



US line set to launch six years late

Pearl Sea Cruises is expected to commence operations in 2014 in Canada, New England and the Great Lakes.

A SISTER company to American Cruise Lines will finally open for business next year following a litigation case that postponed its planned debut in 2010.

Its one ship, *Pearl Mist*, was originally supposed to debut in 2008 but was delayed at the shipyard.

In 2009, its inaugural season was cancelled again due to "quality issues" and "deficiencies" discovered during sea trials.

The most recent problem, according to Pearl Sea Cruises, was that the ship did not meet regulatory requirements, leading the company to end up in court with Irving Shipbuilding in

Nova Scotia, Canada.

The 210-passenger *Pearl Mist* finally arrived in Maryland this week for final outfitting at Chesapeake Shipbuilding, a shipyard owned by Charles Robertson, who also owns Pearl Seas Cruises and American Cruise Lines.

Registered in the Marshall Islands, the vessel is scheduled to embark on its maiden voyage from Baltimore on 28 Jun 2014.

After the inaugural sailing, *Pearl Mist* will offer itineraries such as 'Splendor of Canada', 'St Lawrence Seaway and Thousand Islands' and 'Great Lakes and Georgian Bay', before ending the season in Miami in Nov, when it will begin Caribbean and Bahamas cruises.

Destinations include Québec City, Prince Edward Island, Nantucket, Newport, Halifax, Saguenay Fjord, Cape Breton Island, Percé, St. Pierre-Miquelon, Martha's Vineyard and Bar Harbour.

In a statement, the company said *Pearl Mist* "defines a new style of luxury adventure small-ship cruising", offering the highest standards in comfort, safety, technology and communication.

It features oversized staterooms with sliding glass doors to private balconies, a glass-enclosed dining room and several lounges.

For details, see www.pearlseascruises.com.

Suite Morph video by Avalon

AVALON Waterways has released an amazing video outlining the space and design of its Panorama Suites and Open Air Balconies.

According to new CLIA statistics, growth by Avalon Waterways outpaced the average by three to one on river cruising.

To see the video, click on the *Travel Daily TV* logo.



Live like a Celebrity for less

AHEAD of the return of the *Celebrity Solstice* for the upcoming 2013/14 Australian summer season, Celebrity Cruises has released a special sale available only for the week of 05-11 May.

Onboard credits of between US\$100-US\$300 per stateroom are on offer depending on the accommodation category purchased, for the vessel's entire season of Australia, New Zealand and South Pacific voyages during her season, which runs from Oct to Apr 2014.

Fares includes taxes and gratuities, with the upcoming season also including a number of new itineraries including a three-night sampler cruise as a taster for those unsure on cruising.

Cabin prices for a 12-night New Zealand voyage departing 28 Nov 2013 start from \$1399 per person twin share.

For more information on the upcoming sale, visit www.celebritycruises.com.au.

ATEC WA Cruise Exchange

INBOUND tour operators and executives from cruise lines will have an opportunity to meet with, view and experience a range of 'cruise ready' products suitable for shore excursions from Perth's ports.

The Australian Tourism Export Council's Inaugural WA Cruise Exchange will take place from 27-30 Jun at Fremantle's Esplanade Hotel.

Tourism Australia is supporting the event.

At present, eleven companies have expressed interest in showcasing their products at the event, including AOT Cruise, Australian Shoreside Management, Great Southern Railway, Carnival Australia, Royal Caribbean and Cruise and Maritime Voyages.

Four pages of CW goodness

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

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Brett Jardine - General Manager



Cruise News & Views...

Passenger Data

There has certainly been plenty of positive media coverage around this week's release of the 2012 Australian Cruise Industry Report. The mainstream media coverage has been stronger than ever and the turn out to our launch on Monday is a good indication of the value our many stake holders place on the cruise business.

Statistics and graphs may not be the sort of thing that many of you choose to look at in your spare time but I would urge you to take a moment to digest where the Australian cruise industry is at and consider the positive implications of this report for the entire region.

