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CRUISE



WEEKLY

PLAN A CRUISE
MONTH

Cruise Month

Thursday 20 Oct 2016

Cruise Weekly today

Cruise Weekly today features four pages of all the latest cruise industry news including a **photo page** and a **front full page wrap** from Silversea Cruises.

Uniworld adds live customer reviews

UNIWORLD Boutique River Cruise Collection's website is now featuring independent, unedited reviews from customers via a partnership with online portal Feefo - the same review system used by Trafalgar, also owned by The Travel Corporation.

Uniworld Australasia md Fiona Dalton told **CW** the initiative is a "lovely way for our guests to acknowledge their experience with us and help us drive continuous improvement".

She said Uniworld was currently running at a 99% guest satisfaction rating on the platform.

Virgin Voyages' reveal

VIRGIN Group founder Sir Richard Branson has renamed Virgin Cruises as Virgin Voyages and announced a ship building contract for three vessels.

The vessels will be built by Fincantieri, and the company will be the first major cruise line to adopt the clean energy system, Climeon Ocean.

Steel cutting is slated for early 2017, followed by the keel laying in Genoa in the fourth quarter of 2017 and the first ship will arrive at PortMiami in 2020.

Accommodating more than 2,700 "sailors" (the line's term for guests) and 1,150 crew members, the first vessel will offer a range of 7-day Caribbean itineraries.

The Climeon heat power system will transform low-grade energy into clean electricity, saving an estimated 5,400 tons of carbon dioxide savings annually per ship.

This is anything but just another



VOYAGES

cruise or holiday, it will be a transformational experience delivering a very 'Virgin style' of adventure," said Virgin Voyages president and ceo, Tom McAlpin.

At the reveal event in Miami Beach yesterday, Branson said the company was tasked with "delivering the most irresistible vacation at sea".

A new logo (pictured) was also announced at the event.

The company is backed by investors Bain Capital Private Equity and Virgin Group.

For more information, head to www.virginvoyages.com.

Expedition startup

THE former owner of Coral Princess Cruises, Vicki Briggs has teamed up with ex-Coral Princess sales and marketing manager Andrew Castles to establish Expedition Cruise Specialists.

The Australian-based company will represent expedition-style cruise lines in destinations ranging from the Amazon to Antarctica, to the Kimberley.

For more information, visit expeditioncruisespecialists.com.

Port Douglas renos

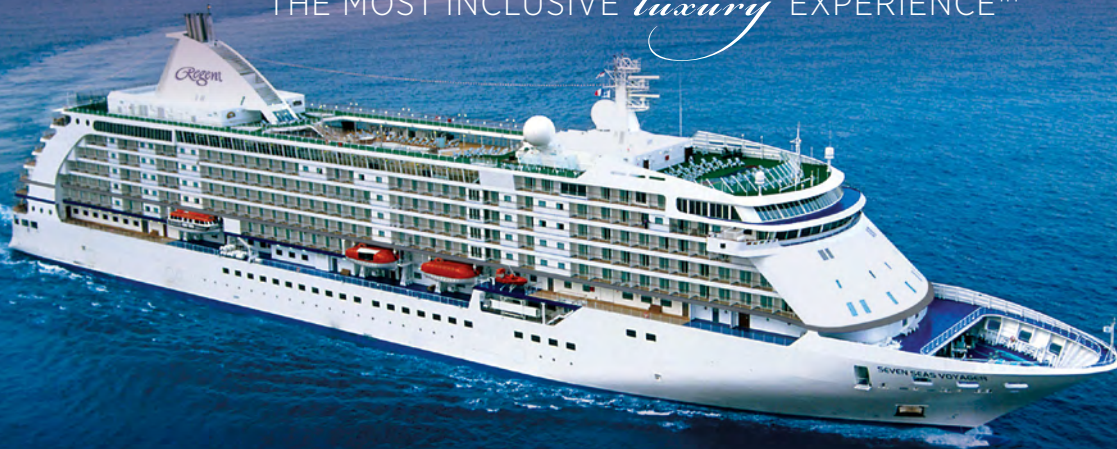
A PROPOSED \$85 million transformation of the Port Douglas waterfront (**CW** 29 Oct) is predicted to bring in approx \$48m in total annual expenditure from increased marina activity, holiday and residential rental and commercial space spending.

