

CRUISE

WEEKLY



Tuesday 02 September 2014

APT Kimberley boost

APT has announced an extra two departures on its Kimberley Coast cruising program for 2015.

The additional 11-day Kimberley Cruise itineraries are from Darwin to Broome on 05 Aug 2015, and Broome to Darwin on 23 Aug.

Both sailings are aboard the 55-suite *MS Caledonian Sky*, APT's own luxury small expedition ship.

More info on 1300 196 420 or see aptouring.com.au/Kimberley.

Mega port for Venice

AUTHORITIES in Venice have announced a proposal for a huge offshore port facility in the Adriatic, which would significantly boost the city's shipping capacity.

However cargo, rather than tourism, is the focus, with Venice Port Authority president Paolo Costa saying Venice is in danger of becoming a "Disney-style" attraction and should return to its days as a trading power.

Another big wave season

A RECORD breaking 642 visits by 36 CLIA member ships, including three first-timers, are scheduled for ports around Australia over the next six months.

The number of maiden calls is also expected to double since last year, bringing greater economic returns to many cities and towns.

Carnival Cruise Lines' *Carnival Legend* will launch the summer cruise season, as well as its own inaugural season outside of US waters, with its arrival in Sydney on 22 Sep, when many agents have been invited to celebrate the double occasion with an overnight cruise.

Among the other ships making maiden calls in Australia are Compagnie du Ponant's *L'Austral*, which sails into Cape York on Christmas Eve, and *MSC Orchestra*, which comes to Cairns on 13 Mar 2015 – the first-ever Australian visit by MSC Cruises.

Across the country, 38 maiden port calls – up from 17 last year – will be made to a range of destinations including Busselton, Eden, Esperance, Albany, Port Hedland and Geelong.

CLIA Australasia gm Brett Jardine said 18 of the ships would undertake a total of 253 roundtrip cruises from Sydney, Melbourne, Brisbane and Fremantle over the 2014-15 summer – a significant increase on last year's 202 roundtrip cruises.

"This summer we'll be seeing growth across the board – not only have the number of member line ships cruising our waters risen from 34 to 36, the total number of Australian calls by those ships has risen from 588 last year to 642 this year," Jardine said.

"So many maiden visits, particularly in regional towns, means that more holidaymakers are being introduced to more parts of Australia, which is great news for local communities."

The 36 ships includes seven which are based in Australia year-round, another 11 which will be deployed for all or part of the summer cruise season and 18 ships which will visit Australia.

Other highlights of the upcoming "wave season" include a "Royal Rendezvous" of Cunard's *Queen Mary 2* and *Queen Victoria* on Sydney Harbour on 12 Mar & the local deployment of *Celebrity Century* on its final season for the line, joining *Celebrity Solstice*.

Astor itinerary change

CONCERNS over the Ebola virus outbreak in West Africa has seen Cruise & Maritime Voyages adjust the northbound itinerary of its ship *Astor* as it returns to Europe.

Acting on the advice of DFAT, the ship's journey from Fremantle to London has been shortened to a 38-night cruise, with some ports in the affected area to be axed.

An eight-night cruise around the British Isles has been added to return the total trip to 46 nights.

Vanuatu cruise boon

A STUDY into the effects of cruise tourism to Vanuatu has found the travel segment pumped \$34 million in direct benefits into the Vanuatu economy last year.

Cruising also delivered a further \$18 million to Vanuatu-based businesses directly supplying the cruise ship industry, with the sector estimated to be providing more than 3,000 local jobs.

The study was funded jointly by Carnival Australia, the Australian Government and World Bank Group member IFC.

Ship arrivals to Vanuatu have grown by 15% annually for each of the last ten years, with cruise spend accounting for nearly 10% of Vanuatu's total export volume.

More than 240,000 pax visited Vanuatu via cruise ship in 2013, two-thirds of total arrivals.

Carnival Australia ceo Ann Sherry said that through its links with DFAT, cruising was providing vital opportunities to the country.



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Cruise Week 2014 kicks off

AGENTS are already smashing sales records after only two days of Cruise Week 2014.

The Australia-wide consumer promotion, coordinated by CLIA Australasia, started yesterday (01 Sep) and ends Monday (08 Sep).

Craig Chisholm, managing director, Ozcruising, saw "a big spike" in bookings and enquires.

