



### Virgin eyeing cruising

**SIR** Richard Branson is set to expand his travel industry empire, with plans to add a new cruising venture reportedly in the works.

According to *Sky News UK*, a US\$1b capital raising process with investors is underway, with the operation, predictably named Virgin Cruises, based in Miami.

Reports state a planned launch date of 2019 is on the cards, with ambitions of taking the fight to Carnival, Royal Caribbean and Norwegian, who collectively hold around 80% global market share.

It is understood the venture will seek to acquire existing ships as opposed to building new vessels.

### WA jetty history safe

**WESTERN** Australia's iconic Busselton Jetty has been admitted to the State Register of Heritage Places after a \$27m restoration funded by State and Local Govt.

The former working port has been slated for demolition on two occasions since its closure from service in 1972, with community resistance saving it both times.

Busselton receives more than 400,000 visitors annually, drawn by the history of the 1.82km jetty - one of the longest in the world.

The Busselton community is very proud of its jetty," said WA Heritage Minister Albert Jacob.

"It is a major tourism drawcard and the restoration ensures it will continue to deliver positive outcomes for the region".

## CCC Capt Haworth passes

**THE** founder and original owner of Captain Cook Cruises, Trevor Haworth AM died Sat, aged 82.

A legend of the tourism industry, Captain Haworth and wife Geraldine started Captain Cook Cruises in 1970, operating coffee cruises from Circular Quay, and went on to build a fleet operating in Sydney Harbour, Fiji, Murray River and the Great Barrier Reef.

For more than four decades, Haworth developed private sector and govt partnerships to maintain a strong tourism industry.

In 1985 his achievements were recognised nationally when he became the first tourism industry personality to be awarded a member of the Order of Australia in the Queen's birthday honours.

Haworth, who was a Master Mariner, started his career in the UK in 1946 at HMS Conway, a boarding ship-school for preparing cadets for command in the Royal and Merchant Navies.

He worked as a cadet with the South American Saint Line for six

years, before moving to Sydney where he joined the Swire and Yuill group, part of the Australian Oriental Line, and rose to Master of the *SS Taiping* by the age of 29.

Haworth also started a ship delivery business, Ocean and Coastal Deliveries, before he was asked by a friend to start a sightseeing cruise business on Sydney Harbour.

With Geraldine, he built the business from one boat with two cruises a week to 30 departures a day, amassing a fleet of 12 vessels. At its peak, CCC had 25 ships in four destinations and carried over one million passengers per year.

In his devotion to the promotion of Australia to int'l tourists, he was also involved in numerous committees and boards.

Jeff Ellison, md, SeaLink Travel Group, which purchased CCC's Sydney and Murray River operations in 2011, said: "Trevor will be long remembered for his pioneering spirit, his considered and entrepreneurial approach but moreover as a statesman and icon in the founding and development of bringing international tourism to Australia."

Haworth is survived by his wife, children Jackie, Anthony and Allison, and seven grandchildren.

A funeral service will take place at St Mary's Church - corner of Miller & Ridge Street, North Sydney - at 10am on 06 Mar.

### Liz's Mardi Gras party

**CUNARD'S** *Queen Elizabeth* projected a colourful "Happy Mardi Gras" banner on its entry to Sydney Harbour early last weekend morning (**CU** Thu).

A special video showing the liner's arrival has been produced & is now available to view **HERE**.

### Cruise definition shift

**PRINCESS** Cruises has rolled out a new brand message to the trade, with a focus on positioning cruising as a driver of reinvention, transformation and enrichment.

The tagline of "come back new" is the result of market research carried out by the line highlighting a focus on cruising experiences over material possessions.

A digital marketing campaign will be launched carrying the new message, along with a range of selling tools on the WLCL portal.

### Rhapsody goes Black but IS coming back

**ROYAL** Caribbean will deploy its part-time Australian-based vessel *Rhapsody of the Seas* to the Black Sea in Europe to begin operating ex Istanbul for the 2015 northern summer, the line has announced.

