

CRUISE

WEEKLY



Tuesday 24 Feb 2015

HAL one-week sale

NEARLY all Holland America Line sailings have been reduced under a new one-week sale valid for bookings made before 01 Mar.

Passengers can enjoy reduced fares, deposits and kids fares on an extensive list of eligible global departures - [CLICK HERE](#) for more.

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P&O to push conferences

CRUISING has today made a huge splash into the conference industry, with P&O Cruises formally launching a new division focused on business events.

Dubbed P&O Conferences, the new unit is aimed at facilitating big growth targets in corporate bookings set by the line.

The launch took place at the Asia-Pacific Incentives and Meetings Expo (AIME) which got underway in Melbourne today.

P&O Cruises director of sales, Ryan Taibel (pictured above with senior sales manager Rebecca Mutanen at AIME), told *CW* a key factor had been the addition of *Pacific Eden* and *Pacific Aria* to the fleet later this year, with both ships boasting dedicated meeting space for around 200 delegates.

The P&O program has been revamped to incorporate many more short "SeaBreak" departures which are ideal for meetings and conferences.

"Forty per cent of our cruises sail for 2-5 nights - perfect for corporate meetings...this creates a unique opportunity for us."

P&O Conferences has set itself



a target of welcoming 12,000 meeting delegates next year, with average sizes of 100-200 pax per conference "the prime target".

Today's launch came with the debut of a dedicated new P&O Conferences brochure, with packages including cocktail, beverage and internet options.

Like for leisure travellers, all packages would include all meals onboard as well as audio visual requirements, accommodation and out-of-session entertainment.

Professional conference organisers also stand to benefit, Mutanen said, with cash savings available as per P&O's existing groups policy, and onboard credit per person available on cruises of seven nights duration or longer.

"Every organiser wants to do something different with their budget and cruises are a great option which delivers a real 'wow' factor," Mutanen added.

A video was also released showcasing the new offering - click on the logo or see cruiseweekly.com.au/videos.



RCI's kitchen rules

ROYAL Caribbean is about to put its food where its mouth is, in more ways than one.

The cruising giant will launch its second television advertising campaign in conjunction with hit Channel 7 show *My Kitchen Rules*.

Viewers of the program will see comparisons of the dining quality available onboard RCI vessels alongside dishes created by the show's contestants and introduce some of the onboard F&B crew.

"*My Kitchen Rules* is the perfect fit for us because at Royal Caribbean International, we pride ourselves on our range of world class dining options onboard all of our ships," RCI commercial director Sean Treacy said.

To celebrate, RCI has launched a new 'Wine & Dine Deal' offering a free Premium Beverage Package & gratuities on selected bookings.

Further incentives include US\$200 onboard credit per room for Balcony or Suites booked.

The offer is on sale until 11 Apr.

Tamis jumps ship

CARNIVAL Cruise Lines senior vice-president of guest operations Mark Tamis has moved to a similar role with rival brand Royal Caribbean International.

He will join RCL as senior vice-president hotel operations, reporting directly to president and ceo Michael Bayley.

Tamis most recently oversaw the launch of innovative new features to debut on coming ship *Carnival Vista* (*CW* 27 Jan).

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Volga Dream discount

RUSSIAN Travel Centre is now offering up to \$500 off the price of 11-day sailings from Moscow to St Petersburg on *Volga Dream I*, now priced from \$3,495pp for departure in Aug or Sep 2015.

A 13-day Platinum program has also been reduced by up to \$600 - phone 1300 668 844 for details.



ROYAL Caribbean appears to have found a winner in brand ambassador Adam Wildman, who constantly turns heads with his amazing Flowboarding skills.

The Australian champion and world number five is something to behold when on the artificial wave simulators found onboard *Voyager of the Seas* and many other ships in the RCI fleet.

Wildman discovered his knack for the activity while cruising the Caribbean on *Freedom of the Seas* a few years ago, entering his first competition soon after.

To celebrate their partnership, Royal Caribbean has produced a short doco to allow the trade to get to know the young Wildman (pictured below) and showcase his antics on the FlowRider surfing simulator - [CLICK HERE](#).



