

CRUISE

WEEKLY

AGENT
UPDATE

Thursday 26 May 2016

Cruise Weekly today

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

Royal Caribbean orders a fifth Oasis

ROYAL Caribbean Cruise Lines this morning announced three new ship orders, confirming a Memorandum of Understanding with STX France for a new Oasis-class behemoth along with two more Celebrity Edge ships (**CW** breaking news).

The news follows the recent delivery of the third Oasis-class ship, *Harmony of the Seas*, which is currently undertaking a series of short voyages as its features are unveiled to agents and media.

"The response to the arrival of *Harmony of the Seas* is staggering, eliciting excitement from eager cruisers from markets on both sides of the Atlantic," said RCL chairman and chief exec officer, Richard D. Fain.

"And Edge-class is one of the most highly anticipated new projects, following the high bar of 'Modern Luxury' design set by its predecessor, the Solstice class."

The order is expected to be finalised in coming weeks, with the fifth Oasis ship scheduled for delivery in 2021 and the additional Edge-class vessels to arrive in 2021 and 2022.

MEANWHILE Royal Caribbean continues to boost its capacity in the Australian market, yesterday announcing six additional *Ovation of the Seas* cruises in its second local season in 2017/18.

On sale from today, the extra departures mean *Ovation* will spend five more weeks home ported in Sydney in 2018.

"Such is the excitement and anticipation of *Ovation of the Seas*' arrival that we're extending her second season before she has even commenced her first in Australia," said RCL md Australia & New Zealand, Adam Armstrong.

One million ocean cruisers

CRUISE Lines International Association this morning unveiled its annual cruise industry statistics, revealing that for the first time ever ocean cruise passenger numbers in Australia have surged past the one million mark (**CW** breaking news).

The 2015 figures, which no longer incorporate river cruising due to CLIA wanting its statistics to be comparable across regions worldwide, showed a 14.6% growth year-on-year in total Australian cruise passengers and a market penetration of 4.5%, the highest in the world.

Only the emerging market of China reported a stronger rate of growth, up 40.3%, with the Australian figures showing a stunning compound annual growth rate of 19.2% since 2006.

135,000 more Australians cruised in 2015 than the prior year, with newly appointed CLIA Australasia chairman Steve Odell (**pictured** at this morning's launch of the report) saying Australians are clearly responding to the wide variety of cruises on offer.

The South Pacific remained Australian passengers' favourite cruise destination, attracting more than a third of ocean cruise passengers, while there was also strong growth in Asian cruising.

Short break cruises (of four days or less) surged in popularity, up by 25% in 2015, while longer cruises of 15-21 days jumped more than 50%.

NSW was the largest source

Culinary Silversea

SILVERSEA Cruises has announced three "Culinary Expedition Voyages" for 2016 and 2017, aboard the 132-passenger *Silver Explorer* in South America and on the European Atlantic coast - more on 1300 306 872.



market, with 421,950 cruise passengers, while Queensland numbers jumped almost 30% compared to 2014 giving the state a record population penetration rate of 5.9%.

Despite its small population, Australia was the fourth largest source market in the world in 2015, accounting for 4.6% of global cruise passengers.

Disney Cruise Canada

DISNEY Cruise Line is set to return to New York, California and Texas in autumn 2017 with sailings to the Bahamas and new destinations in Canada.

Cruises from New York City on *Disney Magic* include a seven-night Canada sailing to the Atlantic Canada coast in Oct with a new port call in Charlottetown, Prince Edward Island.

In Sep and Oct 2017 the line will return to San Diego, California with a variety of *Disney Wonder* cruises to Baja and the Mexican Riviera.

The line will head to Galveston, Texas in Nov and Dec with a line-up of eight seven-night cruises to the Caribbean and the Bahamas.

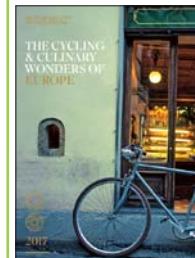
All Bahamian itineraries include a stop at Castaway Cay, Disney's private island in the Bahamas.

Bookings open to the public today with details available at disneycruise.com.



Brochure Spotlight

Scenic - Cycling & Culinary Wonders



SCENIC has launched its first Europe river cruising "mini brochure" for 2017, with the *Cycling and Culinary Wonders*

of Europe part of the A5 suite of supplementary brochures designed to help agents sell to their clients.

