

CRUISE



WEEKLY



Thursday 02 Apr 2015

Ponant 28th member

FRENCH cruise line Ponant has signed up as the newest member of Cruise Lines International Association (CLIA), becoming the organisation's 28th member line.

Ponant was also admitted to the CLIA Speciality Cruise Collection, a stable of 17 small ship operators focusing on river, luxury, coastal, adventure & expedition sailings.

CLIA global chairman Adam Goldstein said he was thrilled to see more lines "recognising the benefits of joining CLIA as a global member".

MSC back to the UK

ITALIAN line MSC Cruises will homeport its *MSC Splendida* ship in Southampton for the 2016/17 winter as part of a renewed push into the British market.

The Fantasia-class vessel will operate six departures from the UK port including a continental coast sailing & a circumnavigation of the British Isles.

MSC Cruises said the placement will be the final season prior to the arrival of its two new giant ships, hinting the second Seaside class ship could sail from the UK.

Lines flocking into China

A STUDY commissioned by the new CLIA Asia division has found the industry has already shown skyrocketing growth levels from Asia in the last two years alone.

The second *State of the Asia Cruise Industry* released this week showed record numbers of cruise ships heading to the region along with booming passenger numbers and capacity, port visits, departures and operating days.

The study was undertaken by CHART management consultants and built on a 2013 white paper put together by the former Asia Cruise Association (ACA).

Asia recorded a 34% jump in passenger numbers last year, with 1.4 million residents of the region setting sail on a cruise holiday.

CLIA Southeast Asia chair Ann Sherry said the study was commissioned to give stakeholders an overall view of growth in Asia as well as potential future growth.

She added that it was now clear the industry has taken notice that Asia is "quickly becoming a major international market in its own right".

"The cruise industry is

responding by offering more cruises that deliver experiences especially tailored to Asian travellers but are at the same time just as attractive to international travellers wanting to experience Asia's wide array of fascinating destinations," she said.

Cruise lines were responding both through onboard menus, drydock enhancements such as Japanese bathhouses and shorter itineraries to suit market trends.

CLIA Australasia general manager Brett Jardine said the growth would also have flow-on effects for the local region.

"With more ships based in the region, Australia and New Zealand will likely see a greater number of ships as well as larger capacity ships, which would require infrastructure investment to take advantage of the growth opportunities," Jardine added.

Upgraded *Pride* back

BALTIMORE will once again see the *Carnival Pride* homeporting in its harbour following Funship 2.0 upgrades, with the vessel to offer 5-14 day cruises to the Caribbean, Bermuda and the Bahamas.

European upgrades

BARGE cruising operator European Waterways will spend \$600,000 on a series of upgrades for its fleet of hotel barges in time for the 2015 summer season.

Improvements will include new flooring, upholstery, with others receiving newly redesigned cabins with new bedding & bathrooms.

Onboard wi-fi connectivity will also be installed on all vessels.

Today's issue of CW

Cruise Weekly today features three pages of all the latest cruise industry news & photos.

Sing along on Princess

TIMELESS classic film *The Sound of Music* will play once on every Princess Cruises sailing from mid Apr for the rest of the year as part of a new partnership between the line and Twentieth Century Fox Home Entertainment.

The pact comes due to both the movie and the line celebrating 50th anniversaries in 2015.

In addition to movie screenings, Princess will host sing-along sessions, trivia games and other movie themed experiences.

Activities will also allow guests to join a Princess Pop Choir.

New Celebrity shows

CELEBRITY Cruises has unveiled a major investment in its onboard entertainment, with 18 new theatre productions and a range of experiential side shows designed especially for the line.

Different shows will debut across the Celebrity fleet and will be progressively rolled out over the next year and a half.

The line has engaged music tour coordinator William Baker and musical director Steve Anderson to consult on productions.

Theatre shows will be driven largely by technology, with ladders, holograms and iPads combined with choreography and the latest popular music tracks.

In addition, up to ten side shows will appear on Celebrity ships, ranging from interactive vintage circus parties, Brit Pop royalty activities to Asian music culture.

discover
the world

WIN \$1,000*
EVERY WEEK IN APRIL
[CLICK HERE FOR DETAILS](#)



MAKE AND DEPOSIT TWO NEW BOOKINGS ON SELECT DISCOVER THE WORLD CRUISE PARTNERS THIS APRIL TO GO IN THE DRAW TO WIN A \$1,000 GIFT CARD.



**DO TOP END
RAIL & CRUISE**

Do exclusive packages aboard
The Ghan & Princess Cruises

Do departures in September & October



Call **1300 854 897**
or click here for more details



in conjunction
with



Holidays of Australia



Cruise Ambassador

AS CRUISING grows in both Australia and New Zealand, our training programs have swelled as has interest and desire to attain a higher level of Accreditation.

