



ICCA forging closer link to CLIA

A stronger alignment with the world's largest cruise association is set to improve local services and unify the global industry.

THE International Cruising Council Australasia (ICCA) is advancing in its evolution from training body to "spokesbody", with the next step to involve a closer affiliation with the Cruise Lines International Association (CLIA) and a global campaign that promises to unify the cruise industry.

According to ICCA chairman Gavin Smith, an enhanced relationship between the two

groups will see improvements in agents' education as well as its economic impact reporting, policy development and relations with the government and media.

Introducing the ICCA Awards on Saturday night, Smith told the 420 guests that it was time for the Council to step up its charter to be in line with the other leading cruise markets of the world.

He said the *Costa Concordia* incident was "an industry issue, not a brand issue" that had highlighted the coordinated response of CLIA in the United States, PSA in the UK and ECC in Europe.

"However, ICCA was stranded in its current role as an industry trainer, educator and motivator of travel consultants – its role is not yet that of an industry commentator or spokesperson," Smith said.

But, he added, ICCA "remains joined together now as family" with these industry bodies.

"We should not underestimate the key role Australia and New Zealand will play in the continued growth and success of the cruise industry, and as a result we will need to play our part in navigating policy, regulation, legislation, responding to media and monitoring consumer demand.

"This will be best achieved under the watchful eye of a robust and effective cruise association, playing a wide ranging role."

Smith said the ICCA had already started "the march towards unity, cooperation and alignment with CLIA" while maintaining its own identity under the guidance of the Council's board and general manager Brett Jardine.

Chief executive officer of CLIA, Christine Duffy, who had to cancel her attendance as key speaker at the Awards due to her work commitments in the US, also expressed her desire to work more closely with the Australian cruise industry.

"CLIA values its relationship with ICCA and we are committed to working with agents," she said in a video statement that was broadcast at the event.

"My hope is that the *Costa* incident will draw the industry closer."

Duffy also revealed that a major project was underway to better align global cruising markets.

"A campaign is coming soon to unify the industry," she said.

TODAY'S ISSUE OF CW

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

Oriana is now adults-only

P&O Cruises UK is celebrating the return of *Oriana* to the water after a month-long drydock makeover which transformed her into an adults-only vessel.

Refit projects included 27 new cabins, a new Ocean Grill restaurant, a new Italian restaurant named Sorrento, newly designed aft deck bar, upgrades to the Oasis Spa and a new look for the Al Fresco Mediterranean cafe.

To view a video on the makeover [CLICK HERE](#).

Costa's oil removal commences

THE large scale removal of around 1.5 million litres of fuel from onboard the ill-fated *Costa Concordia* has now begun, after bad weather delayed the project by two weeks.

The process, led by a Dutch maritime salvage company, Smit, began over the weekend with underwater pumping of the first of 15 tanks.

It is expected that the fuel removal process will take around a month to complete.

MEANWHILE the cruise line has extended its compensation offer acceptance deadline from 27 Jan to 31 Mar (*CW* 31 Jan).

The offer includes a payment of €11,000 for guests onboard when the ship sunk; whilst guests who were injured and families of missing or deceased victims will be granted compensation on an individual basis.

The offer extension comes as the result of guest requests to give them more time to evaluate the proposal.

Guests who do not take up the offer will be able to sue the cruise line separately.

EUROPE CRUISE SALE

Flights from

\$499*
PP

**BOOK NOW!
LIMITED AVAILABILITY**



*Click here for more information



AZAMARA
CLUB CRUISES®
YOU'LL love WHERE WE TAKE YOU®

Are you in the running to **WIN a Gold Bar*?**

go for gold!

*Click here for more details

P&O
ACADEMY

PRINCESS
ACADEMY

CRUISE

WEEKLY

Thursday 16 February 2012



Open Evening

Tuesday 28th February 2012

Location: Westin Sydney
1 Martin Place Sydney
NSW 2000

Time: 4:30pm – 7:30pm
Appointment Only

www.candmrecruitment.com.au



It's time to make your best career move yet
with C&M Travel Recruitment

Come along to our Open Evening
and see what we can do for you.
Call us on 02 8705 5428 today.



