



Masters conference gets into Spirit

ICCA's 2013 Masters Conference will be held aboard the *Carnival Spirit* in the South Pacific in November.

TAKING place on an eight-night cruise, the International Cruise Council Australasia's annual event is now open for booking.

Priced at \$1,545 per person twin-share for a balcony cabin, the package includes one-night pre-cruise accommodation and breakfast in Sydney, a transfer to *Carnival Spirit* on 16 Nov, six three-hour conference sessions, study material and the South Pacific cruise.

ICCA gm Brett Jardine said the program would give experienced cruise consultants the opportunity to enhance their sales and marketing techniques through practical advice.

"The Masters Conference is one of the most popular events on our annual calendar and is open to all agents currently holding ICCA accreditation and employed by an ICCA member travel agent," Jardine said.

The Masters syllabus is facilitated by US-based sales guru and motivator Scott Koepf, who has led the ICCA Masters event for more than a decade.

After completing the course and a post-

conference assignment, agents will enter the prestigious Cruise Masters' ranks.

The 2013 event will start on 15 Nov, when participants will enjoy a night in Sydney with welcome cocktails before setting sail the next day to cruise to Noumea, the Isle of Pines in New Caledonia and Mare in the Loyalty Islands.

The cruise returns to Sydney on 24 Nov.

Jardine said the conference schedule would provide a great mix of seminars and free time, enabling participants to enjoy *Carnival Spirit* and its ports of call.

For details, visit www.cruising.org.au.

ACL selects Resco systems

AMERICAN Cruise Lines has selected and implemented the Resco systems for Reservations and CRM management.

"Key factors behind this decision include the integration possibilities in having central reservation, the customer relation management and the web booking systems from the same vendor," the company said in a statement.

ALL THE CRUISE NEWS

Today's trade issue of *CW* features four pages packed with all the latest cruise industry news.

Titanic II to sail in 2016

LOOK out world, the *Titanic II* is coming in 2016.

The news, announced by eccentric billionaire and Blue Star Line chairman Clive Palmer, is part of a slew of revelations about the aspirational vessel which include the unveiling of its blueprints.

According to Palmer, the vessel will be a full scale recreation of its namesake, measuring 883-feet (which is actually 3 inches longer than *Titanic*) and weighing in at 55,800-tons.

In addition, the ship will host a maximum of 2,435 guests and 900 crew, and will boast its own gymnasium, Turkish baths, theatre, swimming pool, casino and squash court.

The ship will be built by the Chinese CSC Shipyard, and whilst it will be brand new, its style will be old world and according to Palmer, will forgo modernities such as TV and internet.

Whilst some commentators have branded the move as tacky and in bad taste, Palmer has said that the public have responded well to the *Titanic II's* creation, with Blue Star already clocking around 40,000 registrations for tickets onboard the vessel's maiden voyage in the third quarter of 2016, between Southampton and New York.

Moreover, Palmer also said that he means to see the project through "no matter what the price tag".

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Cruise
News &
Views



Brett Jardine - General Manager, ICCA

Ship building

It's difficult to imagine just how quickly and efficiently a shipyard can actually produce a cruise ship.

Cruise ships are often built as a series of similar vessels and as such known as a 'class'.

Examples of this would include Holland America's 'vista class', Celebrity Cruises 'solstice class' or most recently Royal Caribbean's 'oasis class' of ships.

The first vessel in a new class takes the longest to develop as it is the prototype where every minute detail has to be considered and any problems that arise have to be resolved before progressing.

Preliminary studies and designs can take two years or more before any building can begin but once the prototype has been successfully launched successive 'sister' ships can be built a lot faster with generally only internal changes made to differentiate vessels within the same class.

From a pile of steel plates, a shipyard will build a ship using computer generated drawings and using modern construction methods, that would have made life a lot easier for Christopher Columbus!

Large sections of a ship are built in workshops and then precisely welded together like building blocks followed by the internal fitting out.

For every detail that is visible to cruise passengers whilst they are enjoying the finished product, there has been an incredible amount of work put into the development behind the scenes and 'below the surface'.

All this generally goes un-noticed as cruise lines strive to deliver the best value holiday around - cruising!

Australians' embrace French luxury

More Australians than ever are embracing the French elegance of Compagnie Du Ponant's yachts, according to Stephen Winter international sales director for Ponant.

BASED in Paris, Winter is currently Down Under for a week to spread the news and amp up sales for the company's 2013/14 Asia season on the cruise line's new *Le Soleal*.

Speaking to **CW** yesterday, Winter confirmed that Australia is a very important sector for the French line, having recently become the fourth biggest market for the company.

"The growth has not been gradual, it's been quite quick," he said, adding that "between 2011 and 2012 there has been a 40% increase in the business out of Australia".

