

CRUISE



WEEKLY



Thursday 08 Oct 2015

Carnival understood

CARNIVAL Cruise Lines vp for Australia Jennifer Vandekreeke has heaped praise on the trade for the line's success in Australia since debuting in mid-2012.

"Travel agents generate the bulk of our business and we wouldn't be here if it weren't for agents.

"They have really embraced the product," she told **Cruise Weekly**.

"Travel agents absolutely get the brand and they jumped on it from the very beginning and have been a critical part of our success."

Vandekreeke said the Aussie traveller, who make up 98% of local Carnival Cruise Line sales, has also come to grasp the brand.

"People are really starting to understand the interactive nature, such as design your own taco, design your own burger or being able to get up on stage with Playlist Productions.

"It's very Carnival and people are really starting to understand & engage with it which is great."

More from Carnival on **page 3**.

Wotif.com mulls cruising

AUSTRALIAN travel website Wotif.com is likely to add cruise to its product offering in the future, covering both ocean and river cruise content, **Cruise Weekly** can exclusively reveal.

Managing director Daniel Finch flagged the move yesterday at an event to celebrate the 10 year anniversary in Australia of parent company, Expedia.

"We need to get a good amount of momentum first with our hotel business, our flights and package business right and make sure we don't take our eye off the ball yet in those areas.

Creative incentive

A NEW incentive launched by Creative Cruising will see agents who book and deposit on a new cruise reservation during the month of Oct will earn a \$25 Coles Myer gift card.

The promo runs until 31 Oct.

"When we are comfortable, and when we are comfortable internally with how we are performing and that we've put ourselves in the position of expanding those lines of business - then we'll do it," he told **CW**.

Quizzed if Wotif has held talks with cruise lines already, Finch was coy, telling **Cruise Weekly** "we talk with lots of people".

As to when customers might expect to see cruise appear on Wotif's site, Finch wasn't at this time able to confirm a launch date, but said "I'd love to see it within 24 months."

"At the moment, where I am positioned, we'd look at all options and obviously look at how we can marry up those options with facilitating the booking and ensuring it was customer friendly and seamless.

"If we can strike a balance, then we'd look to execute."

Finch was unconcerned Wotif would be competing in the same domain as Expedia, saying "it would be healthy competition".

Pitbull a Godfather

NORWEGIAN Cruise Line has named Armando Christian Perez, aka Pitbull, as the Godfather of its newest ship, *Norwegian Escape*.

The 164,600-tonne ship will be christened at PortMiami, Florida on 09 Nov, at which Pitbull will be the headline performer.

Norwegian Escape begins sailing to the Caribbean from 14 Nov.

Cruise Weekly today

Cruise Weekly today features three pages of all the latest cruise industry news plus a **full page invitation to the upcoming Travel Daily/JITO networking night in Sydney**.

Dawn Princess to P&O

JUST weeks out from the induction of *Pacific Aria* & *Pacific Eden* into P&O Cruises Australia's fleet, Carnival Australia today announced it was adding a sixth vessel to the local arm of P&O Cruises (**CW** breaking news).

Princess Cruises' 2,000-pax *Dawn Princess* will rebrand and be transformed to suit P&O's product, relaunching in May 2017 as the line's largest vessel.

Further, *Golden Princess* is set to remain in Aussie waters for 2017 adding even more local capacity, operating alongside sister-ships *Sun Princess* and *Sea Princess*.

Carnival Australia ceo Ann Sherry said: "Australia is the world's fastest growing cruise market, so as the biggest cruise operator Down Under we're delighted to be expanding our local presence even further."

"These fleet changes will help us further increase the range of exciting cruise options on offer to Australians and continue to meet local demand for holidays at sea."

P&O Cruises senior vp Sture Myrmell said *Dawn Princess* will enable the addition of new onboard product & experiences.

Full 2017 itineraries are TBA.

Creative Cruising★

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Sea Princess fit out

A **NEW** Sports Bar is currently being added to Princess Cruises' *Sea Princess* while in dry-dock in Singapore, one of a number of new features being installed.