ICCA UPDATE

ICCA General Manager,
Brett Jardine

Interview with a Cruise Expert

ICCA general manager, Brett Jardine asked Mark Smith from Lets Cruise in Auckland to share some thoughts on his cruise success.

When did you start your ICCA Accreditation?

I completed my initial Accreditation in 2005 and have recently completed the Masters Conference on board *Radiance of the Seas* which was an amazing learning experience.

How has this helped grow your cruise sales?

Being part of the ICCA has played a major part in our cruise business through excellent training of all staff and a growing number of other opportunities such as being part of a group attending Cruise360 in North America – this is invaluable for us!

How do you promote your ICCA Accreditation?

We promote our Membership and Accreditation in every aspect of our marketing. This gives us a lot of credibility and there is no doubt has played a part in boosting our cruise sales.

What potential do you see for cruising from the New Zealand market?

Like Australia, New Zealand is still a very young market with only 1% of the nation having taken a cruise. This means massive potential which I am very pleased to be part of and I have no doubt our figures will only get better & better year on year!

In 2010 Lets Cruise was voted Bronze Cruise Agency of the Year for NZ in just the second year of operation and last

weekend was awarded 2011 Silver Cruise Agency of the Year. A very motivated office is now striving for Gold at the next Cruise Industry Awards!



Hoffmann calls for better training

The winner of this year's Neil Frazer Award has urged for more cruise training at AFTA College.

PHIL Hoffmann, managing director of Phil Hoffmann Travel, hopes the ICCA will boost its relationship with the local training college as well as overseas cruising associations.

Speaking to **CW** after the ICCA Awards, Hoffman said: "I've always thought that AFTA and ICCA should be closer.

"Sometimes when we hire new staff we get people with little or no training in cruising, so it should definitely be a big part of any college course – it should be in there in depth."

He said his company was a "big supporter" of the AFTA Travel & Tourism College, with many of its graduates among his 140 staff.

Hoffmann was instrumental in setting up the inaugural AFTA college, where he spent 13 years as director, followed by six years as national president before being awarded life membership in 2000.

He also served four years as the chairman of the South Australian Tourism Commission and still acts as a mentor to many opposition travel agencies.

Hoffman said he was very pleased to hear about the ICCA's alignment with CLIA.

"I'm excited that they are going to get closer," he said.

"Materials are already being prepared for better cruise training at all levels – from masters to luxury – and this will accelerate the learning process for agents, which is what will drive the industry further."

Phil Hoffmann Travel has been named National Agency of the Year on eight occasions, most recently in 2011, and received the bronze medal this year.

Accepting the Neil Frazer Award for his personal contribution to the industry, a

"speechless" Hoffman said he was surprised to receive the highest honour of the night.

"It's been a great journey but I've enjoyed every minute.

"We've all built up from nothing in this business, we've made it happen," he said.

Hoffmann thanked the companies that had supported his business and the people who had mentored him over the past 31 years.

"We are very lucky to have so many great companies bringing out such great products yearly and that is what drives us all – the fact that the bar is being raised time and time again."

Meanwhile, Hoffmann Travel's cruise sales strategy will be overhauled this year, with each location establishing a separate cruise division, modelled on the successful Glenelg office.

"We are looking at 30-35% growth in the cruise market this year and I think we can get it," Hoffmann said.

TraveltheWorld COMPAGNIE DU PONANT
YACHT CRUISES

AS SEEN ON
BETTER HOMES AND GARDENS

Exceptional ANTARCTICA

SAVE
up to **\$1,655***
per person

**CLICK HERE FOR A
FIVE-STAR EXPEDITION**

Brawlers get bundled off Dawn

P&O Cruises recently ejected a group of 16 male guests who got into fisticuffs whilst cruising onboard a seven-night *Pacific Dawn* cruise from Brisbane.

