

New CLIA to boost agent support

Cruise360 Australia could become a reality when ICCA joins forces with "the mother ship" to coordinate more local events, training and lobbying.

AS the International Cruise Council Australasia moves toward rebranding under Cruise Lines International Association, the change will be clear for the local industry, according to chairman Gavin Smith and general manager Brett Jardine.

Meeting last week with CLIA president and CEO Christine Duffy, who also attended the Cruise Industry Awards on Saturday, the ICCA team said it was time to work together with a more consistent, proactive approach.

Jardine said Australian agents could expect to see a rise in communication with "the mother ship" of CLIA.

"The level of material and support that we'll have from North America for training and marketing through to the agents is going to grow significantly, and we will be doing everything we can to make sure that it's relevant for this market, which is important, as well as replicating what's been successful."

He said agents would hear more from the revamped association "than they will know what to do with".

Duffy revealed that conferences such as Cruise360 and Cruise Shipping Miami were likely to be replicated locally.

"We're in the early stages of talking about how we really take advantage of a global platform to provide greater value to the agent community," she told *CW*.

"I've always been pleasantly surprised by the number of Australians attending our Cruise360 conference, but we also recognise that it's not viable for everyone to come together at a global conference so I think we can look forward to seeing some of these things take place at a regional level."

An Australian version of Cruise360 "is certainly something we should be looking at if the demand is there from the agents, again piggy-backing off of the content and work that we put into Cruise360 in North America," she said.

Duffy also indicated that CLIA's most successful promotions in North America, such as Cruise Vacation Month could become global.

"Australia had such a successful National Cruise Month last year so we're saying why don't we coordinate International Cruise Vacation Month, running promotions around the world, and maybe doing it twice a year," she said.

"Those are the kinds of things you'll see us do more collectively as well as using social media and PR in a coordinated fashion."

Smith also conceded that ICCA were "not well organised as an association" and they looked forward to the capability and support offered by CLIA.

Not a great Triumph

GUESTS stuck onboard *Carnival Triumph*, which was left drifting 240 kilometers off the Yucatan Peninsula without a propulsion system due to an engine fire on Sunday, are being offered a full refund plus the cost of transport and a future cruise credit equal to the amount paid for the voyage, as well as an extra US\$500.

Reports have been surfacing all week regarding the onboard conditions currently being weathered by its 4,200 guests, including a lack of working toilets and food shortages.

According to a statement from Carnival, the ship is being towed to Mobile in Alabama, and is expected to arrive at the port sometime Thursday (US time), where transportation has been arranged to get guests back to their homes.

"We know it has been a longer journey back than we anticipated at the beginning of the week under very challenging circumstances," said CCL president Gerry Cahill.

"We are very sorry for what our guests have had to endure," he added.

ALL THE CRUISE NEWS

Today's trade issue of *Cruise Weekly* features three pages jam packed with all the latest cruise industry news.

Carnival's new structure

THREE separate brand specific sales teams will be established by Carnival Australia as part of a new sales structure program unveiled by the cruise giant, including a team dedicated to P&O Cruises, a team for Princess Cruises, and one for P&O Cruises World Cruising and Cunard.

The new structure will, according to Carnival, sharpen the focus on brand differentiation and will streamline relationships with travel agents.

Speaking about the move, Carnival CEO Ann Sherry said "Our new sales structure allows the agility and flexibility to make the most of the market power of Carnival Australia's iconic cruise brands to drive sales and profitability".

"Carnival Australia's existing sales structure under the Complete Cruise Solution umbrella served us well in enabling the business to become the region's biggest cruise operator with its goal of a million passengers a year within reach.

"The changes being made represent Carnival Australia's next big step forward to drive sales, business growth and operational efficiency based on the power of our brands," she added.

Effective from 11 Mar 2013, the new structure will also, according to Carnival, allow simplified sales and brand messages to increase cut-through with distinctive brand 'personalities', and will increase the frequency of travel agent visits to drive market growth.

