

CRUISE



WEEKLY



Thursday 03 Dec 2015

Oceania local voyages

OCEANIA Cruises is highlighting its program of voyages in Australian waters, with fares set to increase effective 01 Jan 2016. For details see **page three**.

Cultural music voyage

HURTIGRUTEN has announced the launch of 12 new cultural voyages cruising the Norwegian Coast in 2016.

As a celebration of Norwegian art, music and history - with a focus on famous composer Edvard Grieg - the journey kicks off with a piano concert in a cave at Trollhaugen, followed by 'operatic arias' performed in an old fish oil factory, coastal churches and the Arctic Cathedral in Tromsø, among others.

Sirena's godmother

ACCLAIMED French cookbook author Claudine Pepin has been named the godmother for Oceania Cruises' new *Sirena*.

Pepin, who has been the Oceania Cruises' executive culinary director since the cruise line launched, will officially name *Sirena* at an "intimate pier-side ceremony" in Barcelona on 27 Apr next year.

Cruise Weekly today

Cruise Weekly today features two pages of all the latest cruise industry news and a full page from **Oceania Cruises**.

Record cruise growth ahead

A RECORD 24 million travellers are expected to set sail globally next year, according to the *2016 State of the Cruise Industry Outlook* report released by Cruise Lines International Association.

The global figure is a dramatic increase from 15 million passengers just a decade ago, and the now seemingly tiny 1.4 million in 1980 when CLIA first began tracking passengers.

These new stats reveal an upwards trend that suggests "worldwide cruise travel is continuing to grow and evolve at a record pace," CLIA said.

CLIA's acting ceo Cindy D'Aoust says that "by creating unique ships, new experiences and access to destinations around the world, the evolution, appeal and value of cruise travel continues to drive the overall growth of the industry."

European Waterways

EUROPEAN Waterways has announced a brand new flower show and garden themed cruise aboard the *Magna Carta* to celebrate the 300th birthday of famous English landscape designer, Lancelot 'Capability' Brown.

Departing 22 May and 03 July 2016, passengers will cruise the River Thames and experience the floral delights of Royal Gardens & Hampton Court Palace.

The report identifies "13 Cruise Industry Trends" which show how the sector continues to transform to meet the styles and preferences of today's travellers.

Some of these include the rise of river cruises, new ships & destinations, expansion of the Australasian market, cruise specialists, lux travel demand, cross promotion of brands and more overnight stays.

View the full report online at www.cruising.org.

Azamara 2018 voyage

AZAMARA Club Cruises has today announced its 2018 deployments which includes a new 102-day world journey from Sydney to London.

The line, which is set to kick off its inaugural Australian season in just three weeks, has also confirmed it will return to local waters for a third and fourth season.

Azamara's 2018 season will see a total of 31 "new and unique" destinations added including ten new ports in Australia, said the line's local commercial director Adam Armstrong.

The 2018 World Journey voyage departs Sydney on 07 Mar and arrives in London on 17 Jun, visiting 61 ports along the way and including the opportunity to attend the Cannes Film Festival and the Monaco Grand Prix.

Brochure Spotlight

PONANT - Antarctica to Africa 2017

THIS new e-brochure details PONANT's collection of Grand Voyages from Antarctica to Africa



for the Mar-Apr 2017 period.

It's filled with back-to-back voyages, with new additions of: 21-nights From South Georgia to Africa, the eight night Along the South African Coastline plus the 15-night The Scattered Islands & the Seychelles.

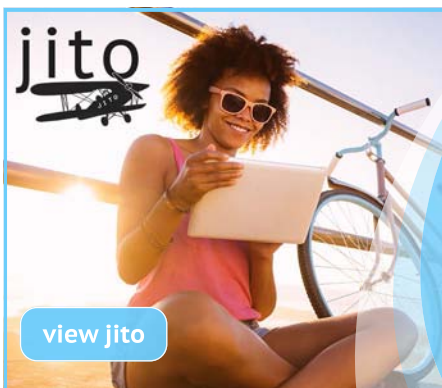

For a more extensive tour there's the option to combine cruises into the 44-night Cruise Between Two Oceans.

The brochure holds info on wildlife and must-see sites such as Salisbury Plain, The "Big Five" and the Seychelles archipelago.

Passengers can plan out their trip by referring to port of call shore excursion highlights, found on page 26, with duration and price listed.

Pre and post programs ranging from one- to four days are detailed in the back.

It is available online **HERE**.



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cruise technology

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'Ask Isaac' gives Carnival execs the shirts



PRINCESS Cruises has launched new promotional T-shirts to complement its new "Ask Isaac" campaign, first introduced last month (*CW* 19 Nov).

Inspired by Isaac Washington, the beloved pop culture icon from the 1970's television show "The Love Boat," the new click-to-chat service available through the onesourcecruises.com portal is designed to give agents access to online assistance, without

interrupting sales calls.

Donning the new tops **above** are Holland America Group ceo Stein Kruse, with Carnival Corporation chief executive officer, Arnold Donald.

Dress code revamp

CELEBRITY Cruises has announced a revamp of its dress code, replacing Formal Nights on board with Evening Chic.

Commencing 04 Dec, the change looks to move towards "sophistication and relaxation", rather than "stiffness and structure".

Celebrity Cruises commercial director, Adam Armstrong, says that the new move will add a "modern twist" to the evenings. "Passengers will be free to be glamorous, chic and sophisticated in their own way," he added.