According to reports, the guests were handed over to Queensland police at Gladstone on 10 Feb, with the cruise line saying it's decision to evict the men is a reflection of its "zero tolerance of excessive behaviour on board".



SUN ISLAND TOURS
Your Mediterranean and Middle Eastern Travel Experts



Exclusive to Sun Island Tours
7 Night Mediterranean Cruise From Only \$686*
[Click here!](#)

Carnival debuts its first extended UK program

CARNIVAL Legend will play host to a number of 'firsts' for Carnival Cruise Lines next year, including the company's first Norwegian Fjords itinerary and its first extended program from the UK.

In total *Legend* will feature 17 European cruises between 22 Mar and 31 Oct, visiting 34 ports across 18 countries.

The schedule will include a 12-day Norway and Western Europe voyage departing 01 Sep from Dover (London) to visit Alesund, Bergen, Stavanger, Oslo, Hamburg, Amsterdam, Zeebrugge (Bruges), Brussels and Le Havre (Paris).

Also departing Dover will be a 12-day British Isles, Norway & France voyage leaving on 13 Sep to take in Stavanger, Edinburgh, Invergordon, Glasgow, Belfast, Dublin and Le Havre; as well as six Baltic Wonders & St. Petersburg cruises visiting Copenhagen, Berlin, Helsinki, St. Petersburg (overnight call), Tallinn and Amsterdam (departing 21 Jun - which visits Bruges instead of Amsterdam; 03, 15 and 27 Jul; 08 and 20 Aug).

In the Mediterranean, *Legend* will offer several 12-day cruises from Venice to Barcelona (04 and 28 May, and 31 Oct) visiting Dubrovnik, Messina, Naples, Civitavecchia, Livorno and Marseilles, with the 04 May and 31 Oct departures also including stops in Athens and Izmir and the 28 May cruise adding stops in Monte Carlo and Palma de Mallorca.

Between 09 and 21 Jun *Legend* will also operate 12-day Western Mediterranean

voyages from Barcelona to Dover; and from Dover to Barcelona between 26 Sep and 07 Oct; as well as three Grand Mediterranean voyages sailing from Barcelona to Venice on 22 Apr, 16 May, and 19 Oct.

The vessel will complete her season with a 12-day voyage round-trip from Barcelona departing 07 Oct with calls at Marseilles, Livorno, Civitavecchia, Naples, Dubrovnik, Venice (overnight call) and Messina.

The season will be bookended by two 15-day Transatlantic voyages departing 07 Apr from Tampa to Barcelona and 12 Nov from Barcelona to Tampa.

Once back in Tampa she will host a special four-day cruise before resuming her seven-day Caribbean service on 01 Dec 2013.

See www.carnival.com.au for details.


Royal Princess in Europe

PRINCESS Cruises newest vessel *Royal Princess*, due to launch in Jun next year, will be situated in Europe, and will host an inaugural program of 12-day Grand Mediterranean cruises between Barcelona and Venice beginning on 23 Jun 2013.

Royal Princess will also feature an inaugural seven-day Iberia cruise from Southampton to Barcelona departing 16 Jun 2013, as well as two three-day preview cruises sailing roundtrip from Southampton on 10 and 13 Jun.

MEANWHILE Princess has also revealed that the vessel's atrium will be 50% larger than those on the cruise line's newest class of ships, and will debut Bellini's Italian cocktail bar, Ocean Terrace seafood bar, a gelateria and Celebrations gift shop.

A series of guest favourites will also feature onboard including International Café, Sabatini's Trattoria, and Crooners martini bar (with dueling piano entertainment and an ocean vista), and Bar Piazza (with an exclusive twin tea tower).



P O R T H O L E

IT'S definitely not on the shore tours list.

A recent online survey conducted by Royal Caribbean International of 1,000 cruisers found that sex ranked as the Number one activity on their cruise itinerary with 90% of the vote.

In addition four out of five respondents told Royal Caribbean that cruising with their partners was more romantic than taking a land based holiday, whilst 80% said they felt more "connected" to their partner after a holiday at sea.

