



## OOE expands Australian operation

One Ocean Expeditions has appointed its first permanent Australia-based manager to serve its growing network of local wholesale and retail partners.

**RICHARD** Cunningham, a former manager at Active Travel, has taken on the newly created role of sales, marketing and PR manager Australia/NZ/SE Asia of One Ocean Expeditions, the polar cruise company founded by Andrew Prossin in Canada.

Prossin said Australia had rapidly grown to become "a very important market" for the company, which was previously represented on a smaller scale by the Active Travel team in Sydney.

"The move to appoint a permanent Australian manager is in response to increased demand for the One Ocean product from a broad range of cruise wholesalers and specialist polar, adventure and small ship cruise sellers," Prossin said.

"We place a huge focus on customer service aboard our ships and we aim to replicate this service-based approach with our sales partners around the globe."

Cunningham, who worked with Prossin at Peregrine Adventures more than 10 years ago, also held a marketing role at World Expeditions and was instrumental in bringing the OOE product to Australia in 2007.

"One Ocean Expeditions has certainly found its mark in Australia", he said.

"The *Akademik Ioffe* and *Akademik Sergey Vavilov* are very well known to Australian travellers, and the innovative team at OOE has changed the polar scene, introducing a raft of new initiatives over the past few years".

Season 2014-15 will be OOE's sixth in the Antarctic, with a record 21 departures as well as seven voyages in the High Arctic next year, including the Canadian Arctic, West Greenland, and Spitsbergen.

For info, visit [www.oneoceanexpeditions.com](http://www.oneoceanexpeditions.com) or phone 0410 417 006.

## Designed for WOW launches

**ROYAL** Caribbean International has this week kicked off its largest brand awareness sales campaign, entitled "Designed for WOW".

For the first time, cinema advertising will be debuted by the line, along with numerous other mediums including online platforms, magazines & newspapers, with the promotion to be run until the summer season begins.

The focus of the campaign will be the variety of WOW moments that can be experienced both onboard Royal Caribbean vessels and during shore excursions around the world.



**National Cruise Week** is now on, and cruise lines operating in Australia and overseas have all come to the party, releasing super-special deals available from 02-09 September only.

◆ **Uniworld Boutique River Cruises** is offering an additional \$100 saving per person off any Uniworld booking. The offer is combinable with existing Pay in Full and Early Booking Savings - phone 1300 780 231 before 09 Sep.

◆ Suited to last-minute bookings, Costa Cruises has launched a deal whereby passengers able to travel on *Costa Victoria's* seven-night Singapore and Indonesia cruise departing 23 Nov will receive US\$300 onboard credit and a free upgrade to an outside cabin.

Make your bookings before 09 Sep to take advantage of these exclusive NCW special offers.

## Crystal opens up 2016 cruises

**DEPARTURE** details for Crystal Cruises sailings through the entirety of 2015 and into early 2016 are now available for booking, the company has this week announced.

Highlights of voyages available through 2016 include a higher number of overnight port visits, more shorter departures for time-poor travellers, round-trip sailings from more than 12 cities and cruises to all seven continents, with current prices guaranteed until 31 Oct.

### What a ripping good CW

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

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### CLIA

CRUISE LINES INTERNATIONAL ASSOCIATION  
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### Cruise News & Views...

Brett Jardine - General Manager

## National Cruise Week Update

WE ARE in the middle of National Cruise Week, and anecdotal evidence suggests that this year's event is twice the size of our inaugural year in 2012.

The level of activity in every respect has been higher in 2013 and there is a very simple philosophy that I have always stood by: Activity = Results!

We have seen a very high level of mainstream media attention through newspapers, radio and online.

CLIA Member Cruise Lines have delivered 100% support with exclusive offers and the promotion of National Cruise Week within their own advertising.

CLIA retail members have embraced the need to drive their own local area marketing activity to attract not only existing but also new cruise customers.

Our trade media have generously supported National Cruise Week with extensive editorial coverage to help spread the word.

Social media channels have been a buzz of activity including our NCW Facebook page that has seen a 500% increase in activity over last year – no kidding!!