Evening Chic nights will take place on up to two nights on every cruise.

Acceptable attire now includes cocktail dresses, skirts and jeans for women, while men can feel comfortable wearing button down shirts.

Qld's Legend arrives

ROYAL Caribbean's first Qld-based cruise ship, *Legend of the Seas* arrived in Darwin yesterday.

Legend of the Seas will embark on 15 itineraries in Australia, New Zealand and the South Pacific, returning to Brisbane in Oct 2016.

Kings Court redesign

CUNARD will redesign *Queen Mary 2*'s informal buffet dining experience, Kings Court from 21 May-21 Jun 2016.

The new design will be more open, with a central buffet and re-configured seating.



THE high seas are about to get a little more rock 'n roll, with Def Leppard hosting a dedicated music cruise next month.

Dubbed *Hysteria on the High Seas*, the English glam metal band will headline the rock voyage, joined by musical guests Tom Keiger, Eric Martin, Ritchie Kotzen and Kip Winger.

Taking place aboard the 3,502 passenger *MSC Divina*, the cruise will include calls to Grand Bahama Island and Half Moon Cay - a private island in the Bahamas.

Ticket prices start at US\$899.



Viking heads to USA

VIKING Ocean Cruises is expanding its ocean cruising offering, launching five new itineraries to North America and the Caribbean.

First up to launch is the 15-day 'Wake of the Vikings', which travels Bergen to Montreal, departing Sep 2016.

Debuting in Oct are 13-day 'Eastern Seaboard Explorer', sailing from Montreal to New York; 15-day 'Eastern Seaboard' to the West Indies, from New York to San Juan and 11-day 'West Indies Explorer', a San Juan round trip.

The 18-day West Indies to Iberia goes to San Juan to Barcelona and will leave port Feb 2017.

Changing Roles

IT'S that time of the year when many of us allocate weekend time to be spent with our industry colleagues as opposed to spouses - yes, I'm talking about conference season!

For me, the last two weekends have been spent at Travellers Choice and helloworld events respectively and the delivery of both organisations was first class.

Naturally the retail chains take this opportunity to recognise and reward their own top performing agents in front of their peers which is very satisfying for the winners.

As an independent bystander what struck me was the number of stores taking out their respective award categories that are heavily engaged in selling cruise holidays. Given we have such a heavy focus on local cruises, I can't help but think how remarkable it is the way the cruise industry has actually played a role in reversing a trend that used to be very common in retail agents.

Remember the days when there was a clear distinction between domestic and international consultants?

For all consultants today, regardless of your experience you have to keep focused on the 70% of Aussies and Kiwi's that are cruising from our home ports - this is your bread and butter and potential long haul cruisers in the future.



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Outrageous Outback

SYDNEY TO AUCKLAND | 14 days

9 Apr 2017 – SIRENA

Overnight | Melbourne New Ports | Burnie & Nelson

AU\$ FARES per guest from:	INSIDE	VERANDA	PENTHOUSE
SPECIAL OFFER FARE	\$6,290	\$8,520	SOLD OUT
US\$ SHIPBOARD CREDIT per stateroom	\$450	\$450	\$650

Port taxes/fees as shown are included in the cruise fare: \$1,382

BONUS
5 FREE SHORE
EXCURSIONS

FREE
UNLIMITED
INTERNET
&
SHIPBOARD
CREDIT



Southern Cross Sojourn

SYDNEY TO SYDNEY | 34 days

6 Mar 2017 – SIRENA

Overnight | Bali New Ports | Alotau, Port Moresby, Broome, Exmouth, Perth, Esperance, Penneshaw & Portland

AU\$ FARES per guest from:	INSIDE	VERANDA	PENTHOUSE
SPECIAL OFFER FARE	\$10,480	\$12,830	SOLD OUT
US\$ SHIPBOARD CREDIT per stateroom	\$1,090	\$1,090	\$1,570

Port taxes/fees as shown are included in the cruise fare: \$2,519

BONUS
5 FREE SHORE
EXCURSIONS

FREE
UNLIMITED
INTERNET
&
SHIPBOARD
CREDIT



Divine Down Under

AUCKLAND TO BALI | 23 days

22 Feb 2017 – INSIGNIA

Overnight | Bali

AU\$ FARES per guest from:	OCEANVIEW	VERANDA	PENTHOUSE
SPECIAL OFFER FARE	\$7,390	\$9,260	SOLD OUT
US\$ SHIPBOARD CREDIT per stateroom	\$740	\$740	\$1,060

Port taxes/fees as shown are included in the cruise fare: \$1,813

BONUS
5 FREE SHORE
EXCURSIONS

FREE
UNLIMITED
INTERNET
&
SHIPBOARD
CREDIT



Colourful Coral Seas

PAPEETE TO SYDNEY | 17 days

16 Feb 2017 – SIRENA

Overnights | Papeete & Nouméa

AU\$ FARES per guest from:	INSIDE	VERANDA	PENTHOUSE
SPECIAL OFFER FARE	\$4,950	\$7,070	\$10,420
US\$ SHIPBOARD CREDIT per stateroom	\$550	\$550	\$790

Port taxes/fees as shown are included in the cruise fare: \$1,141

BONUS
5 FREE SHORE
EXCURSIONS

FREE
UNLIMITED
INTERNET
&
SHIPBOARD
CREDIT

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