



# Marketing Toolkit

Viking offers a comprehensive suite of marketing materials to support you, which are available from our Travel Agent Portal.

## Customisable Flyers

Personalise our itinerary flyers for river or ocean cruising with your own call to action.



DOWNLOAD

## Catalogue

Our newspaper insert with campaign offers in one easy location is available for order from TIFS or viewable online.



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## Video For Social Media

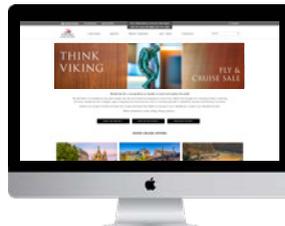
Video is a powerful tool on social media and we've got a campaign video perfect for your Facebook or Instagram page.



DOWNLOAD

## Digital Assets

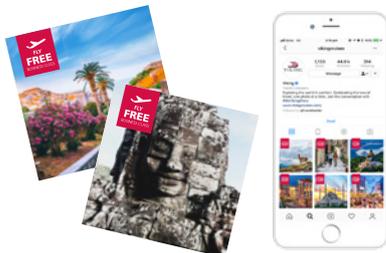
Select from a range of digital banners to be used as eDM headers or on your website.



DOWNLOAD

## Social Media

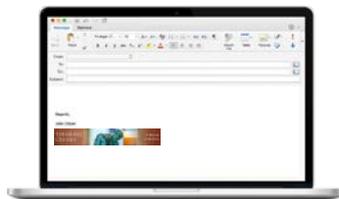
Select from a variety of social media tiles to promote specific itineraries or general Viking product on your Facebook or Instagram page.



DOWNLOAD

## Email Signature

Let your client's know you're a Viking expert by putting our email signature on the bottom of your emails.



DOWNLOAD

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# THINK VIKING FLY & CRUISE SALE



For more information contact your Commercial Manager or email [au.agents@vikingcruises.com](mailto:au.agents@vikingcruises.com)

138 747 VIKINGCRUISES.COM.AU MYVIKINGJOURNEY.COM/AGENT



### Cruise Weekly today

Cruise Weekly today features three pages of all the latest cruise industry news plus a front cover wrap from **Viking Cruises**.

### Viking fly & cruise

**VIKING** Cruises has launched a massive "fly & cruise sale" with a full range of collateral for agents to promote the line's range of ocean and river cruises - see the **cover page**.

### CW crosses Tasman

**THE** expansion of **Cruise Weekly's** coverage to encompass New Zealand travel agents was formally launched to the industry on Fri at Cruise360 in Sydney. Kiwi agents can sign up for the new look **CW** now at [cruiseweekly.co.nz](http://cruiseweekly.co.nz).

## Goldstein renews infrastructure call

**ADAM** Goldstein, the Global Chair of Cruise Lines International Association (CLIA), has urged authorities in NZ and NSW to recognise the value of cruise, particularly in the "flagship cities" of Sydney and Auckland.

Speaking to **CW** during CLIA's Cruise360 conference on Fri, Goldstein (**pictured**) said his visit down under this week was the continuation of a decade-long campaign relating to Australasian cruise infrastructure.

"In the early phases we painted a picture of what was forthcoming, which was 'no room at the inn,'" Goldstein said.

"When we have these conversations now I am more hopeful...because we don't have to be speculative about that any more - there literally is no room at the inn in Sydney," he added.

"The question is, can this immensely capable country, with

a huge seafaring tradition and, on the metric of market penetration 'the unofficial world champions of cruising,' build a second berth on the ocean side of the Sydney Harbour Bridge.

"To me - I know I'm an American - but to me, it just seems possible, it ought to happen."

Goldstein said it was clear that Australasian market demand exists for more cruise capacity, with Sydney's constraints also seeing Auckland, Melbourne and Brisbane become "more significant homeports than they otherwise might have been".

The CLIA Chair, who is also Vice Chairman of Royal Caribbean Cruises Limited, said RCCL would be happy to partner in the development of a new cruise terminal in Sydney.

"We are flexible in our thinking and approach, and eager to discuss solutions," he said.



In New Zealand, Goldstein said he had been very encouraged by the development of infrastructure in various NZ ports of call to handle newer, larger ships.

"But the big question is Auckland, and what adjustments it is prepared to make," he said.

Goldstein pledged to continue to advocate for the industry. "We are eternally hopeful, if also eternally frustrated," he said.



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Seeing polar bears is only the start on a cruise to the Arctic. Read more in the September issue of *travelBulletin*.

**CLICK to read  
travelBulletin**

## Cruise agents do it better



**CRUISERS** who book their trips via a travel agent are on average “more satisfied” than those who book cruises directly, according to Cruise Lines International Association (CLIA) Australasia Chairman Sture Myrmell.

Speaking at the annual Cruise360 conference last Fri, Myrmell said one of the reasons that agents were able to deliver higher satisfaction rates was down to the specialist knowledge they possess during the important sales process.

“Cruise specialist travel agents are trained to match the customer with the best cruise experience,” Myrmell said.

“We hope this year’s Cruise360 will help fast track the growth of your businesses,” he added.

Myrmell also revealed that the data showed agents who sold cruise product have been outperforming other travel verticals, with 80% of cruise travellers opting to use a travel

agent, compared with only 50% for non-cruisers.

Testament to the effectiveness of the cruise trade with regard to retention, Myrmell noted that more than 82% of cruisers said they were likely to use an agent the next time they book a cruise.

**Pictured** at the annual Cruise360 conference were Jean Summers, Director at Globenet Travel/Clean Cruising and CLIA Australasia Chair Sture Myrmell.