In late 2014, CLIA introduced the NEW Cruise Ambassador level of accreditation. The new tier is designed to reward agents who continue to improve their cruise knowledge after becoming an Accredited Cruise Consultant.

The new tier aims to deliver 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.

Once accredited, consultants are required to undertake further CLIA training and increase their overall accreditation points to 200.

In recent weeks, the most common question we receive regarding accreditation is "I have 200 points - why am I not a Cruise Ambassador?"

Ambassador status is not just about accruing points, it's awarded to those that have gone the extra mile to expand their cruise knowledge with additional CLIA training and cruise experience.

Obtaining any level of accreditation is something to be very proud of. It is a valuable asset and when promoted will differentiate you from competitors and enhance your reputation.

So don't be shy, once achieved, it is YOUR job to promote your new status.

To find out more, head to the CLIA website, click on the Accreditation tab and start the journey to more cruise sales!



NCL testing new features

LEGALISED weddings at sea, modified dining inclusions and an enhanced room-service menu & charge structure are currently among a range of enhancements being tested by Norwegian Cruise Lines for possible future rollout.

The test program was unveiled in an agent webinar by newly appointed president Andy Stuart.

A cabin service fee of US\$7.95 per order is being trialled on the *Norwegian Breakaway*, while the fee is \$4.95 on *Norwegian Getaway* for meal delivery.

Both ships have significantly enhanced the range of menu items able to be delivered during testing of the delivery fee, with a wide variety of hot breakfast items added to the cold selection.

Fees are not being charged to guests booked in The Haven.

Another dining improvement is the removal of surcharges for the ships' Asian restaurants and noodle bars, now complimentary on 11 ships across the fleet.

Norwegian Breakaway and *Norwegian Getaway* are currently also "sea-testing" a Weddings At

Sea package as an enhancement to its Destination Wedding packages, which will continue to be offered during the trial period.

Breakaway and *Getaway* are the two ships trialling the product, with *Norwegian Escape* to also test the product upon its delivery and launch in Miami in Nov.

Ceremonies are facilitated by the ship's Captain, with packages including wedding cake, champagne and services of a wedding coordinator onboard.

Cunard set for winter

ALMOST 100 ports in 34 countries will be visited by the Cunard fleet during the 2016/17 northern winter season, released recently by the British line.

Nine maiden stops feature, including Gaspé and Saguenay in Canada, which will be visited by *Queen Mary 2* over the season.

Zadar, Croatia; Skagen, Denmark; Stornoway, UK; Villefranche, France and Tangier, Morocco will star for *Queen Elizabeth*, while *Queen Victoria* will be welcomed in Genoa, Italy and Guadeloupe.

Koningsdam excitement grows



HOLLAND America Line yesterday hosted an event in Sydney to showcase the huge innovations coming in its new *MS Koningsdam*, which is scheduled for its first voyage in just under twelve months' time.

HAL director of sales Tony Archbold (pictured centre) was joined by the cruise line's deputy PR director Jerrol Golden and

Aussie chef Mark Best, part of HAL's global culinary panel.

Archbold showcased various features including the "World Stage" - a new concept in the ship's main theatre which surrounds the audience with a 270 degree LED screen, along with flexible staging options.

Koningsdam will also feature HAL's first ever purpose-built family staterooms - 32 of them, with capacity for five people (CW 27 Nov) including two bathrooms, while 12 solo cabins will be spread over multiple decks.

New culinary concepts and eateries will also feature on *Koningsdam*, which will debut in Europe in Feb 2016.

MEANWHILE, HAL has confirmed *MS Koningsdam* will relocate to Port Everglades, Florida for a season of sailings to the Caribbean following its debut summer in Europe (CW 10 Mar).

RCI stalwart to leave

LONG-TIME Royal Caribbean Cruises Ltd board member Bernard Aronson has announced he will not seek re-election from shareholders after 22 years.

Earlier this year, Aronson was selected by US President Barack Obama for a US Special Envoy in the Colombian Peace Process.

Short & Sweet
EASTER TREATS
Sale
Hop to it ~ Ends 9 April

[View Sale >](#)

P&O

CRUISE

WEEKLY

AGENT
UPDATE

Thursday 02 Apr 2015



Follow us
on social media

Just one click away from keeping up
to date with all the *Cruise Weekly*
breaking news as it comes to hand



APRIL Fools' Day didn't forget the at-sea holiday industry among its multitude of pranks.

The best one came from German cruise site Dreamlines, which late last year launched into the Australian market.

Billed as the first underwater crossing of the Pacific, the new product was an exclusive "world first" 10-day submarine cruise aboard the research submersible USEA-341.

The route from Sydney to Honolulu includes a series of lectures about the underwater surroundings just outside.

