

CRUISE

WEEKLY



Thursday 16 October 2014



Online Training

EARLIER this week, we announced that CLIA's Cruise Industry Accreditation is now available online.

When it comes to adult learning, everyone is a little different so our move into the online space is not a 100% change from classroom delivery just yet. It is important that we monitor the take-up of what is now available online versus classroom enrolments and adjust the mix accordingly.

Whilst online access to industry training does deliver a plethora of benefits, we do miss out on the passion and personal experience that forms part of a classroom environment, but either way we will react to members' demands!

Our Online Learning Academy will enable CLIA Members to cover all mandatory theory modules that count toward Accreditation.

Agents still need to complete all the required practical experience to ultimately gain Accreditation.

All CLIA training that will remain on offer in capital cities around Australia and New Zealand are now considered "Elective Modules" and in time these will also be available online.

What is very important to remember is that the CLIA training is "industry training" - it is not designed to deliver specific product knowledge. Product knowledge will remain in the hands of our Member Cruise Lines.

The point here is that by combining industry training with product training you will achieve the best learning outcome. Don't be fooled into thinking you are an expert once you have attained a particular status in one product!



RCI covers air on open-jaw

ROYAL Caribbean International has released a new deal offering partially and fully subsidised domestic & international airfares as part of tactical sales on selected open-jaw itineraries in 2015.

Free Economy class airfares are available on a number of sailings on *Radiance of the Seas*, *Legend of the Seas*, *Voyager of the Seas* and *Rhapsody of the Seas*.

Bookings must be received and deposited by 30 Nov to be eligible.

Domestic fares are available on voyages ranging from 14-18 nights departing from Sydney and Perth and flying from MEL, BNE, ADL, PER and SYD on set dates.

The line is also fully covering fares from Singapore back to Australia for customers booking a 14-night Australia & Indonesia *Legend of the Seas* repositioning cruise from Sydney on 11 Jun.

Further, one-way airfares from \$299pp to or from Honolulu are also available through booking of Transpacific repositioning sailings.

The reduced fare applies to the inbound flight after an 18-night Sydney to Honolulu sailing aboard

Radiance of the Seas on 19 Apr.

A 17-night 'Passage of South Pacific' cruise on *Legend of the Seas* from Honolulu to Australia on 24 May also offers a \$299 fare to join the cruise in Hawaii and the return domestic leg if needed.

Ph 1800 754 500 for full details.

MEANWHILE, RCI mega-liner *Oasis of the Seas* has just sailed from a two-week dry dock decked out with a suite of new features.

The mega-vessel has had its main dining room transformed into three separate venues each offering a different cuisine, with the new Dynamic Dining concept to be available from 14 Mar 2015.

On the tech front, the ship now boasts super-fast internet links through the line's connectivity partnership with O3b.

Ten new suites have also been added, with the two Royal Suites, six Grand Suites and two Royal Family Suites able to sleep six pax.

Bookings for shore excursions, specialty dining & spa treatments can now be made via a new Royal IQ smartphone app and at a number of freestanding kiosks located around the ship.

The Royal IQ app also offers phone and text capabilities to allow pax to keep in touch with friends and family back at home.

New entertainment has also been added to the ship, with the long-running Broadway hit *CATS* performed and also available on *Allure of the Seas* from Jun 2015.

FURTHER, Royal Caribbean has released a new video detailing the engineering process behind the addition of the North Star capsule attraction to be available on *Quantum of the Seas*.

To view the video, **CLICK HERE**.

Today's issue of CW

Cruise Weekly today features three pages of all the latest cruise news, including a Face to Face chat with HAL's Rob Graham over on **page three**.

CCC Fast Track Fiji

FELLOW tourism operators and industry leaders in Fiji will be engaged to work together with Captain Cook Cruises Fiji on a new environmental initiative to keep the country's ocean clean.

The small-ship line has teamed up with The Ocean Ambassadors to launch the Fast Track Fiji program, aimed at reducing waste plastics entering the ocean.

Assistance on the initiative will also be provided by the Australian High Commission, who will assist by setting up recycling systems in remote areas of Fiji.

CCC's vessel *MV Reef Endeavour* has allocated space onboard for transporting plastics from outer islands back to the mainland.

The first plastics pickup under the new sustainable model from Taveuni took place last weekend.

Jackie first past post

CONGRATS to Jackie Hamilton from Our Vacation Centre who was selected by Carnival Cruise Lines as the winner of its recent competition in **Cruise Weekly**.

Hamilton and her travel partner will be donning their fascinators as they head to the 2014 Emirates Melbourne Cup on an eight-night cruise aboard *Carnival Spirit*, inclusive of transfers and entry.

Spirit praises Ponton

CARNIVAL Cruise Lines has heaped praise on its fitness ambassador Shannan Ponton for his personal investment in the line's health and fitness offerings.