Casualties of the new structure however will include Carnival Australia team members Don Clark and Ken Byers, who will leave the organisation in the months ahead, "with Carnival Australia's gratitude and admiration for their tireless efforts".

Meanwhile, the company is currently on the hunt for a sales manager for the P&O Cruises and Princess Cruises sales teams, as well as several new business development managers.

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Brett Jardine - General Manager, ICCA

Cruise Industry Awards Review

The cruise industry awards are over for another year and I would like to publicly acknowledge all of those that played an active role in making this night a success.

Without sponsors such a night is simply not possible and many of the Cruise Industry Awards sponsors have backed up year after year.

Our gold sponsor Emirates has certainly made access to cruising in Europe very easy with routes ex Dubai going into most cruise ports.

Our silver sponsors, Avalon Waterways, Compagnie du Ponant (TTW), Royal Caribbean Cruise Lines and Cruise Passenger Magazine have been supporting this event for many years.

New silver sponsor this year Dubai Tourism complimented our gold sponsor and attendees were witness to some excellent footage focused on cruising in the Middle East - a sure sign of commitment to our growing industry.

Cruise Weekly, Travel Bulletin, Viking River Cruises, Uniworld Boutique River Cruises, P&O Cruises, Rocky Mountaineer, Silversea Cruises, MSC Cruises, Francis Travel Marketing, Star Cruises, Norwegian Cruise Line and APT have all been consistent supporters of this night for a number of years - worthy of acknowledgment.

New sponsors for this year's event included Carnival Cruise Lines, Hong Kong Tourism, InPlace Recruitment and Oceania Cruises - all having identified the cruise industry as being a space to be involved.

On behalf of the entire cruise industry we thank all of our loyal supporters and of course congratulate finalists and winners of each category.

Royal Caribbean hints at more ships

No big announcements yet, but RCI's Lisa Bauer was in Sydney for the Australian office's best-ever sales day.

ROYAL Caribbean Australia managing director Gavin Smith was happy to report to media this week that Monday had been "our biggest individual booking day" during the "biggest booking week in history", when his boss happened to be in town.

Lisa Bauer, the company's Miami-based executive vice president, global sales and marketing, was on her first trip to Australia since taking over the role from Michael Bayley, but said she would not be making any big announcements.

Bauer did suggest, however, that strong local sales had reinforced the company's desire to base more big ships in the region.

"To have *Voyager* here is a real testament to what a strategic market Australia is for this part of the world," she said.

"We'd like the opportunity to bring additional ships here; the challenge is working out where they could homeport."

Bauer would not confirm that an Oasis-class ship would soon be deployed from the Caribbean to Asia, but said "never say never".

"When we launched *Voyager*-class, we always said they'd never leave the Caribbean."

She said the company's priority was to develop cruising for the Australian and New Zealand market and then to introduce passengers to cruising in the rest of the world.

"Cruising is a very sexy industry - our satisfaction level is greater than chocolate," she said.

Bauer, a former travel agent, acknowledged it

was agents who could help break down the misperception that cruising was for "the nearly dead, over fed and newly wed".

The average age of Royal Caribbean passengers is only 42, she revealed.

"Families travelling with other families" was also a growing trend in Australia as well as overseas, Bauer said.



Pictured above from left are Royal Caribbean's Lisa Vogt (marketing mgr Asia Pacific), Lisa Bauer (Global head of Commercial), and Gavin Smith (md Australia).

Score Suite Silversea fares

SILVERSEA is offering special Silver Suite fares on three 2013 *Silver Spirit* Mediterranean departures for bookings until 31 Mar.

Fares start from AU\$12,739pp for a 16 day voyage from Venice to Barcelona departing 24 Oct 2013 and taking in Koper, Split, Dubrovnik, Valletta, Messina (Sicily), Sorrento, Civitavecchia (Rome), Livorno (Florence), Monte Carlo, Marseille, Minorca and Mallorca.

