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Industry Networking Night

This event is a traditional mix of complimentary food, drinks and networking

Following on from the success of the Executive Networking Night, Travel Daily Group and jito have partnered with some key industry players to bring you a new Industry Networking Night.

This event is open to anyone in the Travel & Hotel Industry at all levels. RSVP early - attendance will be confirmed based on availability. Limited to 100 guests.

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CRUISE

WEEKLY



Thursday 19 Mar 2015

Packed issue today

Cruise Weekly today features three pages of all the latest cruise news and photos, a front full page from **Jito** plus our latest **Face to Face** chat with Carl Frier of Cruise1st on **pg 4**.

Get down with Jito

PLACES are quickly running out to attend the second Jito industry networking night, to be held at the Sofitel Sydney Wentworth on 31 Mar, kicking off from 6pm.

A variety of industry sponsors are coming together to make the event happen, including **CW** sister title **Travel Daily**, Hawaiian Airlines, Travelport, MTA, Sofitel Sydney Wentworth and more.

See the **front full page** of today's *Cruise Weekly* for more details.

A-Rosa into Australia

DRIVEAWAY Holidays has partnered with American firm David Morris International to help promote German line A-Rosa River Cruises in Australia.

The tie-up has seen the creation of a sales department for the line in Australia contactable via email at sales@arosacruises.com.au.

A-Rosa is celebrating with a range of discounts on 3-11 night sailings departing Jun to Sep 2015.

Five of the line's ten vessels will be promoted in Australia, each offering English and German speaking crew onboard.

Promotion of the line in Australia is being run independently of DriveAway Holidays' operations, with its own management, marketing and operational teams.

A-Rosa was previously marketed in Australia by Inspired Luxury.

MSC on full song in Sydney

EUROPEAN cruise heavyweight MSC Cruises has left an indelible mark on the Sydney travel trade during the first-ever stop in the NSW capital of *MSC Orchestra*.

The line this week welcomed hundreds of travel agents, former passengers and special guests onboard the vessel as it visited Sydney - one of the final stops in its 33-night Grand Voyage from Dubai to Fremantle.

backed by singers, dancers, magicians and acrobats.

The show, one of 80 productions currently playing across the 12 ships in the MSC fleet, closed with cast members waving Australian flags with a rendition of 'I Still Call Australia Home'.

Prior to showtime, MSC Cruises' managing director Australia Lynne Clark addressed guests, saying she was so proud to finally



On the guest list was

Consul General of Italy Sergio Martes and Port Authority of NSW chief executive Grant Gillian.

MSC Orchestra saved its best for Sydney, with guests treated to an exclusive performance of one of the ship's 80 onboard productions prior to a ship tour and dinner in the main restaurant.

Guests were left in awe as the stars from 'Gotham' delivered a spellbinding performance featuring classic characters from the series including The Joker, Penguin, Catwoman and Batman,

welcome the line to Australia.

"Sailing into Sydney Harbour this morning was a dream come true. We cannot explain how extraordinary it was to see her cruise past our iconic Harbour Bridge," she commented.

Fireworks blasted from the harbour to send off the ship for its next ports of call in Melbourne, Adelaide and finally in Perth.

The vessel will then return to Europe on a special charter for the Anzac Day Centenary.

Lynne Clark is **pictured** above taking part in the encore of the show and inset, with Batman.

For many more photos from the event and a look around the *MSC Orchestra* highlights - **CLICK HERE**.

CLIA Vanuatu appeal

A **NEED** for financial aid and essential supplies for Vanuatu has led CLIA Australasia to set up an appeal to provide assistance from the cruising community.

The organisation this week sent a bulletin to its 1,250 members across Australia and New Zealand seeking donations to help the Red Cross on the ground in Vanuatu.

"The Australian cruise industry has a long-standing relationship with the wonderful people of Vanuatu, who have made so many of our holidaymakers so welcome over the years and so we are very keen to help them at this time of dire need," CLIA said.

CLIA is welcoming donations from the travel industry to be put towards the relief effort through the delivery of first aid, sanitation, clean water and health care.

CLICK HERE for more details on how to provide a contribution.

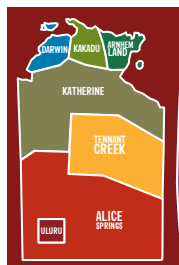
Return to Vanuatu

A **RESUMPTION** of calls to Port Vila and Mystery Island could yet be some time away, however Carnival Australia says it will go back as soon as it gets clearance.

