



### CRUISE NEWS & VIEWS

with Brett Jardine  
GM, CLIA Australasia

#### Cruise Industry Awards

AS WE approach the last couple of months of 2014, it is time to reflect on some of the great work you might have undertaken this year.

With this in mind, agents and networks should consider how they can be recognised at the Annual Cruise Industry Awards hosted by CLIA.

Most of the award categories are determined through a process where the cruise lines are actually voting for the top achievers so there is no need for agents to be putting forward submissions - except for the Cruise Promotion of the Year awards.

There are two categories open for submissions - Agent Promotion of the Year and Network Promotion of the Year.

These categories are open for self-nomination by any Travel Agent or Retail Network member of CLIA Australasia.

Submissions must be based on consumer cruise promotions undertaken during the 12 month period to 30 November 2014, that feature CLIA Cruise Line Member products.

Potential finalists will be judged on the efforts and success of a specific FIT or Group Travel campaign as well as overall strategy of the campaign in any form of media.

Submissions will be judged by an independent panel and must be received by Friday 19th December.

To download an application form, click on the Awards tab at the CLIA website, which can be found at [www.cruising.org.au](http://www.cruising.org.au).

We look forward to recognising your achievements.



## CLIA adds accreditation tier

**CRUISE** Lines International Association (CLIA) Australasia has added a new level to its industry training & accreditation program.

Dubbed Cruise Ambassador, the new level will sit in between the first rung of Accredited Cruise Consultant and the top level of Master Cruise Consultant.

Running on the back of record levels of enrolment in cruise training across the industry in Australia and New Zealand, the new level comes two weeks after CLIA Australasia moved its mandatory components online.

Consultants who have attained the level of Accredited Cruise Consultant need to have accrued 200 points, completed two elective modules and sailed three extra days on a CLIA member line.

CLIA Australasia general manager Brett Jardine said the new level would bridge the gap between accreditation levels and incentivise agents to carry on and reach the level of Master.

"This new tier will create extra

recognition for agents who continue to undertake training and will also make it even easier for customers to know when they are dealing with a true cruise specialist."

There are currently 1,725 active accredited travel agents in Australia and New Zealand, with the number continuing to swell.

"With demand for cruising at record levels in our region, we want to make sure agents are equipped to assist their customers to find the right cruise holiday and build their cruise business," Jardine added.

#### New ships for Crystal?

**UPSCALE** cruise line Crystal Cruises is set for some "exciting announcements by the end of the year," according to the company's ceo Edie Rodriguez.

During a whirlwind visit to Australia last week, Rodriguez responded to a question about expanding Crystal's current two-vessel fleet (**CW** 30 Jan).

"My vision is to grow this brand... there is nothing official to announce today but more ships are definitely on the horizon," she said, with possibilities including newbuilds or acquisitions which would undergo a major refresh.

There's huge demand for the Crystal product, which targets the "luxury consumer looking to create memories of a lifetime".

#### New ports for Disney

**TORTOLA** in the British Virgin Islands, Martinique and a return to San Juan in Puerto Rico will feature among new destinations to be visited by Disney Cruise Lines on seven-night Eastern Caribbean sailings in its 2016 schedule.

Cruises open for booking today.

#### Today's issue of CW

**Cruise Weekly** today features two pages of the latest cruise industry news and photos.

## DOT advises on cruise

A NEW 'one-stop shop' webpage featuring information compiled from a variety of resources aimed at pax embarking in America has been launched by the US Department of Transportation.

The platform provides info on matters including consumer assistance, cruise vessel safety and crime/incident reporting.

Matters canvassed have been persistently lobbied for on behalf of the travelling public by outspoken cruise critic from West Virginia, Senator Jay Rockefeller.

"We appreciate Chairman Rockefeller's continued advocacy on behalf of the travelling public and believe this will serve as a helpful tool for consumers when choosing among cruise ships," DOT secretary Anthony Foxx said.

**CLICK HERE** to view the page.



**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**.

If you are game, register at [au.movember.com](http://au.movember.com) (add your company name after your name and choose to join the **Amadeus IT Pacific team**) by the end of October.

