



### AIDAprima debut

**CARNIVAL** Corporation didn't hold back for *AIDAprima's* christening over the weekend, putting on a show in Hamburg of lights, music and fireworks for an audience of 1.6 million.

The ship is the corporation's most environmentally friendly ship and the first cruise ship in the world with a dual-fuel engine that can be powered by LNG.

The 124,100-tonne vessel accommodates 3,300 passengers and is homeported in Hamburg, Germany sailing all-season seven-day journeys through Western Europe including London, Paris, Brussels and Amsterdam.

### NCL Q1 results strong

**NORWEGIAN** Cruise Line Holdings has recorded a net income of US\$73.2 million for Q1.

Bookings are on par with the record levels of 2015, but at higher prices, with strength in the Caribbean, Alaska, Hawaii and other North American markets, offsetting softness in Europe.

Total revenue increased 14.9% to US\$1.1 billion compared to US\$938.2 million in Q1 2015.

## Sydney Harbour cruise plan

**NSW** Tourism Minister Stuart Ayres yesterday confirmed the government is looking at a range of docking options for cruise ships in Sydney Harbour, saying he does not believe Garden Island is a suitable solution in the long-term.

Speaking at Sydney Parliament House yesterday to members of the Skal Club of Sydney, Ayres revealed a detailed cruise plan was currently being prepared.

He said a previous draft cruise blueprint had been presented to him when he became Minister about twelve months ago.

"It took me three days to realise it was rubbish and told them to go back to the drawing board and start from scratch...I wasn't going to put my name to a document that didn't provide any strategic guidance at all to the sector."

Ayres said one of the things that is crucial to the long-term success of the cruise industry is finding space in Sydney Harbour.

"That is not without its challenges and we are evaluating a number of sites internally; once we have settled on what is possible we'll go directly to

the cruising industry and start talking about infrastructure requirements at those particular sites," Ayres told *Cruise Weekly*.

He admitted he was a "skeptical" when it comes to using the naval facility at Garden Island, particularly given a "big long list of continued infrastructure that's going to be built there".

"I think our capacity to get into Garden Island is going to be challenging," Ayres added, with the unpredictability of military operations also a factor.

"It doesn't mean that it's completely out of the realm of usage, but I don't think it should be our number one priority and that means we need to explore other sites around the harbour.

"Some of those will be docking sites in the harbour that we haven't looked at in a very, very long time," the Minister said.

### Crystal's 8 new ships

**TWO** river cruise ships have been added to Crystal Cruises order with Lloyd Werft Group, bringing the total to eight new vessels, a day after a steel-cutting ceremony for four of the new-build river yachts.

The cruise line will take delivery of two additional yachts, which will join the four previously announced vessels under construction - *Crystal Debussy*, *Crystal Ravel*, *Crystal Mahler* and *Crystal Bach*.

Crystal Cruises has bulked up its order in response to interest and demand from travel partners & guests and the yachts will be deployed on European rivers from 2017 to 2019.

Additionally, Crystal has ordered the first purpose-built Polar Class megayacht, *Crystal Endeavor*, to be delivered in Aug 2018, along with the first of three 117,000 tonne Crystal Exclusive Class ships which will accommodate 1,000 guests and residents and is set for delivery in fall 2019.

### Cruise Weekly today

*Cruise Weekly* today features two pages of all the latest cruise industry news and photos plus a full page of jobs from **AA Appointments**.

### Star Cruises newbies

**STAR** Cruises will introduce two mega cruise ships built by Lloyd Werft Group to the Chinese market between 2019 and 2020.

The 201,000 tonne vessels will be designed with Chinese characteristics and the cruise line has claimed they will be "the first purpose built cruise ships deployed for the contemporary Chinese market".

Last year, Norwegian Cruise Line made a similar claim that *Norwegian Joy*, set for delivery in 2017, will be "the first purpose-built ship customised for the Chinese market".

### MSC second \$1 pax

**A SECOND** passenger can cruise for \$1 (plus port charges) on a over 90 MSC Cruises departures sailing from May 2016-Mar 2017.

