

CRUISE

WEEKLY



Tuesday 10 Feb 2015

Real-life Princesses

THE transformative power of a cruise in generating and building mateship, family and major life events will form the focus of the first Australian-produced online campaign from Princess Cruises.

Launched today, the campaign will feature real Princess guests and is an evolution of its recent "Come Back New" mantra.

Stories include two lifelong friends from Wagga who cruised to NZ to rekindle memories from their youthful backpacking days.

Princess Cruises marketing manager Nick Ferguson said the clips portrayed real-life, positive impacts and aimed to inspire others to take their own journey.

Three videos will be gradually rolled out across social media before 31 Mar but are now able to be viewed - [CLICK HERE](#).

Pandaw maps Kerala

FOUR departures of a brand new seven-day itinerary in the southern India region of Kerala have been scheduled to operate by Pandaw River Expeditions.

The journey includes three nights onboard *MV Vaikundam* preceded by three nights at the five-star Heritage Vivanta by Taj.

Priced from US\$1,530ppts, the 'Backwaters of Kerala' explores over 40 waterways, churches and temples and continues Pandaw's expansion into the Indian region.

Departures are slated for 02 Dec 2015 and on 12 Jan, 23 Feb and 22 Mar 2016 - www.pandaw.com.

Cruise boom to continue

THERE appears to be no end in sight to the unabated growth being experienced by the cruise industry, with CLIA forecasting a staggering 23 million pax globally to set sail at some point in 2015.

In its annual State of the Industry Report released today, Cruise Lines International Association forecast an additional 1.3 million people from its 2014 projections would take a cruise this year - a jump of 4% year-on-year.

New, exciting and increasingly exotic destinations would lure more travellers this year, while lines would debut 22 new vessels in 2015, representing an investment of more than US\$4b.

Australia and Asia were singled out as regions earmarked to continue to see strong growth, an endorsement heralded by CLIA Australasia gm Brett Jardine.

"This year is set to be another big step forward for the entire industry as our members continue to strive to make cruising the best overall holiday experience for Australian travellers," he commented.

According to CLIA projections, 52 different cruise ships will offer 1,065 separate departures just in

the Asian region alone, catering to total capacity of over 2 million.

The Mediterranean was also cited as a region tipped to grow, however the Caribbean was identified as the "queen" for the industry, accounting for more than a third of global capacity.

The CLIA report, compiled using research gathered from around the world, found passengers were more inclined to cruise with a line based on unique designs and amenities over simply being among those to travel on the world's biggest cruise ships.

Further, CLIA forecasts another year of strong growth for smaller specialty lines including yacht operators and river cruise firms.

Importantly, the report also highlighted that travel agents will remain the most popular way for travellers to book a cruise, despite rises in mobile & online channels.

Statistics garnered among travel agents in the United States said 62% of cruisers were repeat guests, while 69% ranked cruising as being better value than a land based holiday.

CLIA chairman and Royal Caribbean Cruises Ltd president and chief operating officer Adam Goldstein said it was an exciting time for the cruise industry.

"This year will prove to be another step forward for the entire industry as our members continue to strive to make cruising the best overall vacation experience," Goldstein said.

Two day mega sale

ROYAL Caribbean has just pressed the Go button on a 48-hour Mega Sale which kicked off at 10am this morning.

Deals include a 17-night South Coast and New Zealand voyage on *Radiance of the Seas* departing 14 Mar, priced from \$1,099ppts.

 PRINCESS CRUISES
come back new™


ANNIVERSARY
SALE

50 REASONS TO
CELEBRATE OUR
50TH ANNIVERSARY!

Win a 12-night Denali Explorer Alaska Cruise for two, including up to AU\$5,000 eZAir® credit to fly you there and back. PLUS 49 AU\$100 EFTPOS Gift Cards to be won.

