

# CRUISE

WEEKLY



Thursday 09 August 2012

## National Cruise Week is coming

The International Cruise Council Australasia (ICCA) is looking to raise the bar for cruise awareness in the Australian and NZ markets with the launch of National Cruise Week.

**TAKING** place between 03 and 09 Sep 2012 and described as "Australia's largest cruise promotion", National Cruise Week (NCW) will see 28 ICCA cruise line members each offer ICCA travel agent members an exclusive cruise deal to pass onto their clients.

These offers will be loaded onto the NCW website [www.nationalcruiseweek.com.au](http://www.nationalcruiseweek.com.au) which can be accessed exclusively by ICCA travel agent members.

The site will also feature a host of promotional materials for agents, such as logos, releases, posters, and flyers which can be personalised with individual agency details.

Speaking to **Cruise Weekly** ICCA general manager Brett Jardine said the inaugural National Cruise Week is the culmination of 12 months worth of hard work on an idea that germinated as a result of meetings between the ICCA and its sister organisation in the US, CLIA.

According to Jardine, CLIA has been running a hugely successful National Cruise Week promotion since 2005, whilst in the UK the promotion has been active for the past four years.

Thus the discussions between CLIA and the ICCA focused in on capitalising on the massive success of the event beyond the US and UK, and bringing it to Australian and NZ shores.

"In Australia we have the second highest number of cruisers per capita in the world, and we were looking for an opportunity to raise

that bar and increase that consumer cut through," Jardine told **CW**.

"Our role is to get people talking, and the National Cruise Week will be an event where everybody will be talking cruise," he added.

In terms of timing, the Australian and NZ National Cruise Week lines up pretty well with the US and UK promotions which will take place in the last week of Sep and the first week of Oct respectively.

The timing also works out well according to Jardine, because the promotion will take place in the lead up to Wave Season, and will generate a lot of last minute awareness prior to the summer cruise influx.

In addition, NCW will occur as people start to look into booking Northern Hemisphere holidays for next year.

In terms of promoting NCW, Jardine said that the ICCA will be running a series of adverts in the Sunday papers to create suspense.

As such, the ICCA is encouraging agents to be proactive in contacting past and existing clients regarding the deals, and also in reaching out to holidaymakers who have not yet taken the plunge on a cruise holiday.

ICCA member travel agents are also being encouraged to hold events to promote the NCW deals, such as afternoon teas, BBQ's, and film nights.

"Every single agent across Australia and NZ is welcome to take part, but you need to be an ICCA member first," said Jardine.

For details on membership visit the ICCA website [www.cruising.org.au](http://www.cruising.org.au).

### ALL THE CRUISE NEWS

Today's trade issue of **Cruise Weekly** features four pages jam packed with all the latest cruise news.

## ECA now in the USA

**THIS** month saw the North American Emissions Control Area (ECA) come into effect, meaning that cruise ships cruising this region (within 200 nautical miles off the majority of the coast of North America), must use fuel with a sulfur content of 1% or less, as opposed to 3.50% outside of the ECA.

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## National Cruise Week

Many of you will be aware that September 3<sup>rd</sup> to 9<sup>th</sup> has been declared "National Cruise Week".

Associations representing different industries all over the world each have a role in raising the awareness of their particular industry or cause.

A great example of this is the work that is done by the Cancer Council in aligning themselves to different events.

For the Cruise Industry, we are proud to have all our Member Cruise Lines pulling together to raise the awareness of cruising during this one special week.

For National Cruise Week to be a raging success for the cruise industry the critical ingredient is going to be pro-active participation at a retail level.

This means co-ordinating your own local promotions and activities in conjunction with the wider national promotion.

There are many clichés that capture the spirit of such an event – probably the best example I can think of is "the power of one"!

For us this means "one industry, one voice" so let's all get talking about cruise and make National Cruise Week the biggest week of the year.

If each of us can just talk to a handful of prospective new cruise clients over this week, just imagine how far our reach will extend!

Participation in National Cruise Week is open to all retail travel agents but you must be a member of the ICCA to access any Member Cruise Line offers.

We will certainly welcome all enquiries at [www.cruising.org.au](http://www.cruising.org.au) and click on the membership icon.

## Berlitz 2013 digital guide out soon

Has *Europa* topped the ratings again, or did Douglas Ward finally find a new ship to shower with five-plus praise?

