



National Cruise Week a major success

Australia's largest cruise promotion has received a wave of support from travel agencies and cruise lines.

MORE than 1,000 agents and 29 cruise lines are crunching the numbers following the first National Cruise Week, which wrapped up on Sunday.

On the event's website, which was created specifically for the seven-day campaign, consultants in Australia and NZ expressed praise for the inaugural national promotion.

Kathy Pavlidis, of Gem Travel and Cruise, in North Croydon, Victoria said: "We had a record week of cruise sales and are over the moon about it – can't wait to do it all again next year."

Ryan Posa, general manager, Cruise Republic (Auckland and Melbourne), also reported a rise in booking numbers.

"And we picked up a lot more enquiry for product that we do not sell as much of," he said.

Robyn and Murray Sinfield, owner-managers of Home Travel Company in Tasmania, emphasised that the promotion was excellent publicity for cruising.

"We had a great week with incremental sales from the work we put into it with morning and afternoon tea sessions, daily newspaper advertisements showcasing the world of cruise."

Adam Armstrong, commercial manager, Royal Caribbean Cruises Australia, revealed that NCW had delivered the "second biggest

sales week in our history".

ICCA board member Andrew Millmore, who oversaw the project, told *Cruise Weekly* that NCW was "a great way to show that they're really working together to provide an unprecedented week of special offers across an immense amount of cruise styles and experiences."

Millmore also noted that the new NCW website made it easy for consumers to locate a convenient ICCA-qualified travel agency.

Brett Jardine, general manager, ICCA, said the project had been "on the drawing board for a couple of years", inspired by the success of similar promotions run by sister cruise associations CLIA (USA) and PSA (UK).

"Both of them have been very supportive and provided advice that should ensure we learn from all the success they have had in the past," he said.

Cruise Expo draws crowds

THE number of Australian holidaymakers who visited the Cruise Expos organised by Flight Centre, Escape Travel and Cruiseabout last weekend in Adelaide and Sydney, far exceeded expectations.

Approximately 3,000 visitors stopped by at Adelaide's Expo whilst 7,200 visited stalls at Sydney's Expo, according to Royal Caribbean Cruise Line Sales Manager, Peter McCormack.

"There was standing room only at our presentations and we were overwhelmed with the amount of people wanting to book their next cruise on the spot," McCormack said.

"Cruise expos are a great way to showcase our ships to potential guests and we spent the weekend answering many questions from interested Aussies," he added.

Hurtigruten extension

HURTIGRUTEN has extended its Early Booking deal until 30 Nov 2012.

The deal offers guests savings of up to 25% off voyages within its 2013 brochure, for bookings made by 30 Nov (the previous cut off date was 30 Sep).

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Cruise News & Views



Brett Jardine - General Manager, ICCA

Cruise Promotion Award

Today many of you will still be processing bookings following the success of our inaugural National Cruise Week!

For those that coordinated some form of event last week, consider using this material as part of a submission for **Agency Cruise Promotion of the Year** at the 2012 Cruise Industry Awards.

Nomination forms will be available early October so you have plenty of time to prepare.

The Agency Promotion of the Year award is open to retail travel agent members of the ICCA and is based on consumer cruise promotions undertaken in 2012.

The aim of this award is to recognize the most outstanding consumer promotion.

Potential finalists will be judged on the efforts and success of a specific FIT or Group Travel campaign as well as overall strategy of the campaign.

Nominations will be judged by an independent panel based on information provided using the following criteria.

- Promotion must be based on an ICCA Cruise Line Member
- Objectives of campaign
- Overall planning
- Target market
- Form of promotion
- Brand awareness achieved
- Personnel / partners involved
- Duration of campaign
- Results and how assessed
- Supporting material (copies of campaign material)

Finalists will be advised in January 2013 and the winner announced at the Cruise Industry Awards in Sydney on Saturday 9th February 2013.

Shoretours expands agent services

A leading Australian shore excursions company has added a dedicated group department and net rates for agents.

IN response to demand from local consultants, Sydney-based Shoretours.com.au has opened a group services department for travel agencies with clients cruising in Australian and New Zealand waters.

