

# CRUISE

WEEKLY



Thursday 15 September 2011

## Win with Oceania Cruises

**THIS** month Oceania Cruises and *Cruise Weekly* are celebrating the release of the cruise line's new Explore brochure, by giving readers the chance to win a \$500 Wish Card, plus a Taste the World cook book.

For details on how you can win, see the comp box located on the right side of this page.

## New look ecruising.travel

**ECRUIISING.TRAVEL** has unveiled a new iPhone and iPad friendly consumer website.

Stand out improvements to the site, include a new quick search facility, which allows people to search by month, cruise line or destination with results in real time.

Other new features include home page quick links to daily top five products, a daily deal, and a new social media page.

See [www.ecruising.travel](http://www.ecruising.travel).

## Orion adopts a US pricing model

Sarina Bratton explains why the company has reduced fares and changed its group policy.

**ORION** Expedition Cruises' founder and managing director, Sarina Bratton, has told *Cruise Weekly* that the company hired a revenue management specialist to conduct a pricing review after the introduction of *Orion II*.

"Once we moved from one to two ships, it was somewhat different than selling 50 cabins, so we decided to adopt the model that tends to operate in the US," Bratton said.

"Consumer confidence is very low in Australia, and we have this additional inventory, so we wanted to drive business a bit earlier, to stimulate demand."

Rather than use "below the line tactical savings", she said the initiative aimed to "put it upfront" for clients.

Bratton hopes the new pricing, with discounts of 15-50% off for purchases before 30 Nov 2011, will encourage people to book more than six months in advance.

"On average, we used to see bookings nine to 10 months out, but now it is five months or a lot closer in," she said.

The current strength of the Australian dollar has also impacted on local market conditions, which has led to the reduced fares and new group policies.

To encourage group business, Orion will now hold prices for agents and provide a free stateroom or suite with only five confirmed cabins.

For group allocations, assistance can be provided for marketing plans and co-op funding.

Live pricing will also make it easier for agents to quote to clients.

In support of the new pricing, Orion this week launched its largest consumer advertising campaign in key national and metropolitan newspapers.

After 30 Nov, best fares will be updated on a

weekly basis on [www.orionexpeditions.com](http://www.orionexpeditions.com) or via Orion's customer service team.

For details, call 1300 361 012 or email [sales@orionexpeditions.com](mailto:sales@orionexpeditions.com).

**MEANWHILE** *Cruise Weekly* readers can get the scoop on Orion Expedition Cruise's new pricing specials, including a 10 night Inland Sea of Japan voyage onboard *Orion II* from \$5,990 (if booked by 30 Nov 2011), on page six of today's issue.

More deals detailed at the back of the issue include 10-nights in the Kimberley onboard *Orion* from \$6,825 if booked by 30 Nov, and a 10-night Borneo voyage accompanied by renowned primatologist, Dr Biruté Mary Galdikas, taking in the orangutan rehabilitation centre Camp Leakey from \$6,520, (when booked by 30 Nov).

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## GIVEAWAY

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1. WHAT IS THE NAME OF THE NEW OCEANIA SHIP LAUNCHED THIS YEAR & DUBBED "THE FIRST SHIP PURPOSE-BUILT FOR EPICUREANS"?

2. WHICH RENOWNED MASTER CHEF IS OCEANIA CRUISES' EXECUTIVE CULINARY DIRECTOR?

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BROCHURE OF SPECIALS

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Winner's name will be announced in the Cruise Weekly issue on Thursday, 22 September 2011.

## TODAY'S ISSUE OF CW

*Cruise Weekly*'s new-look trade issue today features five pages of cruise news and photos.

Plus, see **page six** for a page from Orion Expedition Cruises.

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## ICCA UPDATE

ICCA General Manager,  
Brett Jardine

### Don't miss this opportunity!

Legendary ICCA Masters Conference facilitator Scott Koepf will be hosting an exclusive event not to be missed in Sydney on Saturday 22nd October 2011.

This is a one-off opportunity to listen to Scott sharing his insight into the world of cruise and retail sales.

Scott has been involved in retail travel industry sales for 25 years.

His experience covers many different areas with expertise particularly in cruise.

Scott will have you highly motivated and thoroughly entertained by the end of this session - guaranteed!

Having been an integral part of the ICCA development over the last decade, Scott has an intimate knowledge of where our industry is at today and will be discussing the following topics that affect all of us as part of this exclusive event.