*Rhapsody* will move from its normal northern summer home of Alaska to the Turkish port for a short series of 10 & 11-day round-trip departures.

The voyages will visit ports in Bulgaria, Ukraine & Russia, before the 1,998-passenger vessel then moves onwards to sail from Rome, with *Jewel of the Seas* to move to Alaska to join *Radiance of the Seas* as *Rhapsody's* replacement.

### Three pages of CU

Today's issue of **TD Cruise Update** features three pages of all the latest cruise information.

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### Anthem breaks record

**ROYAL** Caribbean International's second Quantum-class vessel *Anthem of the Seas*, due to take to the seas early next year, has become the fastest selling UK-based ship in its first day on sale, the line has announced.

Southampton will become the homeport for *Anthem's* inaugural season, operating Mediterranean and Northern Europe voyages in the 2015 northern summer.

*Anthem* will enter service from the UK port on 22 Apr 2015.

The line said over two-thirds of bookings made on its first day were premium categories including balconies and suites.

### Low-season savings

**METRO** Apartments Darling Harbour is offering a 10% saving on all packages and Best-Available rates for cruise ship passengers during the May-Sep low season.

Use codeword "CRUISE" to avail the offer when booking online.

## Discover land new client

**ALL** Leisure Holidays Group has appointed Discover the World as its new GSA in Australia and NZ, as well as Denmark, Finland, Iceland, Norway and Sweden.

Colin Wilson, group sales director, said the move was "a logical step" to expand the company's growth in these regions, particularly its expansion into Scandinavia.

"With Discover's vast network, our expansion into Scandinavia was an easy decision," he said.

"These additional Scandinavian markets will create new customers for our brands as well as support our ships when they are positioned in these areas of the world."

Wilson acknowledged the "long partnership" with Cruise Office in Australia and New Zealand which promoted the group's Swan Hellenic, Voyages of Discovery & Hebridean Island Cruises brands.

"However we wanted one business to help us work seamlessly in these new territories and as Discover was well known to us because a colleague had enjoyed a great relationship with them, Discover fit that bill," he said.

### Ferry deal renewed

**SEALINK** Travel Group has extended its deal to operate ferry services between Townsville, Magnetic Island and Palm Island in Queensland for five more years.

Up to 18 return services per day to Magnetic Island will continue, while Palm Island service will be boosted from four to five weekly, along with additional capacity for charters and sporting matches.

The renewal will see upgrades to the *Reef Cat* vessel plying the route, capacity added through a new vessel along with investment in the Palm Island berth facilities.

### Damage to Journey

**AZAMARA** Club Cruises has been forced to cancel a two-week sailing from Shanghai to Hong Kong aboard *Azamara Journey* due to propeller damage caused by underwater debris.

Normal operation will resume on the 694-pax ship on 17 Mar with affected guests flown home to Shanghai, fully refunded and issued a 75% future cruise credit.

### Yet more excursions

**MORE** than 350 shore excursion options can now be previewed and pre-reserved by passengers aboard Crystal Cruises 2015 World Cruise on *Crystal Serenity*.

Departing 25 Jan 2015 from Miami, the 108-day voyage will visit 44 ports in 23 countries and marks *Serenity's* first global circumnavigation.

Shore excursions range in length from half-day to multiple-day overland adventures - more info at [www.crystalcruises.com](http://www.crystalcruises.com).

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## Cruise Calendar

**Travel Daily Cruise Update's** calendar details upcoming port calls of cruise ships at various destinations around Australia.

