

# CRUISE

WEEKLY



Thursday 12 Feb 2015

## Schettino sentenced

**FORMER** *Costa Concordia* Captain Francesco Schettino has been sentenced to 16 years in prison for manslaughter and causing the shipwreck which resulted in 32 fatalities in 2012.

A court in Grosseto, Italy found Schettino guilty of all charges, with both he and Costa Crociere to pay compensation to victims.

However, judges ruled that Schettino will not go to jail until any appeals have been exhausted.

## P&O shuffles its top ranks

**CARNIVAL** Australia has promoted Sture Myrmell to the role of Senior Vice President for P&O Cruises, in a restructure which will see Tammy Marshall depart the company next month.

Marshall, who joined Carnival 2.5 years ago from a senior role with The Travel Corporation, has been responsible for driving P&O Cruises' commercial operations as well as "cross-brand" functions including the Complete Cruise Solution portfolio, now renamed as World's Leading Cruise Lines.

Myrmell's new role expands his former position in charge of Hotel Operations, while the reshuffle also sees Peter Little promoted to an expanded role as Senior Vice President Fleet Operations.

A statement from Carnival says the changes are being made in the lead-up to P&O's fleet expansion later this year, which will see two former Holland America Line vessels join the local P&O Cruises operation.

Intriguingly, the statement also states that Carnival Australia is now part of the Holland America Group, with the changes aligning it more closely with HAL "by leveraging cross-brand scale within its multi-brand structure".

During her time with Carnival, Marshall has been part of a major repositioning of the P&O brand.

"Tammy has made a significant contribution that has enhanced P&O Cruises' position as Australia's most trusted cruise brand beginning with comprehensive analysis of its growth potential," said Carnival Australia ceo Ann Sherry.

She said the repositioning

had set the scene for P&O's growth to five ships, adding "we are indebted to Tammy for her leadership in P&O Cruises' continuing story of growth, innovation and customer focus".

Carnival said the restructure would help it continue to lead the Australasian cruise market, with the new leadership seeing it "concentrate even more strongly on enhancing the onboard guest experience".

## Princess wine refresh

**PRINCESS** Cruises has updated the wine list onboard its local ships to include more Australian vintages, with 27 new local drops being added to the offering.

While French Champagne will remain onboard as well as wines from New Zealand, Italy and California, Princess says the new range "reflects guest demand".

Drops will be sourced from Coal River in Tasmania, Margaret River in WA, Hunter Valley in NSW and the McLaren Vale in SA.

In the "it's a tough job but somebody has to do it" category, Princess director of guest beverage experience Karl Brenner spent six months trying over 120 wines before deciding on the final list.

**MEANWHILE**, Princess will make the most of its 'Love Boat' heritage this weekend with *Pacific Princess* to enter Sydney Harbour on Sat morning with a "giant beating heart" on its bow to celebrate Valentine's Day.

The 4.5-metre LED illuminated heart is believed to be the largest at sea & will be backed up by 300 heart flags on its dressing line.

## Fifth Evergreen Ship

**EVERGREEN** Tours has announced plans overnight for the construction of a fifth Emerald 'Star Ship' to sail the waterways of Europe.

Following "extremely positive" guest feedback, *Emerald Belle* will be built in the same configuration as her four sister ships, with the new vessel expected to be delivered in early 2016.

Launched last year, the 'Star Ships' model targets the four star markets via "five-star ships, superior service and a virtually all-inclusive pricing plan".

Like the others, *Belle* will carry 182 guests in 72 suites and 20 staterooms, including two designated solo cabins.

The ships feature an onboard heated swimming pool with a retracting glass roof which transforms into a cinema at night, two restaurants, an onboard hairdresser and fitness centre.

## Brochure Spotlight



Evergreen Tours has released its new 2016 *Europe River Cruising Preview* brochure, featuring great deals for the entire program.



Offers include Fly Free, Partner Fly Free, Free Cabin Upgrades, 2016 at 2015 Prices and more.

