai's infrastructure and tourist attractions were big drawcards for cruise travellers.

"We have excellent connections with airlines such as Emirates, Etihad and Qatar who have direct flights from Australia," she said.

Costa Favolosa will be christened in Trieste on 02 Jul before homeporting in Dubai for the 2011/12 season.

The 114,000gt ship has 1,508 cabins, 524 balcony cabins, 58 balcony suites and 12 spa suites, including some with a spa bath on the private balcony.

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## Sea Cloud reductions

SEA CLOUD CRUISES HAS REDUCED THE PRICE OF ITS 14-night Mediterranean voyage onboard *Sea Cloud* departing 25 Oct to 08 Nov 2011.

Priced from €3,995pp the voyage takes in Kefalonia, Mykene, Crete, Rhodes, Perge and the Turkish Riviera and Larnaca.

Visit [www.seacloud.com](http://www.seacloud.com).

## Dubai gets Serenaded

ROYAL CARIBBEAN INTERNATIONAL IS SENDING *Serenade of the Seas* to Dubai for its winter 2012-13 season.

Between Dec 2012 and Apr 2013 *Serenade* will depart every Monday on seven-night UAE and Oman itineraries which call at Fujairah, Abu Dhabi, Muscat, Oman and Dubai.

In addition Royal Caribbean will also offer holidaymakers a cruisetour itinerary, which combines a seven-night *Serenade* cruise with a four-night escorted land tour taking guests to Dubai, Al Ain and Ras Al Khaimah, (including transfers, transport, tour guide, hotel accom, daily brekkie and selected meals).

Highlights of the land tour include dinner and entertainment in a Bedouin desert camp, a visit to the Hili Archeological Gardens and the Ali Ain National Museum.

For info see [www.royalcaribbean.com.au](http://www.royalcaribbean.com.au).

## Norwegian's new balcony

NORWEGIAN CRUISE LINE HAS UNVEILED THE overall design theme for the balcony and staterooms set to debut on the company's new generation freestyle cruising "Project Breakaway" ships scheduled for delivery in Apr 2013 and Apr 2014.

The theme, "modern boutique hotel meets the sea" was arrived at after "strong" consideration of guests, with each ship set to feature 1,024 balcony staterooms and 238 mini-suites dressed with "rich paneling and warm tones".

Balcony staterooms will feature a king-size bed (that can be separated), chestnut leather headboard, a pillowtop mattress, a sofa bed with additional storage, a 26-inch flatscreen TV, built in vanity area with shelving, LED lighting, a full size closet and ensuite bathroom.

The vessels' mini-suites will be a roomier version of the balcony stateroom.

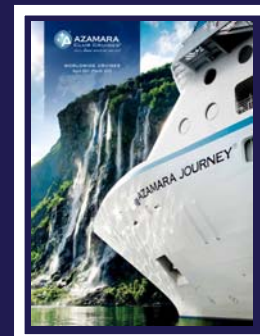
## Antarctic bargains

ADVENTURE WORLD HAS DISCOUNTED GAP Adventures Antarctica voyage departures by 20% for the entire season until 20 Jul.

Prices start at \$4,895pp for a 14-day Quest for the Antarctic Circle voyage.

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

## Brochure of the week



Azamara Club Cruises has launched its first ever brochure featuring Australian dollar pricing. The brochure features 72 itineraries ranging from

four to 17 nights on departures from Apr 2011 to Mar 2012 sailing on the *Azamara Journey* and *Azamara Quest*.

Special discounts featured in the brochure include two for the price of one offers.

The new 'destination preview' booklet offers cruises in Europe, South America, West Indies and Asia.

Prices for a 10 night cruise on *Azamara Journey* start at \$1,709pp.

For more detailed information visit the Azamara Club Cruises website at - [www.azamarclubcruises.com](http://www.azamarclubcruises.com).

