

CRUISE

WEEKLY



Thursday 05 May 2016

Cruise Weekly today

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

RCI Caribbean sale

ROYAL Caribbean International is offering up to 30% off, plus up to US\$200 of on board credit.

The promo applies to bookings made by 14 May on *Oasis* or *Allure of the Seas* Caribbean departing 01 Jul-30 Apr.

Crystal Mozart design

CRYSTAL Cruises has unveiled the design for its first Crystal River Cruises vessel, *Crystal Mozart*, set to sail on 13 Jul.

The 15-guest ship will offer six dining options, including the casual Blue, on-the-go spot, Bistro Mozart & special occasion dining room, The Vintage Room.

Mozart will have four main decks, the top "Vista" deck offering a pop-up bar area with a vanishing movie screen for al fresco evening shows and a living rooftop garden area.

Two custom tender boats will also be available on board.

One of the artist's concept images is pictured below, with more on **CW's Facebook**.



Princess' Mini-Suite class

PRINCESS Cruises will introduce a new premium stateroom category, the Club Class Mini-Suite on *Emerald Princess* in Dec.

The category includes Club Class Dining, which offers a reserved dining area with expanded menu options and dedicated wait staff, which will be open every evening for dinner and for breakfast and lunch on sea days.

Also included is priority embarkation and disembarkation, the new Princess Luxury Bed, some complimentary wine on embarkation day, evening canapés & terry shawl bathrobes.

This is accompanied by the standard mini-suite offering with rooms up to 30m² with a balcony and separate seating area.

Scenic Asia booklet

SCENIC has released a South East Asia River Cruising booklet for agents to use in their consultations to help them sell.

The 16-page booklet details *Scenic Spirit* and *Scenic Aura's* on board inclusions and itineraries on the Mekong and Irrawaddy.

For a limited time, Scenic is offering a free pre- or post-night at the Park Hyatt in Siem Reap or Saigon and a Vespa tour for cruises 13 days or longer and departing Jan-Aug 2017.

The offer is valid for new bookings made up until 31 Aug and excludes the 27-day Grand Indochina and Luxury Mekong.

Princess Cruises vice president Australia & New Zealand Stuart Allison said the new staterooms would provide an enhanced accommodation experience.

"The VIP perks, including the new Club Class Dining, offers a premium and memorable on board experience so our guests can completely relax, unwind and immerse themselves in worldwide destinations and ultimately 'come back new'," Allison said.

Club Class Mini-Suite will be rolled out across the remainder of the Australian-based fleet during 2017.

The class is open for booking, see princess.com/clubclass.

Carnival Spirit China

CARNIVAL Cruise Line has pulled *Carnival Spirit* out of Australia for the 2018 winter season in favour of China (**CW** breaking news yesterday).

The move marks the brand's entry into China, but *Spirit* is set return to Australia in spring 2018 and will be replaced in Shanghai by *Carnival Splendor* in 2019.

"It is important for the Carnival brand to establish a presence in the Asia cruise market and after evaluating many different options we decided that the seasonal deployment of *Carnival Spirit* in 2018 was the best opportunity for us," said Carnival Cruise Line president Christine Duffy.



APT - Kimberley Coast Cruising 2017



APT has expanded its Kimberley Coast cruising offering with the addition of a new ship for the APT

portfolio, *L'Austral*.

An expedition team of twelve will operate three departures between Broome and Darwin on board the 230-pax vessel, which is equipped with 12 Zodiacs for shore adventures.

Also packed into the brochure is five expedition style departures on *MS Caledonian Sky* venturing for 11 days on the Kimberley Coast Cruise between Darwin and Broome. The third cruise style for the season is boutique and is offered on the 72 passenger *Coral Discoverer*, with an Xplorer vessel available for shore excursions.

Also included in the brochure is a range of itineraries combining cruise with 4WD Kimberley Wilderness Adventures, allowing guests to explore the region from land and sea.

