

CRUISE

WEEKLY



Thursday 11 October 2012

Orient Express debuts cruise system

Orient Express Travel Group has released a new cruise offering, Express Cruises.

MEMBERS of OETG's Select and 1Independence

travel agency groups, OETG's Express Cruises now have exclusive access to a custom-designed B2B cruise selling platform featuring content for more than 44 cruise lines and a unique range of ocean and river cruise packages.

According to the group's executive general manager, Ari Magoutis, the new development will make frontline transacting of cruise search, quote and booking as efficient as possible.

The cruise line content, including sailings, ship data, deck plans, destination and route information, is contained in a single interface, along with fly/cruise and cruise-only packages, which are loaded daily.

"We are very excited in launching Express Cruises, which has been developed for our members to deliver a fantastic B2B product that's easy to use and backed up by great service," Magoutis said.

OETG has partnered on the project with the Cruise Marketing Group.

Fred Sparksman, director of CMG, said he was "delighted to deliver a total cruise solution to OETG members and we look forward to mutually growing a profitable business relationship."

Tosca tops Egypt's vessels

EGYPT'S Ministry of Tourism has named Uniworld Boutique River Cruises' *River Tosca* as the "Best Cruise Ship".

The title was bestowed on *Tosca* to commemorate international World Tourism Day, and saw the vessel beat nearly 300 other cruise ships sailing the Nile River.

AUSTRALIA'S GLOBAL WOW Sale
4 days only!
Sunday 14 - Wednesday 17 October

All worldwide cruises

Up to US\$200 Onboard Credit*

Half price deposits*

Save up to \$1720*pp

[Click here for more](#)

P&O to visit Moreton Island

QUEENSLAND'S Moreton Island will receive its first-ever cruise call in Mar next year from P&O's *Pacific Jewel*.

"Moreton Island is on our doorstep literally, but there are still so many Australians that have never been there," said Carnival's Ann Sherry.

P&O will run six cruises to Moreton Is next year, as part of a four-night itinerary from Sydney.

ALL THE CRUISE NEWS

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

BE REWARDED FOR EVERY BOOKING

GIFT CARDS & A WEEKEND AT EMIRATES WOLGAN VALLEY RESORT & SPA ON OFFER

Click Here For Details



OCEANIA CRUISES
Your World. Your Way.

TERMS & CONDITIONS APPLY

REFRESH

Join our 15 minute webinar for a refresher on Viking's amazing \$995 air deal and fabulous Early Booking Discounts and bonuses.

Register now: Fri, Oct 12, 2012, 8:50 AM - 9:05 AM AEDT

Once registered you will receive an email confirming your registration and information you need to join the webinar.



VIKING RIVER CRUISES
Exploring the World in Comfort

SAVE \$500 PER PERSON
ON 2013 GROUPS DEPARTURES



ONE IN TEN PASSENGERS TRAVELS FREE

Contact groups@globusfamily.com.au or phone 1300 330 334

OFFER EXTENDED TO OCTOBER 31

Click Here to download groups flyer

AVALON WATERWAYS

INTERNATIONAL CRUISE COUNCIL AUSTRALASIA

Cruise News & Views



*This weeks column comes from ICCA Training & Development Manager, Peter Kollar.

Upgraded Azamara chases Aust market

Azamara Club Cruises expects its new open bar policy and free night events will draw in record numbers of Australian clients.

SPEAKING to *CW* from Miami this morning, Edie Bornstein, the line's senior vice president of sales and marketing, was confident that the expanded range of amenities on the soon-to-be-refurbished *Azamara Journey* and *Azamara Quest* would boost Australia's position as its "number three" key market.

"We love the Aussies and they love us, especially our Asian itineraries, and we know they like a beer, so we see our Australian numbers growing," she said.

The company announced last week that it would soon roll out complimentary "AzAmazing Evening" shore events, as well as complimentary standard spirits, wines and beers throughout the ships' bars, commencing with the 2013 Europe season.

According to Bornstein, the introduction of AzAmazing Evenings was aimed to highlight that Azamara is the only ocean cruise line to feature late-night and overnight stays in port on 100% of voyages.

"Brand awareness is our biggest challenge," she said.

"But we listen to our guests and they asked for an authentic experience, immersed in a destination."

Bornstein said travel agents should tell clients which "totally customised" AzAmazing Evening would be featured on sailings in their preferred destination.

"Australian agents can look at cruisingpower.com, our one-stop-shop, to see the AzAmazing Evening listings per voyage," she said.

Azamara's newly released 2014 program comprises 72 new cruises, ranging from four to 17 nights, visiting 240 ports throughout Europe, Asia, Central and South America, the Caribbean and the US west coast and includes a record 45 maiden port calls.

