



Cruise Weekly today

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

Vale Knut Kloster

NORWEGIAN Cruise Line (NCL) will dedicate a section of its new terminal in PortMiami to Knut Kloster, who died on the weekend aged 91.

The shipping magnate pioneered modern cruising as one of the founders of Norwegian Caribbean Line, which ultimately became Norwegian Cruise Line.

NCL Holdings Chief Executive Frank Del Rio said "we are incredibly saddened by the loss of the visionary who not only brought our company, but our industry, to life".

In 1966 Kloster introduced cruises from Miami aboard the 550-passenger ferry *Sunward*, with other innovations including the 1980 launch of the first "megaship", *Norway*, a converted ocean liner, and the introduction of Great Stirrup Cay, the cruise industry's first private island.

Del Rio also announced the Knut Kloster Team Member Award for Innovation, a US\$10,000 annual award for a shipside or shoreside team member who has "consistently demonstrated our company's ideals of innovation".

P&O sales restructure

P&O Cruises Australia is making changes to its sales structure in anticipation of an altered operating environment upon its return to cruising.

The traditional setup of business development managers servicing large clusters of travel agents in certain areas is being replaced with a structure named Flagship Concierge "where agents can go to the heart of the organisation to have their business needs met".

Under this core sales support operation, P&O will transition from its traditional field-based sales structure to a more centralised approach, aiming to offer travel agents a "one-stop shop" for all business development and sales support requirements.

P&O said Flagship Concierge "will allow travel agents to go directly to the heart of the business to have their sales support needs met", with existing commission arrangements to be unaffected.

The Flagship Concierge team will be based in P&O's Chatswood head office, with applicable travel agencies to be assigned to dedicated Account Managers based in both Australia and NZ.

P&O also plans to ramp up its Flagship Achievers program launched three years ago (*CW* 09 Feb 2017), giving consultants the ability to earn cash rewards to recognise their achievements in

selling the cruise line.

Rewards offered under this program in 2021 and beyond will be at least double existing levels.

"We know that we will be functioning as a business in a commercial landscape vastly different from what existed in our pre-COVID-19 world," said Vice President Sales & Marketing Ryan Taibel.

"In the post-COVID-19 world, we can expect a different sales environment, but travel agents and their partnership will remain of vital importance to what we do, and we need to be in the best possible position to support them.

"We have always benefited from having a dedicated and passionate team which has been critical to the growth of cruising in Australia and New Zealand and to making the P&O business in particular an industry leader.

"We'd like to thank our team for the huge contribution they have made as we look forward to working alongside our travel agent partners."

New Viking trips

VIKING has released more than 150 new departures across its European river cruise program between Mar and Nov 2022, in response to strong demand.

All of the additions are currently on sale as part of the Explore the Viking Way suite of offers, with itineraries on offer including the 10-day Portugal's River of Gold and the 10-day Tulips & Windmills in the Netherlands - for more info, call 138 747.

New Fred trips

FRED. Olsen Cruise Lines has launched brand new 2021 itineraries, including regional departures from Portsmouth.

The eight new itineraries will depart aboard *Balmoral*, and with selected itineraries of five nights or more, guests will enjoy a free drinks package and the cost of their tips covered, with the offer available to those booking by the end of Oct.

Catch up on the news of the week



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Training in Seattle

CRUISE Lines International Association (CLIA) has partnered with the Port of Seattle to launch a training program for travel agents.

The launch comes alongside the release of a dedicated training program and agent resource centre, which is now live on the training hub **HERE**.

The Port of Seattle resource offers agents information and itinerary ideas for expanding their clients' stay in the Pacific Northwest region pre- or post-cruise, with access to downloadable brochures, and a newly recorded webinar.

One \$100 Mastercard gift card per week is also on offer through to Dec for agents who complete the training.

Shorex to the MAX



ATLAS Ocean Voyages, the small-ship startup with five 198-passenger expedition vessels on order (**CW** 16 Jan) has unveiled two new MAX SHORE experiences available on *World*

Navigator's new 24-night journey.

Departing 04 Aug 2021 from Odessa and travelling the Black, Aegean and Mediterranean seas, guests will call at 19 ports and choose one of two complimentary three-night, inland expeditions in Anatolia.

The Hidden Histories & The Pamukkale Hot Springs excursion takes travellers to archaeological wonders and the hot springs of Pamukkale, visiting the lesser-known sites of Sardes, Aphrodisias, Hierapolis and more.

Magical Cappadocia – Russia to Israel takes travellers on a morning hot air balloon ride to glimpse the structures carved into the rocks of Cappadocia (**pictured**), followed by a ground-based afternoon exploration of the region.

Both MAX SHORE excursions begin on the ninth day of the itinerary, when *World Navigator* arrives in Istanbul, with guests to rejoin the ship from Kepez and continue sailing for 15 days before disembarking in Jerusalem.

CLIA UPDATE



with Joel Katz
MD, CLIA Australasia

An important step forward

THIS week the cruise industry took a major step forward on our pathway towards resumption, having adopted mandatory measures to support cruise operations in the Americas.

Announced yesterday, these measures provide the core elements of a strong set of health protocols that will be implemented by CLIA ocean-going cruise lines as part of a controlled resumption in key regions including the Caribbean, Mexico and Central America.

In addition to the resumption that has already begun under strict protocols in regions including Europe, Asia and the South Pacific, these latest initiatives will help guide discussions on our resumption in other parts of the world, including Australia.

Extensive work by CLIA ocean-going cruise lines and their teams of eminent scientific and medical experts has made them possible, resulting in stringent protocols that go far beyond the measures of other industries and cover the entire cruise experience, from booking to disembarkation.

Though there is still much to be done, CLIA continues to work hard behind the scenes to ensure these latest developments help build our case for a responsible path to resumption in Australia.

As soon as the time is right, we see an opportunity for cruising to be a part of Australia's tourism recovery, and we'll continue to advocate for this to happen.



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Travel & Cruise
Weekly

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