

CRUISE

WEEKLY



Thursday 23 August 2012

Agents rush for National Cruise Week

ICCA has seen a spike in travel agency memberships since it announced the launch of Australia's largest cruise promotion.

IN the past month, more than 50 travel agencies from Australia and New Zealand have signed up as new members of the International Cruise Council Australasia in a bid to take part in the inaugural National Cruise Week.

ICCA general manager Brett Jardine said the

intake was the biggest for more than a decade.

"The membership surge is a fantastic response to our first National Cruise Week," he said.

"The feedback I'm getting is that agents from both countries see the event as a great opportunity to boost sales and a wonderful chance to raise their profiles as qualified cruise specialists."

As the largest consumer promotion ever undertaken by the local cruise industry, National Cruise Week (3-9 September 2012) will feature a range of special deals available only through ICCA-accredited agents.

The event is expected to involve more than 30 ICCA member cruise lines and at least 1,000 member travel agents across Australia and New Zealand.

Jardine said he had now received all the National Cruise Week offers from ICCA's cruise line members.

"There are some wonderful deals, which will really help lift consumer awareness of the great value that a cruise holiday offers and drive bookings ahead of the summer cruise season."

The special offers will go live on www.nationalcruiseweek.com.au this Sunday (26 August) coinciding with a national consumer press campaign.

The website also featured an events area where members can promote their Cruise Week initiatives to consumers.

Agents wanting to highlight their events should send details to info@cruising.org.au.

Three Queens in Australia

CUNARD aficionados will be beside themselves with the latest news from the iconic cruise line, that in 2014 all three of its Queens will visit Australia.

The visits are part of Cunard's world voyage program (set for release tomorrow), and will see *Queen Elizabeth*, *Queen Victoria* and *Queen Mary 2* visit local shores in Feb and Mar 2014.

The visit will mark the first time the trio have come to Australia during the same season, and reflects the blossoming popularity of Australian cruising.

The Queens will make a total of 16 calls at Australian ports between Feb and Mar 2014, with both Sydney and Brisbane scheduled to welcome all three Queens at different times during their voyages.

The 2014 program, which is set to include three full world voyages as well as a series of shorter eight-night sectors and more, will launch tomorrow, and will go on sale in Australia from 10pm on 05 Sep.

Norwegian Cruise Line extras

NORWEGIAN Cruise Line has beefed up its Great Stirrup Cay on-land offering with a new Stingray Encounter and Fate of the Fancy Snorkel Adventure.

The Cay is the line's 250-acre private island in the Bahamas, and is also set to soon debut a new Lighthouse Beach Bar.



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Cruise News & Views



Brett Jardine - General Manager, ICCA

Report indicates progress in Pacific

While ship visits to the South Pacific are up, the impact on communities has been minimised, says P&O.

P&O Cruises has released its third annual Sustainability Report covering last year's efforts to address its environmental, economic and social impact in Australia, New Zealand and the Pacific Islands.

According to the report, which emphasises the line's commitment to sustainable tourism, P&O has achieved a 14% reduction in carbon emissions (per passenger per cruise day) and a 5% reduction in fuel usage (per available lower berth per kilometer).

Significant progress has also been made with black water discharge into the sea, with a 33% reduction per person per day.

Ann Sherry, CEO of Carnival Australia, unveiled the findings in Sydney at an event attended by community and tourism leaders from the Pacific Islands, including Elodie Jaunay from Noumea, Omayra Naisseline from Mare, Rika Hotere from Isle of Pines and Johnson Sausiara from Port Vila.

"Our partnerships with island communities and our commitment to sustainable tourism are now fundamental to the way we do business," Sherry said.

"We live it every day by minimising our environmental footprint and helping to

safeguard the vibrant island cultures that are so vital to our passengers' cruise experience."

Sherry also welcomed the leaders to the launch, held at Luke Mangan's Glass restaurant, describing them as "the champions who have recognised and seized the economic opportunities of cruise tourism."

