

CRUISE

WEEKLY



Thursday 21 Jan 2016

Cruise Weekly today

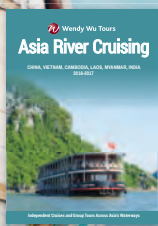
Cruise Weekly today features four pages of all the latest cruise industry news.

Beyond agent rates

BEYOND Travel has released special travel industry rates on some 2016 departures on small ship cruises in the Greek islands. Savings of up to 50% are on offer for agents and their companions including the eight-day 'Colours of the Aegean' aboard the *MV Variety Voyager* which is priced from \$1950pp plus taxes of \$580 for agents and companions.

Travel agents also receive a 20% discount on port excursions, spa treatments and bar tabs - more info on 1300 363 554.

NEW ASIA RIVER CRUISING BROCHURE OUT NOW!



Wendy Wu Tours
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MSC campaign launch

MSC Cruises is describing itself as "not just any cruise," as part of a new global brand positioning initiative to support its massive growth plans.

MSC, the world's largest privately owned cruise line, is in the midst of an investment program which will see more than five billion Euro expended to double its capacity by 2022.

Seven next-generation cruise ships will be brought into service from 2017, with ceo Gianni Onorato saying the new positioning showcases how the "elegant side of the Mediterranean meets the professionalism, dedication and meticulous attention to detail already typical of MSC Cruises".

He said the brand "clearly and firmly communicates our passion for offering each of our guests unique on-board experiences by giving close attention to every detail...it speaks of our values and our commitment to giving them

unforgettable cruises".

The 'not just any cruise' tagline underscores key distinguishing elements of the MSC experience, Onorato said, featuring modern ships, stylish accommodations, fresh and authentic cuisine, award-winning entertainment, relaxation options, expertise, impeccable service and elegant design.

A video showcasing the new brand can be viewed on the **Cruise Weekly** website, with further videos highlighting its authentic cuisine and partnership with Cirque du Soleil will be released in the coming weeks.

See cruiseweekly.com.au/videos.



Ponant sales record

PONANT says last week's announcement of its inaugural Kimberley season in 2017 (**CW** 14 Jan) has sparked record sales, with the biggest single sales day ever for the local office on Mon.

Steve McLaughlin, director of sales Australasia, said as well as the Kimberley debut, there's been significant conversion of recent enquiries for Antarctic, Arctic and Mediterranean sailings across 2016 and 2017 in particular.

"We have been flat out responding to enquiries and finalising bookings ever since we re-opened in early January, and this week is shaping to be even bigger than last week's record," McLaughlin said.

He hailed the support provided by travel agents, who have taken the opportunity to bring clients to Ponant's various information events to educate them about the line's luxury and expedition cruise offering.

"Ponant's exclusive story of youngest fleet, small ships, eco-responsibility & French panache is now cutting through...it is exciting to see how 2017 sales have already taken off," he added.

Koningsdam sea trials

CONSTRUCTION on Holland America Line's new *MS Koningsdam* is proceeding apace, with the vessel successfully completing sea trials last week.

The ship is on track for its delivery in early Apr, with HAL president Orlando Ashford saying the 2,650-guest vessel had "delivered a strong performance and is now back at the shipyard for the final phase of work".

TTW md to Amadeus

TRAVEL The World has confirmed that its former joint managing director Justin Montgomery has taken a new role as head of commercial with Amadeus IT Group.

Montgomery shared leadership of Travel The World with Andrew Millmore for the last few years, with Millmore now assuming full control of the business.

Uniworld, Insight launch joint brochure

THE Travel Corporation today announced that sister brands Insight Vacations and Uniworld Boutique River Cruises have partnered in an all-new brochure.

Featuring eight holidays combining river cruising and premium escorted holidays in Europe and Egypt, the program includes trips in Portugal, Brussels & Luxembourg, Switzerland and more, with departures available from Mar 2016.

To celebrate the release of this inaugural collection the operators are offering a 7.5% saving on bookings and payments made before 25 Feb.

For more info or copies of the brochure, call 1300 727 767.

PICK YOUR GIFT*
Now extended until 15 March



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Regent's \$125m refurb

REGENT Seven Seas Cruises will undergo a \$125 million, fleet-wide refurbishment program, beginning with *Seven Seas Navigator* in Mar.

The program will stretch over two years & will include significant renovations of most public spaces and a complete redesign of all suites.

The refurb, beginning 31 Mar will bring the same level of attention to detail to the line's smallest ship, *Seven Seas Navigator* as can be found on *Seven Seas Explorer*.

The Navigator Suite, Penthouse, Concierge and Deluxe Suites will receive a refresh and each will be fitted with an Elite Slumber Bed.

The reception area will be completely redesigned, with marble inlay flooring, while the ship's Compass Rose restaurant will receive new decor, including a feature wall & crystal chandeliers.

La Veranda, Galileo Lounge,



Navigator Lounge/Coffee Connection and the library will all be redone.

