

Cruise Weekly today

CRUISE Weekly today features two pages of all the latest cruise industry news.

Crystal opens 2022

CRYSTAL Cruises has opened for sale its complete program of itineraries in 2022 on board its vessels *Crystal Symphony* and *Crystal Serenity*.

The collection is comprised of 219 destinations in 83 countries, with *Symphony* to sail the Asia Pacific, Europe and the Arabian Peninsula, while *Serenity* is scheduled to undertake voyages in North and Central America, the Hawaiian Islands, as well as the Caribbean.

Highlights include maiden calls in Le Lavandou, France; Port Royal, Jamaica; and Marina di Carrara, Italy. See more details [HERE](#).

Cruise Boutique to launch this week

TRAVEL Associates is set to roll out its Cruise Boutique brand through its partners tomorrow and via clients on Thu.

In an effort to return a dedicated cruise brand to Travel Associates and Flight Centre Travel Group's (FCTG) offerings, FCTG General Manager of Premium Leisure Brands, Danielle Galloway, told **Cruise Weekly** exclusively the organisation was eager to undertake the launch following the ditching of Cruiseabout back in 2018 (CW 22 Feb 2018).

"The Cruiseabout brand was a strong one within the market and we definitely saw an immediate impact in terms of a decline in cruise sales and I think that's evident that cruise customers want to walk into that specialised cruise business," Galloway said.

"The forecast going into the new year is that levels will be



back up to 2017 levels...we believe it's a perfect opportunity for us to really focus in on this growth strategy under Travel Associates."

"Our suppliers loved Cruiseabout and they're incredibly excited about the launch of the Cruise Boutique... they're excited about the delivery of a dedicated product."

Galloway also identified how Flight Centre would target the important cruise sector through

Cruise Boutique.

"We've spent a good amount of time on our brand journey with our clients Travel Associates over the next one to five years and really mapped out our core and transformational strategies that will differentiate us in the market."

"We have a number of strategies to acquire more cruise customers...part of the strategy was to move forward with a smaller but stronger network of brands across [FCTG]."

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WEEKLY

Monday 12th August 2019

We were on hand at *AmaMagna's* christening – check it out in the August issue of *travelBulletin*.

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Paul Gauguin GSA

PONANT has confirmed it will work with Wiltrans, the current Australian GSA for its newly acquired Paul Gauguin Cruises (*CW* 09 Aug) to have a “harmonised distribution strategy” in the local market.

Ponant will also maintain Paul Gauguin’s existing GSA in France, while elsewhere “everything will remain the same,” said Ponant VP Asia-Pacific, Monique Ponfoort.

Oceania is totally worth it



OCEANIA Cruises has experienced close to 50% growth in the Aussie market since late 2015, according to the brand’s newly appointed Vice President, General Manager, ANZ Jason Worth (*CW* 02 Aug).

“Recently, our Australia/NZ market has had success with our Mediterranean and Baltic cruises, as well as our longer Grand Voyages which appeal to those with time to spare,” Worth said.

“We expect that trend to continue in the coming 12 months as we continue to promote our 2020 sailings and launch our 2021/22 season”.

Oceania’s new local chief told *CW* that the future of the brand looks bright, revealing intentions to allocate considerable focus to managing an increase in capacity moving forward.

“As announced earlier this year, Oceania has ordered two next generation Allura-Class ships which will accommodate 1,200 passengers each, for delivery in

2022 and 2025 - this represents capacity growth of 46%,” Worth enthused.

“I plan to focus on our trade relationships to prepare Oceania for this future success,” he added.

When asked what acumen he will personally bring to his new role, Worth said his experience in sales and marketing would play a key role.

“I’ll bring brand knowledge, plus a strategic and analytical aspect to the business,” he said.

“I’ve worked closely with our sales, marketing and operations teams which has been a great way to understand the local market, I look forward to broadening those relationships to the trade in Australia and New Zealand,” Worth added.

MEANWHILE Oceania will bring its “Agent Bring Client” events to Adelaide, Melbourne, Sydney, Perth & the GC in Sep and Oct.

Learn more and register interest for the sessions **HERE**.

Pictured: Jason Worth.

Cruising with Rieu

PASSENGERS on board APT’s 15-day Magnificent Europe cruise from Amsterdam to Budapest departing 13 May 2020 will have the opportunity to attend a concert by classical violinist Andre Rieu.

The performance will take place in Cologne at the Lanxess Arena in Germany, where Rieu will be accompanied by the Johann Strauss Orchestra.

Prices for the sailing starts from \$9,895 per person and includes APT’s Fly Free Superdeal when booked before 30 Nov.

Call 1300 196 420 for more.

Viking opens 2021

VIKING Cruises has opened sales of its 2021 river cruises, at 2020 prices until 30 Nov.

Highlights of the 2021 collection include the 15-day Grand European Tour sailing from Amsterdam to Budapest, as well as the 13-day Waterways of the Tsars St. Petersburg to Moscow voyage.

Call 138 747 for more info.

Cruise Calendar

This week’s port calls of cruise ships at various destinations around Australia.

SYDNEY	
<i>Pacific Explorer</i>	12 Aug
<i>Carnival Spirit</i>	13 Aug
BRISBANE	
<i>Pacific Aria</i>	13 Aug
DARWIN	
<i>Coral Adventurer</i>	15 Aug



NOW we know that taking a cruise is a great way to get a closer look at marine life, but let’s face it, some people take this challenge far too literally.

Take Jamie Bisceglia from Washington for example, she recently pinned an octopus to her face in the hope of winning a photo contest at a fishing derby.

Her daring photographic escapades were short-lived however, after the creature aggressively stung her face, prompting a dash to hospital.



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