

CRUISE



WEEKLY



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**CRUISE
NEWS &
VIEWS**

with Brett Jardine
GM, CLIA Australasia

Cruise Week 2014 The Final Word

JUST a few days remain to the start of Cruise Week and based on feedback received in our office, cruising will certainly be a dominant conversation around the traps next week!

For the final word on Cruise Week, remember we have two primary objectives to make this a successful week.

ONE - to spread the word about cruising to an audience that is yet to be convinced about the great value a cruise holiday delivers.

To achieve this, the theme of Cruise Week is aimed at "New to Cruise" and as such all editorial content that has been distributed is focused on this messaging.

The Cruise Week 'deals' offered by Cruise Lines are not necessarily designed to have an impact on this audience.

TWO - 'the deals'. These are primarily aimed at the "already committed" cruiser. For this audience, our goal in creating a buzz and generating a high level of anticipation (without eroding other ongoing campaigns) can only be achieved by releasing 'the deals' at the last moment.

For the 'last-minute-Larrys' out there....if you do just one thing in the next 48 hours, send an alert to your email database and tell them it is Cruise Week next week (01-08 September) and have them look out for the Cruise Week "Discover" magazine that will be inserted into News Limited papers across the country on Sunday - for a number of lucky readers there is over \$100,000 in cruise prizes to be won as part of Cruise Week.



Quantum sees sales leap

BOOKINGS for Royal Caribbean's *Quantum of the Seas* have exceeded expectations, outperforming early sales of *Oasis of the Seas* when it launched amid much fanfare five years ago.

RCCL chairman and ceo Richard Fain, at a tour of the almost-built ship at Meyer Werft shipyard in Germany, told media and agents that the company was "getting a terrific rate of return" on its latest investment.

"Bookings for *Quantum* today are better than *Oasis*' bookings were at the same stage of pre-delivery in terms of both volume and price," he said.

"But just as people didn't fully appreciate how special *Oasis* and *Allure* were back then, I think we'll see that same phenomenon with *Quantum* and *Anthem of the Seas* - some things you really have to see to understand how good they are."

Singles Aus website

TRAVEL Leaders has registered www.singlescruising.com.au, launching the Australian website for its latest local brand launch.

The brand and website will be managed by Cruise Holidays Australia (**CW** Tue), with the first SinglesCruise departure to take place aboard a nine-night voyage on *Carnival Spirit* on 09 Nov 2015.

Travel agents booking single pax on any SinglesCruising.com.au voyage will earn 10% commission. Phone 1300 305 920 for details.

Fain said early indicators showed consumers were "willing to pay more for the overall experience" on a ship that offers onboard activities at no extra cost.

The RipCord skydiving simulator, North Star viewing gondola, dodgem cars, rollerskating and robotic entertainment in the Two70 theatre are among many new complimentary features on *Quantum of the Seas*, which launches in New York in Nov.

Also raising revenue is the enhancement of all inside cabins with virtual balconies that project real-time video of the view from outside the ship.

"We expect this feature will make people raise their perceived value of an inside cabin and they will be prepared to pay more for it," Fain said.

Although he would not speculate on the deployment of a *Quantum* Class ship to Australia, Fain told **Cruise Weekly** "Australia is our second fastest growing market and it continues to be a very important market for us".

Legend performance

TEENAGE up-and-coming music star Cody Simpson will deliver a special performance to mark the anticipated arrival of *Carnival Legend* into Sydney on 22 Sep, Carnival Cruise Lines has revealed.

Simpson will perform alongside the Australian Girls Choir in front of the ship's funnel to welcome the line's second ship to Sydney.

Today's issue of CW

Cruise Weekly today features two pages of all the latest cruise news around the world.

Cunard maiden calls

KANGAROO Island, Adelaide and Newcastle will each welcome one of Cunard's three Queens as part of the fleet's 2016 world voyage program, released today.

Cabins for the season will go on sale 10 Sep 2014 and will begin on 10 Jan, 2016 when all three vessels set sail from Southampton on the same day.

The three ships will then return to their UK homeport also on the same day, arriving on 10 May after their respective journeys.

As part of the season, *Queen Victoria* will visit Kangaroo Island during an eight-night roundtrip cruise from Sydney, which will also visit Hobart and Melbourne.

Balcony fares for the 29 Feb trip ex Sydney start from \$3,129ppts.

Adelaide and Newcastle will be visited by *Queen Elizabeth* during its east-to-west global voyage, with the visits slated for 16 Feb and 22 Feb respectively.