"These renovations will bring a new level of elegance to the Regent Seven Seas Cruises fleet," said Jason Montague, president and chief operating officer for the cruise line.

Navigator's upgrade will be completed by 13 Apr, followed by *Seven Seas Voyager* in late 2016 and *Seven Seas Mariner* in the spring of 2017.

A render of the deluxe rooms to be installed on *Seven Seas Navigator* is pictured above.

Crystal repositioning

CRYSTAL Cruises' expansion will see *Crystal Serenity* leave the Mediterranean in mid-2017 to sail throughout North America.

Crystal Serenity will be replaced by Crystal Yacht Cruises and Crystal River Cruises, which will bring *Crystal Esprit* and five luxury river yachts to the Mediterranean region nearly year-round.

The new roster for *Crystal Serenity* includes a repositioning voyage from Miami to Los Angeles; seven-day explorations of California's coastline; a 14-day Mexico itinerary & a 16-day route through the Hawaiian Islands.

'Straya-day sales

ROYAL Caribbean and Celebrity Cruises are running Australia Day specials with up to \$500 on board spending money on select sailings booked by 31 Jan.

Radiance of the Seas' 16-night South Coast and New Zealand sailing departing 25 Feb is on offer from \$2,797 and her 16-night Top End cruise departing 12 Mar from \$1,306.

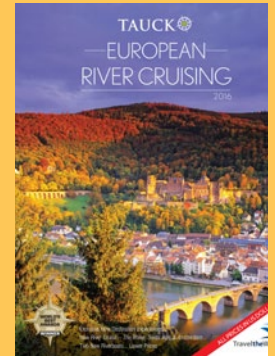
Discounted *Celebrity Solstice* cruises are the 18-night Australia & New Zealand cruise sailing on 14 Feb, priced from \$1,899 and the 17-night Top End voyage from \$2,299, departing 03 Mar.

Call 1800 754 500 to book.



Brochure Spotlight

Tauck - European River Cruising 2016



This brochure features cruises aboard two new Tauck inspiration class riverboats for 2016 - *ms Grace* and *ms Joy*. *Ms Grace* will launch 03 Apr and will cruise the Rhine, offering guests Tauck discoveries in cities like Amsterdam, Nimegen, Heidelberg, Bonn, Köln, Koblenz, Strasbourg and Basel. *Ms Joy* will begin cruising the Danube on 21 Jun, visiting cities like Munich, Nürnberg, Vienna, Passau and Bratislava. Both 135m vessels will accommodate for 130 pax, with a total of 67 cabins. Of these, 22 suites will be 27m² - the most of any river cruise ship on any European river.

CELEBRITY'S ANNUAL SALE EVENT



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PLUS receive 2 FREE PERKS

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T&Cs apply

OVER 200 CRUISES ON SALE

Celebrity **X** Cruises

“What is this? A cruise ship for ants?”



A **NON-BUOYANT** *Pacific Aria* was showcased last night at the Museum of Sydney in anticipation of the cruise line’s Australia Day LEGO event (CW 14 Jan). The detailed model was pieced together entirely by LEGO certified professional Ryan McNaught, who will build a model of *Pacific Eden* in the

forecourt of the museum on Tue. Not far from the LEGO-versions, the real *Pacific Eden* and *Pacific Aria* will be on Sydney Harbour next Tue, alongside *Pacific Pearl* and *Pacific Jewel*, with more than 6,500 guests on board. P&O president Sture Myrmell is **pictured** with Ryan McNaught in front of the 80kg vessel.

Norwegian “feel free” campaign

NORWEGIAN Cruise Line has confirmed that its new “feel free” brand strategy (CW 07 Jan), which highlights the line’s emphasis on freedom and flexibility for passengers, will roll out in the Australian and NZ market. ‘Feel Free,’ is said to be “an invitation for guests to experience Norwegian’s philosophy of what a holiday should be, free from rigid schedules with the freedom to make the holiday their own”. Locally, the campaign will be driven by digital activity, partnerships, trade cooperation and events, with promotions devised and implemented by Norwegian’s marketing team led by Ben Angell from the company’s new Sydney offices. Angell said with 2016 marking Norwegian’s inaugural year of dedicated local sales and marketing activity, the core focus is to strengthen partnerships, drive brand awareness “and increase the number of Australians who have experienced the exceptional freedom, flexibility, service and innovation that Norwegian Cruise Line provides”. A new video showcasing Feel Free, backed by rapper Pitbull, is at cruiseweekly.com.au/videos.



PRINCESS Cruises has scientifically proven something we all knew anyway - everyone would like a bit more sleep. With the aim of looking at New Year’s resolutions, the cruise line commissioned the 2016 Princess Cruises Sleep Survey, which made the groundbreaking finding that 57% of Americans would prefer to get more shut-eye than go to the gym. Other sacrifices some of the 1,011 respondents were prepared to make included foregoing a spa treatment (38%), a night on the town (45%) or even sex (31%), just so they could sleep better. The poll also found one of the main problems keeping people awake was their partner, with snoring, nudging and kicking cited as problems for almost 70% of survey participants. Princess Cruises helpfully pointed out that for those who do want to get a bit of extra nap time, it’s rolling out more than 44,000 beds fleetwide, with the new Princess Luxury Bed to be installed in every stateroom on every ship by 2018.

