

CRUISE



WEEKLY



Thursday 21 Jul 2016

Cruise Weekly today

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

TM Russia brochure

TRAVELMARVEL has for the first time launched a dedicated Russia brochure for 2017, with the APT offshoot saying it's responding to strong levels of enquiry for the destination.

According to executive general manager David Cox, "we knew there was an appetite for Russia but the level of enquiry received for this destination over the past eight weeks has exceeded expectations".

Three itineraries are on offer, all of which include an 11 day river cruise aboard the *ms Surkov*.

The lead-in offer is the new 11 day Treasures of Russia, priced from \$4,795ppts sailing ex St Petersburg.

Lines weigh in on IPART

ROYAL Caribbean Cruises has praised the IPART draft report on maximum fees and charges for cruise ships in Sydney Harbour released on Tue as being "both thorough and balanced".

The company said it is "pleased" by the proposal for a two-tiered charging system for the two terminals, having "advocated for port pricing that reflects the cost of service provision by the Port Authority".

Carnival Australia took a more conservative approach, saying it is studying the report and the "proposal for what appears to be a complex two-tiered pricing mechanism for Sydney's existing cruise terminals".

Both companies noted that Sydney is already one of the most expensive ports in the world in terms of port charges and RCL went on to say it is reassured "by IPART's rejection of the proposal

to place a 'highest and best use' land valuation on the terminals which the Tribunal said would have led to a doubling of the existing charges".

The Tribunal's "strong commentary on the need for appropriate port facilities in Sydney Harbour to address cruise industry growth", was highlighted by Carnival, who backed shared use of Garden Island by cruise ships as an interim measure.

"Carnival Australia shares the concern that no provision appears to have been made for a new cruise terminal east of the Harbour Bridge and that a new facility might be needed as early as 2018 based on current cruise industry growth," the Carnival Australia statement said.

RCL advised it would be responding to the report "in due course".

For the full report, [CLICK HERE](#).

HAL boosts Explore4

HOLLAND America Line has extended its popular 'Explore4' bonus promotion on selected cruises through to Apr 2018.

Valid for bookings by 18 Nov this year, the deals include a choice of perks such as beverage packages, Pinnacle Grill meals, reduced deposits, discounts for additional guests and more.

Added offers also apply to those who book suites.

Sell-3-sail-free offer

AGENTS who sell three staterooms or suites on any Azamara Asia or Australia 2016/17 sailing will cruise for free as part of Azamara Club Cruises' latest incentive.

Bookings must be deposited by 31 Aug for travel 30 Nov-22 Mar and the complimentary sailing applies to departures before 31 Mar 2017.

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Christchurch strategy

TODAY Christchurch City Council has adopted a new visitor approach aiming to substantially increase visitor numbers and set to take effect from 22 Aug.

The Draft Visitor Strategy recognises cruise tourism as having the potential to deliver hundreds of thousands of visitors to the region each year.

"If cruise was a country it would already be New Zealand's fourth largest inbound market behind Australia, China and the United States," the document states.

A strategic theme is to strengthen the gateway to the city by working towards efficient and effective provision of cruise ship facilities.

Since the earthquake in 2011, the size & frequency of large ship visits to Canterbury has been limited as larger cruise ships are restricted to the port of Akaroa & required to tender pax to shore.

The report recommends further investigation to determine the feasibility of establishing a new cruise gateway at Lyttelton which would enable more ships to visit.

Murray Princess Cpt

TERRY Salmond will captain the *PS Murray Princess* once again, operating three-, four- and seven-night cruises.

Salmond was master of the vessel between 2002-2008, after which he studied for his engineer watch keepers certificate and worked for seven years for Teekay Shipping Australia.

Star Cruises gets cute

STAR Cruises has launched a new collaboration with toymaker NICI, which sees the cruise line's official penguin mascots, Captain Charlie and Charlene, make the transition from sea to land.

A new collection of gifts and toys will debut at the Hong Kong NICI flagship store, as well as exclusive items only available onboard *SuperStar Virgo*.

