



Zegrahm coming to Australia in 2013

Under new ownership, Small Ship Adventure Company and Alaska Bound are set to launch several products in the local market.

THE sale of Small Ship Adventure Company and Alaska Bound to Asia Pacific Travel Marketing Services (APTMS), announced yesterday, will see an expansion of agent services and a wider range of cruise packages for Australian clients.

Suzannah Cowley, the company's new sales and marketing director, told **CW** that one of the most exciting developments would be Zegrahm Expeditions' entry into Australia next year.

For the first time, Zegrahm's expanded fleet of vessels will primarily circle the Pacific Rim and offer voyages in the Kimberley, as well as Tasmania, New Zealand and the sub-Antarctic islands, Vietnam and Cambodia, Indonesia and Borneo, Japan and South Korea, and Melanesia and Micronesia.

The company also recently signed up Australian-owned North Star Cruises, which operates the adventure vessel *True North*.

Other new options include Eastern Canada, small coach touring added to Alaskan cruises, and the Rocky Mountaineer train packaged with more small ships.

"Our 100% dedication to small ships won't change – it's business as normal but with an expanded service," Cowley said.

"We really wanted to expand, and Asia Pacific (APTMS) is a great match because they didn't have any cruise product but they have people like Richard Davis, formerly of

Adventure World, who has a lot of small ship and Alaska experience, which was important to us."

The acquisition will allow Small Ship Adventure Co and Alaska Bound to improve services for travel agents, Cowley said.

"As we shift into the online market, we need more expertise, and Asia Pacific has the resources for us to establish better agent support and marketing.

"We can now use their technology to offer webinars and more sales tools, such as e-brochures and flyers, to help agents convert sales."

The move also sees the farewell of the company's popular founder, Maryann Anderson. Due to family matters, Anderson has decided to "slow down", Cowley said.

Agents can post their personal messages on a Facebook page set up this week: 'Maryann Anderson - Travel Industry Farewell'.

New European Panache barge

A NEW 12-passenger barge, the *Panache*, will launch in Apr under the European Waterways' umbrella.

The barge will host five European itineraries including four seven-day voyages: Classic Cruise in Holland, Classic Cruise in Alsace, Classic Cruise in Northern France and Belgium, and Classic Cruise in Champagne; as well as a 14-day Classic Cruise in Northern France and Paris.

Fares for the voyages start from \$4,042pp, see www.gobarging.com for details.

TODAY'S ISSUE OF CW

Today's trade issue of *Cruise Weekly* features four pages of news and photos.

Crystal's Voluntourism

THIS year Crystal Cruises has announced several new additions to its Voluntourism excursions including teaching arts and planting a vegetable garden at an orphanage in Cambodia, for info see www.crystalcruises.com.

Australia, its Orientation time

ORION Expedition Cruises is ramping up its face-to-face time with the public by hosting a series of aptly named *Orientation* evenings.

The events are designed to attract new clients and to orient them with Orion as a company, its ships and crew, and what type of adventures they can expect in 2012.

Speakers at the events (varying according to venue) will include Orion Expedition Leaders, Darrin Bennett and Max Maguire, as well as Antarctic specialists Don and Margie McIntyre.

As an added bonus, attendees will also enjoy a selection of wine and canapés.

Meanwhile agents can look forward to a bonus \$500 in commission (in addition to the regular 10% commission already paid) for every new booking made between 16 Jan and 16 Mar for any *Orion* or *Orion II* 2012 expedition.

Information events will take place across Australia between 2-4pm and 6-8pm at the following venues: Adelaide, 01 Feb, InterContinental; Perth, 02 Feb, The Old Brewery; Brisbane, 06 Feb, Moda Events, Portside Wharf; Gold Coast, 07 Feb, Lakelands Golf Club; (NSW): Kirribilli, 13 Feb, Kirribilli Club, Lavender Bay; Darling Harbour, 14 Feb, Australian Maritime Museum (Antarctica focus); Mosman, 15 Feb, Sydney Institute of Marine Science; St Ives, 28 Feb, Pymble Golf Club; (Vic): Elwood, 21 Feb, Sails on the Bay and Melbourne, 22 Feb, RACV City Club.

Places are limited, phone 1300 361 012.

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WEEKLY

Thursday 19 January 2012



ICCA UPDATE

ICCA General Manager,
Brett Jardine

Port of Santorini - Greek Islands

The Mediterranean is very topical this week so perhaps a good time to focus on one of the more spectacular cruise ports in this region – if not the world - Santorini.