67% told Royal Caribbean that they also found their significant other more attractive after enjoying a cruise holiday together - which may be a cheaper and certainly less intrusive procedure than plastic surgery.

The top romantic activities to do on a ship, included: watching the sunset, taking a moonlight stroll, and enjoying a delicious meal.

Ruby's Captain 50th anniversary

THE Captain of *Saga Ruby* is celebrating a milestone moment in his sea-faring career, with his 50th anniversary of sailing at sea.

Captain David Warden-Owen, an alumni of HMS Conway Naval College, began his career in 1962 and has spent most of his time with Cunard, until 1997 when he joined Saga.

Win an iPad2 with Hurtigruten

TO celebrate the return of *MS Finnmarken* to the Norwegian coast Hurtigruten is giving the agents the chance to win one of six iPad2's.

To be in the running, agents need to book one of Hurtigruten's 2012 6-day to 12-day Norway Classic Coastal Voyages or Classic Norwegian Discovery Voyages aboard *MS Finnmarken* with Discover the World Marketing Travel or Bentours, between 13 Feb and 30 Mar 2012, and write 25 words or less, "why Hurtigruten is the No. 1 holiday recommended for any client travelling to Norway".

Entries close at midnight on 30 Mar 2012.



EXPLORE THE DANUBE WITH VIKING RIVER CRUISES

ROMANTIC DANUBE
BUDAPEST TO NUREMBERG
8 DAYS / 6 GUIDED TOURS / 3 COUNTRIES
FROM \$2,549 PER PERSON, TWIN SHARE*

Call Viking at 1800 829 138.
Visit www.vikingrivercruises.com.au



THE WORLD'S LEADING RIVER CRUISE LINE...BY FAR®

*Conditions: Price listed in Australian dollars and valid on 2012 sailings only. Must book and pay in full by 18 March 2012. Discounts combinable with Past Passenger Discount and valid for new bookings only. Price is based on 17, 18 Nov 12 departure in Cat F stateroom. Visit www.vikingrivercruises.com.au for full booking conditions.



Spirit of Chartwell and the Queen

THE Magna Carta Steamship Company's 36-berth *Spirit of Chartwell* has been selected as the Royal Barge for the Thames Diamond Jubilee Pageant, and will carry Queen Elizabeth along the Thames as part of a 1,000-strong flotilla to celebrate the Queen's 60 year reign.

Discover Black Sea Treasures

GATEWAY Travel has launched its 2012 Black Sea Treasures cruises online.

The seven-night voyages journey between Istanbul and Odessa (or visa versa), and depart between Jun and Sep 2012.

Prices for Black Sea Treasures cruises start from \$3,025pp for lower deck inside cabins and \$3,897pp for main/upper deck outside cabins, inclusive of all onboard meals; coffee, tea and water; use of fishing equipment; and English speaking escort.

See www.gatewaytravel.com.au.

American Safari cruise credits

AMERICAN Safari Cruises is giving guests who book selected Hawaiian Islands cruises between now and May 2012 a \$200 travel credit.

The offer is applicable for new bookings on *Safari Explorer's* 13, 21, 29 Feb; 08 Mar; 01, 09, 25 Apr; and 03 May Hawaiian Islands cruises.

See www.innerseadiscoveries.com.



CRUISE CONSULTANT

If you love cruising as much as we do come and join the team at Bicton Travel Australia's Cruise Agency of the Year 2010 and 2011.

Experience on Galileo and Cross Check Travel an advantage, enthusiasm essential.

Email Alan Smethurst
alan@cruisefinder.com.au

Pamper me cruising in Fiji

CAPTAIN Cook Cruises has revealed a new four-night Pamper Me Yasawa Islands Cruise onboard the *MV Reef Endeavour*.

Departing Port Denarau, the voyage is devoted to helping guests look good, and features NZ fashion experts Cheryl Polwart and Karen Matich along with Debra Sadranu of Senikai Spa who will be holding fashion and beauty workshops for passengers.

