



National Cruise Week set for Sep

It's back! Australia and NZ's largest cruise promotion will return 2-9 Sep this year.

MARK your calendars and start planning – Cruise Lines International Association Australasia has announced the return of National Cruise Week.

Following the success of last year's inaugural consumer event, involving more than 1000 member travel agents, this year is tipped to be bigger and better.

CLIA Australasia general manager Brett Jardine said 30 cruise lines were expected to participate.

"Some of our members reported record sales during last year's National Cruise Week so we can't wait to see what fantastic deals they come up with this year.

"With similar events running in the USA, Canada, the UK and Ireland, and with up to

Rolls Royce power in Vikings

VIKING Cruises has selected the integrated Promas rudder and propulsion system from Rolls Royce, to power its new-build ocean cruise ships, to be delivered in 2015 & 2016.

The vessels will be built at the Fincantieri shipyard in Italy, with the Promas system chosen on the basis of a higher efficiency.

Rolls Royce will also provide deck machinery and steering gear for the new Viking vessels.

Festive cheer certain for Astor

INSIDE cabins on cruises scheduled for New Year's Eve 2013 and Australia Day 2014 aboard Cruise & Maritime Voyages' vessel *Astor* are already sold out, the company has announced.

Outside cabins and suites are still available on the three-night end-of-year and Australia Day sailings, departing on 30 Dec and 25 Jan respectively, however the company says these are not expected to last much longer.

See www.cmvastralia.com for more details.

60 member lines from CLIA regional offices around the world getting involved, National Cruise Week is the world's largest cruise promotion," Jardine enthused.

To help agents make the most of this year's event, CLIA Australasia has compiled a support pack filled with suggestions and ideas including using social media, hosting themed events and staging information nights.

CLIA members can download the pack after logging into the dedicated web portal at (www.nationalcruiseweek.com.au) using their normal CLIA login and password.

Agents can also get involved via social media at www.facebook.com/nationalcruiseweek and on Twitter @cruiseweek2013.

Shake-up at P&O UK/Cunard

CUNARD Line md Peter Shanks and P&O Cruises World Cruising md Carol Marlow will both depart the company in Sep 2013 as part of a "new commercial leadership structure" (**CW** breaking news) announced yesterday by Carnival Corporation in the UK.

David Dingle will assume the ceo role at both brands, with the md positions to be dissolved.

The business units will now both report to chief commercial officer Gerard Tempest, who also announced the creation of two Cunard and P&O Cruises marketing director roles.

P&O give credit for each point

FANS of the New South Wales Blues and Queensland Maroons origin teams will be able to share in the success (or make the most of the failure) of their team in a new promotion being launched by P&O Cruises today, and also available on 27 Jun and 18 Jul.

To run only for the day following each of the three Origin games, customers booking a cruise departing from Sydney will receive an onboard credit equivalent in dollars to the Blues score in the preceding game.

Likewise, credits equalling the number of points scored by Queensland will be given for voyages departing Brisbane booked the day after each of the matches.

For more info, see www.pocruises.com.au.

Riva to now become Emerald

SCENIC Tours md Glen Moroney has reportedly confirmed that the company's new European river cruising offshoot will now be called Emerald Waterways, rather than the previous name of Riva Waterways.

The new brand will operate on behalf of Evergreen Tours, with the name change apparently due to a query about possible confusion from Italian superyacht builder Riva.

Cruise Weekly packed today

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

ALL-INCLUSIVE
EUROPEAN JEWELS
BUDAPEST TO AMSTERDAM | 15 DAYS
BOUTIQUE RIVER CRUISING

UNIWORLD
BOUTIQUE RIVER CRUISE COLLECTION™

SAIL & SAVE

*Select Sailings



Holland America Line

A Signature of Excellence

FIND YOUR CRUISE >

CRUISE

WEEKLY

Thursday 6 June 2013



Legendary river cruises. Inspired design.



SAVE UP TO \$1000

per couple on 2014 European river cruises

10TH
ANNIVERSARY
WATERWAYS®

CLICK HERE
to find out more

avalonwaterways.com.au



Brett Jardine - General Manager



Cruise News & Views...

Shore Excursions (Part 2)

THIS week, I'm continuing on from last week's column where the focus was on how shore excursions are operated by cruise lines in conjunction with Inbound Tours Operators (ITO's).

Aside from understanding how shore excursions operate behind the scenes, it is just as important that agents and consumers are also aware that the actual price cruise lines sell shore excursions at does include many components that we often don't stop to consider.

