

## Economic benefits should be shared

More than 250,000 people are expected to cruise the South Pacific in 2013, a number which Carnival Australia says emphasises the need for responsible stewardship.

ACCORDING to forecasts by Carnival Australia, P&O Cruises and Princess Cruises will bring the bulk of cruise passengers to the region, together accounting for 195,000 (78%) of the expected 2013 visitors.

These numbers represent a massive 140% increase on the pair's 2005 passenger figures which show that six years ago both cruise lines took 81,800 holidaymakers to the South Pacific.

The passenger growth will be spurred by a

boost in cruises, which has seen Princess/P&O nearly double their 2005 schedule of 64 cruises to the islands to 118 in 2013.

Last year cruise ship visits to the region pumped around \$35m in direct spending and an additional \$30m in indirect spending into the economy - and this is expected to increase significantly to a total of around \$100m in annual direct cruise industry spending by 2020.

Speaking about the increases, Carnival Australia CEO Ann Sherry said: "We have a responsibility to ensure the idyllic destinations and unique island cultures that attract cruise visitors are safeguarded".

"One of the best ways to do this is to make sure island communities share in the economic benefits of cruising," she added.

Sherry's comments come in the wake of the release of P&O Cruises' 2010 Sustainability Report yesterday, documenting the cruise line's progress in addressing its environmental, economic and social impacts.

"The traditional business model of taking visitors to the Pacific Islands and then simply taking them back home again is unsustainable in the long term as bigger ships and more cruises bring many more tourists to the islands," said Sherry.

At present P&O's South Pacific sustainability program includes supporting the development of local tourism ventures at Mystery Island, Champagne Bay and the Isle of Pines; actively recruiting crew from the Pacific Islands to reach a target of 10% local staff by 2019; and contributing to the cost of destination infrastructure such as jetties, pontoons and sewage treatment facilities.

In light of the 2010 results, Sherry emphasised the importance of a collaborative approach to sustainability with the islands of the South Pacific.

MEANWHILE the report also highlighted P&O's impressive success in minimising its environmental footprint during 2010, with the cruise line's fuel consumption per berth down 45%, its CO<sub>2</sub> emissions down 37% and water consumption down by 25%.

Progress was measured against benchmarks set at the end of 2009, and is being attributed to new efficiency measures.

"Ambitious goals have been set for the year ahead in relation to every aspect of the business and we will continue to be vigilant in measuring progress in order to continually improve our performance," Sherry said.

## TODAY'S ISSUE OF CW

*Cruise Weekly's* new-look trade issue today features five pages of news and photos, plus see **page six** for details on Norwegian Cruise Line deals from CruiseAbroad, and see **page seven** for Star Cruises' *SuperStar Virgo* end of season sale.

## Royal Princess' keel

PRINCESS Cruises' newest vessel *Royal Princess* celebrated a milestone last week with the laying of the bottommost part of the ship, her keel (**CW Tue**).

The 500-ton keel was moved into position via a huge crane, following a traditional blessing by a priest at the Fincantieri shipyard in Monfalcone, Italy.

It is now expected that two million man hours will go into building the 3,600-passenger vessel, with her debut set for spring (Northern Hemisphere) in 2013.

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## ICCA UPDATE

ICCA General Manager,  
Brett Jardine

### Discovering Sydney Harbour

As a born and bred Sydney-sider my thoughts on Sydney Harbour are likely to be a little biased!

However, during a recent Captain Cook Cruises "lunch cruise", I was reminded what a magnificent harbour Sydney really is and what better way to explore it thoroughly than on a "Captain Cook 2-night Weekender Cruise".

The Captain Cook Sydney Harbour weekender is operated by the *MV Captain Cook's Explorer* – an intimate small ship that can accommodate up to 116 passengers.

With 58 cabins (all with private bathrooms) and plenty of open public space this vessel operates a unique itinerary where guests will discover many unknown secrets of Sydney.

Taking you off the beaten track to places only the locals know and up close to some of the most beautiful and famous aspects of Sydney Harbour.

Add to this, regular shore visits that include street markets, beautiful gardens and beachside Watsons Bay.

The views are worth the journey alone – a breathtaking sunset over the sails of the Sydney Opera House to a sparkling dawn on the cliffs of the north shore.

Evenings on board are a blend of top class food and wine, spectacular harbour sights, getting to know new friends and enjoying great entertainment.

Departing every Friday evening, this is an excellent introduction to Sydney for first time visitors that will include the iconic sights that are often taken for granted plus a whole lot more!



## Solo sailing soaring in Australia

Fred Olsen Cruise Line has observed a greater interest in single cabins in the Australian market than other countries.