Big things for small ships

ALL-INCLUSIVE tour operator APT has heralded its small ship program as "the next big thing" in global cruising, comparing it to the firm's flagship 'Magnificent Europe' itinerary.

Speaking recently to **Cruise Weekly**, APT Group managing director Chris Hall and chief marketing officer Debra Fox said small ship cruising will be a major part of the company's growth.

"We think Venice to Istanbul is the new Magnificent Europe so on a small ship experience that has so many similarities to that river cruise - we see that as the next big thing," Fox forecasted.

Last year, APT took ownership of the *MS Sea Explorer*, its third small ship in partnership with Noble Caledonia (**CW** 10 Jun).

It has revealed it will rename the vessel *MS Hebridean Sky* to align it with sister ships *MS Island Sky* and *MS Caledonian Sky*, with all three vessels featuring in the newly released Luxury Small Ship Preview brochure, which was released to agents last week.

"We've worked hard to differentiate ourselves in the small ship market, acquiring the best ships globally in the expedition category," Fox added.

MEANWHILE, Hall added that the company's river cruising arm continued to go from strength to strength and that he saw no end in sight to the river cruise boom.

APT will launch two new river ships in Europe this year in the *AmaVista* and *AmaSerena*, while the *AmaDara* will begin operating

on the Mekong from Aug.

Three more ships will follow in 2016, with *AmaViola*, *AmaStella* and *RV Samatha* to join the fleet, while Travelmarvel will also have its own vessel - *Princess Panhwa* - on the Irrawaddy in Myanmar.

"If we're just talking around the Australian market, we constantly see the bucket topping up.

[We're] eagerly awaiting the release of the CLIA stats to see what's moved because when they were released last year based on 2013, I think the number was something around 49,000 people travelled on a river cruise in 2013.

"So I don't think the bubble is going to burst for a long time".

Collette blowout sale

SPECIAL offers on river cruising are now available for Australian agents from tour operator Collette, with up to \$2,000 cut from selected departures if booked before 16 May.

Eligible departures take place in Mar, Apr and May, with itineraries ranging in length from 08-15 days and including all meals onboard.

Lead-in fares start at \$2,549ppts for an eight-day Springtime Tulip River Cruise departing 28 Mar, with the price \$1,000 off full fare.

For longer voyages, the 15-day Legendary Waterways of Europe sailing onboard Amadeus-fleet ships departs 02 May and 16 May, with the fare reduced by \$2,000 per cabin to \$4,709pp - mention codeword "504J1" when booking by phone on 1300 792 195.

New Anthem shows

FORTHCOMING Royal Caribbean vessel *Anthem of the Seas* will feature a number of new shows not even available on its sister ship *Quantum of the Seas*.

Titled "The Gift", the show will play in the vessel's 1,300-seat main theatre and tells the story of a mysterious gift which appears during a stormy night at sea.

It will be one of three new productions to make its debut on the 4,180-pax vessel, alongside acclaimed Broadway stage show *We Will Rock You* (**CW** 09 Sep).

In addition, an all-new show playing in *Anthem's* technology-focused amphitheatre Two70 will also be developed for passengers.

MEANWHILE, RCI has floated out *Anthem of the Seas* for the first time at the Meyer Werft shipyard in Germany ahead of its formal christening in Apr.

Anthem will homeport for its first season in Southampton.

For photos of the new ship released by Royal Caribbean just prior to roll-out, [CLICK HERE](#).

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Eden welcomes first P&O ship



LOCAL councillors, volunteers and Cruise Eden representatives turned out to welcome the debut visit of P&O Cruises' *Pacific Pearl* to the town last weekend.

The visit made headlines in the south coast NSW community,

with many heading down to have a look and greet passengers.

NSW Treasurer and MP for Bega Andrew Constance fronted a press conference, advising that construction would soon begin on improving wharf facilities to allow mid-size ships to tie-up shoreside.

Pacific Pearl Captain Tony Herriott marked the visit by exchanging a plaque with Cruise Eden reps, during which they were also treated to a ship tour.