[CLICK HERE FOR DETAILS](#)

Ends 11:59pm AEDT 28/2/15. Open to Aust. & NZ residents 18+ who are employed as a travel agent and registered with Princess Academy program. Major prize must be taken by 29/8/15. Click above for Conditions.

Cruise Weekly today

Cruise Weekly today features three pages of the latest cruise news and photos, plus a full page of new industry vacancies from **AA Appointments**.

READYSET SAIL

THE SUMMER UPGRADE EVENT

Special Savings and upgrades



Holland America Line

A Signature of Excellence

[LEARN MORE >](#)

CRUISE

WEEKLY



Tuesday 10 Feb 2015

your cruise & rail specialists



Holidays of Australia

and the world

www.holidaysofaustralia.com.au

Buhdy top Costa Asia

COSTA Crociere senior vice-president Asia-Pacific & China Buhdy Bok has been promoted to President of Costa Asia and Costa Cruises Pacific and China.

In his new role, Bok will further spearhead the development of the Costa brand in Asia, with a particular focus on China.

Bet onboard credits

CRYSTAL Cruises will soon allow passengers to convert onboard credit into special slot vouchers or table gaming chips which can be used in its ships' casinos.

Shipboard credit can be used in denominations of \$5, \$10 and \$25 for slots and \$5 or \$25 for table games, with no upper limit.

Credit converted to chips or slot vouchers cannot be redeemed for cash, however winning wagers above the amount originally bet will be paid in chips or tickets which can be converted into cash. The change is effective from *Crystal Symphony's* Singapore to Hong Kong sailing on 09 Mar and *Crystal Serenity's* Perth to Cape Town sailing on 13 Mar.

New Bentours partner

SCANDINAVIAN tour operator Bentours has partnered with cruise operator Hurtigruten to offer a range of bonus inclusions on select 6-12 day voyages.

Bonuses vary depending on the length of cruise booked but range from return hotel-pier transfers, souvenir mug and drink packages, city tours or off-ship excursions including a midnight concert.

Celebrity ANZAC voyage

CELEBRITY Cruises has joined the flotilla of cruise ships aiming to be positioned near Anzac Cove for the upcoming Centenary of the Gallipoli landings, operating a special cruise to the battlefields.

Staterooms for a 12-night sailing on the 2,038-pax *Celebrity Constellation* are selling fast, with the round-trip cruise to depart from Rome on 22 Apr 2015.

On the big day, *Constellation* will dock in Canakkale (Kepez) where guests will have two days and one night to wander among the battlefields and memorials.

The official Dawn Service will be televised along with a special service conducted onboard.

Guests will have opportunities

in the days either side of Anzac Day to walk the battlefields for a first-hand look.

War historian and author Peter Donovan will be onboard during the cruise, hosting a series of special war history seminars.

Further stops during the voyage will see the ship dock overnight in Istanbul before visiting Athens, Santorini and Naples.

Fares for an inside stateroom start at \$1,899ppts or \$2,329 for an Oceanview stateroom.

Bookings made prior to 28 Feb qualify for Celebrity Cruises' 123Go Europe sale & can choose two offers from a Free Beverage Package, US\$300 onboard credit or prepaid gratuities.

The Anzac Centenary will see a multitude of ships in the Gallipoli area operating Anzac cruises including *Azamara Journey*, *MSC Orchestra*, *Louis Cristal*, *Silver Whisper* and *Silver Cloud*.

Freedom revitalised

ROYAL Caribbean has resumed regular service on *Freedom of the Seas* after a 24-day drydock in which the ship received a major upgrade and overhaul.

Much like its newer fleetmates, the eight-year old ship now offers a FlowRider surfing simulator and nine dining outlets including a new Mexican option Sabor, Chops Grille, Giovanni's Table, The Great American Steakhouse and more.

Passenger capacity was also boosted during the ship's overhaul, with 67 new staterooms added including a new Panoramic Ocean View category offering a full length window over the bow.

