

# CRUISE

WEEKLY



Thursday 13 Aug 2015

## Cruise Weekly today

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

## Scenic dress-ups

**SCENIC** is celebrating the 2016 Europe River Cruising season with a \$5,000 cash prize for the "best dressed" travel agency.

Agents are invited to take a photo or video of their creative efforts before 31 Oct, inspired by the Scenic program of Rhine, Main, Danube and Moselle river cruising - for more details see the flyer available by **CLICKING HERE**.

## Salt Grill story

**P&O** Cruises has released the first in a new video series showcasing Luke Mangan's "Salt Grill" which is celebrating five years aboard P&O ships (CW Tue).

The video can be viewed online at [cruiseweekly.com.au/videos](http://cruiseweekly.com.au/videos).

## Fathom promos in market

**TRAVEL** agents in Australia and New Zealand are being invited by Carnival Corporation to become "Fathom Founder" agencies for its new 'social impact' cruise brand Fathom (**CW** 05 Jun), in order to secure a 15% commission rate for bookings made by 15 Oct.

Fathom is now selling cabins on its whole season of 2016 voyages to the Dominican Republic, beginning from 10 Apr, with Cuba sailings starting a month later.

To qualify as a Fathom Founder agency and the associated 15% commission until 15 Oct, agents can visit [www.fathom.org](http://www.fathom.org) and click the 'Founder' button.

At least one itinerary must be under deposit by 15 Oct in order to receive the bonus commission for all valid bookings made.

Fathom vice president sales David Drier said research had indicated nearly 40% of guests booking with the line may be first-

timers who had never factored in the concept of voluntourism.

"The audience for this type of travel is big, growing and passionate, but opportunities to book impact travel experiences are limited, as well as hard to identify, piece together and schedule," Drier said.

Group rates for Fathom cruises are also now in market, with special offers for larger bookings including cabin allocations, free fares for every 16th passenger in a group (maximum eight free pax), onboard credits and more.

"We believe Fathom may open up an entirely new potential revenue stream for travel professionals," Drier added.

To make a general booking on Fathom from Australia, agents need to phone Carnival Corp in the US +1 855 9fathom (+0011-855-932-8466) or email [salesupport@fathom.org](mailto:salesupport@fathom.org).

## New Seabourn suites

**DESIGN** renderings showcasing the standard of accommodations soon to debut onboard *Seabourn Encore* (pictured below) have been revealed by the luxury line.



*Encore* is on track to launch in late 2016 complete with 300 suites ranging in size from nearly 300sqft to 1300sqft, with the addition of a private veranda and full marble bathrooms.

Each suite offers an abundance of natural light, adopting a nautical theme to reflect the line's yachting heritage.

To view more of the new ship see [encore.seabourn.com](http://encore.seabourn.com).

Eligible Aust & NZ resid. travel agents 18+ only. Cruise 9-17/9/16. See T&Cs for details.



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HURRY! PROMOTION ENDS 11:59PM AEDST 18 OCTOBER 2015

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## PORTHOLE



**POPE** Francis will shortly visit the US city of Philadelphia and accommodation is at a premium.

So much so that visitors have a new sea-going option - a berth aboard the battleship *USS New Jersey*, a floating museum permanently moored across from the city centre.

Bunks - the same ones slept in by sailors when the ship was in action during World War II - are on offer for US\$75 per night during the 22-26 Sep visit.

It's not quite what cruise pax might expect - the special deal includes breakfast and dinner in the mess, as well as a museum tour - but no showers.

There are 400 bunks available, and it's not just for the papal visit - overnights are available year-round along with personalised "Dog Tags" for purchase.

## CLIA ceo quits

**THOMAS** P. Ostebo, who joined Cruise Lines International Association as its global president and ceo just 3 months ago (**CW** 21 May) has stepped down from the role effective immediately "due to personal reasons".

Cindy D'Aoust, CLIA executive vice president of membership and operations, has stepped into the role of acting ceo until the organisation appoints someone to the position permanently.

## Tauck family cruises

**TAUCK** will double the number of its "family friendly" river cruises in 2017 due to strong demand for the 'Tauck Bridges' sub-brand.

A total of 20 departures will be on offer, with Tauck adding a fourth vessel designed for families in 2017, ceo Dan Mahar announced at the Virtuoso Travel Week conference in Las Vegas.

The special ships have a pull-out sofa allowing for up to 4 people to share a stateroom.

## RCI launches Suite program

**ROYAL** Caribbean International has formally launched its new program of rewards for guests travelling in suite staterooms on Quantum or Oasis class ships.

Dubbed 'Royal Suite Class', the program features three tiers titled Star Class, Sky Class and Sea Class, each with different benefits.

Six RCI vessels include *Oasis*, *Allure*, *Harmony*, *Quantum*, *Anthem* and *Ovation of the Seas* feature in the scheme.

The program was hinted by Royal Caribbean senior vice president of sales Vicki Freed in Fort Lauderdale during the recent Cruise3sixty expo (**CW** 05 May).