**THE** much-awaited 28th edition of 'Berlitz Complete Guide to Cruising & Cruise Ships 2013' will be available from 01 Oct, with the new app expected to be released mid-September.

Both the app, downloadable from iTunes for iPhone and iPad, and the paperback book contain 284 reviews and star-ratings of almost every ocean-going ship in the world.

The new edition rates 11 new vessels, previews seven new-builds and identifies nine renamed ships, as well as new facilities on existing ships.

Greater focus has been placed on chapters about safety, cuisine, cabin choice, expedition ships and nature cruises, world voyages, smaller operators, where to cruise and 'what

the brochures don't tell you'.

Tables and checklists include This Year's Star Performers, 10 Smart Ways to Save Money, Extra-Cost Items, Who Owns Who, An Essential Checklist for Parents Cruising with Children, and 10 Things an 'All-inclusive' Price Doesn't Include.

The app also allows users to search and filter ships according to desired criteria, such as size, cabin type or family-friendliness.

Independent and free from advertising, the annually updated guide by British author Douglas Ward has been long regarded as cruising's 'bible'.

But the recurring victory of Hapag-Lloyd's *Europa* as the world's highest rated ship for 12 consecutive years has left many in the industry hungry for a fresh result.

Which ship do you think deserves the top spot?

Discuss now on the **CW** Facebook page. [f](#)

## Antarctic discounts

**AURORA** Expeditions is celebrating the Olympic Games by offering 20% off selected 2012 Nov and Dec Antarctica voyages.

The discount is applicable on its 26 Nov Ushuaia roundtrip, 06 Dec Ushuaia to Punta Arenas and 14 Dec Punta Arenas to Ushuaia Antarctic Peninsula voyages.

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

## Discover Alaska Unleashed

**THE** Northern Summer season will see three Alaska Unleashed departures from InnerSea Discoveries next year, with the cruise line promising the itinerary will boast longer and more exhilarating hiking and kayaking adventures in daily small-group excursions.

Priced from US\$5,995pp the three week-long voyages between Juneau and Ketchikan will depart 08 Jun, 13 Jul and 10 Aug 2013, with the itinerary set to explore Misty Fjords National Monument, Revillagigedo Island, Behm Canal, Thomas Bay, Baird Glacier, Frederick Sound, Stephen's Passage, Windham Bay, Fords Terror Wilderness and Tracy Arm.

Guests will also enjoy a more intimate Alaskan experience next year, with *Wilderness Adventurer's* capacity having been reduced from 60 to 36 guests.

See [innerseadiscoveries.com](http://innerseadiscoveries.com).

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## View Endless Destinations

**ROYAL** Caribbean has posted a new video online, 'Going Global: Endless Destinations on Royal Caribbean'.

Designed to give people a better insight into the places that RCCI vessels visit worldwide, the video is available to view by [CLICKING HERE](#).

## San Francisco Topped Out

**PORT** officials in San Francisco have celebrated the official "topping out" of the Pier 27 Cruise Terminal Project.

The topping out of a terminal basically means that its construction has reached the halfway mark, and the topping out ceremony is demonstrated by the hoisting of the final steel beam into place at the top of the building being built.

The Port is building the James R. Herman Cruise Terminal at Pier 27 over an approximate one-year period and when completed it will be used first as the venue for the 34th America's Cup Village in 2013.

From 2014 the terminal will serve cruise ships, and will accommodate vessels up to 1,200 feet long, carrying 2,600 to 5,000 pax.

## Pearl is not in danger


**A NOTICE** placed in the *Sydney Morning Herald* this week by Australian Customs and Border Protection Service sparked some concern this week, with its claims that the vessel may have been imported into the country with no import entry.

"If the vessel remains in Australia throughout the period of 30 days from 06 August 2012, the vessel shall be deemed to have been imported into Australia and may be forfeited to the Commonwealth," the notice stated.

"That outcome would be avoided by the vessel leaving Australia, or by an import entry being made in respect of the vessel, before the expiry of that 30 day period," the notice added.

Responding to questions posed by **CW** P&O Cruises moved to allay industry fears, with a spokesperson saying "*Pacific Pearl* is in a scheduled dry dock in Sydney so that's just a public notice that's part of the dry dock procedure, and has been issued with P&O Cruises' full knowledge".