Items include keyrings, sweets and plush toys (pictured).



AmaWaterways cmo

APT'S river cruise partner AmaWaterways has appointed Jerre Fuqua to the newly created position of chief marketing officer, a role in which he will oversee the organisation's strategic and tactical marketing across all media channels.

Fuqua has extensive travel industry experience, joining AmaWaterways from TUI Group where he headed up a range of brands including Travcoa, TCS Expeditions, Intrav, Country Walkers and YMT Vacations.

He's also a former chair of the US Tour Operators Association.



Bunnik off to the Arctic

BUNNIK Tours is offering a new Arctic Norway voyage as part of its 2017 Europe program which was released this morning.

The special trip will be escorted by the company's founder and product director, Marion Bunnik, and includes a 9-night discovery cruise of the remote Svalbard archipelago, famed for its arctic wildlife including polar bears and walrus as well as magnificent glaciers and landscapes.

Starting off in Oslo, the trip then flies to Longyearben where passengers board One Ocean Expeditions' *Akademik Ioffe*.

The Arctic tour is one of eight additions to the program for 2017, with all trips having a maximum group size of just 20 passengers.

Other offerings in the Bunnik brochure include tour/cruise combinations in the Mediterranean, Adriatic and the Baltics, linking land content in Croatia, Greece, Italy, Morocco,

the Czech Republic and Spain.

Earlybird discounts of \$250 per person are on offer, available for all bookings made by 22 Dec.

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Costa sustainability

COSTA Cruises has released its sustainability report for 2015, touting a 4.8% reduction in energy consumption among its major achievements.

The 140-page document, titled *Sea You Tomorrow - On course for the future* highlights the achievements of all waste on board being collected and separated for disposal and recycling and a 2.3% reduction in the carbon footprint.

Just under half of Costa's fleet (46.6%) have the ECO Exhaust Gas Cleaning system installed and the new builds - due in 2019 and 2021 - will be the first to be powered at sea by Liquefied Natural Gas, the world's cleanest fossil fuel.

To view the report, **CLICK HERE**.

Lindblad discount

LINDBLAD Expeditions is offering free round-trip charter Buenos Aires/Ushuaia or Santiago/Ushuaia flights plus a \$1,000pp discount for the 24 & 26 Oct dep of the *Recreating The Shackleton* Traverse voyage.

The sailings will recreate the 50km South Georgia traverse. Mountaineers are invited to submit their climbing credentials to be considered to join the three-day epic.

All other guests will be invited to hike the final 6km.

National Geographic Orion will depart Ushuaia (Argentina) on 24 Oct and *National Geographic Explorer* will follow two days later.

CLICK HERE for more.

Turning Dream into reality



WITH just over 100 days to go before the launch of Dream Cruises' *Genting Dream* in Nov 2016, Star Cruises' assistant vice president sales and marketing, Brigita Devries gave distribution partners and media a peek of what to expect at an event in Sydney yesterday.

Devries told attendees that "with the introduction of the *Genting Dream*, the company's mission is now completed by having a brand in each of the three major cruise market segments; Crystal Cruises for the luxury segment, Dream Cruises for the premium and Star Cruises for the contemporary segment".

Genting Dream will accommodate over 3,300 passengers across 1,674 rooms, 70% of which offer a choice of private balconies.

The vessel will also feature

two submersibles where four passengers at a time can plunge beneath the surface of the sea and experience marine life from a different perspective.

An array of cruise itineraries are available over two-, five- and seven-night cruises embarking from the homeports of Guangzhou or Hong Kong and exploring destinations along the South China Sea, including Da Nang, Halong Bay and Ho Chi Minh City.

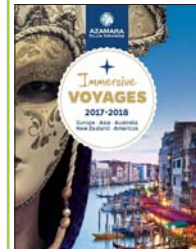
Devries said that a sister ship to *Genting Dream* will be ready by Nov 2017 and anticipates demand from the Australian market to grow as the popularity of the segment surges.

Pictured above are: Andrew Clark regional director Hong Kong Tourist Board and Brigita Devries assistant vice president sales and marketing Star Cruises.