For Sea Class, benefits include upgraded bathroom amenities, access to a specialty restaurant for dinner seatings only and more.

Sky Class offers the same as well as a range of concierge services such as restaurant and theatre reservations, signature activities, unlimited 'VOOM' internet and access to a dedicated sun deck.

The uppermost tier, Star Class, includes the same as Sky Class with a significant range of extra benefits and exclusive rights.

These include covered gratuities, the Ultimate Beverage Package, mini-bar products, in-suite films, Nespresso coffee maker & more.

In addition, Star Class guests

have access to a range of "Royal Genie Services" including a 24/7 personal assistant, the ability to request food and beverage items, shoe-shine service and laundry.

Royal Caribbean ceo Michael Bayley said the new Royal Suite Class "redefines luxury at sea with exceptional experiences".

Reservations under the new Royal Suite Class rewards scheme will be available in Espresso from 08 Sep for sailings from May 2016.

## All in a flap for HTG



**ABOVE:** P&O Cruises NSW bdms Angus Mackay and Jess O'Brien embraced the Gatsby theme last weekend in Newcastle when they took part in the Hunter Travel Group cruise expo.

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Celebrity **X** Cruises

# CRUISE

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AGENT  
UPDATE

Thursday 13 Aug 2015



Jill Abel - CEO

## CDU Update



## Cruising is for everyone

CRUISE Down Under chairman Stephen Bradford attended the Cruise New Zealand conference in Auckland last month and was impressed with the continuing demand for cruise ships to the region, the response to the destination by international cruise ship directors and the number of passengers on those vessels.

The positive response from delegates was encouraging and NZ's continuing success is being driven by its close proximity to Australia and its popularity with international cruise lines.

Here in Australia, our role at Cruise Down Under is to not only raise awareness of the cruise industry but to also ensure the benefits of cruising flow from the vessels all the way through to Australians, by way of our members.

All of our 78 members are Australian and represent a broad cross section of the cruise industry including state and regional tourism offices, ports, ground handlers and service providers. It is our role to extend the benefits of cruising from the ships through to all the stakeholders involved in this great industry.

There are now just three weeks to go until our own CDU Conference, taking place at the Hilton Darwin from 2-4 September. In addition to being the key cruise industry event in Australia, it will be a great networking opportunity for everyone involved in the industry.

Details on our members, our conference program and online registration are available at [cruisedownunder.com/conferences](http://cruisedownunder.com/conferences).

## Cunard, P&O UK restructure

CARNIVAL UK has restructured its P&O Cruises World Cruising and Cunard divisions, creating combined sales & marketing roles for each brand.

The move will see the departure of sales & distribution director Chris Truscott, with Paul Ludlow, currently heading up sales & marketing for Princess in the UK, named as senior vice president of sales & marketing for P&O Cruises World Cruising.

A similar role is being recruited for Cunard, with Carnival UK ceo David Noyes saying "we have two leading brands and we need to differentiate between them."

"By bringing sales and marketing together we will bring a greater focus to each of our great brands," he added.

The restructure follows the recent revelation that Carnival UK's chief commercial officer Gerard Tempest is leaving the business after just over two years in the role.

## Haimark to Amazon

SOUTH East Asian cruise operator Haimark has announced expansion in South America, with new six-night river cruises aboard the 44-passenger *RV Amazon Discovery* to commence in Oct.

The voyages will sail round trip from Iquitos, Peru with guided shore excursions led by local English-speaking naturalists.

The air-conditioned luxury vessel includes an on-board Rainforest Spa and an open-air sun deck with a plunge pool.

Haimark also operates in Vietnam, Cambodia, Myanmar and India, and sister company Haimark Line recently announced new Cuba voyages (*CW* 23 Jul).



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## Fred's fantastic four meet in Bergen



FRED. Olsen Cruise Lines brought together its fleet of four ships - *Balmoral*, *Braemar*, *Boudicca* and *Black Watch* - in Bergen, Norway on 28 Jul.

The event marked the first time the fleet had converged in one place, with 4,000 honoured guests gathering for the momentous occasion.

Festivities on the day included a Norwegian-themed marching band and drummers performing on the quayside.

Guests could visit all four ships throughout the day with onboard entertainment consisting of live bands, games and deck parties.

There was a range of themed

shore excursions, including a walking tour, which visited the Bergenhus Fortress, historic Bryggen and Ole Bull statue.

At the end of the day, the Fred Olsen fleet duly departed in convoy at 6pm, and made an exit from the harbour in a 'diamond' formation, led by a fire tug boat spraying its water cannons.

MD Mike Rodwell said it had been a very special day, with the festivities joined by Fred. Olsen and chairman Fred. Olsen Jnr.

"It was with great pride that the fifth and sixth generations of our company looked upon their cruise fleet, joined together for the very first time," he said.



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is directly out front  
of the new Queens  
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