



CLIA president to open ICCA Awards

Christine Duffy has been confirmed as the special guest speaker at next month's 2012 Cruise Industry Awards in Sydney.

ONE of the most influential people in cruising, the head of the world's largest trade and travel agency association in the cruise industry, Christine Duffy, will present the opening address at the International Cruise Council Australasia's annual gala event.

Duffy is the president and ceo of North America's Cruise Lines International Association (CLIA), as well as the new global entity uniting nine regional cruise industry associations.

As the head of this advocacy group, formed in December, she leads a team with responsibilities for international technical and regulatory issues, industry training and marketing, research, communications and public affairs.

Duffy said she was looking forward to coming to Sydney during its busiest cruise period.

"I'm very excited to be visiting Australia to

meet with our member cruise lines and many other industry leaders to gain a firmer understanding of the landscape and dynamics of this strategic global market," she said.

Announcing Duffy's attendance this morning, ICCA general manager Brett Jardine said her trip was "well-timed", with ICCA becoming a member of CLIA's global body last month.

"We're delighted Christine can join us on our special night - it really is wonderful recognition of the growth of our local cruise industry," he said.

Tickets are still available for the event, to be held at the Hilton Sydney on Saturday 9 Feb, with 15 awards to be presented across seven categories in the Australian and New Zealand cruise industries.

Media personality Deborah Hutton will serve as MC.

To book, go to www.cruising.org.au.

ALL THE CRUISE NEWS

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

Cake Boss on Breakaway

FANS of the Foxtel show *Cake Boss* will be thrilled to learn that the show's star, Buddy Valastro, will be opening a Carlo's Bake Shop onboard *Norwegian Breakaway*.

Carlo's is an iconic New York institution, and is part of NCL's New York-ification of *Breakaway*.

The bakery will offer a full range of Carlo's favourites including cookies, cakes and pies.

Guests will also be able to pre-order tasty treats for special occasions, in addition to which the shop will also offer special classes in cupcake decoration.

Norwegian Jade drops Egypt

THIS week Norwegian Cruise Line announced that it would ditch all 2013-14 calls to Egypt.

The move affects over six 10-night Eastern Mediterranean voyages departing roundtrip from Rome onboard *Norwegian Jade*, during the Northern 2013-14 winter season.

The cancellation is being attributed to recent events in the country, as well as customer feedback.

Cheers! Carnival

HOLIDAYMAKERS sailing with Carnival Cruise Lines will be able to take advantage of the company's all-you-can-drink Cheers! program whilst at the Island of Half Moon Cay.

In addition, the 'test' program is being rolled out to several more ships, meaning that it now features on over half of the cruise line's vessels including: *Carnival Breeze*, *Carnival Conquest*, *Carnival Dream*, *Carnival Freedom*, *Carnival Glory*, *Carnival Legend*, *Carnival Liberty*, *Carnival Magic*, *Carnival Miracle*, *Carnival Pride*, *Carnival Splendor*, *Carnival Valor* and *Carnival Victory*.

The package is priced at US\$42.95pp per day, and entitles cruisers to up to 15 drinks a day from a selection of beer, wine and spirits.

Silversea Antarctic damage

SILVER *Explorer* suffered damage this month whilst on an American charter cruise in Antarctic waters, due to severe weather.

According to Silversea, the vessel was cruising on the way to South Georgia and the Antarctic peninsula when it encountered "heavy weather" on 12 Jan resulting in undisclosed damages to the ship.

Whilst not confirming the exact nature of the ship's damage, Silversea explained that *Explorer* is currently enroute back to Ushuaia and is sailing with full power and control, and that the stabilizers are in good working order.

Silversea also confirmed that no guests were injured during the incident, but that four crew members were treated for minor injuries.

No Australians were onboard the voyage.

Meanwhile, the cruise line has cancelled *Explorer's* next scheduled departure on 21 Jan, but has confirmed that the ship's 31 Jan departure will go ahead.

Guests booked on the cancelled voyage have been contacted and offered alternative voyages.

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Cruise News & Views



Brett Jardine - General Manager, ICCA

Cruise Holidays reveals agent model

The new Australian program supports home-based agents and retail stores, with a focus on building careers in the cruise industry.

CRUISE Holidays has delivered a complete solution for ambitious agents, including those who would like to open their own store.

As the only cruise specialist in Australia to provide options for both retail stores and home-based agents, the company has launched a program that provides a purpose-built back office system specifically designed for cruise agents, a full service personalised website and direct mail pieces delivered on behalf of agents to their clients.

The local operation is backed by the company's US partners, Cruise Holidays International, and its owner Travel Leaders Leisure Group.

"This gives us the confidence to bring to Australia a business model that has been in practise for 28 years in the biggest cruise market in the world," said Cruise Holidays managing director Les Farrar.

