

# CRUISE

WEEKLY



Thursday 24 Sep 2015

## Hurtigruten winner

**CONGRATULATIONS** to Ian McMinn from Blue Full Service Travel Cruises and Tours, who was the lucky winner of a copy of Hurtigruten's "Norway's Coastal Kitchen" cookbook in the competition in Tue's issue of **CW**.

## Cruise key for NSW Ports

**THE** recent privatisation of Port Botany, Port Kembla and Newcastle Port by the NSW government has had a significant impact on the Port Authority of NSW, which now has a much larger slice of its revenue coming from cruise shipping.

Prior to the privatisation passenger cruising comprised just 3% of turnover, but now it's more like a quarter of the Authority's revenue, according to ceo Grant Gilfillan who was one of the keynote speakers at the recent Cruise Down Under conference.

Gilfillan gave an insight into the Authority's attitude to the cruise sector, which has seen ongoing investments including Sydney's White Bay cruise terminal and a

major upgrade to the Overseas Passenger Terminal at Circular Quay to handle bigger ships.

However he pointed out the high premium paid by investors in the privatisation process, with berth owners expecting good returns - which in many cases are much more from container ships than from passenger cruising.

"Governments may be able to place a value on the economic contribution of cruise, but the private sector may not," he said.

Gilfillan highlighted White Bay as "critical for growth" of the cruise industry, with capacity for two ships together, while the Authority continues to explore other ways to handle more of the larger vessels which are unable to fit under the Harbour Bridge.

He urged the industry to adopt a cooperative approach, suggesting possible solutions such as large floating pontoons to enable more efficient tendering when space in the harbour is at a premium.

## SeaDream tees off

**SEADREAM** Yacht Club says over a dozen of its 2016 European sailings will include opportunities to play on some of the world's most famous golf courses.

As well as pre- and post-cruise rounds, some voyages offer the possibility to play in a different port every day, with SeaDream arranging tee times, transfers and equipment - 02 9958 4444.

## Cruise Weekly today

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



## Brochure Spotlight

### BESPOKE

tour operator Abercrombie & Kent has released its 2016/17 brochure covering the range of



polar expeditions in the Arctic and Antarctic regions.

The latest season is headlined by a new 12-day 'Iceland & Greenland: In The Wake of the Vikings' itinerary which takes pax along routes travelled centuries ago by the Vikings.

Voyages are operated by two chartered Ponant vessels *Le Lyrial* and *Le Boreal*.

Each is accompanied by experts in a variety of fields associated with expedition cruising such as scientists, zodiac drivers, conservationists, wildlife photographers, historians, geologists and much more.

Destinations include South Georgia, the Falkland Islands to remote villages in Greenland.

The new 2016/17 Polar guide can now be downloaded from Abercrombie & Kent's website.



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## Scenic South East Asia

**SCENIC** has launched its first ever South East Asia River Cruising brochure, offering the operator's collection of voyages on the Mekong and Irrawaddy.

The 2016/17 program features the inaugural season for the new 34-suite *Scenic Spirit* which launches on the Mekong next Jan, as well as the 22-suite *Scenic Aura* which will debut in Sep 2016 on the Irrawaddy.

The 132-page brochure can be downloaded at [scenic.com.au](http://scenic.com.au), while a video of the recent floating out of *Scenic Spirit* is now at [cruiseweekly.com.au/videos](http://cruiseweekly.com.au/videos).



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WEEKLY

AGENT  
UPDATE

Thursday 24 Sep 2015

## Reynolds to head APT

**STEVE** Reynolds was today named as Executive General Manager for APT, moving from his former role with UK-based Back-Roads Touring and before that as ceo of Cox & Kings Australia.

David Cox, who's been overseeing both the APT and Travelmarvel brands, will now become Travelmarvel Executive General Manager, with Cox Reynolds part of the senior team reporting to APT Group md Chris Hall.

## MSC fined for dump

**ENVIRONMENTAL** authorities in Brazil have levied a fine on MSC Cruises of 2,505,000 Brazilian Real (AUD\$879,983) for a 2013 charge of dumping bags of garbage into the sea off the coast.

The punishment stems from a charge against the *MSC Magnifica* from 2013 when video of a crew member throwing bags of rubbish over the ship's side was captured by a passenger, with the footage later going public.

## Carnival on fleek

**CARNIVAL** Cruise Line has added "stylist to the stars" Penny Hunt and Beauticate website founder Sigourney Cantelo to the onboard talent during this year's *Carnival Spirit* Melbourne Cup cruise, with both of the former Vogue Beauty Editors hosting a series of onboard beauty and style workshops.

Carnival vice president Jennifer Vandekreeke said the guest speakers would make sure punters are "race ready".

Passengers on the voyage are being offered a general admission ticket to Crown Oaks Day during the ship's extended four-day call to Melbourne.

The eight-night Cup cruise which departs Sydney on 30 Oct will also kick off with a "Halloween spooktacular" before the racing fever takes over.

## P&O beverage packs

**P&O** Cruises Australia has soft launched a new alcoholic beverage package, with the offer debuting on a *Pacific Pearl* trip from Sydney this week.

The "Premium Beverage" package is priced at \$69 per adult per day and includes wine, beer and some spirits plus bottled water, coffee, tea and soft drinks.

Only one drink can be ordered at a time and the package must be purchased within the first two days of the cruise for the full duration of the voyage.

It's expected that following a successful trial the packages will be rolled out across the line's fleet which will be boosted to five ships in Nov with the arrival of *Pacific Aria* and *Pacific Eden*.

