



Cruise Weekly today

Cruise Weekly today features three pages of all the latest cruise industry news.

HAL cooking shows

HOLLAND America Line isn't letting the loss of chef Mark Best (**CW** 15 Sep 16) slow down their culinary offering, announcing a partnership with TV show *America's Test Kitchen*.

The pact will see HAL's Culinary Arts Center transformed to replicate the television set where the series is filmed.

Shipboard shows will be hosted by the cruise line's chefs, who will be trained by *America's Test Kitchen* culinary experts to conduct cooking demonstrations and hands-on workshops covering topics ranging from shaping Asian dumplings to making the perfect pie crust.

America's Test Kitchen demo courses and workshops will begin on *ms Westerdam* on 18 Oct & on *ms Nieuw Amsterdam* on 13 Nov.

The program is expected to roll out fleetwide by Jun next year.

Crystal AirCruises

THE designs for Crystal's first aircraft, a Boeing 777-200LR have been unveiled.

Part of the company's Crystal AirCruises experience, the plane will transport 84 guests on 14-, 21- and 28-day itineraries and will have fully reclining seats with TVs and the Crystal butler and concierge services.

Also on board will be a lounge with a stand-up bar, two divans and four dining tables.

See **Facebook** for photos.

Odysseus turns to Aus

CRUISE booking engine Odysseus has signalled it is looking to take market share in Australia, appointing Dave Upton from ITbyUs as its representative in Australasia.

The Odysseus Cruise Booking Engine has three options, allowing cruises to be instantly locked in and paid for, a confirmed booking to be held and an enquire option.

It features instant reservation functionality for Carnival Corp and Royal Caribbean brands, MSC Cruises, Norwegian and Viking.

The engine can also incorporate airline and accom reservations in the same pathway.

Upton said the Australian and New Zealand market has suffered from a lack of competition in the cruise tech space, highlighting "huge potential for Odysseus".

"Travel agents are in desperate need of a fast, efficient and easy-to-use online alternative."

Targeting agency groups, consolidators and medium to large specialist cruise agents, the technology can be customised for use in Business to Business (B2B), Business to Consumer (B2C) and Business to Business to Consumer (B2B2C) transactions.

Upton told **CW** Odysseus' Rules

Pandaw appoints

PANDAW River Expeditions has named Marco Rosa as vice president sales and marketing.

Rosa comes from a role as director of Image Cruising and has previously worked for Abercrombie & Kent as svp Hospitality - Sanctuary Retreats.

Engine is what sets the product apart as it allows the user to define Value Adds, Onboard Credits, discounts and markups.

This "allows an agency to inform their customers and agents of the various specials out there and promote the product at the price they like," Upton said.

APT Viet & Cambodia

APT'S Vietnam & Cambodia River Cruising 2017/18 brochure has been released, featuring sailings on the *RV Amalotus*.

A new luxury hotel stay, two nights in Ho Chi Minh City at Park Hyatt in 2017 has been added.

APT is offering agents the option to fly Business class from \$995 or \$2,995 inc taxes - **CLICK HERE**.

RCL Australia gives thanks



ROYAL Caribbean, Celebrity Cruises and Azamara Club Cruises hosted key suppliers and agents on the roof top of Primus Hotel in Sydney to say thank you.

Speaking to **Cruise Weekly**, Adam Armstrong, md Australia and New Zealand, Royal Caribbean Cruises said six months in, the new role was "like wearing a pair of slippers".

"We haven't had any ships here and now we're ready for the season to start in two weeks."

Armstrong said the much-anticipated arrival of *Ovation of the Seas* has been the best sold

ship for the season.

"The original four cruises, they're all sold out, it's really the new ones that have a little bit of space," he said.

Pictured at the event from left are: Peter McCormack, head of sales Australia and New Zealand Royal Caribbean Cruise Lines Australia; Kathryn Valk, director of marketing and sales at Royal Caribbean Cruises; Adam Armstrong; Tony Soden, national key account manager, Royal Caribbean International and Steven Garside, bdm, Azamara Club Cruises.



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Princess gratuity rise

PRINCESS Cruises is raising the gratuity charge once again, effective for voyages departing on or after 15 Dec.

Guests in suites will be charged US\$15.50pp, while US\$14.50pp will be charged for mini-suites and club class, and US\$13.50 per guest for interior, oceanview, and balcony staterooms.

This will be the second increase this year, with gratuities set at US\$13.50 for pax in suites and US\$12.95 in other categories on 01 Jan (*CW* 08 Oct 15).

Uniworld & Sabre

IN THE US and Canada, Uniworld Boutique River Cruise Collection has teamed up with Sabre to provide American and Canadian agents with Uniworld's inventory on Sabre Cruises.