The offer is valid on new bookings by 24 Jun.

### TUI to sell Le Boat

**EUROPEAN** travel giant TUI has flagged the sale of its Specialist division, which includes more than 50 different brands including canal boat operation Le Boat as well as yacht holiday businesses Sunsail & The Moorings.

TUI's Specialist Holidays Group has been run independently since TUI UK merged with its German sister company TUI AG in 2014.

CEO Fritz Jousen said there was little integration between the division and TUI's core businesses, "therefore we believe that a disposal of Specialist Group in one transaction is the best way to maximise value".

Meanwhile, TUI Cruises will include Qatar in its itineraries for the 2017/18 season.

## SILVERSEA®

Silversea Cruises own and operate a fleet of nine "Boutique" cruise ships and are recognised as the market leader in the ultra-luxury sector. A fantastic opportunity exists in their Sydney CBD office.

### MARKETING MANAGER | SYDNEY CBD

Working closely with the local GM and Global Marketing Team and with two direct reports, the Marketing Manager will take ownership of the marketing planning, strategy and execution for Australia, New Zealand & Asia. Working across both traditional marketing channels and the digital space, this broad role encompasses Brand Management, Creative Services, Brochure Production, CRM, Advertising, Promotions, Budgets, PR and Strategic Partnerships.

To apply you must be educated to degree level with a minimum 7 years experience, preferably with a luxury brand, and able to demonstrate exceptional management, organisation and communication skills. Photoshop, Dreamweaver and HTML regarded favourably.

Confidential applications to Philippa Baker on 02 9506 7000 or email [Philippa@alexander-associates.com.au](mailto:Philippa@alexander-associates.com.au)  
No agencies please.

# CRUISE

WEEKLY

Thursday 12 May 2016



## ACA Update



Jill Abel - CEO

## Industry Workshops Mean Business

**YESTERDAY** Tourism Events Queensland (TEQ) held a cruise industry workshop in Brisbane supported by the Australian Cruise Association. It kicked off a series of similar events which will roll out around Australia through major capital cities and regional centres. The purpose of the workshops is to expose the wide range of new destination experiences on offer to the cruise lines and key ground handlers such as Abercrombie and Kent, Intercruises and Bob Wood Cruise Group.

ACA will partner with the State and Regional Tourism Organisations in each location. Yesterday's event was spearheaded by Julie O'Brien, Destination and Experience Development Specialist, TEQ. Julie has been a strong advocate for the industry in Qld for many years helping to grow their cruise business substantially.

Over 20 operators representing a diverse cross section of the industry attended the Brisbane gathering. They included Mantra Hotels, Gladstone Area Promotion and Development Ltd which has recently welcomed its first cruise ship visits to their port, and Queensland Rail. Activity operators, wineries, resorts and RTOs also attended. The workshops form part of an overarching Destination Development Plan by the Australian Cruise Association to broaden the cruising experience into exciting and authentic land based activities that tell the story of Australia. This will ultimately benefit cruise passengers who will be able to immerse themselves fully in the destinations and take home a greater understanding of all there is to see and do on a visit. The next workshop will be held in Melbourne in July.

## APT adds cycling, small groups

**APT'S** 2017 Europe River Cruise brochure has debuted today, with the coffee table-style volume providing a comprehensive guide to the range which has seen the introduction of new Cycling Cruises.

The active trips are available on two itineraries, the popular Magnificent Europe voyage between Amsterdam and Budapest, as well as in Bordeaux, with cruisers having the option of a cycling excursion each day.

A major new addition to the APT program for 2017 is a series of seven small group departures (see today's *Travel Daily* for details), with the standalone land product limited to a maximum of 20 passengers.

The product has a leisurely pace on full-sized coaches, boutique accommodation and exclusive experiences.

APT executive general manager of global sales & marketing,

## A&K 2017 cruise tours

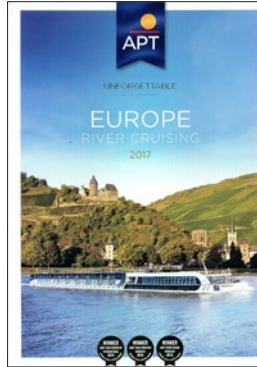
**ABERCROMBIE & Kent** has unveiled their latest cruise tour from Panama to Patagonia.