"If an agent or consultant is passionate about cruising and wants to become a true cruise

specialist, then we offer the best opportunity in the industry.

"And if a successful home-based agent one day wants to open their own store, we can facilitate that," he said.

According to Farrar, several agents have signed up to the program prior to the launch and contracts are being exchanged with a further two Sydney-based business owners.

Queensland's CruiseMart signed a Master Franchise agreement with Cruise Holidays International in July 2012 and since then has worked to modify its systems for Australian use.

Each of its members now has an individual website with live booking capabilities for major cruise lines.

Farrar said the Cruise Holidays membership fees are competitive with existing home-based and franchise businesses and include "excellent value" marketing, website and other benefits.

See www.joincruiseholidays.com.au

Consumer Awareness

One of the major aims of the ICCA when it was founded in 1996 was to boost the profile of cruise holidays with Australian and New Zealand travellers.

Since that time we have worked very closely with media around the country to encourage Australians to consider cruising on their holidays and visiting cruise-savvy travel agents for advice on the right ship experience for them.

We are now mid-way through our local cruise season and it is pleasing to see record levels of cruise coverage throughout national media with a focus on the wide variety of cruise holidays available and the many visiting ships that will call in Down Under this wave season.

This provides an excellent environment for Council-accredited travel agents to introduce cruising to clients who may not have considered taking a holiday at sea before.

Don't forget to use these articles as tools to educate your clients about the wide variety of cruise holidays available.

Many of them are first-hand accounts of life onboard that paint a picture of exactly how relaxing and stimulating cruising can be - often accompanied by evocative images.

Remember, a picture is worth a thousand words!

We will continue to work closely with all forms of media to keep cruising top-of-mind with travellers, particularly emphasising the cruise industry's impressive growth and expansion through our annual statistics.

We can help direct them to you for expert advice but it's up to you to close the deal!

Silversea scores Bilisland

SILVERSEA has announced that David Bilisland, a former instructor at the prestigious Le Cordon Bleu culinary school in London, is again set to host the company's exclusive 'Relais & Châteaux L'École des Chefs' interactive cooking school in 2013.

In this role Chef Bilisland will present guests with a program developed in collaboration with Jacques Thorel, a consulting Grand Chef Relais & Châteaux, which includes hands-on instruction, and entertaining events.

Highlights of the program include specialised workshops covering topics from basic knife skills and kitchen terminology to sauces and baking; cooking demonstrations with wine pairings and interactive Q&A sessions; lively cooking competitions between Chef Bilisland and the ship's own culinary team; a 'Lunch and Learn' event offering small groups of guests a chance to sample a delicious meal of specially prepared dishes; and inspired 'Take It Home' recipes that will give guests an edge when entertaining at home.

See silversea.com for details.

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Seabourn conversations

SEABOURN'S newest concept for onboard enrichment 'Seabourn Conversations' will feature on all six of the company's ships, and will see a line-up of celebrities and experts not only lecture or perform and lead Q&A sessions, but actively "enliven the social scene and join the conversation".

"Conversation has always been central to the Seabourn experience," noted Richard Meadows, Seabourn's president.

"Our guests are interesting people with interesting life stories, and they really enjoy chatting in the relaxed camaraderie made possible by our small ships.

"We recruit explorers, heralded chefs, authors and scholars, celebrated performers & renowned experts from every arena of the arts, sciences, politics and the humanities with particular talents or expertise," Meadows added.

According to the cruise line, the Seabourn Conversations topics can be broken down into categories including: "Culinary Conversations", "Arts Conversations", "Culture & Destination Conversations", and "Current Affairs & History Conversations".

To view a list of currently scheduled Seabourn Conversations guests **CLICK HERE**.

Free internet on Stena

SEVEN Stena Line ferries servicing Norwegian, Swedish and Danish routes, will now offer pax improved internet connectivity, free of charge, thanks to an agreement between the ferry company and Marlink.

"Because CoastalRoam enables automatic switching between VSAT and 3G, the system is able to find the fastest and least-cost connectivity available at any time," said Tom Erling Hansen, head of sales, North Europe, Marlink.

Silversea on Banana Coast

NEXT year Silversea will begin calls to the Banana Coast, Trujillo, in Honduras.

Banana Coast is the newest Western Caribbean port in Trujillo, with Silversea being the first cruise line to sign up for calls.

The first call will see *Silver Cloud* pull up a pew at Banana Coast on 17 Dec 2014.

The \$20 million creation of the port began in Mar last year, and at present Banana Coast is now estimated to be 80% complete.

Themed 'Where the Rainforest meets the Sea' the port is being developed on 10 acres of beachfront land, and will feature a 50,000 square-foot shopping facility.



THE latest thing in burgers, is horse.

Hopefully cruise lines won't jump on the latest burger trend to hit the world stage, horse burgers.