The 84 page Preview brochure details 21 popular European river cruise tours and cruise-only options on Evergreen's award-winning Emerald 'Star Ships'.

New for the 2016 Preview brochure launch is that guests can choose both their preferred cabin and departure date at the time of booking, with deals in the guide guaranteed to still be the best on offer when the full year is released.

In addition to earlybird 2016 departures priced at 2015 levels, deep discounts on the remaining 2015 cruises are also featured.

The booking deadline for preview offers expires on 30 April.

**CLICK HERE** to view the brochure.

## Today's issue of CW

*Cruise Weekly* today features four pages of the latest news & pics from the cruise industry.

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## Star starts huge newbuild

**GERMAN** shipbuilding giant Meyer Werft has commenced construction of the first of two giant 21-deck flagships for Asian cruise line Star Cruises.

Steel-cutting ceremonies were held this week at the yard's headquarters in Papenburg, attended by executives from Star Cruises' parent firm Genting Hong Kong.

Labelled as the "next generation" of ship for Star Cruises, the two vessels will offer 1,600 berths to accommodate 4,500 passengers and 2,000 crew.

The two ships are un-named at present and are on track to be delivered in late 2016 and early 2017 and will both homeport in the line's Asian heartland.

Genting Hong Kong chairman and chief executive officer Tan Sri Lim Kok Thay (**pictured** centre) was present at the steel-cutting ceremony and said the moment was a new chapter for Star Cruises in reaffirming its brand as a leader in Asian travel.

"The delivery of these two newly commissioned mega cruise ships will enable us to continue to strengthen and further enhance our competitiveness across our key source markets," he said.

Both vessels will be significantly larger than anything else currently sailing in the Star fleet.

Currently, the closest operating

for Star is the *SuperStar Virgo* at 2,800 passenger capacity.

Star Cruises says both ships will offer a wide variety of itineraries, leisure & entertainment options.

Staterooms will range in size all the way up to private villas, with over 30 different food & beverage outlets ranging from gourmet restaurants, bars and cafes.



In a nod to its Asian culture, the ships will also offer a traditional street night market complete with hawker stalls serving famous Asian delicacy food items.

Traditional amenities will include a waterpark with water slides for both adults and children, retail area, theatre, health and fitness facilities and rooms for onboard conferences.

**MEANWHILE**, Star Cruises' parent firm Genting Hong Kong has issued a profit downgrade, saying it will turn an after-tax profit of US\$235 million, down from last year's result of \$483m.

The company has blamed the reduced result on the disposal of certain stakes relating to new shares issued to fund the buyout of Prestige Cruises International.

**FURTHER**, the line says it will relocate its *SuperStar Virgo* and *SuperStar Aquarius* to homeport in Kaohsiung, Taiwan, with the two vessels to operate 32 departures for up to 60,000 pax.

## One Ocean doubles

**OVERWHELMING** demand for expeditions in the Canadian Arctic will see polar operator One Ocean Expeditions relocate its second ship *Akademik Sergey Vavilov* from Norway to operate a second departure in the summer.

Interest has been renewed following the discovery last year of Sir John Franklin's long-lost *HMS Erebus* (**CW** 11 Sep) which had been missing for 170 years.

A second departure of a 12-night Northwest Passage voyage will sail from Kangerlussuaq in Greenland on 11 Aug 2015.

## Goodbye to Rhapsody

**MELBOURNE**, Adelaide and Hobart will farewell Royal Caribbean's *Rhapsody of the Seas* for the final time this week after sailing the region for eight years.

The vessel will depart Australia for its new home on 17 Apr.

## CSM future discussion

**EXECUTIVES** from the world's largest cruise firms will sit down to discuss the overall health and future of the global cruise trade as part of the opening plenary session of Cruise Shipping Miami.

The panel discussion will be moderated by well-known CNN Business reporter Richard Quest.