With the interest in cruise generated by our combined efforts, there must be plenty of consumers out there wondering what all the fuss is about if they haven't cruised before. So if you think you have done everything you can and are now waiting for the bookings to roll in – don't stop!

Get your team together and do some brainstorming to see if there is anything more you can do to capitalise on the last few days of National Cruise Week as this is only a once a year event!

## Aus rises to Uniworld's no.2 market

This year has been a record for local sales, revenue & Australian passengers, Uniworld has said.

AUSTRALIAN sales of Uniworld river cruises in 2013 were exceeded only by the line's home market in the US.

John Molinaro, general manager Australia told *Cruise Weekly* that local bookings had been "unstoppable".

"Australia is now a formidable force," he said at the company's brochure launch in Sydney this week.

"We're very pleased with the outcome and the response from people who have travelled with us, as well as the good work by our travel agent partners."

Launching the 2014 Europe and Russia program, which introduces the *SS Catherine*, a sister ship to 2011's *SS Antoinette*, Molinaro said: "We don't bring out new ships very often because they are truly works of art, so when we do bring one out, you know it will be special."

Equipped with a heated swimming pool, the 159-pax *SS Catherine* will sail the popular Burgundy and Provence cruises in France, while the *River Royale* is set to move to

Bordeaux to operate the company's new French itinerary.

Next year's campaign will also emphasise the concept of a "six-star experience", covering expertise, service, choice, design, culinary options and "truly all-inclusive" pricing.

The 2014 Europe and Russia brochure is out now, with pay-in-full and early booking savings available.

"Watch this space," Molinaro said, "you're going to see a lot of new things coming out."

## Another cruise line butts out

SEABOURN has become the latest cruise line to outlaw smoking inside staterooms on its vessels, with the rule to take effect from Feb.

Lighting up will be banned in Category B rooms with balcony-like openings on the line's smaller ships *Seabourn Legend*, *Spirit* & *Pride*, but is allowed on full balconies outside suites.

## Propulsion problem identified

CELEBRITY Cruises president Michael Bayley said a propulsion pod system that failed twice was responsible for the issue that befell the *Celebrity Millennium* in Alaska (*CW* 22 Aug).

A piece of the propulsion pod, known as a "stator", which does not move and supplies electricity to the moving rotor, was responsible for the ship's first failure on 10 Aug in Seward.

The item was repaired & certified to resume service before the piece failed again, leading to Celebrity cancelling the remainder of the *Millennium's* season in Alaska.

Bayley said a stator failure was not unheard of, although the same problem repeating itself was unusual and forced the company to decide to replace the entire propulsion pod, an action which will soon be carried out on the vessel at the Grand Bahama Shipyard in Freeport.

"We didn't want to put the ship back into operation and then one or two months later have another incident - that was simply not acceptable for our customers," Bayley said.

He added that *Millennium's* current repair schedule, which will see the ship return to service on 22 Sep, remains on track.



## HAPPY CRUISE DAY.

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## CLIA Australasia exports training

Travel agent cruise training courses specially developed by Cruise Lines International Association Australasia will be delivered to travel agents in Singapore next month.

CLIA Australasia general manager Brett Jardine will take the podium at the iconic Marina Bay Sands integrated resort, with the initiative part of the Cruise Shipping Asia Pacific conference taking place from 09-10 Oct.

"Travel agents in the Asia Pacific region will be elated with the amount of tangible and practical knowledge they will receive during these training sessions," he said.

"This is really a wonderful opportunity to help agents explore the benefits of selling cruises," Jardine added.

Four training sessions will be offered during the conference: "Cruising the 21st Century," "Cruise Sales & Service," "Cruising Europe," and "Cruise Groups".

Jardine told *Cruise Weekly* that so far more

than 70 agents from across Asia had registered to undergo the training, with more expected to sign up as the conference approaches.

Only authorised travel agents attending the conference will be eligible to take part in the CLIA training sessions.