Pearl will return for a second visit to Eden on 06 Mar, with *Pacific Dawn* to follow on 24 Nov.

Pictured above in Eden from left with the ship in the background is *Pacific Pearl* cruise director Gemma Gregory-Jones, hotel director Roland Ringwald, NSW Treasurer Andrew Constance and his fiancée Jennifer Clarke.

Rhapsody rough ride

ROYAL Caribbean said it was forced to slightly alter the course of *Rhapsody of the Seas* late last week due to Cyclone Marcia.

The liner was mid-way through an 11-night cruise along the Qld coast, reducing speed and diverting east to pass by safely.

Rhapsody arrived in Cairns about three hours behind schedule.

NT luring cruise ships

NORTHERN Territory Chief Minister Adam Giles has unveiled a new Cruise Sector Activation Plan aimed at continuing to lure greater numbers of cruise ships.

The plan covers the period from 2015-2020 and is now open for community consultation, with three key areas of focus.

The Territory will be looking to entice cruise lines to establish a base in Darwin with a view to beginning voyages from the city, working to ensure infrastructure is up to scratch and ensuring pax & crew have opportunities to explore the local area, meet locals and return to visit in the future.

Cruising contributed more than \$54 million to the NT economy in 2014 through 38 ship visits, more than triple that of ten years prior.

"I'm hugely excited about the future of this sector in the Territory and about the record cruise ship week that's just around the corner," Giles said.

MEANWHILE, Tourism NT is ramping up for a big week of cruise arrivals kicking off next Mon in which six ships are expected to bring in some 11,500 pax to Darwin over five days.

Port of Darwin will welcome P&O *Arcadia* on Mon, followed by *Queen Mary 2* (03 Mar), *L'Austral* (04 Mar), *Celebrity Solstice* (05 Mar) and *Seabourn Odyssey* & *Radiance of the Seas* on 06 Mar.

Tourism NT has teamed with Tourism Top End, City of Darwin, Darwin & Waterfront Retailers Association and the Darwin Waterfront Corporation to hold a series of special events & activities as 'Darwin Cruise Week'.

Pop-up markets, musical events and shopping discounts will be available for passengers not already pre-booked on a shore excursion outside the city.



Cruise Calendar

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

City	Ship	Arrival
SYDNEY	<i>Radiance of the Seas</i>	26 Feb
	<i>Diamond Princess</i>	27 Feb
	<i>Silver Spirit</i>	27 Feb
	<i>Rhapsody of the Seas</i>	28 Feb
	<i>Pacific Pearl</i>	01 Mar
	<i>Carnival Spirit</i>	02 Mar
MELBOURNE	<i>Dawn Princess</i>	24 Feb
	<i>Pacific Pearl</i>	24 Feb
	<i>Diamond Princess</i>	25 Feb
	<i>Pacific Jewel</i>	26 Feb
	<i>Diamond Princess</i>	01 Mar
	<i>Pacific Jewel</i>	02 Mar
BRISBANE	<i>Arcadia</i>	24 Feb
	<i>Seabourn Odyssey</i>	25 Feb
	<i>Rhapsody of the Seas</i>	26 Feb
	<i>Pacific Dawn</i>	28 Feb
	<i>Radiance of the Seas</i>	28 Feb
	<i>Silver Spirit</i>	02 Mar
FREMANTLE	<i>Celebrity Solstice</i>	25 Feb
	<i>Astor</i>	01 Mar
ADELAIDE	<i>Pacific Jewel</i>	24 Feb
CAIRNS	<i>L'Austral</i>	25 Feb
	<i>Seabourn Odyssey</i>	01 Mar
DARWIN	<i>Arcadia</i>	02 Mar
HOBART	<i>Silver Spirit</i>	25 Feb
BURNIE	<i>Pacific Jewel</i>	28 Feb
THURSDAY ISLAND	<i>Albatross</i>	24 Feb
	<i>L'Austral</i>	28 Feb
AUCKLAND	<i>Oosterdam</i>	24 Feb
	<i>Voyager of the Seas</i>	26 Feb
	<i>Queen Elizabeth</i>	27 Feb

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