

CRUISE

WEEKLY



Thursday 22 Oct 2015

Cruise Weekly today

Cruise Weekly today features three pages of all the latest cruise industry news.

MSC status match

MSC Cruises has launched a new "Status Match" program, which allows MSC pax who are members of other cruise line loyalty schemes to receive similar benefits when sailing with MSC.

Guests who sign up through 'Status Match' will automatically acquire a similar or higher MSC Voyagers Club membership status, as well as a guaranteed 5% discount on any booking.

"The range of privileges extended to MSC Voyagers Club members includes, among others, dedicated events, milestone rewards and exclusive onboard offers," said MSC Australia/NZ managing director, Lynne Clarke.

"Such a level of care is only possible from a family-owned company," she said.

Cruise Down Under rebrands

CRUISE Down Under has this morning announced that henceforth it will be known as the Australian Cruise Association.

The move is said to better represent the organisation's members, roles and objectives.

This initiative reflects the growth and diversity of the industry group, and the importance of its role in the burgeoning Australian cruise industry, according to ceo Jill Abel.

"Australian cruising continues to be a huge growth industry, and we felt a new name for our organisation better reflects our role and positions us perfectly for the future," she said.

Apparently the rebrand was a topic for discussion at the recent CDU conference in Darwin (**CW 17 Sep**), where it was suggested



that there was some confusion around the existing name, with CDU often mistaken for a commercial cruise travel agency rather than an industry association.

The Australian Cruise Association's objective is to promote the Australian and Pacific region as a fast growing international cruise destination, with a strong economy and source market offering an extensive range of experiences.

Along with the new name the organisation's brand has been refreshed (pictured) with a new logo and website update.

Members include a broad cross-section of the Australian cruise industry including national and state tourism agencies, shipping agents, inbound tour operators, regional ports and "companies dedicated to making the region a major world class base and destination for cruise vessels."

Genting joins the club

STAR Cruises and **Crystal Cruises** owner **Genting Hong Kong** has acquired Singapore-based nightlife and clubbing brand, **Zouk**.

Genting HK will aim to grow the Zouk brand, with initiatives such as its Star Cruises "Beatship" club cruise concept collaborating in a major Zouk party in Kuala Lumpur tomorrow.

Cruise Industry Awards nominations

CRUISE Lines Industry Association Australasia has opened nominations from agents for three categories in the 15th annual Cruise Industry Awards.

Categories open for entries include Agent Promotion of the Year, for both Australia and NZ, as well as Network Promotion of the Year Australasia.

Other categories, including Cruise Agency of the Year, Online Agency of the Year, Home Based Agent of the Year, Cruise Consultant of the Year, the Rising Star award and the latest entrant to the CLIA Hall of Fame, are nominated by CLIA member cruise lines.

"The annual awards night is a great night out and gives member cruise lines the chance to recognise and reward outstanding achievements from within the travel industry," said CLIA commercial director Brett Jardine.

Submissions close on Fri 18 Dec, with the awards ceremony taking place at the Star Event Centre on Sat 20 Feb 2016.

Tickets will go on sale later this year, with the nomination forms now available at cruising.org.au.

Ponant showcase

PONANT Cruises is running five events in Auckland, Sydney, Brisbane, the Gold Coast and Melbourne to highlight its 2016/17 itineraries - register online by **CLICKING HERE**.

Creative Cruising★

**NO TRICKS,
JUST TREATS!**

Earn a \$25* Gift Card

for every cabin booked this Halloween (1-31 October)



[VIEW DETAILS >](#)

WE MAKE CRUISING SIMPLE

Experienced & reliable staff • Excellent service • Short call waits

explore4

Explore your world
with four exceptional offers.

FREE Signature Beverage Package

FREE Pinnacle Grill dinner

Reduced cruise fares for 3rd/4th guests

50% reduced deposit

Bonus Suite offers



Holland America Line
A Signature of Excellence

[OFFER DETAILS >](#)

*Select 2015-2017 sailings. Restrictions apply. See full terms & conditions.



CRUISE NEWS & VIEWS

with Brett Jardine
GM, CLIA Australasia

CRUISE INDUSTRY AWARDS

AS we approach the last couple of months of 2015 it is time to reflect on some of the great work you might have undertaken this year. With this in mind, agents and networks should consider how they can be recognised at the Annual Cruise Industry Awards hosted by CLIA.

