

CRUISE

WEEKLY



Cruise Week
SPECIAL EDITION

Monday 07 Sep 2015



WELCOME TO
CRUISE WEEK
2015

with Brett Jardine
Commercial Director, CLIA Australasia

Today marks the official start of our fourth annual Cruise Week - with Cruise Week 2015 set to be our biggest yet.

JUST as many associations and charities have a special day or week to raise awareness, Cruise Week is the cruise industry's chance to shine. To do this it is essential that we capture the imagination and support of the entire industry.

To quote a well-known phrase: "The power of one if fearless and focused is formidable, but the power of many working together is better". Cruise Week creates the framework for many individuals to focus on a primary goal of raising the awareness of cruising.

We are fortunate that we already have well over a million Aussies and Kiwis taking a cruise each year. Imagine if we could get each of these million to convince one friend to join them on a cruise! Whilst doubling our collective cruise business in one year may be a tad ambitious, if we can all commit to promoting the idea to your clients then we are instantly leveraging a significant base.

All of a sudden we will be reaching an audience wider than one of us could ever have imagined - and on our way to setting new records.



Get ready for a big summer!



AUSTRALIA'S biggest ever cruise season will kick off shortly, with a record 38 ships from Cruise Lines International Association lines to operate in local waters in the coming months.

The flotilla includes a whopping eight ships making their maiden visits to Australia (CW Thu) with the growth in new arrivals seen as "another clear indicator of the surging popularity of cruising," according to CLIA Australasia commercial director, Brett Jardine.

"Cruise lines around the world are looking for new destinations and new homeports for their ships - and Australia is hot property right now," he said.

"Not only do we have fantastic ports to visit and great weather, we also have a population that can't wait to cruise, and that's encouraging more cruise lines to send more ships our way".

The 2015/16 cruise season will kick off with *Diamond Princess'* (pictured) arrival in Sydney on Thu 29 Sep, with the ship to be based in the NSW capital for a season of 14 voyages over the summer.

Royal Caribbean's *Legend of the Seas* will operate the line's first ever Brisbane season, while RCCL's Azamara Club Cruises will also make its first visit to Australia when *Azamara Quest* arrives in local waters in Jan 2016.

Other debutantes include *Costa Luminosa*, Ponant's *Le Soleal*, RCI's *Explorer of the Seas*, *Noordam* and of course P&O's new *Pacific Aria* and *Pacific Eden* which will join a five-ship P&O spectacular in Sydney Harbour on 25 Nov.

Princess Cruises *Golden Princess* will also become the largest ever ship to be based in Melbourne.

The huge season bodes well for the industry, with cruising certain to be top of mind with consumers - on top of the Cruise Week promotion which kicks off today.

Send us your pics!

TRAVEL agencies conducting Cruise Week events are invited to take a photo and send it in so we can feature it in an upcoming edition of Cruise Weekly.

Email details of your activities to cruiseweek@cruiseweekly.com.au.

Today's issue of CW

This special bonus Cruise Week edition of *Cruise Weekly* features four pages of packed with news, a page of **Cruise Week deals** plus a full page promoting **Oceania Cruises** bonus savings.

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SAVE UP TO 30%



Crail Asia incentive

THE 20 top sellers of Infinity Cruise & Rail Division packages for 2015 will earn a place on the wholesaler's incentive to Asia.

The 13-day prize includes five nights on *Sapphire Princess* from Singapore and two nights on the *Eastern & Oriental Express*, set for departure on 16 Mar 2016.

Princess unveils winter 2017



PRINCESS Cruises will head to the Arctic Circle from Australia for the first time as part of its winter program in 2017.

Sea Princess will depart Sydney 20 May 2017, visiting 39 ports in 26 countries during the 104-night global trip.

The voyage will cruise via the Middle East to Europe and the UK, calling in to the Lofoten Islands, Tromso, Honningsvåg and Akureyri in the Arctic Circle before visiting North and South America & the islands of the Pacific on her return.

VP Australia & NZ Stuart Allison said the Arctic Circle was an exciting opportunity to offer the local market something new.

A holiday in the Land of the Midnight Sun is hard to do on the ground, Allison added, whereas by sea, it is "effortless".

Princess last week also launched a 75-night Circle Pacific itinerary, which for the first time will be offered on the *Golden Princess*.

This is in addition to Princess Cruises' first South American circumnavigation from Australia, which will depart Sydney on 11

Jan 2017 (TD 13 Apr 2015).