Legends bar will offer 14 types of beer, including 10 local drops, darts, a pool table and foosball.

The existing Premier Cru bar will be revamped into an intimate new whisky bar called 'The Nook'.

Other additions include a New Zealand Natural ice cream outlet and the Amuleto Café.

HAL Get Up & Go sale

HOLLAND America Line today launched a week-long promo on select 2015 cruises in Oct, Nov & Dec to Asia, South America, New Zealand and the South Pacific on *Noordam*, *Volendam* & *Zaandam*.

Inside Staterooms lead in at \$999, \$1,199 or \$1,599ppts, with \$200 upgrades to Ocean-view Staterooms available, as well as a US\$400pp onboard credit (per stateroom) - sales end 15 Oct.

Disney 2017 schedule

FAVOURITE destinations in the Caribbean & Bahamas will return to the Disney Cruise Line schedule for the early part of 2017, the line announced yesterday.

Bookings for the 2017 season open today, with Disney ships to be based in San Juan, Puerto Rico; Galveston, Texas, Miami and Port Canaveral in Florida.

Sailings offered will vary in length from three to seven nights, many of which including a full day stop at Castaway Cay, Disney's private Caribbean island getaway.

Last-min barge deals

EUROPEAN Waterways is offering a price cut of \$2,500 per cabin on last-minute departures in Oct on its most popular luxury six-night hotel barge cruises.

The promotion applies to 'The Magna Carta' itinerary departing on 18 Oct or 'The Scottish Highlander' departing on 25 Oct.

For more details, [CLICK HERE](#).

High ScholarSHIP takeover

SIXTY Helloworld agents have signed up to participate in the brand's new Hello ScholarSHIP program with Cruise Lines International Association (CLIA).

Unveiled earlier this year at the agency group's Frontliners event in Cairns (**CW** 04 Aug), the inaugural class will now take part in a six-month program to learn more about the industry and improve personal cruise sales.

Helloworld said the program will also help its frontline agents new to cruise to help cement the brand's promotional ethos as being "experts in everywhere".

The course will utilise tailored modules to hone their knowledge of the sector and will also take part in ship inspections, seminars at sea, meetings with cruise line executives and training webinars.

Helloworld head of branded network Julie Primmer said the company was excited to see the strong interest shown in the ScholarSHIP scheme by its agents.

"We know that our inaugural hello ScholarSHIP program will help participants delve deeper into the world of cruising and we can't wait to see them reap the rewards and take their new found experiences back to their agencies."

A showcase of cruise prizes have

also been put up for grabs as incentives to participating agents including marketing support, CLIA Accreditation points, gifts, Helloworld awards, an invitation to next year's Frontliners in Brisbane and a cruise for two.



ONLY in Dubai?

A new project has launched offering wealthy Emiratis the opportunity to own a "submersible island yacht".

The brainchild of Austrian firm Migaloo, there are five versions of the super-luxury floating homes, which can be up to 283m in length - about the same as *Diamond Princess*.

Options include an underwater dining saloon complete with a shark-feeding facility, a helipad, outdoor cinema or a garden.

Being submersible means the vessels offer high levels of privacy, as well as providing "comfortable and weather independent submerged travelling especially through rough seas".

Check it out online at www.migaloo-submarines.com.

Eligible Aust & NZ resid. travel agents 18+ only. Cruise 9-17/9/16. See T&Cs for details.



PRINCESS
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MAJOR PRIZE

Win an 8-night Kyushu & Korea with Toyohashi Fireworks Festival cruise with AU\$3,000 Princess eZAir credit!

RUNNER-UP PRIZE:

Win one of 20 AU\$200 eftpos gift cards.

CLOSING SOON - DON'T MISS OUT!

CLICK HERE TO CRUISE TO THE TOP
PROMOTION ENDS 11:59PM AEDST 18 OCTOBER 2015



CRUISE NEWS & VIEWS

with Amanda Rixon
CLIA Australasia

Summer is coming

SUMMER is upon us, so too is our busiest cruise season ever!