Ponton said he was surprised at how well Aussie cruise passengers responded to his 'Biggest Bootcamp at Sea' initiative and how much he had learned about the cruise subculture as opposed to the health & fitness subculture.

"I was under the impression that if we got 100 or 200 [to the first session], we'd be doing quite well and I think the first one had 550 people which really was point proven that there is still a desire not only for people to eat well, [but also] continue a healthy journey while at sea," he said.

Prior to its arrival in 2012, Carnival spent \$500,000 on new gym equipment and upgrading its exercise options onboard *Spirit* on the premise that Aussies like to stay active while cruising.

On top of leading workout sessions onboard, Ponton takes guests on morning deck walks and hosts seminars about health.

"My heart and soul is invested in the brand as well," he added.

Helm of Viking Star

CAPTAIN Gulleik Svalastog has been named by Viking Ocean Cruises as being in charge of the line's maiden vessel - *Viking Star* - upon its debut in Apr next year.

With 45 years experience at sea, Svalastog will command the ship through its Baltic & Med seasons.

Could Australia get brand new Princess?

PRINCESS Cruises president Jan Swartz has hinted Australia could be in line to host the inaugural season of the line's third Royal Princess class vessel upon its delivery to the line in 2017.

The 3,560-passenger vessel will be built by the Italian Fincantieri shipyard in the same design as *Royal Princess* and *Regal Princess*, which debuted in 2013 and 2014.

Swartz said the topic of where the new ship goes first came up at a recent executive meeting.

"Someone raised their hand and said 'Where's the new ship going in 2017?'"

"I said 'that all depends on which markets perform the best'".

"So right now it's undecided and I think anything is possible."

Swartz acknowledged the ongoing growth of the Australian market, with four Princess ships to be based in local waters this season and a fifth scheduled to arrive by the 2015/16 season.

Carnival to build in China

DESIGN and construction of cruise ships could be set to take off in one of the world's fastest growing economy in China after Carnival Corporation signed an exploratory MoU with a leading Chinese shipbuilding firm.

The Memorandum of Understanding between Carnival Corp and China State Shipbuilding Corporation (CSSC) will see the two parties assess the feasibility of a joint venture in constructing vessels for the Chinese market.

Established Italian shipbuilder Fincantieri is also party to the MoU and will provide its expertise as one of the world's largest shipbuilding firms.

Signed at the International Cruise Expo in Tianjin, the pact is aimed at catering to the booming Chinese cruise market, which is expected to escalate to reach 4.5 million pax annually by 2020.

Carnival will provide the overall specifications and framework for what will become China's first

major liner built by local hands.

CEO Arnold Donald labelled the move as "a breakthrough day".

"This landmark agreement enables us to work closely with our partners at the CSSC to fully explore the possibility of forming a joint venture to further develop China into a leading cruise market, supporting local economic development."

China's Ministry of Transport has invested heavily in infrastructure for ship construction in recent years, eager to see cruising as a big part of the tourism industry.

Double upgrades back

AZAMARA Club Cruises has reintroduced its popular Double Upgrade promotion for bookings made before 30 Nov.

Guests can receive a Verandah Stateroom by booking an Interior on many sailings departing after Jun next year - use codeword "FREEUP" when booking.

Lindblad life friends

LINDBLAD Expeditions has launched a new ongoing 10% discount for passengers joining its 'Friends for Life' program through booking of a selected voyage.

Eleven eligible voyages travelling aboard *National Geographic Orion* are on sale which earn the guest both a 10% discount on that sailing plus continued savings of 10% on future voyages for life.

Qualifying voyages range from 10-21 days in regions from the Indian Ocean, Madagascar, Palau, Solomon Islands, Fiji and more.

Other features include the ability to transfer the discount benefit to friends or family to use, the ability to hand down the status to family descendents and future benefits as they are added.

Cunard Sydney dates

CUNARD vessels *Queen Victoria* and *Queen Mary 2* will meet in Sydney Harbour on 12 Mar 2015, not May as was inadvertently stated in *Cruise Weekly* on Tue.

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Cruise 1st requires more consultants to fulfil its ongoing growth. We are looking for consultants with a flair for cruise and cruise holidays. We supply full support with no set up costs and the most attractive commission share available. All systems and technology are browser based so work from anywhere. All training and leads are provided. All we need you to do is deliver a customer experience that converts these enquiries and for that you will receive up to 30% of all commission received.

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For a confidential discussion get in touch on recruitment@cruise1st.com.au or 02 81989951

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SOME interesting research has been carried out by Princess Cruises relating to the rollout of its new range of Chocolate Journeys (*CW* 31 Jul) involving both genders' chocolate tastes.

According to the research, two thirds of Australians love chocolate so much, they couldn't give it up if they tried.

