

CRUISE



WEEKLY



Thursday 25 Aug 2016

Cruise Weekly today

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

Majestic Princess intro

TWO new specialty restaurants will be on board Princess Cruises' newest vessel, *Majestic Princess*.

Harmony, a Chinese restaurant, created in partnership with Chef Richard Chen will debut, along with Le Bistrot, offering casual French home-style dining and serving up dishes such as escargot casseroles and ox tongue.

Dining offerings from sister ships *Royal* and *Regal Princess* will also be on board.

Guests will be able to check out SeaWalk, the industry's first glass floor walkway at sea, SeaView Bar with "flair" bartending and the first two shows will be "Fiera" and "Fantastic Journey".

A video showcasing the features is on [Facebook](#).

RCL senior team complete

ROYAL Caribbean Cruise Lines Australasia managing director Adam Armstrong this morning confirmed three senior appointments which complete the organisation's "new look" local leadership team.

The additions include Kathryn Valk, who is director of sales and marketing across Royal Caribbean International, Celebrity Cruises and Azamara in Australia & NZ.

Valk joins RCL from her previous role as executive general manager of marketing & sales with the theme park division of Ardent Leisure Group.

Her former positions also include being gm at global brand activation company Creaa, as well as at Build-A-Bear Workshop.

Neil Linwood has joined Royal Caribbean from his former role as managing director of CLIA Australasia, where he is being replaced by Joel Katz (**CW** Tue).

Linwood, who will be responsible for port operations and customer services at Royal Caribbean, has 25 years of experience including senior roles with Carnival Australia as well as Pepsi and Hilton International.

The third new executive is Melinda Ryan, who has been promoted internally to head of revenue management and planning Asia Pacific.

Ryan established Royal Caribbean's Australian revenue team when the local office opened in 2009, and will now cover all three brands, managing deployment, revenue planning and air planning.

Armstrong said he was pleased to welcome the new team in the lead up to the organisation's biggest ever Australasian season.

"I'm confident that they will do a tremendous job in leading our brands," he enthused.

Coral cruise giveaway

CORAL Expeditions is giving away a cruise for two for bookings of four or ten guests on select Myanmar sailings.

Agents who book ten guests for Myanmar sailings in Nov and Dec 2016 on Singapore/Yangon routes, will receive a 12-night Singapore-Yangon expedition while those who book four guests for the same dep will receive a three or four-night GBR cruise.

Azamara webinar

AUSSIE travel agents can tune into a 30 minute "Insider Access" webinar with Azamara Club Cruises president, Larry Pimentel on 30 Aug at 8:30am AEST.

The webinar will cover the basics of the brand and its unique points of difference and a recording of it will also be available to agents should they miss the live morning session.

To register, [CLICK HERE](#).

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Confused about which river cruise cabin? We've taken the guess work out in the September issue of *travelBulletin*.

CLICK HERE to read

Brochure Spotlight

Royal Caribbean - Live Life Big 2017/18



ROYAL Caribbean has released its 2017/18 Live Life Big brochure, detailing deck plans and itinerary schedules, as well the new addition of a 'Which Cruise Ship is Right for You' quiz for guests.

Experiences and features found on board are included in an "Only on Royal" section and there's plenty of information on *Ovation of the Seas*.

New itineraries with more overnight calls have been packed into the 81-pager, including *Explorer of the Seas*' two overnights in Suva in Fiji on her repositioning voyages between Seattle and Sydney.

Ovation of the Seas and *Radiance of the Seas* will overnight in Adelaide, allowing guests to spend the night in the nearby wine regions.

Hurtigruten's new GSA

BENTOURS has been named as Hurtigruten's General Sales Agent and Preferred Travel Partner for the Australian and New Zealand market, effective 06 Sep.

The move will see Bentours responsible for "the brand voice, PR, distribution partnerships across the industry and marketing of Hurtigruten".

A dedicated team will be embedded within the Bentours operation to sell, support and market Hurtigruten across all of the industry.

This includes expanding the opportunities for educational travel and industry support across wholesale, retailers and OTAs.

Hurtigruten vp sales and marketing, Cyril Bricaud said the goal of the new partnership is to "facilitate the rapid expansion of the expedition cruising and coastal voyages product."

"The partnership will leverage the Bentours operating model, sales & marketing team and industry relationships across the region," Bricaud added.