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Crystal's new cruises

CRYSTAL Cruises has released three new 14-day itineraries in the Caribbean for Nov and Dec.

Each of the voyages are on *Crystal Serenity* and either begin or end with an overnight stay in New Orleans.

The first departure is on 08 Nov and ventures from Fort Lauderdale to New Orleans, the second is a round-trip from New Orleans leaving 22 Nov and the third a New Orleans to Miami cruise departing 06 Dec.

Cruise survey in *travelBulletin*

PRINCESS Cruises was the top-ranked ocean cruise operator in a number of measures recorded in a new travel agent survey reported in this month's *travelBulletin*.

En route to subscribers now, the cover story details the results of the independent research commissioned by *Cruise Weekly* and undertaken by Stollznow Research.

The study garnered a strong response from the industry, with a total of 516 cruise sellers giving their opinion on different ocean, river and expedition operators as well as selling techniques, products, incentives, training and support.

Interestingly on-board credit was seen as the bonus most likely to get a customer to place a booking - ranking higher than 'Fly Free' offers and earlybird discounts.

When it came to river cruise operators, APT and Scenic were neck and neck, with the full results of the research available



for purchase by contacting research@cruiseweekly.com.au.

The May *travelBulletin* also includes a full analysis of all the big industry stories of the last month, along with inspirational features on South Korea, southern hemisphere skiing, Abu Dhabi, Canada and Hawaii.

To subscribe for just \$30 a year, use the code AGENT at travelbulletin.com.au/shop.

Viking heads to Oz

VIKING Ocean Cruises will for the first time visit Australia as part of the company's inaugural world cruise (CW 03 May).

The 141-day voyage will see *Viking Sun* berth in Sydney for an overnight stay, along with a visit to Auckland and Havana, Cuba for the first time.

Prices for Viking's World Cruise start at AU\$77,199 per person in Deluxe Veranda category.

Bookings made from now through 31 May will also receive US\$2,000 in shipboard credit, US\$750 in spa services credit and US\$750 in on board shop credit.

Golfing river cruise

THE Golf Touring Company is taking bookings for its inaugural Golf River Cruise of Europe, set to sail 10-17 Jul 2018.

Cruising from Nuremberg to Budapest on *Avalon Panorama*, guests will have the opportunity to play a round of golf at four iconic courses on the Danube River Golf Tour.

Locations include the Golf Club Am Habsberg in Nuremberg, Hart Golf Resort (Beckenbauer Castle) in Passau, Germany, Golf Club Adamstal in Ramsai, Austria and Pannonia Golf & Country Club in the Máriavölgy Valley, Hungary.

Guests can extend the cruise to join The Golf Touring Company's tours to Scotland/British Open or Ireland.

For golfers, the cruise is priced at \$7,945 per person or \$5,495 for non-golfers.

An earlybird discount of \$500pp is offered for bookings made by 30 Jun and travel agents will earn a flat commission of \$750 per passenger.

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TM wins big at Cruiseco

TRAVELMANAGERS took home the Cruiseco 'Top 5 in sales' award and were acknowledged as a member of Cruiseco's 'Million Dollar Club', both for the second consecutive year.

Personal travel managers Luky Wilson, who was representing Mount Eliza (left) and Derek Harwood, representative



for Forest Hill in Victoria are pictured above.

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CRUISE NEWS & VIEWS

with Brett Jardine
CLIA Australasia

Results that count!

WHEN it comes to assessing how good you are at something in any field, your results are best judged by those that actually utilise your services. In a retail sales environment this is judged based on your level of repeat business from customers and for the cruise industry as a whole, we are judged by repeat cruise passengers. Of course the passengers are not always brand loyal so for me what is most important is a repeat cruise! For CLIA as the industry body, our role is three fold; (1) Industry Training and Accreditation, (2) Consumer Awareness, (3) Government Affairs.

