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# BLACK FRIDAY

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GUEST  
SAIL AT A  
*reduced rate*  
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FOR MORE INFORMATION CLICK **HERE** OR CALL **0800 969 283**

\*Offer correct as at 18 November 2020 and subject to change or withdrawal. Offer ends 10 December 2020 unless extended. For full terms and conditions [click here](#).



### Cruise Weekly today

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

### NCL Black Fri

**NORWEGIAN** Cruise Line (NCL) has unveiled its Black Fri sale, alongside the announcement it will relaunch its Norwegian Central trade portal in the coming weeks.

As part of the sale, all stateroom categories across all ships and destinations will be eligible for all five of NCL's Free at Sea offers - for more, head to the **front page**.

The relaunched portal, Norwegian Central will include four sections: Learn, Promote, Book and Connect, and will also offer an exclusive new rewards program for travel agents.

## A new Celeb arrives Down Under

**CELEBRITY Eclipse** will be making her debut in local waters in the 2021/22 season, Celebrity Cruises has announced (**CW** breaking news yesterday).

A range of Australia, New Zealand & the South Pacific sailings were unveiled yesterday, with 19 local voyages to showcase the best of the region.

Developed through market research and partner feedback, the Sun & Beach Escapes, Food & Wine Classics and Five-Star Getaways packages are designed to deliver on broader themes Celebrity had identified as key drivers for short luxury getaways, Vice President & Managing Director APAC Tim Jones (**pictured**) told **Cruise Weekly**.

The Sun & Beach Escapes will explore Australia's coastline as well as Fiji, and will include island vibes on board, with locally influenced dining and cocktails.



Food & Wine Classics will see travellers sample the best local produce on offer at each port, and feature exclusive experiences both on board and shore side.

The Five-Star Getaways will offer guests the chance to revel in luxurious accommodations, exclusive spaces, amenities and experiences.

"There's a lot of work going into itinerary curation, how we tap into those different drivers

and appeal & passion points for individual consumers, as well as how destinations rank in terms of appeal to customers so we're able to position those appropriately," Jones said.

"A lot of work goes into not just how long a cruise is and optimising duration, but the richness and diversity of the experience we can offer once there.

"It's about how we stand out with our product by offering something a little bit different to what everybody else does."

Jones also mentioned the industry's enthusiasm for the Always Included pricing model, which aims to make life more simple for agents and customers.

The southern summer 2020-21 season will also see Celebrity introduce new itineraries and ports of call in the Caribbean, Europe and South America.

# You're NOT IN BED BY 9 P.M. WHY SHOULD YOUR CRUISE BE

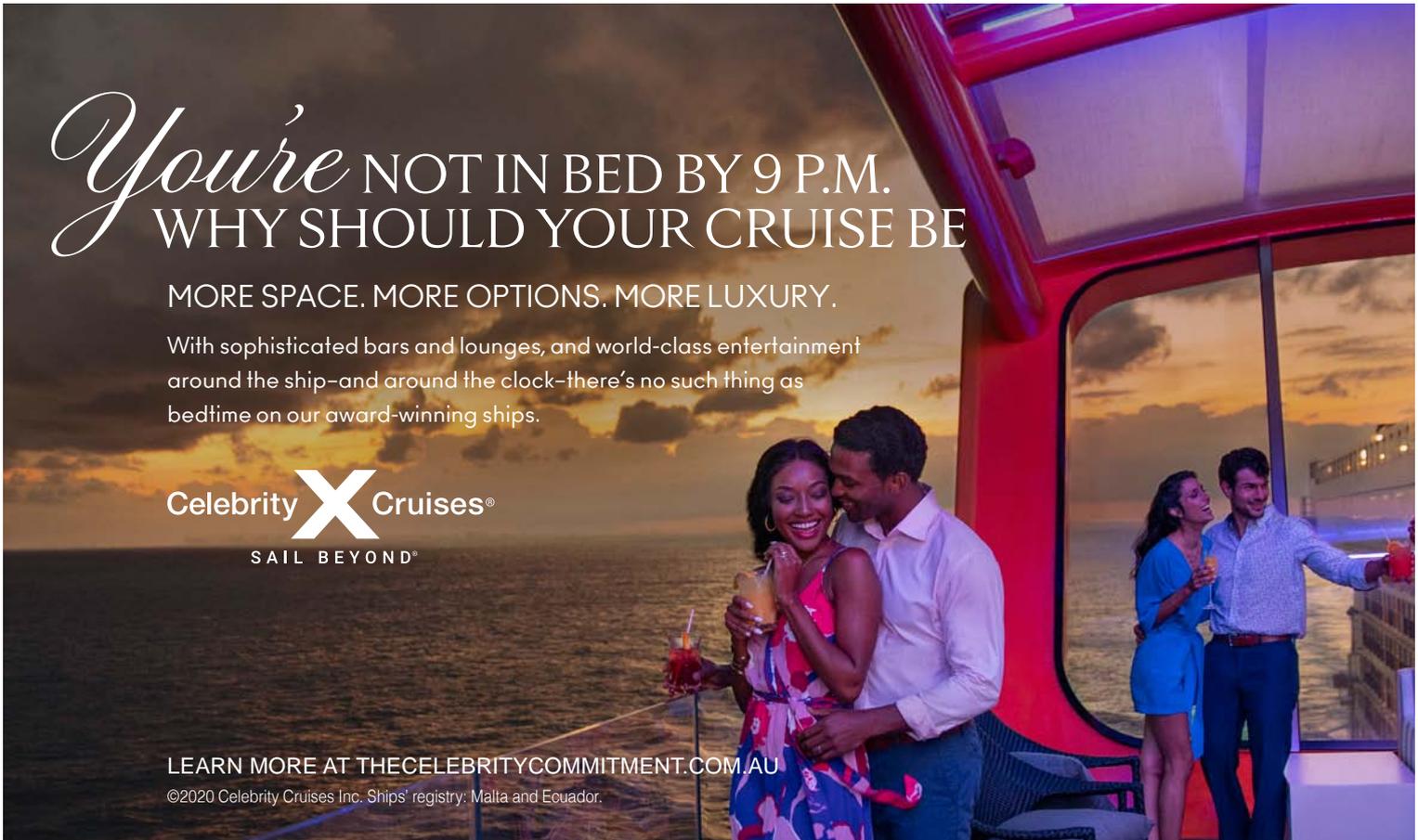
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The COVID-19 pandemic has the pay packets of the industry's top earners looking a little more lean than they do usually - read more in the November issue of *travelBulletin*.