"We want to resume voyages as soon as authorities give the all clear because cruise tourism is the mainstay of the Vanuatu economy and it will be vital to help the country rebuild," CAU chief executive Ann Sherry said.

In the interim, scheduled sailings on *Carnival Spirit* and *Carnival Legend* will continue to visit the South Pacific but will see changes made to itineraries.

The company is planning to add building materials to ships from Australia to assist with recovery.



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Scope on China potential

CRUISE lines investing in China have the potential to reap an astonishing 83 million passengers from Greater China, according to two new studies conducted by the Hong Kong Tourism Board.

Released on the opening day of Cruise Shipping Miami this week, the 'Asia Cruise Potential and Passenger Behaviour Study' and 'Asia Cruise Port Development Study' reports showed the figure was four times the current level of cruise passengers worldwide.

The reports identified seven key source markets in Greater China capable of providing the flood of new pax, but doesn't factor in regional townships further afield.

Studies indicate the majority of Chinese cruise passengers are in younger age groups and represent different household orientations than traditional US strongholds.

Nearly 70% of respondents from the family segment said they intended to take a cruise, with 51% of those aged 20-29 saying their sights were set on a cruise.

Based on market research

MSC returning to US

MIAMI will become the year-round home of the new MSC Cruises vessel scheduled to make its debut in Nov 2017, which will be named *MSC Seaside*, operating voyages to the Caribbean.

The vessel will be the largest ever built by the Fincantieri shipyard in Italy, offering capacity for 4,140 passengers.

Highlights onboard will include an original multi-level water park featuring slideboarding, a new combo water slide video game, a ropes course & five water slides.

Separate water attractions for younger children will also make up a separate park of the park.

Following its delivery, the ship will cross the Atlantic for the first MSC christening in the US.

The Seaside-class ships are part of a US\$5.3 billion investment in the MSC fleet as it aims to double its available capacity by 2022.

indicating Chinese cruisers prefer to take shorter holidays, nearby ports are also preparing to cash in, with the study revealing Hong Kong and Taiwan could receive as many as 54 million from this pool.

Hong Kong in particular was cited as a major "home ship" destination, with a further 21 ports within a range of 6-7 sea days already making plans to upgrade berths and supporting infrastructure to meet demand.

Estimates show that within five years, around half of these 21 ports will be able to cater to ships of more than 100,000GRT.

"With the results of the two surveys showing the great potential and committed development, combined with the Asia Cruise Fund, Asia's cruise tourism is ready to take off," Hong Kong Tourism Board executive director Anthony Lau said.

HLO to award cruises

HELLOWORLD has been named as the latest sponsor of the 2015 National Travel Industry Awards (NTIA), which will take place in Sydney on 18 Jul.

The agency group will present one of the ceremony's newest award categories in Best River Cruise Operator.

"Helloworld is thrilled to support this new award category, Best River Cruise Operator," ceo Elizabeth Gaines commented.

Ponant info sessions

FRENCH cruise line Ponant is inviting agents and their clients to attend a series of upcoming presentations to learn about its style of cruising.

Events will kick off in Melbourne on 28 Apr, followed by Brisbane (30 Apr), Sydney (07 May), Perth (13 May) and Adelaide (14 May), with sessions at 2pm and 6pm.

Sessions will look at the array of destinations visited by its soon-to-be four ship fleet, onboard dining and entertainment.

CLICK HERE to register a place.

Tunis cruise reaction

SHORE excursions operating in Tunisia have been urgently recalled to the ship after today's terrorist attack at the National Bardo Museum in Tunis.

Both *Costa Fascinosa* and *MSC Splendida* are currently in the Tunisian capital, with both ordering back excursion buses.

According to *Associated Press*, both lines have said some of their guests were visiting the museum when the attack took place.

It is currently unclear whether any tourists killed or injured were from onboard either vessel.

Costa Cruises has increased its security at the ship and has moved its departure from the city back until tonight local time.

Both lines say they are in touch with local authorities and port agents to assess the situation and its immediate aftermath.



CRUISE NEWS & VIEWS

with Brett Jardine
GM, CLIA Australasia

Azamara Chief

THIS week started with an opportunity to hear from a highly respected industry stalwart in Larry Pimentel, President and CEO at Azamara Club Cruises.

