



Classic International ramps it up

Classic International Cruises' first business development manager will focus on building agents' support.

IN PREPARATION FOR ITS LONGEST-EVER SEASON IN Australia next summer, Classic International Cruises (CIC) has recruited Pauline Walker, former head and founder of Hospitality Plus, to help bolster support for locally based vessels *Athena* and *Funchal*.

The line's Australia-based managing director Grant Hunter said Walker would concentrate on the key market of Western Australia where CIC has home-ported a ship each summer since 2004.

"Our 2011-12 summer season for *Athena* in Perth and Adelaide will be our longest deployment ever in Australia by 35 days, and our ever-popular *Funchal* will be based in the Far East, so Pauline will help promote our unique, classic-styled product amongst travel agents, especially as we only take bookings from agents," Hunter said.

Perth-based Walker has 25 years experience running Hospitality Plus, which

represents major national travel wholesalers in Western Australia.

Her appointment follows the recent resignation of CIC's sales and marketing manager, Ann Hope, who worked for CIC for seven years.

Discussing her new role, Walker said she was looking forward to sharing her enthusiasm for the two ships.

"In an age where so many cruise lines are trying to build bigger and fancier ships, there's something very special about real, traditional liners like *Athena* and *Funchal*"

"In an age where so many cruise lines are trying to build bigger and fancier ships, there's something very special about real, traditional liners like *Athena* and *Funchal*," Walker said.

"You're not surrounded by thousands of people, and there's an intimacy and relaxed ambience that you don't get on superliners, so that's the appeal I will be selling to travel agents," she added.

The 550-pax *Athena* will offer 15 cruises to and from Perth and Adelaide from Nov 2011, and the 465-pax *Funchal* will offer nine cruises from Singapore and Hong Kong from Jan 2012.



Pauline Walker

TODAY'S CRUISE WEEKLY

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

Carnival's Aussie TV ad

CARNIVAL CRUISE LINES YESTERDAY LAUNCHED THE first marketing phase for the "Aussified" *Carnival Spirit*, which will be deployed in Australian waters from Oct next year.

It's the first time a CCL ship has been based outside the US year-round, and will see an "authentic Australian personality" added to *Spirit* - p4.

Click on the TDTV logo to view the ad.



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Positive Press

Generally it is only grim news that makes headlines in the media so I'm pleased to be able to report that positive coverage of the cruise industry through the month of April 2011 was officially our biggest month ever.

For those that are not aware one of the major functions of the ICCA is communicating with all forms of media about the great value that cruising represents as a holiday option.

Through our media monitoring we officially generated editorial coverage of the cruise industry to the tune of well over one million dollars (equivalent advertising value) across Australia and New Zealand through the month of April alone.

It is primarily travel writers that we are dealing with (on a daily basis) who are dedicated to making sure that the right message about cruising is getting through to both the trade and consumer.

Trade media (like *Cruise Weekly*) keep you well informed and other areas including print, radio and online are there to inform the consumer.

When you think about it, we are all consumers in one way or another and when flicking through newspapers and magazines, or even listening to the radio, most of us will find editorial comment, or well written articles, as a great source of credible information that potentially has a far greater value than straight advertising.

So let's take a moment and pay homage to the many writers that supply both trade and consumer press with plenty of high quality editorial coverage about our beloved cruise industry.

Remember what they are covering will ultimately benefit all channels of distribution.



Brett Jardine
Brett Jardine
General Manager
ICCA

Sunsail to boost its local profile

Sunsail's new distribution manager plans to work more closely with travel agents, tour operators and events planners.

YACHT CHARTER OPERATOR SUNSAIL IS POISED TO increase its presence in the local arena through new lines of distribution and promotion, including travel agents, tour operators, brokers, yacht clubs and affinity groups.

Mark Windsor, in the newly established

position of head of distribution, Asia Pacific, told *Cruise Weekly* he is seeking development opportunities within the Asia Pacific market for Sunsail, Le Boat and The Moorings – part of European travel giant TUI Travel's marine division.

"We shall be endeavouring to work more closely with our agency partners and explore new avenues of revenue streams with them."