#### Adversity

What is it and how is it impacting your career/agency?

#### Competition

How do you stand out from others both at a personal level and as an agency?

#### Foreign websites

What is the best way to handle international competition?

#### Retail sales

Is the retail travel agent model changing? What lies ahead and how can we prepare for the future?

#### The cruise industry today

More ships are being built, how do you make the most of the booming cruise industry?

#### Event details:

Date: Saturday 22nd October 2011

Venue: Hilton Hotel,  
488 George St,  
Sydney, NSW.

Time: 10.30am to  
12.30pm.

#### Go to:

[www.cruising.org.au](http://www.cruising.org.au)  
and click on the  
Scott Koepf icon  
for more details.



## Top business honour for eCruising

Cruise specialist agency eCruising has received the 'ANZ Fast Starter Award' at the City of Sydney Business Awards 2011.

**ANNOUNCED** at a gala dinner at the Westin Hotel on Tuesday night, the gong was one of the "highest achievement awards" handed out on the night, aiming to honour "fast growing businesses with greater than \$5 million in turnover and the entrepreneurs behind them".

eCruising founder Brett Dudley told **CW** he was thrilled at the award, which sees him receive a \$5000 scholarship to the CEO School which aims to help business owners further develop their skills.

"It means a lot to me, because I have no formal education and to get the business to where it is has been an amazing story in itself," he said.

"For the ANZ bank and the judging panel to recognise our achievements and add to that the opportunity of a CEO scholarship is amazing for me, and I'm sure will help me take the business to the next level".

It's the second time that eCruising has scored at the awards, previously winning the Tourism category in 2009.

Dudley said he was proud that the eCruising team had been recognised by fellow businesses "for the hard work and effort that goes in each day to consistently build and improve our business".

Pictured above at the awards are eCruising partners and supporters, from left: Marshall Livingston, Seabourn; Sandra Leong,



Singapore Tourism Board; Philippa and Brett Dudley, eCruising; Frank Zwarteveen, Mandarin Oriental Hotel Group; TV personality and Avalon Waterways ambassador Steve Liebmann; Cory Edmondson, eCruising; Di Liebmann; and Tim Werner of Bankwest.

### 2 for 1 ms AmaLotus deal

**TO** celebrate this month's launch of the much anticipated *ms AmaLotus*, APT is offering a two-for-the-price-of-one deal on seven of its 8, 12 and 13-day Mekong River cruise packages, all departing in Dec.

The special means that the 13-day Angkor, Mekong and Ho Chi Minh packages departing in Dec, are now priced from \$5,545 per couple, twin share, for bookings made before 15 Oct.

For details call 1300 229 804 or visit

[www.aptouring.com.au](http://www.aptouring.com.au).

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\*Terms & Conditions apply | [www.OceaniaCruises.com.au](http://www.OceaniaCruises.com.au)



### Upcoming ICCA training

THE ICCA has announced dates for its upcoming cruise training sessions: Melbourne, 20 and 21 Sep; Perth, 05 and 06 Oct; Adelaide, 11 and 12 Oct; and Sydney, 17 and 18 Oct.

Register at [www.cruising.org.au](http://www.cruising.org.au).

### Legend of the Seas charter

NEXT year Royal Caribbean will charter *Legend of the Seas* to the Xiamen municipal government and China World Cruises for a total of four months.

The charter is part of the Xiamen govt's bid to develop the Xiamen port as the fourth largest Chinese home port for RCI, behind Hong Kong, Shanghai and Tianjin.

Partnering with the govt, China World Cruises, has said it will invest around \$5b into developing a Xiamen Cruise Homeport City, replete a four-berth cruise terminal, theme park, retail outlets and hotels.

As for *Legend of the Seas*, the RCI agreement will see the vessel host a total of 21 sailings from Xiamen, Shanghai, Tianjin and Hong Kong, ranging in length from three- to eight-nights, with the inaugural sailing set to depart Hong Kong on 20 Mar 2012 for five nights.

### New CCS breakfast sessions

COMPLETE Cruise Solution has announced it will host 70 brekkie sessions through Sep and Oct, to help agents build cruise sales skills, grow their cruise business and increase revenue.

Agents who attend the 45 minute sessions will receive coupons giving them up to \$225 additional commission and \$225 onboard credits to be earned on future sales.

For info, or to register interest **CLICK HERE**.