Other highlights of the program include the 35-night voyage to Hawaii and Tahiti on *Golden Princess*, 10-night voyages to the South Pacific from Brisbane on *Sun Princess* and two voyages from Fremantle, direct to South East Asia with a 15-night Indonesia and 12-night Treasures of Asia voyage.

Princess Cruises' Rai Calouri, exec vp of Guest Experience; Jan Swartz, president and Stuart Allison are pictured at an event in Sydney last week.

Crystal Yacht Cruises culinary concept

CRYSTAL Cruises has unveiled the culinary offerings which will be available on board its new 62-guest *Crystal Esprit*, which will debut in the Seychelles this coming Dec.

The first vessel to sail under the new Crystal Yacht Cruises brand will showcase many of the favourite dishes served on *Crystal Symphony* and *Crystal Serenity* with a strong focus on the quality local ingredients where she sails.

Crystal Esprit will offer guests an array of choice around the clock, from small bites and midnight snacks through to casual lunches al fresco and "chic, multi-course dinners".

On-board eateries will include The Yacht Club and its outdoor extension, the Patio Cafe; the Sunset Bar & Grill; The Pantry; and of course private in-suite dining and 24-hour room service.

Fares start at US\$3420pp for a six day round-trip Mahe/Victoria saving booked by 31 Oct 2015.

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Monday 07 Sep 2015

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Celebrity Earlybirds

PASSENGERS keen to cruise in Europe on Celebrity Cruises can receive two free onboard perks as part of the line's special earlybird offer for CLIA Cruise Week 2015.

Book before 15 Sep and choose from a Classic Beverage Package, unlimited internet, prepaid gratuities or \$150pp cruise credit.

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Lindblad half-century

LINDBLAD Expeditions has launched its 2016/17 season of Antarctica voyages, which will be a celebration of 50 years the line has explored the frozen region.

Three itineraries ranging in length from 12-22 days have been rolled out for the season, with departures scheduled from Nov through to Mar and prices starting from \$14,410ppts.

Two ships - *National Geographic Orion* and *National Geographic Explorer* will operate expeditions.

Caring at Hurtigruten

ENVIRONMENTAL preservation efforts in a variety of regions will all be represented by one brand after Hurtigruten created The Hurtigruten Foundation.

The brand will allow the line to bring all of its environmental efforts together under one name.

UN 'Patron of the Oceans' Lewis Pugh is the brand's Ambassador.

Oceania gives credit

OCEANIA Cruises has revealed its promotion for CLIA Cruise Week 2015.

Exclusively valid for travel agents during the 07-14 Sep booking window, the line is offering US\$200 in shipboard credit per stateroom on any Oceania Cruises voyage globally.

The deal reflects a saving of up to \$6,170 per passenger.

Agents wanting to access the offer can quote code 'OCAU15' when booking - phone (02) 9959 1371 for more details.

APT China bonus

APT is celebrating CLIA Cruise Week with a range of exclusive deals including a special offer on its 13-day *Best of China* luxury land and cruise holiday.

Bookings made between 07 and 14 Sep via a CLIA Member Travel Agent will receive one free return flight to China with Singapore Airlines, and a saving of \$500 per couple, meaning the journey is priced from \$5,145ppts.

The holiday includes three nights at the Raffles Hotel in Beijing and three nights at the Fairmont Peace hotel in Shanghai, with a four night *Sanctuary Yangzi Explorer* cruise between, plus two nights in Xi'an.

More on 1300 196 420.

Fathom Cuban ports

HAVANA, Cienfuegos and Santiago de Cuba have been named as the three destinations in Cuba to be visited by Carnival Corp's newest brand fathom.


The humanitarian-focused brand will begin sailing week-long itineraries to the Caribbean island from May next year, subject to forthcoming approvals from Cuba.

CCL back to Alabama

CARNIVAL Cruise Line is close to signing a deal to base a ship back in the Alabama port of Mobile on either a seasonal or year-round basis, Mobile City Mayor Sandy Stimpson said.

If confirmed, it would be the first time Carnival has returned since pulling out four years ago.

PORTHOLE



CRUISE conferences are always exciting and informative - but the upcoming Florida-Caribbean Cruise Association (FCCA) event taking place 05-09 Oct in Cozumel, Mexico is really taking it up a notch.


As well as bringing delegates face to face with senior cruise line executives - including Carnival chairman Micky Arison, Disney Cruise Line president Karl Holz and Royal Caribbean International ceo Michael Bayley - the FCCA Conference & Trade Show will offer meetings, workshops and networking opportunities.

All of that sounds great - but the real clincher is a "Night Extravaganza" on the evening of 07 Oct.

