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Cruise Weekly today

Cruise Weekly today features five pages of all the latest cruise industry news plus a front cover wrap from **Norwegian Cruise Line** and a full page of jobs from **AA Appointments**.

Norwegian 2020

NORWEGIAN Cruise Line has released details of its 2020 Northern Hemisphere summer itineraries - including the new *Norwegian Encore* which will debut next year.

Encore will cruise out of New York City, while *Norwegian Escape* and *Norwegian Dawn* will make their European debut with a series of cruises from Copenhagen and Venice alongside *Norwegian Getaway* and *Norwegian Epic*.

Itineraries also include Alaska, the Caribbean & Hawaii - see the **cover page** for more on NCL's Europe voyages.

Cruise opportunities abound - Myrmell

CARNIVAL Australia president Sture Myrmell says the ongoing growth of the global cruise industry over the next decade presents a major opportunity - and while Australia's 5.7% rate of cruise penetration is a world leader, "that means more than 94% of Australians did not take advantage of the benefits a cruise has to offer".

Myrmell, who is also chairman of Cruise Lines International Association (CLIA) Australasia, was one of the keynote speakers at last week's Australian Cruise Association conference in Broome (**CW** 13 Sep), and noted the huge pipeline of new ship construction.

Currently there are 314 ships in the global cruise industry fleet, comprising 537,000 berths.

Existing order books will see a further 109 vessels to be added in the next decade, with a whopping 270,000 new berths - not to



mention a number of additional ships yet to be announced.

And despite the large numbers, Myrmell pointed out that the entire global cruise industry is still smaller than many single city destinations such as Orlando, New York, Paris and even Venice.

For the Australian sector,

currently 80% of passengers cruising out of local ports are domestic, with international inbound cruise tourism also seen as a huge opportunity.

Myrmell highlighted the importance of partnerships, in keeping with the ACA conference theme of "Forging stronger relationships," urging ports, suppliers, government agencies and the distribution sector to continue to work together to maximise the opportunity.

Issues such as infrastructure remain a challenge, but Carnival is continuing to invest in the region with Myrmell noting that the company's various cruise brands had more than tripled the number of calls to local ports in the last 10 years.

"Together we can realise this opportunity and secure the continued success of our industry," he concluded.

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Hapag-Lloyd preview

HAPAG-LLOYD has released previews of its Europe and remote destination cruises for the 2020/21 season.

The brochures will be available from late this month and contain info on trips and destinations, however, pricing will be released in 2019.



Silver Muse

SILVERSEA Cruises has announced plans to introduce a new Australian spa treatment aboard *Silver Muse* between Jan and Feb 2019.

The limited time Jindilli Massage service uses Aussie products such as macadamia and eucalyptus oils for a full body treatment and will be offered to passengers to celebrate the ship's inaugural sailing to Australia.

Silver Muse will make her Aussie debut in Dec, arriving in Darwin on 26 Dec and Sydney on 06 Jan.

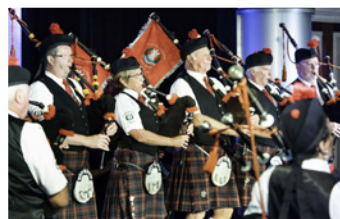
Pursuit joins the family



THE bagpipes were in full swing during the naming ceremony for *Azamara Pursuit* last week, with the ship officially welcomed by Azamara Club Cruises through a festive event featuring liberal doses of traditional Scottish flair.

The vessel's two godmothers; Ellen Asmodeo-Giglio and Lucy Huxley, were present to christen *Pursuit* before dancing the night away with guests during a glitzy evening soiree.

"Since the announcement of *Azamara Pursuit* in Sep 2017, we have eagerly awaited this special moment to celebrate the ship's debut," said the cruise line's



president and ceo Larry Pimentel.

"*Pursuit's* two godmothers both have a fearless dedication to adventure, and we could not be more pleased for them to lead us in this ceremony," he added.

Pictured: Richard Fain, chairman and ceo of RCL Cruises; godmother Ellen Asmodeo-Giglio; *Pursuit's* Captain Carl Smith; godmother Lucy Huxley; & president and ceo of Azamara Club Cruises, Larry Pimentel.