Onboard workshops are set to include: how to lose five kilos without putting on your running shoes; body lining; fashion disasters and how to avoid them; skin types and preferred products; detox and elimination and make up colours and codes.

The voyage, priced from FJD\$1,809pp (approx AU\$960pp), will also include daily island stopovers, guided tours, snorkeling and glass bottom boat tours, a tropical island love feast and kava ceremony, as well as onboard entertainment and child minding (5-10 years).

See www.captaincook.com.fj.

AMA's new wine cruises

AMAWATERWAYS is tantalising the tastebuds of wine lovers with the introduction of a variety of Rhone wine cruises onboard the *AmaDagio*.

Each of the wine cruises will include excursions to historic vineyards and cellars to learn firsthand about the "Old World" wine traditions of each region, as well as free wine lectures with renowned hosts, wine tastings and the opportunity to sample award-winning vintages both onboard and on shore and fine dining with special wine pairings.

Including the new Rhone destination, AmaWaterways offers guests a total of eight "In Celebration of Wine" themed cruises which also showcase wine regions along the Rhine and the Danube Rivers.

Wine cruises include: AmaWaterways' Provence and Spain (25 Mar, 04 and 11 Nov 2012); The Romantic Danube (03 and 13 Nov 2012); The Legendary Danube (31 Oct 2012); and the Enchanting Rhine (07 and 10 Nov 2012).

See www.amawaterways.com for details.

Tauck's new combination tours

TAUCK'S new 2012 combination tour packages cover Europe, the USA and Canada, and are exclusive to the Australian market.

Packages include a Classic Italy with Normandy, Brittany, Paris and the Loire Valley Tour (with a private cruise on the Gulf du Morbihan).

For more details on the combination tours visit www.traveltheworld.com.au.

Travel Indochina's Mekong

TRAVEL Indochina is offering free flights for cruisers who book its 12-day The Jahan Angkir to Saigon cruise/tour, which departs 23 Aug 2012 and is priced at \$3,699pp.

The adventure includes seven-nights cruising, two-nights accom and touring in Saigon, two-nights accom and touring in Siem Reap, all excursions, brekkie and dinner daily, arrival and departure transfers and tips.

The free flights deal is applicable to cruisers who book Lord Byron, Taj Suite or Signature Suites, whilst a 2nd person flies free deal applies to cruisers who book in deluxe cabins.

The deal is available to book until 29 Feb, unless sold out prior.

See www.travelindochina.com.au.

Freighter cruising to Australia

GERMAN cargo and cruise company Niederelbe Schiffahrtsgesellschaft Buxtehude (NSB) has launched a new route between Hong Kong and Kaohsiung and Melbourne, Sydney and Brisbane onboard the *NYK Galaxy*.

The freighter's return to Hong Kong travels via Yokohama, Osaka, Pusan, Shanghai and Yantian.

The vessel is able to take up to seven paying cruise passengers in its owners cabin, two-double cabins and a single cabin, with fares priced from €85pp (approx \$104) per day (incl meals, which are taken with the officers).

It's not all freighter style onboard *NYK Galaxy*, with the vessel offering cruisers an indoor pool, fitness room and lounge.

See www.reederei-nsb.de for details.

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
Editor: Louise Goldsbury

Assistant Editor: Amanda Collins

Contributors: Roderick Eime, Chantel Long and Guy Dundas

Email: info@cruiseweekly.com.au

Cruise Weekly is part of the **CRUISE** **WEEKLY** **Travel Daily Group:**

Advertising and Marketing: Christie-Lee Lachance, Lisa Martin and Magda Herdzik
Email: advertising@cruiseweekly.com.au

Business Manager: Jenny Piper

Email: accounts@traveldaily.com.au



Cruise Weekly is a publication of **Cruise Weekly** Pty Ltd. All content fully protected by copyright. Please obtain written permission to reproduce any material. While every care has been taken in the preparation of **Cruise Weekly** no liability can be accepted for errors or omissions. Information is published in good faith to stimulate independent investigation of the matters canvassed. Responsibility for editorial comment is taken by Bruce Piper.