CRUISE SHOWDOWN

MAGICAL

MEDITERRANEAN

VS

CAREFREE

CARIBBEAN

WHAT’S YOUR FAVOURITE? **SELL FOR YOUR CHANCE TO WIN!**

CLICK HERE TO ENTER

AU/NZ 18+ only. Must be registered travel agent in AU/NZ & registered with Princess Academy. Ends 11:59pm AEDST 28/2/16. Click here for entry instructions and T&Cs. Permits: NSW LTPS/15/08652, ACT TP15/08055, SAT15/1983

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Jill Abel - CEO

ACA Update



The way to travel

You know it's going to be another brilliant year for the cruise industry when Selector magazine writes: "When cruise ships parade into the harbours of the world and get fanfare normally reserved for royalty, you know that cruising is more than back in fashion – it is the way to travel."

Azamara Quest's maiden voyage to Australia is a great example of how our industry is rolling out the welcome mat and offering immersion into a destination. With stops in Sydney and Melbourne, *Quest* was then guest of honour at a Gala evening in Hobart last night organised by A&K and Karen Fraser Tourism Professionals, both ACA members. The ship was met by Premier Hodgman & other dignitaries who joined the Captain and pax as they were treated to an "Azamazing" experience by the Tasmanian Police Pipe Band and the Tasmanian Symphony Orchestra during a cocktail function.

These events are offered by Azamara to give guests a greater insight into the ports they visit. This is made possible with itineraries featuring longer stays, more overnights in port and late night departures.

Opportunities to host pax at such experiences will be one of the themes at Seatrade Cruise Global in Florida in Mar. 12 delegates from ACA will head to this important conference to showcase the Australia & Pacific region as a major world class base and destination for cruise vessels. They will also use this event to gather content for programming the 20th anniversary ACA conference.

Philae's Nile debut

THE Oberoi Group will be increasing its presence on the Nile with *The Oberoi Philae* set to sail four- and six-night itineraries between Aswan and Luxor.

Oberoi Philae will join *The Oberoi Zahra* on the Nile and will feature 22 spacious Cabins and Suites with large French windows.

Also on board is a swimming pool, restaurant, bar and lounge, The Oberoi Spa and a 24hr gymnasium.

Miami Cruise month

MIAMI has declared Jan 'Cruise Month', with the city's hotels offering discounts to encourage passengers to extend their pre- or post-cruise stay.

Offers range from 25% discounts, free upgrades and deals on hotel facilities - visit www.miamiandbeaches.com.

Un-Cruise 20th anniv

UN-CRUISE Adventures is celebrating 20 years of small ship adventure cruising with a series of perks.

There will be a celebratory toast and anniversary dessert extravaganza on every trip, cruise giveaways, specials and limited edition 20th anniversary gear.

Contact sales@un-cruise.com.

Cunard co-headliner

JAZZ singer Dee Dee Bridgewater has been named co-headliner of *Queen Mary 2's* third Blue Note jazz-themed Transatlantic Crossing from New York to Southampton on 25 Oct.

The Triple Grammy Award Winner will perform three on board shows in The Royal Court Theatre as well as a Q&A session.

Active tour demand

AMAWATERWAYS is bulking up its biking and hiking tours, citing an increase in demand for active options on Europe river cruises.

New hiking tours have been added in 12 port cities and new escorted bike tour itineraries include Antwerp, the town of Willemstad and the Wachau Valley along the Danube.

Aurora fixed exg rate

AURORA Expeditions is offering a fixed exchange rate of US\$0.75 cents on bookings on all US\$-priced trips to Antarctica, Alaska, Africa, Ecuador and Patagonia.

The offer saves passengers up to AU\$1,700, based on a current market exchange rate of US\$0.68.

"We know that our destinations aren't cheap, so we're trying to help travellers tick our amazing destinations, such as Antarctica, Alaska and Ecuador, off their bucket lists," said Lisa Bolton, ceo Aurora Expeditions.

Offer ends 29 Feb, for more see www.auroraexpeditions.com.au.

FRS stake in Clipper

FRS has acquired a majority interest in Clipper, with plans to launch a new ferry service from Florida to Cuba.

Clipper's Canadian service will also be expanded, connecting downtown Vancouver to downtown Victoria.

Botanica 2017 line-up

BOTANICA World Discoveries has named its special hosts and guest lecturers for 2016/17.

Gardener Monty Don, gourmand Jane Webster and her husband, wine expert Peter Webster, gardening guru Rosemary Alexander and gardening historian, Dr Toby Musgrave will be on a number of cruises, see botanica.travel.

Scenic sessions

SCENIC will hold its first round of 'Ever Wondered' sessions around the country from 16 Feb-22 Mar.

To register, visit scenic.com.au.

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