Email your before and after pics and progress updates to [mocomp@traveldaily.com.au](mailto: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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# CRUISE

WEEKLY

AGENT  
UPDATE

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## PTMs set sail with elite clients



**HOME-BASED** specialist cruise Personal Travel Managers held their second invitation-only VIP client cruise event recently.

The CruiseManagers consultants from all over Sydney collaborated in organising the event, inviting 115 of their elite customers to enjoy lunch with views of Sydney Harbour on Captain Cook Cruises' (CCC) vessel *Sydney 2000*.

Six partner cruise lines were also invited onboard, with CCC, Royal Caribbean, Azamara Club Cruises, Celebrity Cruises, APT, Holland America Line & Silversea Cruises all giving 20-minute presentations on their products.

The event was the second this year, held again by popular demand following good feedback from the one prior (*CW* 15 Apr).

After a huge increase in cruise

quotes and many bookings made on the day, a third event is now well into the planning stages.

**Pictured** above from left are Personal Travel Managers Julie Anderson, Michelle Michael-Pecora, Cathy Moir, Sue Kuti, Alma Araullo, Lyn Tyson and Teresa Reyes with Helen Eves, Holland America Line; Jessica Jones, Azamara Club Cruises and Rowena Morris from APT.

Back Row: David McCarthy, TravelManagers NPO; Andrew Scott, Silversea Cruises and Mark Rheinbay from Royal Caribbean and Celebrity Cruises.

## Second Love Boat sold

**ALL** Leisure Group, the final operators of the *Discovery*, which also found fame as another of the ships used during *The Love Boat*, has sold the vessel for US\$5m.

During its time starring on the classic 1970s sitcom, the ship was known as *Island Princess*.

Now the property of Liberty Resourced in Nassau, Bahamas, it is likely the 43-year old ship will be broken up for scrap.

## Princess show caution

**SCHEDULED** port calls in a number of West African countries involved in or near to the Ebola outbreak in West Africa have been shelved by Princess Cruises.

The line has axed stops in Benin, Togo, Ghana & Senegal on *Ocean Princess*' 30-day sailing from Cape Town on 15 May 2015, adding ports in southern Europe in place.

**MEANWHILE**, the line has also removed port visits in Ukraine on 12 Mediterranean departures due to the continuing political drama.

Stops in Yalta and Odessa have been replaced with stops in Greece and Romania.

## Le Lyrial meets water

**ITALIAN** shipyard Fincantieri has floated out Ponant's new mega-yacht *Le Lyrial* for the first time ahead of the vessel's delivery in the second quarter next year.

Ponant founder and ceo Jean-Emmanuel Sauvée attended a ceremony for the float-out.

*Le Lyrial* will offer capacity for 260 guests and is the fourth yacht delivered to the line in five years.

## HAL still boogeying

**DANCING** with the Stars will return to Holland America Line for the 2015/16 northern winter season due to popular demand.

Lessons and competitions will take place on all premium ships in the fleet, with six dance themed sailings starring professional dancers also scheduled to set sail.

## Gallipoli cruise/tour

**SYDNEY** travel agency and tour operator Horizons Cruise & Tours has a few places left on a 14-day itinerary visiting Gallipoli and the Somme Battlefields in France.

Places on the tour are priced from \$6,742pp inclusive of flights, departing Sydney on 15 Apr 2015 & sailing on the *MV Louis Cristal*.

Phone 0418 289 399 for details.



**FIJI** is opening up its world-famous lagoons and oceans for exploration by visitors, with a luxury holiday resort launching underwater exploration tours using its very own submarine.

Guests at the all-inclusive Laucala Island Resort - part of the Leading Hotels of the World portfolio - have access to tours of the underwater reef to a depth of 18 metres as part of the included activities.

Normally, the submersible costs US\$2,000 per person per hour to operate.

Tours on the DeepFlight Super Falcon Submersible are piloted by a trained and experienced skipper, with 360-degree views available via an acrylic dome.

Guests keen to remain above the waterline can be amused with standard watercraft such as jet skis, kite surfing & more.

## SA welcome first ship

**CELEBRITY** Century became the first ship to dock at Port Adelaide Passenger Terminal for the 2014/15 season, with a record 34 ships due between now and May, eight more than last season.



# What is jito



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