



Celebrity Cruises' Millennium bug

Further engine propulsion problems have befallen the *Celebrity Millennium* in Alaska this week - which has now resulted in several cancellations.

FOUR upcoming voyages of the Celebrity Cruises vessel have now been cancelled in order for the line to rectify the malfunctions.

The latest engine drama has seen *Millennium* docked in the Alaskan port of Ketchikan, and comes one week after similar problems saw it delayed by three days in Seward, Anchorage.

The ship's next departures, originally scheduled for 23 Aug, 30 Aug, 06 Sep and 13 Sep will now no longer proceed in order for "unscheduled repairs" to be performed.

In an notice posted on its website, Celebrity Cruises apologised for the unforeseen issues.

"We are deeply sorry for this unexpected and disappointing development in our guests' upcoming vacation," the company said.

The latest instance saw *Millennium* cancel a port call at Icy Strait on its latest voyage, which departed from Vancouver last Fri.

A spokesperson for Celebrity Cruises said the ship was "capable of sailing without the affected unit" but that the captain has chosen to have the matter evaluated in port as a "safer and more prudent action".

Affected passengers on the disrupted Alaska voyage were flown home on charter flights organised by Celebrity Cruises from Anchorage and will receive a full refund and a future cruise certificate for 100% of the cruise fare paid for the 16 Aug departure.

The statement from the line said cruise certificates will also be provided to passengers booked on all of the four sailings yet to depart, however the value of these was not advised.

Following repairs, the 91,000-tonne vessel will resume service on 22 Sep from San Diego, operating a 15-night Panama Canal cruise to Fort Lauderdale, Florida.

Astor travel agent incentive

DAVID Jones gift vouchers to the value of \$50 are up for grabs for all new bookings on two upcoming *Astor* voyages ex Fremantle confirmed before the end of next month.

To earn a voucher, book a cabin on the ship's 35-night Cruise Around Australia, departing on 28 Jan 2014, or the 24-night Far East Delights sailing, leaving on 04 Mar 2014.

The 620-passenger *Astor* arrives at its new summer home of Fremantle in Dec for the first of at least three summers from the WA port.

Email info@cmvaustralia.com advising of booking details to claim your voucher.

New Princess Cruises Aus VP

BRINGING 15 years experience in the cruise industry, including 10 with Carnival Australia, Stuart Allison was last weekend named the new vice president of Princess Cruises Australia.

Allison replaces Alan Stuart, who departed his role as commercial director last month.

"Stuart's knowledge, passion and drive have been key in contributing to Carnival Australia's success over the past decade and we are delighted that he has been appointed to now lead the local team selling Princess Cruises," the line's president & CEO Alan Buckelew said.

Austria to launch *Illumination*

AVALON Waterways will officially christen its newest luxury Suite Ship in Vienna, Austria, with Australian television host Deborah Hutton to carry out formal Godmother duties.

The ceremony for *Avalon Illumination* - the company's eighth Suite Ship - will occur on the Danube next year, with the event supported by the Austrian National Tourist Office.

Illumination, like its seven sister vessels, boasts two decks of all-suite accommodation, which Avalon says offers 30% more cabin space than the industry average.

Avalon's 15-day Magnificent Europe itinerary, which is already one of the most popular among Australian travellers was a key reason for Vienna being selected as the launch city for the new vessel.

Illumination's christening will also mark Avalon's tenth year of river cruising & follows in the wake of *Avalon Expression*, which was christened earlier this year (*CW* 09 May).

Huge day for cruise news

Today's trade issue of *CW* features five pages of all the latest cruise information.

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Cruise News & Views...

Brett Jardine - General Manager

Positive feedback

I SPENT three nights onboard *Pacific Pearl* over last weekend as part of the P&O Partnership Summit and had the opportunity to spend time with a lot of CLIA retail members.

The feedback that preparation is well in hand for National Cruise Week (NCW) was extremely pleasing. A number of discussions revolved around events that agents are organising but the simple fact for me was that the level of awareness and enthusiasm for the week was quite overwhelming.

If you are not yet organised for NCW, don't despair, it is not too late but you do need to get on with it!

Remember, NCW runs from the 2nd to 9th of September and for CLIA members, don't forget we produced a Cruise Agency Support Pack (in the members area of the NCW website) which has a wealth of ideas and strategies to help you make the most of the World's Largest Cruise Promotion!