Whilst CLIA's work in the Government Affairs space will continue to evolve, one can only marvel at the knowledge and intellect of people like Larry when it comes to subjects such as the environmental impact of cruise ships.

With mainstream media and New South Wales politicians making all sorts of statements around the environmental impacts of cruise ships recently, having someone like Larry to speak the facts would ensure ongoing debate is reported accurately.

MSC Arrival

HATS off to team MSC! The inaugural visit of an MSC ship into our waters has been many years in the making. It was a pleasure to see the genuine excitement (relief) on the faces of all MSC staff in Sydney on Tuesday night as more than 500 trade and media connections experienced *MSC Orchestra* for the first time.

One particular member of the marketing team who shall remain nameless described how she was waiting for "her" ship to appear from behind Bradleys Head in Sydney Harbour at 4.30am on Tuesday morning. Jumping up and down on a park bench in front of the Park Hyatt was enough to draw the ire of otherwise bored security staff but the ensuing and no doubt exuberant explanation ensured she wasn't arrested on the spot!



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Australia set to amaze Azamara



GUESTS at a special gathering with Azamara Club Cruises president and ceo Larry Pimentel this week received a taste of the line's signature and popular 'AzAmazing Evenings' concept.

Held at Sydney's Museum of Contemporary Art, guests were treated to a private after-hours tour of the museum's exhibits.

First launched in 2007, the concept sees guests offered the chance to delve deep into the culture of a particular destination via a specially planned event.

When *Azamara Quest* reaches Australian shores for the first time on 28 Dec, passengers will have the chance to enjoy three AzAmazing Evenings, with events planned while berthed in Darwin, Cairns and Newcastle.

In the NT capital, guests will be shuttled to popular attraction

Crococaurus Cove for an up-close encounter with the world's largest saltwater croc collection.

Australia's Aboriginal culture will be showcased in Cairns by the local Tjapukai tribe, which will regale guests with music & dance before concluding with a traditional fire-making ceremony.

Newcastle's offering will see guests enjoy a performance by Australian artist Olivia Chindamo at a historic site overlooking the Hunter River Estuary.

"We are probably one of the most unique 'no-cruise cruises.'

"We don't specialise in traditional cruising but rather we think outside the box. In fact, we think outside the ship," Pimentel quipped.

Larry Pimentel is **pictured** above centre with his wife Sandy and Azamara Le Club Voyage Ambassador Nicole Lukacs.

Huge month for WA

TOURISM Western Australia is celebrating a huge month ahead for cruising in the state, with nine different cruise ships with total capacity of 20,000 pax to call at ports in the next four weeks.

Ships including *Crystal Serenity*, *Diamond Princess*, *Queen Mary II* & *MSC Orchestra* will call in ports such as Fremantle, Busseton, Albany, Geraldton & Port Hedland.

Special commemorative coins will be distributed to guests on some ships to mark the Anzac Day Centenary, while others will receive a Perth Mint Medallion as a unique souvenir from the state.

Galapagos E-learning

VETERAN Lindblad Expeditions onboard naturalist and photo instructor Jennifer Davidson will host an interactive webinar for agents and consumers keen to learn more about the Galapagos.

The webinar will feature photos from former expeditions & a run down of what a voyage includes.

It will be held on 25 Mar at 10am AEDST - **CLICK HERE** to register.

Perrin as Godmother

TRAVEL writing entrepreneur and TripAdvisor travel advocate Wendy Perrin has been named by Windstar Cruises as Godmother to its newest vessel *Star Breeze*.

The line will take delivery of its renovated ship on 15 Apr, with the christening ceremony to take place in Nice on 06 May prior to its inaugural sailing to Rome.



IF EVER there was an example of cruise ship loyalty, this would have to take the cake.

Bernard and Janice Caffary, couple from Central Florida in the US have this week set sail on their 100th cruise from Port Canaveral in 12 years onboard *Carnival Sensation*.

According to *USA Today*, the couple most enjoy the shows and the food onboard the ship.

Carnival Cruise Lines says no other couple has sailed as many times on the same ship in the line's 43-year history.

"We really do like the crew. It's a family atmosphere. A lot of the crew members call us 'mom and 'dad,' Janice said.

Cruising is quite literally in the Caffary's blood, as they have also sailed 42 times on other Carnival ships and 40 times on other cruise lines.

