

CRUISE

WEEKLY



Thursday 12 Mar 2015

Today live on QV deck

CUNARD'S *Queen Victoria* has hosted Channel 9 breakfast program *Today* for a live outside broadcast - the first time the show has emanated from a ship.

It comes as *Queen Mary 2* sailed into Sydney at dawn, the first time the two ships have met in NSW.



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Baird promises cleaner air

NSW Premier Mike Baird has promised to align the state with global fuel sulphur content limits four years ahead of schedule if he is returned to office on 28 Mar.

The policy announced yesterday by Environment Minister Rob Stokes will require all cruise ships operating in NSW ports to use fuel with a maximum 0.1% sulphur content from 01 Jul 2016.

It comes three weeks after a parliamentary inquiry into emissions around the White Bay terminal declared its positioning as "a serious error" (CW 17 Feb).

The inquiry was spurred by residents around the terminal lodging complaints on the levels of fumes & pollution in the air and possible health consequences.

Stokes criticised the former Labor government for approving the positioning of the terminal at White Bay over Barangaroo, saying it "failed to regulate marine diesel emissions".

"Ships in North America and Europe are required to use fuel with 0.1 per cent sulphur content, compared to shipping in Australia which can use up to 3.5 per cent sulphur content," he said.

While the new policy is sure to

be well received by residents, industry lobby group Tourism & Transport Forum said the cruise ship industry is being penalised for decisions by the former govt.

CEO Margy Osmond said the new mandatory standards were "out of the blue" and that the cruise ship industry cannot simply change fuels overnight, needing time to ensure adequate supplies.

"Neither party has explained how it intends to ensure that cruise ships have access to the necessary supplies of soon to be required low sulphur fuel which is currently unavailable in large quantities in Sydney," she said.

Currently, ships staying overnight at White Bay are required to keep their engines on due to a lack of ship-to-shore power facilities.

"This type of decision making, designed as a 'quick-fix', is poor public policy and has created uncertainty for the cruise ship industry at the most popular destination for the sector," Osmond added.

Visit Myanmar now!

ABERCROMBIE & Kent local managing director Sujata Raman is urging Aussies to "go now" to Myanmar, warning the Southeast Asian country is destined to be flooded by the "mass market" in coming years with hordes of new cruise operators.

See today's issue of *Travel Daily* for the full story.

Benefits for achievers

QANTAS Holidays cruise arm The Cruise Team has said it will shortly announce the cruise ship and destination for its inaugural Cruise Achievers Trip.

Cruise Team national manager David Clark told *Cruise Weekly* the trip for its top sellers "will likely depart toward the end of 2015".

The operation has this week enhanced selling opportunities for agents by integrating live and dynamic pricing on all seven World's Leading Cruise Lines brands on sale in Australia.

The new link also provides dynamic deck plans, access to tacticals and instant confirmation.

Dnata invests again

EMIRATES Group travel services provider dnata Travel has made its latest investment, buying a majority stake in UK-based cruise & accom retailer Imagine Cruising.

The deal now awaits regulatory approval in South Africa due to Imagine Cruising also operating an office in Cape Town.

Dnata Travel divisional senior vice-president Iain Andrew said the acquisition "adds expertise in the growing cruise sector, strengthening our position as an international leader in travel services".

Both businesses will continue to operate independently.

The latest purchase by the Emirati conglomerate comes after the acquisition of Stella Travel Services last year.

Today's issue of CW

Cruise Weekly today features three pages of all the latest news and pics from the cruise industry, plus a full page from the *Travel Industry Expo*.

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Koningsdam delayed

HOLLAND America Line has suffered a setback, with delivery of its new ship *MS Koningsdam* being pushed back six weeks from 16 Feb to 31 Mar 2016.

HAL says the move was a joint decision with the Fincantieri shipyard and will allow it time to “fully leverage” its new features to enhance the guest experience.

As a result, HAL will shorten the inaugural Mediterranean season of the ship, with its first voyage now departing 08 Apr ahead of the formal christening on 21 May.