Most of the award categories are determined through a process where the cruise lines are actually voting for the top achievers so there is no need for agents to be putting forward submissions – except for the Cruise Promotion of the Year awards.

There are two categories open for submissions - Agent Promotion of the Year and Network Promotion of the Year. These categories are open for self-nomination by any Travel Agent or Retail Network member of CLIA Australasia.

Submissions must be based on consumer cruise promotions undertaken during the 12 month period to 30 November 2015 that feature CLIA Cruise Line Member product. Potential finalists will be judged on the efforts and success of a specific FIT or Group Travel campaign as well as overall strategy of the campaign in any form of media.

Submissions will be judged by an independent panel and must be received by Friday 18th December. To download an application form, click on the Awards tab at the CLIA website www.cruising.org.au.



Buhy Bok promotion

BUHDY Bok, president of Costa Asia and Costa Cruises Asia Pacific and China, has been promoted to the role of Costa Group Asia President, where he will also oversee the entry of the AIDA and Carnival Cruise Line brands into the Chinese market (**CW** 15 Oct).

Bok joined Costa in May 2011 as Vice President China, with his role expanding to cover the rest of the Asia Pacific region and then becoming Senior Vice President Asia Pacific & China in Jul 2013.

In Feb this year he was named President of Costa Asia, Costa Cruises Asia & China.

Carnival China partnership

CARNIVAL Corporation is set for major expansion in China, with the proposed launch of a domestic cruise business in partnership with the state-owned China State Shipbuilding Corporation (CSSC) & China Investment Corporation.

Announced in London during a meeting between UK prime minister David Cameron and Chinese president Xi Jinping, the major deal will see the creation of the first multi-ship fleet sailing for a domestic Chinese clientele.

The Chinese partners together will hold 60% of the joint venture, while Carnival, with a 40% stake, will operate the vessels.

There's no firm timeline for the launch of the new operation, with further details still being finalised including a proposed partnership between shipbuilder Fincantieri and CSSC.

Carnival global chief operations

officer, Alan Buckelew, who is based in Shanghai, said it's possible the venture could be "seeded with existing tonnage while we wait for newbuilds to be delivered".

Market research will now be undertaken to identify possible design features, with Buckelew saying the JV is a "significant step forward for the cruise industry in China and a tremendous opportunity for us to work together with CSSC and CIC to grow awareness, interest and demand for cruise vacations among domestic Chinese travellers".

The eyes of the global cruise industry are firmly fixed on the growth potential of China, with Royal Caribbean's former *Celebrity Century* now sailing as *Golden Era* under the SkySea Cruises joint venture with Ctrip.

Star Cruises is also in the process of building a new vessel expressly tailored for the China market (**CW** 22 Sep), while Carnival has also confirmed it will deploy AIDA, Costa, Princess and Carnival Cruise Line vessels in China in 2017.

MSC Cruises is deploying its *MSC Lirica* in Shanghai, while Norwegian Cruise Line is also set to deploy a China-specific newbuild in the country in 2017.

Silversea unveils Muse



SILVERSEA Cruises director of expedition cruises, Conrad Combrink, made a fleeting visit to Australia earlier this week to update the industry on the latest developments within Silversea.

Big news for the company is the pending debut of *Silver Muse* which will join the company's Classic fleet in 2017.

Muse will carry 596 passengers and offer a range of enhancements including 34 of the popular Silver Suites as well as connecting rooms, reflecting the rise of intergenerational travel.

Combrink also showcased the expansion of Silversea's expedition fleet, which will see the the classic *Silver Cloud* undergo a transformation into an ice-class vessel.

Carrying a maximum of 200

passengers into the polar regions, the refreshed *Silver Cloud* will join *Silver Explorer*, *Silver Discoverer* and *Silver Galapagos* to offer passengers the opportunity to explore the world's remotest regions in luxury.

Combrink is pictured above with Peter Graham and Karen Christensen from Silversea's Sydney office.

MEANWHILE it's been confirmed that the Silversea role formerly held by Steve Odell (President, Europe & Asia Pacific) will not be replaced, following Odell's return down under as head of Norwegian Cruise Line Holdings for Australia/NZ.

Silversea's revised structure sees the company's senior managers around the globe report to its chief operating officer.



Lindblad Expeditions - Galapagos 2016

THE 2016 Galapagos brochure from Lindblad Expeditions invites cruisers to see the



stunning destination "as Darwin did - aboard an expedition ship equipped to give you the most engaging experience possible".