Sunsail and The Moorings focus on yacht charters, while Le Boat specialises in European canal boat holidays.

The travel distribution system would continue to be an important source of business for the three business units, with Windsor saying "we shall be endeavouring to work more closely with our agency partners and explore new avenues of revenue streams with them," he said.

"There is also great potential to increase our involvement with operators, events and sponsorships," he added.

According to Windsor, Sunsail is seeking a higher profile among both the trade and consumers, locally and internationally.

"We shall become a lot more proactive in the marketplace and shall increase our profile through alliances with Tourism Whitsundays, Tourism Queensland, media and the agency network," Windsor said.

"There shall be an increased focus on our international sales, whilst working to solidify our position within the domestic market as the premium yacht charter operator in the Whitsundays," he added.

Prior to his Sunsail appointment Windsor washeld the position of director Sales and Marketing for Grand Pacific Tours, and was also the Vic Manager for Tourism Tasmania.

RSSC upgrades

REGENT SEVEN SEAS CRUISES HAS ANNOUNCED THE third phase of its multimillion-dollar fleet-wide upgrade program.

The latest enhancements in the Seven Seas Signature initiative includes the renovation of select public rooms and suites across the line's vessels - as well as equipping penthouse and higher-category suites with Apple iPads.

Beginning with the 2012 summer season, pax in concierge-level suites and higher will enjoy a range of benefits from priority online shore excursion and restaurant reservations to complimentary amenities.

Menus in the Compass Rose and La Veranda restaurants will also be expanded with a greater emphasis placed on showcasing specialties from the regions visited.

"This is an ongoing plan to elevate our ultra-luxury brand and long-term value proposition," said US-based RSSC president Mark Conroy.

More updates and enhancements will be revealed next year, he added.

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Majesty rumours denied

ROYAL CARIBBEAN HAS PANNED RUMOURS CURRENTLY doing the rounds that *Majesty of the Seas* is set to become Korea's largest locally operated cruise ship, following its sale to South Korean cruise company All That Cruise.

The rumours started when the *Korea Herald* printed a story about a 74,000-tonne vessel set to be acquired from an unnamed source which will be renamed *Hallyu Star*, and will commence operating voyages around China, Japan and Southeast Asia from January 2012.

Accompanying the story was a photo of *Majesty of the Seas*, however a spokesperson for Royal Caribbean told **CW** that "the rumour is not true".

As for the vessel in question, All That Cruise has refused to name the company from which it will acquire her for legal reasons, but has said that following her delivery she will undergo a major makeover before being ready to start cruising under the company banner at the start of 2012.

WA commits to cruise

TOURISM WESTERN AUSTRALIA HAS ENDORSED THE addition of cruise shipping to the agency's list of State Tourism Development Priorities, according to Cruise Down Under.

The announcement follows CDUs management committee meeting in Perth this week, which also saw Tourism WA, now a member of CDU, appoint Lance Hardy to work with cruise industry stakeholders.

"It is critical that State Tourism Organisations work with the ports, tourism operators and service providers to ensure the continued success of the cruise industry as it enters yet another phase of growth within our region," said CDU Chairman Chris White.

MEANWHILE the meeting also saw the addition of Inter cruises, an international port agent and ground handler, into the ranks of CDU membership.

Cruise3sixty scores top points with Aussie agents

TWENTY CRUISE-KEEN INTERNATIONAL Cruise Council Australasia travel agent members escaped the onset of winter by jetting to sunny Fort Lauderdale in Florida last month, to attend the world's largest cruise conference, cruise3sixty.

The event gave the Aussie agents an opportunity to participate in cruise specific seminars, destination workshops and a trade show.

As an added bonus, the cruise agents also had the opportunity to inspect cruise ships often sold by Aussie agents to their clients, but which have never sailed into local waters.

"It was a great event that was well organised on an enormous scale," said Cruise Council General Manager Brett Jardine, who chaperoned the group.

"Agents had a fantastic opportunity to see and understand how the cruise industry is tracking from North America, the world's largest source market.

"I would really encourage agents who are serious about building their cruise business to consider attending the 2012 event," he added.