### Sweeping Broome

**DREDGING** has commenced at the Port of Broome in WA to eliminate the problem of irregular berthing times by cruise ships at the port.

Currently, vessels visiting the port have had to navigate difficult tidal conditions and dock at hours when water conditions suited.

After dredging, the port will offer 24 hours a day access.

### Cruise360 in Brissy

**CRUISE** Lines International Association (CLIA) Australasia announced at last week’s Cruise360 conference that the next annual meeting will take place in Brisbane.

CLIA Australasia Managing Director Joel Katz said the relocation was motivated by a need to further promote the city as a growing cruise hub.

“Brisbane has become one of Australia’s most important cruise destinations and the opening of its new International Cruise Terminal late next year will cement its position as a leading port in the...region,” he said.

The event will take place 28 Aug at Brisbane’s Royal ICC.

### We’re over the Moon

**SILVERSEA** has announced that its new ultra-luxury cruise ship *Silver Moon* touched water for the first time at Fincantieri Shipyard in Italy last week.

The float out was marked by a celebratory event and a traditional coin ceremony, with representatives from Silversea and VIP guests in attendance.

“From 2020, *Silver Moon* will leverage on the success of our beloved flagship, *Silver Muse*, to unlock immersive new travel experiences for our guests around the world,” said Silversea’s CEO Roberto Martinoli.

Fincantieri will now begin work on *Moon’s* interior, with the ship’s maiden voyage between Trieste and Rome scheduled to depart 06 Aug 2020.



Cruiseeco is one of Australia’s leading providers of cruise holidays to destinations worldwide, offering competitive, unique and exclusive cruise holidays for over 50 brands worldwide. We are currently seeking a cruise reservations specialist, based in our North Sydney office or work from home (once completed training in Cammeray).

If you have a strong knowledge of cruising with a background in travel, then this could be your next exciting venture!

The position requires:

Sound knowledge of worldwide cruising

- Excellent customer service skills
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- The ability to work under pressure

Enjoy great opportunities working as part of a team for this well-established cruise consortium.

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### CRUISE DEALS OF THE MONTH

#### TREASURES OF SOUTHEAST ASIA

17 Nights, Fly, Cruise & Stay package

from **\$3,459\*** per person  
twin share

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**ON SALE UNTIL 30 SEPTEMBER 2019**





## Sustainable Croatia

**SMALL** cruise specialists Unforgettable Croatia has launched a new seven-night Croatian cruise for 2019/20 that will aim to combat over-tourism concerns in the popular cruise destination.

As part of the company's sustainable cruise initiative, the sailing will accommodate just 38 passengers and divert guests away from the crowded cities of Split and Dubrovnik.

Instead the voyage will focus on a number of off-the-beaten-path attractions, such as the unspoiled island of Losinj, known as the "Island of Wellness and Vitality", as well as a visit to the emerging city of Zadar, where guests will be given a guided walking tour.

For further information on the cruise, **CLICK HERE**.

## Agents meet *Sea Princess*



**AROUND** 80 travel agents from across Australia and New Zealand had the opportunity join an inspection of Princess Cruises' *Sea Princess* in Sydney last Thu.

The ship's arrival at Circular Quay saw agents gain a first-hand insight into the vessel's many attractions as Princess prepares for a busy season down under.

Agents were invited on board the vessel in the lead-up to CLIA's Cruise360 Australasia

conference held last Fri at the Hyatt Regency in Sydney, an event which saw close to 600 people in attendance.

Joining *Sea Princess* in local waters this year will be *Majestic Princess*, *Ruby Princess*, *Golden Princess* and *Sun Princess*.

**Pictured** are several of the agents enjoying the inspection, along with Carnival Australia's Senior Sales Specialist Lachlan Brett (kneeling front).

## First trip to Dover

**HURTIGRUTEN** will offer sailings from the Port of Dover in the United Kingdom for the first time from Oct 2021.

The 14-day cruises are included in the line's new Norway Expedition 2021/22 program and will take place on board *MS Maud*, one of three Hurtigruten vessels to be transformed into a hybrid-powered ship.

"This new route offers a truly exceptional way for guests to explore the coast of Norway and experience the northern lights," said Hurtigruten UK MD Anthony Daniels.

## Cruise Calendar

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

SYDNEY		
<i>Pacific Explorer</i>		02 Sep
<i>Carnival Spirit</i>		05 Sep
<i>Pacific Explorer</i>		06 Sep
BRISBANE		
<i>Pacific Aria</i>		06 Sep
<i>Pacific Dawn</i>		07 Sep
CAIRNS		
<i>Pacific Aria</i>		02 Sep
DARWIN		
<i>Coral Discoverer</i>		05 Sep

## Viking attempts Guinness world record

**VIKING** Cruises embarked from London on its Ultimate Word Cruise last Sat, a mammoth 245-day sailing that it hopes will set a Guinness word record for the longest-ever continuous cruise.

The voyage on the *Viking Sun* will span six continents, 51 countries and 111 ports, with an official Guinness adjudicator to confirm the successful attempt

with a certificate presentation.

"Our Ultimate World Cruise is the most extensive itinerary available in the industry, nearly double the length of our previous world cruise itineraries - I am pleased to offer such a unique experience for our guests," said Viking's Chairman Torstein Hagen.

Details of the ambitious global cruise can be found **HERE**.



**THE** Q&A component of a Cruise360 panel session on shore excursions was met with a rare applause when one agent posed the idea of receiving commissions for referrals to Carnival Australia's Destination Director Michael Mihajlov.

While Mihajlov acknowledged Carnival was "open to the conversation", that didn't stop host James O'Loughlin from making light of Mihajlov's evidently surprised face.

