

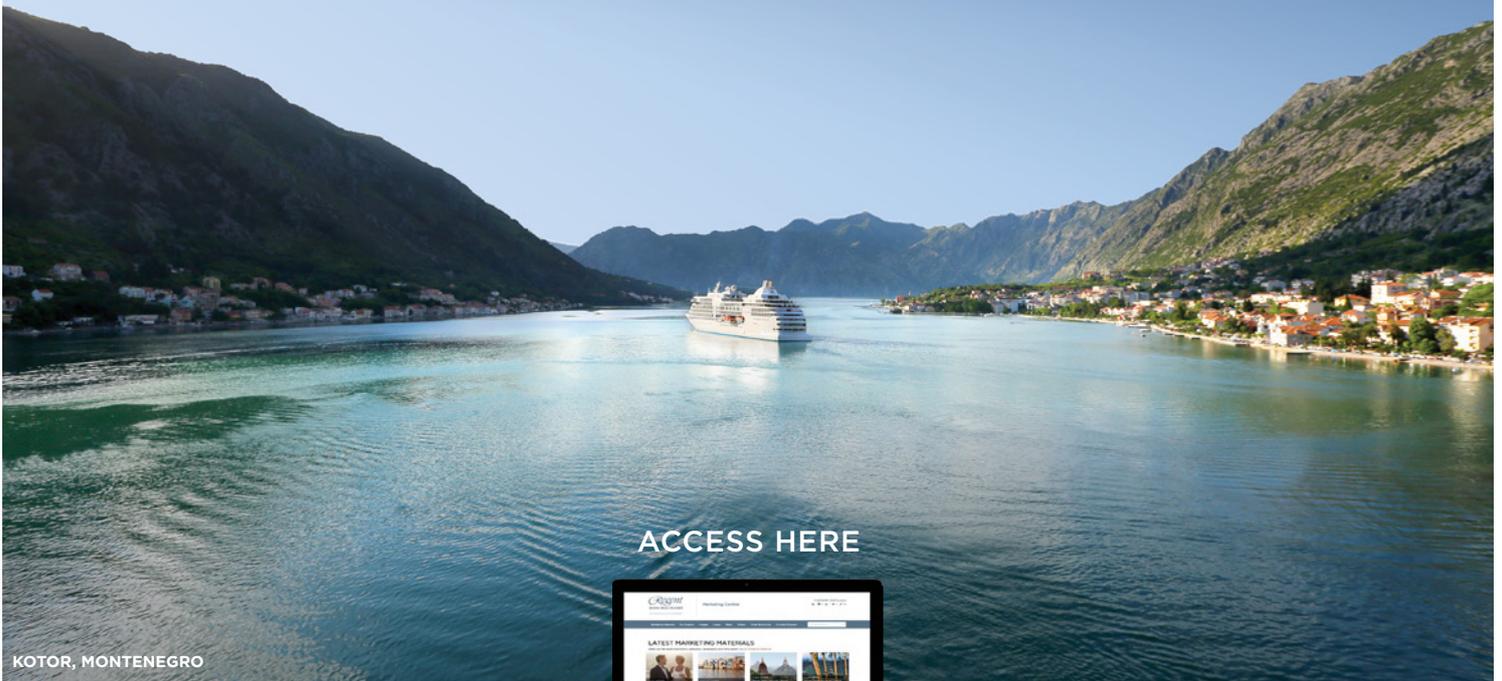
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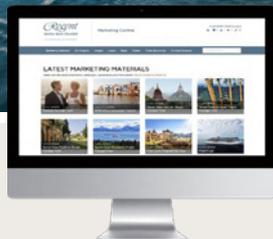
2019 TOOLKIT

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Cruise Weekly today

Cruise Weekly today features two pages of all the latest cruise industry news plus a front cover wrap from **Regent Seven Seas Cruises**.

RSSC Masterpieces

REGENT Seven Seas Cruises is today promoting its 2019 European Masterpieces, offering travel agents key info and tools designed to help sell its European cruises.

Flyers, posters and social media collateral are available to download from the cruise line's website, for more information on what's involved check out the **cover page** of today's *Cruise Weekly*.

CLIA global Chair

CRUISE Lines International Association (CLIA) has announced the appointment of Adam Goldstein, **pictured**, as its Global Chair.

Goldstein, who is the Vice Chairman for Royal Caribbean Cruises, held the role previously in 2015 and 2016, and has remained on the CLIA Global Executive Committee for the past two years.

"As the cruise industry continues to grow globally, it's exceptionally important that we work together to ensure a positive experience for our guests and for the destinations we visit...I'm excited to collaborate with all our constituencies to pursue this vision," Goldstein said.



Fremantle welcomes port refresh

THE Fremantle Passenger Terminal in Western Australia has completed its \$3.25 million makeover, with the updated port designed to "improve the experience for cruise ship passengers" (*CW* 13 Mar 2018).

The project, which formed part of the State Government's commitment to boosting cruise ship tourism in Western Australia, includes a series of updates such as the installation of new glass decorative panelling dividing the escalators within Customs Hall, improvements to the ground floor foyer, plus the addition of "more modern furniture" in the transit area.

A new steel and glass central canopy, repainted facade, updated signage and new banners also greets passengers entering the building.

Fremantle Ports engaged Cox Architecture to design the works and consult on heritage conservation requirements, and has Heritage Office approval.