The 29-day tour travels on *Crystal Serenity*, departs 21 Jan 2017 and costs \$30,795ppts.

## Celebrity upgrade

**CELEBRITY** Cruises is running an Asia Upgrade Offer, allowing guests to book an Oceanview Stateroom for the price of an Interior on select Asian sailings between Oct-Apr.

The deal is valid for bookings made by 25 May.



Debra Fox, told *Cruise Weekly* today the 2017 APT brochure had been redesigned to make it easier for agents and their clients to navigate the extensive selection.

As well as river cruising across Europe, the program incorporates a choice of packaged add-ons

in Spain, Germany and France, while Special Interest voyages also cover Wine Cruises featuring on-board "wine ambassadors" from some of Australia's top wine-making families.

Fox said APT would continue to offer its range of SuperDeals, which have been simplified to include 'Fly from \$995' across all itineraries in the season, and business class deals from \$4,995.

Agents will receive the new brochure in the coming days.

## Pandaw 2017/18 prog

**RIVER** cruise itineraries in Burma, Vietnam, Cambodia, Laos, Borneo and China have been detailed in the newly-released Pandaw 2017/18 program.

The line is offering early booking discounts of up to 20% and no single supplements on a range of departures booked by 31 May.

## New role for Fernie

**FORMER** e-cruising executive general manager Alastair Fernie has taken a new role as Head of Australia for Gold Coast-based online cruise agency Dreamlines.

Fernie's career has also included being general manager for Helloworld's The Cruise Team and Harvey's Choice Holidays.

## Carnival Valor refurb

**A NUMBER** of new bars and restaurants have been fitted on Carnival *Valor* during dry dock.

New additions include Guy's Burger Joint, RedFrog Rum Bar, BlueGuana Tequila Bar, BlueGuana Cantina, RedFrog Pub, Alchemy Bar, SkyBox Sports Bar and Cherry On Top.

**MEANWHILE**, Carnival Corporation has announced it will name its simulator training campus Arison Maritime Center, in honour of longtime board chairman and former ceo Micky Arison and his father Ted, founder of the company.

A grand opening of the centre is scheduled for 14 Jul.

## Voyages brochure

**THE** 2017 Voyages of Discovery brochure is hitting shelves, featuring 17 new ports of call.

For the first time, *Voyager* will visit the Greek island of Zakynthos, along with Bordeaux and Rouen, as the vessel makes its debut sailing the inland waterways of France.



**EVERYONE** loves a freebie, but would you take one from a homeless shelter?

In Ketchikan in Alaska, cruise ship passengers have been wandering in to use a homeless shelter's restroom and staying for the free coffee, *The Chicago Tribune* reports.

"If we have a snack, they'll take the snack and they'll sit there and watch TV," The First City Homeless Services Day Shelter chairwoman Evelyn Erbele said.

"It's called 'audacity,' isn't it?" Media attention regarding the passengers' use of the shelter has prompted support from readers around the world.

"It's a shelter, & we don't turn anybody away," Erbele added.

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# AA APPOINTMENTS

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QLD & NT - 07 3229 9600 - [employment@aaappointments.com.au](mailto:employment@aaappointments.com.au)

### SMOOTH SAILING AHEAD

WHOLESALE CRUISE TRAVEL CONSULTANTS  
BRISBANE CBD – \$55K OTE

Experienced travel consultants – here's your chance to sail into a new role in wholesale travel. Bid farewell to time wasters and face to face consulting. This growing cruise wholesale team is looking for passionate cruise consultants to join them. You'll love assisting industry professionals with booking worldwide cruises including pre and post arrangements. Sensational \$\$ are on offer along with the chance to enjoy free cruises, top industry training, discounted travel and more. Apply today!

