

# CRUISE

WEEKLY



Thursday 11 Aug 2016

## Cruise Weekly today

Cruise Weekly today features three pages of all the latest cruise industry news plus a full page from AA Appointments.

## Seabourn wellness

A NEW fleet-wide mindful living program will be introduced to the Seabourn fleet in partnership with The Onboard Spa by Steiner.

The Spa and Wellness with Dr Andrew Weil program will integrate physical, social, spiritual and environmental wellbeing and be led by the newly created role of The Wellness Guide.

Guests will have access to daily meditation and yoga, Mind and Body seminars and one-on-one wellness sessions on select topics.

Seabourn Encore's inaugural cruise in Jan will debut the offering, which will then be rolled out across the entire Seabourn fleet in 2017 and on Seabourn Ovation, which launches in 2018.

## Gambling on cruise ships

A PLAN to allow gambling on cruise ships in Western Australia for intrastate cruises within 12 nautical miles of the state's coastline has been unveiled by WA Premier and Tourism Minister Colin Barnett.

'Casino cruises' will remain banned as gambling will only be allowed on scheduled deep-water cruises as an ancillary service.

"Lifting these gaming restrictions will make the state more attractive as a destination for cruise companies, which generate more than \$275 million for the local economy," Barnett said at the WA Tourism Conference this week.

Carnival Australia supports the proposed changes, with P&O Cruises and Princess Cruises remaining the only major cruise lines to homeport in Fremantle.

A spokesman from Carnival Australia said casinos were one of

many on board offerings available to guests on cruise ships sailing from Australia.

"The WA Government's move means we can offer guests the full suite of services that modern ships provide.

"This decision further encourages the growth of regional tourism in WA," the spokesperson added.

Barnett told the conference cruises are "crucial" to growing the state's tourism industry.

"The number of cruise ships coming to Fremantle has more than tripled since 2012-13 when 17 ships brought 49,000 passengers to the port city. In 2015-16, 58 ships berthed at Fremantle with 152,000 passengers," he said.

The plan was first flagged when Barnett appointed himself with the Tourism portfolio in the Apr Cabinet reshuffle.

## Uniworld trade portal

AUSSIE agents can keep their eyes peeled for a new trade portal from Uniworld Boutique River Cruise Collection.

The cruise line has revealed a partnership with Questex Travel Group to create a trade portal hosted through Questex's Travel Agent University and expected to launch in early 2017.

"Our intention is to leverage the solution for the Australian market as well once it has been successfully deployed for the US," Fiona Dalton, managing director at Uniworld told Cruise Weekly.

"Having a single platform globally that supports our learning and development objectives, showcases our enhanced loyalty programs, provides access to tailored and relevant training content yet also provides localised content over time will be a significant boost to our sales efforts here," Dalton added.

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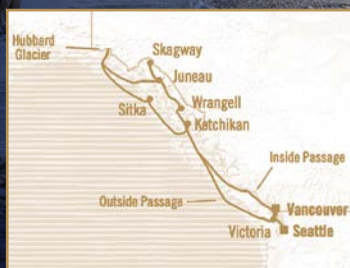
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## Bratton speaks for Skal



**YESTERDAY** members of the Sydney Skal Club enjoyed an intimate presentation from Sarina Bratton, Australia's 'First Lady of Cruising' who was the keynote speaker at the group's monthly meeting at the newly upgraded

Four Points by Sheraton Hotel.

Bratton spoke about her extensive career in cruising, which saw her lead Cunard's operations in Australasia and build the business 100-fold - before "leaping off the career precipice" to found Norwegian Capricorn Line.

After the closure of that joint venture operation, Bratton developed Orion Expedition Cruises, eventually departing the business when it was sold to Lindblad Expeditions.

The latest phase in the saga has seen her closely involved with the development of Ponant, as chairman of the French cruise line's operations in Asia-Pacific as well as a special adviser to the company's board.

Bratton is pictured above with Sydney Skal president Sue Francis from Travel Industry Club and Sydney TAFE's Tony Filippi.

### HAL price increase

**AT THE** beginning of the month, Holland America Line inched up their pricing in three alternative restaurants on their fleet.

Pinnacle Grill is now \$35pp, from \$29pp, while lunch remains unchanged at \$10pp.

Asian-fusion restaurant, Tamarind is now \$5 more a head, at \$25pp and Italian eatery, Canaletto is \$15pp, also up \$5.

Holland America Line said the move follows "several years without a price adjustment".

## Uniworld's 2017 Fly Free deal

**UNIWORLD** Boutique River Cruises last night unveiled its 2017 Europe river cruising program, with the company providing "complimentary air travel to Europe with our quality airline partners" which include Etihad, Cathay Pacific & Qatar.

