

# CRUISE



WEEKLY

AGENT  
UPDATE

Thursday 04 Dec 2014

## Chat to a live Princess

**PRINCESS** Cruises has opened its live 'Click to Chat' web service on its OneSource trade website.

The service, flagged by **Cruise Weekly** in Sep (**CW** 30 Sep), allows consultants to bypass call queues to speak with Princess team members for general advice.

Conversations can then be emailed to agents for reference.

Princess Cruises vp Australia & NZ Stuart Allison said the move reflects its commitment to agents.

## Fernie onboard at Ecruising

**FORMER** Harvey's Choice Holidays general manager and Harvey's Choice Cruising founder Alastair Fernie has returned to the travel industry, joining the Ecruising group of companies.

Announced yesterday, Fernie has taken a newly-created role of executive general manager & will oversee day-to-day operations of the Australian businesses.

He will begin his new duties from the beginning of next year.

Fernie is well-known and widely respected in industry circles, having also spearheaded the creation of The Cruise Team at Jetset Travelworld Group, now Helloworld, in late 2012 prior to his departure from the company earlier this year (**CW** 22 Jul).

Also on Fernie's resume are stints in senior roles at Qantas, Air New Zealand & British Airways.

Ecruising founder and chairman Brett Dudley said the appointment of Fernie came at an opportune time for the company as it seeks to capitalise on explosive growth in the Asia Pacific cruising market.

"We want to take the company to another level and with Alastair taking care of the day-to-day operations, I'll be focusing on a number of new opportunities both in Australia and internationally."

Ecruising will also celebrate its 15th birthday in Jan next year.

"I am delighted to join Brett and the Ecruising team and to be part of their exciting future," Fernie said of his new post.

## Today's issue of CW

**Cruise Weekly** today features three pages of all the latest news from the cruise industry.

## Celebrity open 2016/17

**LOYALTY** members of Celebrity Cruises are now able to book their cabins for the 2016/17 Australia, New Zealand and South Pacific summer season.

The season will open to the general public to book from Sat.

## CCC adds fourth ferry

**CAPTAIN** Cook Cruises has inducted its fourth catamaran into its Sydney Harbour cruising fleet, this week launching the *Violet McKenzie* in Sydney.

The company's latest \$2.6m rocket catamaran joins identical sister vessels *Elizabeth Cook*, *Mary Reibey* & *Annabelle Rankin*.

*Violet McKenzie* was a pioneer in technical education for women, was Australia's first female electrical engineer and a driver of gender equality in the Navy.

The 116-seat vessel will operate CCC's Sydney Harbour hop-on-hop-off cruises, whale watching departures & charter operations.

## GALLIPOLI 100 YEAR ANNIVERSARY

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## New Dawn out of blocks

**P&O CRUISES** ship *Pacific Dawn* will today set sail kitted out in its new exterior livery, complete with a navy blue stripe on the hull.

The milestone makes *Dawn* the first in P&O's current three-ship fleet to adopt the new look, which will be applied to *Pacific Jewel* and *Pacific Pearl* in time for the line's glitzy relaunch late next year.

*Pacific Dawn* (pictured) has been in drydock at Sydney's White Bay cruise terminal for the past ten days being painted with its new

livery, a full-time job for a nine-person maintenance crew.

The project saw dozens of welded lugs underneath the bow removed, with the area then washed and desalinated before it was fitted with its shiny new logo.

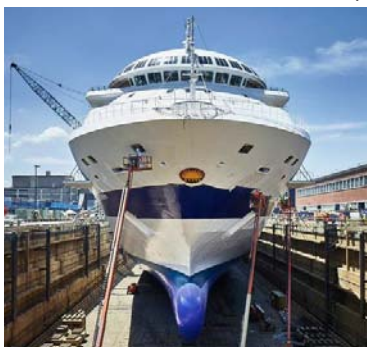
Scaffolding was also erected around the ship's funnel for

the affixation of a new P&O graphic.

*Pacific Dawn* will head back to its Brisbane base ahead of its next commercial service on Sat.

From Nov next year, the ship will be joined in

Brisbane year-round by one of P&O Cruises' newest ships, *Pacific Aria*, to operate both summer and winter seasons in 2015/16.



## ReadySetSail promo

**STATEROOM** upgrades, free drinks cards and onboard credits are now in market as part of a new ReadySetSail promotion released by Holland America Line.

ReadySetSail offers are valid for 2015 summer season cruises and select Land+Sea Journeys.

Eligible regions include Alaska, Bermuda, Canada/New England and Europe if booked by 15 Mar.

## Jamie opens at sea

**ROYAL** Caribbean International has opened the first 'Jamie's Italian' dining option onboard its new *Quantum of the Seas*.

The Jamie Oliver branded eatery is available at a small surcharge - for a peek inside - [CLICK HERE](#).

## Win a suite on Spirit

**SCENIC** Tours has launched a new travel agent incentive in which it is giving away a cabin on its yet-to-build vessel *Scenic Spirit*, with the ship to debut in Jan 2016.

The line's newest river cruise vessel, which will set sail on the Mekong River from Jan 2016, will offer capacity for 68 passengers with the "largest all-balcony one-bedroom suites on the river".

Entries in the trade incentive can be earned with each booking made on any of *Scenic Spirit's* available scheduled departures.

Bookings must be deposited by 30 Apr next year to be eligible, with the prize to be taken during the ship's first year of service.

Scenic Rewards points for each nett dollar booked will also be earned with each booking made.