The figures are from an economic impact statement by Cummings Economics.

Regent

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More cruise month winners!



THE second round of prizes for Cruise Lines International Association (CLIA) Australasia's Plan a Cruise Month have been announced, with Sydney-based CruiseAlong's Lance Mumby, winning a prize donated from CLIA members.

Cruise Holidays GC also won \$1,000 in marketing funds in

recognition of its Plan A Cruise Month social media campaign.

Helloworld in Rotorua and Peter Dunne from Discover Travel Christchurch have been gifted bottles of Champagne as part of the Cruise Month giveaway.

The team from Cruise Holidays GC are **pictured**: Lorraine Mccloughlin, Anita Hartney, manager Rachel Powell & cruise rep Sharon Hando.

WWF on Journey

A WORLD Wildlife Fund (WWF) conservation expert will step aboard one of Azamara Journey's Australia and NZ voyages during her maiden season down under.

Under the cruise line's WWF Guest Speakers Series, Dr. Sybille Klenzendorf will host lectures on climate change impacts on polar bears, wildlife trafficking and trade and consumerism.

The 15-night Australia & New Zealand voyage, departs Sydney on 19 Feb 2017.

Canaveral damage

HURRICANE Matthew may have caused as much as US\$7 million in damage to Port Canaveral, the facility ceo John Murray told *Florida Today*.

Initial estimates show US\$2-3 million in damage to buildings, but the overall blow could cost \$5-7 million, depending on the state of port roads and how much dredging work might be needed.

GC pinpoints Philip Park

THE ocean-side of Philip Park has been earmarked for further investigation as the potential site of a cruise ship terminal on the Gold Coast.

Three locations were examined by a feasibility study approved by the Gold Coast Council in Jun, after Mayor Tom Tate put the terminal back on the table during the council election.

The feasibility study looked at the potential for a facility offshore of Philip Park, extension of the existing sand bypass jetty or to the existing southern training wall of the Gold Coast Seaway.

Conducted by Pricewaterhouse Coopers, the assessment found the Philip Park location offers a closer proximity to existing tourism attractions, cheaper construction costs and avoids having to consider impacts to the Seaway dynamics.

The report noted all three locations could "offer a technically achievable solution

to the delivery of a cruise ship terminal," but it would likely be more expensive to upgrade existing infrastructure.

There would also be greater impacts with an off-shore breakwater when positioned close to the Seaway - potentially impacting the surfing at South Stradbroke Island.

The assessment noted by clustering existing and proposed retail, hotel and entertainment facilities, the visitor experience for cruise passengers would be substantially enhanced.

"This includes the ability for passengers to directly access amenities and attractions and for the project to share other infrastructure, for example potential public transport facilities, road upgrades & tourist services," the report stated.

A draft preliminary update report is due in 28 Oct and a Compendium Report for the Feasibility Study in May 2017.

AUCKLAND
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Silver Muse - Simply Divine Roadshows

Silversea Cruises commenced their annual Roadshow this week, hosting dinners for their top supporters in Melbourne and Sydney to celebrate the Silversea fleet, the impending launch of *Silver Muse* and the conversion of *Silver Cloud* into an expedition vessel in 2017.

At each of the events, agents were treated to stunning city views and gourmet cuisine to celebrate the culinary offering on *Silver Muse*. They were also the first to view the new *Silver Muse* culinary video that is being launched today along with the new *Silver Cloud* Expeditions video.

The events coincide with the six months to go milestone for *Silver Muse*, when she will be christened in Monaco on the 19 Apr 2017 before commencing her inaugural season in the Mediterranean.