Cook up by Celebrity

FOOD and wine matching masterclasses will be hosted by Celebrity Cruises during the Taste of Sydney Festival running in Centennial Park from 12-15 Mar.

The Celebrity events will see guests able to sample menu items from its global fleet as well as learn the fine art of pairing meals and drinks from different regions.

Infinity on Viking Star

VIKING Ocean Cruises has released more details about its debut vessel *Viking Star*, which will offer an Infinity-edge pool running right to the ship’s stern.

The 930-pax ship has recently completed its sea trials and will launch revenue service on 11 Apr.

Shore excursions role

CARNIVAL Corporation has created a new role which will see relationships with shore excursion operators globally managed by a central team for its nine brands.

Marie McKenzie has taken on the position as vice-president of global destinations, services and sourcing, based in Miami, Florida.

Aus climbs Cunard ladder

GERMANY has slipped to fourth behind Australia as a passenger source market for Cunard, with the hunger among Aussies for the upscale brand proving insatiable, the brand’s director of marketing Angus Struthers has revealed.

Addressing media yesterday in Sydney, Struthers said the figures for the full year in 2014 pushed Australia into third behind the brand’s core UK and US markets.



“I can confirm that Australia is indeed the third largest source market for Cunard,” he said.

“It was the fastest growing of our major markets last year and overtook Germany and it shows the continuing growth and love towards Cunard. We’re ecstatic.”

Bookings from the Australian market for Cunard skyrocketed 30% year-on-year in 2014, and Struthers said the line would be blown away if 2015 proved to be “anywhere close” to the growth levels seen last year.

Demand for global voyages was also strong, with Australia in second place for longer sailings.

Anticipation continues to grow for the line’s 175th anniversary celebrations, which will see six weeks of parties taking place both onboard and on land, with Australians to play a major part.

Queen Mary 2 will set off on 04

Jul for a recreation crossing of the first of the line’s transatlantic voyages from Liverpool to North America, with Struthers saying that 800 of the ship’s 2,600 pax on the voyage are Australians.

“Australians have had a long association with Cunard during the course of its 175 years and I think that Cunard continues to resonate in terms of its unique proposition,” Struthers added.

He admitted that the flood of new capacity into cruising further consolidated Cunard’s position at the higher end of the market.

“Our job is making sure that we attract the right people onto the right ships. I think we just have to be confident and celebrate all that is good about Cunard.

“Cunard will always be the more traditional, more formal end of the cruise line spectrum.”

MEANWHILE, Struthers added that Cunard’s business model meant he couldn’t foresee the line getting too involved with the China market as others are doing.

“I’m not convinced there are any quick, significant wins in China. It’s a market you have to approach with caution but also with commitment,” he said.

QM2 off with a bang

FIREWORKS will blast over Sydney Harbour tonight to send off *Queen Mary 2* as she sails past sister-ship *Queen Victoria* in the first Royal Rendezvous between the two in the NSW capital.

MEANWHILE, a timelapse video has been released showing Australians placing poppies on a special wall which is now on its way to Gallipoli onboard Cunard’s *Queen Elizabeth* - [CLICK HERE](#).



MOTOR racing buffs can now follow in the footsteps of their football and baseball-mad fan cruise aficionados, with the first-ever Motorsports Cruise set to sail on 07 Dec this year.

Operating roundtrip from Miami to the Bahamas onboard *Carnival Ecstasy*, the cruise will feature superstars from the fast-paced world of NASCAR, with plenty of appearances by drivers, legends and crew.

Superstars of the sport taking part (but subject to change) will include Daytona 500 winners Matt Kenseth, Joey Logano and Trevor Bayne, along with legends of the sport such as Darrell Waltrip, Bobby Allison, Leonard Wood and more.

Drivers will take fans behind the scenes as they speak about their careers and take questions and will interact with fans at scheduled activity times.

Pax will also be able to hang out with crew chiefs, team owners and other identities.