Pricing will increase "slightly" next year, Bornstein said.

"But we know we are absolutely the best value proposition in the upmarket to luxury travel space, not just in cruising."

As for Azamara Club Cruises ever coming to Australia, Bornstein replied: "It's safe to say it won't happen before 2015, unless we get the extra tonnage."

"Of course, we would like to grow our brand, so I always say this is 'subject to change.'"

The other side of cruising

The last few years have seen the exponential development of cruise line innovations in hardware design and in the onboard experience, so it's hard not to focus on these exciting improvements when we are promoting cruising in the retail sector.

But I do want to take this opportunity to point out the other side of the coin in cruising, the shore-side experience, something that is often neglected in sales dialogues.

A typical Mediterranean itinerary of 10 ports in a 12 night cruise has 193 hours of "awake" time (7am to midnight).

Of this, 116 hours or 60% is spent in port.

This figure is even greater when you consider boutique cruise ships and river cruise holidays which are even more port focused.

Highlighting this in your sales dialogue to your clients is just as important as describing the cruise experience itself.

When you are promoting a cruise make sure that you become familiar with the land component of the itinerary as not only is it a main aspect of the experience, it is a key component of the emotional hook that entices customers.

Pick a couple of the ports of call and really research them, learn about the shore tours on offer as well as how your clients can explore on their own.

Remember that it's important to "paint the picture" for the client so that they can see themselves in it.

The ICCA regularly runs Cruise Geography modules.

Not only is this a mandatory component of ICCA Accreditation, but a great way to brush up on your knowledge.

AUSTRALIA'S
Premiership
VOYAGER OF THE SEAS



Travel Agent Exclusive!

Win a cruise worth \$5500

Ends Fri 26 Oct

[CLICK HERE FOR MORE](#)

Royal Caribbean INTERNATIONAL

GRAND YANGTZE - VICTORIA CRUISES

19 DAYS FULLY INCLUSIVE
Shanghai - Yangtze River Cruise
- Chengdu - Xian - Beijing

From **\$5,820** p.p twin share
ex Syd, Mel, Bne, Adl & Per. Departs 16 Apr 2013

- ✓ Return international economy airfares
- ✓ All meals and accommodation
- ✓ Transportation, entrance fees & sightseeing
- ✓ National Escort &/or English-speaking guides
- ✓ Visa fees for Australian passports
- ✓ Taxes, Fuel surcharge and tipping

Wendy Wu Tours
Just say 'Wu'

Call 1300 727 998
wendywutours.com.au

Price is per person, twin share ex Syd, Mel, Bne, Adl & Per. Airline fuel surcharge and tipping included and subject to change. Advertised prices based on Grand Yangtze departing 16 Apr 2013. Additional departures available. Seasonal surcharges apply. Prices and availability correct as at 8 Oct 2012 and are subject to change. Tour details and booking conditions as per Wendy Wu Tours 2013/14 China brochure. Wendy Wu Tours Lic No 2TA4792. 8998K.

Copenhagen joins ICCA

CRUISE Copenhagen has become the first northern European organisation to join the International Cruise Council Australasia.

“We’re looking forward to working closely with Australian agents through the Cruise Council to help build awareness of Copenhagen further,” said the Director of Cruise Copenhagen Network Bo Larsen.

Grande Mariner fails CDC

THE US Centres for Disease Control has given Blount Small Ship Adventures’ 96-passenger *Grande Mariner* a failing mark of 75 during a surprise inspection.

According to the CDC, the vessel fell short of standards when it came to food temperatures storage, preparation display, service, transportation; as well as malfunctioning dishwashers; and unclean equipment and utensils.

Responding to the poor report, the Blount said its crew have been reeducated “on items related to procedural issues and proper procedures will be followed going forward”.

Newcastle gets cruise app

AUSTRALIA’S port of Newcastle has debuted a new smartphone app which will allow cruisers to access information on regional attractions and tours before they reach the port.

Speaking to radio host Aaron Kearney this week, the ceo of Newcastle Port Corporation, Gary Webb said that this season Newcastle expects to receive 10 ships “and more than 26 bookings”.

“Newcastle has got excellent facilities compared to the rest of the world,” he said.

The new app hopes to tap into visitors to the port before they arrive, with Webb saying that he was “surprised to hear that only 20% of passengers have already booked their shore excursions prior to arriving”.

To access the new Newcastle smartphone port app visit www.cruisewcastle.com.au.

The World at Eastport

MAINE’S Breakwater Pier scored its first visit by the residential cruise ship *The World* this week, with the vessel staying in port whilst guests explored the area for a full day.



P O R T H O L E

IN the world of cruising, having the latest and greatest food and beverages is of the utmost importance, however **CW** expects cruise lines may steer away from one new beer crafted by an American brewery titled Rocky Mountain Oyster Stout.