It is true that cruise passengers do have the ability to research and book their own (in some cases private) tours at ports they will be visiting. However, when discussing shore excursion options with your clients it is important to ensure a few issues are clearly understood.

Flexibility: If a ship is late or unable to dock at a particular port due to inclement weather, your clients that have booked through the cruise line will get a full refund if their chosen shore excursion is unable to operate.

Insurance: All suppliers of product sold through ITO's and offered to cruise line passengers must hold appropriate public liability insurance and a certificate of currency will be sighted by the ITO before an operator can be included in the cruise lines program.

Don't miss the boat!: Passengers who have booked a shore excursion through the cruise line have peace of mind knowing that if there is a delay in getting back to the ship, the ship will delay departure to ensure their passengers get back on board.

Passengers who choose to research and make their own shore excursion arrangements direct with local suppliers, run the risk of financial and emotional loss if any of the three scenarios above work against them!

Infinity Rail hails "CRail" sales

Flight Centre's cruise and rail team is on track for further exceptional growth with its expanding range of packages.

INFINITY Cruise & Rail, or "CRail", has delivered "stronger than market growth" over the past year, which is expected to continue into 2014.

Julia Leary, Flight Centre's national product and marketing manager, cruise and rail, told **CW** that its network of retail outlets had greatly benefited from access to exclusive packages linking cruises with train travel, supported by "expert booking teams" with in-depth knowledge.

"CRail is now one of the company's strongest performers and a key contributor to Flight Centre Limited's profitability," Leary said.

Sales increases were "stronger" than the 11% growth in the Australian cruise industry last year, she said.

Infinity Rail has also shown year on year growth "which we don't anticipate dissipating any time soon as interest in rail journeys continues to soar".

Coral Princess expedition deal

DISCOUNTS of up to 25% can be enjoyed on new bookings of selected Coral Princess Cruises in the South Pacific and New Zealand.

Eligible itineraries range from the new 8-night South Island in Focus, which cruises between Wellington & Queenstown and the 12-night Aotearoa Complete, which operates from Dec to Feb each year.

Additionally, a 13-night sailing visiting Papua New Guinea, the Solomon Islands, Vanuatu and New Caledonia departing 23 Nov has been reduced in price to \$8,393ppts.

For more information, phone 1800 079 545.

Credits available in the Baltics

SHIPBOARD credits of up to US\$200 per stateroom are available via a new Oceania Cruises offer for a special Wine Connoisseurs cruise from Copenhagen to Stockholm.

Departing 03 Sep, the 10-night voyage will be operated by Marina, with guests able to partake in wine lectures, tastings and a number of themed events hosted by leading wine experts from around the world.

The voyage is priced from \$3490ppts and for more information, phone (02) 9959 1300.

Best sellers Infinity Cruise & Rail identified included: the Indian Pacific from Sydney to Perth combined with a Royal Caribbean or Princess cruise from Perth to Sydney; the Blue Train from Pretoria to Capetown combined with a *Queen Mary 2* sector from Cape Town to Fremantle; NTV rail sector from Rome to Venice combined with *Norwegian Spirit's* Grand Mediterranean from Venice to Barcelona; Eurail Spain Pass combined with *Liberty of the Seas'* Western Mediterranean cruise from Barcelona; Swiss Travel System pass combined with a Viking River cruise from Basel to Amsterdam; Eurostar from London to Paris to meet a river cruise to Budapest; Rocky Mountaineer from Calgary to Vancouver combined with Celebrity Cruises' Alaska Cruise-tour to Fairbanks; and New York to Fort Lauderdale in a sleeper carriage combined with *Oasis of the Seas'* Western or Eastern Caribbean cruise.

Fly free

Book by
31 July
2013

with Celebrity Cruises

Cruise New Zealand
& receive pre or
post-cruise flights*

*Terms & conditions apply. Learn more.



Celebrity X Cruises

Voyages by Gauguin brochure

PAUL Gauguin Cruises has launched a new brochure detailing voyages in the South Pacific, Asia, the Caribbean, Latin America & Europe aboard the *MS Paul Gauguin* & *MS Tere Moana*.

The Voyages by Gauguin 2014 collection featured a total of 26 itineraries, with both ships offering journeys of between 7-14 nights.

Among the local additions are an 11-night Fiji to Australia sailing and 12-night return trip as well as itineraries in Tahiti and the Society Islands and a 11-night Cook Islands cruise.

See www.pgcruses.com/e-brochure.

HAL excited about Oz

THERE were tulips a-plenty at an event in Sydney earlier this week, where Holland America Line vp of international sales and marketing, Joe Slattery, highlighted the cruise company's 140th anniversary this year.