Flights to Europe are free in conjunction with any Uniworld voyage of 13 days or more, or for \$899 for shorter trips, with md Fiona Dalton saying the offer gives agents the opportunity to turn their clients' dreams of doing a Uniworld trip into a reality.

Business class deals are on offer, in partnership with Qatar Airways and the Lufthansa group.

Dalton also reaffirmed Uniworld's strong commitment to France, which will see the addition of the new *SS Joie de Vivre* which will launch in Paris in Mar 2017.

"We want both the travel industry and the Australian traveller to know just how

much we genuinely value our relationship with France and the best way to demonstrate this unrelenting solidarity is to ensure the successful launch of this unquestionably elegant and luxurious river ship," she said.

Other innovations for 2017 include 24-hour room service and on board concierges, which in addition to unlimited top shelf beverages, excursions, transfers and more make Uniworld the "most all-inclusive river cruise line," Dalton said.

The new brochure is rolling out now - see [uniworld.com](http://uniworld.com).

### One Ocean 2017/18

**THE** chance to venture further south of the Antarctic Circle than previously available is one of the highlights in One Ocean Expeditions' just-released 2017/18 Antarctic season.

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## Sealink's record year

SEALINK achieved record sales and profit in FY2016, reporting a net profit after tax of \$22.3m, an increase of 139%

The company championed higher tourism sales for Captain Cook Cruises NSW, growth in Sealink's Kangaroo Island ferry and tour operations, new ferry route services and increased Hop-On Hop-Off sales on Sydney Harbour as driving revenue 5.4% from \$111.7m to \$117.8m for the pre-acquisition business units.

During the period, Sealink acquired Transit Systems Marine and Captain Cook Cruises WA.

## Virtuoso Travel Week a wrap!



VIRTUOSO Travel Week comes to a close today in Las Vegas, following last night's Cruise White Pool Party, held at The Cosmopolitan Hotel Pool.

Spread across three hotels, Bellagio, Aria, and Vdar, the conference attracted over 5,000 Virtuoso Travel Agents and global preferred partners in the luxury and premium travel sector.

**Pictured are:** Beth Butzlaff, vice president Virtuoso Global Cruise; Karen Christensen, Crystal Cruises; Anthony Cooper, Seabourn & Holland America Line and Cathy Tees, Silversea.

## Norwegian Q2 results

DESPITE "successive geopolitical events" dampening the demand in North America for Mediterranean itineraries, Norwegian Cruise Line Holdings (NCLH) reported a 9.3% rise to US\$1.2 billion revenue for Q2.

The increase was attributed to the addition of *Norwegian Escape* and Oceania Cruises' *Sirena*, as well as improved pricing.

These gains were slightly offset by four scheduled dry-docks.

NCLH has stated it no longer expects to achieve the 2017 adjusted EPS target of \$5.00.



THE Italian coast guard is cracking down on a practice not unheard of on cruise ships, often at the frustration of other pax.

Authorities from the coasts of Tuscany to Sardinia are issuing fines of up to €200 for anyone trying to reserve a spot on the country's public beaches.

The move is targeting holidaymakers who are reportedly leaving their gear out overnight and swindlers setting up chairs and umbrellas on public beaches and renting them to tourists, *The Guardian* reports.

The city of Cecina, in Tuscany, has made it a crime to leave any unattended equipment on the beach before it is opened to swimmers at 8:30am.

Meanwhile in Tortoreto, in the Abruzzo region and on the beach of Roseto Capo Spulico in Calabria, there are reports beach paraphernalia are being seized by officials.

## CRUISE NEWS & VIEWS

with Brett Jardine  
CLIA Australasia

### Cruise Trends

Mentioned in Tue edition of *Cruise Weekly* was the latest Travel Agent Cruise Industry Outlook Report from CLIA's USA head office. As the report is based on findings from an extensive survey of North American Travel Agents, some of the data may not be relevant to the Australasian market. With this in mind, I would caution reading too much into some figures as North America is a much more mature market than what we have here and survey findings may differ from the reality of what we are seeing. At the same time, I would encourage you to look at some trends that are emerging. History will prove that we have followed the North American market in many retail trends for a number of years (and continue to do so). A couple of good examples are the changes we have seen in the warehouse style of distribution. Outside of travel you only have to look at brands such as Bunnings and Costco and within travel the emergence of major OTA's. Despite these 'disruptors' entering the local market and forcing retail agents to rethink their approach, one thing that does remain consistent is the presence of specialty outlets. Travel is often an emotive sale and if you can add value to the process whilst demonstrating an expertise in any area (including cruise) you will continue to be successful.

*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).

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