In 2011, P&O recorded increases of 27.5% in passengers, 44% in passenger cruise days, 31% in nautical miles travelled, 30% in port calls and 40% in unique shore tours across its full cruise operations.

National Cruise Week is getting closer - are you ready?

This Sunday 26th August will see the start of a major consumer cruise campaign across Australia and New Zealand to promote National Cruise Week (NCW).

Feedback that we have received from our retail members to date has been very positive and we are certainly looking forward to seeing some great results from agent events that are being put together.

Now live on our website homepage www.nationalcruiseweek.com.au is an "upcoming events" section.

This has been designed specifically for retail agents to use in promoting their National Cruise Week event – don't miss this great opportunity to gain some national coverage for yourself.

The major focus of our campaign will be to direct consumers to the NCW website so we are anticipating a significant amount of online traffic will be trawling through cruise line offers and then using our prominent member search feature to find a cruise specialist agent listed on our site.

To get your event noticed, simply download the blank template from the National Cruise Week member's area, insert your event details and return to us in PDF form to be loaded ASAP.

Make sure your team is ready! Do you have the National Cruise Week logo prominently displayed in all your communications with clients?

They will start asking you what this is all about and you need to be prepared with the right answers!!

Good luck and we look forward to hearing some great feedback.

RCI extends sale

ROYAL Caribbean International's local Flagship Sale has already broken records as the busiest sales period in the history of the Australian office.

To cope with demand, the sale will be extended until midnight Monday, commercial director Adam Armstrong announced late yesterday.

"We know that some agents have been having trouble getting through to us due to the sheer volume of calls, so we have decided to extend the sale until Monday night to ensure we can assist everyone who would like to book with us for the coming season," he said.

Agents can also make bookings on Cruisematch until 12am on 27 Aug.

Armstrong said there was "great interest" in *Voyager of the Seas* while *Rhapsody* and *Radiance of the Seas* had seen "extremely strong bookings".

Silversea solo fares

SILVERSEA is offering solo fares onboard its 22-day *Silver Explorer* voyage from Ushuaia to Cape Town in Mar 2013 from \$11,449pp.

See www.silversea.com.



3-9 SEPTEMBER 2012

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Agency scoops sales award



ANNE Burke was overjoyed recently to receive an outstanding sales achievement award on behalf of Andrew Jones Travel in Salamanca.

The agency team scooped the award for outstanding sales achievements over the past 12 months for Voyages of Discovery.

Burke is pictured above (left) with Cruise Office Area Manager, Jane Tanti.

AmaWaterways caring for kids

AMAWATERWAYS showed its philanthropic side this month, donating the entire onboard art collection from its recently renovated ship, the *AmaDagio*, to the Avignon chapter of the childrens charity Kiwanis International.

"The *AmaDagio's* former art collection included a number of lovely, high quality paintings," said *AmaDagio's* Hotel Manager Luis de Sousa Marques.

"We thought it was a wonderful opportunity to make a positive contribution to the local community," he added.

The artworks will now be auctioned off to raise money for local children's charities.

Ecstasy as Canaveral opens

THE US\$64 million new Cruise Terminal 6 at Port Canaveral debuted its wares last week opening its gates to passengers with the arrival of its first ship, *Carnival Ecstasy*.

QE has a SeaWalk in Norway

THIS month the Norwegian port of Skjolden debuted SeaWalk, to get guests from Cunard's *Queen Elizabeth* to shore.

SeaWalk is a motorised floating pier system which spans 720-feet and measures 15-feet wide, and sports three segments which can be folded and unlatched, and can operate in swells of up to six feet.

According to a SeaWalk company spokesperson, the world-first debut "went very well", with the system only taking 12 minutes to move into place and attach to QE, including getting its ladder and gangway in place and locked on.



HOLLAND America Line to the rescue.