The number of Australians that chose a cruise holiday in 2012 rose by 11 per cent to a new record of 694,062. In real numbers, the increase of almost 71,000 passengers between 2011 and 2012 represents the third largest annual rise in Australian passenger numbers in the past decade.

Since this report was first compiled in 2002, Australian cruise passenger numbers have risen by 500 per cent from a base of just over 116,000.

This equates to an average annual increase of 20 per cent over the past decade. That's quite a result – I think many industries would be pleased to have that growth rate!

One of the most exciting statistics to come out of the ICCA report is the fact that Australia's market/population penetration rate has now reached 3%.

This is a figure that is closely monitored by Cruise Line executives and will give them the confidence to continue their focus on deploying ships into our waters.

More ships in our local waters are one of the driving factors behind a growing consumer awareness of cruising which is delivering greater demand through your door!

APT ramps up Royal Experience

Free flights and air credits are on offer with the company's new royalty-themed brochure, 'Europe River Cruising 2014'.

APT has launched a 'Royal Experience' cruise concept, with a range of discounts that could save clients up to \$6,400 per couple.

The "new, exclusive and entirely indulgent style" of European river cruising focuses on behind-the-scenes sightseeing, meals in castles, personal service and "royal standard" accommodation.

Highlights include an invitation from Germany's Princess Heide von Hohenzollern to explore and dine in her home, Berg Namedy castle and a truffle-hunting tour where guests get to take the dogs out in a French village.

On selected European cruises next year, for bookings with paid deposits by 31 Oct 2013, APT SuperDeals include free flights (some including taxes), companion fly free and air credits (for brochure holidays from Australia) of up to \$3,000 per couple.

"Our pledge to guests is that when they travel with APT they will be treated like royalty," APT gm sales and marketing Debra Fox said

"That means having every little detail taken

Cooking with a MasterChef

CAPTAIN Cook Cruises has partnered with 'Masterchef' Season 1 winner Julie Goodwin to host three live cooking demonstrations on an upcoming four-night Murray River cruise, sailing on the *PS Murray Princess* and departing from Mannum, Adelaide on 10 Jun.

"I'll be creating some delicious dishes using the amazing produce from the South Australia region, and it will be great meeting the passengers and having some fun in the kitchen with them," Goodwin said.

Prices for the Julie Goodwin Cooking Cruise start from \$1299 per person twin share.

More details at www.captaincook.com.au.

MEANWHILE, Captain Cook Cruises in Fiji has conducted its first coral replanting exercise near Tivua Island, educating passengers and locals on conserving marine life.

Many of the passengers on board the voyage took part, helping to prepare 45 coral replacement pieces to transplant to the reef.

CCC marine biologist Elanoa Lawavou said the company hopes to offer the activity to cruise guests every two months.

care of, delivering a highly personalised service, giving them access to people and places that other travellers can't reach and catering to their every need."

Other royal experiences include a private opera recital of the Hungarian State Opera House; private access to Vienna's newly renovated City Palace; a Michelin-starred dinner overlooking the World Heritage-listed gardens at Chateau Neercanne; and a night at the Moulin Rouge in Paris.

New for 2014, each APT ship will offer seven all-inclusive dining options, such as Erlebnis Chef's table restaurant for 24 people and the new River Bistro restaurants on all Concerto and Aria river ships.

APT's signature butler service is also available to select suites on its Concerto ships.

The *AmaSonata* and the *AmaReina* will join the fleet next year.

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

Biggest sale

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Celebrity X Cruises

D-Day anniversary departure

SWAN Hellenic Discovery Cruising is offering a special 13-night cruise to commemorate the 70th anniversary of the D-Day landings on the beaches of Normandy on 06 Jun 1944.

The cruise, to be operated by *Minerva*, will depart on 04 Jun 2014 from Portsmouth in the UK & visiting historic sites in Northern France.

An outside cabin is priced from \$4180ppts, with a Balcony Suite from \$7535ppts.

For more details, see www.bit.ly/ddaysail.

New Hapag-Lloyd delivery

HAPAG-LLOYD Cruises has taken delivery of its newest vessel - entitled *Europa 2*, after being transferred from France's STX Shipyard.

