

CRUISE

WEEKLY



Thursday 04 Jun 2015

Refurbs for Azamara

"FRESH services and amenities" for pax will be delivered as part of upcoming drydock programs planned for both of Azamara Club Cruises' vessels (**CW 19 Mar**).

President and ceo for Azamara Club Cruises Larry Pimentel said all staterooms will be refreshed along with dining, entertainment and spa treatment facilities.

Azamara Quest will be fitted in Singapore in Sep just prior to its first journeys to Australia, while work on *Azamara Journey* will take place in the Bahamas.

"We're investing in new onboard innovations and have paid close attention to the smallest of details. We really are redefining our on-board experience in every way," Pimentel commented.

Aqua into Cambodia

SMALL ship cruise operator Aqua Expeditions has announced it will expand its Southeast Asian network into Cambodia with new itineraries beginning Jan 2016.

Aqua already operates in Vietnam via its small ship *Aqua Mekong* and will add three, four and seven-night upriver and downriver journeys in both low water and high water seasons.

MEANWHILE, full makeovers to interior areas will be applied to Aqua Expeditions' two Amazon vessels in late northern summer.

Work on the Aqua Amazon and Aqua Aria is expected to be complete before the fall season.

CDU 2015 rego now open

REGISTRATIONS are now open for the 2015 Cruise Down Under Conference, which will be held 02-04 Sep at the Hilton Darwin in the Northern Territory.

The annual discussion on the broader issues facing the cruise industry in Australia is sponsored by Tourism NT, Tourism Top End and Darwin Port Corporation.

Cruise Down Under 2015 is entitled 'Uniting Australia's Cruise Future' and will focus on the State of the Industry, passenger mix and emerging markets such as the coming impact of China.

Other topics on the agenda will include Destination, Itineraries and Land Programs; Ports and the Environmental Footprint and Logistics, Supplies and Provisions.

Keynote speakers confirmed to attend include Azamara Club Cruises director deployment Claudius Docekal, his attendance timely ahead of the first visits to Australia of the line this year.

P&O Cruises Australia senior vice president Sture Myrmell will also be in attendance, as well as senior executives from Silversea,

Big Princesses in Pac

TWO of Princess Cruises' mega-liners will make their maiden forays to the South Pacific during coming Australian deployments.

Diamond Princess and *Golden Princess* will visit New Caledonia and Vanuatu for the first time.

Star Cruises and Royal Caribbean.

Earlybird rates to sign up are priced from \$650 for members of Cruise Down Under are in place until 10 Jul before rising to \$700.

Delegates unfamiliar with the cruise industry are also able to learn more about the sector at an 'Introduction to Cruise' workshop scheduled prior to the beginning of the plenary sessions.

CLICK HERE for information on the conference and registration.

NT welcomes reforms

FEDERAL Transport Minister Warren Truss has introduced a single permit system for all ships entering northern Australia in a move aimed at expanding access for smaller cruise ships.

The permits come as part of the Coastal Shipping Act and will allow foreign expedition vessels to cross Australian state borders on the one permit without having to visit an int'l port in between.

"It's great to see that the Federal Government has listened to our concerns and responded with a smarter, more streamlined system that opens up enormous tourism opportunity for Aboriginal communities in North East Arnhem Land," NT Chief Minister Adam Giles said.

He added Aboriginal tourism businesses promoting cruise ship visits would benefit through jobs & income for local communities.

Cruise Weekly today

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

MTA prefers Micro

SMALL ship wholesaler Micro-Cruising has signed a preferred distribution agreement with MTA - Mobile Travel Agents.

The pact provides access to over 800 niche and unique itineraries around the world to hundreds of the home-based firm's members.

Micro-Cruising - which focuses on ships operating for 100 pax or less - recently loaded its 850th itinerary to its website.

Under the agreement, MTA agents will also have access to webinars, product updates and small ship educational programs from the Micro-Cruising range.

Boomers all covered

OPTIONAL add-on insurance coverage for policy-holders on a cruise holiday is now available from Boomers Travel Insurance.

The cruise policy is available as an add-on to the comprehensive product and covers cruise-related issues such as cancellations of prepaid shore excursions, illness or loss/damage of formal wear.