Over the last 2 years survey results of participants in CLIA training have demonstrated that 82% of attendees have rated course quality as EXCELLENT and 18% as GOOD. That's 100% Excellent or Good – not a bad result based on evidence from actual participants!

In 2016 our Media coverage on the cruise industry generated more than \$30 million worth of editorial coverage (equivalent advertising value) across all forms of media – another excellent result! A little over two years after the ICCA became CLIA and introduced a formal Government Affairs capability, CLIA is quickly becoming the “go to” source for State and Federal bureaucrats looking to understand the real needs of booming cruise our industry. Another great result that when combined with other aspects of CLIA activity, a clear demonstration that Association membership is a worthy investment.



Lindblad appoints

PHILIP Auerbach last week stepped in the position of chief commercial officer of Lindblad Expeditions.

Auerbach joins the cruise line from Caesars Entertainment Corporation, where he served as senior vice president and regional chief marketing officer.

Costa Peppia Pig area

COSTA Cruises' *Costa Diadema* has unveiled a children's area dedicated to Peppia Pig.

The area (pictured below) was created in collaboration with Leolandia amusement park and will be rolled out across nine other vessels this summer.



MSC 2017/18 sale

MSC Cruises is running its 2017/18 “super saver”, offering discounts of up to \$2,100 per balcony cabin.

Bookings of seven nights or more will receive \$100 off per Inside Cabin, \$150 off per Ocean View Cabin, \$250 off per Balcony Bella Cabin and \$350 off per Balcony Fantastica Cabin.

Book by 31 Jul, see more [HERE](#).

MEANWHILE, the cruise line has announced a new internet service and packages will roll out across the fleet in coming months using the Marlink Sealink Cloud.

The packages include The Social Package from \$7/day, The Surfer Package from \$16/day, to The Streamer Package, which is available from \$31/day.

The hills are alive!



THIS group of agents were among the first to experience a new Scenic Enrich activity, 'The Best of The Sound of Music and Salzburg Show'.

Cruising on board the newest Scenic Space-Ship, *Scenic Amber*, participants set off from Passau to spend seven days exploring Germany and Austria on a famil.

With two days in Vienna, agents chose from Freechoice activities including a guided tour of Bratislava or Schönbrunn Palace; a visit to the world-renowned Spanish Riding School and see the

Lipizzaner Stallions; or 'Shop with a Chef' at the local food markets with the on board chef.

Everyone also experienced the Scenic Enrich event at Palais Liechtenstein where they attended a private Viennese evening concert featuring music of Strauss and Mozart.

The cruise concluded with the official christening ceremony for *Scenic Amber*.

Angela Turen christened *Scenic Amber* at a ceremony in the Austrian town of Passau.

Amras' new ship

AMRAS Cruises' newest ship departed on her inaugural cruise on 30 Apr, sailing an eight-day Tulip Serenade - Amsterdam to Amsterdam itinerary.

The 135m *Amadeus Silver III* carries a maximum of 170 guests and 44 crew members, offering twelve 26.4m² Amadeus Suites and seventy-two 17.5m² cabins.

ms Koningsdam video

THE final video in the “Conversations with Adam D. Tihany” series has been released by Holland America Lime.

In the final instalment, the hospitality designer reflects on the reasons people travel and his goal when designing interior spaces for Holland America Line's *ms Koningsdam*.

To view it, [CLICK HERE](#).



THE Murray River may be about to get a bit clearer after Barnaby Joyce, Minister for Agriculture and Water Resources declared a plan to fight carp with herpes.

The federal government wants to release cyprinid herpesvirus (carp herpes virus) into the Murray River to kill around 95% of the carp.

Dubbed “Carpageddon”, the \$15m initiative aims to rid the Murray-Darling Basin of the non-native.

The species' toothless jaws mean they need to feed at the bottom of rivers, which causes erosion and makes the water turbid, reducing water quality.

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