Savings are also available on *Spirit's* 16-day voyage from Istanbul to Venice via selected Greek Islands, Croatia, Turkey and Montenegro departing 03 Jul 2013, from \$14,022pp; and her 23-day cruise from Venice to Istanbul via Greece, the Ukraine and Romania, from \$20,476pp, see silversea.com.

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Princess embraces the Pacific



A SLICE of Pacific Islands magic was conjured at the Sydney offices of Princess Cruises' this week, with the Customer Service Centre staff hosting a Pacific Island Day, which saw the team dress up in grass skirts, leis and Hawaiian shirts, whilst enjoying a lunch of Hawaiian pizzas and mocktails.

The team are pictured above (back row from left): Nate Picone, Devan Lal, Zach Gregory, Tatiana Bersais, Rachel Cullen, Linda Divitt (front row from left): Samantha Partridge, Larissa Spinelli, Maria Melia, Tori Bentley, and Candice Galvan.

Disney's Mediterranean Magic

NEXT year between May and Aug *Disney Magic* will operate Mediterranean Voyages out of Venice and Barcelona, whilst between Sep and Oct she will sail out of San Juan (for the first time) on itineraries taking in Antigua, St. Lucia, Grenada, Barbados and St. Kitts.

Meanwhile *Disney Wonder* will offer seven-night cruises to Tracy Arm, Skagway, Juneau and Ketchikan, Alaska, out of Vancouver between Jun and Sep 2014.

Special Heritage expedition

THE Russian Far East is the subject of a special new cruise from Heritage Expeditions.

The 14-day 'Chukota- Where Russia's Day Begins' expedition offers cultural, wildlife and natural history experiences for the adventurous traveller and will depart roundtrip on 11 Jul 2013 from Anadyr (charter flights are available from Nome, Alaska or there are flight connections via Moscow).

The itinerary includes calls to Egvekinot, Seutaken Spit, Gytgykoim Lagoon, Cape Dezhnev, Kolyuchin Island, Ice Edge, Ratmanov Island, Lavrentiya Bay and Provideniya, and is priced from \$7,600pp, see heritage-expeditions.com.

Seabourn's Antarctic experts

GUESTS cruising on *Seabourn Quest's* Antarctica and Patagonia cruises in 2013 and 2014 can expect to be enthralled by a stellar expedition team, with the cruise line confirming it has locked-in a range of naturalists, scientists, political and historical experts and award winning photographers.

The team will include (to name just a few): Dr Ralph Eshelman former Smithsonian Paleobiology Research Associate; R Tucker Scully international ocean and polar expert; and multi award winning nature photographers Pat and Rosemarie Keough.

Quest's 2013 Antarctic season kicks off on 20 Nov with a 21-day voyage, see seabourn.com.



ROYAL Caribbean's president and ceo, Adam Goldstein, is dishing out career advice in his latest blog post.

Responding to a comment from an eager university-aged reader who wanted to know how to get a job such as Goldstein's at Royal Caribbean, the company president offered these words of advice "success emanates primarily from straightforward elements of daily life".

"Someone who has presence that gets people's attention, judgment that appears sound, a work ethic that stands out and an ability to digest considerable information and figure out the key point(s) is going to be noticed by senior management," he said.

"Someone who forms work relationships because they want to, not during a crisis when they have to, is going to receive more assistance from colleagues than will others," he added.

To read more of his advice [CLICK HERE](#).

APT scores cruising accolade

THE International Cruise Council Association has recognised APT founder Geoff McGeary for his contribution to the cruise industry, with the prestigious Neil Frazer Award.

Announced at the ICCA awards on Saturday night, the award recognises outstanding contributions by an individual to the cruise industry and is intended to encourage excellence and innovation while identifying someone who has also supported and encouraged others and gone beyond the call of duty.

McGeary is pictured (right) standing next to ICCA GM Brett Jardine.



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