## A&K cruise charters

**ABERCROMBIE** & Kent is now taking bookings for two exclusive cruise tours in Europe.

Options include a 26-day sailing on board *MS Amadeus Silver II* in Jun next year, cruising between Amsterdam and Monaco from 03-28 Jun, priced from \$31,605ppts.

Also on offer is a 24-day voyage on *Crystal Serenity* through the Mediterranean and Aegean on 12 Sep, priced from \$25,895ppts.

## MSC giving the gifts

**PASSENGERS** booking sailings aboard MSC Cruises for departure in the 2015 northern summer or 2015/16 northern winter can choose from a selection of bonus gifts as part of a new offer.

The MSC Cruises 'Pick Your Gift' offer allows pax to choose from three value-add bonuses.

Choices include a \$50 onboard credit or bottle of Asti Spumante for bookings of a Bella Experience; a \$100 onboard credit or Allegro drinks package for Fantastica experiences booked or a \$150 onboard credit or two half-day shore excursions for pax booking an Aurea or Yacht Club package.

The offer is valid for bookings made in Australia before 18 Jan.



## Masters Conf Review

**THE** annual CLIA Masters Conference is over for another year with nearly 50 agents from Australia and New Zealand having enjoyed a recent week of sunshine and plenty of hard work onboard *Crown Princess*.

I've been lucky enough to attend five CLIA Masters over recent years and have to say the delivery of course content this year was the best I have seen.

For agents that are serious about their career and yet to experience the CLIA Masters Conference, I would encourage you to consider participation. On completion you will be joining an elite group of agents that are still active in the cruise industry across Australia and NZ today.

The conference is facilitated by US based guru Scott Koepf and the Master Cruise Consultant Accreditation is the ultimate accolade for agents that aspire to be able to demonstrate their expertise.

Now I am a little biased when it comes to rating our own event so I thought it worthwhile sharing a few comments from this year's attendees who were certainly glowing in their praise.

"The best 4 days I have ever spent in a conference room in my 30+ years in this industry."

"A brilliant experience and wonderful to bounce ideas off others within the industry, Scott was amazing and I hope you can keep him delivering Masters for years to come!"

"Keep up the great work CLIA, we can't wait for our staff to experience this amazing event."



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## Hats off (and back on) to WLCL



**WORLD'S** Leading Cruise Lines - the trade marketing umbrella representing the seven brands of Carnival Australia - this week celebrated the first year of their first year under the one banner.

Featured under the WLCL name is Carnival Cruise Lines, Princess Cruises, Holland America Line, Seabourn, P&O Cruises, Cunard and P&O Cruises World Cruising.

To mark the occasion, members from the sales and management teams of each line gathered with 50 industry partners for an 'All Under One Hat' lunch on P&O's *Pacific Jewel*, featuring some of the trade's best headwear.

**Pictured** above from left is one table comprised of Alana Freeman-Gibbs, Ozcruising; Jess

O'Brien, P&O Cruises & Cunard; Jessie Talbot, Cruiseabout; Cherie Bowman, Princess Cruises; Wayne Owen, Cruiseabout Gynea; Candice Sim, Cruiseabout Manuka; Catherine Allison, helloworld; Jennifer Vandekreeke, Carnival Cruise Lines; Brett Dann, helloworld Hunter Travel Group & Louise Dann, Cruise Travel Centre.

Below group: Mira Kovacevic, Carnival Australia; Alex Pikardt, P&O Cruises & Cunard; Helen Eves, HAL & Seabourn; Amanda Hennessey, eCruising; Lynden James, Cruise1st; Sam Tropiano, Cruiseabout Rose Bay; Cass O'Bryan, Northern Beaches Travel; Meg Hill, Cruise Express; Stuart Allison, Princess Cruises and Michelle Taylor, Cruise Guru.



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## Seatrade Oman forum

**DISCUSSIONS** on the various issues surrounding the Arabian Gulf regional cruise industry will be tabled at the Seatrade Middle East Cruise Forum, taking place in Muscat from 09-10 Dec.

Attendees will include cruise agents, airlines, senior managers from 12 cruise lines and a variety of other industry stakeholders.

Destination representatives will also have an opportunity to meet with cruise lines to put their case for inclusion on scheduled sailings.

## CMV keen on singles

**SPECIALIST** packages targeted at cruisers travelling alone will be released by Cruise & Maritime Voyages for its new ship *Magellan*.

The line will allocate 150 cabins for solo occupancy with a 25% single supplement, backed by an onboard program of gatherings for pax to make new friends.

## New pier at Icy Strait

**BOSSES** at Icy Strait Point Pier in Alaska have awarded a US\$23.7 million contract to build a 121m cruise pier, to be opened by Aug.

Previously, pax arriving at the port went ashore by tender.



**KIDS** say the darndest things.

Carnival Cruise Lines has released a series of short video clips showing the imaginative experiences of kids enjoying the Fun Ship 2.0 facilities.

The 'Sea & Say Series' features Nathaniel and Mateo, who excitedly tell their tales of riding the tail of a massive serpent (known also as Green Thunder) and then "climbing a mountain" and battling a menacing troll, or climbing the ropes course.

**CLICK HERE** for this video.

Another video tells of the Fun Ship gliding through the sky amid clouds made of fairy floss before it dives underwater to mix with rainbow squid, octopi and a "megaladon".

**CLICK HERE** for this clip.

Entertaining animation has been put together to go with each video, which highlights the range of activities available for kids on the line's vessels.

## Advertising, Production & Sales Coordinator - Epping, NSW

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