Hot off the press is a National Cruise Week poster, available from the members area of the NCW website. This can be downloaded as a print ready A0 size or you can order A3 posters that will be printed and posted directly to your store.

Congratulations to the entire team at Carnival Australia in delivering their annual Partnership Summit. The whole event was professionally and discreetly organised amongst at least 1500 paying passengers.

Expedia aims for US level of success

Georg Ruebensal, managing director Expedia Australia, believes Australia's cruise market penetration, only 0.3% behind the United States, will see the company thrive in its new venture into cruising.

"CRUISE has been a major success in the USA – it has proved very popular with our American customers and we've sent hundreds of thousands of them on holiday on the high seas," Ruebensal told *Cruise Weekly*.

"The exciting news is, given cruise penetration in Australia is reaching near American levels, we expect this product to flourish in this market as well."

He said this week's local launch of Expedia's cruise product is the culmination of an extended period of research and development.

"Projects of this nature do not happen overnight and a lot of work has gone into launching this product to ensure its relevance and value to our customers.

"Cruise holidays are continually growing in Australia and, as with everything we do, we want to ensure that we best serve our

customers with all their travel requirements."

More than 30 cruise lines are included in Expedia Australia's line-up, with further product to be added "depending on interest", Ruebensal said.

The new cruise product is not yet commissionable for members of the company's Travel Agent Affiliate Program, but this also remains open to change.

"Expedia goes to great lengths to support travel agents through our TAAP program & we are continuously investigating opportunities for TAAP and cruise," Ruebensal said.

Grand Ole Opry Experience

AMERICAN Cruise Lines has launched a new seven-night music-based cruise itinerary inclusive of tickets to a Leroy Van Dyke show at the famous Grand Ole Opry in Nashville, sailing aboard the *Queen of the Mississippi* vessel.

Two departures are available on 21 & 28 Sep, with the trip starting or ending in Nashville to coincide with the performance on 27 Sep.



Cruise Specials

2-9 SEPTEMBER 2013

With the 2013 **National Cruise Week** comes a range of extra special offers from cruise lines all around the world available from 02-09 Sep only.

- ◆ MSC Cruises has launched a "2nd Person Cruises for \$1" offer, valid for sale between 02-09 Sep on a selection of itineraries. Further earlybird deals on 2014 voyages in the Mediterranean, Northern Europe and the Caribbean are available, offering savings up to \$300pp if booked by 30 Sep.
- ◆ Further, early bookers for MSC Yacht Club sailings for late 2013 and early 2014 can save up to \$820 per cabin.

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“Cruise rookies” expected to double

P&O has launched a program to help agents boost sales to the booming numbers of first-time cruisers.

TWICE as many “cruise rookies” are tipped to come aboard over the next five years, according to P&O Cruises senior vice president Tammy Marshall.

In response, the company has introduced First Mate, a web marketing program that can be used by travel agents to create and monitor their own online advertising campaigns.

The new four-part suite includes a local online advertising tool, a branded flyer wizard, a new trackable EDM developer and an online financial reporting tool.

Announcing the news at Carnival Australia’s partnership summit over the weekend, Marshall said an estimated one million ‘new to cruise’ Australian passengers had taken to the seas over the past five years, which “could double in the next five years”.

“While cruising is booming, clearly the market potential is still enormous,” she added.

As recent research showed that only 7% of Australians holidaying for one week or longer choose to take a cruise, Marshall added “Our job is to help you target the missing 93%.”

The First Mate program will also give businesses the chance to leverage P&O Cruises’ campaigns within a defined

geographical area close to their business.

“It allows you to target within a 5km radius of your shop,” Marshall revealed.

The advertising tool can also be tailored to the agent’s choice of format, target demographic, campaign length and budget.

“The idea of First Mate is to provide agents with a virtual marketing assistant in their office,” Marshall said.

Access to the online tools will be free, with the program to be rolled out from Oct via www.myccs.com.au.

The launch coincides with a new online financial reporting tool for agents which would give agents deeper insights into their business performance.

The new system will allow agents to examine sales by passenger and revenue, analyse booking channels and view the Academy training status of staff, Marshall said.