Queen Mary 2 will make maiden calls while navigating the globe, visiting 11 ports for the first time including Papeete and Moorea in Tahiti and Halong Bay, Vietnam.

All three ships will visit Sydney and Brisbane, with Australian pax able to join the ships as they take different routes to Hong Kong.

In total, the season will see the ships visit 92 ports in 49 countries.



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Pinnacle moves into build phase



CONSTRUCTION has officially begun on Holland America Line's new Pinnacle-class vessel, after the keel-laying ceremony took place at the Fincantieri Marghera shipyard in Italy earlier this week.

Long-held maritime traditions widely regarded as bringing good luck to a new ship were followed, including the placing of a specially minted coin within the keel.

Building then begun with the lifting and lowering of a 680-tonne block into the dock.

Holland America Line's new ship, un-named at present, is on track for delivery in Feb 2016,

with the 99,500 GRT ship to offer capacity for 2,650 guests.

Ceremonies were attended by a number of senior Holland America Line executives including senior vice president Keith Taylor.

HAL president and ceo Stein Kruse said the start of the building phase heightened the anticipation for delivery as the ship slowly begins to take shape.

"As the largest ship ever built for Holland America Line, the vessel features many innovations and new features, and we're excited to see it all come together over the next year and a half."

Keith Taylor is pictured above left following the ceremony with Fincantieri Marghera shipyard director Antonio Quintano.

Share cabin savings

COMPANION Cruising is offering savings of over \$3,400pp on its BRAVO - Cruise of Performing Arts 2015 for guests willing to share a cabin with up to three others of the same gender.

The cruise will feature a line-up of Australian and int'l performing artists, sailing 24 Oct on *Radiance of the Seas* - phone 0468 964 996.

Quantum tech videos

ROYAL Caribbean International has released a suite of videos offering further details on the raft of innovative technologies to be available on *Quantum of the Seas*.

Features such as fast internet connectivity, wristbands instead of keycards, online check-in, robot bartenders and many more innovations were revealed this week as debuting on the new ship.

To view a video covering the progress of *Quantum of the Seas'* construction so far -

CLICK HERE or the logo.



MEANWHILE, Royal Caribbean is set to roll out similar high-speed internet connections to more ships in its global fleet.

Powered by satellite network provider O3b Networks, pax on *Allure of the Seas* will be next to benefit from faster connections, expected to be live this spring.

FURTHER, in preparation for a significant increase in available capacity in China, Royal Caribbean has set up a staff training centre in the Tianjin Maritime College.

The centre in the northern port city will hold training rooms for Western and Chinese cooking training and guest room mockups.

New Dalmatian cruise

BEYOND Travel has introduced a new eight-day itinerary cruising around the Dalmatian islands aboard the small ship *MV Corona*.

The vessel has been purpose built for the 2015 Europe season and features 20 cabins, dining room, outdoor lounge & sun deck.

The round-trip departure from Dubrovnik will visit Mljet, Hvar, Split & Korcula and is priced from \$1,840ppts - phone 1300 363 554.

Full Creative service

CREATIVE Cruising says its recent alignment with Creative Holidays will allow it to offer a full-service booking solution to meet ever-growing demand.

Managing director James Gaskell said with client itinerary requests becoming more complex, the wholesaler's key objective is to "make it easier and more efficient for agents to book cruise, air and land all with one call".



BELOVED Australian songstress Olivia Newton-John will perform an in-port concert for passengers aboard a chartered cruise departing from Sydney on 13 Feb next year.

The voyage, entitled Cruise Odyssey, has been put together by US firm Olivia Travel, a firm based in San Francisco who specialise in chartering cruise ships for the lesbian community.

Olivia Newton-John's concert will take place prior to the departure of HAL's *MS Oosterdam*, which has been chartered for the special voyage.

"We are living through a historic moment where the walls of prejudice are finally coming down. I am thrilled to join Olivia's incredible family and am excited to welcome them to Sydney with a fantastic in-port concert," Newton-John said.

The voyage will head to Hobart before crossing the Tasman to visit Fjordland National Park, Dunedin, Akaroa, Wellington, Tauranga and finally, Auckland.

Buy a cruise for Dad

TODAY is the last day to take advantage of Princess Cruises' Fathers Day sale, with discounts of up to 40% on selected cruises purchased by the end of the day.

Nearly 40 different sailings are applicable under the sale to destinations including domestic, New Zealand, PNG, Fiji, the South Pacific, Tahiti and Polynesia.

As a special bonus gift for Dads, an onboard credit of \$100 per cabin and a bottle of wine is also included in the deal.

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