



Disney profits fall but cruises full

Despite poor Q2 results, the new *Disney Dream* is almost booked out until October.

WALT DISNEY CO REPORTED A RARE DROP IN PROFIT during the first three months of the year, but is buoyed by the performance of its latest ship.

Revenue and profit at Disney's television networks ESPN and ABC grew, but film studio profits dropped US\$70 million after its latest movie, 'Mars Needs Moms' bombed at the box office.

Net income for the three months ending 02 Apr fell to US\$942 million, or 49 cents per share, from \$953 million, or 48 cents per share, a year earlier.

Disney executives also blamed the impact of Japan's earthquake, which closed down its theme park in Tokyo, the late Easter, and the US\$20 million cost of launching *Disney Dream*, the line's first new vessel in more than a decade.

But cruise bookings are "very strong", CEO Bob Iger told Wall Street analysts.

Disney Cruise Line's three ships are more than 95% booked for the current quarter (Apr – Jun), 86% booked for the next quarter (Jul – Sep) and almost 60% booked for the first quarter of 2012.

Iger said these figures were "pretty interesting, given the fact that the new ship has 4,000 guests on it."

"We added a significant amount of inventory and bookings are very strong," he said.

Disney also reported lower operating income at the cruise line for the second quarter as compared to the same quarter a year ago.

The company cited higher fuel costs as well as an increase in both its operating and promotional costs driven by the launch of the *Disney Dream*.

TODAY'S CRUISE WEEKLY

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

Oceania's culinary appt

KATHRYN KELLY HAS BEEN APPOINTED AS THE CULINARY enrichment director for Oceania Cruises' Bon Appétit Culinary Center, to develop curriculum, integrate classes with shore activities, and recruit chefs/presenters.

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www.voyagesofdiscovery.net.au

Seabourn software

SEABOURN HAS SIGNED UP SOFTWARE PROVIDER Fidelio Cruise to supply its Shipboard Property Management System fleet wide.

The system will look after crew, passenger, visitor and financial operations, as well as shore excursions, spa operations, hotel maintenance, safety, security and passenger feedback.

ISP scores Wertanzl

PASSENGER SHIP MANAGEMENT COMPANY, International Shipping Partners (ISP), headquartered in Miami, has appointed industry veteran Dietmar Wertanzl as its new executive vice president of hotel and commercial operations.

ISP is responsible for ship management services for vessels including *Akademik Ioffe*, *Clipper Odyssey*, *Clipper Adventurer*, *Corinthian II*, *Ocean Pearl*, *Sea Discoverer*, *Sea Spirit*, *Sea Voyager* and more.

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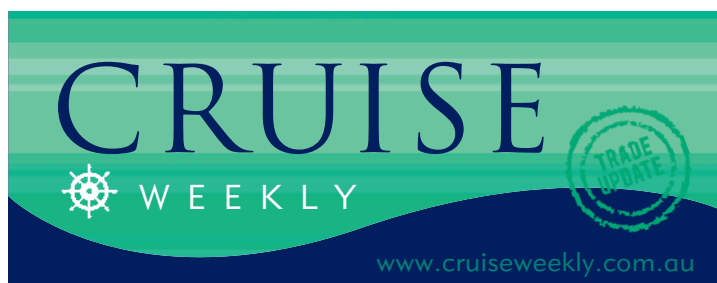
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Training Update

The 2011 Masters Conference is looking like a sell-out for the 4th year running.

This year's event will be on *Radiance of the Seas* as part of her maiden voyage circumnavigating Australia.

Embarking in Darwin on 23 Oct and cruising for eight nights through to Fremantle, ICCA Masters attendees will be participating in a number of on board seminars lead by our US based trainer Scott Koepf.

Scott will be running the Masters conference for the 12th year running and those that have attended in the past are well aware of the learning, motivation and entertainment that he delivers.

If Masters is on your radar, don't delay your registration as once our allotment is full there are no further cabins available.

If you currently hold a Masters Accreditation and are wondering the value of "re-attending", I can't urge you enough to make the effort.

The content of this event is updated every year in keeping pace with needs of the retail agent and I will guarantee anyone attending Masters will leave with a renewed view of how you are approaching your job/business today (if you pay attention!).

Cruise360 2012 – following feedback from participants at this year's Cruise360 conference (April 2011), I can confirm that the ICCA will be putting together a package to take a group across again next year.

The event will be held in Fort Lauderdale and runs from 26–30 April 2012.

Anyone wishing to register their interest in joining us with this great opportunity please send us an email to info@ecruising.org.au and put C360-2012 in the subject line.

You will get priority notification of details as they become available.