Royal axes in-room babysitting services

ROYAL Caribbean has revealed that it will be phasing out its in-room babysitting service from 30 Sep.

Sailings departing before this date will still be offered the Sitters at Sea service, and the cruise line will still offer its day and nighttime Royal Babies & Tots drop-off program, as well as nighttime Late Night Party Zone group babysitting services.

APT launches PNG

APT has announced the launch of a one off Papua New Guinea expedition cruise taking place in Oct 2019.

The new 13-day Papua New Guinea sailing is priced from \$13,995 per person twin share and includes a private charter flight from Cairns to Rabaul.

Taking place aboard the *MS Caledonian Sky* expedition ship, the trip will cruise to "isolated islands and seldom explored regions" of Australia's northern neighbour and offer on board comforts such as all-inclusive food and beverages, wi-fi, and excursions hosted by an expert expedition team.

For further booking information call 1300 196 420 or **CLICK HERE**.

Charity sailing

AUSTRALIAN Paralympian champion Kurt Fearnley will join a Chimu Adventures cruise to Antarctica in 2020 as part of a fundraising trip to raise money for education program for people with disabilities in marginalised locations.

The philanthropic endeavour departs from Ushuaia in Argentina on 21 Feb 2020 and will sail through the Antarctic Peninsula for 11 days.

Fearnley is a vocal advocate for raising the profile of disability charities.

Interested parties click **HERE**.

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IN CELEBRATION of Cunard's new Alaska and Northern Europe itineraries the cruise line surprised the **Cruise Weekly** team with the ultimate dream pack - Godiva hot chocolate and chocolate-lathered marshmallows.

It's fair to say the team is now wishing it left some of the treats for a rainy day.



Apex unveils charm

CELEBRITY Apex from Celebrity Cruises' Edge Class series will launch and be named in the UK ahead of calling Southampton home for its first cruises in Apr 2020.

The ship will feature twin-level Edge Villas with outdoor plunge pools; and two Iconic Suites with 232m² of space.

Other features include a "Dinner on the Edge" experience 16 decks above the ocean and 29 dining venues.

Celebrity Apex will go on sale 29 Nov, for info **CLICK HERE**.

Pictured is a render of suite deck on Edge Class ships.



Agents enjoy *Majestic*



PRINCESS Cruises hosted its largest travel agent famil last weekend, with 70 agents sailing on board *Majestic Princess'* maiden voyage into Sydney to mark the start of cruise season.

The two-day famil featured a presentation by *Majestic Princess'* entertainment director, Mark Turner during which Natalie Wykes from Macarthur Travel and Cruise Centre won a two-night cruise on board *Majestic Princess* sailing Sydney to Brisbane in Mar.

Pictured above are agents & Princess reps at the sailway party; **inset** are Kelly Taylor, office



manager, ICE Vacations; Marianna Arma, marketing executive at Princess Cruises; Madelyn Austin, executive assistant at ICE Vacations; Joanna Moustafa, groups coordinator customer service at Princess Cruises; Lillian Canedo, trade marketing specialist at Princess Cruises; and Andrea Jacob, online training coordinator at Princess Academy.



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Oceania Cruises is renewing their fleet – learn more about the project in the September issue of *travelBulletin*.

CLICK to read
travelBulletin

Off to a dream beginning



THE keel was laid for Dream Cruises' Global Class flagship at Genting Hong Kong's MV WERFTEN shipyard in Germany last week.

The event attracted more than 1,000 business partners, travel agents, & media, in addition to special guests including the German PM Manuela Schwesig.

The laying of the first section measuring 22m in length, 26m in width and weighing in at 410 tonnes, marked the start of construction on one of the largest cruise ships built in Germany.

"The Global Class is designed from the keel up with more exciting public areas and larger cabins than traditional cruise ships," said Genting Hong Kong chairman and chief executive officer Tan Sri Lim Kok Thay.

The ceremony represents a milestone moment for the cruise line which is embarking on a rapid

growth phase in a bid to become "Asia's Global Cruise Line".

"Expanding the Dream Cruises brand globally goes hand-in-hand with an aggressive new-build program that will more than double our capacity by 2021," said Dream Cruises president Thatcher Brown.

