



Let's go

SUPER CRUISING



The newest, biggest, most modern superliner in Australia has arrived and is now sailing from Sydney.

ONLY ON ROYAL CARIBBEAN

Ovation of the Seas redefines cruising. With many first-at-sea innovations, from simulated skydiving to bumper cars, to a viewing capsule rising 90 metres, guests will bring home incredible lifelong memories.

LEARN MORE



Cruise Weekly today

Cruise Weekly today features two pages of all the latest cruise industry news plus a front full page wrap from **Royal Caribbean International**.

New ports for *Solstice*

CELEBRITY Cruises has named a number of new ports of call for *Celebrity Solstice* when the ship returns to local waters for the 2018/19 season.

The recently refurbished vessel will offer a choice of one-way 10- to 14-night Trans Tasman sailings, two 16-night itineraries between Fremantle and Auckland and a 10-night Great Barrier Reef cruise that will permit guests to enjoy a new multi-day adventure with an overnight camp on the Moore Reef Pontoon.

Solstice's 13-night South Pacific itineraries will visit Apia, Vava'u & Nuku'alofa for the first time.

Celebrity's 2018/19 season will also see *Solstice's* sister ship *Celebrity Eclipse* sail to South America, the first time a *Solstice* Class ship will visit the region.

For full details, [CLICK HERE](#).

Princess brand push

THE first Princess Cruises Australian-produced brand campaign launched on Sun, featuring television commercials, print, digital, social media and an online content series.

Titled "the Moment", the TV advertisement follows a couple in the UNESCO World Heritage site of Ayutthaya in Thailand and aims to show the moment the couple "come back new".

It will be distributed nationwide throughout 2016 and 2017 on *Nine* and *Seven* networks as well as *MCN* on Foxtel.

"We want our guests to return home with memories instead of souvenirs, and we think we've captured that sentiment with this campaign," said Princess Cruises marketing mgr Nick Ferguson.

[CLICK HERE](#) to view the TVC.

Ovation's Sydney debut



OVATION of the Seas sailed through the heads in Sydney early this morning, kicking off the vessel's maiden Aussie season.

"This occasion marks the first time that a cruise line has ever based a brand new ship in this market," said Adam Armstrong, RCI md, Australia & New Zealand.

"At 348m long, 18 decks high, weighing in at 168,666 tons and with capacity for 5,000 guests and 1,500 crew, *Ovation of the Seas* is the fourth largest cruise ship in the world, making her the biggest cruise ship to sail Australian waters, and by far the largest ship ever home-ported here," he said.

Ovation of the Seas arrived at 6am this morning (**pictured**) with 4,286 guests, concluding their charter by CruiseCo from Singapore to Sydney.

This afternoon 4,618 new

guests will embark and sail out of Sydney at 4pm tomorrow.

The vessel is RCI's, fifth locally-based cruise ship and her two-day visit to Sydney is expected to inject over \$3.3 million in pax spend into the economy.

It's predicted *Ovation's* maiden Australian season will contribute more than \$35 million into the national economy.

MTM closes office

MARINE Tourism Management has closed its office in Auckland today, moving all sales and marketing functions for South Sea Cruises Group in-house.

Recently appointed director of sales and marketing, Wayne Deed will lead a new in-house team.

The Marine Tourism Management office previously handled Awesome Adventures Fiji, Yasawa Islands Holidays, Blue Lagoon Cruises and Vinaka Fiji Volunteering.

Deed said was is business as usual and all trade contracts and marketing arrangements with South Sea Cruises Group remained unchanged.

Regent Cuba dates

REGENT Seven Seas has detailed its two seven-night voyages on *Seven Seas Mariner* which will visit Cuba in 2017.

The two roundtrip sailings from Miami, on 11 and 18 Apr, are identical and will overnight in Havana and then head to Harvest Caye and Costa Maya.

Tours offered as part of the line's unlimited shore excursion program will explore people, music, art, history and culture of the island, in compliance with the OFAC regulations.

During the itinerary, guest scholars and expert lecturers will deliver presentations about Cuba's past, present and future.

For more information or to request a quote, [CLICK HERE](#).

Viking names ANZ md

SCENIC'S gm sales and marketing Michelle Black has jumped ship to take up the role of managing director, Australia and New Zealand at Viking Cruises in Jan (**CW** breaking news).

She is tasked with building brand awareness and selling Viking's river and ocean products within the region, as well as supporting the growing ocean fleet ahead of an inaugural visit in early 2018.

Senior vice president of marketing for Viking Cruises, Richard Marnell said Black's "extensive industry knowledge and experience will be particularly important as we continue to expand in the Australia and New Zealand markets in the coming years".

P&O Vanuatu pop-up

P&O Cruises yesterday began a trial which will introduce a stall selling products locally made in Vanuatu during cruises calling into the country's capital, Vila.

The pop-ups will progressively roll out on P&O's fleet from early next year and will open after the ship leaves the port of Vila.

Among the handicrafts sold will be woven bags, a range of skincare products and soaps, specialty coffee, chocolate, spices and the nation's popular vanilla.