<b>SYDNEY</b>	
<i>Queen Victoria</i>	05 Mar
<i>Rhapsody of the Seas</i>	06 Mar
<i>Sun Princess</i>	07 Mar
<i>Voyager of the Seas</i>	09 Mar
<i>Celebrity Solstice</i>	10 Mar
<i>Pacific Jewel</i>	10 Mar
<b>BRISBANE</b>	
<i>Queen Elizabeth</i>	04 Mar
<i>Celebrity Solstice</i>	07 Mar
<i>Pacific Dawn</i>	08 Mar
<b>MELBOURNE</b>	
<i>Costa Deliziosa</i>	04 Mar
<i>Europa</i>	08 Mar
<b>GERALDTON</b>	
<i>Radiance of the Seas</i>	04 Mar
<b>FREMANTLE</b>	
<i>Astor</i>	04 Mar
<i>Arcadia</i>	06 Mar
<i>Queen Mary 2</i>	06 Mar
<i>Costa Deliziosa</i>	08 Mar
<b>CAIRNS</b>	
<i>Seabourn Odyssey</i>	05 Mar
<b>YORKEYS KNOB</b>	
<i>Queen Elizabeth</i>	07 Mar
<b>FLINDERS</b>	
<i>Amadea</i>	05 Mar
<i>Europa</i>	06 Mar
<i>Queen Mary 2</i>	10 Mar
<b>BURNIE</b>	
<i>Europa</i>	04 Mar
<b>NEWCASTLE</b>	
<i>Balmoral</i>	06 Mar
<i>Celebrity Solstice</i>	09 Mar

## Oceania boosts reach

**FORTY** new itineraries in Europe have been unveiled as part of Oceania Cruises' 2015 summer schedule, which will see the line visit 24 ports for the first time.

New ports to be visited will include Angola, Greenland and Russia, among more, with Alaska and Africa also featuring as part of the line's 2015 operations.

## Arison share offload

**CARNIVAL** Corporation chairman Micky Arison is set to sell up to 10 million shares of common stock in the company, with half already sold at a price of US\$39.50 per share.

After the sale, Arison's stake will remain at 188 million shares, or approx 24% of the corporation.

## Star Clippers local rep

**MASTED** sailing ship cruise operator Star Clippers has appointed Five Star PR as its local public relations representative, effective from 01 Mar.

The line operates three sailing vessels, offering itineraries in the Caribbean and Mediterranean.



**ABOVE:** This group of Aussie travel agents experienced a world of gastronomic delights recently, hosted aboard Oceania Cruises' vessel *Marina* for six nights.

Travelling from Lautoka, Fiji to Brisbane, the group lapped up the opulence of the ship, dining in each of the ship's restaurants and enjoying a variety of onboard activities including a cooking class, held in the Culinary Centre.

The group, **pictured** above on the Grand Staircase, which features an immaculate Lalique Crystal centrepiece,

from left is Glenn McPherson, Tramada; Helen Hersom, Infinity Cruise; Michelle Julius-Baty, Infinity Cruise; Jeanette Wall, Cruiseabout Turrumurra; Craig Owens, Oceania Cruises; Jessie Talbot, Cruiseabout Mosman; Jackie Heiron, Cruiseabout Mona Vale; Georgina Glass, Cruiseabout Armadale; Rosemary Preston, Cruiseabout Balmain and Santo Montalto of Cruiseabout Toorak.

## Sea Cloud quick sale

**SAVINGS** of up to €1,800pp are available on a 14-night sailing from Mallorca, Spain to Kusadasi, departing 26 Apr aboard the 64-pax *Sea Cloud* - ph 1300 583 572.



**IT'S** one thing to enjoy your cruise holiday rest, but to take it home with you - that is apparently a trend growing in popularity among passengers.

Ever since it arrived in Sydney from Papeete, Oceania Cruises is reporting record sales from passengers of not just its ultra-comfy pillows but the rest of the bed and mattresses too.

The seven-zone mattresses contain 400 encapsulated springs covered by memory foam, which along with one of the four types of chamomile-infused pillows, can be shipped to pax in three days with UPS.

Clearly, passengers are not just enjoying the fine cuisine.



The Auckland Hop On Hop Off Explorer bus stop is directly out front of the new Queens Wharf cruise ship terminal

[Click here for more details](#)

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