The ultra-luxurious all verandah suite vessel will accommodate 596 guests, offer an unprecedented variety of dining options, with eight signature restaurants, spacious open air spaces, and sumptuously appointed suites leading in at 36m². Silversea says *Silver Muse* represents an exciting evolution of *Silver Spirit* that will redefine ultra-luxury ocean travel, enhancing the small-ship intimacy and spacious all-suite accommodation that are the hallmarks of the Silversea experience.

With almost a year to go before *Silver Cloud* joins the expedition fleet, guests were given a sneak preview of the

stunning transformation of suites and public spaces that will take place on Silversea's original ship. Accommodating just 200 in the Polar region with spacious ocean view suites and five restaurants, she has been dubbed the most luxurious expedition ship at sea.



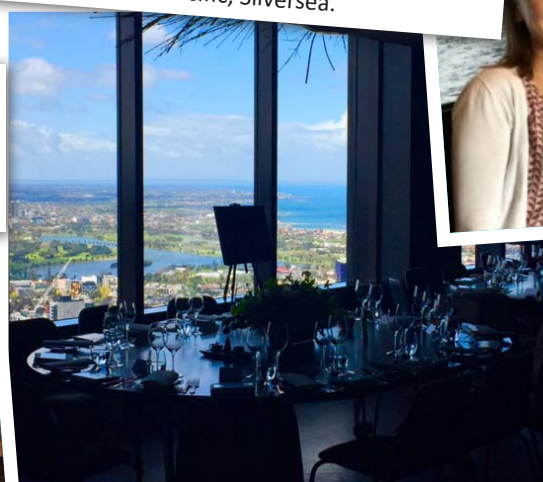
JOHN Ross & Liz Cosier, J & H Tours; Justine Sealey, Ramsgate Travel; Barbara Whitten, Anywhere Travel; Michael Londregan, Virtuoso; Steve Thompson, Anywhere Travel; Carolyn Mackley, Cruiseco; Amber Wilson, Silversea; Belinda Grist and Sharyn Kitchener, Travel Specialists Mosman.



CRAIG Farrell, BDM Melbourne, Silversea; Major Prize winner, Rachel Quinton from Ashmore and James Travel Associates; Leanne Fonagy, Marketing Manager, Silversea and Amber Wilson, Managing Director, Asia-Pacific, Silversea.



MARIA Theodosatos, Spencer Travel Eastside & the Major Prize Winner in Sydney and Amber Wilson, MD Asia-Pacific, Silversea.



VUE Rialto Tower Melbourne all ready to welcome 85 Melbourne agents.



JULIE Golding, BDM; Ian Pryer, Goldman Travel and Scott Graham, BDM.



AMBER Wilson introducing the new *Silver Muse* culinary video.



AMBER Wilson presenting *Silver Muse* to Sydney guests.

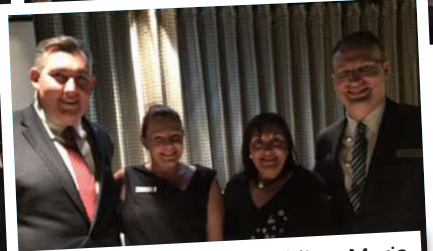
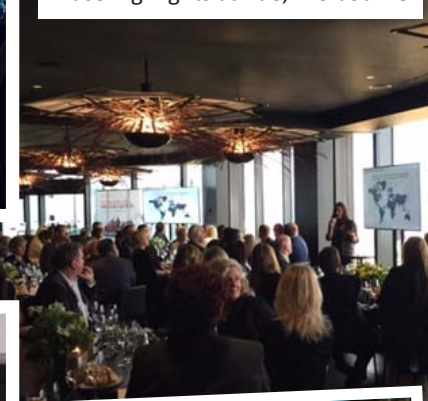


AMBER Wilson, GM Silversea presenting prizes with entertainers Giselle and Jose.

THE Silversea Marketing team Magdalena Lavender, Megan Booker and Leanne Fonagy.



AMBER Wilson presenting *Silver Muse* highlights at Vue, Melbourne.



ADAM Davey, Julie Golding, Maria Theodosatos, major prize winner from Sydney from Spencer Travel Eastside and Scott Graham, BDM.

Do you have the
Cruise Weekly app?