Freedom of the Seas is the largest Royal Caribbean vessel homeported at Port Canaveral.

Ten suite categories

REGENT Seven Seas Cruises has disclosed the names of ten suite categories to feature on its forthcoming newbuild luxury ship *Regent Seven Seas Explorer*.

The line's first newly constructed ship in over a decade will offer 140 Concierge Suites, featuring a centrepiece bed that faces a window the length of the suite.

Other categories will include the Superior Concierge, Deluxe Verandah and Verandah Suites, Penthouse, Seven Seas Suite and two-bedroom Master Suite.



IF YOU'RE holidaying in an area known for a competitive shark-diving industry and you see a sign for "Discount shark dives", here's why they're cheap.

An amazing video has surfaced on Facebook showing a gigantic shark refusing to allow a cage to block its path in its effort to take a bite out of some tourists who considered it a safe barrier.

After devouring a fish without breaking a sweat, the shark continues on toward the cage, initially getting itself stuck in the steel before breaking through.

The camera onboard one of the divers then goes into panic mode as the desperate scramble for survival ensues, with plenty of frantic and uncertain action ending when the passengers then make it back onto the boat.

Check out the exciting video of all the action - [CLICK HERE](#).

Cropp joins Lindblad

AUSTRALIAN film-maker and explorer Ben Cropp has been signed by Lindblad Expeditions to join an upcoming voyage from Palau to the Solomon Islands.

Cropp has made over 150 documentaries and discovered over 100 shipwrecks in his career.

He will take part in Lindblad's Global Perspectives Speakers Program on the Pacific Equator voyage on *National Geographic Orion*, departing Koror on 01 Oct.



THE NEW AND SIMPLE WAY TO GROW YOUR CRUISE SALES

- ✓ Free service with no ongoing fee
- ✓ Try a new wholesale cruise system with an amazing range of international packaged cruise content
- ✓ Instant marketing collateral
- ✓ Full reservations support (Average wait less than 60 seconds)
- ✓ Simple and easy to use
- ✓ Independent - we are not linked to any buying group
- ✓ Specialising in international cruise packages - we take the stress out of producing unique product with good margins
- ✓ [Click here](#) to check out our deals

For Further Information Call 1300 790 942 • www.cruisefusion.com.au

CRUISE

WEEKLY



Tuesday 10 Feb 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



CSM heading north

FLAGSHIP US cruise industry conference Cruise Shipping Miami will relocate to Fort Lauderdale for three years starting next year.

The event is being moved to allow the Miami Beach Convention Centre to receive a major renovation and upgrade.

The trade show, which for 2015 is due to take place in mid-Mar, will be held at the slightly smaller Broward County Convention Centre for 2016, 2017 and 2018.

Organisers say the venue within Port Everglades terminal will be sufficient for the conference over the three year period.

Godmother to Jasper

AUSTRALIAN author Kathy Lette, known for penning the classic novel *Puberty Blues*, has been chosen as the role of Godmother to Scenic Tours' new 'Space-Ship' *Scenic Jasper*.

Lette will be on hand in Vienna in Apr to christen the new vessel prior to the start of its inaugural season sailing European rivers.

"We are so delighted to have Kathy as Godmother to *Scenic Jasper* because she really is a perfect match for our brand - both iconic Australians that are proud of their Australian heritage but are now renowned and loved globally," said Scenic Tours gm sales & marketing Michelle Black.

The 169-passenger *Scenic Jasper* will join the fleet alongside sister ship *Scenic Opal* this season.

Cruise bosses revel in the sails



AFTER a visit to oversee joint venture progress in China, US-based Carnival Corp chief exec Arnold Donald took the scenic route home with a visit to Sydney.

During his whirlwind trip, which coincided with a visit by Holland America Group ceo Stein Kruse, Donald conducted a briefing with Carnival Australia team members at the North Sydney office, praising the trade for the rapid growth of cruising in Australia.