Discussing the reasons for the company's growth in Australia Winter said "we're competing with Silversea and companies that have been in the market much longer than we have, but we have newer ships, and we're competing head on with all the destinations, plus we're the only French cruise line".

Winter also noted that the casual-luxury style and atmosphere onboard Ponant's vessels is a particular draw card for Aussies, saying "a lot of the time people confuse luxury with a stuffy atmosphere onboard, but for us it's very relaxed".

"It's a real success when guests see just how well we do luxury," he added.

Speaking on the company's move into Asia, Winter said that whilst up until now most of Ponant's business has been the Antarctic and the Mediterranean, the company has now recognised and is acting on the huge potential for growth in Asia.

"Flights are less expensive and the costs are low," he said.

"And the destinations of Myanmar, Malaysia, Vietnam, Thailand, and India- these are places that are very exciting for us," he added.

Itineraries in the line-up for Asia 2013/14 include an eight-night roundtrip departing Singapore on 02 Dec 2013 to Malaysia and Thailand, taking in Port Kelang, Langkawi, Phuket, Penang, Pangkor and Malacca (from \$4,433pp).

Other itineraries include a 13-night adventure from Ho Chi Minh on 01 Mar 2014 to Kuala Lumpur, with visits to Phu Quoc,

Bangkok, Ko Samui, Kota Bharu, Singapore and Malacca (from \$6,301pp); and an 11-night voyage departing 17 Jan and 08 Feb, from Hong Kong to Singapore visiting Haiphong, Ha Long Bay, Da Nang, Nha Trang, the Saigon River and Ho Chi Minh (from \$5,888pp).

As an added carrot, guests who book an Asian voyage by 29 Mar will also receive €300 onboard credit.

MEANWHILE speaking about the future of the company, Winter told **CW** that there are currently plans in the works to launch a new ship in 2015.

"The ship will be similar to *Le Soleal*, and will feature accommodations for 264 guests," he said.

"We don't want to get bigger than that, we don't want to lose that human scale," he added.

For more information on Ponant and its offerings, see www.traveltheworld.com.au.

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Evergreen's Riva ships will shine

EVERGREEN'S has said that with the addition of *Riva Royale* and *Riva Princess* it will double its European river cruising capacity in 2014 (CW 26 Feb).

Sporting capacity for 180 guests each, the ships will launch from Apr 2014 on Evergreen's popular Rhine, Main and Danube cruises from Amsterdam to Budapest.

"There is clear demand for deluxe European river cruising and Evergreen's new 2014 product will be exceptional," said Evergreen gm Angus Crichton.

Uniworld announces agent incentive

By booking clients on Uniworld before the end of March, Australian agents can win an Italian river cruise for two.

AN eight-day cruise from Venice and along the Po River is up for grabs for Australian-based travel agents.

The more bookings made, the more chances

to win.

John Molinaro, general manager Australia, said: "We could not have achieved the success we have in Australia without the support of our travel agent partners, so we're thrilled to offer agents this opportunity to be one of the first in the world to experience the luxurious comfort and class of Uniworld on our newest river cruise destination in Italy."

In addition to the grand prize, Uniworld is offering a second prize of an iPad Mini and third prize of dinner for two to the value of \$200.

To enter, agents need to book any Uniworld cruise between 18 Feb through to 31 Mar 2013.

Winners will be based on the highest number of new bookings made and deposited within the incentive period.

Agents can continue to take advantage of a variety of 2013 cruise deals still available and offer their clients significant savings on select itineraries.

Until the end of Mar, passengers travelling on *River Countess*' seven-night Splendours of Italy (28 Jul and 11 Aug departures) will save \$1500 per person.

Priced from \$5394 ppts (cruise only), the trip can also add two nights at a deluxe hotel in Florence and three nights in Rome.

Until 30 April, guests who pay in full for a selection of 2013 European Holiday Season Cruises will save up to \$1800 per couple.

Options include Classic Christmas Markets, European Holiday Markets, Danube Holiday Markets, Rhine Holiday Markets and Parisian Winter Holidays.

For details, see www.uniworldcruises.com.au.

Business Development Manager NSW Holland America Line and Seabourn

For 140 years, Holland America Line has been a recognised leader in cruising, taking guests to exotic destinations around the world delivered in a gracious and elegant style. Holland America Line's fleet of 15 ships offers 500 cruises to 350 ports of call, visiting all seven continents. We have extended hospitality and world-class service to more than 11 million guests.

Seabourn pioneered small-ship, ultra luxury cruising, and continues to represent the pinnacle of that unique style of travel. Its fleet of six intimate, all-suite ships, carrying between 208 and 450 guests each, sail to the world's most desirable destinations.