The agents are pictured above from left: Sue Francis, Interline Reservations; Brian Woodhouse, Cruise Vacations; Rhona Rodgers, MTA Travel; Justine Sealey, Ramsgate Travel; Chris Phillips, Jetset Travelworld; Claudia Iser, Jetset Blackburn; Tim Lawry, Jetset Blackburn; Kim Adcock, HWT Sylvania; Brett Jardine, ICCA; Catherine Allison, Jetset Travelworld; Roslyn Pilcher, Travelworld Runaway Bay; Roland Kautzky, Cruiseabout Toorak; Vivien Davies, HWT Sylvania and Lois Marshall, MTA Travel.



HMB Endeavour departs

A FULL-SCALE REPLICA OF CAPTAIN COOK'S *HMB Endeavour* departed Sydney recently for a full circumnavigation of Australia.

Endeavour is scheduled follow the footsteps of the explorers, with the voyage broken up into 20 separate segments, and members of the public able to sign up to become a crew member trained by a professional crew.

Prices for the voyage range from \$1250 for a 'hammock berth' on the Port Lincoln to Adelaide 10-14 Feb 2012 sector, to \$8000 for a Supernumerary cabin on the Cairns to Thursday Island 7-16 Jul 2011 sector.

See www.endeavourvoyages.com.au.

NCL first quarter profit

NORWEGIAN CRUISE LINE HAS CLOCKED PRE-TAX profits of US\$81.9 million for the first quarter 2011, up 37.5% on the same period last year.

NCL's net revenue for the period also increased 20.7% to \$368 million from \$304.9 million in 2010.

The improvements in figures are being attributed in part to a 17.9% increase in capacity days for the quarter, driven by the addition of *Norwegian Epic* to the NCL fleet in Jun last year, as well as a 2.4% increase in the company's net yield.

According to the financial statements yield rose due to improved passenger pricing and an increase in onboard spending.

The three months ended 31 Mar however saw NCL take a slight dip in its occupancy percentage from the same period last year, from 107.9% in 2010 to 107.1% in 2011.

Commenting on the quarter NCL's president and chief executive officer Kevin Sheehan said "I am pleased to see that pricing along with the impact of *Norwegian Epic* drove such a significant improvement in the quarter".

Meanwhile NCL also announced that the first phase of enhancements at Great Stirrup Cay, the Company's private island in the Bahamas, has been completed.

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Aussie Spirit for Carnival

CARNIVAL CRUISE LINES YESTERDAY ANNOUNCED A range of "major enhancements" to *Carnival Spirit* before it is deployed in Australia from Oct next year.

Recently appointed CCL Commercial Manager Australia Jennifer Vandekreeke, who's been in Sydney since Jan, outlined the upgrades which will see the vessel transformed from 'American Super Fun Ship' to 'Aussie mate', adding an "authentic Australian personality".

The biggest changes will be a thrill slide and a splash park - the first for the Australian market and certain to appeal to the family market.

The onboard entertainment program will be tailored for Aussie tastes including 'The Punchliner' comedy club featuring some of the best comics on the Australian circuit, while there will also be a live karaoke bar and 16 lounges serving Aussie beverages.

Also new will be a large kid-free Serenity area, an open-air deck with a pool, spas, lounges and a bar.

Dedicated Australian menus will also be developed based on fresh local produce, while baristas will offer coffee blends favoured by Aussie palates.

The onboard currency will be Australian dollars - with no tipping required - and Australian power points will also be fitted.

The all night casino will also feature "Aussie's favourite pokies" and Australian Stu Dunn has been chosen to be the first Cruise Director for Carnival Cruise Line's Australian itineraries.

Spirit will offer seven to 13-day itineraries from Sydney to the South Pacific and New Zealand, with the program also including three Melbourne departures early in 2013.

InnerSea christening

THERE ARE NOW TWO MORE EXPEDITION VESSELS operating in Southeast Alaska this month, following the launch of InnerSea Discoveries' 60-passenger *Wilderness Adventurer* and 68-passenger *Wilderness Discoverer*.

Both ships are designed to maximise up-close, adventurous itineraries, and prior to their launch underwent major refurbishments.

