

CRUISE

WEEKLY



Thursday 25 October 2012

Sydney now greets its cruise visitors

Sydney just got friendlier, with the introduction of volunteer cruise ambassadors during the 2012/13 wave season.

ANNOUNCED at the official launch of Sydney's international cruise ship season yesterday, held outside the iconic overseas passenger terminal, the initiative will see a fleet of friendly volunteer ambassadors welcome cruise holidaymakers who step off ships and onto Sydney's foreshore.

Organised by the City of Sydney and Destination NSW, the welcome squad includes seasoned volunteers who served the city greeting international visitors during the Sydney 2000 Olympics and Paralympics.

In addition to welcoming smiles, the team will provide cruise visitors with expert advice

about the city's highlights, what to do, where to go, the best shopping, and how to get around.

Announcing the initiative, Sydney Lord Mayor Clover Moore lauded the volunteer program as an essential part of the cruise season, which will see a record 265 international and domestic ship visits to the city.

"The cruise ship and tourism industry provides an important boost to our local economy," Moore said.

"Our ambassadors ensure that when visitors arrive in Sydney, they are greeted by a friendly face and a depth of local knowledge so that they can get the most out of their visit," she added.

Meanwhile, also present at the launch, Ann Sherry, CEO of Carnival Australia, praised the initiative, saying the volunteers will play a significant role in visitor experience.

The volunteers will be busy welcoming cruise visitors between now and Apr 2013.

Oceania changes Alaska

OCEANIA Cruises has added a new 14-day Pacific Exploration voyage roundtrip from Seattle on 4 Jun to its 2013 Alaska sailings on *Regatta*.

The new itinerary includes calls to Kodiak, Hoonah and Seward as well as cruising Alaska's Inside and Outside Passages and the Hubbard Glacier.

The new voyage combines two originally scheduled seven-day sailings on 4 Jun and 11 Jun 2013.

The company also amended its 28 Jun and 5 Jul 2013 Coastal Alaska sailings to now begin and end in Seattle, in response to feedback from the line's clients and travel partners.

Singapore opens terminal

THIS week saw the official opening of the key Asian cruise facility, Singapore's new Marina Bay Cruise Centre, which can accommodate the world's largest megaliners.

Singapore already has two ports, but the new location near the financial district is more convenient and scenic.

Previously, large vessels had to dock at a cargo area, half an hour's drive from the city.

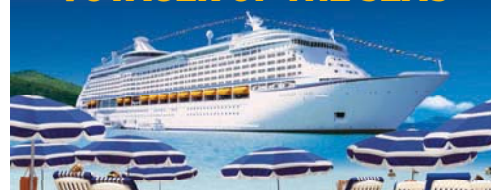
The launch was attended by Singapore's Deputy Prime Minister Teo Chee Hean as well as cruise line executives from major cruise lines.

ALL THE CRUISE NEWS

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

PLUS check out **page four** for a full page of photos from *Carnival Spirit's* Sydney sailaway.

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Cruise News & Views



Peter Kollar, ICCA Training and Development Manager

Silversea rebrands expedition ship

The newly named *Silver Galapagos* will be focused on green tourism in the World Heritage-listed archipelago.

Galápagos National Park Service), providing up-close encounters with the wildlife.

Other activities include swimming and snorkeling, hiking through mangrove forests and across volcanic fields, and spotting wild flamingos (in season).

Silversea Expeditions includes ocean-view accommodation, butler service, complimentary drinks and all gratuities.

For details, see www.silversea.com.

ANNOUNCING the new name of its second small adventure vessel, Silversea claimed it would be the only luxury expedition ship offering socially and environmentally responsible ecotourism to the Galápagos islands.

The line also revealed that bookings are set to open in a few weeks, in mid-Nov, for the program of seven-day itineraries commencing in late Sep 2013.

According to a statement by Silversea, the new name signals the company's intent to maintain a consistent level of elegance throughout its fleet, and will take effect after the all-suite, 100-guest vessel undergoes a major refurbishment in next year.