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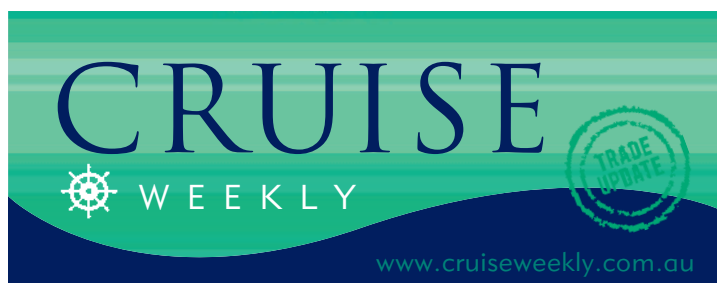
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## Orion invitation

GUESTS TRAVELLING ONBOARD ORION EXPEDITION Cruises 01 Dec 2011 voyage to Commonwealth Bay for a visit to the Mawson's Huts, will be hosted at a special invitation-only dinner in Hobart, held by the Mawson's Huts Foundation, to celebrate the centenary anniversary of Douglas Mawson's Antarctic expedition.

The invite is one of the special goodies tucked up the cruise line's sleeve for guests travelling on Orion's three Antarctic voyages between Dec 2011 and Jan 2012, where they will experience the world and follow in the footsteps of the famed explorers Scott, Shackleton and Mawson.

See [www.orionexpeditions.com](http://www.orionexpeditions.com) for details.

## Windstar adds bikes

WINDSTAR CRUISES HAS ADDED A BIKE PROGRAM TO its fleet, with Wind Surf now featuring eight 7000-series, aluminum frame Dragon Marine Folding Bikes, and Wind Spirit and Wind Surf now featuring four.

Bike hire costs US\$39 for a half-day rental (four hours), or US\$59 for a full-day rental (eight hours).

Bike helmets, locks and chains are also provided in the rental.

## As the Quest begins the journey ends



Seabourn Quest

Seabourn Quest was introduced to the world this week by her proud Godmother, award-winning actress Blythe Danner, at a glittering christening ceremony in Barcelona.

Quest's launch completes Seabourn's three-year expansion program, which doubled the cruise line's fleet numbers to six, with Seabourn Odyssey launching in 2009, and Seabourn Sojourn in 2010.

Guests at the lavish christening

enjoyed entertainment including a full orchestra, a projection screen set above deck so they could mark the exact moment the champagne bottle smashed against the bow and a dazzling fireworks display.

Boasting 225 suites (90% of which have private verandahs) Quest offers four dining venues, six bars and lounges, two swimming pools, six whirlpools, and a marina offering a variety of watersport activities.

Following her launch Quest embarked on a 14-day maiden voyage to Athens, calling in France, Italy, Greece and Turkey.



Blythe Danner

## Heritage additions

HERITAGE EXPEDITIONS RELEASED ITS 2012/13 expedition program, which includes a new 18-day Sea Otter Survey around Russia and Japan, and a 17-day Sea of Okhotsk Russian Far East voyage.

For more details visit the Heritage website - [www.heritage-expeditions.com](http://www.heritage-expeditions.com).

## New South Sea CEO

SOUTH SEA CRUISES HAS APPOINTED DARIN McDonald as its new chief executive officer.

Darin comes to the role having recently held the position of gm at the Queensland based of marine tourism company Sunferries, and has also worked with Goodman Fielder International as its country operations mgr.

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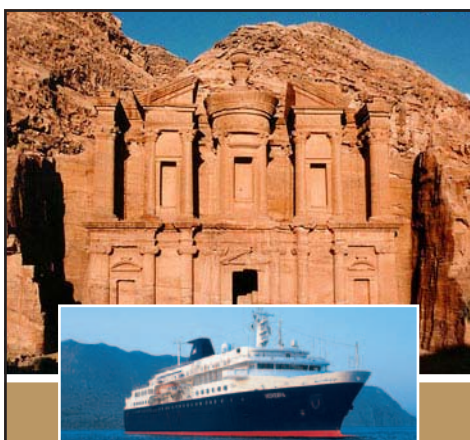
## Harvey's Choice Holidays' Millionaire Club



A GROUP OF TOP HARVEY'S Choice Holidays agents recently enjoyed the trip of a lifetime, exploring the bounties of Europe from the comfort of Azamara Journey.

The five-night trip, hosted by Azamara Club Cruises, was designed to recognise and reward their efforts, and took the lucky group along the Italian Riviera with visits to the Cinque Terre, Pisa and Florence before finishing up in Rome.