The vessels are now set to sail on InnerSea's seven and 14-day 'un-cruise adventures' between Juneau and Ketchikan (and reverse) from May through Sep.

For details see www.innerseadiscoveries.com.

Adonia delivery

THE 30,000-TONNE *ARDONIA* HAS BEEN delivered into the arms of P&O World Cruises, becoming the newest member of its fleet.

Currently situated in the Bahamas where she is undergoing a makeover and refit, the 700-passenger *Adonia* is set to debut on the world's stage at her inaugural celebrations and naming ceremony on 21 May.

"*Adonia* will be the jewel in the P&O Cruises' crown and will celebrate all those things our regular passengers love about cruising with us - a classic dance floor, Crow's Nest observation lounge, formal nights, classical music recitals, guest speakers, silver service dining and a dedicated card room," said P&O Cruises Managing Director, Carol Marlow.

"Loyal cruisers and those new to cruising alike will be charmed by the refined P&O Cruises experience *Adonia* will offer, and entertainment will form a vital part of that," she added.

West starts to Explor

THE FOUNDER FORMER CHAIRMAN OF THE collapsed small-ship operator Cruise West, Dick West, has told media of his new venture, Explor Tours.

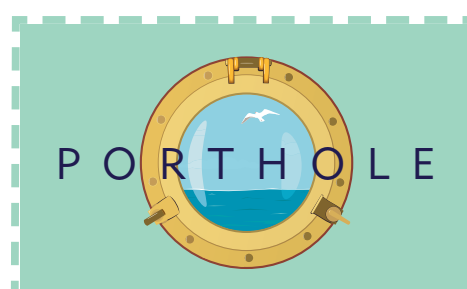
The new company will offer customers small-ship cruise options as well as land tours, and may start to take enquiries and bookings as early as the end of the year.

Primarily aimed at the American market, West said Explor Tours will begin selling cruises and tours which take passengers through South America (including Ecuador, Peru and Chile) and to the Galapagos Islands.

"In the last three years [before the collapse] Cruise West began offering tours and cruises with other operators around the world," said West.

"We found there are a number of very good operators who are virtually unknown, offering our kind of up-close, casual and personal experiences in great destinations - and our guests really enjoyed these programs and the new destinations," he added.

West also told reporters that he aimed to stave off industry and consumer wariness by only taking payment for holidays on credit card, which will not be deducted until the completion of travel.



COULD STAGING OPERA IN WATER MAKE IT MORE appealing to the public?

Well that is the question that one German opera singer, Claudia Herr, is going to find an answer for, following the launch of her aquatic opera titled *Aquaria Palaoa*.

The performance sees Herr joined by a cast of singers submerged in a pool, singing above and below water, whilst the orchestra is seated safely on dry land surrounding the pool.

Whilst performing underwater, Herr and the rest of the casts' voices are transmitted onto speakers which surround the pool, and are mixed with sounds sampled from under the Antarctic ice shelf.

The opera itself tells the story of a woman searching for the well of eternal youth, who takes to the ocean and during her quest meets up with a host of sealife including whales and seals.

SOMETHING TO SPICE UP CRUISE DINNERS?

An Australian company is hoping to take the title for the world's hottest chilli for its tiny 2.5cm mega-pepper, the Trinidad Scorpion Butch T.

The chilli measures 1.46-million Scoville Heat Units - compared to a jalapeno pepper which contains between 2,500-8,000 SHUs - and requires workers to wear chemical masks and protective clothing to avoid the fumes when mincing it for sauces.

The current record holder, the Naga Viper British Chilli, sits at 1.30 million SHU.

"I had hallucinations, I had to lie down, I couldn't walk for 20 minutes, dizzy," said one of the chilli's developers, Marcel de Wit.

"I will never, ever do it again," he added.

WATER CALLS THE POLICE?

A house in the famed US city of Salem has managed to dial the police after enduring months of a leaking pipe which was slowly causing its collapse.

The empty house reportedly dialled 911 when water short-circuited its phone.

The clever home is said to need extensive repairs as the water that saved it has also nearly destroyed its interior.