Confirmed to feature will be Carnival Corp ceo Arnold Donald, Royal Caribbean Cruises chairman Richard D Fain, Norwegian Cruise Line Holdings ceo Frank Del Rio and MSC Cruises executive chairman Pierfrancesco Vago.



## CRUISE NEWS & VIEWS

with Peter Kollar  
CLIA Australasia

### Breaking Barriers

**CRUISE** lines are marketing to the 'new to cruise' market more than ever – have you wondered why?

In general, cruising has extremely high satisfaction ratings, resulting in a high percentage of repeat passengers. Sure, it's a good problem to have but it only fills the same capacity.

Therefore to grow you need to target those that haven't cruised. Sounds simple in theory, but how do you convince newbies to take the plunge and take a cruise?

A sale is about inducing emotional connects and an agent will use the features of the ship and itinerary to convey benefits to clients, ultimately painting the picture of their holiday that evokes emotion.

Currently a renewed trend is using passenger testimonials. These work by breaking the barrier of perceived bias between someone who makes a living from sales and the client. In fact, they've been used in sales for decades, though the difference now is that you can promote them in video and picture formats across a range of social media and personal devices such as phones, iPad's, and websites.

Do you promote your clients cruise experiences? If not, it may be about time to think about which ways work best in your business model.



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# CRUISE

## WEEKLY



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## Royal Rendezvous in Long Beach



**ABOVE:** In a grand display, Cunard's past met its present for the first time in the Californian port city of Long Beach as *Queen Mary* welcomed *Queen Elizabeth*.

The visit was the first actual port call for a current Cunard ship since *Queen Mary* permanently relocated to Long Beach in 1967 to become a floating hotel.

Much fanfare accompanied the sail-past, with horns blaring and fireworks lighting up the sky.

*Queen Mary* will next year mark 80 years since her maiden voyage.

## HAL culinary changes

**REIMAGINED** culinary designs will make their debut on Holland America Line's *MS Koningsdam* upon its debut early next year.

The line's Culinary Arts Centre will be turned into a dining venue with show kitchen, while a new French seafood brasserie entitled *Sel de Mer* will make its debut.

A redesigned Lido Market will offer different themed stations.

For more details and a virtual tour of the ship, **CLICK HERE**.

## Speed up on sulphur cap

**CRUISE** lines around the world should prepare for the imposition of a global 0.5% cap on the percentage of sulphur in fuel levels to come into effect in 2020 instead of 2025, the International Chamber of Shipping (ICS) said.

The new global cap requirement on sulphur by the International Maritime Organisation is more likely to be in force by 2020 regardless of the impact of global trade, the ICS said after its board meeting in London last week.

Global cruise operators are rapidly retrofitting fleets with green "scrubbers", which use water to dilute and offset around 97% of cruise ship emissions.

All newbuild vessels are also being fitted with scrubbers at the design and construction phase.

"ICS has concluded that, for better or worse, the global cap is very likely to be implemented in 2020, almost regardless of the effect that any lack of availability

of compliant fuel may have on the cost of moving world trade by sea," ICS chairman Masamichi Morooka said after the meeting.

Fuel refineries are calling for the cap to be deferred to 2025 to allow more time for procedures to be fully in place to meet global demand for the cleaner fuel.

An availability study will be carried out between now and 2018 to assess the ability of refineries to meet global demand for the new sulphur-light fuels.

Implementation of the cap is still expected to send fuel prices up significantly, however it is too early to tell how this will be factored into operating budgets and in turn, into cruise fares.

## Biggest sale still on

**ROYAL** Caribbean has further extended its 'Biggest Sale Ever' promotion, with incentives such as 50% deposits, reduced fares & much more on sale until 19 Feb.

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## Agents delight in Azamara dining



**AZAMARA** Club Cruises recently hosted a group of agents from the Independent Travel Group onboard *Azamara Quest* between Phuket and Singapore. Onboard this sailing, the group revelled in the onboard luxury, treated to fine meals and wines.

The agents were treated to an advance taste of the ship and the line which will make its first visit to Australia at the end of 2015 & operate two cruises from Sydney to New Zealand in Jan 2016.