Brett Jardine

Brett Jardine
General Manager
ICCA

Europe to become largest market

North America may lose its position as the largest source market for the cruise sector by 2020.

THE EUROPEAN CRUISE MARKET IS EXPECTED TO overtake the US in less than nine years, according to the United Kingdom's Passenger Shipping Association (PSA).

Presented at last week's Cruise Convention in Southampton, England, PSA's 'Cruise Review 2011' suggests that if Europe's double-digit growth continues over the next ten years, as it has for the past four, it could become the world's largest source market by 2020.

"There is now a genuine prospect of North America losing its position as the largest source market for the cruise sector."

A total of 5.45 million Europeans took a cruise in 2010 – an 11% rise on 2009 and more than double the 2.67 million passengers in 2003.

The UK accounted for 1.62 million (6% growth), Germany 1.22 million (19% growth), Italy 889,000, Spain 645,000, and France 387,000.

However, Germany is tipped to knock the UK off the top spot in Europe by the end of this decade, due to its bigger economy, population and proportion of outgoing tourists.

Italy, France and Spain, all of which saw between 10 and 12 percent growth last year, will also forge ahead, PSA predicts, but this is

largely because they had "lagged behind" the UK for the past two decades.

There is now a "genuine prospect of North America losing its position as the largest source market for the cruise sector," PSA concluded.



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Silversea owns and operates a fleet of six 'boutique' cruise ships and is recognized as the market leader in the ultra-luxury sector. A position is available for an experienced Inside Sales Coordinator based in their Sydney CBD office.

Reporting to the Regional Director AU/NZ, this role includes providing admin support for the Silversea field sales team and major travel agent partners, producing monthly sales reports, assisting with ship visit manifests and coordinating all promotional events and trade shows.

Confidential applications to Philippa Baker on 02 9261 1926
or email Philippa@alexander-associates.com.au

Aussies spike Silversea growth

AUSTRALIANS ARE FLOCKING TO SILVERSEA IN droves, with bookings for European and Alaskan voyages showing a significant spike, whilst there is also "an exceptional surge in interest" for its 2012 season.

On a global scale Australia remains the company's third largest source market, making up 16% of the Silversea's overall business.

Speaking to **CW** last week, Silversea's regional director, Australia and NZ, Karen Christensen, attributed the spike to having pricing in both Australian and US dollars, as well as the company's decision to instate a global equity in pricing.

"Without a doubt, people at this level of the market that want to play the money market, they want to hedge their bets and play with the US dollar," Christensen said.

"Then you have clients who want to pay in Australian dollars."

In terms of the company's global equity in pricing, Christensen said it had levelled out the playing field and made the market fair.

"We're not competing against our own office as well," she said.

The booking surge itself has come from both new customers, drawn by the lure of *Silver Spirit*, as well as the company's "extremely loyal" past passenger base.

Other long-term contributing factors to Silversea's success in the face of the volatile market of the past few years, according to Christensen, have included the company's decision to value-add instead of discount.

"We don't want to play the price war and the luxury market doesn't need to do that.

"The luxury highend traveller does not mind paying the price, but you must always deliver a high quality product," she said.

As such, Silversea's value-add Passport to Luxury program, introduced in the face of the GFC, has helped the cruise line maintain its customer base, whilst drawing new luxury travellers to the brand.

"When we introduced Passport to Luxury we could have easily discounted the price, but that's not what this product deserves and the end-buyer is not interested in a discounted price but rather what they're going to get for their money," she said.

MEANWHILE agents wanting to become Silversea experts will be excited to learn that the wait is almost over for a Silversea training program, with Christensen confirming the company is planning to roll out its Silversea Academy throughout Australia and NZ "hopefully in the not too distant future" (probably this year).

Crystal culinary delights

CRYSTAL CRUISES GUESTS WHO LOVE THEIR FOOD will be happy to learn that the cruise line has expanded its range of culinary excursions to offer more than 30 throughout southern Europe during the Northern fall season 2011.

Hollywood and Seabourn

HOLLYWOOD ROYAL, BLYTHE DANNER (aka Gwyneth Paltrow's mum) has been named as the godmother to Seabourn's newest vessel, *Seabourn Quest*.



An actor in her own right, Danner has received numerous Tony, Emmy and Golden Globe nominations throughout her career, and her most recent role saw her star with Robert De Niro in 'Little Fockers'.

Danner will preside over *Seabourn Quest*'s naming ceremony at the port of Barcelona on 20 Jun this year.

Following her official naming *Quest* will depart on a 14-day maiden voyage to Athens, before commencing a season of seven-day Eastern Mediterranean cruises, operating alternately between Athens and Istanbul, and Venice and Athens, as well as a seven-day Black Sea voyage.