Currently sailing as the *Galapagos Explorer II*, the ship's hull has already been painted the same dark blue as *Silver Explorer*, Silversea's other expedition ship.

"The Asia Pacific region represents the second largest market globally for our luxury expedition cruises," said Karen Christensen, general manager and director sales and marketing Australasia.

"The addition of *Silver Galapagos* to our fleet next year will open up many new opportunities for our experienced guests to discover one of the world's most pristine environmental destinations and its amazing wildlife."

The two core itineraries sail Saturday to Saturday, roundtrip from Baltra Island, with one route via Santiago, Bartolomé, Isabela, Fernandina, Floreana, San Cristóbal, and Santa Cruz; and the other route encompassing Santa Cruz, Genovesa, Seymour Norte, San Cristóbal, Española, and Plazas Sur.

Complimentary shore excursions are guided by an expedition team (certified by the




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The World Cruise Experience

I've been very fortunate in my 12 years at sea to have been part of 5 World Cruises.

For any person who has this life journey on their bucket list, here are some reasons why you should keep those dreams alive.

Affordability – contrary to stereotypes, a World Cruise can cost as little as \$180pp/day on a 4-star cruise line.

With that are many supplemental perks that come with being a World Cruiser, such as gifts, events and special dinners.

Changes – cruise lines are very conscious of rotating your onboard experience, from different entertainment productions, onboard lecturers, regional menus, gift shop stock, activities, etc.

No sector is ever the same!

World Destinations – let's face it, as you cruise the globe across the world's oceans, you will experience history, culture, scenery, arts and architecture on such an assorted scale that your connecting neurons will develop a more rounded global perception.

I call cruising the "tapas of travel" as you get to taste the experience of so many different global regions. It really is priceless!

Community spirit – OK, this for me has been the pinnacle of the experience which you can't read in a brochure.

During that 2½ month period you develop a bond with fellow passengers and crew that is life lasting; sharing experiences on exotic tours, revelling together during onboard events, exchanging stories while dining.

For any retail agents the above are great points to relay in any selling dialogue.



Yearning for a world-class pleasure cruise?



دائرة السياحة والتسويق التجاري
Department of Tourism and Commerce Marketing



Imagine a seafood cruise

IMAGINE Cruises has launched a new two-hour seafood dinner cruise aboard the catamaran, *Imagine*, departing from Nelson Bay at 5.30pm every day until Mar 2013 and then at 4.30pm through Apr and May 2013.

The seafood BBQ includes fish, garlic prawns and salad with dessert later served under sail, and is priced at \$39 for adults and \$20 for kids. See www.imaginecruises.com.au.

HAL marks record Oz season



YESTERDAY marked a milestone for Holland America and its relationship with Australia, with the arrival of the celebrated *Oosterdam* in Sydney Harbour.

Oosterdam's presence marks the first time that the company has brought one of its Vista-class vessels to Australia for an entire summer wave season.

Pictured above celebrating a new partnership is (from left) Jason McGregor, Sydney Ports; Tony Archbold, HAL director of sales; Jerrol Golden, International PR Manager for HAL; and Bob de la Land of Sydney Ports.

For more on *Oosterdam*, check out next Tue's **CW**.

ACL breaks records

AMERICAN Cruise Lines has announced record sales in Aug, Sep and Oct, and high early-occupancy levels, ahead of the US wave season and fourth quarter.

Each of the past 10 weeks has broken previous company sales records.

ACL has since scheduled more of its most popular cruises in response to demand.

Timothy Beebe, vp of American Cruise Lines attributes the sales growth to ACL's strengthening travel partner relationships.

"We are working with more new travel agents and our existing travel partners are booking more cruises than ever," he said.

ACL recently launched a new paddlewheeler, *Queen of the Mississippi*, and has ordered another new vessel to enter service in 2014.



LANDLUBBERS ahoy!

CW received an unusual delivery of tea this week, as part of P&O's Landlubbers campaign that cruising can be anyone's cup of tea.

