

CRUISE



WEEKLY



Thursday 13 Nov 2014



CRUISE
NEWS &
VIEWS

with Peter Kollar
CLIA Australasia

Asian Ripple Effect

NEW inventory and a greater deployment of ships and river vessels, new cruise line offices and even the formation this week of CLIA South East Asia and CLIA North Asia - the region is fast becoming the focus of the cruise industry due to its diversity, options, and undoubtedly, its huge potential source market.

This hotspot of the cruise industry creates competition amongst products and offerings, pricing, itineraries and packaging.

First and foremost though, cruise lines will come together (with the help of the two new CLIA entities) to entice people from land holidays and onto ships - after all, that's where the real competition comes from.

This is exciting for a number of reasons. There is the possibility of new, exciting and exotic cruise itineraries that will develop over the years as governments get behind the economic benefits of attracting cruise passengers, providing copious opportunities for our own local clients to try a new pallet of travel experiences.

Further, and more directly for us in Australasia, is the possibility of further deployment of cruise ships to our region (which works well considering opposite seasonality with Asia).

As you can see, despite these happenings occurring in another part of the world, the results will have a ripple effect on our market.

Here at CLIA Australasia we will watch with interest and anticipation, while also providing support to our two new CLIA offices in our endeavour of creating a greater global cruise community.



Passengers spend up big

A STUDY into the contribution of cruising to the Australian economy has found the sector made an overall economic output of \$3.2 billion last year.

The independent report was undertaken by Business Research & Economic Advisors, commissioned by CLIA Australasia using a global methodology for economic impact statements.

It found the direct expenditure by passengers, crew and cruise operators made up \$1.72 billion, with the rest coming indirectly or from induced economic output.

Cruise passengers spent \$371 a day in Australian ports during their cruise, with the spend level even higher prior to embarkation.

Foreign passengers part with an average of \$756 per day prior to boarding their ship, spending on pre-cruise accom, shopping, dining and transport, with that level falling to \$204 per day in ports on shopping and excursions.

Aussies are similarly extravagant, spending \$450 per day prior to

sailing and \$156 in port during the voyage itself.

CLIA Australasia chairman Gavin Smith said the report's results were "a valuable snapshot which should demonstrate to governments and businesses around the country the enormous value that every cruise ship brings to their local economy".

Broken down by segment, the study revealed that 30% of the expenditure by cruise lines was on fuel (\$963m), with \$143m on F&B, \$121m on agent commission and \$97.5m on port charges.

By state, NSW was the dominant piece of the national cruise pie, accounting for 75% of spending, followed by Queensland at 15% and Victoria on 5%.

Daily spend by passengers was highest in Sydney, Melbourne & Fremantle (\$762, \$669 and \$612).

UK pre-cruise lounge

SOUTHAMPTON'S Grand Harbour Hotel on the waterfront has opened a new pre-cruise luxury lounge designed for cruise pax departing from the port.

Grand Harbour Hotel sales and marketing manager Nathan Chart says the lounge is the first facility of its kind offered anywhere in the United Kingdom.

Located in the former site of the hotel's seafood restaurant, the lounge offers free food and drink, with staff looking after luggage & providing transfers to the ship.

Quantum arrival video

ROYAL Caribbean International has released its newest video, showcasing the arrival of the new *Quantum of the Seas* into its homeport in New York City.

Amid an early morning backdrop of Manhattan, the ship gently slips into New York Harbour past the iconic Statue of Liberty.

CLICK HERE to view the clip.

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Today's issue of CW

Cruise Weekly today features two pages of all the latest cruise industry news & photos, plus don't forget to download the new **CW** smartphone app.

Canal cruising E/birds

FRENCH Travel Connection has launched an earlybird discount of \$795 per cabin on crewed French canal barge cruises departing in Mar and Apr next year.

Savings of up to \$3,800 are also available on full charters departing during the same period and 12% price cuts on self-drive canal boat bookings for travel through 2015.

The earlybird offer is valid for six different vessels, with bookings required before Apr.