With a myriad of ships visiting our shores there will be plenty of opportunities to get on board for ship inspections.

For front line agents, ensure you make the most of these visits - you're not just there for the lunch! Make plenty of notes, ask questions, take photos - these all help you to remember key details to help differentiate the product.

Look at the ship through your client's eyes and think about what questions you will be asked by them when selling the ship.

Consider promoting the fact that you've been on board a particular ship to your clients. Perhaps you can put an inspection report in a newsletter or post photos on your work Facebook page? All this will help establish you as an expert in your client's eyes.

Let us know what you're doing - we love to share your photos on our own Facebook page as well!

Lastly for CLIA Members, remember that each inspection is worth 10 CLIA Accreditation points so make sure you keep your confirmations.

NEW... CLIA will soon be launching a self-service system for membership and accreditation updates - stay tuned for more!



Spirit returns home to show off winter makeover



Blueguana Tequila Bar



Guy's Burger Joint

Fathom pricing layout

CARNIVAL Corporation's new social impact cruise line Fathom has unveiled its pricing structure for seven-day voyages to Cuba and the Dominican Republic.

Four stateroom types will be offered - interior, ocean view, balcony & suite - with prices for between 1-3 pax per stateroom.

Departures to the Dominican Republic start from US\$974pp twin share, with Cuba itineraries priced from \$1,800pp twin share, plus taxes, fees and port charges.

Fathom is yet to receive formal approval from Cuban authorities to operate in the country, however Carnival says it is confident this is forthcoming.

Prices vary by low, shoulder and high season, with meals included onboard along with social impact experiences and three onshore impact activities and supplies.

CARNIVAL Cruise Line's first ship to be based year-round in Australia - *Carnival Spirit* - is ready for the coming summer peak, full of new features and activities.

In a \$44 million refit carried out in Singapore, seven restaurants & bars have been added to freshen up the passenger palate and take the total F&B offerings to 25.

These include Guy's Burger Joint, Red Frog Rum Bar and the Blueguana Cantina & Tequila Bar.

Popular features on *Spirit's* sister ship *Carnival Legend* have now been added, including Red Frog Pub, Bonsai Sushi, Cherry On Top and Hasbro the Game Show.

Also new for Aussie cruisers is Alchemy Bar (*CW 31 Mar*), where interaction with crew is the name of the game as a passenger's true tastes are turned into a cocktail.

Appealing to local tastes, new specialty items on the *Spirit* menu include the novelty Boomerang Burger and the new 'Red Centre' cocktail, featuring hints of lemon myrtle and strawberry essence.

Onboard entertainment has also been refreshed, with a swathe of new Playlist Productions shows including Dive-In Movies, 80s Pop To The Max and Getaway Island.

"The new shows will blow our guests away with their

dazzling, high tech visuals and high energy performances," Carnival Cruise Line vice-president Australia Jennifer Vandekreeke said.

For more photos from onboard the new-look *Carnival Spirit*, [CLICK HERE](#).



Bonsai Sushi

Azamara countdown

AZAMARA Club Cruises has begun the final countdown for its inaugural Australian season, with *Azamara Quest* to dock at Darwin inside three months on 28 Dec.

Princess revises fees

PRINCESS Cruises is increasing its onboard service daily fee for departures from 01 Jan next year.

The line's gratuity charge will climb to US\$12.95pp per day, with pax in suites paying \$13.50.

New Crystal land trip

CRYSTAL Cruises has unveiled a new pre or post-cruise land tour available for guests embarking or disembarking in Berlin on two 2016 Northern Europe voyages.

The three-night itinerary is on offer with a 22 Jun Stockholm to Berlin sailing & a 02 Jul Hamburg to Amsterdam departure.

Guests on the land extension will visit a number of UNESCO Heritage List sites, view artefacts from Berlin's history and visit the city's famous Brandenburg Gate.

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