Director of the company, which launched in 2010, Hope Kramer, told *Cruise Weekly* that the boosted support would add further value to group cruises.

"We are consistently receiving inquiries from agents in order to provide something more to their clients so they can stand out and have them raving about their service.

"Group members already see themselves as special and having a unique need, so it pays to treat them as such for all parts of their cruise and provide them with a holiday or event they will never forget."

In addition, Shoretours.com.au has introduced net rates for agents "who wish to take their client's cruise package to the next level", Kramer said.

"Organise a private transfer to the pier, take on booking their pre-cruise or post-cruise accommodation, or have their shore excursions designed especially with their interests at heart, whether it be nature, adventure, food and wine or the beach."

Shoretours.com.au services are available for all Australian and New Zealand ports.

Queen Vic cancelled

CUNARD has cancelled the 03 Oct 'Adriatic Discovery Voyage' on *Queen Victoria* after problems with the propulsion system.

The UK-based ship suffered a mechanical failure on its latest Mediterranean cruise and was forced to sail at a reduced speed.

It will continue to operate at slower speeds for its other scheduled cruises, including today's departure of a 20-night European itinerary, until repairs can be completed in Germany.

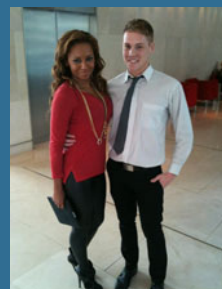
The ship will enter drydock in Bremerhaven and then return to service in time for its 19 Oct Caribbean cruise.

Passengers booked on the cancelled cruise have been offered an alternative Cunard sailing or a full refund, plus an additional 15% future cruise credit.

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Pictured left is **Mark Gamble** from **The Events Authority**, with **Mel B** (Scary Spice from the Spice Girls)!

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Discover the spirit of yacht cruising

Dine with NCL chefs

NORWEGIAN Cruise Line has this month unveiled a new intimate gourmet dining experience titled Chef's Table.

The experience is priced at \$75pp and is being rolled out fleet wide and involves a nine-course menu with paired wines, as well as a meet and greet with the vessels' food and beverage staff, a behind-the-scenes galley tour, one group photo and an individual photo with the executive chef.

Jewel collides with cable

A **CREW** member onboard *Jewel of the Seas* is recovering after being hit by falling debris when the ship collided with a cable that extends between Bordoy and Eysturoy Islands in the Faroe Islands.

The accident occurred last week whilst *Jewel* was sailing into the port of Klaksvik, with the cable damaging the vessel's mast, and some equipment which was attached to the mast.

The damage did not affect the seaworthiness of *Jewel*.

ICCA's New Horizons

NEW Horizons Holidays has become a member of the International Cruise Council of Australasia.

New Horizons is now one of only three Australian wholesalers to have a formal affiliation with the ICCA.

HAL partnership pays off



CRUISE 1st's preferred partnership with Holland America Line is paying off for cruisers with the duo having recently run a joint marketing promotion whereby all travellers who booked a HAL cruise went into a draw to win \$1,000 onboard credit.

The competition was promoted online, in the weekend papers, through social media, mail outs and signage at Cruise 1st's North Sydney retail store.

According to Cruise 1st, the efforts were rewarded, with sales for Holland America Line during the promotion period growing 10 fold on the same volume sold in August 2011.

"The intention of the campaign was to cement Cruise 1st in the minds of discerning cruisers, as the place to book their next Holland America Cruise, and the result shows that we did this in spades!", said Lance Batty, gm of Cruise 1st.

Pictured above is Lance Batty, gm Cruise 1st, and HAL's Anthony Cooper conducting the draw.

MICE onboard Athena

CLASSIC International Cruises is hoping to attract the MICE market with packages from \$470 onboard *Athena* when she arrives for the upcoming summer season.

The all-inclusive MICE day delegate packages aboard *Athena* include two nights' accommodation at sea, all meals and morning and afternoon teas, free venue and equipment hire, entertainment and a daily newsletter for delegates.