Many people think of taking a cruise as a rescue remedy to stress, but few people actually get rescued by a cruise, however 70 hapless day-cruisers can now add this to their resumes of life experience.

The group, who was out for a day cruise, got into trouble after their 79-foot sightseeing vessel *Baranof Wind* struck a rock near Russell Island in Glacier Bay disabling its steering and propulsion and causing the boat to take on water.

Volendam responded to their distress call by sending out a tender to pick up the 69 tourists and one Glacier Bay park ranger, and bring them back onboard.

Once they had cleared *Volendam's* security the group was given a safety briefing and a good meal, whilst the ship sailed onto Margerie Glacier.


Volendam rendezvoused with an Allen Marine boat at around 6pm that evening to transfer the rescued passengers back to Bartlett Cove, where their excursion originated.

The ship proceeded on to its next port call at Ketchikan.

Speaking in the wake of the excitement, Stein Kruse, president of Holland America Line said "We are proud of our officers and crew, and this is a shining example of how our training prepares us to react to any situation."



The rescue tender is pictured right returning from its mission.





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BDM's Scenic outlook

SCENIC Tours and Evergreen Tours have appointed a new business development manager and sales representative for the company's travel agents in Western Australia, Ann Miller.

Ann comes to the position with over 20 years industry experience, including six years at Garuda Indonesia as a sales executive.

Discounted Europa deal

HOLIDAYMAKERS can now take advantage of a special cruise deal for *MS Europa's* History of the Arabian Peninsula voyage, with travellers able to take a second guest for the cruise rate of €1,200 (1st person price from €7,790).

The 20-day voyage departs Dubai on 13 Apr 2013, and includes highlights such as the Emirates Palace, Grand Mosque in Muscat, the beaches of the Red Sea, daytime passage through the Suez Canal, and the Pyramids of Giza.

Call 1300 136 846 for details.



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Crystal clear savings

CRYSTAL Cruises is offering proverbial carrots for cruisers looking to book late 2012 voyages.

Nearly a dozen Mediterranean, South Pacific and trans-ocean voyages onboard *Crystal Serenity* and *Crystal Symphony* feature special extras, including US\$2,000 per couple penthouse savings on *Serenity's* 25 Aug; 6, 18, 30 Sep; 12, 24 Oct; and 5, 17, 28 Nov 2012 voyages - see wiltrans.com.au.

Dedicated cruise show

NEXT year the Holiday & Travel Show will feature a dedicated cruise section, titled the Cruise Show.

The Show is being crafted to increase awareness of the different voyages on offer, and will help Aussie consumers to navigate their way around the many ship types, destinations, fly/cruise packages via face to face contact with individual operators.

The 2013 Cruise Show will take place in Sydney 2-3 Feb (Hordern Pavilion); Melbourne 23-24 Feb (Royal Exhibition Building) and Brisbane 23-24 Mar (Brisbane Convention & Exhibition Centre).

Murray River sale-ing

CAPTAIN Cook Cruises is debuting 25% discounts on all three-, four- and seven-night *Murray Princess* cruises.

To sweeten the Summer Sun sale, the Captain is also offering bookings for four or more adults a complimentary bottle of sparkling wine in each cabin on arrival.

The sale is valid on cruises departing throughout Jan and Feb 2013, with prices for the three-night Discovery Cruise starting from \$799pp (normally \$1,065pp).

Prices include all meals, accommodation, most tours, scenic coach transfers from Adelaide or onsite car parking and all onboard facilities including use of two spas, two saunas, sun deck, bar, two lounges, single sitting dining saloon and entertainment.

See www.captaincook.com.au.

Want to know about wine?

ROYAL Caribbean's latest online video, *Wine Tastings at Vintages: Royal Caribbean's Wine Bar Offers Exclusive Experiences*, takes viewers through what its Vintages Wine Bar is, as well as what it offers.