Eight out of ten Aussies would be happy with chocolate as a gift, while on a less than surprising note, 40% eat more chocolate while on holidays.

In a humorous twist, the Princess survey said they found that 55% of women would opt for chocolate over sex as a point of preference, while only 30% of men do the same.

Princess Cruises' Chocolate Journeys concept, developed jointly with master chocolatier Norman Love, will see events including chocolate & wine pair tastings, cooking demonstrations, drinks menus and chocolate-infused treatments available in the spa.

Regal Princess will be the first ship in the fleet to offer the Chocolate Journeys, with the concept to be added to all ships in coming months.

Silversea Kimberley

SIX voyages will be operated in the Kimberley region by Silversea Expeditions in Apr and May 2015 aboard its newest vessel *Silver Discoverer*, the line has revealed.

Releasing its 2015 season this week, Silversea gm and director of sales Australasia Karen Christensen said she expected the 2015 season to also be a sell-out.

Departures for next year of the 10-day Darwin to Broome voyage and vice-versa are slated for 09, 19 & 29 Apr and 09, 19 & 29 May, priced from \$10,950pp twin share.

Guests will view waterfalls from zodiac boats, view saltwater crocs, enjoy scenic flights and more.

New eco-cruise brand

THE founder and head of Beluga Shipping, Niels Stolberg, is set to spend nearly AU\$1 billion next year on a series of new fuel efficient eco-friendly cruise ships.

Talks with investors are ongoing, with plans to create a generation of green passenger liners through five newbuild environmentally friendly designs at a cost per unit of between EU\$100-150m.

Early talks point towards the ships being wind-powered along with the use of rotors and engines running on natural gas.

Stolberg created Beluga Shipping in 1995 however is still involved in a judicial investigation on his role in the collapse of the company three years ago.

FACE : FACE

ROB GRAHAM | Team Leader
Holland America Line



How/why did you get into the cruise industry?

As a kid I was always fascinated by ships and when I went on my first cruise I just loved it. At uni I was studying tourism with the intention of going into hotels but then an opportunity came up in cruising and I thought, "Why not work with something I'm really passionate about?"

What is the key to your success?

Working hard and being passionate about cruising and what I do. But most of all - my team! Our Holland America Line and Seabourn people in the Sydney office are all so committed to our brands, our agents and our guests - and they share my passion for cruising. It always helps to love what you do!

How many cruises have you been on in the last year?

Twenty-five in the past five years and six in the last year.

What is your favourite destination, and why?

Half Moon Cay - Holland America's private island in the Caribbean, it was stunningly beautiful. I was expecting it to be amazing but it was absolute paradise and took my breath away.

How do you spend days at sea?

You would usually find me by the pool with a great book, enjoying a hot stone massage or relaxing on the hot beds in the thermal suite.

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

With people conscious of getting more from every dollar spent, cruising should be their first port of call because of its incredible value! It's also much easier to budget for than many other types of holidays due to its inclusive nature.

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

The quality of the dining experiences you can have on many ships now is extremely underrated. For instance, on HAL you can enjoy an evening at Le Cirque, sampling the food of the famed New York restaurant.

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

The one thing that really stood out for me when I first travelled on *Carnival Spirit* was the service. When you book a holiday that is relatively economical, you don't expect to be treated like royalty.

What is something you wish more agents/consumers knew about cruising?

Just how much the cruise experience varies depending on the ship/product you go on. If someone's first cruise is on the wrong ship, then they walk away disappointed, thinking they have 'cruised' and it's not for them. But in reality, there is probably another product out there they would love.

What is your prediction for the future of cruising?

It will continue to go from strength to strength; it's just such a fabulous way to holiday.

Rob's Cruise Favourites

Ship: *MS Nieuw Amsterdam*

Ship Activity: Interactive cooking classes in HAL's Culinary Arts Centre

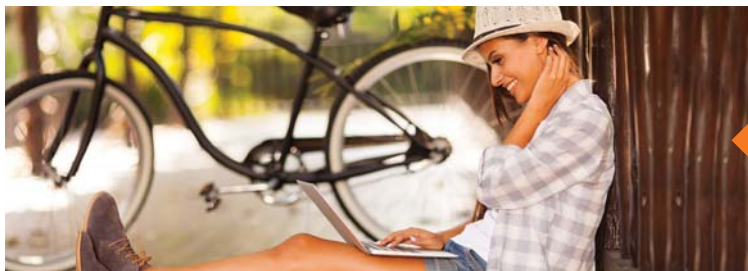
Region: Caribbean

Shore excursion: Visiting the Mayan ruins in Talum, Mexico

Port: Half Moon Cay

Onboard food/drink: Le Cirque @ the Pinnacle Grill

Perk of the job: Cruising!



What is jito



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