Slattery, who's **pictured** right with HAL's local chief Tony Archbold, said Australia is "one of the most exciting markets in the world," with the local market almost at the same penetration rate for cruising as the USA and Canada.

"Other than Germany, I cannot think of any market that has grown as quickly in terms of multiplying where we were years ago than where we are today," he said.

Slattery also displayed a fascinating collection of images from Holland America's extensive cruising heritage.

The company revealed that Aussie chef Sean Connolly - who runs restaurants in both



Sydney and Auckland - will showcase his talents in the Culinary Arts Centre aboard *ms Oosterdam* during a trans-Tasman voyage departing 10 Nov this year.



TraveltheWorld **TAUCK**

HOW YOU CRUISE MATTERS

PREMIUM All-inclusive 2014 River Cruising

Any company can offer your clients a river cruise but we specialise in the details.

All-inclusive pricing	Time on Tauck: 1 FREE night's accommodation
Exclusive off the ship experience	
Industry leading Tour Directors	

Book early for a solar eclipse

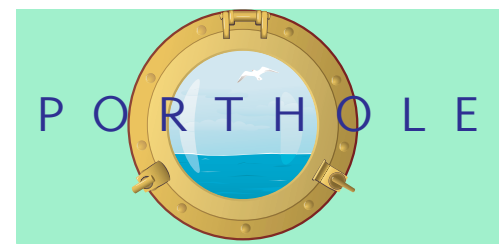
PASSENGERS aboard Fred Olsen Cruise Lines' vessel *Boudicca* will be in the right place at the right time to witness the next full solar eclipse.

The company has opened sales on a 15-night sailing scheduled to depart Southampton on 09 Mar 2015, which will be off the coast of the Faroe Islands and inside the narrow "Path of Totality" - the name given to the umbral shadow of the Moon across the Earth - in place for the next eclipse on 20 Mar 2015.

Mariner begins life in Asia

ROYAL Caribbean Cruises' ship *Mariner of the Seas* has begun operating in Asian waters for the first time, operating a series of 3-4 night cruises to Malaysia and 10-night sailings to Vietnam, Hong Kong and other Asian ports.

Mariner is the largest ship to base itself in Asia at 15 passenger decks and with capacity for 3,807 guests and joins sister-ships *Voyager of the Seas*, *Legend of the Seas* and *Rhapsody of the Seas*, all currently operating in Asia.



TALK about splitting hairs.

A recently scheduled Celebrity Cruises voyage aboard the *Celebrity Xpedition* to the Galapagos was cancelled due to a dispute between the company and local authorities over the purchase and transportation of 12kgs of frozen lobster tails.

The argument got so heated at one point that Celebrity's license to operate in the region was suspended for 45 days, forcing the company to refund cruise fares, offer a credit and reimburse airline change fees to affected passengers on at least one departure.

Galapagos officials got their noses out of joint over a recently published regulation requiring all lobsters purchased in the region to be eaten within five days of the end of the fishing season.

Since then, a judge in Ecuador has issued a temporary stay on the suspension, clearing the ship to proceed with its upcoming sailings while the matter is settled once and for all.

So when your clients ask to go beyond the expected, give them an experience that shows them how.

CLICK HERE

2014 Brochure out now!

Cruise Weekly is Australia's favourite online cruising publication. In production since 2007, **Cruise Weekly** is published each Tuesday, with a further travel industry update each Thursday.

Cruise Weekly is free and is sent to subscribers via email as an Adobe Acrobat PDF document.

Sign up for a free subscription at www.cruiseweekly.com.au.

PO Box 1010, Epping, NSW 1710

Phone: 1300 799 220 Fax: 1300 799 221

Advertising and Marketing: Christie-Lee Lachance, Magda Herdzyk and Lisa Martin
Email: advertising@cruiseweekly.com.au

Business Manager: Jenny Piper
Email: accounts@traveldaily.com.au

Part of the Travel Daily group of publications.

Publisher/Managing Editor: Bruce Piper
Editor: Louise Goldsbury

Production Editor: Matt Lennon
Contributors: Roderick Eime and Chantel Housler

Email: info@cruiseweekly.com.au



Cruise Weekly is a publication of **Cruise Weekly** Pty Ltd. All content fully protected by copyright. Please obtain written permission to reproduce any material. While every care has been taken in the preparation of **Cruise Weekly** no liability can be accepted for errors or omissions. Information is published in good faith to stimulate independent investigation of the matters canvassed. Responsibility for editorial comment is taken by Bruce Piper.