



Silversea to reposition in Europe

Silversea's new Germany office will be based on the Australian model as the line seeks to reshape internationally.

STEVE ODELL HAS BIG PLANS FOR HIS NEW ROLE OF marketing the Silversea brand in Europe – a position that lay vacant for the past year.

Speaking to **CW** after this week's announcement of the company's global management restructure, he said his move from the Sydney office back to London would be "familiar territory but in a very different environment" to his sales stint in 1998-2003.

With his promotion to svp of sales and marketing for UK, Europe and Asia Pacific, Odell will now oversee all of Silversea's non-Americas markets, and he said his main missions were to set up an office in Frankfurt and to reposition the brand in the luxury arena.

"The German market will be bigger than the UK market in three years, based on projections, so my first task is to open the Frankfurt office, basing it on the same approach as the Sydney office.

"I think the Australian model could work well in Germany, by starting small but very sales-focused and working closely with the trade."

Odell said his other priority would be chasing the European big spenders.

"We have been very trade-focused but now we need to be broader than that, to be strategically marketing the Silversea brand in the right places, in the right magazines, in the luxury arena."

Odell replaces Trudy Redfern, who leaves Silversea today after more than seven years with the company.

Meanwhile, in Sydney, Karen Christensen

has been promoted to director of sales and marketing and general manager for Australia and New Zealand.

Christensen said her new role would be "more corporate and continuing to oversee our growth" in Australia and New Zealand.

"We haven't put on any extra tonnage this year, since *Silver Spirit*, so we are just focusing on supporting the trade and growing the business as much as we can," she said.

Odell, who starts his new role on 15 Jul, said Australia remained a key part of Silversea's business.

"Initially, Australia will need less of my attention because it is very established here, and we have always had a succession plan.

"Karen has been groomed for this role and we will still work closely together," he said.

HAL's world segments

HOLLAND AMERICA LINE'S 2012 GRAND WORLD voyage onboard *ms Amsterdam* can be broken up into eight segments (including a voyage arriving in, and one departing from, Sydney) ranging in length from 18- to 50-days.

Segments include an 18-day voyage from Fort Lauderdale to Buenos Aires, a 50-day journey from Fort Lauderdale to Sydney, a 32-day cruise from Sydney to Mumbai, a 22-day voyage from Mumbai to Fort Lauderdale.

Segment fares start from US\$3,049, whilst the full Grand World voyage starts from \$18,999pp.

See www.traveltheworld.com.au.

TODAY'S CRUISE WEEKLY

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

New port in Caymans

GRAND CAYMAN IS SET TO GET A NEW PORT, following the signing of a memorandum of understanding between Cayman Islands' Premier, McKeever Bush, and the China Harbour Engineering Company.

The new port is set to be located in George Town, and could possibly begin to take shape as early as Nov this year, following the results of a feasibility study to commence in Jul.



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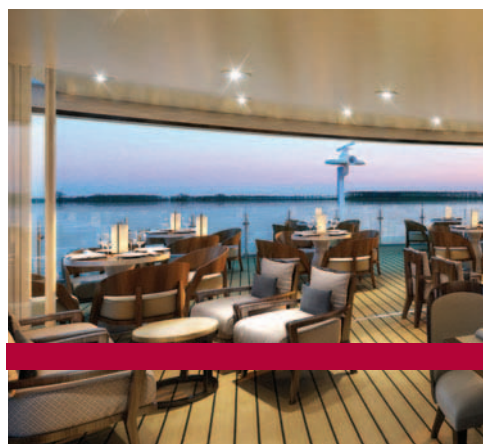
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Brett Jardine
Brett Jardine
General Manager
ICCA

2012 Rhapsody cruises cancelled

Rhapsody of the Seas will be sent to Singapore to undergo a longer drydock in March.

RCC HAS CANCELLED FOUR LOCAL *RHAPSODY OF the Seas* cruises and doubled the duration required for its scheduled drydock, which has been shifted from two weeks in Australia to four weeks in Singapore.

But the rescheduling will see the ship operating two new Sydney-Singapore itineraries.

The affected cruises are three South Pacific voyages (01, 10 and 21 Mar 2012 departures) and a Queensland cruise (02 Apr 2012).

Adam Armstrong, commercial manager, RCC Australia, was unable to provide **CW** with further information about the reasons for the extended drydock.