Donald is **pictured** above left on the deck of *Pacific Pearl* with

Carnival Australia ceo Ann Sherry and Holland America Group ceo Stein Kruse, where both soaked in the scenery by snapping a few photos to show family at home.

NCL executive shuffle

NEW Norwegian Cruise Line Holdings president Frank Del Rio has announced new direct-report executive appointments.

Bob Binder has been named as new president of int'l operations.

Elsewhere, Howard Sherman, Robin Lindsay & Victor Gonzales are the new respective executive vice-presidents of revenue management, vessel operations and supply chain and logistics.

The respective roles of Drew Madsen and Jason Montegue as president and chief operating officer of Norwegian and Oceania Cruises / Regent Seven Seas Cruises are unchanged.

Koningsdam on sale

STATEROOMS for its inaugural summer season are now open for sale on Holland America Line's newest ship *MS Koningsdam*.

The ship's maiden voyage from Rome on 09 May 2016 can also be reserved along with roundtrip Baltic itineraries from Amsterdam.

Cruise Calendar

This week's port calls of cruise ships at various destinations around Australia.

SYDNEY	
<i>Amsterdam</i>	10 Feb
<i>Pacific Pearl</i>	10 Feb
<i>Pacific Jewel</i>	11 Feb
<i>Marina</i>	11 Feb
<i>Radiance of the Seas</i>	12 Feb
<i>Carnival Legend</i>	13 Feb
<i>Oosterdam</i>	13 Feb
<i>Pacific Princess</i>	14 Feb
<i>Asuka II</i>	14 Feb
<i>Pacific Jewel</i>	15 Feb
<i>Celebrity Solstice</i>	16 Feb
<i>Albatros</i>	16 Feb

MELBOURNE	
<i>Rhapsody of the Seas</i>	10 Feb
<i>Dawn Princess</i>	11 Feb
<i>Amsterdam</i>	13 Feb
<i>Marina</i>	14 Feb

BRISBANE	
<i>Sea Princess</i>	10 Feb
<i>Astor</i>	11 Feb
<i>Pacific Pearl</i>	12 Feb
<i>Pacific Dawn</i>	14 Feb

ADELAIDE	
<i>Rhapsody of the Seas</i>	12 Feb
<i>Amsterdam</i>	15 Feb

HOBART	
<i>Rhapsody of the Seas</i>	14 Feb
<i>Oosterdam</i>	15 Feb
<i>Carnival Legend</i>	15 Feb
<i>Carnival Legend</i>	16 Feb

CAIRNS	
<i>Asuka II</i>	10 Feb
<i>Astor</i>	14 Feb



LINDBLAD EXPEDITIONS-NATIONAL GEOGRAPHIC INFORMATION EVENT

18 FEBRUARY

STAMFORD PLAZA, ADELAIDE
EVENTS START AT 2PM AND 6PM.

[CLICK HERE TO RESERVE YOUR PLACE](#)

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 ads@cruiseweekly.com.au

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

Part of the Travel Daily group of publications.





AA APPOINTMENTS

RECRUITMENT CONSULTANTS

**COME ABOARD &
SET A COURSE FOR ADVENTURE!**

FOR ALL THE BEST VACANCIES VISIT www.aaappointments.com.au

NSW & ACT - 02 9231 6377 - apply@aaappointments.com.au

VIC, WA & SA - 03 9670 2577 - recruit@aaappointments.com.au

QLD - 07 3229 9600 - employment@aaappointments.com.au

ARE YOU A CRUISE NUT?

CRUISE CONSULTANT

NORTH SYDNEY

SALARY PACKAGE PLUS ULTIMATED COMMISSION

This growing cruise specialist is looking for an enthusiastic consultant to join their close knit team. Enjoy selling exciting cruise package to exotic worldwide destinations including flights & pre/post accommodation. This company offers amazing perks, fab famils & onboard inspections, as well as ongoing training and career progression. If you have 2 years experience in the travel industry, strong GDS skills, cruise knowledge & a positive go get attitude, apply today.