Damian Perry, ceo of Bentours said the two brands are 100% complementary, "which make it

easy for the travel agent to sell.

"We deliver a complete solution for the traveller and our partners. Bentours have been a key partner of Hurtigruten for many years and this next step will cement this great partnership and initiate local industry support strategies."

Bentours replaces Discover the World, who have been the GSA for Hurtigruten in the market since 2009.

All existing travel bookings will continue as normal while new bookings from 06 Sep will be booked and managed via the new Hurtigruten team at Bentours.

Strong cruise growth for Flight Centre

FLIGHT Centre this morning reported its 2015/16 annual results, with managing director Graham Turner confirming a strong performance for the firm's Cruiseabout cruise brand.

Overall Flight Centre's TTV was up almost 10% to \$19.3 billion but profit dipped 5.6% to \$345 million for the year.

Turner said sales had "increased solidly" in the cruise sector.

New MSC China chief

MSC Cruises has named Helen Huang as its new president, Greater China, after opening a new office in Shanghai.

The move follows the deployment of *MSC Lirica* to homeport in Shanghai earlier this year, with MSC ceo Gianni Onorato saying the establishment of a direct operations and commercial hub on the ground was the "next natural step in the further development of our business across Greater China".

He said going forward China would be a key area of attention for MSC, "one that we will look to service with our very best ships".

Huang joins MSC from Costa Asia where she was general manager of Costa China.

Uniworld US role

UNIWORLD Boutique River Cruise Collection has announced the appointment of Kristian Anderson as its new senior vice president of global sales.

Los Angeles-based Anderson will report to new Uniworld ceo Ellen Bettridge (*CW* 04 Aug), joining the Travel Corporation from his previous role at Silversea Cruises.

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Carnival gets in on the Color Run



A "FUN Squad" of Carnival staff along with travel partners, family and friends donned their active wear for the Color Run in Sydney last weekend.

The team was led by Carnival Cruise Line vice president Australia, Jennifer Vandekreeke.

Carnival sponsored the Tropicolor zone at the event and provided a Carnival 'Fun Spot' at the Finish Festival, complete with an inflatable jousting arena.

The team are pictured above, ready for the run.

MEANWHILE, Carnival Cruise Line and Carnival Corporation have announced they are giving \$250,000 to charities to support their efforts on behalf of victims of the Louisiana floods.

In addition, guests sailing on Carnival cruises from New Orleans will have the option to donate when they check in for their cruise.

Silversea Chinese site

SILVERSEA Cruises has launched its first website in simplified Chinese, with the portal dedicated to the line's newest flagship *Silver Muse* which is set to debut in Apr next year.

Newly appointed Silversea gm Asia Pacific, Amber Wilson, said China is a key market for the ultra-luxury cruise line.



Scenic agent hub launch

SCENIC has unveiled an online portal for travel agents in Australia and New Zealand.

Called Scenic HUB - Travel Agent Resource Centre, the hub has been designed to drive the use of online tours booking system Expressbook and push information and marketing materials to agents more quickly.

The portal contains details on Scenic USPs, special offers, product information section, marketing tools with a library of resources, social media tools and radio scripts; and a training section with a range of manuals and guides as well as the ability to watch pre-recorded webinars.

An artwork creator section allows agents to create customised artworks such as flyers, information session invitations and posters with their agency contact details.

Michelle Black, Scenic general manager sales and marketing said the initial uptake by agents has

"exceeded our expectations."

"Scenic HUB will evolve over time in both content and functionality based on feedback we receive from the agent network, but in the long term we will plan to develop an online training module system, expand the artwork creator with a live feed to pricing and availability, and launch a live online chat facility to name a few," Black said.

Agents can register for the site at scenic.com.au/hub.



Food allergies and cruising

CLIA recently looked into how cruise lines cater for a variety of dietary needs on ships and the findings confirm there are more culinary options available on cruise ships than ever before. This includes the ability to cater those with both food allergies and restrictions.

An estimated 15 million Americans have some type of food allergy, with even more adhering to dietary limitations, like being gluten-free or vegan.

What is reassuring for cruise passengers is that cruise lines are very willing to offer one-on-one support and answer guests' questions about menu items to make sure both the cruise line knows what the guest can eat and that the guest can feel confident they know what is contained in their food.

With some cruise lines, once the kitchen is told about a guests' restrictions or allergies, a member of the staff will meet directly with that guest to review menu details and ensure they are cared for at each and every meal.