"Our current priority is communicating these changes to guests booked on affected cruises and assisting them to find alternative cruises with Royal Caribbean.

"Further details of the drydock will be available in early July," he said.

The new sailings include a 14-night

itinerary from Sydney to Singapore, departing 16 Feb, and after the drydock, a 15-night cruise from Singapore back to Sydney, departing 25 Mar.

All other cruises are unaffected.

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Libya loses cruise ship

THE LIBYAN STATE-OWNED GENERAL NATIONAL Maritime Transport Company has lost its contract with shipbuilder STX France for the construction of a new 14,000-tonne cruise vessel, after defaulting on payment.

Prior to the cancellation, it was expected that STX France would have completed work on the Libyan vessel by the Dec next year.

The ship-builder is now looking for another buyer for the partially constructed vessel.

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Karen's a total Legend

SILVERSEA'S NEWLY MINTED DIRECTOR OF SALES AND marketing and general manager for Australia and NZ, Karen Christensen (p1), has been honoured with Tourism Training Australia's National Training Legends Award.

The award was given to Christensen for her contribution to the industry via her "outstanding leadership and commitment to people, training and to the nation".

Christensen is pictured right with her award.



Free hotels with Windstar

GUESTS WHO BOOK A 2011 EUROPEAN VOYAGE onboard Windstar's fleet, *Wind Spirit*, *Wind Star* and *Wind Surf*, can now save up to 47% off standard fares, as well as two-nights complimentary pre and post cruise hotel accom.

Prices start from \$2,289 for a seven-day Lisbon to Barcelona *Wind Spirit* voyage, including two-nights accom in Barcelona at the Wilson Hotel or similar.

See www.traveltheworld.com.au.

Kimberley discounts

BROOME & THE KIMBERLEY HOLIDAYS HAS partnered with Pearl Sea Coastal Cruises to offer a new package onboard *Kimberley Quest II*.

Priced from \$6,642 ex Perth, \$6,922 ex Melbourne & Brisbane, and \$6,882 ex Sydney, the package is valid for all seven-day Southern Quest cruises for the remaining 2011 season only (Jul – Sep) and includes the voyage (from Broome to Mitchell falls or visa versa), plus two night's accom in a Hotel Room at Oaks Broome with the option to upgrade to Cable Beach Club Resort & Spa, return airfares and a free dining experience at Cable Beach Club's Sunset Bar & Grill.

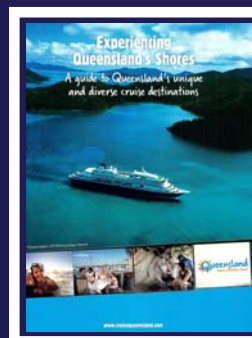
For more details visit - www.broomekimberley.com.au.

Port Stephens wins title

PORT STEPHENS' SOLDIERS POINT MARINA HAS taken the title of Best Marina of the Year 2011.

The marina, which features two restaurants, a luxury apartment, spa facilities, two restaurants, library and lounge, boat hire, a valet boat service and free cocktails for boat owners, also took out the title in 2007.

Brochure of the week



Tourism Queensland has released a new brochure titled *Experiencing Queensland's Shores*, designed to provide cruise planners with a greater understanding

of the cruise opportunities in Queensland.

The 31-page brochure features a summary of Qld ports of call, as well as destination briefs, key demographics, regional tourism economic contributions, sea port and airport conditions, accommodation, key experiences and contact booking details.

A smaller supplementary brochure titled *Queensland Australia's Paradise for Cruising*, features a map of the Qld coast and ports, as well as a distance table, and details on ports, key sights and Qld waters. See - www.cruisequeensland.com.

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Antarctica info sessions

ONE OCEAN EXPEDITIONS' FOUNDER, ANDREW Prossin, is holding a series of entertaining info evenings for people looking to travel to Antarctica with dates as follows: 05 Jul in Canberra (Civic) at 6pm and 06 Jul in Sydney (CBD) at 6pm.
To RSVP call 02 92641231.

ICCA Awards date

THE INTERNATIONAL CRUISE COUNCIL Australasia's annual gala event will be held at the Sydney Hilton on 11 Feb 2012. As the main event on the Australian and New Zealand cruise industry's calendar, the awards night recognises travel agents who have made a significant contribution throughout the year.