Phone 1300 858 304 for details.



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Clippers exchange sails for sales



MOVEMBER will see multitudes of males growing mo's to raise funds for the Movember Foundation's programs and to encourage community awareness and support around men's health.

Amadeus IT Pacific men are putting out the challenge to the travel industry to raise funds for the cause. The person who raises the most money will win a **Shaving Brush Travel Kit**.

It's not too late to join - **register at au.movember.com** (add your company name after your name and choose to join the **Amadeus IT Pacific team**).

Email your before and after pics and progress updates to mocomp@traveldaily.com.au and we will showcase them on **Facebook** and in **Cruise Weekly**.

Get involved as an Amadeus Mo Bro! Click **HERE** to learn more about the program.

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DOZENS of industry partners & cruise specialist agents gleefully boarded the 1874 barque *James Craig* last night, with the elegant vessel used to host the brochure launch of Star Clippers.

The luxury traditional masted sailing operator last week kicked off its 2015/16 season, detailing the movements of its three ships *Star Clipper*, *Royal Clipper* and *Star Flyer* in Europe & Caribbean.

Awash in glorious views of the Sydney skyline from onboard the classic *James Craig*, attendees also enjoyed networking with trade partners old and new amid plenty of drinks and canapes.

Pictured above at the event is Star Clippers sales and marketing manager Australia Diana Siderova.

RCL takes CLIA chair

ROYAL Caribbean Cruise Lines president and chief operating officer Adam Goldstein has taken on the role of chairman for Cruise Lines International Association.

Effective 01 Jan next year, Goldstein will take over from Costa Crociere chairman Howard Frank as part of the board of directors' normal duty rotation.

Carnival adds air to fares

AIRFARE inclusive cruise packages have today been introduced into the Australian market by Carnival Cruise Lines.

The product launch comes in response to growing interest in *Carnival Spirit* & *Carnival Legend* by travellers based interstate from the ships' Sydney homeport.

"CruiseAir" packages are on sale from 63 cities across Australia and New Zealand, with pax able to choose airline, class and seat.

All fares are instant confirmed and include one-piece of luggage.

Carnival Cruise Lines vice-president Australia Jennifer Vandekreeke described CruiseAir as a "one stop shop which offers a variety of benefits for agents and their clients".

"CruiseAir also gives peace of mind with 'next port' protection, which means that if there's a flight delay or service disruption we'll get guests to their next

appropriate port of call."

Packages inclusive of airfare and cruise are already available on the two vessels' repositioning and drydock voyages to and from Hawaii (*Carnival Legend*) and Singapore (*Carnival Spirit*).

More info at www.goccl.com.au.



CELEBRITY Cruises is now the proud owner of two of the world's rarest dining delicacies - white truffles - procured after it became the first cruise line to participate in the annual World White Truffle Auction.

The highly sought delicacy is almost exclusively found in the Piedmont region of Italy and requires the super-sensitive sense of smell of highly trained dogs to uncover and harvest.

White Truffles, known for their unique aroma and flavour, not to mention outright rarity, are only available to grow for a short period of time each year.

Purveyors of the world's finest dining experiences attend the annual auction ritually, on top of buyers phoning in bids from around the world, with the proceeds from each year's auction donated to charity.

Celebrity Cruises will now showcase its two new prized assets, together weighing 700 grams, at a variety of exclusive dining events onboard different Celebrity ships in Nov and Dec.

A high-end truffle and wine pairing event using the prized fungi will also be held at the end of this month in New York.

Design of Koningsdam

RENDERINGS of the interior design to be rolled out by Holland America Line on its newest ship *MS Koningsdam* have been released on the line's website.

The overall feel of the ship will be one of fresh, contemporary style mixed with familiarity and classic HAL elegance.

According to co-designer Adam D. Tihany, the metaphorical approach to the designs focuses on "fluid curves and graceful lines, light filled spaces and the natural flow of public areas".

His aim to use "visual interaction, where passengers engage with the architecture, rather than passively moving through it".

Tihany added instruments and music was core to his inspiration.

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