The major entertainment on the evening will be a massive ping pong tournament, hosted by none other than Royal Caribbean Cruises Limited president and chief operating officer, Adam Goldstein - who apparently has private ping pong lessons once a week..

"I look forward to interacting with cruise tourism's key stakeholders," Goldstein said.

The event will see contenders battle Goldstein one-on-one - and potential challengers can study the RCCL chief's form via a special video loaded online at cruiseweekly.com.au/videos.




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

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P&O Pearl pax pledge proceeds



DISEMBARKING and embarking P&O Cruises' *Pacific Pearl* passengers dug deep to support Legacy as members of the armed services collected donations for the organisation last Fri at the Sydney Overseas Passenger Terminal.

Pictured are Australian Army Signal Corp diggers Warren Lisbon-Pinto and Andrew Karvinen.

For decades, Legacy has supported the armed service families of those who lost a loved one in the field.

Norwegian seeks Syd staff

NORWEGIAN Cruise Line has launched a recruitment drive for its new Australia & New Zealand based operation in Sydney's CBD.

The new office, which will be headed up by former Silversea president Europe & Asia Pacific, Steve Odell (**CW** 01 Jul), is seeking local talent for a range of roles, from front-line positions to back office, call centre and IT roles.

Permanent/full-time positions include business development managers for New South Wales, Queensland, a joint Victoria/South Australia/Tasmania exec and another in New Zealand.

Other roles cover inside sales, marketing, digital marketing, finance director, accounts and IT support & network administrator.

Candidates are tempted with the promise of "superior support from senior management, inside sales and marketing, plus learning and development opportunities".

Spearheading the recruitment is Alexander Associates, led by account director Philippa Baker.

Baker told **Cruise Weekly** she had been working with Norwegian's Miami-based International Business Development Team for the last two months "and the level of interest within the travel

and cruise network has been incredible.

"Candidates recognise the brand as an innovator in the industry, understand the opportunity for sales here and were delighted by the appointment of Steve Odell as SVP and Managing Director Australia and New Zealand".

The company will deploy its *Norwegian Star* in Australian waters in 2017 - for info on the roles see the ad on **page two**.

Free Tauck trip promo

FAMILY owned river cruise operator Tauck has extended its free trip incentive until 14 Sep, offering the opportunity for travel agents to earn a cabin for themselves and a companion.

Originally set to expire on 31 Aug, the promotion is now valid for sales made to 14 Sep as part of a CLIA Cruise Week incentive.

Agents depositing four pax new to Tauck on any of the company's six brands on 2015 or 2016 voyages will earn a free cabin to take their own Tauck experience.

If booking eight pax, the selling agent can take a companion on the same reward voyage.

For more information, phone Travel the World on 1300 857 037.

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*Terms and conditions: Save 15% valid on all 2016 Avalon Waterways France only cruise itineraries and departures and all river cruises aboard the Avalon Felicity and Luminary. Save 10% valid on all 2016 Avalon Waterways Europe and South East Asia cruise itineraries and departures. Discount is based on Category E (Europe) or Category B (South East Asia) twin share price, excluding extra night accommodations, extension programs, port charges, upgrades and single supplements. All care is taken to promote correct pricing at time of printing, is dependent upon availability and will be confirmed at time of reservation. Offer not applicable to Avalon/Royal Suites (Jr Suites). Valid for Singles (single supplement applies). Offer may not be combined with any other offer except with 5% Journeys Club Discount (must present Journeys Club number at time of booking and before full payment is paid to receive discount on the Avalon core cruise and on twin share price Category E (Europe) or Category B (South East Asia), not including upgrades, extra night accommodations, extensions, taxes/fees, tips and supplements/reductions). Non-refundable/transferable deposit of \$500/pp/cruise required within 7 days to secure. Offer not applicable to groups. For full terms and conditions visit www.avalonwaterways.com.au or www.avalonwaterways.co.nz AU license number 2TA000637.



Cruise Specials

National Cruise Week is now underway, and cruise lines operating in Australia and overseas have all come to the party, releasing super-special deals available for sale from 07-14 September 2015.

Hurtigruten is offering savings of up to 30% off Norway Coastal Voyages, with a combination of an extra 5% CLIA Cruise Week discount and early booking fares which save clients up to 25%. Any Antarctic, Spitsbergen, Greenland, Iceland or Europe Explorer voyage departing 01 Nov 15-01 Mar 2017 booked during Cruise Week will also attract a 5% saving - **1800 623 267** or **CLICK HERE**.

