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# CRUISE



WEEKLY



Tuesday 12 May 2015

## Cruise Weekly today

**Cruise Weekly** today features two pages of all the latest cruise industry news, a cover page from **jito** plus a full page from: ([click](#))

- Travel Industry Exhibition

## Full steam for jito

**INDUSTRY** recruitment firm jito continues to set record levels of growth, now building at a rate of 50% month on month.

Check out the front **cover page** of **Cruise Weekly** for more.

## Partner ranks swell

**TOURISM** Western Australia has become the newest executive partner of CLIA Australasia.

The sector contributed \$116.5m in the 2013-14 financial year through 68 separate ship visits, ceo Stephanie Buckland said.

CLIA Australasia gm Brett Jardine said the move was timely with ships visiting new ports in WA.

## Cruise Bonanza! Nth Beaches - Syd

- Operations Sup/Mgr
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## Le Lyrial makes its debut

**PONANT** has set sail on the maiden scheduled voyage of its newest vessel *Le Lyrial* - the fourth member of the French line's luxury yachts - departing from Venice over the weekend.

The 264-passenger capacity yacht was christened in the Italian harbour city, following which it embarked on its eight-day maiden voyage to several ports in Croatia.

Turkey, Greece, Montenegro and France will also be visited by *Le Lyrial* in its first months before the ship heads south for summer in Antarctica, via South America.

Prior to its debut scheduled trip, *Le Lyrial* was briefly chartered to cruise in the Mediterranean, joining fellow chartered sister ship *Le Soleal* for Anzac Day celebrations in the Eastern Med.

Chairperson of Ponant's

Australia office Sarina Bratton told **Cruise Weekly** four new ships in five years enabled Ponant to affirm its position as a global leader of luxury expedition.

"Australians have embraced these chic, luxury yachts with great enthusiasm and our key Australian travel distributors have embraced our B2B live inventory system to be amongst the largest users in the world."

One year on from the opening of Ponant's Australian office, Bratton added her elation in the role it has played in affirming the line as a major contributor to the overall success of the line in the Asia Pacific region.

**CW** can reveal also that *Le Lyrial* will be the final ship in the family of identical vessels which also includes sister-ships *L'Austral*, *Le Boreal* and *Le Soleal*, with any future fleet growth to come from a new design, the line confirmed.

A micro-site dedicated to the line's newest vessel is in the final stages of development and will be launched to the trade soon.

**CLICK HERE** for a collection of images inside the new *Le Lyrial*.

## Early book polar deal

**G ADVENTURES** has launched an early booking discount of 15% on Arctic or Antarctic expeditions in 2016/17, if booked by 30 Jun.

The firm's md Belinda Ward said Australians make up one third of its total pax to the polar regions.

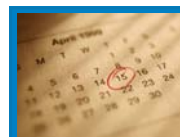
## Cash out on Azamara

**AGENTS** booking and depositing any 2015 departure on Azamara Club Cruises by 31 May will be rewarded with a \$300 Visa gift card under a new trade incentive.

The 'Golden Ticket' promotion is payable for all 2015 voyages on the line's two ships *Azamara Quest* and *Azamara Journey*, with no limit to the number of cards able to be earned per agent.

To avail the incentive, agents need to send details of deposited bookings to their Azamara rep at the end of the promotion period.

The incentive is combinable with other current promotions, but any booking cancelled and rebooked will be ineligible.



## Cruise Calendar

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

SYDNEY	
<i>Ms Insignia</i>	16 May
BRISBANE	
<i>Ms Insignia</i>	14 May
<i>Pacific Dawn</i>	16 May
PORT DOUGLAS	
<i>Dawn Princess</i>	16 May
DARWIN	
<i>Coral Princess</i>	14 May
HOBART	
<i>Ms Insignia</i>	18 May
AUCKLAND	
<i>Pacific Pearl</i>	18 May

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### Delays for Viking Sky

**VIKING** Ocean Cruises chairman Torstein Hagen has blamed delays with the building of Holland America Line's *MS Koningsdam* for a delay in its own new ship.

The budding line's third vessel *Viking Sky*, due next year, will now be put back around six months, to launch in Q2 of 2017.