The interface will allow travel consultants to compare and sell Uniworld products in Europe, Asia, Egypt and India via the Sabre Red platform.

Fathom shore tours

THREE new shore excursions have been added by Fathom to its week-long cruises in Cuba.

Guests can visit Ernest Hemingway's home, watering holes and hangouts or venture into the countryside and small communities outside of Havana.

The third option puts the spotlight on revolution, rum, religion and salsa in Santiago de Cuba, visiting the Sierra Maestra mountain range along the island's eastern side.

MSC Splendida China

MSC Cruises will position two ships in China in 2018, revealing *MSC Splendida* will join *MSC Lirica* in the region from May 2018.

The new addition will introduce the MSC Yacht Club to the market as *Splendida* visits destinations in China, Japan and Korea.

MSC Cruises opened an office in Shanghai this year, appointing a local management and ops team.

Itineraries will be released soon.

Rabbitohs' Official Cruise Line



P&O Cruises has hopped on board as an Official Membership Partner of the South Sydney Rabbitohs and will be running a four-night cruise for footy fanatics on 04 May.

The NRL team's legends, current players and coaching staff will be on the sailing and will take part in special events including a cocktail function, a Q&A and a Rugby League-themed trivia night.

P&O Cruises president Sture Myrmell said he was thrilled with the pairing.

"Rugby League is a true community sport and we know many of our regular guests are great fans of the game so it's fantastic to be able to partner

with the Rabbitohs and bring the action on board our ships with this special cruise," he said.

Pictured are: P&O Cruises president Sture Myrmell and Rabbitohs ceo, Blake Solly.

CCC Fiji dive package

CAPTAIN Cook Cruises Fiji is offering a four-night Northern Yasawa and Tivua Island cruise and dive package aboard *MV Reef Endeavour* from \$2,268pp.

Savings of \$880pp are available on the departure, which guarantees a dive at a different location each day.

The package is on sale until 30 Nov 16 for travel until 31 Mar 17.

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Avalon air credit

AVALON Waterways is giving away air credit of up to \$2,000pp for 2017 European river cruises. Bookings made by 31 Oct for 15+ day cruises will obtain \$2,000pp & res for 7-14 days will receive \$899pp - **CLICK HERE**.



Cruise360 wrap

Last week's Cruise360 conference was a resounding success with close to 480 participants in attendance as the cruise industry focused on "Navigating the Future". MC & moderator for the day, Ross Greenwood delivered an energy to the day that was evident from his opening comments! Ross is well known for his enthusiasm and very astute business acumen and it has to be said that for someone that is not involved in the cruise industry on a daily basis, his level of knowledge, understanding and insight into the cruise scene was remarkable. Our theme of "Navigating the Future" was addressed in all panels and included discussion on technology and ship design through to the relevance of retail agents as we continue to evolve. For me, one of the highlights of the day came from our keynote speaker, Michael McQueen. Referencing Michael's website, he is an award-winning speaker, social researcher and best-selling author. He has his finger on the pulse when it comes to emerging trends shaping business and culture and he certainly left our Cruise360 audience with some great ideas to take back into the workplace. One of Michael's closing quotes, which is so appropriate for retailers today... "Go big, Go Boutique or Go Broke!"



China's potential

THE market for Chinese pax flying to Australia to cruise has "untapped potential", Adam Armstrong, md Australia and NZ, Royal Caribbean Cruises told **CW** at an event in Sydney last night. "I think as the market develops, we'll see more Chinese guests taking outbound trips, i.e. getting on a plane and cruising," he said. "If we can get the duration & the destinations right, the Chinese market loves to come to Australia for land holidays so I can't see cruise being any different".



TREKKIES rejoice!

Following a sold out 2017 *Star Trek* voyage, producers have announced two sailings for 2018. Both *Star Trek: The Cruise* voyages will be hosted by George Takei, known for his role as Hikaru Sulu, helmsman of the *USS Enterprise* in *Star Trek*. Promising to be "two voyages of unique experiences", the departures will include dramatic performances, talks with scientists, influencers and experts, themed parties, interactive games, screenings and competitions. The sailings leave Miami in Jan 2018 on *Norwegian Jade*.

Jewel thoroughly inspected



AHEAD of *Norwegian Jewel's* deployment to Australasia in Nov 2017, NCLH Asia Pacific managing director, Steve Odell and NCL vp sales Australia and NZ, Nicole Costantin, jumped aboard in Seattle for a site inspection. The ship received the tick

of approval from Costantin, who said one of her favourite elements of the ship, "which I expect will be incredibly popular among local cruisers, is The Haven – an exclusive enclave that in essence is a luxury ship within a premium-contemporary vessel".



The Auckland Hop On Hop Off Explorer bus departs from outside Princes Wharf.

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