Brochure Spotlight

Azamara 2017/18



More than 100 cruises, 200 destinations and 900 land adventures have been packed into Azamara

Club Cruises' just-released 2017/18 brochure.

A range of new destinations have made their way into the program, such as Australia's Whitsunday Islands and Portimao in Portugal.

New special events and cruises have been unveiled, celebrating the Cannes Film Festival, Monaco Grand Prix, a World War II Remembrance Voyage to Normandy and a New Year's Eve party in Sydney Harbour. Another highlight is the world journey, departing Sydney on *Azamara Journey* in 2018 and calling into 29 countries. AzAmazing Evenings have returned, with one included on most voyages, such as a classical concert amongst the ancient ruins of Ephesus and a performance beneath coconut palms in Ho Chi Minh City. The 2018 season will be the third since Azamara Club Cruises' return to Australia.

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Free hotel night

A **FREE** hotel night for new bookings on all remaining 2016 departures on selected luxury hotel barges in France is on offer with European Waterways.

The stay includes breakfast and can be used pre- or post-cruise.

To be eligible, deposits must be made by 30 Sep.



A **HOSTILE** swan is terrorising model boat enthusiasts who are testing out their pride and joy on Needham Lake, in Ipswich, UK.

The swan has gone into protective mode as he and his partner have four cygnets on the lake and is smashing and sinking model boats.

"It took about six months to build and he just smashed it to pieces," Gipping Valley Model Boat Club treasurer Cliff Galsworthy told *IOL*.

"He smashes at them with his wings and tries to get on top and sink them."

MEANWHILE, Tasmania has made international news after a 120kg fur seal was found napping in a toilet cubicle.

What was more startling was the animal appeared to be sleeping off quite the journey - as he was half a km from water.

"There's a small creek about half a kilometre away but he would still have had to cross a busy road and several paddocks to make it to the cemetery," Karina Moore from Devonport Council told *AFP*.

Joy's artwork unveiled



CHINESE artist Tan Ping has been commissioned by Norwegian Cruise Line to design the artwork for the hull of *Norwegian Joy*.

The first vessel for the cruise line to be purpose-built for the Chinese market, *Joy* will be unveiled in summer 2017 and will homeport in Shanghai & Beijing.

Artist Ping has worked the phoenix, a symbol of beauty and good luck in Chinese culture, into his design and used the regal colours of red and yellow.

A rendering of the artwork is pictured above.

Ponant APAC brox

SEVEN cruises on board the *L'Austral* which will reveal the highlights of the Asia Pacific region feature in Ponant's 2017-2018 Asia Pacific brochure.

Inaugural voyages to and from Myanmar have been added to the program, alongside Asian destinations including Japan, Vietnam, Philippines, Indonesia, Sabah and Papua New Guinea.

Within the Pacific region, cruises will visit French Polynesia, the Marquesas Islands, the Solomon Islands, New Zealand, the east coast of Australia and more.

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CRUISE NEWS & VIEWS

with Brett Jardine
CLIA Australasia

Cruise360 attendance

It's often difficult to take time out to attend conferences so I wanted to give 3 very good reasons why you shouldn't let your competitors have any advantage over you by missing this year's Cruise360 in Sydney.

Educational opportunities: No matter how experienced you are at your business, everyone can learn. For many travel agents working in your store or at home can often be isolating, and without exposure to a variety of points of view, you can miss new ideas and trends that could impact your future sales. The educational aspect of Cruise360 will expose you to new ways of conducting your business and help you discover how to be more productive.

Networking with peers: Cruise360 is a great opportunity to network. Often competitors can be valuable resources.

Avoiding peers for fear of them discovering your competitive advantage can actually limit your own success! Collaboration is a great way to approach networking.

Supplier Contact: The Cruise360 trade show is a great opportunity to talk to suppliers that you support and others that you are not familiar with. These are some of the best people for you to get to know if you want to learn more and grow your cruise sales.

For more information and to purchase tickets to the event, visit www.cruising.org.au.



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