### North Star's half price upgrades

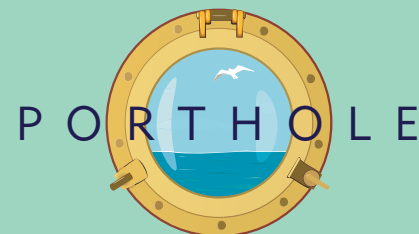
NORTH Star Cruises is offering guests the chance to upgrade from an Ocean Class cabin to a River Class stateroom, or from a River Class stateroom to an Explorer Class stateroom for half the normal upgrade cost.

Guests who book an Explorer Class stateroom will be able to apply the offer to any repeat cruise during 2012.

The deal is applicable on new and existing bookings for the 2011 Coral Atoll Cruise, Adventures in Paradise and Discovery Cruises.

MEANWHILE the cruise line has also announced the release of North Star's 2011 Discovery Cruises in PNG - see

[www.northstarcruises.com.au](http://www.northstarcruises.com.au) for details.

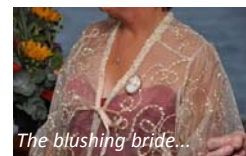


WHAT beautiful memories.

A British couple who wed onboard P&O's *Arcadia* have been left with some rather abstract avant garde memories of their big day, after the vessel's photographer, according to the bride, turned out to be a chef.

Of their wedding snaps, particular favourites now include ones with the bride's head cut off, pictures of empty seats, photos of the ship's carpet and a blurry shot of the couple with the captain signing the registry.

P&O has since apologised to the pair, blaming stranded crew for the debacle, and refunding them £4,500.



The blushing bride...

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## NCL names two new ships

**NORWEGIAN Breakaway**, launching in Apr 2013, and **Norwegian Getaway**, launching in Apr 2014, are the winning names for Norwegian Cruise Line's new ships (**CW Tue**).

The names were selected through a contest held in conjunction with *USA Today*.

"We felt *Norwegian Breakaway* and *Norwegian Getaway* epitomised both our Freestyle Cruising philosophy and our belief that these ships will offer a true respite, whisking our guests away from their everyday routines and delivering the ultimate cruise vacation," said Kevin Sheehan, NCL ceo.

The contest winners who first submitted the names (Kimberly Powell, of Louisiana, and Dennis Hultman, of Virginia) will receive a trip for two to the inaugural festivities of *Breakaway*.

The date and venue of the christening ceremony is yet to be determined.

The Breakaway class ships will each be 144,017 GRT with approximately 4,000 pax berths.

For details, see [www.ncl.com/breakaway](http://www.ncl.com/breakaway).

## Norwegian Gem dodges again

**THIRD** time unlucky, the New York-based *Norwegian Gem* is steering clear of Tropical Storm Maria this week, sailing to Port Canaveral (Florida) and the Bahamas instead of Bermuda.

Last week the ship altered its course around Hurricane Katia, and last month it had two Bermuda cruises disrupted due to Hurricane Irene.

*Gem* returned a day late to New York and the 28 Aug cruise departed the next day instead.

Maria is expected to strengthen to a hurricane but is forecast to pass west of Bermuda today.

The storm has already affected *Oasis of the Seas* scheduled calls to St Thomas, St Maarten and Nassau, and *Carnival Victory* also skipped St Maarten last weekend.

## Kimberley Quest II exclusive

**BROOME** & The Kimberley Holidays has released a special offer for boutique vessel *Kimberley Quest II* next year.

Clients can receive 20% off for booking a 'Southern Adventure Quest' cruise before 31 Jan 2012.

The exclusive package includes return flights to Broome with Virgin; two night's accommodation at Cable Beach Club Resort, with breakfast; lunch at Matso's Broome Brewery; and the seven-night cruise.

This new package is priced from \$7,518pp ex Perth, \$7,778pp ex Adelaide, \$7,818pp ex Melbourne and Sydney, \$7,856pp\* ex Brisbane -subject to flight availability.

For details - [www.broomekimberley.com.au](http://www.broomekimberley.com.au).

## Celebrity Reflection begins

**YESTERDAY**, workers at Meyer Werft Shipyard in Germany laid the keel for Celebrity Cruises fifth and final Solstice Class ship, *Celebrity Reflection*.

Measuring 20x36 meters, the 500-ton keel was maneuvered into the building dock by an 800-ton crane, and in keeping with maritime tradition was laid on top of a collection of coins.

*Reflection's* maiden voyage is scheduled to depart on 12 Oct 2012.