The Cyclades Islands in Greece are a gorgeous collection of unique and beautiful islands.

The southern-most gem in this island collection is Santorini.

Santorini is a spectacular sight with the western side of the island stacked with homes that sit perched on cliff tops facing the sea.

The eastern side of the island is a tourist's paradise, with calm beaches stretching as far as the eye can see.

Created by a volcanic eruption in 1650 B.C., Santorini's Cruise Port is located at the bottom of the Caldera Cliffs in Fira, the capital of Santorini.

Most cruise ships dock in a wide protected bay and access to the shore is by ships tender.

Once ashore, options for getting into town include a cable car, but for the adventurous, there are two other options – walking or a donkey ride to scale close to 600 steps, before arriving at an impressive selection of shops that many (my wife included) would describe as a shopper's paradise!

Jewellery is generally high on the agenda here with excellent quality at reasonable prices.

In addition to the shopping precinct

many restaurants have also been erected around this area to allow tourists to eat and drink with an unbeatable backdrop to gaze at!



Cruise lines suffer from Costa fallout

As the salvage of *Costa Concordia* commences, the cruise industry hopes it can also salvage its sunken reputation.

WHILE it is too soon to know the effect of last week's accident on consumer confidence and cruise sales, the London and New York stock markets sent an immediate signal.

Carnival Corporation as well as Royal Caribbean shares have both taken a big hit, with analysts cutting their ratings on the two companies.

JP Morgan analysts cited the impact of the "headline catching event... on an already soft consumer environment", particularly in Europe, and the price discounting expected to follow.

Carnival Corp this week released a statement about the financial impact of the ship's grounding and announced that *Costa Concordia* would be out of service for at least the rest of its current fiscal year.

"For the fiscal year ending November 30, the impact to 2012 earnings for loss of use is expected to be approximately US\$85-\$95 million or \$0.11-\$0.12 per share," Micky Arison, Carnival Corp chairman and CEO, said.

"In addition, the company anticipates other costs to the business that are not possible to determine at this time."

Meanwhile, the International Cruise Council Australasia (ICCA) in conjunction with the Cruise Lines International Association (CLIA), the European Cruise Council (ECC), and the Passenger Shipping Association (PSA), continue to closely monitor the situation.

"First and foremost, we extend our deepest sympathies to the passengers and crew who

were on board and especially to the families of passengers and crew who lost loved ones," said Brett Jardine, the general manager of the ICCA.

"On behalf of all cruise line members, we would also like to pay tribute to all those who worked tirelessly to evacuate the ship to help minimise casualties."

Jardine said agents should reassure clients that ICCA member lines are subject to the world's highest safety standards according to international maritime requirements.

"Accidents such as this one are an extremely rare occurrence in the cruise industry, and cruising continues to be one of the safest means of travel in the holiday market," he said.

"The ICCA believes consumers and travel agents should continue to have confidence in the cruise industry both locally and overseas, based on its strong track record."

The Captain discounts Murray

CAPTAIN Cook Cruises' Drop Anchor sale offers 20% savings on all of its three-, four- and seven-night Murray River Cruises booked between now and 19 Mar 2012, for travel between 01 Mar 2012 and 31 Mar 2013.

The voyages take place onboard the paddle wheeler *PS Murray Princess* and with the Drop Anchor discounts, are now priced from \$699pp (three-night Discovery Cruise), \$852pp (four-night Outback Heritage Cruise) and \$1,315pp (seven-night Murraylands & Wildlife Cruise).

See www.captaincook.com.au.

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Personalised shore experience

THIS year Oceania Cruises is offering its guests over 1,000 new excursions worldwide and three sightseeing options by which they can choose to purchase them.

The three options include: A la Carte, where guests can buy individual shore excursions in advance (with a 10% discount) or onboard; Your World Ocean, where guests can select a combination of excursions and save 25% off onboard prices (the minimum number of excursions per package varies based on the number of ports on the itinerary); and Unlimited Passport Collection, where travellers are given unlimited shore excursions throughout their voyage, saving up to 40% off onboard prices.

All excursion packages are fully refundable until sail date (except A la Carte tours which remain fully refundable up until 36 hours before the excursion) and must be purchased in advance of sailing to enjoy the maximum savings.