Uniworld India deal

SAVINGS of \$800 per couple are available on Uniworld's 13-day India's Golden Triangle & the Sacred Ganges luxury river cruise & tour from New Delhi to Kolkata when booked and deposited by 16 Jan.

The itinerary is priced from \$12,929ppts for 2017 departures. For more, call 1300 780 231.



Koepf's words of wisdom

FACILITATOR of CLIA Australasia's annual Masters Conference, Scott Koepf presented a special Cruise MasterClass in Sydney last week. Speaking to Master Accredited Cruise Consultants and other CLIA members at the event, Koepf reminded attendees that, in the

world of sales, being good is not good enough.

His advice? To really stand out, "you must strive to be great".

Pictured are: Jess O'Brien, P&O Cruises; Scott Koepf, CLIA Masters Conference Facilitator; Justine Sealy, Ramsgate Travel & Heather Pride, Carnival Cruise Line.



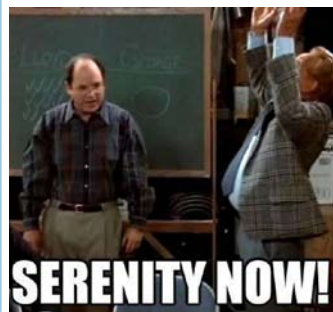
JUST how would you respond when asked by a guest whether the crew sleep aboard the ship when out at sea?

International concierge Alan Custovic, whose experiences include stints at Carnival and Viking Cruises, has compiled a rather humorous blog on some of the zaniest questions asked.

Some of his favourites include "is the toilet water fresh or salt water?", "what time does the midnight buffet start?" and "which side of the ship will the water be on?"

And, just when you thought questions couldn't get any more naïve, there's this "If the ship sinks, can I have a non-smoking lifeboat?"

...Seriously? Oh serenity now!



SERENITY NOW!

Cruise Weekly is Australia's leading travel industry cruise publication. An industry-focused PDF edition of Cruise Weekly is published every Tue and Thu, and there's also a consumer-facing email newsletter published each Wed - sign up free at www.cruiseweekly.com.au.

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CRUISE NEWS & VIEWS

with Vera Huntink
CLIA Australasia

Cruise Month success

It's great to see so many CLIA Australasia travel agent members getting involved with Plan a Cruise Month. Since the start of the campaign, we have seen nearly 300 social media postings from travel agents on platforms such as Facebook, Twitter and LinkedIn. Many also have held instore promotions, run consumer advertising campaigns and participated in cruise expos. We have seen some great initiatives. CLIA has already rewarded \$2,000 in marketing co-op funds for excellence in social media promotion, and there is still another \$2,000 up for grabs before the end of Oct. Both winners, Sarah Fenton from MTA Travel and Cruise Holidays Gold Coast, have really embraced Plan a Cruise Month, promoting a wide range of cruise experiences on social media and involving the weekly themes. Sarah, and Nic Rone from Cruise Holidays, were over the moon and agreed that social media marketing is such an important aspect of their businesses and the funds will really make a difference, allowing them to continue with additional promotional activities that will add to their bottom line. Plan a Cruise month is a global initiative to improve consumer awareness of cruising. It provides travel agents with a platform to promote cruising and increase their sales. I encourage CLIA members to get involved and reap the benefits in the final week and a half of Cruise Month.



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NCL NORWEGIAN *Feel Free* CRUISE LINE

Over the next month, Norwegian Cruise Line and *Cruise Weekly* are giving agents the chance to win a balcony stateroom for two on board *Norwegian Jewel*'s 5-day Tasmania Sampler Cruise. All you have to do is answer each question correctly and have the most creative final answer. Send answers to ncl@cruiseweekly.com.au

Norwegian Cruise Line's unique *Feel Free*™ style of cruising offers freedom and flexibility never before seen in Australia. From November 2017 *Norwegian Jewel* will be calling Australia home, so now you can experience premium-contemporary freestyle cruising right from your doorstep.

7. Which cruise itinerary departs over the 2017 Christmas & New Year holiday period?

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