The agents are pictured above from the back row: Brian Bennett, Harvey World Travel Parkside; Geoff Pearson, Harvey World Travel Kotara; Keeley Morehead, Harvey World Travel Mandurah; Bridie Clarke, Harvey World Travel Fountain Gate; Bernie Freyling, Harvey World Travel Toowoomba; Jaqueline Dean, Harvey World Travel Mandurah; Sue Saville, Harvey World Travel Fountain Gate; Kerrie Owers- Brown, Harvey World Travel Head Office; Lidja Pearson, Harvey World Travel Glendale; Tammy Picker, Harvey World Travel Narellan; Alastair Ferne, General Manager Harvey's Choice; and Peter McCormack, Royal Caribbean/ Azamara Club Cruises.



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## Win a Mexican cruise

TRAVEL THE WORLD AND V AUSTRALIA ARE OFFERING Aussie agents the chance to win a seven-night Mexican Riviera cruise onboard *Carnival Splendor* in Oct with V Australia flights.

To enter the draw agents need to book and deposit any North American Carnival cruise with flights on V Australia through Travel the World between 01 and 30 Jun.

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

## Carnival's earnings

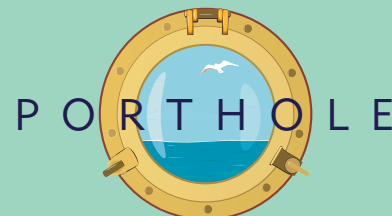
THE SECOND QUARTER OF 2011 (ENDING 31 MAY) SAW Carnival Corporation scoop up net income of US\$206m, on revenues of US\$3.6b.

The result saw the cruise giant's net income drop US\$46m from the same period last year where Carnival clocked net income of \$252m on revenues of US\$3.3b.

"Our North America brands' revenue yields increased 3% in the second quarter while yields for our Europe, Australia and Asia brands were up slightly (constant dollars), having been affected by the geo-political events which unfolded in the Middle East and North Africa, as well as the earthquake and nuclear disaster in Japan," said Carnival Corporation CEO Micky Arison.

"The revenue yield improvement was more than offset by higher fuel prices which cost the company approximately US\$150m".

In addition the second quarter for 2011 also saw Carnival increase its net revenue yields (on a constant dollar basis) by 2.3%, whilst fuel prices increased 35%



AUSTRALIA STILL HAS THEM ON WEATHER!

Cunard Line president, and Brit, Peter Shanks is possibly the only person envying Sydney's Arctic weather.

Speaking over the phone with media earlier in the week Shanks responded to the weather well wishes of: "we hope the weather in the UK is nicer than in Australia" with "No, it's Wimbledon this week, so it's raining".

HONESTY IS ITS OWN REWARD.

An Aussie woman shopping for a bargain at her local opportunity shop (op-shop) in the south-east Melbourne town of Rosebud unmined a fortune when she bought a pink satin zip bag without looking inside.

After taking it home however, the woman found six gold rings, a rose gold chain bracelet, watches, earrings and necklaces.

In a wonderful show of honesty, the woman took the cache to the police, who are now on the hunt for the owner.

IF YOU'RE CRUISING CANADA YOU MAY WANT TO stop into Calgary Zoo and check this out.

An eight-year old gorilla, Zola, at Canada's Calgary Zoo has become a smash hit after he was filmed having a dance in a puddle of water.

Zola was caught dancing by his keeper, who had taken his camera into the enclosure to film several primates, in a bid to raise awareness of their plight.

According to zoo officials, Zola loves water and does a dance every time he encounters it.

"The whole behaviour of just being fascinated with water and splashing and playing is something that they do in the wild and some gorillas do in captivity as well," a zoo spokesperson said.

The film shows Zola stomping, tap- and splash-dancing through the puddle, as well as spinning on his heel in what looks remarkably like breakdancing.

So far Zola's splash-dance has clocked 425,000 hits on YouTube, with the zoo delighted that his antics have garnered so much attention for the highly-endangered Western Lowland gorillas.

To view the clip **CLICK HERE**.