The event is being run by Motor Racing Outreach, with more information available at www.motorsportscruise.com.

Aranui 5 on the way

KEEL laying ceremonies have taken place at Huanghai Shipbuilding in northeast China to mark the start of construction of Aranui Cruises’ new *Aranui 5*.

The dual leisure and freight ship will launch in Jan 2016, replacing the retiring *Aranui 3* in the South Pacific islands around Tahiti.

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CRUISE NEWS & VIEWS

with Brett Jardine
GM, CLIA Australasia

CLIA Events

THE Cruise Industry Awards have been run and won for another year and our inaugural Cruise360 Australasia is now a benchmark for future years!

On behalf of all of CLIA's Member Lines I would like to express our thanks to all those that attended Cruise360. The feedback to date has been very good and we look forward to this becoming an annual event on our calendar.

We will be sending a survey to all participants before the end of this week and for all completed surveys, 20 points will be added to CLIA Accreditation profiles.

For anyone wishing to experience the USA version of Cruise360 (April in Fort Lauderdale) please contact the CLIA office for details.

CLIA Australasia Members will receive VIP treatment and access to the event at equivalent CLIA USA Member rates.

As for the Cruise Industry Awards - wow, what a night! As with Cruise360, the feedback we have received to date has been fantastic and we are certainly very proud to be an integral part of this great event.

To all the finalists we extend our congratulations and to all the winners - you really are the 2014 stars. For any finalists and winners looking for assistance to help promote your achievement please contact the CLIA office. Special thanks to all our Cruise Line and Executive Partner sponsors as neither of our events are possible without your support.



Look at Maria Theresa

UNIWORLD Boutique River Cruises has unveiled the first images of its soon-to-launch river vessel *S.S. Maria Theresa*, which will debut two weeks from today.

Inspired by the Baroque period of history presided over by Maria Theresa, Uniworld says the ship "exemplifies true artistry" and aims to transport each guest into an 18th century Baroque castle.

Like other vessels in the Uniworld fleet, the design team was led by Red Carnation Hotels president and founder Beatrice Tollman and her daughter Toni.

The lobby (pictured below) is strikingly elegant with a marble staircase not out of place in a Disney castle fairytale, supported by a Venetian chandelier and centrepiece artwork.

Staterooms offer royal blue decor mixed with gold, white and soft grey and custom furniture.

CLICK HERE for more images.



Royal band of proud Britannians



WATCHED on by hordes of cheering spectators and Carnival Corporation management from around the world, Her Royal Highness Queen Elizabeth II broke the champagne to officially name her second *Britannia* vessel.

A nebuchadnezzar of Brut NV was then broken against the hull to honour the maritime tradition and to wish good luck to the ship as it enters passenger service.

Viewing wharfside was Carnival Corporation ceo Arnold Donald, Carnival UK chairman David Dingle & ceo David Noyes.

The British monarch is now the most experienced P&O Cruises World Cruising Godmother, having named fellow P&O vessel

MV Oriana in Apr 1995.

HRH also named former royal yacht *Britannia* way back in 1953, just prior to her coronation.

Britannia has been specifically designed to be quintessentially British for a British clientele.

The vessel will begin life sailing in the Mediterranean, the Baltic region, Norwegian Fjords and the Canary Islands, before transferring to Barbados for a season operating in the Caribbean.

Queen Elizabeth and the Duke of Edinburgh are **pictured** above with the team from *Britannia*.

For a selection of images from the naming event, **CLICK HERE**.

Visit top of the world

SMALL-SHIP cruise wholesaler Micro-Cruising has advised only three berths remain on a special voyage to the northernmost natural settlement in the world.

The 19-day sailing onboard the six-cabin *MS Kisaq* departs from Qaanaaq, Greenland on 02 Aug and will travel down the country's west coast to the capital Nuuk.

Included will be a flight to the embarkation point aboard Air Greenland, with cabins priced from \$8,915ppts - for details, call Micro-Cruising on (02) 7903 0314.



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