Windstar Cruises is showcasing a three week sale on selected 2015 and 2016 departures in Europe, the Caribbean, Tahiti and the Panama Canal. Offers close on 15 Sep 2015 and include last minute savings of up to 47% on 2015 departures. There are also early booking savings of up to 29%, with 2016 fares to increase next week. **For more information see www.traveltheworld.com.au.**

APT is offering a range of CLIA Cruise Week specials including fly free deals and cabin upgrades on river and small ship ocean voyages across the globe. Product on offer includes Antarctica, Myanmar, Canada/Alaska, China, Europe, India, Japan/Taiwan/Philippines, South American and Vietnam/Cambodia cruises and tours - **for more info see www.aptouring.com.au.**

Avalon Waterways is offering savings of up to 15% on 2016 France river cruises, while 2016 departures on the *Avalon Luminary* or *Felicity* also come with 15% off. Other Europe departures from the Avalon Waterways World Collection brochure have a 10% saving, while the operator also has offers on South East Asia cruises - **for more information see www.avalonwaterways.com.au.**

Silversea Cruises is offering a CLIA Cruise Week saving of \$300 per person on any 2015 or 2016 departure. The deal, which is strictly limited to the first 100 bookings, includes trips in Asia, the Mediterranean, Northern Europe, Alaska and The Kimberley. Silversea offers 272 voyages to 845 destinations on all seven continents - **see www.silversea.com.**

CLIA Cruise Week offers from **Un-Cruise Adventures** include savings on a range of voyages in Mexico, Hawaii, Alaska, the Pacific Northwest, Columbia & Snake rivers and even the Galapagos. There are also savings of US\$400 on Un-Cruise's inaugural sailings in Central America - the "Uncharged Isthmus! Sloths, Monkeys & Mangroves" trip - **see www.un-cruise.com.**

Agents who book a **Tauck** product can offer their clients **two free nights for any 2016 land, river or small ship cruise booked during CLIA Cruise Week**. Agents also have the opportunity to experience the **Tauck** difference for themselves by booking four passengers, with a companion able to go as well if you book eight pax - **for more info see www.traveltheworld.com.au.**

MSC Cruises has released a range of deals exclusively to the Australian market, with a Cruise Week sales showcasing bonus offers on up to 70 selected departures in the Mediterranean, Caribbean, Cuba and the Arabian Peninsula. Extras include \$100 per cabin on-board credit, up to 48 hours free wifi and daily in-cabin continental breakfast. **For info see www.msccruises.com.au.**

Holland America Line is promoting its 'Explore4' offer on selected cruises across the globe. Explore4 includes a free signature beverage package, a free Pinnacle Grill dinner, reduced fares and 50% reduced deposits. Suite bookings receive all four offers plus US\$300 onboard credit per stateroom and a free Canaletto dinner - **for more information see www.hollandamerica.com.**

Travelmarvel exclusive CLIA Cruise Week deals include a saving of \$200 per couple on the 15-day European Gems River Cruise, on top of existing fly free deals on 2016 departures. Cruise Week savings of \$200 per couple are also available for Vietnam & Cambodia, India, Canada/Alaska and South America departures - **for more details see www.travelmarvel.com.au.**

Oceania Cruises is offering US\$200 shipboard credit per stateroom on any voyage booked during CLIA Cruise Week. That's on top of special OLife Advantage offers on Veranda Staterooms and above such as free shore excursions and onboard internet. The Around the World 180-day voyage on *Insignia* also has bonus savings of up to 43% - **for more details see www.oceaniacruises.com.**

Ponant is offering A\$250 savings per person for bookings of its luxury yacht cruises and expeditions made during CLIA Cruise Week. Quote the code TOCLIA01 to access the offer valid on 47 selected cruises in America, Asia, Pacific, Arctic, Antarctica, Alaska, Caribbean & Europe aboard its fleet of four expedition small ships and single sailing ship - **more details on 1300 737 178.**

Travel the World is offering up to US\$150 onboard credit per stateroom on Carnival Cruise Line's new *Carnival Vista* which debuts in Europe next year. Vista features the world's first onboard IMAX theatre, the SkyRide suspended cycling track and new Havana staterooms with a private outdoor patio featuring deck chairs and a hammock - **see www.traveltheworld.com.au.**

Celebrity Cruises is offering a bonus US\$100 onboard credit and half price deposits for Europe 2016 cruise holidays booked before 15 Sep 2015. Passengers can also avail themselves of a choice of two bonuses, selecting from a classic beverage package, unlimited internet, prepaid gratuities or US\$150 onboard credit per person. **For more details see www.celebritycruises.net.au.**

More Cruise Week offers available at www.cruiseweek.org

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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