"*Pacific Pearl* will leave dry dock after her refurbishment well within the 30-day period it refers to, and there's no effect on her cruise schedule," the spokesperson added.



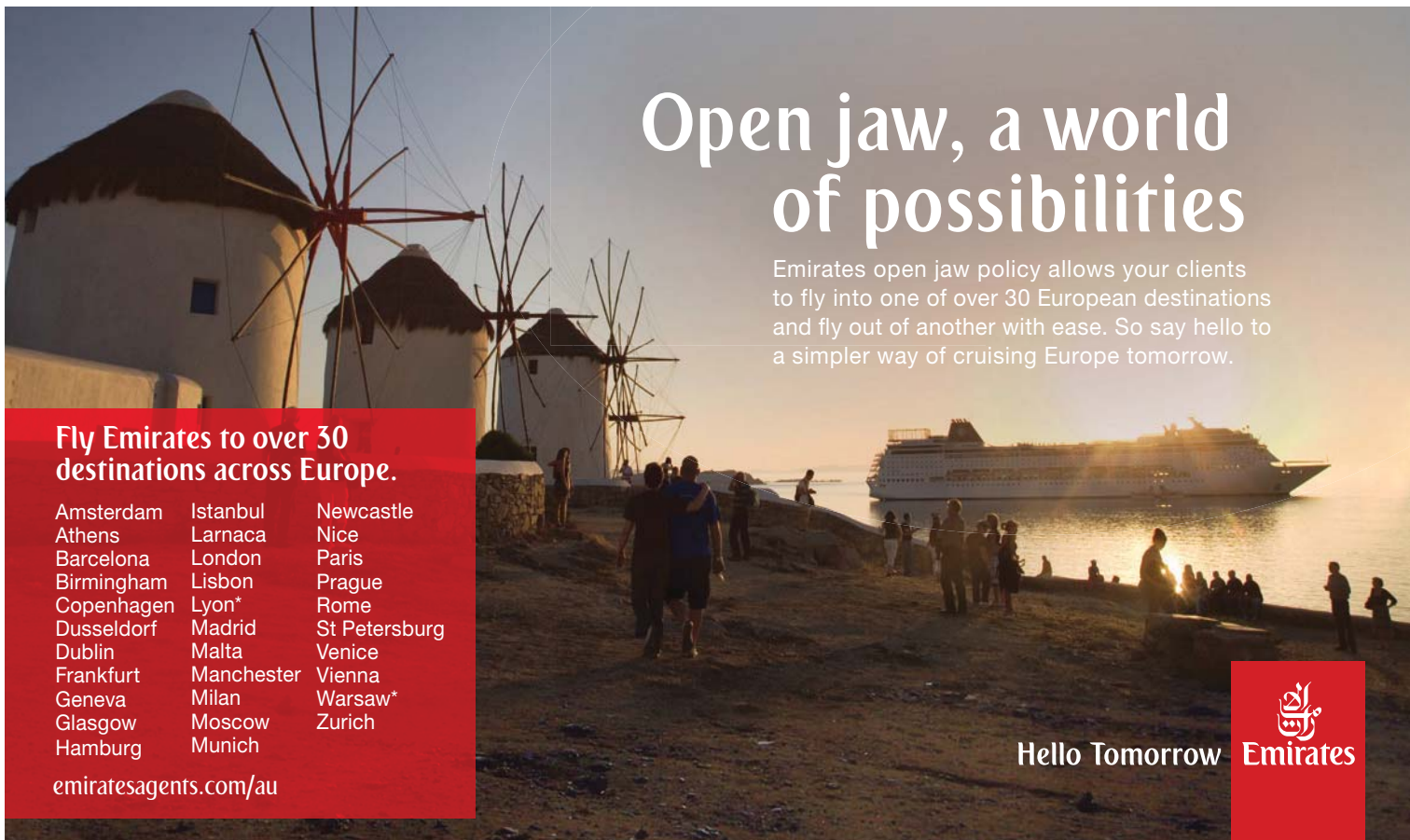
## P O R T H O L E

**INSURING** your safety at sea.

Not many will disagree that when taking a cruise or any type of holiday, travel insurance is a sensible precaution, and if the latest "top ten weird claims" from the Compare Travel Insurance website is anything to go by, holidaymakers may never know when it may come in handy.