The stall will have its own 'local made' branding and will be set up in the ship's main shopping area.



The Auckland Hop On Hop Off Explorer bus departs from outside Princes Wharf.

(Next to I site information centre)

[Click here for more details](#)



Which ship is for you?
Find out in the December
issue of *travelBulletin*.

**CLICK HERE to read
travelBulletin**



Scenic birthday sale

WE ALL know someone who claims a "birthday month".

Scenic has gone one step further and is now reminding agents that their nine-week 30th birthday sale ends tomorrow.

See scenic.com.au/birthday.

Crystal promotion

THE Crystal Clear Choices promo has been expanded to more voyages on ocean ships, river cruises on *Crystal Mozart* and Crystal Yacht Expedition Cruises on *Crystal Esprit*.

It was previously only offered with ocean voyages on *Crystal Symphony* and *Serenity*.

No newbuild for P&O Oz

P&O Cruises Australia has downsized their plans for the Australian market.

The newbuild announced initially for P&O (**CW** 31 Dec 15) has been deferred and will now join the Carnival Cruise Line fleet while P&O Australia will receive *Carnival Splendor* in 2019 (**CW** breaking news).

The line has scaled back its planned capacity for Australia from a newbuild which would carry more than 4,200 guests to a 3,000 passenger vessel.

Prior to joining the P&O fleet, *Carnival Splendor* will be refurbished to "reflect the P&O look-and-feel and build in the experiences core to our offering," P&O Cruises Australia president Sture Myrmell announced today.

"The ship is already suited to year round cruising with features that support P&O's contemporary style of cruising," he added.

At 113,000 tonnes, *Carnival Splendor* is 50% larger than P&O Aus' most sizeable ship & will become the fleet's biggest ship.

The move aims to maintain the pace of P&O's growth momentum and follows a global market

review which found a smaller ship was the "right size" for P&O here.

Myrmell also noted the "improvement of cruise ship infrastructure in Australia and across the Pacific is not moving as fast as we had hoped," adding "we also look forward to greater certainty around costs, berth availability and infrastructure."

P&O Cruises Australia will still be doubling its capacity in the space of four years having added *Pacific Aria*, *Pacific Eden* and soon adding *Pacific Explorer* as well as a renamed *Carnival Splendor*.

More details to follow soon.

Virtuoso's additions

THE Gold Coast's Travel Masters and Victoria's Toorak Travel have both joined Virtuoso's luxury travel network.

Travel Masters joins along with its sister branch, The Travel Studio in Mermaid Waters, and "enjoys significant strength in the luxury cruise segment," said Virtuoso Asia Pacific managing director, Michael Londregan.

HAL ECX experience

HOLLAND America Line is replacing the Crow's Nest centre on some ships with Explorations Central (or EXC).

Touted as a "new interactive way in which guests can immerse themselves in a destination", the experiential hub will offer interactive guides, virtual reality type experiences and destination planning tools.

The EXC shipboard centre will debut aboard *ms Westerdam* in Apr and will be progressively rolled out across the fleet by the end of 2017.

NCL 2018/19 cruises

NORWEGIAN Cruise Line has announced their summer 2018 and their 2018/2019 autumn and winter itineraries featuring their newest ships *Norwegian Bliss* and *Norwegian Escape*.

Destinations span the Caribbean, Alaska, South America and Europe.

Itineraries for *Norwegian Jewel* and Australia and New Zealand are yet to be finalised.

For more information, head to www.ncl.com/au.



CRUISE NEWS & VIEWS

with Brett Jardine
CLIA Australasia

Cruise Outlook

CLIA's USA Head Office has been conducting surveys throughout 2016 with retail agents across North America to help the cruise industry understand numerous trends across the retail sector.

Key findings from the latest survey confirm cruise travel's popularity continues to rise and travel agents are generally reporting a higher cruise sales volume over last year.

Travel agents also confirm clients are increasingly booking cruises further in advance, shining a light on how knowledgeable agents can guide clients toward a cruise with the best deal before ships reach sailing capacity - contrary to the "last minute deal" mentality.

43% report more customers are booking travel nine months to a year in advance, while 37% report higher bookings 12 to 18 months in advance.

Last minute deal hunters are on the decline, as 20% of travel agents report a reduction in the number of travellers booking cruises less than 3 months out.

Interestingly, these booking patterns are similar to what CLIA has reported in the Australasian Source Market Report for the last 2 years.



EVER wonder how many eggs it takes to feed a fleet of five?

6.2 million fresh eggs a year, or enough to stretch end-to-end from Sydney to Canberra according to P&O Cruises.

The cruise line feeds nearly 12,000 passengers and crew every day, adding up to an annual purchase of about 2.6m kilograms of meat and poultry and 4.7m kilograms of fruit and vegetables from local suppliers.

Poultry aside, beef is the most consumed meat on board P&O's fleet, at 509,500kg a year, followed by pork at 455,000kg, lamb at 92,200kg and veal at 47,050kg.

This is alongside 125,000kg of cheese and more than 1.2m litres of milk, yoghurt, cream and ice cream a year.

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