travelBulletin




## PORTHOLE

**BERNIE** Madoff would be proud!

An American man suspected of involvement in an alleged US\$35 million Ponzi scheme has unsuccessfully attempted to escape FBI agents by using an underwater "seascooter" hidden in a California lake.

The suspect spent about 25 minutes in the frigid lake using a Yamaha 350Li Seascooter before he eventually resurfaced and was handcuffed.

After leading agents on a short chase to the lake's edge, the suspect produced the seascooter and submerged into the water.

Despite being out of sight while underwater, the trail of bubbles he left behind on the surface of the water made him rather easy to track.

The suspect is accused of bilking investors into giving millions to his companies promising guaranteed returns using an "upvesting fund".

## Master of the House



**AZAMARA** has launched a new Masterclass Series to support travel advisors.

The on-demand videos will provide destination education and sales-boosting modules to help coach advisors, rolled out through Azamara Connect.

Starting with Destination Immersion experiences, Azamara has provided three 60-minute webinars about its country-intensive voyages, focused on France, Greece, Italy and Spain.

Upcoming videos will include Discovering the Black Sea, the Azamara Consumer, Sales Tips & Tricks, a How-To Marketing Guide, Offers & Promotions, Crafting the Perfect Story, and How to Gauge Success.

Travel advisors will receive an email with a link to register for the series through Azamara Connect.

### APT extends pause

**APT** Travel Group has announced the ongoing suspension of all international touring and cruising (excluding Australia and New Zealand) through until 28 Feb 2021.

The company thanked its travel agent partners and their clients for "the continued patience and support shown with the staggered approach to our suspensions".

A Future Holiday Credit will be offered for all suspended tours, with credit equal to the full amount paid for the booking valid for travel on any tour or cruise with APT, TravelMarvel, TravelGlo or Botanica until the end of 2022.

Credits can be applied to multiple bookings for the same client if desired, or transferred to another person, but are not redeemable for cash.

APT will contact clients today, advising them to contact their travel agent when they are ready to redeem their credit.



**NZCA UPDATE**  
with Kevin O'Sullivan  
CEO, NZCA

### New Zealand begins

**AT LAST** we have a cruise ship in port - well done to Heritage Expeditions for bringing in the *Spirit of Enderby* after successful discussions with New Zealand Government agencies.

Great to see the first cruise ship arriving in Lyttelton at the new cruise berth too.

For now cruise lines' option to begin cruising around our coast with Kiwi passengers is only through a lengthy application process for an exemption to the Maritime Border Order 2020.

The process is working, as evidenced by *Spirit of Enderby*, but exemptions are a short-term solution to operate domestic cruising in any meaningful way.

We need government to consider ways now to increase the numbers of cruise ships permitted to begin operations.

The order bans foreign ships from arriving in New Zealand, with exceptions, including "fishing ships and cargo ships", and should be broadened to include cruise ships, using whatever reasonable caveats that the New Zealand Government chooses to impose.

Domestic cruising is workable and still a very safe way to restart the New Zealand cruise industry, but government must recognise the importance of cruise and give us the opportunity to succeed.

Submit your  
cocktail recipes!

We want your recipes from around the world for our weekly feature.

[CLICK HERE TO SUBMIT](#)