See www.oceaniacruises.com.au.

Discover the World expansion

DISCOVER the World Marketing has created a new Global Sales Division headed up by its vp of Global Sales, David Lee, who is based in Arizona.

Coxy on the Rhine with APT

THE host of Channel Seven's *Coxy's Big Break*, Geoff Cox has signed on to host APT's 14-day Rhine-Rhone-Moselle cruise which departs 02 Aug 2012, and is priced at \$7,495pp/ts.

See www.aptgroup.travel for details.

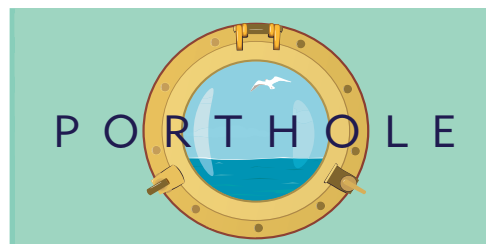
Agents love P&O webinars

AGENTS from across the country have responded in droves to P&O Cruises' new webinar series, with Complete Cruise Solution director of Sales, Don Clark, saying the numbers show agents are clearly keen to learn about the latest cruise offerings and product updates.

The new webinars cover the key features of the cruise line's latest 2013 holiday program, which includes 61 departures from Brisbane and Sydney between Apr-Sep 2013, talking agents through the highlights and providing the opportunity to ask questions about the itineraries and ships.

"It's really encouraging to see so many agents interested in learning more about our new program so they can boost their cruise sales," said Clark.

For webinar info visit www.myccs.com.au.



GET onboard!

Rather than beating down court-room doors or stalking out his home, many Italian citizens are choosing humour to express their anger at the disgraced Captain of the *Costa Concordia*, Francesco Schettino, snapping up a new line of tshirts which sport the words "Vada a Bordo, Cazzo".

The line is taken from the now world famous conversation between the Harbour Master Gregorio De Falco and Schettino, where Falco ordered the latter to get out of his life-raft and back onto *Concordia* to coordinate rescue and relief efforts, and translates to "Get back onboard, damn it".

Now a national hero, Falco has played down his heroics telling media he was just doing his job.



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Bermuda's cruise gamble

AUTHORITIES in Bermuda are hoping to get a Bill passed to allow cruise lines to keep their casinos open whilst in port.

The move is designed to bring more ships into port (which has this year seen a significant drop in cruise calls) with the incentive of increased onboard revenue from passengers.

Speaking to local media, Bermuda Transport Minister Derrick Burges, who is introducing the Bill, said "Bermuda is one of the few ports in the world where ships routinely have multiple night stays and currently the requirement is that the casinos and shops must remain closed while the ships are in port".

"This has a huge effect on on-board revenue," he added, saying that one solution would be to allow casinos to open between 10pm and 5am.

In terms of onboard shop closures, Burgess told media that keeping them open may be an option explored in the near future.

Slightly less scenic South Africa

CRUISE ships calling in South Africa's Cape Town will now have to berth at Duncan Dock in the main Cape Town harbour, instead of the world famous Victoria and Alfred Waterfront.

According to reports the change is due to "security concerns" by South Africa's Dept of Home Affairs, who have deemed Duncan Dock a more "secure area not open to the public".

The decision has not gone down well in all sectors, with some tourism pundits worried that the move away from the V&A Waterfront, with its scenic backdrop and close proximity to shops and restaurants, will impact Cape Town's reputation.

"We are obviously uneasy about the possible impact of this ruling on Cape Town's status and reputation as a cruise tourism destination as well as on tourism revenues to the city," the committee member for tourism events and marketing, Grant Pascoe, told local media.

Vessels scheduled to call into Duncan Dock over the coming months include: *The World, Silver Wind, QM2, Seabourn Quest, Silver Whisper, Silver Spirit, Explorer, National Geographic Explorer, Athena, Asuka* and *Ocean Princess*.

Silversea knows its fine wine

RENOWNED wine experts Lyn Farmer and Richard Nurick have signed up to host Wine Programs onboard six Silversea sailings this year.

Farmer will host programs onboard four departures including: 04 Feb, *Silver Shadow*; 01 May, *Silver Whisper*; 13 Aug and 22 Dec *Silver Cloud*; whilst Nurick will host programs on *Silver Whisper's* 26 Jul and 04 Aug sailings.