CRUISE INTO YOUR NEW ROLE

RETAIL TRAVEL CONSULTANT

SYDNEY – SALARY PACKAGE UP TO \$55k

This growing boutique cruise agency are looking for a cruise enthusiasts to join their sociable team. Located on Sydney harbor enjoy Friday night socials overlooking the water.

Working directly for a cruise line you will book exciting worldwide itineraries including flights from Cuba to Alaska and everything in between. In return you will be rewarded with a top salary, generous famils and on board inspections. If you have 2 years retail experience and solid GDS skills, apply now and become a cruise guru in no time.

AWARD WINNING CRUISE AGENT

SENIOR CRUISE CONSULTANT

MELBOURNE – SALARY PACKAGE \$55K (DOE)

We have an exciting NEW opportunity in Melbourne that will see you stepping into a specialist cruise role. This impressive travel company is an award winning Cruise agent who have secured many loyal clients over their 20 years in operation. Due to continued increase in business, a new senior consultant is needed to join their professional team. You will be offered a lucrative salary package, not to mention Monday to Friday business hours. Don't delay, this rare opportunity will not last long.

THE MORE THE MERRIER

CRUISE GROUPS SPECIALIST

SYDNEY CBD – SALARY PACKAGE UP TO \$60k

This pioneering family owned Cruise Company is looking for a talented Groups Consultant. Book all the world's best cruise lines from OE2 to deluxe River Cruising arranging cruise only, packages or extensive bespoke experiences including chartering an aircraft & arranging safari tours. You need groups travel industry exp, preferably in cruise, strong GDS skills and solid organizational skills. In return enjoy onboard inspections/famils & ongoing career progression. Cruise into your new role today!

LEADING CRUISE RETAILER

RETAIL TRAVEL – CRUISE SPECIALISTS NEEDED

MELBOURNE – SALARY PACKAGE TO \$65K (OTE)

With new stores opening across Australia at a rapid rate, this leading travel company is seeking a number of experienced travel consultants, with solid cruise knowledge. Not only will you be working for one of the most well-known cruise agencies in the industry, you will have the opportunity to earn an amazing salary, enjoy overseas famils and be given the opportunity to advance your career. If you have a minimum 2 years retail travel experience and have a passion for all things cruise, apply now.

TRAVEL CONSULTANTS – SHIPS AHOY!

BRISBANE – LEADING SALARY PACKAGE

Is cruising your specialty? Escape face to face consulting and join this leading travel wholesaler based in the CBD. As an experienced Travel Consultant you will be handling agent enquiries providing wholesale travel support. You will be responsible for cross selling and upselling cruise and land packages. An industry leading salary package & \$\$\$ commission is on offer, a supportive team culture, career progression, educational galore and more exceptional benefits! If you have a min 2 years as an International Consultant we want to hear from you!

CRUISE CONSULTANTS – NOW BOARDING

BRISBANE

TOP SALARY PKG UP TO \$50K OTE

Experienced Cruise Consultants, pack your bags and jump on board this exciting opportunity. This dedicated cruise office is looking for a cruise guru to join their team. Have the opportunity to book worldwide cruises from the Mediterranean to the Caribbean you will sell it all along with pre and post arrangements. Be rewarded with a top salary package, cruise famils and loads of industry benefits. All you need is previous industry experience and exceptional cruise knowledge. Apply today!

TRAVEL CONSULTANTS

Cruise your way into the New Year!

CRUISE CONSULTANTS

SYDNEY

SALARY PKG \$50K OTE

This is a great opportunity to get into a high end cruise role. Dealing with both the direct market and agents, this is a great opportunity to put your cruise knowledge and customer service skills forward. Working in a team of friendly consultants and with a company that offers career progression. Find out more and contact us today!