The 44-page brochure includes four new river cruises focusing on the "wealth of picturesque cycling routes in France and Europe" as well as the cuisine of the South of France and Bordeaux.

There are also three extended itineraries incorporating extensions to Prague, Barcelona, Champagne and Madrid.

The culinary cruises in France are aboard the three Scenic Space-Ships which will be rebuilt to feature the Scenic Culinaire experience - an on-board "cooking emporium" offering tailored cooking classes along with a cheese and wine cellar and fresh ingredients sourced from local markets.

More details on 13 81 28.

Lindblad on the road

LINDBLAD Expeditions National Geographic will host events for travel agents and clients at events in Melbourne, Sydney, Brisbane and Perth over the next few months, showcasing its 2016-17 Exploration program.

Voyages on all 11 vessels in the fleet will be highlighted, with registrations for the events now being accepted online at au.expeditions.com/events.

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ACA Update



Good News for Cruise

WHAT an exciting week in the cruise industry with several good news announcements being celebrated by the Australian Cruise Association.

Last week Carnival Cruise Line revealed that they will homeport *Carnival Legend* in Melbourne for the first time in 2018.

Homeporting provides strong economic benefit for the tourism industry overall as a ship in turnaround is worth far more to a destination than a transit visit. Those financial benefits flow out to a wide ranging group of providers including port authorities and providers for example, while tourism organisations also benefit from the exposure to their destinations.

Carnival is following a highly successful trend by other cruise lines such as P&O which announced homeporting late last year for *Pacific Eden* in Fremantle, *Pacific Aria* in Brisbane and *Pacific Jewel* in Melbourne.

ACA also congratulates Steve Odell and the new management committee announced by CLIA Australasia last week. We look forward to continuing to work together to promote the industry here. We also would like to congratulate Gavin Smith on his new UK role and recognise the amazing contribution he made to cruising in Australia.

And finally great news that Royal Caribbean has confirmed six additional Australian cruises for *Ovation of the Seas* in 2018 – her second season here before she has commenced her first!

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Sture becomes a bunny



Seabourn restaurant

SEABOURN opened its new signature restaurant The Grill by Thomas Keller, on board *Seabourn Quest* this week.

A collaboration between three-star Michelin chef Thomas Keller and designer Adam D. Tihany, The Grill is inspired by a classic American chophouse.

The Grill is located in a newly renovated space formerly occupied by Restaurant 2 and will be open for dinner daily.

Scenic screens on TV

CHANNEL 9's *Weekend Today* will be discovering the highlights of Peru with Scenic over the next two months.

Host David Whitehill's extensive exploration includes Lima, a luxury Amazon cruise to spot wildlife, visiting the Manatee Rescue Centre and a trip to Machu Picchu followed by the cities of Cuzco and Arequipa.

Weekend Today will air the series Sat 28 May, 04, 11, 18, 25 Jun and 02, 09, 16 and 23 Jul on Channel 9 at 9.50am (AEST).

Royal godmother for Seven Seas Explorer

REGENT Seven Seas Cruises has announced Her Serene Highness Princess Charlene of Monaco as godmother of its new *Seven Seas Explorer* which will be christened in a gala ceremony in Monte Carlo on 13 Jul.

The glittering event will also feature a 40-minute performance by world-renowned Italian tenor Andrea Bocelli, with Regent Seven Seas president Jason Montague saying it's fitting to have the world's most luxurious ship christened by someone who is the "definition of elegance, grace and passion".

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The Rabbitohs take on the North Queensland Cowboys at Barlow Park on Sun 03 Jul, with the cruise-focused half time entertainment offering the chance for a lucky spectator to win a holiday at sea with P&O.

Myrmell is pictured with South Sydney players Thomas Burgess, Sam Burgess, John Sutton and Michael Maguire.



HOLLAND America Line certainly made things a lot tastier here at the *Cruise Weekly* office this morning with a special delivery of cute, custom cupcakes.

The treats were part of the line's celebration of its latest ship *Ms Koningsdam* which had its dedication ceremony last week in Rotterdam, the Netherlands.

The 2,650 passenger ship will home port in Amsterdam for the European summer season.

Thanks Guys!

