

**HURRY, \$100 GIFT CARD & 20% OFF END 31 AUGUST!**



# BOOK EARLY & BE REWARDED.

In the spirit of our Partners First philosophy, we want to reward you for your support of NCL and help to grow your business.

FOR YOU	FOR YOUR CLIENTS
 <b>\$100 GIFT CARD</b> for every deposited booking*.	 <b>SAVE 20%</b> on all sailings from April 2021 and beyond*.
 <b>GENEROUS COMMISSIONS</b> We offer some of the best commissions in the cruise industry.	 <b>BOOK RISK-FREE</b> with our flexible cancellation policy.
 <b>PROTECTED COMMISSION</b> As part of NCL's Peace of Mind policy, your commission will be protected on fully paid bookings if they are cancelled*.	 <b>FREE AT SEA</b> Choose 2 free offers, including a free beverage package*.
 <b>BOOK-A-BDM</b> Connect with your BDM in a time and way that suits you.	 <b>REDUCED DEPOSITS</b> Save 50% on the deposit on all sailings*.
 <b>LOCAL CONTACT CENTRE</b> Our friendly and knowledgeable team are based in Sydney and are available Monday to Saturday.	 <b>NCL'S PEACE OF MIND</b> With Sail Safe, your clients can cruise safely with enhanced health & safety protocols.

**PARTNERS-FIRST**  
NORWEGIAN CRUISE LINE

FOR MORE INFORMATION **CLICK HERE** OR **CALL 1300 255 200 (AU)** OR **0800 969 283 (NZ)**

\*For more information on Partner Promotions visit [trade.ncl.com/berewarded](https://trade.ncl.com/berewarded) \*Offers correct as at 12 August and are subject to change or withdrawal. Offers end 31 August 2020 unless extended. For full terms and conditions visit [ncl.com](https://ncl.com)



# Viking cancels all 2020 voyages

**VIKING** Chief Executive Officer Torstein Hagen (pictured) is optimistic about the prospects for cruising in 2021, despite overnight announcing the decision to extend the cruise line's current global pause until the end of the year.



Guests affected by the latest cancellations will receive a fully transferrable 125% future cruise voucher, while any vouchers that had already been applied to bookings have automatically been reinstated with two-year validity.

Customers who prefer a refund instead can lodge a request before 24 Aug.

In a video update, Hagen noted clear signs of improvement in conditions for cruising, but said he believed it was "prudent to wait until the prevalence of the virus in the USA has been reduced and our guests feel more secure to travel".

He said Viking was well positioned to weather the current industry conditions.

"We are a private, closely-held company which means we do not have to rush the decision to return to service," he said.

Hagen noted the prevalence of coronavirus had dropped sharply in Europe, where life was getting back to normal, adding "there also appear to be positive developments both in terms of therapeutics and vaccines".

Although some challenges had been experienced in the early restart by some ocean operators,

"there are some river lines that have had real success," he added.

In the meantime, Viking is continuing to see positive booking patterns for future years.

"I am delighted to report bookings for the 2021 season are on par with where they were this time last year for 2020, which is quite encouraging," he said.

Viking is using the downtime to develop its health and safety protocols based on in-depth research in collaboration with experts in the US and Europe.

"With recent findings I am very encouraged that we will be able to maintain our high Viking standards of health and safety without significantly changing our travel experience when we start again," Hagen said.

"While it's tempting to dwell on the negative, the past shows us that we will get through this together".

### Cruise Weekly today

Cruise Weekly today features two pages of all the latest cruise industry news and a front cover wrap from Norwegian Cruise Line.

### NCL incentive

**NORWEGIAN** Cruise Line (NCL) is encouraging travel agents to book early and be rewarded with a new incentive and guest offer.

Travellers can receive a 20% discount off their cruise fare, while agents will be rewarded with a \$100 gift card for every booking.

The incentive runs through to the end of the month, with fully paid bookings continuing to be protected if they are cancelled as part of NCL's peace of mind policy.

For more information, see the **cover page**.

# AHOY THERE!

I'm **Capt'n, P&O Cruises Virtual Assistant.**

I'm here to help answer any questions you may have about cruising with P&O.

Go ahead... login to Flagship and ask me your questions today!