The trend was discovered by the Irish food safety watchdog, which discovered high levels of horse meat in burger meat sold in supermarkets across the country.

According to reports, the levels of horse flesh in the burgers ranged from minute to up to 30%.

And it seems that the horse meat isn't restricted to just one brand of burger in one supermarket chain, with authorities confirming the presence of horse in burgers sold in Tesco, Lidl, Aldi and Spar.

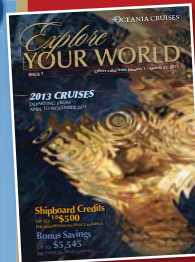
"In Ireland, it is not in our culture to eat horsemeat and therefore, we do not expect to find it in a burger," said the Food Safety Authority of Ireland chief executive Alan Reilly.

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More TV at sea with RCI

ROYAL Caribbean International has extended its satellite TV channel agreements with Oceans TV for two of its ships, *Serenade of the Seas* and *Splendour of the Seas*.

Serenade's agreement will see Oceans TV provide the ship with a wide package of satellite TV channels whilst she sails in European and Middle Eastern waters in the Northern winter and spring 2013 seasons.

As such, English speaking guests will be able to enjoy shows such as BBC World News, BBC Entertainment and CNBC Europe, whilst Italian cruise lovers can watch Rai News, Rai 1 and Mediaset Italia; French speakers will enjoy TF1 and AB1; and TVE International and RTL Schweiz can be viewed by Spanish and German speakers respectively.

The second agreement is for the supply of the TV Globo International satellite TV channel (Brazil's largest commercial television network) onboard *Splendour* whilst she cruises around the South American coast for the next 6 months.



Brochure Spotlight

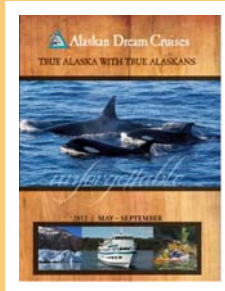
Oceania Cruises new 2013 European

Collection brochure is broken up into three sections: Onboard; Experience; and Discover.

The onboard sector includes 'Experience, Taste, Enrich and Oceania Club'.

The Discover section covers itineraries in the: Western Mediterranean & the Rivas; Eastern Mediterranean, Greek Isles & Black Sea; Scandinavia, Russia & British Isles; Continental Europe; and Transoceanic Voyages.

The Explore section covers onland tours and packages, hotel programs, suites & staterooms, deck plans, a cruise calendar, and general information.



AMA honours travel agent

AMAWATERWAYS has shown its respect to travel agents by announcing Valerie Wilson of Valerie Wilson Travel, will be the Godmother of its newest vessel *AmaPrima*.

Wilson, the New York City-based founder, chairman and chief executive officer of Valerie Wilson Travel, leads one of the largest privately owned and family-managed travel agencies in the United States.

"We are absolutely thrilled to have such a lovely and distinguished person as Valerie Wilson as the *AmaPrima's* godmother," said Kristin Karst, AmaWaterways' executive vice president.

"She owns one of the world's most prestigious travel agencies and her many contributions to the travel profession are simply unparalleled.

"Valerie is the perfect match for the *AmaPrima*, one of the most beautiful and technologically advanced ships in service today," Karst added.

Meanwhile the vessel herself is the sister ship to the 164-foot *AmaCerto*, and will feature twin balcony staterooms and suites as well as a heated pool with swim-up bar, massage and beauty salon, fitness centre, and complimentary in-room Internet access, ship-wide Wi-Fi.

AmaPrima will be christened in Vilshofen, Germany on 06 Aug 2013, and will serve the Dutch and Belgium Waterways and the Danube and Rhine Rivers on 10 itineraries.

Canaletto on *Prinsendam*

MS Prinsendam, Holland America Line's most intimate ship, now sports the company's Italian eatery, Canaletto.

The installation work undertaken during its dry-dock in Freeport, Bahamas, also saw the ship's Lido Terrace transformed into an enclosed Wintergarden, with the new area increasing the dining capacity of the Lido and providing the venue for Canaletto.

Other cosmetic enhancements completed during the drydock included new balcony decking and balcony dividers.

"We continue to invest in our fleet and the onboard experience to offer the best premium cruise experience," said Richard Meadows, executive vp, marketing, sales and guest programs.

"*Prinsendam* has one of our most loyal followings, so the new Wintergarden and popular Canaletto will certainly be appreciated by our guests," he added.

Royal Extravaganza

ROYAL Caribbean's latest online video 'A High-Flying Extravaganza at Sea: Royal Caribbean's Centrum Debuts Vertical Theatrics' takes guests court side and backstage onboard its Radiance and Vision class ships to experience the dazzling aerial Centrum performances, and check out the new retro-vibe R Bar.

To view the video **CLICK HERE**.

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