Made using bulls testicles, the beverage was actually conceived as an April Fools joke where the company put out a spoof video which claimed it had made a bull testicle beer.

“When we sent out the press release and the video link last April, we heard from brewers and beer writers who thought the beer was for real and loved the idea,” said head brewer Andy Brown, adding “So we’ve turned our joke into a reality”.

The beer is described as a foreign-style stout, slightly viscous, with hints of chocolate syrup, espresso, and a savoury umami-like note.

WIN A 7 NIGHT COSTA CRUISE FOR 2!



Over part of September and October, **Cruise Weekly** is giving one lucky reader the chance to win a 7 night cruise, courtesy of **Costa Cruises**. This amazing prize is valued at over \$4,000 and includes a 7 night cruise on board Costa Victoria from Singapore to Malaysia and Thailand in an Ocean-view Premium twin cabin.

Costa Cruises has been operating for over 60 years and offers the best in Italian style, hospitality and cuisine. Relax in the sun, shop up a storm in designer fashion boutiques, or be treated to exclusive entertainment, including the world’s most renowned Michael Jackson impersonator!

To win this dream holiday, send in the most creative response in 50 words or less to the question below.

Why do you want to win this dream holiday on Costa Cruises?

Email your answer to costa@cruiseweekly.com.au Visit www.costacruises.com.au for more info.

[Click here for Terms and Conditions](#)



Star chef cruising to Oz

CRYSTAL Cruises has secured the expert services of renowned chef Luca Fantin, of the 5-Star Bulgari Ginza Tower restaurant, Il Ristorante in Tokyo.

As such, Fantin will join *Crystal Symphony's* 17 Jan Koalas & Kiwis Food and Wine themed voyage as a guest expert.

Joining Fantin will be culinary master Chef Damien Pignolet, wine expert Eugenio Jardim, and Master Mixologist Tony Abou-Ganim, with the quartet all set to present a series of complimentary, on-board culinary enrichment programs about the area during the 12-day voyage.

"Australia and New Zealand are fantastic destinations for foodies," said Crystal's vp of Food and Beverage Operations, Toni Neumeister.

"We're thrilled to welcome such a high caliber of food and beverage experts aboard to underscore the tremendous flavor of the itinerary, Neumeister added.

P&O's British style

P&O World Cruises has named British design firm Richmond as the team to oversee the interior design of its newest vessel, due to debut in 2015.

Construction at Fincantieri shipyard has begun this month on what will be the cruise line's biggest ever vessel, carrying 3,611 guests.

According to P&O UK, Richmond (who has worked on projects such as The Langham London, Mandarin Oriental Hyde Park and the Fairmont Montreux Palace, Switzerland), will create a "stunning statement across the entire ship's interiors".

"They will imbue the ship with a cohesive personality which works across all the public areas," said P&O UK md Carol Marlow.

"Richmond's designs will add an elegant and timeless Britishness to appeal to everyone who steps on board and will facilitate an excellent evolution of the P&Oness our passengers know and love," she added.

Celebrity gets Reflective

CELEBRITY Cruises can now boast of its five Solstice Class vessels, following the delivery of *Celebrity Reflection* this week.

Following the handover, *Reflection* departed yesterday on a two-day debut cruise for selected guests which ends today in Amsterdam.

Reflection will now debut three Mediterranean sailings before heading across the Atlantic to begin the ship's first Caribbean season, with her naming in Miami slated for 01 Dec.

Pictured below during the handover is (from left) Nicholas Pagonis, Captain *Reflection*; Richard Fain, CEO of RCCL; Bernard Meyer, managing partner of Meyer Werft; and Michael Bayley, Celebrity Cruises president.



INFINITY CRUISE WHOLESALE CONSULTANTS - BRISBANE

Infinity Cruise, a wholesale division of FCL, are seeking cruise experienced consultants. We offer a market leading salary & a fantastic benefits package.

- Do you have exceptional cruise knowledge and travel experience?
- Galileo & Calypso an advantage
- Immediate start

Then join Infinity Cruise today, and take your career to the next level.

Applications in writing to: steve_paterson@flightcentre.com

Valencia's new terminal

THE Spanish port of Valencia has recently opened a new Passenger Services Terminal, which it says will cater to around 500,000 cruise passengers by the end of 2013.


The new terminal, located on the King Juan Carlos Royal Marina, features an array of guest amenities, including restaurants and shops, as well as transport options such as busses and a tram to the city centre.



JUST ONE THING COMPLETE TO WIN \$1,000

FOR YOUR CHANCE TO WIN ENROL TODAY! MYCCS.COM.AU

*For full terms and conditions, please visit www.myccs.com.au

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 

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.