

CRUISE



WEEKLY



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CRUISE NEWS & VIEWS

with Peter Kollar
CLIA Australasia

Don't waste your time

CONFERENCES and trade shows are a great way of gathering a wide variety of suppliers under the one roof. Depending on your location, you could virtually spend a couple of hours speaking to the same number of suppliers as you would in a year!

Despite this advantage, you could still be wasting the value of this wonderful opportunity, particularly if you just plan to browse and collect some brochures. To make the event "priceless" - make sure you plan ahead!

Have a good understanding of the clients you cater for, your USP as an agent, and then come equipped with a list of questions that are relative to your business.

If you're attending Cruise360, here are some suggestions you may use with the 45 suppliers in attendance (pick those relative to your business).

How do I use your brochure (or website) as a selling tool? What resources are available for me? How can your product assist my market? What is the best way to sell this product given my point of difference?

Some agencies look after budget conscious clients - How can I show this product to my client as great value? Some agencies use features and services as their point of difference - What additional services/amenities can I offer my client with your product?

Some agencies concentrate on groups - What is your group policy? What co-op dollars and promotional material can you help with? How can you assist my VIP clients? You and your preparation will ultimately create the true value of the event!



Build begins on Oasis IV

CONSTRUCTION has begun on the fourth Oasis-class vessel to join the Royal Caribbean Int'l fleet, with keel-laying ceremonies taking place this week at the STX Shipyard in Saint-Nazaire, France.

Oasis-class vessels are the largest cruise ships in the world and currently consist of *Allure of the Seas* and *Oasis of the Seas*.

Highlights of the Oasis-class design includes a split superstructure which allows for the model's unique features including an open "main street" directly down the ship's centre.

The new vessel will comprise 16 decks and at least 2,700 cabins, with a maximum capacity of over 5,000 passengers per sailing.

Along with a Central Park,

amenities will include a zip-line, carousel, twin FlowRider surfing simulators and much more.

The currently un-named ship is due for delivery in 2017 and will begin service soon afterward.

More details on features for the new vessel will be released soon.

MEANWHILE, Royal Caribbean has tinkered with its revolutionary Dynamic Dining concept due to passenger feedback.

The concept which debuted on *Quantum of the Seas* last year will be modified for its introduction on sister *Anthem of the Seas*.

A second option, entitled Dynamic Dining Classic, allows pax to still experience all of the complimentary restaurant options included in fares, but at the same table and served by the same wait staff each evening.

RCL president Michael Bayley said the line had seen some teething problems with Dynamic Dining, particularly from older passengers, but that it was close to making the concept successful.

Vista call Miami home

FORTHCOMING Carnival Cruise Lines vessel *Carnival Vista* will homeport in Miami, Florida after its inaugural season in Europe due to an existing PortMiami deal.

Specific itinerary plans will be detailed in coming weeks.

Vista will herald the line's return to Europe (CW 27 Jan), debuting next May in the Mediterranean.

Today's issue of CW

Cruise Weekly today features two pages of all the latest news from the cruise industry.

Loved up aboard MSC

A NEW offer aimed at loved-up couples has been released by MSC Cruises for Valentine's Day.

The 'Suiteheart' deal will see passengers booking an Aurea Suite experience will be upgraded for free to the MSC Yacht Club for Caribbean sailings on *MSC Divina* between Nov 2015 and Apr 2016.

Book by 28 Feb to avail the offer.

Not so Grandeur...

ROYAL Caribbean Int'l vessel *Grandeur of the Seas* returned to its Baltimore homeport one day ahead of schedule after 193 pax and nine crew came down with symptoms of norovirus.

Most affected pax responded well to medication administered onboard, with a separate medical emergency necessitating the early return for debarkation.

Unique on Uniworld

UNIWORLD Boutique River Cruises has launched a new agent incentive, offering an eight-day European cruise of the winner's choice as the major prize.

The highest selling agents who deposits bookings from the 2015 and 2016 range before 31 Mar will be declared as the winner.

A \$500 Sheridan voucher and a \$150 High Tea experience is on offer as a second and third place prize - contact bdms for details.

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Name on AmaSerena

MICHELLE Fee, co-founder and ceo of US home-based travel franchise firm Cruise Planners has been named as Godmother to forthcoming AmaWaterways vessel *MS AmaSerena*.

The 164-passenger river cruise craft will offer twin-balcony suites with several dining venues and will enter service on the Rhine, Main and Danube rivers upon its christening in Europe in Apr.

Seasonality barriers

CRUISE industry leaders in Europe have called for an end to "deceiving" labels such as "winter cruising" in the Mediterranean, saying that pricing based on the weather inhibits regional growth.

The calls came at the conclusion of the 3rd annual Seatrade Winter Cruising Forum in Cartagena, Spain, which was attended by almost 250 delegates.

Forum attendees heard forecasts that year-round deployment in the Med was becoming more popular but that ports and cruise lines needed to work together better to improve marketing.

Representatives from Israel called for more new itineraries, saying experienced cruisers were growing bored & that congestion in peak seasons was "a problem".

Landmark lifeguard case

LEGAL counsel has been retained by an Italian family whose four-year old son nearly drowned while onboard Royal Caribbean's *Oasis of the Seas*.

The local firm, which represents passengers and crew "who have suffered accidents and crimes aboard cruise ships," is accusing RCI of failing to provide basic pool safety such as trained lifeguards.

The case has the potential to be a landmark ruling if any negligence is found on the part of Royal Caribbean Int'l, which could in turn open the floodgates to future lawsuits against cruise lines in similar situations.

The child and his family were evacuated for further treatment when fellow pax managed to restore a pulse after the boy was found underwater in one of the ship's pools (*CW* 06 Jan).

"This is another alarming example of the dangers associated with the major cruise lines failing to employ lifeguards onboard its cruise ships," attorney Michael Winkleman said.

Notes released by the firm show that while cruise lines must adhere to strict maritime safety standards, no industry mandate requiring trained lifeguards to supervise pools currently exists.

Oasis of the Seas was barely an hour out of Port Everglades in Florida on a seven-night cruise to the Western Caribbean when the near-drowning incident occurred.

A number of similar cases of a passenger drowning or nearly drowning in an onboard pool have occurred in recent years, including on *Sapphire Princess*, *Norwegian Breakaway* and *Disney Fantasy* last year and Carnival ships *Victory* and *Elation* in 2013.

The legal firm say these and other incidents could "have been easily prevented had a lifeguard been present".

Freedom perk sale

AZAMARA Club Cruises has released a special short-term 'Ultimate Freedom' sale offering two perks for bookings on select 2015 and 2016 European sailings.

Staterooms booked before 14 Feb will see pax able to choose two of three offers from a free room upgrade, US\$1,000 in air credit or \$1,000 onboard credit.

Pax choosing the onboard credit can use the funds on exclusive behind-the-scenes outings, shore excursions, after-dinner tours, spa and salon treatments or specialty dining - book before 14 Feb.



AMERICAN tourism student Rachel Kane made no secrets as to her NFL allegiance ahead of this week's Super Bowl.

Kane is in the final year of her tourism management degree and is currently in North Qld on a 10-week internship in Cairns.

A chance for her to show her love for the Seattle Seahawks was too good to pass up, with Kane taking the team's flag, emblazoned with the '12' logo, under the Great Barrier Reef while escorting a group of tourists on a snorkelling tour.

The '12' logo stands for the unofficial name of Seahawks fans as the team's 12th man.

Unfortunately as many now know, Kane would have been disappointed at the result, after the New England Patriots emerged victorious on the day.



1+1=2

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