



## Tauck talks tough on new vessels

Europe's latest riverboats, *ms Inspire* and *ms Savor*, will be 25 metres longer with 10% more capacity.

**TAUCK** CEO Dan Mahar has declared its two new "Inspiration Class" ships are set to "raise the bar even higher" for rival river cruise lines.

Revealing the names of the newbuilds, he said *Inspire* and *Savor* would be stretched by 23%, compared to Tauck's four existing ships, but without a similar increase in passenger numbers seen on other companies' fleets.

Measuring 135 metres in length, as opposed to 110 metres, the upcoming vessels will each accommodate a maximum 130 passengers - not 190 passengers, as carried by other lines' ships of the same length.

"That's an additional 46% passengers aboard ships of the exact same length," Mahar told **CW**.

"You simply can't deliver the same relaxed, intimate atmosphere when you put nearly 50%

more passengers into the same space."

Those fighting words were followed by an assurance that the new ships would uphold the company's "industry-leading guide-to-guest ratio" with more service staff than any other river cruise line.

"Each Inspiration Class riverboat will have a Tauck Cruise Director and three Tauck directors aboard to attend to guests' needs," Mahar said.

"By contrast, other ships carrying far more guests are often staffed by just a single cruise director."

The Tauck directors will also accompany shore excursions, with guests divided into small groups of no more than 25 and guided by a local expert.

"River cruises offer incredible opportunities for authentic, in-depth explorations of each destination, so we place tremendous emphasis on ensuring that our shore excursions - all of which are included in our cruise prices - are absolutely world-class," said Mahar.

Mahar claimed that other cruise lines routinely have groups of "100 or more" led by a single local guide.

### ALL THE CRUISE NEWS

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

### CLIA looks to Germany

**CLIA** has announced it will establish a German wing, CLIA Germany, headquartered in Hamburg and chaired by AIDA Cruises CEO Michael Ungerer.

### Sea Cloud II combo fares

**SEA** Cloud Cruises is offering combination fares on a 16 night Danube *River Cloud II* cruise.

Departing 08 Aug 2013 from Bucharest to Passau *River Cloud II* will cruise to St George, Cernavoda, Russe, Nikopol, Oryahovo, Veliko Tarnovo, Belgrade, Mohács, Kalocsa, Budapest, Bratislava, Vienna, Durnstein and Melk.

Cruise-only fares start from AUD\$4,282pp, for the 16 night voyage, and as a special bonus for families, in Jul and Aug children up to 18 years of age can travel in their own cabin for only 50% of the cruise fare and all excursions are also included, see [www.seacloud.com](http://www.seacloud.com).



details  
extra attention on  
our mid-sized ships



Holland  
America Line

LEARN MORE >

# CRUISE WEEKLY



Thursday 7 March 2013

TRADE UPDATE

**SAVE \$1000 PER COUPLE**  
ON SELECT 2014 EUROPE RIVER CRUISES



Click here for 2014 Avalon Preview Groups Offers

**GROUP BOOKINGS**

- ✓ 1 IN 10 TRAVELS FREE
- ✓ EARN EXTRA 2% COMMISSION
- ✓ REFUNDABLE DEPOSITS

## Orion sold, Sarina Bratton moves on

Lindblad Expeditions' acquisition of Orion Expedition Cruises will allow a well-earned break for the Australian founder.

AS revealed yesterday by *Cruise Weekly*, Orion Expedition Cruises has been sold to Lindblad, with managing director Sarina Bratton to be replaced in the Sydney office by chief operating officer Joel Katz.

When she vacates the role on 19 Apr, Bratton plans to "enjoy some time off" for the immediate future.

"I'm going to have fun and do some travelling and play golf," she told *CW* in a phone interview.

"I've been running businesses for almost 30 years, since I was head of Cunard Asia Pacific in the early 80s, and then there was Norwegian Star until late 2000 and then Orion."

After a break, Bratton intends to "ramp up" her public speaking career and look into new company directorships.

When asked if she would return to Australia's cruising industry, Bratton said: "I believe I will probably contribute to the sector in a global sense."

But she said she would miss Orion, which she founded in 2004.

"Of course, it's my baby."

"I will miss the people and my guests, because without them, we'd be nothing."

The Orion deal followed an agreement by the company's three shareholders: Bratton, US private equity firm KSL Capital Partners and DVB Bank's Cruise and Ferry Masterfund.

"The Cruise & Ferry Masterfund offered to buy out KSL and they agreed, and I tagged along with selling my shares," Bratton said.

The Cruise & Ferry Fund owns 70% of Lindblad and undertook the final transaction.

"It's a great testament for an Australian company to be courted by global brands," Bratton said.

The timing of the sale was "fairly typical" for private equity companies, she said.

"They normally invest and try to exit around that 3-5 year period, and we sold to KSL in 2008, so it's not unusual."

The first female founder of a shipping company and Australasia's only five-star expedition cruise line, Bratton was previously managing director of Norwegian Capricorn Line, a joint venture partnership between Australian interests and Miami-based NCL.

As vice president and general manager Asia Pacific for Cunard Line, she grew the business from a sales agency with \$300,000 revenue into an operation with 33 staff and revenue of more than \$30 million.