Itineraries take passengers from island to island to make new daily discoveries, with travellers able to hike, kayak and Zodiac around the region's intriguing living artefacts.

For more information see au.expeditions.com.

CRUISE

WEEKLY

AGENT
UPDATE

Thursday 22 Oct 2015

Horsing around with Lindblad



LINDBLAD Expeditions has partnered with the Australian Turf Club, to sponsor two spring race

days at Sydney's Royal Randwick Racecourse.

Lindblad BDM Christine Gardiner recently hosted this group of top selling agents for a day at the races, which included the excitement of spending time in the winner's circle and even presenting the sash to the winning jockey and horse.

Gardiner is pictured with Jenny Brushe from iTravel Wahroonga, Lyn Tyson of travelManagers Australia and Derek & Rob Kirk of italktravel Hornsby.

True North adds Barossa to itinerary

NORTH Star Cruises has announced some "significant upgrades" to its popular Southern Safari itinerary, with the first day of the voyage ex Adelaide now including a visit to Penfold's iconic Magill Estate before moving onto the Barossa Valley.

The day in the vines includes dining at 'Fino' in the original bottling hall at the Seppeltsfield winery, with passengers then joining the ship for the rest of the itinerary which takes in Kangaroo Island, cage diving with great white sharks, swimming with giant tuna plus oysters and champagne in Coffin Bay.

More info 08 9192 1829.

Do you have the
Cruise Weekly app?



ANDROID APP ON
Google play

Download on the
App Store

Oceania suite redesign

OCEANIA Cruises has unveiled the Owner's and Vista Suites which will debut on its newest ship, *Sirena*, when it emerges from its \$40 million upgrade.

The six Owner's Suites and four Vista Suites have been redesigned and furnished in a fresh, contemporary style, while Oceania has also confirmed the introduction of fine Bvlgari bath amenities for guests booked at Concierge Level or above.

The products include a new Bvlgari scent offered exclusively by Oceania Cruises called The Blu.

Sirena will also feature two new specialty restaurants, Tuscan Steak and Red Ginger (**CW** 06 Oct) as well as Jacques Bistro, a new gourmet lunch experience at the Grand Dining Room which features some of legendary chef Jacques Pepin's signature dishes.

MEANWHILE Oceania has also launched a new travel agent incentive, offering \$100 bonus commission on any booking made between 21 and 31 Oct 2015 - for details call 02 9959 1371.

Escape to Tahiti

ISLAND Escape Cruises has added Tahiti to its winter schedule, with the addition of seven and ten-night "Tahitian Affair" voyages from May 2016.

Taking in French Polynesia's Leeward Islands aboard the 24-passenger *Island Passage*, the voyages will explore magnificent sheltered lagoons where larger vessels are unable to enter.

"This allows our guests to enjoy full days at play, each night peacefully at anchor and fully focused on these absolutely iconic Tahitian islands," the company said.

Details on 1800 584 869.



CRUISE ship photos are so five minutes ago.

German cruise line AIDA has launched a new system onboard which allows passengers to take themselves home - in miniature 3D format.

They're not actually calling them personal action figures, but the "3D portraits" are certainly an accurate rendition of the subject, with the Twinkind scanning booth using 200 sensors to capture a "full dataset" of the passenger.

The 3D printing actually takes place offsite in Berlin, with options ranging from 1:24 scale right through to 1:5.

Prices start at €99 for the smallest figurine - right up to a whopping €596 for a 1:5 scale model of yourself which is posted to your home to await your return.

The *Aidabella*, which is the only vessel to feature the option at this stage, will be cruising out of Bangkok for the upcoming summer season.



Barging discounts

EUROPEAN Waterways is offering 10% off per cabin as well as 10% off whole boat charters for its luxury hotel barge voyages in Mar and Apr 2016, for bookings made by 31 Dec.

For more info call 1800 828 050.



jobs now in...

United Kingdom
London
West England
Shanghai
Hong Kong
New Zealand
Western Cape
Malta
Fiji
Sydney
Melbourne
Perth
Brisbane
Canberra
Tasmania

jito

post a job

jito.co

view jobs

jobs in travel, hospitality & tourism

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.

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.

Editor: Bruce Piper info@cruiseweekly.com.au

Contributors: Matt Lennon, Guy Dundas, Jenny Piper, Jasmine O'Donoghue

Advertising and Marketing: Sean Harrigan and Magda Herdzik ads@cruiseweekly.com.au

Business Manager: Jenny Piper 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