**VISITING** Melbourne, Sydney, Brisbane and the Gold Coast last week, Kate Wooldridge, international sales manager, Fred Olsen Cruise Lines, said she had been surprised by agents' enthusiasm for the company's singles offering.

"Whenever I talk to Australian agents, that is the one thing they consistently want to know more about," she said at a media lunch last week.

"I didn't realise there was such a natural tie-in here for the single 55-plus passenger."

According to Wooldridge, one travel agency in Queensland has a database of 6,000 singles.

"It's not just the good price or the fact that we have 200 true single cabins across our ships – it's the emotional aspect," she said.

"We look after singles with a meet and greet service, daily activities with our hosts, and not only gentlemen dance hosts but lady hosts for the men too."

Peter Marshall, director of the line's local reseller, Cruise Abroad, said that Fred Olsen marketing material had been changed to reflect the "latent demand" for single cabins.

"We hadn't been promoting single cabins but all of a sudden, it's like Pandora's box," he said.

"Many passengers are also asking for 'share with a stranger' options," Marshall added. Wooldridge said only 1-2% of sales were sourced from Australia but all cabins were sold through the travel trade.

The line has "no plans" to cut its 10% commissions or to move away from its flat GBP rate for all markets, she confirmed.

"We do not have dual pricing and we do not allow non-Australian-based retailers to sell to

Australians," Wooldridge said.

"We believe a true travel consultant should be rewarded for walking a client through the booking," she added.

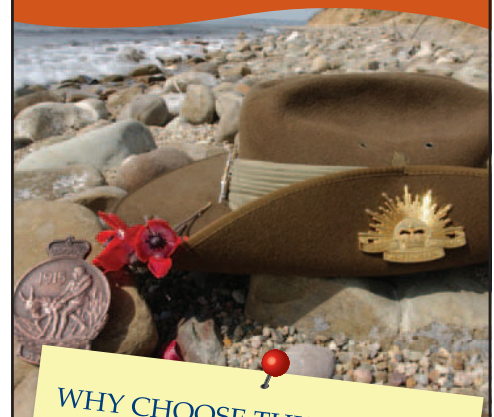
For further details, contact Cruise Abroad on 1300 669 369 or see [www.fredolsencruises.com](http://www.fredolsencruises.com).

## D-DAY, NORMANDY DUNKIRK & BEYOND

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## Viking moves Sydney offices

**RECENT** growth within Viking River Cruises staff has led the cruise line to move it's Sydney-based office to North Sydney.

Teresa Fors, managing director of Viking River Cruises Australia, said the move is essential to being able to provide "superior services to the trade and consumers in Australia and New Zealand".

The new office is located at Level 1, 107 Walker Street, North Sydney, NSW 2060.

To contact the office, the new phone number is (02) 8920 0144.

## Tourism Qld joins ICCA

**THE** International Cruise Council Australasia has welcomed Tourism Queensland as an associate member, saying the move comes at a time when cruising is booming in the sunshine state.

"With so many of our member cruise lines sailing along Queensland's picturesque coast or cruising from Brisbane, there's a great opportunity for Queensland to build its profile amongst the cruise industry and travel agents," said Cruise Council Deputy Chairman Andrew Millmore.

## Learn from a cruise expert

**AGENTS** and industry members are being invited to submit cruise-related questions to Captain Cook Cruises' general manager Anthony Haworth, who is serving as **CW's** November Ask the Expert.

Email questions to [expert@cruiseweekly.com.au](mailto:expert@cruiseweekly.com.au).

## Record response for Princess

**PRINCESS** Cruises says Australians have so far responded in record numbers to the launch of its seven-day sale, which ends at midnight tomorrow night (Fri 28 Oct).

The sale offers savings of up to \$2,000 per stateroom, plus onboard credits, a 50% reduced deposit and further deals for past pax on almost 30 departures from Australia.

Sale highlights include discounts of up to \$2,000 per stateroom, as well as up to \$1,100 onboard credit, for passengers who book *Sun Princess'* 2012 104-day Round World Cruise departing Sydney 16 May, priced from \$20,999pp/ts (inside stateroom).

13- and 14-night Christmas sailings are also discounted, and start from \$1,199pp/ts incl \$100 onboard credit per stateroom.

See [www.princess.com](http://www.princess.com).



**P O R T H O L E**

**MAYBE** cruise lines dedicated to the seniors market need to spice things up a bit?

A video of a group of pensioners has surfaced on YouTube, which shows the elderly thugs drinking alcohol in a park whilst listening to loud music, smoking, fighting and indulging in graffiti.

Rather than a new lifestyle fad which may have cruise line executives scratching their heads and entertainment co-ordinators bemused, the video is actually a campaign by the UK Lancashire Police Department to discourage antisocial behaviour.

