

# Our biggest cruise season yet!



BOOK NOW  
**SAVE**  
UP TO  
**\$1000\***

VOYAGER OF THE SEAS® EXPLORER OF THE SEAS®  
RADIANCE OF THE SEAS® LEGEND OF THE SEAS®

Cruising from Auckland, Sydney, Brisbane and Fremantle  
to Asia, Australia, New Zealand and the South Pacific

**NOW ON SALE**  
**BOOK 2016/2017 CRUISES TODAY**



LEARN MORE 



DREAM BIG

\*Terms and conditions apply.



# CRUISE



## WEEKLY



Thursday 28 May 2015

### Wonder about Scenic

**NEWLY** rebranded luxury tour operator Scenic is hitting the road to educate agents and clients about its 2016 European river cruising and North America tours.

Free themed 'Ever Wondered' sessions will begin in Newcastle on 16 Jun before moving to Perth, Adelaide, Brisbane, Sydney, Parramatta, Melbourne, Gold Coast and Canberra, with online webinars also able to be viewed. Details from Scenic on 138 128.

### VIFP arrives in Australia

**CARNIVAL** Cruise Line has announced the expansion of its popular VIFP loyalty scheme, known as the 'Very Important Fun Person' program to Australia.

Now open for registration, the system sees pax earn points with each voyage taken with one point earned for each day on a voyage.

Guests who have already cruised with Carnival are automatically members and are encouraged to join and activate their account.

Benefits increase as guests take more voyages, graduating to the Red tier on their second voyage, where they remain until accruing 25 points, or 25 days cruised.

Gold status is reached from

25-74 points, climbing further to Platinum once reaching 75 points and culminating at Diamond status once reaching 200 points.

As guests progress up the tiers, an increasing range of special offers open up, ranging from access to member-only promos to priority check-in, exclusive party invitations onboard and other benefits to enjoy while cruising.

Carnival vice-president Australia and New Zealand Jennifer Vandekreeke said the time was right for the line to introduce its rewards program down under.

"More than 320,000 guests have sailed on *Carnival Spirit* and *Carnival Legend* in the past two and a half years, including thousands of repeat cruisers.

"Our VIFP program, which is like being a VIP only way more fun, gives us the chance to recognise our most loyal guests, as well as those who are new to Carnival."

### Queen for Busselton

**BUSSELTON** will welcome an additional six ships in the 2016/17 wave season, including its first visit from a Cunard liner.

*Queen Mary 2* will visit the burgeoning WA town in Feb 2017, in time with recent investments in tender boat infrastructure.

### Free travels on Tauck

**TRAVEL** agents can earn a free trip on Tauck for themselves and a companion, with Travel the World relaunching a free trip incentive for the tour operator.

A free trip can be earned with bookings of four new passengers on a Tauck land itinerary or river cruise, and can take a companion with bookings of eight new pax.

The incentive is valid for new bookings made until 31 Aug on departures in 2015 and 2016.

For details and T&Cs, phone Travel the World on 1300 857 037.

### New rigger for Star

**MASTED** tall ship cruise line Star Clippers has begun construction of a fourth square-rigger - its first new-build in nearly 15 years.

Yet to be named, the five-masted barque will be the largest square rigger ever built, becoming Star Clippers new flagship, debuting in the second half of 2017.

Facilities will include 38 suites including owner's suites, three pools and elegant dining room.

**MEANWHILE**, Star Clippers will return to Southeast Asia in the 2016/17 northern winter with its 170-pax *Star Clipper*, operating seven-night roundtrip cruises on two routes in Asia from Phuket.

### CW is packed today!

**Cruise Weekly** today features two pages of all the latest cruise industry news, a cover page from **Royal Caribbean Cruises Ltd**, a **Face to Face** chat with Brendan Wall from HAL/Seabourn plus a full page from:

- **Travel Industry Exhibition**

### Biggest RCI year ever!

**BOOKINGS** for the 2016/2017 season of voyages from Australia on Royal Caribbean and Celebrity Cruises have gone on sale today.

Capacity has been increased by 12% with more new itineraries operated by four ships.

*Explorer*, *Voyager*, *Legend* and *Radiance of the Seas* all return to Australia for a combination of 71 voyages, with a special series of five itineraries also to be operated by *Ovation of the Seas*.

Itineraries involving *Ovation* are still being finalised and will be released shortly, RCI commercial director Sean Treacy said.

"The popularity of cruising continues to grow and we're ecstatic to launch our biggest season yet," Treacy commented.

To launch the season, RCI is offering \$1,000 off the brochure price for bookings by 31 Dec.

Details on today's **cover page**.

### Ecruising links MSC

**ONLINE** cruise retailer ecruising.travel has partnered with MSC Cruises and will soon launch a series of new packages for voyages around the world.