P&O UK celebrates 175 years

A SPECIAL book commissioned by P&O Cruises in the UK to celebrate the company's 175 years of maritime heritage has hit stores worldwide.

The book titled *P&O Cruises: celebrating 175 years of heritage* tells the official P&O story from its beginnings in 1837 through to the present day.

"The cruise line's ships have seen service in two world wars and the Falklands war, and, in peace time, have inspired loyalty and great affection in their passengers," P&O said in a statement.

The book retails for £25 (approx A\$37), and is available through book retailers internationally (the book's ISBN number is 978-1-4456-0596-8).

MSC to move in the Caribbean

MSC Cruises is aiming to make Port Miami its homeport for voyages to the Caribbean from Sep next year.

The move, which company President Richard Sasso described as "very exciting", is dependent on approval from the Miami-Dade Board of County Commissioners, and will see MSC signed exclusively to the port for three years.

New Moorings in Tahiti

THE Moorings crewed yacht charter company has added a new addition to its Tahiti fleet, a spacious 58-foot catamaran.

The catamaran features three guest staterooms with ensuite bathrooms, as well as a spacious saloon with TV/DVD settee and circular dining table, and a fully equipped kitchen (with onboard chef), see www.moorings.com.au.



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APT enjoys the Dawn with Princess Cruises



TO celebrate the dawn of Princess Cruises inclusion in APT's product portfolio, APT's sales team recently had the opportunity to experience first hand what the cruise line has to offer, with a two night educational onboard *Dawn Princess*.

Sailing from Sydney to Melbourne, the team were able to really get to know the ship, and indulge in the many dining options, as well take in a few shows, check out the bars and retreat to the gym to work off the calories.

The lucky team is pictured above onboard *Dawn* (back row from left) Graeme Werner, Scott Ellis, Jo Ellies, Walter Nand, Peter Balmer, Janelle Ramsey and Matthew Lunn (front row from left) Kellee Gilmour, Jill Lance, Julie Simpson, Karen McLaren, Sandra Cahill, Melissa Pridham and Amanda Clifton.



Face to Face: Julie Denovan

Director Business Development, Australia & NZ, SeaDream Yacht Club

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

How did you get into the cruise industry?

Like many good things in life, it was a happy accident. I had spent many years representing a luxury hotel group. A friend went to the SeaDream launch, loved the product and thought I would too. He was right!

What is the key to your success?

SeaDream is a small company and everyone is committed to exceeding guests' expectations. We don't advertise so we rely on "word of mouth", and happy clients are the key to our success. Their enthusiasm for our niche "yachting not cruising" concept has been infectious!

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

Seven, which is simply not enough!

What is your favourite destination, and why?

The Mediterranean – it is just made for cruising and *SeaDream I* & *SeaDream II* can visit small and interesting ports and avoid the crowds.

What was your most memorable moment on a cruise?

Sailing into Valetta harbour in Malta at sunrise. The Captain said it was one of the world's most impressive harbours and it did not disappoint.

How do you spend days at sea?

SeaDream offers a full day in port, and as most ports we visit are small, you do really have time to explore and get a "sense of place". Usually I walk the port in the morning, or maybe take one of the SeaDream bikes for a ride. I am back on board for a late lunch and then find a nice quiet spot on deck to read, before a massage in the Spa. Then I am ready for cocktails around the pool, and dinner "under the stars".

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

Croatia has been "warm" for a while and is a great country to explore by sea. Itineraries to this region that also include ports in Albania and Slovenia are popular.

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

The freedom!

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

There is a great array of product out there and there is a cruise to suit everyone. I think many men in particular, equate cruising with a type of water torture. They think they will be controlled and not free to spend their holiday as they wish. Nothing could be further from the truth onboard SeaDream.

Describe your perfect cruise in 25 words or less.

A good mix of like-minded passengers from various countries, the weather is perfect, and my email volume is light!

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

Be passionate about what you do and opportunities will come your way.



Julie's Cruise Favourites!

Ship: *SeaDream I* and *SeaDream II*

Ship Activity: Sipping a cocktail on a balmy night off the Amalfi coast

Shore Excursion: A day in Tunisia with a visit to Carthage

Favourite region: Anywhere in the Med.

Port: Montenegro

Onboard Food/Drink: Champagne and caviar, of course!

Perk of the Job: Enjoying what I do. Introducing a skeptic to cruising and having them re-book onboard makes my day!

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