Reporting to the Director of Sales and supported by a Business Development Representative, the Business Development Manager is responsible for exceeding revenue objectives, by increasing the awareness of Holland America Line and Seabourn products and services through the travel agent network.

Specific responsibilities include: promoting our premium and ultra luxury products and services through on-site sales calls, telephone/written communication, supporting the development of local marketing for agents, delivering sales presentations to target client groups, and conducting ship inspections with the focused goal of exceeding your target.

We seek applications from individuals comfortable selling award winning premium and ultra luxury products with 5+ years' 'on the road' sales experience who demonstrate:

- experience managing key accounts and delivering revenue growth
- excellent communication skills (written and verbal) with an engaging and impactful presentation style
- highly developed relationship building and influencing skills
- strong commercial acumen and numerical skills
- experience in developing detailed business plans to achieve challenging goals
- a high degree of motivation and organisation with a team orientation
- a willingness to travel as required, work evenings and weekends

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Job Reference: CAR/1054925



More Real Journeys in NZ

KIWI cruise operator, Real Journeys, is upping the ante in its cruise stakes, ramping up the number of its Fiordland and Stewart Island Discovery sailings.

As such, Real Journeys has created shorter three- and four-day incarnations of its four-, five-, six- and seven-day Discovery adventures of Dusky Sound, Preservation Inlet and Stewart Island, onboard its 32-pax *Milford Wanderer* between Apr and Dec.

"Our multi-day Discovery Cruises won't directly compete with the cruise sector, however there is going to be a slice of the market that wants something more experiential and intrepid and that's where we can really deliver," said Real Journeys ce Richard Lauder.

See www.realjourneys.co.nz.

Chenoweth discusses RCI

MUSIC theatre royalty, Kristin Chenoweth, has been filmed commenting on her new role as godmother to Royal Caribbean's *Quantum of the Seas*.

To view the clip **CLICK HERE**.

Queen Elizabeth struck by tug

CUNARD'S *Queen Elizabeth* was struck by a tugboat in Wellington last weekend.

According to reports the tug boat, carrying passengers, was struck by falling debris from *Queen Elizabeth's* docking platform however no one was injured, whilst *QE's* platform suffered only slight damage.

Agents need to join Paymode-X

RCL Cruises Ltd is joining the Paymode-X Network- the world's fastest-growing business-to-business settlement network, which delivers agency payments and commission statements either via EFT or Cheque.

The move will apply to Royal Caribbean International, Celebrity Cruises and Azamara Club Cruises from 20 Feb.

As such, agencies already part of the Paymode-X network will start to receive their funds directly via their preferred payment method, whilst agencies not yet registered will have to register as soon as possible to avoid any extra processing fees, **CLICK HERE** for details.



AT least he wasn't on a cruise.

A holidaymaker has become an online superstar after footage of his naked self walking the halls of a hotel after he locked himself out of his room emerged on YouTube.

Fortunately for the man he did not lock himself naked out of a cabin onboard a ship and then be forced to face fellow passengers for a whole week afterwards, instead of being able to check out the next day.

In the clip, the man is pictured first trying to get into his room, and then hiding himself behind a wall when people walk past him.

He then manages to secure some plates from a room service tray left outside a room, and place them strategically to cover himself before making for the lift.

Unfortunately for him the lift is occupied by a woman and her son, with the mother quickly turning around and covering her son's eyes.

Emerging from the lift the man walks across the peopled lobby and up to the front desk where he explains his situation and asks for a spare key.

The clerk then asks the man for his drivers license as ID.

"How can I have a driver's licence if I'm naked, man?," the nude man is heard to reply to the clerk.

Thus far, the clip has clocked a million hits.

Travel Counsellors get familiar with Radiance



ROYAL Caribbean International's *Radiance of the Seas* superliner recently hosted this group of Travel Counsellors on a five-night famil cruise onboard.

The group spent their time exploring the ship, keen to sample as much as possible to take it all home to recommend to their own clients.

An undisputed highlight of the trip was a chance to dine at The Chef's Table, which can be booked by any guest and involves an executive chef cooking for a

select group of between 12-16 guests at a time.

"Like many travel advisors, I'd read all about Royal Caribbean as a brand but actually being there has made a big difference and I feel like I've learnt a lot," Travel Counsellor Ian Silk commented.

The group, **pictured** above in the back row from left is Mark Rheinbay, Royal Caribbean Int'l District Sales Manager NSW; Jeanette Peace, Ian Silk, Samantha Slattery, Jake Bartlett, Natalie Edwards and Debby Hunter.

Front row: Suzana Blazevska, Jane Rockliff, Sally Johnson, Kerrie Croft and Karen Ann, Royal Caribbean Int'l Group Coordinator.



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