Packages will include voyages of 7-25 days duration around the world, including MSC Grand Voyages repositioning cruises, as well as flights, accom and more.



jobs in travel online  
consultant to executive jobs

**passively looking...**  
don't miss your dream job,  
register today

**employers...**  
post your jobs on jito to  
reach a targeted motivated  
community of industry  
experts

**6000 + job seekers visit  
jito every month**

post a job

register

view jobs



www.jito.co

Jobs in travel, hospitality & tourism



## DO TOP END RAIL & CRUISE

Do exclusive packages aboard  
The Ghan & Princess Cruises

Do departures in September & October



Call **1300 854 897**  
or click here for more details



in conjunction  
with



Holidays of Australia



### One Million Cruisers

**HITTING** the one-million Australian cruise passenger target six years ahead of forecast is certainly something to crow about and media coverage following the release of the Australian Cruise Industry Source Market Report for 2014 has been exceptional.

Statistics and graphs may not be the sort of thing that many of you choose to look at in your spare time but I would urge you to take a moment to digest where the Australian cruise industry is at and consider the positive implications of this report for the entire region.

The number of Australians that chose to cruise around the world in 2014 rose by 20 per cent to a new record of 1,003,256.

In real numbers, the increase of more than 170,000 passengers over 2013 represents the largest annual rise in Australian passenger numbers in the past decade.

With this result, the cruise industry has been able to maintain a 20% per cent average annual growth for 12 years running. That's quite a record and one that many industries would be very pleased to have!

One of the most exciting statistics to come out of the CLIA report is the fact that Australia's market penetration rate has now exceeded 4% - no other source market has achieved this in the history of cruising! This is a figure that is closely monitored by cruise line executives and will give them enormous confidence to continue deploying ships into our waters.

We often talk about cruise ships being a destination in their own right, so it's interesting to note that if you compare the number of Australians travelling on a cruise last year you'll find that cruising attracted almost as many Australians as Indonesia.



### Even more on Allure

**ROYAL** Caribbean mega-ship *Allure of the Seas* has emerged from an 18-day drydock featuring a range of improvements ahead of its debut season in Barcelona.

Ten new suites offering private sun decks and views of the ocean or Boardwalk have been added along with a new lounge & retail.

Further, three new restaurants serving Mexican and Japanese cuisine were installed along with Coastal Kitchen - a restaurant for the exclusive use of suite guests.

### Bhaya industry deals

**AGENTS** visiting Vietnam can obtain discounts of up to 50% on the full price of one & two-night Halong Bay cruises operated by Bhaya Cruises under a new offer.

The offer applies to both Bhaya Cruises and The Au Co, valid for travel applications to Sep 2016.

### Viking switch-a-roo

**VIKING** Ocean Cruises will swap around the names of its upcoming second and third vessels, chairman Torstein Hagen said.

Currently under construction at Fincantieri Ariconia yard, the second ship to debut early next year will be named *Viking Sky* instead of *Viking Sea*, which in turn will be borne on the third.

Viking recently announced it has been forced to delay its third ship until 2017 (**CW** 12 May), blaming flow-on delays by the Marghera yard due to Holland America Line's new ship *MS Koningsdam*.

Hagen confirmed Viking Ocean Cruises has a fourth ship in early stages of construction and options for two more.

**MEANWHILE**, Hagen added he envisages Viking River Cruises to grow to a fleet of 100 vessels.

The line currently operates 64 river vessels, having christened its most recent 12 earlier this year.

A further six confirmed at the time to be built for launch next year will take the fleet to 70.

Hagen admitted the figure was "aspirational", adding "you have to have something to aim for".

## The world according to Princess



**RESERVATIONS** staff at Princess Cruises no longer have an excuse for forgetting any of the 300 ports visited by any of the fleet's ships thanks to a new wall decal.

Installed at its Sydney office, the new 14.6 x 2.6m office decoration features signature pictures from each country on the Princess map to make up an artistic collage.

Envisaged by Princess designer Cassie Isbister, the decal is also future proof, with plenty of space for the team to write in new ports

as Princess expands its itineraries.

**Pictured** above showing off the new decal is part of the Princess Cruises Sydney-based reservations team, from left is Louise Hawkins, Erin Turner, Ann Sinclair, Michele Olivier, Laura Denning, Tiffany Burgess, Ariel White, Georgia Rosewall, Darlene Harrison and Maria Melia.

### Windstar still revving

**FOUR** days from the chequered flag in the 2015 Monaco F1 Grand Prix, Windstar Cruises has released its package for the 2016 event.

A seven-night Rome to Nice voyage will take in the Grand Prix onboard *Star Breeze*, priced from \$9,154ppts - phone 1300 857 037.

### Celestyal Cuba stake

**GREEK** line Celestyal Cruises has become the majority stakeholder in Cuba Cruise, a subsidiary which runs seasonal circumnavigations of the Caribbean island of Cuba.

The company increased its share ownership from Canadian businessman and joint venture partner Dugald Wells and plans to grow the brand in North America.