The packages can be used on any of *Athena*'s 17 Australian cruises this summer, with *Athena* able to offer meeting space for up to 200 guests, and discounts available for groups of more than 32 passengers.

See www.classicintcruises.com.



ROYAL Caribbean International has gone pink, announcing a partnership with toy giant Mattel to develop a range of events, amenities and gifts based on the world's most popular girl's doll, Barbie.

The liner will launch its "Barbie Premium Experience" across 22 of its vessels from Jan next year, with the program being implemented across the entire fleet by Mar and available as an optional add-on to cruise fares, priced from \$349 per girl.

The package will see the girl and her family travel in a stateroom decorated in Barbie's signature pink décor and will include a Barbie "Cruise Vacation" doll, a souvenir bag of accessories, and will give access to a kids club schedule packed with Barbie-themed activities including movie nights, tea parties and fashion parades.

Agent rate on Solstice

AUSSIE agents are being offered the chance to experience *Celebrity Solstice* on a one-night sampler cruise departing Sydney on 09 Dec for the agent rate of \$195pp inclusive of fees, taxes and gratuities.

The price includes accommodation in an oceanview stateroom, email Insidesales@rclapac.com for details.

Intrepid adds sailing

INTREPID Travel has added six new small group sailing adventures to its 2013 Europe programme.

The Adventures include a seven-day Sail Italy - Aeolian Islands cruise which explores the volcanic island of Stromboli, as well as Lipari, Panarea and the historic port of Milazzo in Sicily; and a seven-day the Sail Italy - Amalfi Coast itinerary which takes in Naples, Ischia, Pompeii, and iconic Capri; as well as a four-day Amalfi Coast cruise.

The new cruises also include an eight-day Sail Turkey Gocek to Antalya voyage along the Lycian coast.

The sailing adventures will depart regularly between Apr and Oct 2013 on fully-equipped yachts carrying a maximum of eight passengers.

For more details visit Intrepid at www.intrepidtravel.com/discover.

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Scenic agent famil deal

AGENTS are being offered the chance to join a 12-day Scenic Tours famil from St Petersburg to Moscow onboard *Scenic Tsar* for \$2,495.

As part of the price agents will be accommodated in a balcony suite, and will experience a Russian ballet performance, meet a real cosmonaut at the Memorial Museum of Cosmonautics, enjoy a traditional highlight lunch at the old-world wooden 'Podvorie', discover Moscow's Red Square, St Basils Cathedral, the Kremlin Armoury, visit Kizhi Island and view the Church of Transfiguration, and explore St Petersburg including Peterhof, Hermitage and Catherine's Palace.

Agents are also able to take a companion for an extra \$2,495.

For more details email Scenic Tours at famil@scenictours.com.

Oceania Cruises donation

OCEANIA Cruises has shown its charitable colours, donating US\$50,000 to Chefs for Humanity.

The charity was founded by Celebrity Chef Cat Cora, Godmother of the cruise line's new *Oceania Riviera*, and promotes nutrition education, and provides hunger relief and emergency and humanitarian aid to reduce hunger worldwide.

"We are delighted that Cat Cora is now part of the Oceania Cruises family," said Kunal Kamlani, Oceania Cruises' president.

"We are immensely proud of Cat's philanthropic endeavors outside the kitchen and the work she is doing to reduce hunger across the globe.

"It is an honor to make this commitment to Chefs for Humanity in celebration of her role as godmother to *Riviera*," he added.

All a twitter for Viking

VIKING River Cruises has launched a twitter account designed to keep the industry informed about all things Viking, including company news, training, sales tools and tips, service announcements, agent incentives and more.

Agents can follow Viking at [@VikingAgentAUNZ](https://twitter.com/VikingAgentAUNZ).

Clean Cruising scoops award

CLEAN Cruising has been named in the Top Ten TRAVELtech Amadeus Web Awards.

Clean Cruising was the only cruise website to be named in the top ten.

"We relaunched our website late last year and are very excited about the award," said Clean Cruising marketing manager Anna Marron.



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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.

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