The popular, award-winning Orion Expedition Cruises, formed in 2004, was a world leader in sustainability and adventurous itineraries.

The company offloaded its second luxury ship, *Orion II*, after a series of problems and in January made international headlines for its expensive rescue of a French sailor stranded at sea near Tasmania.

**MEANWHILE**, in other Lindblad news, the company's 62-guest *National Geographic Sea Lion* has been forced to cancel her current 8-day Panama and Costa Rica cruise after the ship struck a rock whilst in the Las Perlas Islands on day three of the journey.

Fortunately no-one was injured during the incident, however the rock did cause damage to the ship's hull, forcing the vessel to return to Panama City to undergo repairs.

Guests were given the option of flying home with a full refund, or continuing on with the adventure via a land program before flying home with a US\$2,500 refund.

As for the ship, she is currently undergoing repairs in drydock, with Lindblad cancelling her 09 Mar departure in order to ensure she is ready for her 16 Mar departure.

The accident follows hot on the heels of a similar incident earlier this month where Hurtigruten's *Kong Harald* hit a submerged rock near the Norwegian Coast and was forced to cancel the vessel's voyage for repairs.

*Harald* is due to return to service on 12 Mar.

## Cairns commences expansion

**PORTS** North has commenced a shipping channel expansion in Cairns.

The project will open up port access to cater to a bigger breed of cruise ship, including Voyager, Regal, Vista, and Grand Class vessels, by expanding the existing 90m channel to 140m and increasing its depth from 8.3m to 9.4m.

Subject to project approvals and construction timetables the new expanded Cairns channel will be set to welcome mega Ships in 2016.



TraveltheWorld COMPAGNIE DU PONANT YACHT CRUISES

### ASIA COLLECTION

**€300 ONBOARD CREDIT\***  
Book by 15 March

Small Ship Cruising in Asia onboard the brand new *Le Soleal*

OCT 2013 - MAR 2014



## SOUTH AMERICAN DISCOVERY CRUISING

ABOARD VOYAGER FROM \$144 PER DAY

**CLICK HERE FOR DETAILS**

Voyages of Discovery





# CRUISE

WEEKLY

Thursday 7 March 2013



The Jahan  
Saigon - Siem Reap

TRAVEL  
INDOCHINA  
Share the Experience



Join Travel Indochina on board  
The Jahan this New Year's Eve.  
Call 1300 362 777



By Peter Kollar, ICCA Training and Development Manager

## Cruise News & Views

### The sEa-Myth

Whether you're a cruise agent employed by a travel brand, or have branched out on your own, the way you do business (your job) is closely reflected to that of a small business owner - bringing in clients, servicing their cruise needs, and monitoring your progress against KPI's and targets.

There has been a lot of material written through the years to educate small business owners on the best methods to achieve success, and one of the best books you can read is Michael E. Gerber's, "The e-Myth".

Gerber studied hundreds of businesses and found they were formed by people who were great at their job (trade) but thought they could do better, or entrepreneurs who could bring people to their start up business, or a third group that could crunch numbers and know what was needed to make a profit in business.

What was most revealing was the large number that failed, and from these observations he found a common denominator.

Success was best guaranteed on whether the person could wear all three 'hats' interchangeably.

In other words, as a cruise specialist, you need to do three things for success;

1. Be good at your trade. Continually learn your cruise industry and work on your sales methods.
2. Be entrepreneurial. Market yourself and be good enough that your clients are your fans - use social media to create a community.
3. Business Acumen. Have clear and tangible targets in mind for what you need to be profitable as a cruise business or as an individual to meet your personal financial goals.

Results reflect effort, so invest in yourself and embrace development.

### Getaway from the fire

**NORWEGIAN** Getaway has experienced a setback at the Meyer Werft Shipyard in the form of a fire.

It is not yet known why the fire broke out, or how much damage was done to the ship, which is currently under construction, however no one was hurt during the incident, and it is expected that the completion of the newbuild in 2014 will not be delayed because of the fire.

### Cities vie for cruise dollar

**FEDERAL** Tourism Minister Martin Ferguson has urged regional coastal cities to embrace the cruise sector, commenting that the tourism industry's biggest area of growth was showing no sign of abating.

Speaking with **CW** this week in Cairns at the launch of Tourism Australia's new 'Best Jobs in the World' campaign, he said opportunities are "knocking" for cities across the country.

Ferguson made the remark when questioned by **CW** if the Gillard Govt was a proponent of a multi-billion Broadwater Marine Project being explored for the Gold Coast.

"The proposed Gold Coast Cruise Terminal is a regulatory matter that the Queensland government is going to have to attend to," the Minister said.

Regular shipping movements about the country are not limited to capital cities, as smaller and medium-sized cruise lines are exploring regional towns as they present new opportunities, where in some cases, mega-liners are unable to access, he said.

"Some of the regional cities, like the Gold Coast, currently lack the facilities to accommodate the big cruise ships, but the country's cruise growth is not restricted to large cruise companies.

"Every key centre, be that in capital cities or regionally, has an incentive to grab a share of the market," Ferguson said.