Announcing the date, ICCA gm Brett Jardine said the dinner, which is hosted by a different celebrity each year, had rapidly grown in popularity.

Last year's ceremony was attended by more than 400 people.

"The annual gala evening is a highly anticipated event for industry members so we want to give everyone plenty of notice to book it in their diaries," Jardine said.

More details of the award categories and ticket sales will be announced over the coming months.

P&O welcomes widgets

P&O IS FURTHERING ITS SOCIAL MEDIA SAVVY WITH its new desktop and online widgets, available to download for free from its website (www.pocruises.com.au).

The desktop widget not only works as a cruise count-down clock, but also allows guests to login with their Facebook details to see who else is travelling on their voyage.

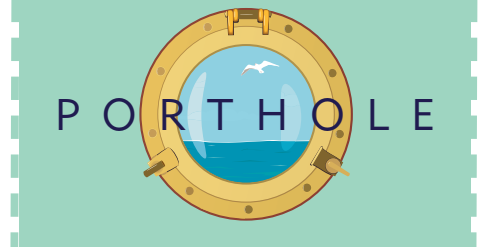
Cruisers who install the desktop widget will also be able to view cruise cam images of every vessel in the P&O fleet, as well as download cruise screensavers and wallpaper.

P&O's new online widget gives cruisers the ability to place their cruise countdown clock on their personal blogs or website, as well as allowing those who participate in cruise forums to place the countdown image as part of their signature.

Both widgets will also update passengers with urgent notifications, reminders and cruising tips.

"P&O Cruises' passengers are extremely passionate about cruising, demonstrated by the 36,000 plus fans on our Facebook page," said Jenny Lourey, Senior Vice President of Carnival Australia.

"The development of the widgets gives them the opportunity to further engage in the cruise experience, network with other cruisers and build excitement for their next holiday," she added.



CLOSE ENCOUNTER OF THE SHARK KIND.

A surfer plying his trade off New Smyrna Beach in Florida, felt an unusual shower from above, as a shark jumped over him and his board- spraying the pair with seawater on its descent back into the sea.

The moment was captured by photographer Jacob Langston who was filming the surfers at Smyrna Beach for a multimedia project.

Langston didn't notice the shark until he got back to his office and was sorting through his pictures.



Local reports posit the shark was of the 'Spinner' variety.

A NEW CRUISE OFFERING PERHAPS?

Cruise lines may want to take note of a possible new trend, after a Chinese woman, Yuan Li, broke the mould with what could be the first ever divorce ceremony.

Celebrating the end to her unhappy 27 year marriage, Yuan was picked up from her apartment with her three children in a Lincoln car and taken to a local hotel where her service was held.

Proceedings were opened by a host who announced to Yuan's guests that "the divorce ceremony now starts", after which Yuan walked on stage to take her "vows".

A slight twist on the wedding ceremony the vows were initiated by the host who told Yuan "From today on, he, the one you used to devote your whole life to love, will have nothing to do with you. No matter he is rich or poor, healthy or ill, chasing or caring, you won't have any relationship with him; will you agree?" To which Yuan said "I agree".

The vows were followed by the untraditional ripping up of wedding photos, and the depositing of her wedding ring into a goldfish bowl.



Yuan, just un-married

German crowds celebrate music and Celebrity



25,000 cruise and music lovers crammed into Germany's Meyer Werft shipyard in Papenburg, to soak up performances from a host of celebrity musicians, set against the backdrop of a Celebrity ship.

The event was part of the Papenburg Music Festival, and included performances from Juli, Ich + Ich, Stanfour, as well as headliners The Scorpions.

As an added sweetener, guests had the chance to get a

Papenburg Festival crowds enjoy their *Celebrity Silhouette* view.

sneak-peak at the newest member of the *Celebrity Cruises* family, the 2,886-passenger *Celebrity Silhouette*.

The fourth ship in *Celebrity's* Solstice Class *Celebrity Silhouette* will be christened on 21 Jul in Hamburg, an event which will be preceded by her Ems conveyance in the next few days, where hundreds of people will watch as she crosses the river Ems to the North Sea.

This year's Papenburg festival is not the first to have wowed crowds with a *Celebrity*, with *Celebrity Equinox* having played the part of backdrop for the festival in 2009.