"The CLIA Cruise Week sale started with huge success for Ozcruising - in fact, Monday was our largest ever booking day," he told **Cruise Weekly**.

Brett Dudley, founder and chairman of eCruising.travel reported a significant boost in bookings - already 42% up on last year's Cruise Week sale.

Clean Cruising's team was also "flat out" all day.

"Yesterday we had twice as many enquiries compared with a regular Monday - we've got all hands on deck trying to keep up," general manager Dan Russell said.

For the first time, the event is backed by an exclusive Cruise Week competition with more than \$100,000 worth of cruises up for grabs.

For more info on Cruise Week, see www.cruiseweek.org and for a list of some of the special offers and promotions in the market from ocean, river and expedition cruise operators, see **right**.

MEANWHILE, Creative Cruising has launched a new incentive in celebration of Cruise Week, putting a South Pacific cruise up for grabs to a lucky travel agent.

Every booking on Celebrity Cruises, Royal Caribbean Int'l and Azamara Club Cruises made with the wholesaler and deposited by 31 Oct will receive an entry.

Available to win is an eight-night South Pacific voyage aboard *Celebrity Solstice* departing Sydney on 14 Mar 2015, including \$500 in onboard credit to spend.

P&O World Voyages

TWENTY countries will feature in P&O Cruises World Cruising's latest World Journeys program for 2016, unveiled yesterday.

Three special voyages will be operated by *Aurora*, *Arcadia* and *Oriana*, with a total of 90,000 nautical miles to be covered.

Arcadia will set sail from Southampton on 11 Jan 2016 on a 115-night roundtrip, visiting 32 ports, with maiden calls at Alotau in Papua New Guinea, Jeju-do in South Korea, Tauranga, NZ & Hilo.

The voyage will also include an overnight visit in Sydney and will also visit Brisbane, Airlie Beach and Darwin on its way back north.

Australia will also feature on a world cruise by *Aurora*, which will be decked out in its brand new Union Jack livery (**CW** 06 Aug).

The 2016 World Journeys season will go on sale at 5pm on 10 Sep.

National Cruise Week is now underway, and cruise lines operating in Australia and overseas have all come to the party, releasing super-special deals available for sale from 01-08 September.



Cruise Specials

◆ **APT** is offering customers

booking selected itineraries a further \$250 discount on top of other eligible offers including Fly Free deals. Sister brand **Travelmarvel** is taking \$200 per couple off all bookings made from 01-08 Sep. This offer is on top of existing offers in market.

◆ Pax making new bookings of 2014 and 2015 **Uniworld Boutique River Cruises** itineraries will enjoy a further \$100 off per person if booked between 01-08 Sep with a CLIA accredited agent. Offers are combinable with Uniworld Early Booking Savings.

◆ **MSC Cruises** has released a range of deals exclusively to the Australian market, headlined by a seven-night Mediterranean cruise priced from \$499ppts. Further, a 19-night Grand Voyage from Brazil to Genoa is priced from \$1,005ppts. Earlybird offers for 2015 have also been extended, with savings of up to \$500 on selected departures.

◆ On behalf of Hurtigruten Norwegian Coastal & Explorer Voyages, **Discover the World Cruising** is offering savings of up to 30% off the cruise fare. The offer is valid for any 6, 7, 11 or 12-day Norway Classic Coastal Voyage. In addition, voyages in Antarctica, Arctic or Europe departing between 01 Nov 2014 and 25 Feb 2016 can be booked with an additional 5% discount off the Hurtigruten Best Fare of the Day.

◆ All new 2015 or 2016 European river cruise bookings with **Scenic Tours** are eligible for a further \$500 per couple off, with a non-refundable deposit of \$1,000 due by 09 Sep. This offer is available exclusively to CLIA Accredited cruise specialist agents.

◆ Four new special offers have been released by official Australian GSA for Hapag-Lloyd Cruises, **Landmark Travel**. Offers apply to four specific departures on MS Europa 2 in the 2015/16 season. Pax can enjoy 50% off the second person in suite categories 1-9 and no single surcharge on solo travellers in categories 1-4.