Meet P&O's virtual assistant today! Visit: [flagship.pocruises.com.au](http://flagship.pocruises.com.au)



**GET YOUR MESSAGE TO LISTENING EARS**

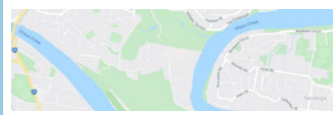
**CLICK HERE FOR INFO ON PODCAST SPONSORSHIP**

Travel Daily



**MAP** nerds everywhere were sent into a spin last week when Google inadvertently renamed the Brisbane River 'Ithaca Creek' (pictured).

Supposedly, the rebranding was triggered when one cartophile began campaigning for Google Maps to correct the name of a local creek, which is a tributary of Brisbane's main waterway, which resulted in the entire river system being renamed Ithaca Creek.



## Marella ex Corfu

**MARELLA** Cruises is planning to resume operations from Corfu from 02 Oct aboard *Marella Explorer*.

To offer customers peace of mind, the cruise line has introduced its Marella Promise, in which guests booking before 30 Sep have one free amendment to reschedule to a later date.

If there are significant changes to an itinerary, the cruise will not go ahead, with pax offered a range of options.

Extra cleaning measures will also be implemented, as will excursion safety guidelines.

Marella will only operate quarantine-free cruises and won't travel to destinations requiring isolation measures.

## Silversea Marketing Central

**SILVERSEA** Cruises has enhanced its online marketing toolkit for travel advisors with the launch of a new Marketing Central.

The cruise line hopes the revamped platform will aid travel professionals to grow their businesses through offering access to an expanded portfolio of tools to make selling Silversea easier.

Located within Silversea's travel agents centre [My.Silversea.com](http://My.Silversea.com), Marketing Central has been enhanced specifically for the Australasian markets, as well as for Canada, Ireland, the United Kingdom and the United States, and is also being rolled out across Africa, Asia, Europe, Latin America and the Middle East.

Marketing Central includes simplified access to Silversea's inventory of marketing assets, the latest incentives & fares available to travel advisors, pre-prepared web banners, contact information and a call to action.

The enhanced platform also enables travel advisors to create campaigns with customisable marketing materials, including single and multi-voyage flyers to highlight up to 10 Silversea itineraries tailored to clients' interests.

It will also be the location for Silversea's latest brochures, its media centre, toolkits to build a destination-based campaign, selling tools designed to generate business and improve advisors' skillsets, current exclusive offers and the line's sales support team.

"We are delighted to provide our valued travel advisors



with these enhancements to our online suite of marketing resources," said CMO Barbara Muckermann (pictured).

"In the current environment, digital marketing is more important than ever and we have moved quickly to enhance our digital marketing tools to support our travel advisor partners with their marketing activities.

"Our goal is to make it faster and easier for travel advisors to leverage Marketing Central's wealth of information and tools to support our travel advisor partners with their marketing activities," she said.

## Costa approved

**COSTA** Cruises will restart its cruise operations on 06 Sep following approval from the Government of Italy on Mon (CW 06 Aug).

The return to cruising will be progressive, with the first ship to set sail being *Costa Deliziosa*, which will offer weekly cruises around Greece from Trieste, sailing each Sun.

She will be followed by *Costa Diadema* on 19 Sep, operating seven-day cruises in the western Mediterranean from Genoa around Italy and Malta.



## The South Pacific Bubble

**NEW** Zealand had been relying on open borders with Australia to kickstart the international tourism market. Not so long ago that seemed a very real possibility, and soon too, but of course that idea has gone quiet lately. It will happen, and it must happen, but not right now.

More recently the Cook Islands has said it expects to confirm a "travel bridge" with New Zealand, and our Prime Minister has been asking officials to look at ways to open a travel bubble with some of our Pacific neighbours.

It is looking likely to happen later in the year. Initially, this will mean air travel, but will open the way for cruises from New Zealand to the Pacific Islands.

Before COVID-19 winter cruising from Auckland to the sunny Pacific Islands had become very popular, and could be again. Government has begun to consult with the cruise industry on managing cruise ships returning to New Zealand.

With the right will we could add Pacific Islands cruising to domestic cruising bringing economic benefits to New Zealand regions, and help our Pacific friends too.