Between then, the line's second ship *Viking Sea* launches in 2016.

## Three B's for Travelmarvel

**BATTLEFIELDS**, Britain and the Baltic region headlines the new 2016 European River Cruising brochure released this week by APT value brand Travelmarvel.

The release comes hot on the heels of the recent launch of parent firm APT's own 2016 guide to Europe's rivers (**CW** 05 May).

Heading out to agency shelves

now, the tour operator's core 2016 range is again headlined by its 15-day European Gems and 15-day Rhine & Rhone itineraries.

For 2016, the firm is responding to guest feedback calling for longer & more immersive touring, with more culturally authentic inclusions and land extensions.

Added to the 15-day product, guests can tour the beaches and memorials at Normandy, the Australian war sites at Bullecourt and Frommelle, ending in Prague and taking the tour to 22 days.

Two 12-day extensions to Britain and the Baltic States also take guests to a variety of countries prior to or following a cruise.

Travelmarvel Europe product manager Rochelle Jonson-Deak said the program is already making its mark with the trade.

"The pricing is competitive, the product delivers exceptional quality and value for money and we've had really encouraging sales from our Preview," she said.



**ALASKAN** sled dogs are known for their collective strength, but pulling a cruise ship into port was a little out of their range.

That said, a team of sled dogs were on hand to mush their way alongside Princess Cruises ship *Ruby Princess* as it sailed into Juneau to begin its first season operating in Southeast Alaska.

The dogs from Mendenhall Glacier Dog Sledding Tours and Alaska Icefield Expeditions were a hit with guests, who jostled for photos with the huskies prior to departing on shore excursions.

Princess Cruises is debuting its new 'North to Alaska!' onboard culinary program (**CW** 15 Jan) which will immerse guests in the region's culture, with signature Alaskan dishes, entertainment, meet and greets and more.

## Trade joyous at P&O Happy Hour



**P&O** Cruises ventured off the seas and onto the road recently, hosting a series of events in NSW and Qld to introduce the trade to its new 2016-17 brochure.

Dubbed P&O Happy Hour, the four events so far have been well attended with over 300 agents in total turning up, ahead of a final event in Gosford, NSW tonight.

Events took place in Parramatta and Liverpool, in line with P&O's goal of appealing to the new-to-

cruise market in Sydney's outer city suburbs, along with Ipswich and Eight Mile Plains in Brisbane.

**Pictured** above at an event in Ipswich, Brisbane from left is Ryan Taibel, P&O; Sharon Jones, helloworld Riverlink Ipswich; Richard Waugh, P&O; Robyn Ayre from helloworld Riverlink Ipswich

Front row: Sarah Richards, helloworld Riverlink Ipswich and Jacob Bain from helloworld Riverlink Ipswich.

### RCI capacity forecasts

**PROJECTED** capacity increases on Royal Caribbean International ships over the next five full years will be an average of 5% following the ordering late last week of a fourth Quantum-class vessel.

A sister to *Quantum*, *Anthem* & *Ovation of the Seas* will be built by Meyer Werft shipyard, due by 2019, subject to financing.

### Silver Select perk pick

**SILVERSEA** Cruises has relaunched its Silver Select promotion allowing guests to pick from a range of value add offers and savings on 2015 departures.

Offers on the table include 50% off a second suite, US\$1,000 onboard credit or a two-category suite upgrade FOC.

The promotion is valid for select new ocean-going and expedition bookings made before 30 Jun.



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Postal address: PO Box 1010, Epping, NSW 1710 Australia

Street address: 4/41 Rawson St, Epping NSW 2121 Australia

P: 1300 799 220 (+61 2 8007 6760) F: 1300 799 221 (+61 2 8007 6769)

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Editors: Bruce Piper and Matt Lennon [info@cruiseweekly.com.au](mailto:info@cruiseweekly.com.au)

Contributors: Guy Dundas, Jenny Piper, Louise Wallace

Advertising and Marketing: Sean Harrigan and Magda Herdzik [ads@cruiseweekly.com.au](mailto:ads@cruiseweekly.com.au)

Business Manager: Jenny Piper [accounts@cruiseweekly.com.au](mailto:accounts@cruiseweekly.com.au)

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