The tea came in six flavours, each one corresponding with a former landlubber that was converted to cruising after taking a P&O voyage.

To view their stories visit landlubbers.com.au.



Compagnie's summer 2013

COMPAGNIE du Ponant has debuted its summer 2013 brochure, featuring a line-up of voyages taking in The Great North, Canada, Mediterranean Northern Europe, The Baltic and Asia.

Highlights of the program include new itineraries in Asia, commencing in Oct 2013 aboard *Le Soléal*, incl first-ever calls in Japan.

The program also includes new themed cruises ranging from golf, music, food, wine and beauty.

See www.traveltheworld.com.au.

Seabourn bag tags

FROM this month, Seabourn Club members who have achieved Silver, Gold, Platinum or Diamond membership levels will receive new luggage tags with their printed final documents.

First-time guests and Club members who have sailed fewer than 20 days will continue to receive two of the brown tags per person.

Members who have achieved Silver level membership or above will receive two new glossy black luggage tags embossed with the Seabourn Club logo and their membership level.

As a Club member achieves higher membership levels, new luggage tags reflecting the change will be sent with final documents for their next voyage.

All guests, including those who opt for digital e-documents, will receive a set of two pre-printed, self-adhesive paper luggage tags that are meant to be attached to their luggage pier-side for final delivery to their suites onboard.

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Agents get into the *Carnival Spirit* in Sydney celebrations

LAST Friday a whopping 2,000 excited Australian travel agents descended on Sydney's International Passenger Terminal to get their first taste of the city's newest entertainment quarter, *Carnival Spirit*.

Revelry was in the air as the agents took on all 12 decks in their endless quest for fun and adventure, and they weren't disappointed, with the ship sporting something



Above: Christie Summerhill and Stephanie Oak from Cruisescene North Ryde; Jean Summers, Clean Cruising; Kimberley Neville and Carla Chidiac, Cruisescene North Ryde.

for everyone, from mini golf, to Carnival Waterworks and Green Thunder, the swinging Shanghai Piano Bar, Casino, and Superstar Live Karaoke to name a few.

Carnival also hosted a Zen to Adrenalin treasure hunt across the ship, giving the agents the chance to win one of three cruises, as well as a Sydney Sailaway Party, Mexican Fiesta, Caribbean Beach Party, Piano Bar Sing-a-long, Single and Ready to Mingle party, and Skyy's the Limit dance party.

The ship also offered agents the chance to enjoy the spa, soak up the sun with friends in Serenity, take in a Variety Music show, an adults only comedy show, Hawaiian Music fest, or rock along to a live Michael Jackson Music Show.



Above: Karen Jones, HWT Maitland; Mark and Julia van Huisstede, HWT Rutherford.

In fact, there was so much going on for everyone that even if agents started at 12pm and did not stop through the night, they would not have been able to take in everything that was on offer.

Speaking to media at a press conference onboard, Carnival Cruise Lines Australia and NZ director Jennifer Vandekreeke, lauded agents efforts in promoting *Carnival Spirit* joking "that's why we've let them take over the ship".

Quelling concerns over the possibility of the company amping up its direct to consumer sales channels Vandekreeke said "We 100% support out travel agents".

"They are the vast majority of our bookings, and they have done such a wonderful job so far". "We want to continue our travel agent partnership," she added.

Chiming in on the subject CCL president Gerry Cahill said that in the US only 19% of the company's overall sales are made through direct channels, "so the majority is still with agents".

When asked about the possibility of further future expansion of ships into other international markets Cahill told media that "Our intention is to expand".



Above: Tracey Goodall, Nicole Miller, Natalie Jeffers, Julia Enders and Noor Saloumi from Egecia George St Sydney.



Carnival Cruise Lines senior vice president guest operations Mark Tamis; Carnival Cruise Lines CEO and president Gerry Cahill and Carnival Cruise Lines Australia and NZ director Jennifer Vandekreeke.



Jenny Dwyers, Travel Managers Canberra and Maria Miller, Travel Managers Parkes.

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