

# CRUISE

WEEKLY



Thursday 7 February 2013

## Grand New Zealand trip

**GRAND** Pacific Tours is promoting its 23 day Best of New Zealand by Cruise & Luxury Coach holiday, with the **last page** detailing the tour which includes a 12-night *Celebrity Solstice* voyage from Sydney to Auckland.

### ALL THE CRUISE NEWS

Today's trade issue of *Cruise Weekly* features five pages jam packed with all the latest cruise industry news plus a full page from **Grand Pacific Tours**.

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## Astor to be based in WA next summer

The UK's Cruise & Maritime Voyages plans to expand into the Australian market and provide Fremantle with its only home-ported ship.



CMV made the surprise announcement in Europe last night that it would deploy its premium cruise ship, the 620-passenger *Astor*, to Western Australia from December 2013.

The move is expected to be enthusiastically welcomed on the west coast after this year's sudden cancellation of the whole season of Classic International Cruises' *Athena* and P&O's withdrawal from the state.

*Astor* will operate 15 cruises from Fremantle throughout the Australian summer, with CMV also set to open a dedicated Sydney sales office.

The ship will depart Rome on 5 Nov bound for WA and will complete the local season with a northbound around-Africa cruise departing Fremantle on 1 April 2014.

Christian Verhounig, chairman and CEO of CMV UK, said: "We are extremely pleased to be entering the Australian cruise market and to introduce a new era of luxury ocean cruises on a premium ship from Fremantle Port to the loyal WA cruising market."

"The success of the mid size traditional ship business model, since it was launched in 2004, demonstrates that this niche sector has a significant place in the Australian cruise industry."

Extensively refurbished in 2010, *Astor* has previously visited the east coast of Australia as part of a world voyage in 2011.

The seven passenger decks include four restaurants, five lounges, two swimming pools and a golf driving range.

*Astor* is scheduled to arrive in Fremantle from Rome on Wednesday, 11 Dec 2013 and has been confirmed for an initial schedule of three Australian summer itineraries.

For a limited introductory period, CMV Australia is offering early booking deals for the inaugural 2013/14 summer cruising season, with Saver Fares of up to 25% off full published fares.

Booking open next week via travel agents and at [www.cmvaustralia.com.au](http://www.cmvaustralia.com.au).

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## Cruise News & Views



Peter Kollar - ICCA Training & Development Manager

### The Love Boat effect

WHEN Boeing and Concorde took commercial aviation to the general public in 1969, the cruise industry had to re-invent itself from its past of being more of a transporter journey from A to B during immigration highs, to a new "cruise" ship journey that had passengers travel from A to A with a holiday in between.

This re-invention started in 1972 as Ted Arison started Carnival Cruises, providing a new way of cruising with many onboard entertainment concepts and stops along the way.

Soon after in 1974, Cunard added these concepts to its fleet for all classes to enjoy.

At the time, there were less than 40 cruise ships worldwide.

Then in the late 70's and 80's, along came a TV series that had the most dramatic impact on an industry, leading to a growth of 900% in the next 20 years.

Characters on the TV show, *The Love Boat*, like Captain Stubing, Doc, Gopher, Isaac, and Julie McCoy, "Your Cruise Director", portrayed a romanticism towards an ocean holiday, and the resulting popularity of the show ensured cruising has boomed ever since.

For the viewer at home it painted a fantasy of exotic ports and life-changing experiences, and the fluffy comedy of the time showcased that it is FUN to be onboard a cruise - something agents should STILL use today in client consultations.



## New Newcastle to Sydney sea route?

Newcastle to be linked to Port Stephens from next weekend, with a proposed extension to Sydney later in the year.

FOR the first time in more than 100 years, Newcastle and Port Stephens will be linked by sea via Moonshadow Cruises' new catamaran, *Moonshadow VI*.

A ferry service from Newcastle to Sydney is also expected to commence later this year.

The new 3.5-hour scenic tourist cruise along the NSW north coast will showcase the region's waterways, wildlife, and landmarks such as Tomaree and Yacaaba headlands, Fingal Lighthouse, Stockton Bight and Newcastle Harbour.

For a full day out, passengers can disembark at Lee Wharf on Newcastle's waterfront and return by coach to Nelson Bay Marina.

The 100-foot *Moonshadow VI*, purchased by the company last month, has full walkaround decks, air-conditioned indoor areas and a licensed bar serving drinks and snacks.

To launch the new route, Moonshadow is offering a 'bring a friend for free' deal on the first cruise on Sunday 17 Feb - passengers travelling in either direction can buy one full-priced ticket and receive a complimentary ticket of equal or lesser value.

Cruises run on the first and third Sundays of each month from December to May, departing Nelson Bay at 8am and Newcastle at 12.30pm.

Fares start at \$45 (child); \$99 (adult), \$90



(seniors/students); \$242 family (two adults, two kids).