Labelled as four-star, the submarine apparently offers views to the outside through 15cm thick armoured glass.

Cabins are a "comfortable" 15sqm in size and offer specially enlarged portholes.

A highlight of the itinerary, according to Dreamlines, would be a visit to the sunken wreck of the *USS Arizona* in Pearl Harbour, just before the holiday reaches its conclusion.

Canada cruise invest

QUEBEC City and Montreal cruise terminals are set to be overhauled after the Quebec Govt set aside US\$55m for upgrades.

According to the government, \$20m will be spent on restoration & passenger facilities in Montreal, while \$35m will be spent on port arrival infrastructure at Quebec.

Cousteau on Gauguin

OCEAN videographer and environmentalist Jean-Michel Cousteau will guest host four sailings for Paul Gauguin Cruises during the 2016 season.

Cousteau will take part in sailings in the Society Islands and Tuamotus in Mar, Jun, Sep & Nov, conducting lectures and dives.

Smoke from Liberty

A NUMBER of passengers and crew were briefly evacuated from a Carnival Cruise Lines vessel after noticing smoke billowing from the front part of a ship.

An overheated bearing was identified as the cause of the smoke onboard *Carnival Liberty* during a stop in the Caribbean island of St Maarten, the line said.

Carnival said the matter was resolved quickly with no injuries.

Bentours/Hurtigruten say thanks



MELBOURNE eatery Bluetrain hosted representatives from Scandinavian operator Bentours and expedition line Hurtigruten where the two organisations came together to give thanks for ongoing success as partners.

International sales executives from Hurtigruten were in town for the event, at which they accepted an Appreciation Award presented by Bentours.

The award served to recognise the close working relationship and Bentours' status as a Best Global Partner as a major source of Hurtigruten bookings from the Australian market.

Pictured above from left is Yi Sun, Bentours; Ryan Bennett, Bentours; Karnail Gill, Hurtigruten; Catherine Tan, Bentours; Marcus Dunn, Bentours; Donald Yip, Bentours; Molly Twentymann, Bentours; Kelly Hutchinson, Cox & Kings; Marina Amato, Bentours; Meri Lazerova, Cox & Kings; Osnat Geron, Cox & Kings and Cyril Bricaud from Hurtigruten.

Enchanting Belgium

AVALON Waterways will offer a more in-depth river cruise sailing into Belgium as part of its 2016 range, the line has announced.

A seven-night itinerary dubbed 'Enchanting Belgium' will include stops in Ghent, Antwerp, Namur and Gaverre as well as Dordrecht & Maastricht in the Netherlands.

Brussels will serve as the start or end gateway for flights.

Managing director Patrick Clark said the voyage will operate largely on the Meuse River, which he said no other line operates.

Four departures of the itinerary will be offered in Apr 2016 using the 138-pax *Avalon Luminary* and 128-passenger *Avalon Artistry II*.

Star Illusions at sea

THREE dimensional optical illusions have been announced as the latest entertainment form on Star Cruises, with the Asian line launching Star Illusions @ Sea.

The concept stems around the creation of 3D illusions from 2D paintings, with guests able to interact with the art via photos.

Described by Star as a "unique experience", the attraction has now been launched fleet-wide.

jobs in travel online

I found my job on jito

“
employers reach
targeted job seekers.
job seekers receive
alerts to your mobile
”

jito
www.jito.co

join network

view jobs

post a job

Cruise Weekly is Australia's leading travel industry cruise publication.

An industry-focused PDF edition of *Cruise Weekly* is published every Tue and Thu, and there's also a consumer-facing email newsletter published each Wed - sign up free at www.cruiseweekly.com.au.

Postal address: PO Box 1010, Epping, NSW 1710 Australia

Street address: 4/41 Rawson St, Epping NSW 2121 Australia

P: 1300 799 220 (+61 2 8007 6760) F: 1300 799 221 (+61 2 8007 6769)

Cruise Weekly is a publication of Cruise Weekly Pty Ltd ABN 73 123 041 485. All content fully protected by copyright. Please obtain written permission to reproduce any material. While every care has been taken in the preparation of the newsletter no liability can be accepted for errors or omissions. Information is published in good faith to stimulate independent investigation of the matters canvassed. Responsibility for editorial comment is taken by Bruce Piper.

Editors: Bruce Piper and Matt Lennon info@cruiseweekly.com.au

Contributors: Guy Dundas, Jenny Piper, Louise Wallace

Advertising and Marketing: Sean Harrigan and Magda Herdzik ads@cruiseweekly.com.au

Business Manager: Jenny Piper accounts@cruiseweekly.com.au

Part of the Travel Daily group of publications.

Travel Daily CRUISE WEEKLY

travelBulletin

business events news

Pharmacy DAILY

Travel Daily TV