## Carnival to Mobile

**CARNIVAL** Cruise Line has announced the year-round deployment of its *Carnival Fantasy* from Mobile, Alabama.

The schedule of four and five day cruises to Mexico will commence in Nov, after *Fantasy* undergoes a major upgrade under the Fun Ship 2.0 program.



**DESPITE** the topic being likely to have many different opinions, APT has released what it claims to be the seven best spots in which to snap a memorable selfie.

Whether it be with a landmark, ancient architecture, monument or even local law enforcement, APT's list covers them all.

Heading the countdown are the Royal Canadian Mounted Police, perhaps better known as Mounties, where if you can tear yourself away from the awe-inducing scenery, the Mounties are often happy to oblige.

Next on APT's selfie bucket list are the Eiffel Tower, a European castle and Angkor Wat.

A selfie looking down on the Incan ruins of Machu Picchu is a fairly ubiquitous shot - we all have friends who have provided that on their social media pages.

Closing out the list are the natural beauty of the Kimberley in the great Aussie outback and onboard a small ship cruise.

Everybody has their own idea of the perfect selfie spot though.

**TALK TO US:** Where is your favourite selfie spot? **CLICK HERE** to access Cruise Weekly's Facebook page to share yours.

## Celestyal expands

**GREECE'S** Celestyal Cruises has announced the addition of the *Celestyal Nefeli* to its fleet, with the 1,074 passenger ship to join the line in Feb 2016.

Commissioned to replace the *Celestyal Odyssey* which leaves the fleet next month after its charter agreement expires, *Nefeli* will be revamped before beginning operations in the Eastern Mediterranean with departures from Istanbul, Izmir and Kusadasi as part of a two year extension of Celestyal's Turkey homeporting program.

*Celestyal Nefeli* was launched in 1992 as the *MS Gemini*.

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**CRUISE NEWS & VIEWS**  
with Brett Jardine  
GM, CLIA Australasia

**Cruise Week – the last word**

**OVER** the last couple of weeks I have had the opportunity to speak to a wide agent audience from across the region and in doing so have gathered extensive feedback on Cruise Week from an agent's perspective.


Based on many conversations and looking at our own survey results it is clear that those who took a proactive approach to Cruise Week were rewarded and those that did nothing found the outcome somewhat disappointing – no surprise here!

Some cruise line brands were able to boast record sales days during Cruise Week which is very satisfying but this is not the sole purpose of Cruise Week. It is as much about awareness and future sales driven by activity that is part of an overall plan in promoting cruise holidays.

The brands that did confirm good results were very active in the media throughout Cruise Week and are also brands that would expect to see quick results from marketing so the results were not a big shock.

Other smaller niche brands reported a much higher level of inquiry during Cruise Week which is just as pleasing given this type of product generally has a much longer lead time to the final sale.

What I am very clear on with Cruise Week – it is a concept that will continue to deliver and evolve along with this great segment of travel. This was confirmed by 98% of our survey respondents that already have early September in their marketing calendar for Cruise Week 2016.



## Costa loyalty revamp

ITALIAN line Costa Crociere has relaunched an enhanced CostaClub loyalty program in honour of its 15th anniversary.

The redesigned program springs into life from next year, boasting two new membership tiers among a host of other changes.

CostaClub will introduce the Pearl Diamond Club, which will become the system's highest tier.

Among the perks for Pearl Diamond members will include luggage pick-up and delivery to and from a passenger's home as well as immediate embarkation.

Further benefits for the most frequent Costa guests includes free cabin upgrades, front-row theatre reservations and more.

Also new will be the Amber Club, designed to offer a number of exclusive perks to help first-time cruisers become regular guests.

Points will be earned at higher rates per day depending on the cabin category booked, with extra points for onboard expenses.

Costa Cruises president Neil Palomba said the new club was "one of the biggest investments in ideas, energy and resources that Costa is developing, based on passion for innovation and for People...to create the best system of benefits in the world".

## Viking rolls out master artworks



**FORMER** guests of Viking River Cruises were this week invited to indulge in some of Melbourne's artistic culture as part of its Past Guests Program.

More than 400 attendees wandered among the private viewing of Masterpieces from the Hermitage: The Legacy of Catherine The Great, held at the National Gallery of Victoria (NGV).

Joined by some of the Australia-based team from Viking Cruises, guests were treated to a highly educated commentary from the NGV's Gina Panebianco, who introduced the exhibition and spoke about some of the pieces.

Viking Australia managing director Teresia Fors said she was overjoyed at the positive response & excellent attendance.

"We are thrilled to see the extraordinary interest for our nationwide Past Guest 2015 Signature Events, and see it as a reflection of the high demand for our and new river and ocean itineraries," she said.

Fors is **pictured** above second from left with her team in Jane Tanti, Brendan Coory & Liz Sawers.

## RCI drops trademarks

**SIX** potential cruise ship names registered and trademarked by Royal Caribbean Cruises Ltd for future use have been abandoned.

The names dropped included *Emblem of the Seas*, *Passion of the Seas*, *Pulse of the Seas*, *Apex of the Seas*, *Joy of the Seas* and *Spectrum of the Seas*.

RCI had reserved the names for one year but has now released the trademarks for now, citing "No statement of use filed".

The line currently has one Oasis-class ship and one Quantum-class ship on order without published names, coming in 2018 and 2019.



**AUCKLAND HOP ON, HOP OFF EXPLORER**



The Auckland Hop On Hop Off Explorer bus stop is directly at front of the new Queens Wharf cruise ship terminal

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