The retired pair have no plans on slowing down (so to speak) either, with 24 cruises scheduled for this year.

HAL feeling the tunes

HOLLAND America Line has unveiled Lincoln Centre Stage, the newest live music venue to be gradually rolled out to the fleet.

The venue comes as part of a partnership with the Lincoln Centre for the Performing Arts.

It will debut on *MS Eurodam* in Jan 2016 before being added to the line's new *MS Koningsdam* and *MS Oosterdam* in Apr.

Further rollouts to other ships will be advised in coming months.

MEANWHILE, *Koningsdam* will also feature a new interactive music experience to be known as Billboard Onboard, to form part of the Music Walk Complex.


The experience will feature live shows by pianists, guitarists and a DJ as well as music themed games such as trivia and karaoke.

Hi-def coming to sea

A PARTNERSHIP between MTN Communications and Carnival Corporation will see the debut of the first high-definition television service broadcast at sea.

Under the deal, P&O Cruises World Cruising and Cunard will soon offer IMG Sport 24, a 24/7 daily sports channel covering English Premier League football, Formula 1, Wimbledon, US Open tennis, US Masters golf and more.

A further 11 channels of news & entertainment will also be added.



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FACE : FACE

CARL FRIER

Managing Director - Cruise fusion / Cruise1st



Welcome to Face to Face, where we chat to cruise industry leaders.

How/why did you get into the cruise industry?

I'm only a newbie to cruise but the industry was a long time ago. It had a lot to do with my parents' interest in travelling and a friend who worked in the local agency and I didn't want to be a carpenter.

Where do you see yourself or your company in five years?

Since joining the business 2 years ago we have been on a rapid growth path. Obviously hoping this trend will continue well into the future. Our future plans I'm afraid I'll need to keep those to myself at this point in time "but watch this space".

What is the key to your success?

I'm from the old school of commitment and hard work. Fail fast, move on quickly and have a laugh!

How many cruises have you been on in the past year/five years?

In the last few years I have been lucky enough to experience a dozen or so cruises and looking forward to many more.

What is your favourite cruise destination, and why?

After 30 years in the industry I wish I had a dollar for every time a friend asked this question. I don't have a favourite; my personal mantra is to treat them all as experiences and for those who know me I'm up for most adventures.

What was your most memorable moment on a cruise?

One of my most fond memories was sailing out of Cannes onboard *Royal Clipper*, with the sails hoisted and the backing music *Conquest of Paradise* by Vangelis playing. Very powerful stuff.

How do you spend days at sea?

It's very much pending the ship and itinerary but there are some common themes - relax by the pool with book or two and definitely a refreshment. Ok, or two!

What is the next "hot spot" in cruising destinations?

We are seeing rapid growth in the Orient and Middle East.

What is the most important issue in the cruise industry today & why?

Managing the growth. Capacity and yields are under pressure (up and down). Internet and deregulated markets creating global enquires. Multiple distribution systems.

How can cruising continue to grow in the current financial climate?

Cruising represents value for money regardless of which end you cruise in. At times either end may be impacted but overall it's a pretty resilient sector.

How can cruising attract more young people and families?

Fresh interesting cruise itineraries, product and pricing continue to broaden interested consumers.

What is the most under-rated / over-rated aspect of cruising?

The most underrated aspect is the value cruising represents. The most overrated is eating dinner with 3000 of your best friends.

Describe your perfect cruise in 25 words or less?

It's all about the experiences on board and destinations visited.

What is your best tip for combating sea-sickness?

Two more cocktails!

What is your prediction for the future of cruising?

Domestic market will continue to grow but my concern is at what yield. International Cruise holidays won't grow at the same rate but they do represent a much greater variety of options for repeat cruisers.

What advice would you give other people who want a job like yours?

Run!



Carl's Cruise Favourites

Ship: *Royal Clipper*.

Ship Activity: Chilling by the pool.

Region: Asia.

Port: Hong Kong.

Onboard food/drink: I'll give anything a go once.

Perk of the job: Has to be the opportunity to travel, and the people...most of them anyway.

Cruise Weekly is Australia's leading travel industry cruise publication.

An industry-focused PDF edition of **Cruise Weekly** is published every Tue and Thu, and there's also a consumer-facing email newsletter published each Wed - sign up free at www.cruiseweekly.com.au.

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