**MEANWHILE**, SKYCITY Entertainment Group and Brookfield Multiplex have been shortlisted for the next stage of the process for the Gold Coast Broadwater development.

Dubbed the Azure Consortium, the entities will now present a detailed proposal for the major tourism infrastructure project.

"This process is still in its very early stages. During this next phase we look forward to learning more about the Govt's and Gold Coast City Council's specific goals, expectations and requirements, prior to providing a more detailed proposal for consideration by Government and the Council," said SKYCITY ceo Nigel Morrison.



### THAT'S a fish!

The owner of the South American fishing holiday company Amazon-Angler.com, Steve Townson, has fulfilled a lifelong dream of nabbing the largest freshwater fish, a 113kg arapaima.

Arapaima are a protected species, and thus Townson worked on a catch and release policy, using a 900g piranha as bait.



### New pier for Geelong

**GEELONG** council has committed \$5 million to the Yarra Street Pier Project, saying the development is a key funding priority for the Victorian city.

The proposed Yarra Street Pier will measure 260 metres long and will build on the existing facilities of the Royal Geelong Yacht Club, enabling large cruise ships to berth at a central point on the foreshore, rather than the current practice whereby ships utilise swing mooring and tender guests ashore.

According to the plans, the pier will include wave protection, additional marina berths and public berths, and will be facilitated via the dredging of an approach channel and swing basin.

The development will also be assisted by \$2.5m pledged by the Royal Geelong Yacht Club, and is subject to securing the full \$33.2m funding, for which Geelong City is now looking to State and Federal Governments.

If the project goes ahead, it is expected that the Pier will boost cruise visits to Geelong to 25 per annum by 2025.





## Face to Face: Teresia Fors Managing Director Australia and New Zealand, Viking River Cruises

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

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

I was asked to set up the Australian business entity servicing Viking's clients in Australia and New Zealand.

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

River cruising will continue to gain market share from other travel categories as a way to explore destinations around the world, Europe in particular. We are all very excited about the introduction of our oceans project and proud to be part of the birth of a new ocean cruise line. Five years from now, we'll have a great business offering fully integrated ocean/river itineraries with seamless transition between the two concepts.

### What is the key to your success?

To never, never, never give up and making sure you have a great team dedicated to achieving the same goal as you.

### What is your favourite destination, and why?

There are always reasons to go back to Europe.

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

Cruising on the Yangtze River with my mum was pretty special. She has not done a lot of travelling and to show her China was a dream come true. My colleagues on board made a terrific job making sure she felt comfortable and included.

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

Cruise products, regardless whether offered on a river or an ocean, offer tremendous value very hard to match. Travellers have already identified the value proposition of cruising, hence the continued growth of passenger numbers despite the GFC etc. Now the challenge is to communicate the width of cruise products on offer. There really is a program out there for everyone. Another reason to why I am certain this category will see continued growth: Look at the level of investment the cruise lines are willing to engage in the marketing of the category. Consumers are therefore continuously reminded of the value and benefits of cruising generating an interest that will not go away any time soon.

### What do you think is the most underrated/overrated aspect of cruising?

Underrated: "I'm too young, I'm too active for cruising". Overrated, not sure as I seldom meet people not happy with their cruising experience. They may say they'd choose a different line next time but generally speaking happy with the concept.

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

To both groups: Take the time to research different lines. There are so many available to the Australian or New Zealand consumer today and so many products that are unique, offer high quality and deserve attention.

### What is your prediction for the future of cruising?

More specific cruise product, themed products growing alongside the more mainstream cruise products.

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

Never underestimate the effort needed in reaching your goals. One of my first bosses used to say to anyone leaving work before 6pm "Working part-time?". If you want to go further than your peers, you have to invest more and often much more than what anyone else is willing to invest.



## Teresia's Cruise Favourites!

- Favourite Ship:** A Viking longship, of course
- Favourite ship activity:** Dinner time... I love food and good company
- Favourite shore excursion:** Anything discovering history
- Favourite region:** Europe
- Favourite port:** Paris
- Favourite onboard food:** Champagne
- Favourite perk of the job:** My colleagues and my friends in the industry

**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](http://www.cruiseweekly.com.au).

PO Box 1010, Epping, NSW 1710

Phone: 1300 799 220 Fax: 1300 799 221

**Publisher/Managing Editor:** Bruce Piper

**Editor:** Louise Goldsbury

**Assistant Editor:** Amanda Collins

**Contributors:** Roderick Eime,

Chantel Housler and Guy Dundas

Email: [info@cruiseweekly.com.au](mailto:info@cruiseweekly.com.au)

**Cruise Weekly is part of the**

**CRUISE**  
WEEKLY

Travel  
DailyTV

TravelDaily  
First with the news

Pharmacy  
DAILY

**Advertising and Marketing:** Christie-Lee Lachance, Lisa Martin and Magda Herdzyk

Email: [advertising@cruiseweekly.com.au](mailto:advertising@cruiseweekly.com.au)

**Business Manager:** Jenny Piper

Email: [accounts@traveldaily.com.au](mailto:accounts@traveldaily.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.