MSC off to Canaries/Morocco

MSC Cruises has announced a new 14-night Morocco, Canary and Madeira Island Odyssey itinerary has been added to its 2013-14 range, sailing aboard the *MSC Armonia*.

The voyage also visits La Palma, La Gomera and Tenerife and is available from Nov 2013 to Mar 2014, priced from \$778pp twin share.

Galapagos air credit extended

ORION Expedition Cruises has extended a \$1,000 per person Air Credit offer valid on new bookings of selected Galapagos Island expeditions confirmed by 30 Sep.

In-depth exploration of the region is available aboard either the 48-passenger *National Geographic Islander* or the 96-passenger *National Geographic Endeavour*, both offering close-up encounters with local wildlife along with expert guidance from an expedition team. Phone 1300 361 012 for more information.

Agents cruise Indochina with Travelmarvel

RIGHT: This group of lucky Aussie agents have recently returned from an amazing sightseeing famil in Indochina, which included a luxury river cruise.

The group was hosted by Travelmarvel, who escorted the group aboard *La Marguerite*, the luxury vessel sailing from Cambodia to Vietnam.

Among many local highlights nestled in tiny floating villages and markets along the river banks, the agents immersed themselves in all of the popular attractions they could find, including the temples of Angkor Wat in Siem Reap and the Cu Chi Tunnels in Saigon.

Pictured above right after another busy day, from left is Jill Cable, Travelscene Belrose; Katie Luxa, Flight Centre Kelmescott; Jude Cathcart,



APT business development manager NSW/ACT; Rebecca Beuger, Jetset Rowville; Alison Payne, Harvey World Travel Mountain Gate; Brenda Simon, National Seniors; Rachael Montgomerie, Travelworld Port Lincoln; Simone McKenna, Jetset Bowral and Jennilee Vance-Smith from Our Vacation Centre.

RCI half off companion offer

ROYAL Caribbean has this morning released a special offer for 50% off second passenger cruise fares, available on a selection of eight Australia, New Zealand & South Pacific voyages.

Eligible cruise itineraries under the deal are operated by all three of the company’s ships visiting this summer - *Voyager of the Seas*, *Radiance of the Seas* and *Rhapsody of the Seas*.

To take advantage of the offer, book a full priced Interior or Oceanview stateroom, with sailings available from Oct to Mar 2014.

More details at www.royalcaribbean.com.au.

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Treat your Dad like a Princess

PRINCESS Cruises will next week launch a special Father's Day sale, offering staterooms savings of up to 40% on more than 25 cruise itineraries in Australia, NZ and Pacific Islands.

Onboard credits of up to \$100 are also on offer during the one week sale.

Fares include a six-night Tasmania voyage on *Sea Princess*, departing 20 Oct, with fares priced from \$799ppts - www.myccs.com.au.

Progress of Concordia refloat

CRUISE enthusiasts interested in keeping track of the uprighting process of the *Costa Concordia* can now do so via a new website.

The site features detailed diagrams of the process itself along with information on the companies involved and associated environmental concerns can all be viewed as updated at www.theparbucklingproject.com.

MEANWHILE, the exact date *Concordia* will be uprighting is still unclear, but management of the project team have said they expect the 8-10 hour process will be a successful one.

Microphones and cameras installed through the ship will be closely monitored, and once complete, the ship will take up to 10 months to be towed away.

Sun Princess drydock delays

MALFUNCTIONS to the switchboard on Princess Cruises' *Sun Princess* vessel has forced the line to cancel its 14-day 'Treasures of Asia' repositioning voyage from Singapore to Fremantle, which was due to depart this week.

The electrical gremlins resulted in an outage to an essential power supply which was required to operate all normal hotel operations such as air-conditioning units.

Prior to the switchboard malfunction, the 1,990-passenger *Sun Princess* had just completed a \$30 million upgrade to the ship's interior features, which included a redesigned atrium, new sushi and seafood restaurants and an upgraded Lotus Spa.

Cruise Weekly understands more than 80% of the passengers due to sail on the repositioning cruise were Australians, and in response, an eight-person Customer Care team was sent to Singapore to provide assistance to passengers.

Significant compensation is being offered to affected cruisers including full refunds of cruise fares, a 100% credit for a future voyage as well as reimbursement of travel related incidental expenses.

The ship will return to service on 03 Sep with its next scheduled departure from Fremantle.