The conference will also include the presentation of the first annual *Rama Rebbapragada Award for Outstanding Contribution to the Cruise Industry*, in memory of the late Royal Caribbean executive well known to the local industry.

The award will be presented by Celebrity Cruises ceo Michael Bayley.

### Repositioning fly/cruise deal

**FLIGHTS** to Singapore with a full-service carrier from as little as \$49pp are being offered on bookings of Royal Caribbean's *Voyager of the Seas* repositioning cruise from Asia.

The 14-night voyage departs from Singapore on 24 Oct and will visit Kuala Lumpur, Darwin and Brisbane on her way to Sydney for the start of its annual summer deployment.

Fares start from \$1,999ppts for an interior stateroom - visit [www.royalcaribbean.com.au](http://www.royalcaribbean.com.au).

### Aurora/Arcadia booking bonus

**DISCOUNTED** deposits of up to 50% are among incentives available for bookings of seven nights or longer on 2015 World Cruises aboard P&O Cruises World Cruising vessels *Aurora* and *Arcadia*, booked via Polar Online.

Onboard credit of up to £35pp and group rates are also available as part of the sale.

### CCC revises training program

**CAPTAIN** Cook Cruises has relaunched its online accreditation program with two 10-minute modules and exclusive benefits after completion.

The new self-training course, for travel agents, wholesale and inbound frontline selling staff and travel industry students, explains how to navigate CCC's new website and learn about its Sydney Harbour, Murray River and South Australia cruises.

Richard Doyle, head of sales and marketing, said "You also will gain access to exclusive marketing opportunities and industry rates and make yourself more marketable in the job market."

The exam consists of 10 questions, and all agents who score 90%+ receive a certificate of completion - see [www.bit.ly/cccAP](http://www.bit.ly/cccAP) for details.

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\*Emirates will be launching one-stop flights to Kiev from 16th January 2014.

Hello Tomorrow

## Agents reap benefits of Orion pax seminars

**MORE** than 1000 inquisitive expedition cruisers turned out to a series of information sessions conducted around Australia by Orion Expedition Cruises recently.

The mystery & uniqueness of the world we live in and the ways it can be seen and experienced aboard vessels operated by Lindblad Expeditions and Orion Expedition Cruises was the core focus of the events.

In total, the series consisted of 12 events over a six-week period in six different cities, visiting Sydney, Melbourne, Brisbane, Adelaide, Perth and Canberra.

Lindblad's partnership with the National Geographic Society and the contributions and lectures offered by its onboard naturalists, nature photographers and scientists captivated the audience with stunning video, imagery and stories from their personal adventures.

"The response has been the best we have ever had, indicating the sales potential of having National Geographic Orion's voyages in 2014 supplemented by Lindblad itineraries as



well," Orion Expedition Cruises sales manager Asia-Pacific Steve McLaughlin told **CW**.

This translated to around one in seven people or around one in every 3.5 couples who attended booking an expedition.

Whilst mostly a consumer audience attended many of the events, large numbers of travel agents were seen accompanying their clients to the events, with all bookings made on the night and in follow-up attracting full agent commission - often upwards of \$2000 each.

More information sessions on the company's expeditions are scheduled to be held in Sydney later this month in Sylvania Waters, Mona Vale & Centennial Park, and to book a free place at any of six sessions for yourself or your clients, visit [www.orioncruises.com.au/events](http://www.orioncruises.com.au/events).

Travel agents are highly encouraged to attend to learn more about the Orion & Lindblad range of voyages, which covers destinations ranging from Alaska, Antarctica, Borneo, Papua New Guinea, South America and many more.

Steve McLaughlin is pictured above at the Sydney event with Lindblad Expeditions global head of sales Jacinta McEvoy.

## Home agents celebrating NCW

**HOME-BASED** agent network Travel Counsellors has launched a three-week Cruise Focus training initiative to help its members brush up on cruise sales skills and knowledge in line with the current National Cruise Week.

Initiatives being implemented include a daily webcast on cruise training with input from cruise operators, e-cards to send to clients, a weekly newsletter, special cruise offers and individual tips on how to better sell cruises.