Compensation of \$100 per day is payable if a ship diverts from its course for a marine rescue, or if illness forces a pax to be confined to their cabin.

It is priced from \$10 as an add-on to a standard Boomers policy.

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Food ban backdown

A FLOOD of negative feedback from customers regarding a ban on taking restaurant food back to cabins on Norwegian Cruise Lines has led the line to back down.

President Andy Stuart said the level of pushback from customers on the new restriction had caught the line by surprise.

He added the ban was put in place to prevent trays and dishes cluttering hallways, but said more regular patrols would take place.

Hike in the Dolomites

SILVERSEA has released a new land extension in Italy for voyages departing or ending in Venice, including a multi-day hike of the picturesque Dolomite Mountains.

The 'Hiking in Cortina' tour is a three-night pre or post-cruise option able to be tagged on to 17 departures remaining in 2015.

Guests explore the former Winter Olympic host town of Cortina d'Ampezzo, staying at the Rosapetra Spa Resort - priced from \$2,149pp twin share.

Lights off at Kai Tak

SHORE-BASED power systems will not be developed at Hong Kong's Kai Tak cruise terminal due to a lack of demand by visiting cruise ships for the infrastructure.

A report carried out to ascertain the viability of an on-shore power source found the high cost of its construction couldn't be justified due to the lack of compatible connections on visiting ships.

Instead, it found a better option would be developing low-sulphur refuelling facilities at the port.

According to the report, only 35 cruise ships worldwide would be set up to connect to on-shore power by the end of the year, with only a handful sailing in Asia.

Princess means a lot to these two



PRINCESS Cruises is firmly embedded in the West Australian market now, with its influence and presence clearly making an impact on the local travel agents.

The line welcomed two WA agents - Hannah Loudon and Darcie Young - on *Dawn Princess* recently as reward for winning an internal Flight Centre competition.

Agents were asked to explain what Princess Cruises meant to them, with the most heartfelt and unique entries winning a cabin for a four-night cruise ex Fremantle.

Dawn Princess is currently in Singapore for a bow-to-stern makeover which will include a new-look Wheelhouse Bar, an onboard Food Court and a new Italian-style cafe dubbed Amuleto.

It will head back to Fremantle early next month to resume its winter deployment in WA.

Darcie Young from Flight Centre Northbridge and Hannah Loudon of Flight Centre Maylands are pictured above with two of their favourite *Dawn Princess* crew.

Busan getting bigger

EXPANSION work has begun to lengthen the cruise port in Busan, South Korea, from 360m to 435m, in an effort to lure larger ships.

CRUISE NEWS & VIEWS
with Brett Jardine
GM, CLIA Australasia

Positive Press

GENERALLY it is only grim news that makes headlines in the media so it has been very pleasing to see the amount of positive media coverage from our annual Australian Cruise Industry Source Market report over the last week has been very extensive.

For those not aware, one of the major functions of CLIA is communicating with all forms of media about the great value that cruising represents as a holiday.

Through our ongoing media monitoring, we are able to place a comparable advertising value on all news and editorial coverage relating to the cruise industry and not surprisingly the coverage has grown at a similar pace to the industry in recent years.

It is primarily travel writers we are dealing with (on a daily basis) who are dedicated to making sure that the right message about cruising is getting through to both the trade and consumer.

Trade media (like *Cruise Weekly*) keep you well informed and other areas including TV, print, radio and online are also there to inform the consumer.

When you think about it, we are all consumers in one way or another, and when perusing newspapers and magazines, or listening to the radio, most of us will find editorial comment, or well written articles, as a great source of credible information that potentially has a far greater value than straight advertising.



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CHANNEL Nine may need a little bit of education on cruising. In response to the unbelievable cruise statistics released last week by CLIA Australasia, Nine Network staple *A Current Affair* featured a run through about the industry as well as some of the best deals now in market.

One offer was for a 14 night journey on Holland America Line from Sydney to Bali onboard the *MS Volendam* - tempting as it is.

Unfortunately for ACA and thanks to a keen-eyed cruise aficionado viewer, a bit of work on placing the correct logo in the graphic may be required (below).



If you can't see it, ACA has inadvertently placed the Royal Caribbean logo within a Holland America Line offer - oops.

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