Reflection's keel

## Brochure Spotlight

Avalon Waterways new Suite Ships brochure features itinerary details for its 2012 European river voyages onboard *Avalon Panorama*, and the soon to launch *Avalon Vista* and *Avalon Visionary*.



The brochure includes full colour photo pages of each suite type, as well as ship details such as entertainment, cuisine, design and ship layout diagrams.

Maps of the European River systems are also a feature, as well as destination and shore excursion details.

**EXTENDED!**

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## Face to Face: Anne Graham

### Director, Just Cruises

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

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

Our people - We have an amazing team of dedicated passionate cruise specialists who are continually updating their product knowledge through industry training, attending functions and ship inspections. Product knowledge is vital eg. eight of the Just Cruises team flew to the States earlier this year to cruise on *Carnival Spirit* to enable us to have first hand knowledge and experience to pass onto our clients.

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

I've actually been on nearly 20 ships over the past five years for either inspections or cruises. But in the last 12 months or so have cruised on *Queen Mary 2*, *Celebrity Silhouette*, *Voyager of the Seas*, *Carnival Spirit*, *Pacific Dawn*, *Pacific Jewel*, *Sun Princess* and *Arcadia*.

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

Venice - Cruising in and out of Venice was an amazing experience. It is the sort of place you can get a great feel of in one day, but of course best to stay longer if you can.

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

Definitely sipping a glass of Prosecco on a balcony on the new *Celebrity Silhouette* last month whilst watching the lights of Civitavecchia near Rome in the distance as we slowly approached. It was certainly one of those "tick that box" moments.

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

I love catching up on my reading in a quiet area on a deck, meeting and socialising with new people, afternoon music trivia which is regularly on every P&O ship on the pool deck, catching a show and of course deciding what cocktail to order next.

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

As the fastest growing economy in the world China is going to be interesting to watch over the next few years.

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

Multi generational families are a fantastic market. How many holidays have such an array of experiences for mum, dad, grandparents and the children. Young people are also slowly discovering the joy of cruising and are starting to realise its it not just for the older market.

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

The ease of taking a cruise, the fabulous destinations, shipboard life is not boring, the sense of space and the friends you can make onboard.

#### What is your prediction for the future of cruising?

I think for Australia, cruising will continue to grow and dominate the holiday market (at the expense of more traditional land based holidays). As more ships start homeporting here, more Australians than ever before are going to embark on their first cruise and we know once they do, it won't be their last.



### Anne's Cruise Favourites!

**Ship:** Tie between *Queen Mary 2* and *Celebrity Silhouette*

**Ship Activity:** Love dance classes and I'd never say no to a game of deck quoits

**Shore Excursion:** Amedee Island near Noumea

**Region:** South Pacific

**Port:** Venice

**Onboard Drink:** Apple Martini

**Perk of the Job:** Meeting amazing people from around the world from all walks of life who all share a passion for cruising

**Cruise Weekly** is Australia's favourite online cruising publication. In production since 2007, **Cruise Weekly** is published each Tuesday, with a further travel industry update each Thursday.

**Cruise Weekly** is free and is sent to subscribers via email as an Adobe Acrobat PDF document.

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**Cruise Weekly is part of the** **CRUISE** **WEEKLY**

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## ORION INTRODUCES NEW PRICING AND GROUP POLICY

- **Up to 50% off on 2012 sailings** - opening Orion Expedition Cruises to more of your clients
- **Prices valid until 30th November** - ensuring the best price for your clients
- **New groups policy** - 1 FOC cabin for 5 cabins with a locked in price, making groups more achievable
- **Live pricing on [www.orionexpeditions.com](http://www.orionexpeditions.com)** – easier to quote the best price to clients

In support of this initiative, Orion's largest consumer advertising campaign *"It's like having a cup of tea with God"* launches in key national and metropolitan press over the weekend with double page (inset) and full page spreads in The Weekend Australian, Melbourne Age, Sydney Morning Herald and West Australian – your clients are bound to be motivated by the range of Orion expeditions, destinations and savings available if they act promptly.

*Click here* to view the full advertisement.

**Click here for a copy of the 1-page advertisement to send to your clients. It's an interactive PDF so your contact details can be added to the flyer.**

For further details on any of these opportunities, contact our Customer Service Team on **1300 361 012** or email **[sales@orionexpeditions.com](mailto:sales@orionexpeditions.com)**