Peregrine to sail Scotia Arc

A NEW 25-day expedition visiting some of the lesser travelled islands in the Antarctic chain, known as the Scotia Arc, is among the highlights of the new 2014-15 season release from Peregrine Adventures.

The itinerary, named Antarctica's Scotia Arc, departs from Ushuaia in Argentina, also visits the South Sandwich, South Orkney and South Shetland archipelagos.

Fares for the new voyage start from \$21,555pp triple share for Earlybird booking made before 30 Sep - a saving of 20%.

Voyages in the 2014-15 season will also, for the first time, be operated by new super-yacht *Ocean Diamond*, which accommodates 189 pax and includes an onboard wellness program.

Disney dress down for dinner

SHORTS will now be permissible as suitable dinner attire in the main dining rooms on Disney Cruise Lines' four ships, the line says.

A higher standard of dress will still be enforced at the adults-only Palo eatery, which is offered to guests at a surcharge, and the Remy French restaurant currently offered on Disney's two newest ships *Fantasy* and *Dream*.

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*Emirates will be launching one-stop flights to Stockholm from 4th September 2013 and Kiev from 16th January 2014.

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New Carnival Corp CEO cruises into Sydney

RECENTLY appointed Carnival Corporation CEO Arnold Donald this week arrived for a visit down under to learn more about the world's fastest growing cruising market.

Since being named in the role (CW 27 Jun), Donald said he would be spending his first months in the job listening, in order to best understand Carnival's operations around the world.

His visit coincides with the conclusion of the company's 2013 Partnership Summit, which took place last weekend aboard the P&O Cruises vessel, *Pacific Pearl*.

The new Carnival Corporation boss, Arnold Donald, is pictured above at Carnival Australia's North Sydney headquarters being greeted by Carnival Australia ceo Ann Sherry.

MEANWHILE, shortly after his arrival in Sydney, Donald conducted an interview with US business TV network CNBC's *Squawk Box* program, in which he discussed the forecasted growth outlooks for cruising worldwide and how to arrest falling cruise ticket yields - watch the interview at www.bit.ly/donaldcnbc.



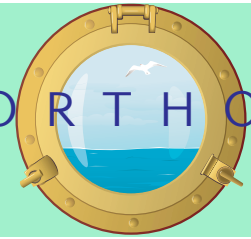
WWII Pacific Campaign cruise

CRYSTAL Cruises has launched a special voyage aimed at enthusiasts of World War II's Pacific Campaign battlegrounds at sea.

Sailing aboard *Crystal Serenity*, the historical voyage makes up the first part of the vessel's 2014 World Cruise, sailing from Los Angeles to Hilo, on the Big Island of Hawaii, also visiting Guam, Saipan, Okinawa and Yokohama.

Accompanying travellers on the sailing will be James Bradley, author of best-selling book *Flags of our Fathers*, which was turned into a motion picture directed by Clint Eastwood, along with Marina Islands historian Don Farrell.

P O R T H O L E



ALTHOUGH technically not a street, Google is now allowing intrepid couch travellers to explore the underwater marvels of the Great Barrier Reef and the Caribbean from their computers or lounge chairs.

Hundreds of thousands of 360° images of the reefs have already been taken as part of an ecological study into how they are coping with changing global climates.

Results from the study, conducted utilising Google Streetview camera technology, will be presented at an international ecology meeting taking place this week in London.

Professors from the University of Queensland carried out the research along with staff from the Caitlin Seaview Study.

Members of the public can also get involved, as scientists will be seeking help in identifying different species of organisms in the photography.

"Our work is showing some interesting observations, such as the lack of adaptation of reef communities to the changes that have occurred up until the present," UQ's Professor Ove Hoegh-Guldberg said.

Viking Grand European saving

UP TO \$1000 per couple can be saved off the normal price of a 15-day Grand European Tour with Viking River Cruises under a new special released by the line this week.

The itinerary sees guests enjoy sailing on the Rhine, Main and Danube Rivers from Budapest to Amsterdam or vice-versa, valid for departures in 2014 only.

Additionally, a Silver Spirits Beverage package is available for bookings made by 30 Sep, allowing unlimited premium cocktails, wine, beer, soft drink, juice and specialty coffees.

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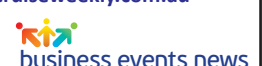
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