Specialising in dolphin and whale watching, Moonshadow Cruises was the winner of the 2012 NSW Tourism Awards for Best Major Tour Operator and has the longest-running and largest vessels in Port Stephens and Newcastle.

For details, see [www.moonshadow.com.au](http://www.moonshadow.com.au).

### Tauck ties up with Ponant

TAUCK has announced a new *Treasures of Southeast Asia* itinerary on board Ponant Cruises' brand new *Le Soleal* expedition ship.

*Le Soleal* will launch in the next few months, and has capacity for 264 passengers, with the 11-day Tauck trip exploring Hong Kong, Vietnam and Singapore and departures on 28 Oct, 08 Nov and 19 Nov this year - and includes a two night stay at Singapore's Marina Bay Sands integrated resort as well as two nights at the Kowloon Shangri-La in Hong Kong.

Ponant's *Le Soleal* will also be featured on some of Tauck's Iceland itineraries this year.

Kiki Tauck Mahar, who's the wife of Tauck ceo Dan Mahar, is also set to be the godmother of Ponant's *Le Soleal*.

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Contact Travel Indochina for more details.



## Brochure Spotlight

Princess Cruises is promoting savings of up to 35% in this brochure promoting its cruises around the world.

Cruises departing from Sydney and Fremantle are the main focus, including the 90 night Dawn

Princess 2013 Grand Europe World Cruise which departs Sydney on 13 Jul this year.

There's also the 53 night Sea Princess round world cruise departing 20 May, with fares from \$11,599 or sectors between Sydney and Dubai leading in at just \$2499.

The voyages feature Australian currency on board, no tipping required, daily onboard activities and much more - for details see [www.princess.com](http://www.princess.com) or call 13 24 88.



## Carnival record sales week

CARNIVAL Cruise Lines has set a one-week reservations record, taking gross bookings for 187,283 guests between 28 Jan and 3 Feb.

Carnival President and CEO Gerry Cahill attributed the record booking activity to a number of factors, including "continued recognition among consumers of the exceptional value provided by a Carnival cruise vacation", largely due to the line's US\$500 million Fun Ship 2.0 product enhancement initiative, strong support from travel agent partners, as well as recent sales and marketing activities.

North American promotional activities have focused on the upcoming debut of *Carnival Sunshine*, the company's most comprehensive ship transformation project ever, involving a US\$155 million makeover followed by the launch of Mediterranean voyages in April.

"Consumers continue to seek value in their discretionary purchases and we've taken the value of a Carnival cruise vacation to a completely new level with an extensive range of product innovations and enhancements that are receiving tremendous accolades and enticing more and more consumers to vacation with us," Cahill said.

Carnival's 24-strong fleet operates voyages ranging from three to 18 days across a wide variety of homeports in North America, as well as in Europe, along with the newly deployed *Carnival Spirit* in Australia.

## Avalon agent incentive

TRAVEL agents are being offered the chance to win a luxury Christmas cruise with Avalon Waterways, in a new incentive launched by the cruise operator this morning.

Consultants who book any 2013 Avalon Waterways European river cruise in conjunction with a Singapore Airlines airfare before 31 Mar will go in the draw to win the five-day *Christmastime in Alsace & Germany* cruise for two, including SQ flights.

Three runners-up will each win a Samsung Galaxy tablet, with new deals on the cruises on offer today - more info 1300 130 134.

## Industry awards on Saturday

KEEP your eyes on your inbox this Saturday night, when *Cruise Weekly* will reveal the highly anticipated winners of this year's International Cruise Council Australasia awards.

The cruise industry's night of nights will take place at the Sydney Hilton Hotel, with the President and CEO of the Cruise Lines International Association in North America, Christine Duffy, in attendance.

Categories include the coveted Cruise Agency of the Year award, as well as Agency Promotion of the Year and Cruise Consultant of the Year - full details in *CW* next week.

## Business Partnership Manager – SA/TAS

Complete Cruise Solution is part of the Carnival Corporation, the world's leading cruise holiday company, representing iconic brands such as P&O Cruises, Princess Cruises and Cunard.

Reporting to the Regional Sales Manager and supported by an inside sales team, the Business Partnership Manager is responsible for building a strong geographic presence, in order to achieve sales targets through industry relationships and business partnerships. The incumbent will be responsible for educating trade and consumer channels on the benefits of cruising, driving incremental revenue through existing and new channels.

### Key responsibilities include:

- developing and implementing business plans
- promoting products and services through on-site sales calls, telephone and written communication
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- success in meeting and achieving sales results, either in an 'on the road' territory management role or within retail travel
- strong relationship building and influencing skills
- excellent communication skills, with an engaging and impactful presentation style and the confidence to present to a large audience
- self motivation and discipline with the ability to work in a highly autonomous manner and prioritise workload to have maximum impact
- the ability and a willingness to travel frequently across the territory and attend functions on evenings or weekends as required

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## Royal Caribbean names new ships

*QUANTUM of the Seas* and *Anthem of the Seas* will join the Royal Caribbean fleet in 2014 and 2015 respectively, with the cruise line releasing details of its next generation of cruise ships this week.