Travel Counsellors commercial team leader Jonathan Garrett said cruise was a rapidly growing option for Australian travellers.

"We have seen bookings increase by 77% from 2011 to 2012 and a jump of 55% from 2012 to 2013 year-to-date".

Content for the courses is being provided by many major lines promoting in Australia including Avalon Waterways, P&O Cruises, APT, Carnival Australia, Royal Caribbean and more.

"We felt that by launching new initiatives we would help to build some excitement and encourage our Travel Counsellors to get involved," country manager Tracy Parkinson said.

## Costa to provide Sochi accom

**COSTA** Cruises has joined Norwegian Cruise Lines in deploying one of the ships to the Russian town of Sochi as a floating hotel for next year's Winter Olympic Games.

A total of seven cruise ships are expected to serve as floating hotels for the event and will accommodate thousands of sports fans during the event next Feb, docked in the Black Sea.

Double cabins are priced from 4,300 roubles (\$145) up to 12,500 roubles (\$420) per day.



**PRESUMABLY**, sharks should be safe in the knowledge they are at, or very near, the top of the ocean food chain...or so you'd think.

Scientists placing locators on sharks off the Eastern coast of the USA snapped the amazing photo below of a shark which had just been consumed in its entirety by a much bigger shark.

The researchers were trying to bait a sand tiger shark, but the menhaden they used attracted a much smaller dogfish shark, only for the original target to swoop & grab both.

According to Science Live, the dogfish shark was about one-metre long but was completely swallowed by the three-metre sand tiger shark.

The larger beast was tagged and released with its sizeable meal still in its mouth.



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## Face to Face: Don Clark Business Development Director, Cruise Holidays Australia

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

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

After many years in the airline industry I was looking for a change, wanting to use my experience & knowledge of distribution in the travel industry. An opportunity came up at Carnival Australia, and the rest is history.

### Where do you see yourself/your company in five years?

In five years I see the company having grown significantly and being a key player in the support and growth of good cruise agents. Hopefully in five years I will still be involved in that growth.

### How many cruises have you been on in the past year/five years?

Five cruises as personal holiday options but numerous short trips leading agent familiarisations.

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

Cruising out of Sydney Harbour and specifically under the Harbour Bridge on P&O, looking around me at the passengers and realising that we really do make people's dreams come true. Once only for the rich and famous, cruising is now an achievable holiday for most families.

### How do you spend days at sea?

Generally in a quiet part of the ship (the promenade deck is great on large ships) listening to the sea while reading a book and falling asleep. It is the best way to recover from a gruelling work schedule.

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

Because cruising offers unparalleled itinerary options and value for money, it will continue to attract new to cruise customers in all socio-economic groups, and repeat customers are being given more reasons to return to cruising by unique product combinations.

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

Underrated - is the old cliché "unpack once" it is so true and one you don't really appreciate until you get off the cruise. Overrated - I'm still thinking about that one. I will have to get back to you!

### What makes Australians/New Zealanders different to other cruise passengers?

Their energy, outgoing nature, and determination to get the best from every cruise holiday.

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

It will continue to grow, as the world becomes a crazier place, people will continue to seek holidays that take them away from the everyday, and cruising does just that.

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

Be true to yourself, work hard, and never underestimate the value of relationships. Because people really do buy people.



## Don's Cruise Favourites!

**Ship:** I have 2 actually, *Diamond Princess* and *Seabourn Odyssey*, the best of both worlds

**Ship Activity:** Chilling, followed by cocktail hour.

**Shore Excursion:** Ephesus, the ancient ruins in Turkey accessed from Kusadasi. Magical!

**Region:** Europe

**Port:** Istanbul. Sailing up past ANZAC Cove on the way to the port and then it is an amazing city to visit.

**Onboard Food and Drink:** Food, absolutely everything on Seabourn, drink, a classic Pinot Grigio with lunch.

**Perk of the Job:** Being exposed to the wonderful world of cruising.

**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.

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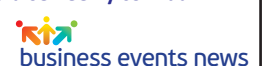
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