The ship will be deployed for operations on the Mediterranean during the upcoming Northern Summer and is the first newbuild ship for the German line in over a decade.

Europa 2 will be christened in Hamburg next week before departing on its maiden 14-day voyage to Lisbon, Portugal soon afterward.

Win Kristen Chenoweth tkts

ROYAL Caribbean Cruises are giving away two double passes to travel agents and their partners in Sydney, Brisbane, Melbourne and Adelaide to see *Quantum of the Seas* Godmother Kristen Chenoweth perform live in Australia next month in her new show, "Kristen Chenoweth in Concert", which will tour each of the cities from 9-17 Jun.

To be in the running, email in 25 words or less your response to the following question.

Next year, Royal Caribbean will launch Quantum of the SeasSM complete with RipCord by iFly[®] (a skydiving simulator), SeaPlexSM (the largest indoor active space at Sea), North StarSM (a capsule that ascends over 91 metres above sea level), virtual balcony staterooms and much more. If you were designing a new ship, what innovative and exciting feature would you include?"

Send entries before the end of May to insidesales@rcclapac.com, and for full terms and conditions, visit www.bit.ly/rcclkristen.



Travel the World has been operating as a General Sales Agent in Australia for over 30 years, providing discerning travellers with unique luxury experiences. From premium cruise holidays on the world's best cruise lines, to enriching historic and cultural tours, to indulgently luxurious resorts, Travel the World caters to our clients' every need.

MARKETING AND PRODUCT MANAGER

A position has become available for a Marketing and Product Manager reporting to the General Manager of Sales & Marketing. We are looking for a dynamic person, who has the ability to develop and manage a team in a successful dynamic family business atmosphere.

This position will be responsible for developing the marketing strategies and plans for Travel the World's diverse but premium products across all mediums of marketing. These plans include wholesaler, retail and consumer marketing campaigns and working with our partners within these distribution channels to ensure our goals are met. These plans will need to meet the sales targets of Travel the World whilst also ensuring increased brand awareness. The position will also be responsible for liaising with our principal partners on plans for the Australian market in relation to marketing, product releases, sales and training. The position works very closely with other leadership positions within Travel the World.

The Candidate we are looking for will be able to demonstrate they have developed plans at a strategic level, have strong planning and time management skills and the capability to develop and manage a dynamic team. Established relationships with key retailers and wholesalers would also be favourable. A salary package including a generous incentive plan is available for this position.

ADMINISTRATION ASSISTANT SALES & MARKETING

A newly created position of Administration Assistant is available reporting to the Marketing and Product Manager. We are looking for a dynamic person who has the ability to handle all administration functions of the sales and marketing team working in a dynamic family business.

The position will be responsible for day to day administration functions including managing invoices, budgets, reports, travel arrangements, updating database systems and co-ordinating various events throughout the year. The person needs to have exceptional time management and organisation skills and the ability to prioritise work. Experience in various computer programs including CRM systems and Microsoft suite programs are required and a high level of attention to detail. We are looking for a candidate that shows initiative and has the ability to work as part of a team. A salary package including an incentive plan is available for this position.

To apply for either of these positions please forward your resume in confidence to careers@traveltheworld.com.au by the 8th May

SeaDream extended sailings

A SERIES of extended cruises will be offered by SeaDream Yacht Club in response to demand from Australian & New Zealand customers seeking longer European voyages.

'Grand Voyages' will consist of a number of 12- and 14-night departures with special discounted pricing for Australasian customers.

Examples of the new sailings include a 14-night journey from Istanbul to Athens visiting 12 ports in Turkey & the Greek Islands.

For those seeking shorter cruises, 12-night offerings depart from Dubrovnik and visit 11 ports in Montenegro, France, Spain and more.

More information and detailed itineraries can be obtained from Julie Denovan via email on jdenovan@seadreamyachtclub.com.au.

De-Stress with Blue Lagoon

PASSENGERS purchasing any Blue Lagoon Cruises voyage for two adults in any category deck cabin will receive a special "de-stress" package courtesy of Blue Lagoon Cruises.