"The cruise sector is an increasingly important sector of Western Australia's tourism industry, servicing international and domestic markets, creating



opportunities to showcase our state and stimulating our economy," said Tourism Minister Paul Papalia.

"The McGowan Government's upgrades at Fremantle, Broome and Geraldton...are generating a 100% increase in cruise ship guests sailing from WA compared with last season," he added.

First opened in 1960, the Fremantle terminal has berthing capacity to handle large cruise ships and has space for servicing large numbers of embarking and disembarking passengers.

The upgraded building will serve as a "step off point for visitors"

and be a significant city landmark.

The port is expected to service about 60,000 passengers across the 2018/19 financial year.

Pictured: Terminal renders.

World influencers

MSC Cruises' *MSC Magnifica* has departed Barcelona on her inaugural 119-day cruise around the world, a voyage which will visit 49 destinations across six continents.

Nine social media influencers will hop aboard the ship at different points during the journey, posting their respective experiences to large digital audiences.

The social media relay team includes Australian travel Youtuber Benn TK.

The world cruise will travel across 32,260 nautical miles, cross 24 time zones and operate 250 shore excursions.

Muse meets Sydney

SILVERSEA Cruises welcomed the inaugural arrival of its flagship *Silver Muse* in Sydney Harbour last weekend.

Marking the moment was the Australian Girls' Choir, who belted out some classic tunes to celebrate the ship's arrival at the White Bay Cruise Passenger Terminal.

"Her deployment reflects our strong commitment to the local market," said Silversea Cruises Managing Director – Australia and New Zealand Adam Armstrong.

View the full gamut of *Silver Muse* photos on *Cruise Weekly's* Facebook page **HERE**.

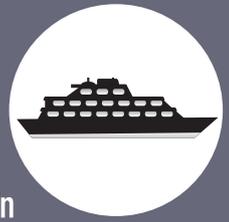
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Ooh la la, it's caviar

SEABOURN has revealed it will be introducing Regiis Ova caviar to its fleet of five ships during the first half of 2019.

The new upmarket culinary offering is an extension of Seabourn's partnership with Chef Thomas Keller's new caviar company.

"Regiis Ova caviar elevates this sought-after service even further with a product that is sure to please the most discriminating palate", said Seabourn VP of Hotel Operations Gerald Mosslinger.

Oceania VIPs on high seas



OCEANIA Cruises treated this special group of Australian travel agents to a VIP experience aboard *Mathilde* on Sydney Harbour this week, with participants honoured with the presence of the cruise line's global CEO, Bob Binder, on the same day as he announced two 1,200-passenger newbuilds for the Oceania fleet (**CW** Wed).

The occasion also saw the launch of Oceania's "Cruise Connoisseur Club," formed by Oceania National Sales Manager Steve McLaughlin to highlight the key contribution bricks and mortar travel agents are making to Oceania's sales in Australia.

Binder told **CW** there was strong demand from Australian guests for the Oceania product.

"It's a really good fit," he said, with the casual on-board feel complemented by a huge investment in cuisine clearly resonating with Australians.

He wasn't able to provide full details of the new "Allura Class" vessels at this stage, but said they would embrace key elements of Oceania's existing vessels, with enhanced dining experiences and

continue the line's "sophisticated, not stuffy" philosophy.

Binder also highlighted the huge OceaniaNEXT transformation of the line's four existing ships, which will be unveiled locally next month with the arrival of *Insignia* as part of her "around the world in 180 days" world cruise.

Insignia has undergone a bow-to-stern refit upgrading all staterooms, public areas and restaurants, with *Sirena* to follow in May, then *Regatta* in Sep and *Nautica* in Jun 2020.

Pictured from left: Bob Binder, Oceania Cruises CEO; Annabelle Brown, Oceania BDM Vic; Martine Nunes, Oceania BDM NSW; Steve Odell, Senior VP Asia Pacific NCLH; Elizabeth Clarke, The Cruise Centre (behind); Kathy Pavlidis, Travel Associates Kew (in front); Phil Smethurst, Bicton Travel; Willie Best, FBI Travel; Mandy Dwyer, Main Beach Travel; Jean Summers, Clean Cruising; Ben Angell, NCLH VP Marketing; Maria Theodosatos, Spencer Travel; Jacqui Bendall, Surrey Travel; Steve McLaughlin, Oceania; and David Brandon of Savenio.

P&O's King Cruise

IN HONOUR of what would have been Elvis Presley's 84th birthday, P&O Cruises has announced a "Tribute to the King" cruise as part of its 2020 program.

Set to take place on board *Pacific Explorer*, the cruise is the third time the line has honoured the King of Rock and Roll and will take passengers on a four-night journey to Moreton Island from Sydney on 17 May 2020.

"The Tribute cruises, with their wall-to-wall tribute artists presenting everything from his best known hits to his love of gospel music, have become a phenomenon in their own right," said P&O Cruises President Sture Myrmell.

Call 13 24 94 for more info.



SPAGHETTI lovers in Hamburg, Germany are being treated to a series of eye-catching ship hull liveries in the form of a giant advertisement for the brand Mondo Pasta.

We think the "pasta-bilities" of this cleverly named "Noodleslurper" campaign are simply endless - a penne for your thoughts? And before you say anything, no, this kind of marketing doesn't suck.