Cuba Cruise has recently released its 2015-16 brochure for an expanded winter season which runs from 18 Dec to 11 Apr 2016.



**A PERSON** in Brazil has given new meaning to 'planking' after trying to load their car onto a ship by driving it onboard via some narrow, unsteady planks.

In a one-minute video loaded to YouTube this week, it appears the effort to load the Toyota to the ship would be an exercise in futility, with onlookers expecting it to crash to the water below.

However, in a suspenseful minute better than a Hollywood drama, the Hilux slowly...slowly manages to make it across the gap (**pictured** below), to rapturous cheers by the crowd.







Follow us  
on social media

Just one click away from keeping up to date with all the *Cruise Weekly* breaking news as it comes to hand



## FACE : FACE

BRENDAN WALL

Marketing Manager - HAL / Seabourn



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

#### How/why did you get into the cruise industry?

Ever since my first overseas family holiday in the mid-90s I have wanted to work in the travel industry. After starting my career in hotels and coach touring, I am excited to be working in the booming cruise industry.

#### Where do you see your company five years from now?

The next five years will be a very exciting time for Seabourn & Holland America Line. Both brands will welcome two brand new ships each to their respective fleets by 2018, with *MS Koningsdam* debuting for Holland America Line in February next year and *Seabourn Encore* joining the fleet in December 2016.

#### What is your favourite cruise destination, and why?

Copenhagen, it's a great region to see by ship and also a quaint country with surprisingly good food. A Seabourn marina day in the Mediterranean is definitely on my bucket list as well.

#### What was your most memorable moment on a cruise?

I don't have just one but sailing into Sydney Harbour at dawn is definitely up there.

#### How do you spend days at sea?

I like to do a bit of everything to get the most out of my cruise but you'll often find me relaxing by the pool with a cocktail in hand.

#### What is the most important issue in the cruise industry today?

Different issues affect different segments of the cruise industry. One prominent issue we face in Australia is ensuring the local cruise market continues to grow at the record rates we are currently experiencing. I think we can achieve this by attracting and retaining first time cruisers, effectively dispelling common misconceptions associated with cruises and communicating that there really is a cruise for everyone.

#### How can cruising attract more young people and families?

By offering great value for money, exciting & varying itineraries as well as innovative onboard experiences.

#### Describe your perfect cruise in 25 words or less?

A perfect mix of sea days and exploring idyllic destinations, a spacious Veranda stateroom (or suite), great food and wine complimented by plenty of sun.

#### What is the most underrated aspect of cruising?

Unpacking once is definitely underrated. Not having to unpack and pack every day gives you more time to explore ashore or relax onboard.

#### What is your best tip for combating sea sickness?

I'm lucky in that I don't suffer from seasickness however I've heard green apples do the trick.

#### What are your career ambitions?

To keep learning and developing my skills and knowledge, and where it takes me who knows? President of a cruise line either locally or overseas would be nice...

#### What is your prediction for the future of cruising?

Cruising is still growing at a record pace and there's still so much potential for passenger growth not only out of Australia but also out of developing regional markets. China's growing middle class will be a strong driver of demand across numerous cruise markets and we will see more modern ships visiting local and regional waters in future to cater for this demand.

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

Work hard, say yes to every opportunity and don't be afraid to make mistakes.



### Brendan's Cruise Favourites

Ship: *Seabourn Odyssey*.

Ship Activity: Relaxing by the pool or in the thermal suite.

Shore excursion: Dragoer, one of Denmark's oldest and quaintest fishing villages.

Region: Mediterranean

Port: Copenhagen

Onboard food/drink: Corona.

Perk of the job: All of the above!

*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](http://www.cruiseweekly.com.au).

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)

*Cruise Weekly* is a publication of Cruise Weekly Pty Ltd ABN 73 123 041 485. All content fully protected by copyright. Please obtain written permission to reproduce any material. While every care has been taken in the preparation of the newsletter no liability can be accepted for errors or omissions. Information is published in good faith to stimulate independent investigation of the matters canvassed. Responsibility for editorial comment is taken by Bruce Piper.

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)

Part of the Travel Daily group of publications.

Travel Daily CRUISE WEEKLY

travelBulletin

business events news

Pharmacy DAILY

Travel Daily TV



## Australia's only exhibition for the travel industry

Discover the world of travel

- > CONNECT with travel suppliers
- > DISCOVER new travel products
- > NETWORK with industry professionals
- > LEARN about the future of travel

**REGISTER NOW:**

[travelindustryexpo.com.au](http://travelindustryexpo.com.au)

**Thursday 16 - Friday 17 July**  
**Luna Park, Sydney**

**THE  
TRAVEL  
INDUSTRY  
EXHIBITION**

[TRAVELINDUSTRYEXPO.COM.AU](http://TRAVELINDUSTRYEXPO.COM.AU)



Industry supporter

**ATAS**

travel accredited