The list included the likes of a tourist in South Africa who was bitten in Kruger National Park by a Mozambique Cobra snake- one of the most venomous snakes in the world; as well as a holidaymaker in Canada who thought that they would mark the trip of a lifetime with a mark for a lifetime and unfortunately had an allergic reaction to the tattoo ink.

There was also the case of the shark diver, who whilst taking off her wetsuit, lost her engagement ring into the jaws of the deep blue sea.




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## Winter blues bookings

**TRAVEL** agents have the opportunity to capitalise on a surge in cruise bookings this month, according to research by P&O.

The national 'Great Winter Escape' survey, released this week, has revealed that more than half of Australians are likely to spend their tax refund or govt bonus payment on a holiday.

P&O Cruises' David Jones told **CW** the results explained why cruise bookings spiked by up to 25% in August.

"Thanks to the survey we know that winter is making people think about booking a holiday somewhere warm," he said.

"There could be an untapped market out there of people with the winter blues – and what better way to find somewhere warm than a Pacific Islands cruise."

Cruise bookings tended to peak a immediately after the winter school holidays, Jones said.

The survey also found that 55% of respondents were prompted to visit areas that friends or family members had mentioned on social media.

Nearly two-thirds said the recent cold weather prompted them to check how many days of annual leave they had left.

## CLIA CEO blog

**CRUISE** Lines International Association ceo Christine Duffy has launched a Twitter feed and a blog to keep members informed through social media, see [www.twitter.com/cliaceo](http://www.twitter.com/cliaceo), or [www.cruising.org/ceoblog](http://www.cruising.org/ceoblog).

## Early boarding option

**CARNIVAL** Cruise Lines plans to trial a program in the US to allow passengers to board their ship early – for a fee.

The cabin would be available as soon as it was 'turned around' with luggage delivered before the priority guests arrive.

Starting 20 Aug, the 'Faster to the Fun' program will initially be offered on *Carnival Imagination* and *Carnival Liberty*.

Limited to a small number of people, the service costs US\$49.95 per cabin and must be booked pre-cruise through the Carnival shore tours division, either online or through the travel agent.

As an extra bonus, clients can use priority lines to leave and return to the ship when in port.

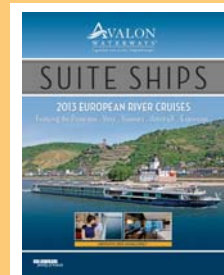
## Brochure Spotlight

Avalon Waterways new Suite Ships 2013 European River Cruises brochure features 67 pages packed with information, photos, maps and illustrations.

The new brochure details all five of Avalon's Suite Ships and also profiles the five itineraries available next year, including the 15-day Magnificent Europe Amsterdam to Budapest cruise, 15-day Magnificent Europe Budapest to Amsterdam voyage, 11-day Legendary Danube Prague to Budapest adventure, eight-day Romantic Rhine Zurich to Amsterdam cruise, and eight-day Romantic Rhine Amsterdam to Basel voyage.

Also included in the brochure are details regarding three Christmas adventures incl: the eight-day Christmas in the Heart of Germany voyage, nine-day Christmastime on the Danube cruise, and 12-day Christmastime Zurich to Prague sailing.

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



## WA ports could do with a little more polish for guests

**WEST** Australian ports could boost guest experience and in turn influence the number of ship visits if the *Western Australian Destination Visitor Survey* is anything to go by.

The survey was conducted in partnership with Tourism Western Australia and looked at the experiences of 430 cruisers who visited WA's shores from ten ships between Feb and Apr this year.

Overall the report found that the key ports of Broome, Geraldton, Bunbury and Fremantle rated highly for their performance in catering to passengers needs.

Despite this, passengers also said practical improvements such as providing more information about the destination, and more food and shopping options at the port, along with increasing the availability of day tours, excursions and attractions, would enhance their experience.

"These findings provide important information to local tourism organisations about what they are doing well, and also, where there is room for improvement to increase visitors experience and expenditure in places like Broome, Geraldton and Bunbury," said Tourism Minister Martin Ferguson.

"The benefits of such improvements should not be underestimated," he added.

Other interesting factors highlighted in the report included the finding that the domestic cruise ship passengers visiting WA were mostly travelling as a couple, aged 60 years or over and 96% had taken a cruise at least once before, whilst international passengers were found to predominantly come from the USA and UK (33% and 30% respectively).



WA regular Athena at Fremantle port

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