◆ Onboard credit of up to US\$100 and 50% off the required deposit is on offer on selected **Royal Caribbean International & Celebrity Cruises'** sailings of five nights or longer, departing 01 Jan to 31 Dec 2015. The offer applies to all cabin categories and can be combined with other select promotions. **Azamara Club Cruises** is offering US\$300 onboard credit per cabin for most worldwide sailings in 2015 on Oceanview category staterooms and higher, and is combinable. Quote codeword "CLIA" when booking.

◆ **Holland America Line** is offering up to US\$500 per cabin in onboard credit for selected cruises departing in 2014 and 2015. More than 350 departures from 12 to 90 days worldwide are eligible for the credit.

Norwegian to acquire

TALKS between cruising giant Norwegian Cruise Lines to fully acquire Prestige Cruises Int'l are reportedly at an advanced stage, according to a *Reuters* report.

The report said NCL, currently the world's third largest cruise firm is looking to buy the luxury line to better compete with rivals.

Tempo river discount

TEMPO Holidays has launched a special offer of 10% off all global river cruises departing between 01 Oct 2014 and 31 Mar 2015.

Eligible destinations include Asian river cruising in Myanmar, Cambodia and Vietnam as well as Europe including departures over Christmas and New Year's Eve.

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New Regal nightclub

PRINCESS Cruises' newest ship *Regal Princess* will debut a new outdoor nightclub from Nov to be known as the Night Sky Lounge.

The club, resembling a swanky South Miami setting, will be set up for one night during each cruise.

Atmospheric light will illuminate the pool and furniture, with a DJ playing music and glowing drinks available from the bar.

A nominal charge will be levied to passengers wishing to enter.

Silversea soars in Australia

SILVERSEA president for Europe, Africa, Middle East and Asia-Pacific Steve Odell says that Australia is expected to overtake the UK within the next two years and become the cruise line's second biggest market.

Speaking to *Cruise Weekly* last week at an event to celebrate Silversea's 20th anniversary, Odell also confirmed that the strong local performance is set to see the Australian office expand.

Australians have a particular hunger for Silversea's expedition product, with strong uptake for the inaugural Kimberley *Silver Discoverer* season earlier this year and lots of interest in the line's year-round Galapagos program.

Odell said the success of the Broome based itineraries meant there would definitely be a Kimberley season each year, with the Sydney office responsible for more than 60% of the sales of the product so far.

He added Australia is a key market for the brand, because "Australians book early, they have the highest yield and they travel the longest".

Australian passengers are

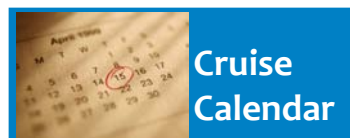
onboard on average 16 days when they book with Silversea, he said.

The next frontier for Silversea is Asia, where Odell believes there is plenty of business to be had, particularly from high net worth individuals and charters.

"I believe we could have an office in both Hong Kong and Singapore," he said, while Japan also has major potential.

According to customer trends, Silversea clients in Asia appear not to be interested in cruising in their own region, instead aspiring to visit destinations further afield and attracted by the cruise line's international offerings, Odell said.

Closer to home, the demographic of Silversea guests is somewhat predictable, with Melbourne's Toorak still the number one source of passengers.



Cruise Calendar

The *Cruise Weekly* cruise calendar details upcoming port calls of cruise ships at various destinations around Australia.

SYDNEY	
<i>Carnival Spirit</i>	06 Sep
BRISBANE	
<i>Dawn Princess</i>	02 Sep
<i>Pacific Pearl</i>	03 Sep
<i>Pacific Dawn</i>	06 Sep
DARWIN	
<i>Coral Princess</i>	04 Sep



TRAVELLERS with a tendency to hit the snooze button on the alarm clock too often will find Crystal Cruises understands they still want to do shore excursions.

The upmarket line has released a new range of trips designed for late risers, offering the same experiences and immersive tours but beginning later in the day.

The "Late-Risers Adventures", are scheduled to begin at around 11am or noon in some cases, depending on the time the ship is due to depart.

The late range is also designed to fit hand-in-hand with the Late-Risers breakfast serving, which takes place from 10am.

Late-Risers Adventures will be added from later this month, debuting on a Boston to Quebec sailing on *Crystal Serenity* on 19 Sep and a 27 Sep Hamburg to Lisbon trip on *Crystal Symphony*.

Tours departing from 11am or later will be developed in cities across the world visited by Crystal ships, including Australia.

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