### ALL ABOARD

CRUISE TRAVEL CONSULTANTS X 2  
GOLD COAST – \$55K- \$60K OTE

Here's your chance to be part of a fun new team on the Gold Coast. This leading travel company has opened a dedicated cruise division and are looking for cruising gurus to join them. Working in a fast paced call centre environment you'll receive all enquiries via phone and email and sell only the best cruise products out there along with pre and post arrangements. A strong base salary + generous commission scheme is in place along with other top industry benefits. These roles start ASAP so call today to find out more!

### MOVE AWAY FROM TRADITIONAL SAILS

WHOLESALE TRAVEL CRUISE CONSULTANTS  
SYDNEY – SALARY PACKAGE \$60K OTE + BENEFITS

Your chance is finally here to move away from face to face selling. Don't miss the opportunity to work for this leading company in their booming cruise department & earn big! Your role will involve looking after key travel clients of this amazing brand, selling the extensive cruise product they have on offer as well as other ancillary products including add on hotels, tours, flights and independent travel. Min 2 years travel industry exp, GDS skills & passion for cruise, Be part of a global Award winning corporation & apply now!

### CRUISE INTO GROUPS

CRUISE GROUPS TRAVEL SPECIALIST  
SYDNEY CBD – SALARY PACKAGE UP TO \$55k

Do you know your ship? This global cruise liner is looking for a talented group's specialist to join their growing team. Enjoy creating worldwide bespoke all-inclusive packages, including flights, pre/post arrangements & land excursions, on this elite cruise line. If you have min 4 years groups experience (cruise is desirable), a passion for the seas, solid GDS skills & thrive in a fast paced team; you will be rewarded with a top salary, beautiful offices, supportive team, ongoing development & famils/inspections. Jump ship today!

### ROLL THE WINDOWS DOWN AND CRUISE

TRAVEL CRUISE SPECIALIST  
SYDNEY – SALARY PACKAGES STARTING FROM \$55K

Join the fastest growing sector in the travel industry. With a huge increase in the Australian market, this leading cruise company is looking for an experienced cruise specialist to join their well-established team. Sell some of the best cruise liners in the world, dealing with travel agents, consumers and the corporate market. If you are looking to get out of retail face to face and specialise in Cruise apply now. GDS preferable, proven cruise and sales ability mandatory. Take this fantastic opportunity to jump ship today!!!

### ALL ABOARD!!

RETAIL CRUISING SPECIALIST  
MELBOURNE (VARIOUS) - SALARY PACKAGE TO \$65K (OTE)

Our client is one of the largest and well-known travel companies globally and they are seeking cruising specialists to join their highly successful teams. With the currently cruising trends sweeping through the nation, making commission targets it a breeze. You will have uncapped commission earnings, which means the world is your oyster. You will need a minimum of 2 years travel consulting to be successful in this role and GDS (Galileo preferred) experience. Personal cruising experience is favoured.

### TAKE ADVANTAGE OF THE CRUISING BOOM

CRUISE CONSULTANT  
MELBOURNE INNER – SALARY PKG UP TO \$70K (OTE)

My client is looking for a cruising expert to join their incredibly successful team in servicing the general public with all cruising enquiries and make the most of the current cruising hype! You will have cruising famils and will only work one in every 5<sup>th</sup> or 6<sup>th</sup> Saturday! Get those weekends back and no face to face consulting! Min. 2 years travel consulting experience req'd. If you are cruising specialist who wants to take advantage of the recent cruising BOOM in Australia, contact us for more details!

### READY TO WALK THE PLANK?

SPECIALIST GROUPS, FIT & VIP CRUISE CONSULTANTS  
SYDNEY CBD – TOP SALARY, INCENTIVES + FAMILS

Industry leaders are searching for passionate cruise gurus to join their expanding teams. Represent the world's leading cruise lines, specialising in FIT or Groups or VIP. Create bespoke dream cruise holidays, including cruise only, flights, pre/post or all-inclusive packages. Utilise your in-depth cruise or group's knowledge, solid GDS/airfare skills & passion for the seas to be rewarded with a top salary, beautiful central offices, M-F with the odd weekend, 5\* famils & on-board inspections. Know your ship? Then apply now!