Previously dubbed 'Project Sunshine', the new vessels will henceforth be known as 'Quantum Class' ships, with ceo Adam Goldstein saying the name is very appropriate given the major "leap forward" promised in terms of design and guest experience.

"Royal Caribbean International's legacy is built on introducing 'at sea firsts' such as rock-climbing walls, ice-skating rinks, surf simulators, zip lines and even a tropical park with over 12,000 live plants.

"The Quantum class of ships will continue to build on this legacy with unprecedented experiences and amenities," said Royal Caribbean Cruises Limited Chairman and CEO, Richard D. Fain.



The vessels have been in design for about three years, and are now under construction at the Meyer Werft shipyard in Papenburg, Germany, where the first piece of steel was cut on Thursday 31 Jan (pictured above).

The two Quantum Class ships will have capacity for about 4100 passengers, making them the cruise line's second largest class of vessels behind the massive Oasis class.

Royal Caribbean is expected to reveal further details of the two ships in the coming months.

A video of the steel cutting can be viewed online by [CLICKING HERE](#).

### Monarch heading to Spain

ROYAL Caribbean International is set to farewell the *Monarch of the Seas*, which will be deployed with the company's Spanish sister operation Pullmantur.

The ship will depart the Royal Caribbean fleet on 29 Mar, and will boost Madrid-based Pullmantur's capacity by about 25%, operating itineraries for Spanish-speaking passengers in the Southern Caribbean.



NEW Zealand Natural Ice Cream has proven a big hit onboard P&O Australia's voyages, with the cruise line this week revealing that more than 100,000 scoops of the icy sweet stuff have been consumed since being introduced across the P&O fleet last year.

P&O Senior Vice President, Tammy Marshall, quipped that Aussie passengers were "consuming the onboard treat at a rate of knots".

More than 1300 scoops of ice cream a day are finding their way into cones, sundaes, milkshakes and thickshakes on board *Pacific Dawn*, *Pacific Jewel* and *Pacific Pearl*.

Fascinatingly, most passengers opt for a single scoop despite the availability of double and triple-towers.

The most popular flavour among passengers is Cookies and Cream, followed by Chocolate Ecstasy, the bespoke P&O Cruises Chocolate Hokey Pokey and Vanilla.



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CRUISE  
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## Face to Face: Peter Kollar ICCA Training & Development Manager

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

### How did you get into the cruise industry?

I started as a Fitness Instructor onboard in the late 1990s.

### What was your most memorable moment on a cruise?

Standing on the bow of *Carnival Fantasy* in the early morning darkness, watching the space shuttle illuminate the sky and launch at incredible real-life speed.

### How do you spend days at sea?

Normally lecturing, but if I have time off, you will find me reading in a quiet location where I can watch the life of the ocean roll by.

### What is the next 'hot spot' in cruising destinations?

Once unrest has eased completely and confidence returns, the Egyptian government's latest decision to return to open passageways between Cairo and Aswan should make for some great longer Nile River journeys.

### What is the most important issue in the cruise industry today?

The development of the global body (CLIA) will be pivotal in shaping the industry for the next few decades, including regulatory focus, government relations, consumer awareness and the assembly of travel agent resources from around the world.

### How can cruising continue to grow in the current financial climate?

Market penetration percentages indicate there is still a long way to go for modern day cruising to hit any saturation points, but companies have to balance their supply and demand amongst more international passengers to offset any fall in local climates.

### What is something you wish more agents knew about cruising?

I wish agents knew more on the ports they are offering, as it is a big part of selling cruising, and also had the courage to approach more existing groups to cruise as the benefits are better than any other type of group travel available.

### Describe your perfect cruise in 25 words or less.

"Good afternoon Ladies & Gentlemen, this is your captain speaking. Please enjoy our sail-away as we commence our World Cruise."

### What is your best tip for sea-sickness?

A heavy-loaded port itinerary, though I always tell people I am prone to sea-sickness but got through working on ships for 12 years, so it's not that bad!

### Where do you see yourself in five years?

Still immersed in the industry, yet I would like to have completed a couple of books I have been working on by then.

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

Stay open to change, learn in your downtime, and network honourably.



## Peter's Cruise Favourites!

**Favourite Ship:** *Crystal Symphony*

**Favourite ship activity:** Evening shows, because it's not something I normally do on land.

**Favourite shore excursion:** Rio Carnivale

**Favourite region:** Norwegian coast up to Svalbard

**Favourite port:** Reykjavik, Iceland/Rangoon, Yangon (Burma)

**Favourite onboard food:** Any fresh seafood and I love the selection of wines onboard.

**Favourite perk of the job:** Cruising for free!

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