Included in the pack is a FJ\$100 bar credit, two "Pure Fiji" pamper packs and a 30-minute de-stress massage per person.

The package is only available for bookings of two adults 16-years and over per cabin, with booking & travel dates from 01 May-15 Aug.

For more information or to book, contact your preferred wholesaler and ensure the booking code "AUSDE-STRESS" is included.

More details can be found by [clicking here](#).

Celebrity unveils local season

NEARLY thirty different itineraries will be offered during the 2014-15 Celebrity Cruises season in Asia and Australia, as the company deploys the *Celebrity Solstice*, *Celebrity Millennium* & *Celebrity Century* in local waters. The increased offering is a 50% jump on prior years, with itineraries ranging from 3-23 nights. New arrival *Century* will cruise to 17 ports in four countries, including five for the first time in Port Lincoln, Cairns, Champagne Bay, Mystery Island and Port Vila, Vanuatu, with *Solstice* operating a three-month season.

Anniversary of P&O in Mare

P&O CRUISES has celebrated the first anniversary of its arrival in Mare, in the Loyalty Islands for the first time on 15 Apr 2012. Carnival Australia CEO Ann Sherry said P&O was now a welcome part of the island community, located near New Caledonia and was having a positive impact on locals. "Right from the start we knew Mare was a very special destination that our passengers would love," and we wanted to make sure that we provided access in a way that benefited the local community," Sherry said.



WHEN expecting the unexpected, it is better to ensure you're covered.

This was the approach taken by Jacobite Cruises, who operate sightseeing sailings on Loch Ness in Scotland, and who are now insured for \$1.4m should the mythical Loss Ness Monster cause damage to its vessels.

The policy was taken out on the 80th anniversary of the first sighting of the monster known affectionately as "Nessie", which was reported by local Inverness hotel manager Aldie Mackay back in 1933.

Tauck and TTW target top agents

TRAVEL The World last night hosted nearly sixty travel agents at a lavish affair at Sydney's Park Hyatt Hotel, with the occasion being the official launch of the 2014 Tauck European River Cruise brochure.

Officiating was none other than Robin Tauck herself, part of the third generation of the travel dynasty, whose presence reflected extremely strong performance from Australia, which is now Tauck's number one market worldwide.

Tauck gave an extensive overview of the company's product, which includes operations across the globe including touring, small ship voyages, cultural and event tours plus a family program.

She also highlighted the "Tauck Difference," with her presentation including a frank assessment of the company's competitors, particularly in the popular European river cruising segment.

One of the slides (pictured below) contrasted Tauck's passenger to staff ratios, with Tauck's ships carrying significantly less passengers in the same size river cruise vessels and with more Tauck staff on board.

	Maximum Number of Guests	Staff to Attend to Guest Needs	Guest-to-Staff Ratio
Tauck ★	118-130	4	33
Viking	190	2	95
Ama	162	1	162
Uniwold	164	1	164
Scenic	169	1	169

Robin Tauck also showcased Tauck's truly all-inclusive product, with one of the company's mottos being "Get what you pay for...and



then some," with tours including all private shore excursions, exclusive Tauck experiences, exclusive dining ashore, gratuities, handpicked upmarket hotels, and new for 2014 being an open bar on board the vessels.

"We have no options sold ever," she said, to applause from the agents in attendance who were also very impressed with Tauck's "no single supplement" on Category 1 cabins on its entire portfolio of river cruises.

Tauck has four river cruise vessels in Europe built in partnership with a local company, and a further two - *Inspire* & *Savor* - will be added in 2014 along with additional itineraries.

Robin Tauck thanked Travel The World for its 25 year partnership with the operator, with bookings booming in the last 12 months.

The appointment of Ita Buttrose as Tauck's ambassador had also been very successful, particularly with the media doyenne's profile soaring when she was named Australian of the Year in Jan this year.

Pictured above at last night's event from left is Justin Montgomery, Travel The World joint md; Robin Tauck; and Michelle Taylor, Travel The World general manager sales & marketing.

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