Comments underneath the video, posted by the supposed thugs, include "Epic what we did last nite!" and "Had a right laugh last night - did some tagging, got lashed, smashed a load of stuff up and went trick or treatin".

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## Scott's got lots of cruise tips



**AROUND** one hundred agents devoted two hours of their weekend to discovering the key to success at a special International Cruise Council Australasia session held in Sydney last Sat.

Led by US-based travel industry trainer and motivational speaker Scott Koepf (who is visiting from the United States to facilitate the 2011 annual ICCA Masters Conference onboard *Radiance of the Seas* from Darwin from last Sun), the presentation looked at the challenges faced by agents in the current business climate and provided advice on how to grow their cruise businesses.

Koepf is pictured above left with ICCA gm Brett Jardine.

## Having a cup of tea with God

**ORION** Expedition Cruises has responded to waves of feedback from the launch of its new advertising campaign which features the tag line "It's like Having a Cup of Tea with God".

Appropriated from a vintage copy of *Surfing World*, some cruisers found the ad "irreverent" whilst others found it "annoyingly religious", and more still reportedly "loved it".

Orion's founder Sarina Bratton told cruisers that the company appreciated the candour of the feedback, and that the comments led to "important text amendments in the advertisement".

"It is fair to say that the headline was polarising... it seemed an arresting answer to a question posed to me recently in an email from a guest: How do you describe the indescribable?"

"The task for us [now] is to determine how different and adventurous we should be with our advertising," she said.

**MEANWHILE** the cruise line has also reported a good response to its new US style pricing strategy (**CW** 15 Sep), which according to Bratton is "not dissimilar to airline pricing" and ensures early booking discounts of 15-50% for purchases before 30 Nov 2011.

## Windstar's free beverages

**HOLIDAYMAKERS** onboard Windstar Cruises' fleet of three yachts will enjoy complimentary soft drinks on all voyages from Dec 2011.

## More bridge on Silversea

**LOVERS** of the card game Bridge will be thrilled to learn that Silversea Cruises has expanded its Bridge Sailings program to feature onboard 56 voyages next year.

Each Bridge Sailing features a formal program of contract and duplicate Bridge supervised by ACBL certified instructors.

## Viking discounts Grand Europe

**VIKING** River Cruises is giving passengers access to discounts of \$4,000 per couple on its new 20-day Grand Cruise Through Europe itinerary for all departures next year.

Savings of \$3,000 per couple are also being offered on all of Viking's 2012 Russia and China itineraries.

To be eligible for the savings, bookings must be made by 16 Dec 2011.

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

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## Face to Face: Richard Boyce

### Product Manager, Cruise 1st

Welcome to Face to Face, where we chat to cruise industry leaders.

#### How did you get into the cruise industry?

I came back to the industry after eight years through a friend of a friend. With a lifelong passion for ships and cruising, it's a wonder it took so long.

#### Where do you see yourself in five years?

Hopefully with the same company and leading the industry!

#### What is the key to your success?

This job is something you live rather than work.

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

Fewer than I'd like! Five I think?

#### What is your favourite destination, and why?

Mediterranean! The ports are breathtaking, and generally you visit a new one each day.

#### What was your most memorable moment on a cruise?

Standing on the deck of *Caronia* at night with a cocktail as we sailed past the Stromboli volcano erupting!

#### How do you spend days at sea?

I love being up early with a coffee before the decks become crowded. It also helps to get the best deck chair to settle in for a lazy day watching the ocean go past.

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

We Aussies have known it for decades but I think the South Pacific. Someone must have twigged, because the ships headed our way are unparalleled.

#### What is the most important issue in the cruise industry today, and why?

Port facilities without a doubt. We are years behind other countries but hopefully things will change soon.

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

Newer and larger ships are grabbing everyone's attention. Cruises have always been such good value for money I think it's catching on.

#### How can cruising attract more young people and families?

I think the industry is moving in the right direction, with facilities being built into ships catering for every age. Now it's up to agents to sell it!

#### What do you think is the most underrated aspect of cruising?

I don't have kids but probably the children's facilities. Parents just don't realise what is available to them!

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

The diversity in product and what good value it is.

#### What advice would you give other people who want a job like yours?

Have an understanding partner!



## Richard's Cruise Favourites!

**Ship:** Celebrity Solstice class

**Ship Activity:** A good cocktail, friends and great surroundings

**Shore Excursion:** Amedee Island

**Region:** Mediterranean

**Port:** Villefranche

**Onboard Food and Drink:** Champagne

**Perk of the Job:** Cruising, naturally

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