**Pictured** above from left at specialty restaurant is Julie Godfrey, Travel Your World Mittagong; Lori Kirk, italktravel Hornsby; Sue Okmasich, Unley Park Travel; Amanda Nikitas, Pasadena Travel; Krissie Higgins, italktravel Kensington; Daniel James, Express Ticketing; Jessica Jones, Azamara Club Cruises and Sanjay Patel from Spatel Travel.

## Europe barging deals

**BARGE** cruise firm European Waterways is celebrating the impending start of the northern spring by taking up to 20% off the price of select barge departures.

Different discounted booking windows apply to the company's three barges *L'Impressionniste*, *Panache*, *Enchanté* and *Rosa*.

Deals include waived single supplements, up to 20% savings on single cabin bookings and whole boat charters.

Eligible destinations include Holland, Burgundy, Gascony and the Canadu Midi region - phone 1800 828 050 for more details.

## Rare SeaDream stop

**LUXURY** yacht *Seadream I* will stop in the Italian towns of Puglia and Calabria as part of a coming Mediterranean sailing this Aug, rare stops due to the lack of large-scale port handling facilities.

The seven-day Rome to Croatia sailing is priced from US\$5,426pp.

## Europe top to bottom

**VIKING** Ocean Cruises has released a new 36-day itinerary taking passengers from Turkey in southern Europe all the way to Norway in the north.

The 'Nordic Explorer' itinerary departs from Istanbul, travelling through Montenegro and Venice in the Mediterranean, along the Atlantic coast past Portugal and France, to London and ending in Bergen, Norway.

Off-ship tours take pax to a variety of UNESCO World Heritage sites, with the itinerary priced from \$16,649ppts.

Three of the line's upcoming ocean ships - *Viking Star*, *Viking Sky* and *Viking Sea* - will each operate the itinerary once in the northbound direction only.

One departure on 11 Apr 2015 is already sold out, however two further departures on 27 Mar 2016 and 03 Apr 2016 are slated, with earlybird savings available.

## Ecruising record Jan

**ONLINE** cruise retailer [ecruising.travel](http://ecruising.travel) has announced record sales and enquiry levels for Jan 2015, with the company comparing volumes to the start of the annual Wave Season boom.

Executive general manager Alastair Fernie said consumers were well aware of the need to book early to get the best deals.

Fernie added the company's 41-night cruise/tour for 2016 sold out entirely in "under a week".



**DISNEY** Cruise Lines is now bringing the force to you. Beginning in 2016, themed days on eight selected sailings onboard *Disney Fantasy* will see the ship decked out as Star Wars following Disney's purchase of the marque.

The Star Wars Day at Sea will see passengers transported to a galaxy far, far away yet still in the Western Caribbean.

Passengers will be able to meet & greet with characters as they roam throughout the ship and enjoy a deck party with themed food and beverages and activities.

Screenings of Star Wars films will be played across the day in the onboard cinema.

Guests will also be able to become certified Jedi Masters, with a shipboard version of the Jedi Training Academy held to teach light-sabre techniques.

The Star Wars themed days will take place on seven-night *Disney Fantasy* sailings from Port Canaveral to the Western Caribbean, departing on 09 & 23 Jan, 06 & 20 Feb, 05 & 19 Mar and 02 & 16 Apr 2016.

Ports visited include Cozumel, Grand Cayman, the Cayman Islands and Castaway Cay.



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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)

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Editors: Bruce Piper and Matt Lennon [info@cruiseweekly.com.au](mailto:info@cruiseweekly.com.au)

Contributors: Guy Dundas, Jenny Piper, Louise Wallace

Advertising and Marketing: Sean Harrigan and Magda Herdzik [ads@cruiseweekly.com.au](mailto:ads@cruiseweekly.com.au)

Business Manager: Jenny Piper [accounts@cruiseweekly.com.au](mailto:accounts@cruiseweekly.com.au)

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