If you have clients that require this level of support during their holiday, it is refreshing to know the lengths that cruise lines are now going to as they strive to deliver maximum satisfaction for guests.



Miracle LA itinerary

CARNIVAL *Miracle* will operate a "unique 14-day Alaska cruise" round-trip from Long Beach, California in Sep next year.

The voyage will take in seven destinations, including Carnival's first ever call at Icy Strait Point as well as Ketchikan, Skagway, Juneau, Sitka and Vancouver.

Carnival's 2017/18 Alaska season will also see *Carnival Legend* operate a total of 38 seven- and eight-day voyages, the line's biggest ever Alaska program.

The *Carnival Miracle* one-off departure is part of the Carnival Journeys "cruise enrichment series" with unique on board experiences including Alaskan cuisine plus local entertainment and culture on-shore.

Ever wanted to go behind the scenes of the cruise tourism sector?

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Members and non-members welcome



A **FISHERMAN** in the Philippines may have stumbled across the largest natural pearl in existence - and kept it hidden under his bed for 10 years.

The man did not realise the significance of his find, which weighed in at 34kg and is valued at about US\$100 million.

It was discovered when the man's wooden shack caught fire and the pearl is now on display at the Puerto Princesa City Hall.



Do you have the
Cruise Weekly app?



CMV world journey

CRUISE & Maritime Voyages' Columbus will stop by Australia on her 121-night world journey in Jan 2018.

Columbus will visit four continents, three oceans and 40 ports of call, including Tahiti, Auckland, Sydney, Shanghai, Hong Kong, Singapore and Dubai.

CMV is offering discounted fares for the cruise, leading in at \$13,878ppts and a 25% supplement for solo travellers.

The sailing is also being sold in sectors of varying lengths.

Perth hears from Dream Cruises



DREAM Cruises & Asia Escape Holidays got together earlier this week to host a product launch for top agents in Perth.

Participants learned all about *Genting Dream's* on board venues and itineraries, with the inaugural cruise commencing 06 Nov from Singapore to Hong Kong.

Pictured are: Katrina Katich from Dream Cruises; Mason Adams from Asia Escape Holidays; Brigita Devries from Dream Cruises and Byron Horne from Asia Escape Holidays.

MEANWHILE, Dream Cruises has launched a new brand campaign in China.

Using the mermaid from its logo, the campaign video features a love story between the mermaid and an astronaut.

The commercial will air as 30- and 15-second spots on traditional and online broadcast channels, along with a print, outdoor, digital and social media campaign, with a minute-long 'mini-film' version of the story being released at a later date.

Consumers will be urged to script their interpretation of how the story ends and share it on social media.

Artists on Astor

MORE than 50 members of Porcelain Art Teachers will join Cruise and Maritime Voyages' six-night cruise from Fremantle departing 12 Feb.

Porcelain painting demos will be held on the cruise - **CLICK HERE**.

SuperStar to Penang

PENANG, Malaysia will become the homeport for Star Cruises' *SuperStar Libra* on 23 Sep.

The ship will operate one-night High Seas Cruises and three-night Penang-Phuket-Krabi cruises through to 31 Dec 2017.

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MARKETING MANAGER

Coral Expeditions, Australia's leading small ship cruise line, has embarked on a new phase of growth after 33 years of successful operations. Emerging from a recent re-brand, it is now looking for an ambitious, digitally savvy marketing professional who can make a mark by leading the build-out of our brand footprint globally.

Position Description

The Marketing Manager devises innovative approaches to global advertising and marketing, building on our reputation as Australia's pioneering cruise line. This includes working with our external design and public relations partners to manage marketing and communications programmes and acting as the guardian of our brand. As a tactician, he/she administers our annual advertising budget, wholesaler and travel trade relationships, and other promotional activities. He/she also is responsible for managing our past passenger community - Xplorers Club.

The position is suitable for an ambitious, up and coming marketing professional, who wishes to build a career in a small but growing company based in a tropical location. Our work environment is informal, collaborative and action-oriented.

This is a preferably Cairns-based position but we are willing to consider candidates based elsewhere in Australia.

What we are looking for:

- At least 8 years of professional experience, with at least 3 years as a leader of a marketing function in Australia
- An affinity for design and creative communication
- Comfortable with data and financial / ROI analytics
- Experience with digital marketing
- Comfortable in a small company environment

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CLICK HERE for more information and to apply.



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