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Sydney-sider holds the helm

NEW ZEALAND BORN (NOW SYDNEY RESIDENT) Captain Christopher Rynd has been appointed as the Commodore of the Cunard Line fleet (QM2, QE and QV), following the retirement of Commodore Bernard Warner last month. For more details see next Tue's **CW**.

Scenic Europe earlybirds

PASSENGERS WHO BOOK SELECTED EUROPEAN RIVER departures of 15-days or more from Scenic's 2012 line up will be eligible for free flights, whilst guests who book voyages between 7-14 days will be eligible for a free partner flight to Europe, including taxes.

The earlybirds are applicable for bookings made before 30 Sep.

Amongst Scenic's 15-day 2012 Rhine, Main, Moselle and Danube river cruise schedule is a 15 day Jewels of Europe River itinerary from Amsterdam to Budapest (from AU\$6,095pp/ts) as well as a 15-day Romantic Rhine & Moselle River Cruise from Amsterdam to Basel (from \$6,395pp/ts).

For full details see www.scenictours.com.au.

Hurtigruten's loyal success

HURTIGRUTEN'S 1893 AMBASSADOR LOYALTY program has been a raging success, having signed up 16,000 people since its launch last year.

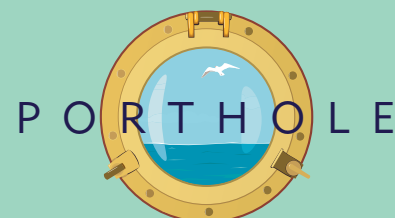
The figure has far exceeded the cruise line's expectations at the current half-year mark, prompting Hurtigruten to launch the loyalty program beyond its current reach of Europe and the US.

The 1893 Ambassador program entitles guests who have cruised at least three consecutive nights with Hurtigruten to join for free, entitling them to bonuses including a 10% repeater discount when booking a voyage along the Norwegian Coast and a five percent repeater discount when booking a Hurtigruten expedition voyage.

Members also receive special travel arrangements, a Member Journal every three months, as well as added extras like fruit baskets and bridge visits once onboard.

To learn more about the program visit the website of Hurtigruten's Australian gsa Discover the World at -

www.discovertheworld.com.au.



A SENTIMENTAL JOURNEY.

Queen Mary 2's first Transatlantic voyage for the 2011 season, set the scene for a special reunion, 65 years in the making, of 15 World War II brides.

Described by the ladies as a "sentimental journey" the voyage retraced their history after they sailed from England to North America onboard Cunard ships including QM, QE, Aquitania and Mauretania, to be with their husbands who were part of the allied WWII forces.

In fact during the war years 1939 to 1945 Cunard vessels carried more than 2m servicemen and their families across the Atlantic, with war-time British Prime Minister crediting the Cunard fleet with helping to shorten the war by a year.

Throughout their voyage the brides enjoyed a series of lectures and presentations, including one from war bride daughter and accomplished artist Bev Tosh, whose many works centre around the war bride phenomenon.

"It was an absolute pleasure to welcome this group of women and their families aboard Queen Mary 2," said Captain Paul Wright, Master of QM2.

"Cunard and these women share a unique and proud history of providing service and dedication during war time," he added.

THE FALL OF ROME?

Italian citizens fled the city of Rome in droves yesterday, in response to rumours that "self-taught seismologist" Raffaele Bendandi, predicted a massive earthquake would devastate the city.

Bendandi died in 1979 but his writings have drawn a cult following.

The rumour began after fans believed they detected the prediction in his notes; however the president of the Bendandi Foundation has responded saying: "I can say with complete certainty that in Bendandi's documents there is no trace of a prophecy about an earthquake in Rome on 11 May 2011".

This reassurance however failed to convince thousands of citizens and tourists who travelled to the outskirts of the city, whilst police spent the day fielding countless calls.

Hunter agents get a visit from Newcastle's Chief



Aussie rugby league football legend Paul Harragon, dropped into more than 35 travel agents scattered throughout the NSW Hunter region this month, to help spread the word about P&O Cruises' 2012 Newcastle season.

The former Newcastle Knights Premiership Captain, known also as simply 'The Chief', is P&O Cruises' local Hunter region (which includes Newcastle) ambassador, and a self-declared cruise fan.

The Chief is pictured above with the team from Flight Centre Maitland (from left) Kylie Berry, Nicole Doumis, Paul Harragon (centre), Kristen Campbell and CCS BPM NSW Angus Mackay.

Pictured right (from left) is the team from Harvey World Travel Glendale: Melissa Sanday, Ros Johns, Paul Harragon, Maree Anthony, Kristen Urch and CCS BPM NSW Angus Mackay.



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