For an insider's Wine Bar viewing **CLICK HERE**.

Brochure Spotlight

Royal Caribbean's new South Pacific, Australia and New Zealand brochure covers sailings between September 2012 and April 2014.

The brochure details the company's fleet of ships, and provides information on what to expect; inclusions and extras; onboard experience; destinations and ports of call; as well as other useful info such as ship deck plans, the Crown & Anchor loyalty program, flights and travel planning, and how to book.

The voyages explained in the brochure cover the South Pacific, Australia, New Zealand, Asia, as well as Pacific voyages, short cruises and extended adventures.

Agents can obtain a copy by calling 1800 754 500 (Option 5) or by placing a request at www.royalcaribbean.com.au.



Remember to win it be in it

CRUISE Weekly is reminding agents to send in photos of their celebrity encounters for a chance to win a 16-day Cosmos package to the US.

Entries for the competition close on 14 Sep, and for more details see the comp box below.

WIN YOUR AMERICA FIX ON ROUTE 66 WITH COSMOS!

Share your celebrity moment with us & you could win a trip for two to America including a 16 day tour & flights, courtesy of Cosmos.

See facebook.com/cruiseweekly or cruiseweekly.com.au for more details on this great prize & how to enter.



Pictured is Ashleigh Simpson from Australian Holiday Centre with Hugh Sheridan and George Houvardes.

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Face to Face: Mark Windsor

Head of Distribution, Australia, Asia & Pacific, TUI Marine (Sunsail)

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

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

I have been lucky enough to have cruised the Ionian Sea in Greece, and the British Virgin Islands in the past year, aboard some of our catamarans, plus of course have sailed through The Whitsundays on a number of occasions. All spectacular and different to each other. Nothing compares with the wind behind your back and powering under sail.

What is your favourite destination, and why?

Croatia, it has everything to make a memorable holiday both on the water and on land. Great history, food and culture, plus 1,000 islands to explore along the Adriatic coast.

What was your most memorable moment on a cruise?

Being upgraded from the lowest possible cabin to the Penthouse Suite on an overbooked cruise from Miami. Five memorable days.

How do you spend days at sea?

Normally a bit of R&R which could include a book and perhaps a few GnTs!

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

Cruising is still one of the best value for money holidays, while it still continues to deliver this experience then it will maintain and grow in popularity.

How can cruising attract more young people and/or families

In my business it is focussed on all age types. We don't see ourselves as being purely the realm of the older client. Anyone can enjoy a sailing charter.

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

Cruises of all types give you direct access to the areas you want to visit, especially if you don't have to do this with thousands of your new best friends.

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

Cruising either on a bareboat or skippered charter gives you the freedom to experience a destination at your own leisure – you're not set to any timetable.

Describe your perfect cruise in 25 words or less.

My perfect cruise would have to encompass plenty of days in port to explore the region you're visiting-that's why sailing is perfect.

What is your best tip for sea-sickness?

Pick your cruise carefully. If you're prone to motion sickness, then I would suggest an itinerary with less days at sea and always keep your eye on the horizon.



Mark's Cruise Favourites!

Favourite Ship: Sunsail 444

Favourite ship activity: Just taking it all in, nothing like the blue horizon.

Favourite shore excursion: Either exploring a new destination or scuba diving


Favourite region: Overall probably along the Nile

Favourite port: Dubrovnik – absolutely spectacular approach by sea and meets all expectations once you disembark

Favourite onboard food: I always try to have the local cuisine, no point in eating and drinking what you get at home – there's no fun in that.

Favourite perk of the job: Exploring new destinations and learning to sail

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. Sign up for a free subscription at www.cruiseweekly.com.au.
PO Box 1010, Epping, NSW 1710
Phone: 1300 799 220 Fax: 1300 799 221

Publisher/Managing Editor: Bruce Piper
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Cruise Weekly is part of the  **Travel Daily Group:**

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