Amenities on the Global Class vessel will include a theme park with a virtual reality roller coaster, cinemas, Asian and western style spas, numerous retail outlets, as well as Asian and international dining experiences.

The ship will host 2,500 cabins and accommodate up to 5,000 pax (twin share), and caters for up to 9,500 passengers during peak holiday periods.

Pictured: Genting Hong Kong's executive chairman Tan Sri Lim Kok Thay and German Prime Minister Manuela Schwesig place lucky coins in the ship's keel.

Majestic makes debut



PRINCESS Cruises' *Majestic Princess* made her debut in Sydney on Sat 15 Sep, celebrating the start of a brand new local cruise season.

The 143,000 tonne megaliner (**pictured top**) is the cruise line's newest and largest ship, boasting an array of unique on board offerings,



(**pictured above**) and the French-influenced La Mer.

Majestic Princess will spend the next six months homeporting from Sydney, sailing on 16 itineraries across the Asia-Pacific region including Fiji, New Zealand and Shanghai.

To find out more, **CLICK HERE**.



including the vibrant and busy Atrium (**above**), where bars, entertainment and high-end shopping meet.

The ship also features two popular restaurants, the Cantonese-inspired Harmony



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CLIA UPDATE

with Joel Katz
MD, CLIA Australasia

Sailing into Summer

AS THE peak cruise season kicks off, it is shaping up to be another incredibly busy year for our industry.

Australians can look forward to a parade of brand-new ships as well as some favourites this summer.

With a total of four ships making their maiden visit down under, there's no doubt that Australia has the attention of the world's leading cruise lines.

What's particularly exciting is the range of ships headed our way. Australian holidaymakers will be able to cruise from their doorstep on all manner of ships while also enjoying some never-before-seen onboard features, which we expect will entice a whole new generation of cruisers onboard.

In addition to the international visitors, our local homeported ships continue to offer sailings around the country, delivering the economic benefits that cruise tourism brings.

With a plethora of ships homeporting and transiting through a record number of Australian ports this summer, cruising provides far-reaching economic benefits around the whole coastline.

Ships require a massive 'shopping list' of local food, beverage and other supplies, and the cruise passenger dollar flows right across the spectrum from hotels, restaurants and cafes to tourist attractions and transport.

Wherever the ships go, economic opportunity follows.



Take the Edge tour

AS THE finishing touches are placed on *Celebrity Edge* as it nears its debut, Celebrity Cruises has released a video showing all the work going in to its construction.

To check out the full official Hyperlapse Tour video online [CLICK HERE](#).

Discovery in Dover

SAGA Cruises has announced the official naming ceremony for its first new-build ship *Spirit of Discovery* will be held at the Port of Dover in the United Kingdom on 05 Jul.

The vessel will be the first to be named at Dover following the completion of stage one and two of a £250 million redevelopment of Dover Western Docks.

"As the place that Saga's first cruise ship set sail from more than 20 years ago, Dover was the natural choice," Saga's chief operating officer Nigel Blanks said.

"We felt it only right that we name our first brand new, purpose-built cruise ship in Kent and what better way to do that than with the iconic White Cliffs of Dover as a backdrop," he added.

Spirit of Discovery's maiden voyage will sail from Dover on 10 Jul 2019 where the 999-passenger ship will sail the British Isles.

The cruise line said that sales for the inaugural cruise have already sold out and the remaining 2019 itineraries are also performing strongly.

P&O's stamp on history

P&O Cruises' 1,998 passenger *Pacific Explorer* has been featured on a new commemorative Australia Post stamp that recognises Norfolk Island as an important Aussie cruise destination.

The issuing of the stamp that depicts *Explorer* anchored off Norfolk Island, coincides with the cruise line's 85th anniversary.

"It is a perfect combination, a ship that Australian cruise passengers have taken to their

hearts, and Norfolk Island, a destination that is so welcoming to visitors," said P&O Cruises president Sture Myrmell.

Pictured: The new stamp.



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Cruise Weekly is part of the Business Publishing Group family of publications.

Cruise Weekly is Australia's leading travel industry cruise publication.

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