

CRUISE



WEEKLY



Tuesday 07 Jul 2015

Cruise Weekly today

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

MSC singing to Cuba

HAVANA has been named as the newest homeport for MSC Cruises as the line looks to grow in the North American market.

The European line will base the *MSC Opera* - currently undergoing a lengthening and maintenance process as part of the MSC Opera-class Renaissance Program - in Cuba from Dec 2015 for the 2015-16 northern winter.

Sixteen departures of a seven-night Caribbean cruise departing from Havana will be on sale from 10 Jul, beginning from 18 Dec.

Itineraries will consist of a round-trip voyage to Jamaica, the Cayman Islands and Mexico, with two nights & 2 1/2 days in Cuba.

Opera will base in Warnemünde, Germany for the 2016 summer.

Cruise Forum for Sth Pac

TAHITI will play host to the inaugural South Pacific Cruise Forum, aimed at bringing together parties involved in the region's cruise industry on 16-17 Oct.

Tourism Ministers from South Pacific nations, tourist office managers, port representatives, airport management and bosses from cruise lines, airlines, tour firms and suppliers will all be invited to the landmark gathering.

Overseeing proceedings will be CLIA Executive Partner, the South Pacific Cruise Alliance.

A series of discussions, panels, conference sessions and meetings will take place over the two days designed to foster relationships, highlight the region's existing development and promote its drawcards to cruise operators.

CLIA Australasia general manager Brett Jardine said the region was already the most popular for Australians and New

Zealanders, making this a crucial date on the sector's calendar as the region has "so much potential for growth".

Topics will include how to attract new international calls, market overviews, opportunities for growth, green ideas and more.

Jardine added cruise lines were showing an interest in broadening their South Pacific boundaries and finding new locations to be able to take their passengers.

Registrations for the event are now open, and guest speakers will be detailed in coming weeks.

CLICK HERE for more details.

This month's *travelBulletin*, out this week, reveals details of the Pacific Cruise Market Research and Intelligence Report commissioned by the South Pacific Tourism Organisation, highlighting the potential of cruising for the region - subscribe at travelbulletin.com.au/shop.

Delphia builds Le Boat

EUROPEAN self-drive boating operator Le Boat has signed a construction agreement with Polish boat builder Delphia Yachts.

An exclusive design catering to small families will be added to the Le Boat fleet, the first wave to be available for the 2016 summer.



Cruise Calendar

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

SYDNEY	
<i>Carnival Spirit</i>	08 Jul
<i>Dawn Princess</i>	08 Jul
BRISBANE	
<i>Dawn Princess</i>	10 Jul
<i>Pacific Dawn</i>	11 Jul
<i>Pacific Jewel</i>	12 Jul
PORT DOUGLAS	
<i>Dawn Princess</i>	13 Jul



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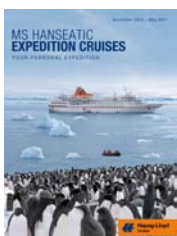
Repairs to Celestyal

WORK is now underway to "superficial damages" incurred to Celestyal Cruises vessel *Celestyal Crystal* following its collision with a Turkish tanker (**TD** 30 Jun).

The ship is tipped to resume service next Mon with a four-day voyage departing from Lavrion.

Brochure Spotlight

EUROPEAN cruise line Hapag-Lloyd Cruises recently launched its latest guide to the range of expedition voyages onboard *Hanseatic*.



The guide details 11 sailings in total, operating in both English and the line's native German.

Over the course of the season, expeditions will take pax to both polar regions, the South Seas, Chilean Fjords & Amazon, with departures running from Nov 2015 to May 2017.

The ship returns to the fabled Northeast Passage, repeating a voyage undertaken in 2014 where it became the first non-Russian ship to reach the most northern point of the Passage.

Highlights include being able to visit the world's oldest and permanently inhabited research station in the Arctic.

Pax on Amazon departures will also benefit from learnings of river experts familiar with the local wildlife and ecosystems.

Documentation is all presented in English, along with tour commentary, lectures, menus and announcements.

Oceania booking promo

UPMARKET line Oceania Cruises has moved to streamline its range of earlybird promotions and incentives as part of a new early booking program.

Dubbed 'OLife Advantage', the program launches today and brings together all incentives into one package, available to all passengers booking a verandah stateroom category or higher.

OLife Advantage offers perks such as free shore excursions, unlimited onboard internet and up to US\$920 in shipboard credit

for 2016 northern spring, summer and autumn departures in North America, Alaska & Europe.

Oceania Cruises president and chief operating officer Jason Montague said he was excited to introduce the program, which was formulated based on guest and travel agent feedback.

"This simple and all-encompassing promotion allows us to focus on our travel partners, empowering them with the confidence to encourage their clients to book early for the best possible value," he added.

Guests meeting booking criteria will receive three free shore excursions on voyages up to nine days, four for 10-13 days and five on voyages of 14 days or longer.

To qualify for OLife Advantage, bookings must be in by 30 Sep.

About face on Majesty

POPULAR demand from guests has seen Royal Caribbean reverse its decision to transfer *Majesty of the Seas* to the fleet of its Spanish subsidiary Pullmantur Cruises (**CW** 26 Nov), instead announcing a raft of upgrades to the vessel.

Following a major drydock upgrade, the ship will shift to Port Canaveral to cruise the Bahamas from the next northern summer.

Majesty will become the next ship to be fitted with waterslides, following the lead of forthcoming RCI giant *Harmony of the Seas*.

The 2,350-pax ship will also see high-speed wi-fi installed, a movie screen on pool deck, *Dreamworks* character entertainment, new dining outlets and casino games.

Butlers across Europe

UNIWORLD Boutique River Cruise Collection has announced it will add butler service for pax in suites on its entire European fleet, effective from next year.

Ten more river ships will adopt the service, which is currently only available on *River Beatrice*, *S.S. Antoinette*, *S.S. Catherine* and newest vessel *S.S. Maria Theresa*.

Le Lyrial micro-site

FRENCH cruise line Ponant says it is responding to demand for information on its newest vessel *Le Lyrial* by launching a new micro-site dedicated to the ship.

Features of the site include video of the ship's construction, 360° onboard tours, facts, figures and interviews plus a magazine-style brochure and e-brochure.

Le Lyrial set sail in May from its inaugural homeport of Venice, and will soon head south to sail the Antarctica region in summer.

CLICK HERE to view the site.

MEANWHILE, Ponant has rolled out a raft of discounts on select European voyages in 2016 across its fleet - with some sailings also including no single supplement.

Savings of up to 30% are now available on the range, priced from \$3,918ppts for a seven-night Rome to Athens voyage.



FIREWORKS to help P&O

Cruises celebrate the passing of its latest social media milestone can now be added to individual accounts released by the line.

Just before 11am on 02 Jul, the official P&O account surpassed 400,000 likes, triggering the release of the special feature.

The milestone took just a tiny bit over six years to reach since its creation in Jun 2009.

Fans of the line can now share the online fireworks with their own friends and followers or even email to somebody.

"When we started the Facebook page back in 2009, we had no idea that it would grow into such a positive and passionate online community," P&O Cruises director of marketing and distribution Simon Cheng said.

"Our fans champion us every step of the way and so we wanted to thank them and do something that they could all share in as we mark this latest milestone." - **CLICK HERE** to view the special celebration.

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