



# CRUISE

## WEEKLY

*delivered daily!*



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Wednesday 24th February 2021

### Cruise Weekly today

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

### Viking Egypt surge

VIKING has reported a 25% jump in sales for its Egypt itineraries just weeks after announcing a new addition to its fleet, *Viking Aton*.

"The expansion to our Egypt fleet with the debut of *Viking Aton* in Sep 2022 has generated a significant surge in interest and bookings from the ANZ market who are keener than ever to explore this fascinating country", said ANZ MD Michelle Black.

Viking has invested heavily in Egypt, as the first and only Western company to build, own and operate ships on the Nile River.

## Cruiseeco's \$319k price tag

HELLOWORLD'S (HLO) acquisition of Cruiseeco late last year (*CW* 23 Nov 2020) saw the company pay a cash purchase price of just \$174,000 for the wholesaler, along with a further \$145,000 in "deferred consideration," making up a total of \$319,000.

The figures were revealed in Helloworld's financial results this morning, with the top line amount rounded up to "\$0.5 million" in the announcement.

Provisional assets and liabilities recognised from the Cruiseeco deal included \$283,000 in cash and cash equivalents, offset by \$466,000 in trade and other payables as well as provisions amounting to \$143,000.

The net assets were therefore actually a deficit of \$326,000, with Helloworld balancing the books by recognising \$645,000 in goodwill resulting from the

acquisition.

Helloworld said this goodwill amount acquired "primarily represents the enlarged product and service offering that Helloworld Travel can now provide to its customers".

Other goodwill elements included "future synergy opportunities and the future profitability of the business".

"Cruiseeco is a specialist cruise package wholesaler, enabling Helloworld Travel to expand its cruise offerings in Australia and New Zealand, complementing the existing cruise wholesale business," the HLO update said.

Acquisition related costs of less than \$100,000 were also incurred, the company noted.

Cruiseeco was previously majority owned by Australian Pacific Holdings, with minority stakes held by co-founders Phil Hoffmann and Kevin Dale.

### Shock! Channel 9 positive on cruise



MAINSTREAM media in Australia appears to finally be coming around to the prospects of a cruise restart, with the Nine Network last night broadcasting what must have been its first positive story about the sector in the last 12 months.

In contrast to Nine's previous strident criticism - particularly *A Current Affair's* rampant sensationalism (*CW* 18 Aug 2020), last night's segment featured CLIA MD Joel Katz (pictured), highlighting health measures and optimism about a domestic restart.

**NCL**  
Feel Free

**NEW ITINERARIES SELLING FAST**

**FEEL FREE TO AWAKEN YOUR ISLAND SPIRIT.**

*Norwegian Spirit 2022 South Pacific cruises now on sale.*

**MANDARA SPA**

**BEQA LAGOON, FIJI**

**ONDA BY SCARPETTA**

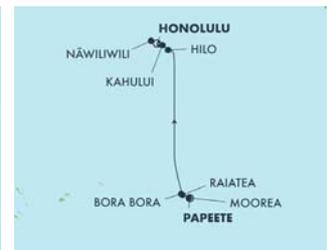
#### 14-DAY SOUTH PACIFIC: FIJI, BORA BORA & MOOREA TO PAPEETE

FROM SYDNEY  
23 APR 2022



#### 12-DAY SOUTH PACIFIC: BORA BORA, KAUAI & MAUI TO HONOLULU

FROM PAPEETE  
7, 31 MAY & 14 NOV 2022



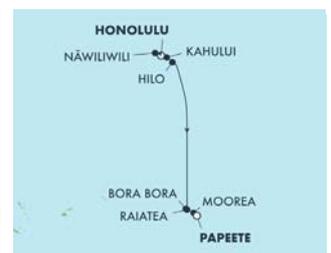
#### 7-DAY SOUTH PACIFIC: BORA BORA, MOOREA & RAIATEA ROUND-TRIP PAPEETE

31 OCT & 7 NOV 2022



#### 12-DAY SOUTH PACIFIC: BORA BORA, KAUAI & MAUI TO PAPEETE

FROM HONOLULU  
19 MAY, 19 OCT & 26 NOV 2022



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Will the COVID-19 vaccines be enough to return some kind of normalcy to travel? Read about it in the February issue of *travelBulletin*.

**travelBulletin** **CLICK to read**



**ADVENTURE** tourism company Experience Co recently posted a better-than-feared result for the half to 31 Dec, and celebrated by detailing its biggest new venture - a \$6.7m floating pontoon called Dreamtime Island (pictured).

To be stationed at Moore Reef about 45 kilometres off the shore from Cairns, construction is well underway ahead of the attraction's launch next year.

Dreamtime Island will be an extension of Experience's Dreamtime Dive and Snorkel indigenous sea ranger tours.

The two-storey structure will have a purpose-built laboratory and a floor-to-ceiling underwater observatory, all built at Cairns shipyards.



## She saw Seashore



**MSC Cruises** has commenced its six-month countdown to the launch of *MSC Seashore*, revealing new details of the ship.

Designed specifically for warmer weather, *Seashore* will feature generous outdoor areas and new spaces, features and experiences for guests designed to celebrate outside living.

Highlight design features include panoramic aft elevators and glass-floor catwalks on either side of the ship, and the glass-floored Bridge of Sighs, located at the unique vantage point on deck 16, and set 22 metres above deck



8's Infinity Pool (inset).

As part of the vision to enable guests to enjoy the outdoors, *Seashore* will offer a wide array of outside bar and cafe areas, including a new outdoor aft dining area, as well as the Sky Bar (pictured), which enables guests to enjoy their food outdoors or in the evening relax and unwind at the top of the ship.

The first Seaside EVO ship, *Seashore's* exclusive MSC Yacht Club will be the largest in the fleet, spanning 3,000m<sup>2</sup> over four decks, with more outdoor space and new luxurious suites.

The largest ship ever to be built in Italy by Fincantieri, *Seashore* will feature six swimming pools, with enlarged poolside areas and a new infinity pool.

There will also be 11 different types of cabins and suites with balconies, including the coveted Aft suites, 50 Terraced suites with extended balconies up to 15m<sup>2</sup>, and 32 different suites with outdoor private whirlpools.



### Path to revival

**IN COMING** weeks we'll learn more about the Federal Government's ongoing travel restrictions, and what they mean for cruising beyond the existing suspension until 17 Mar.

Though we expect the international borders to remain closed for now, CLIA has made good progress with government in gaining recognition for the extensive new health measures cruise lines have adopted and that there is the opportunity for a carefully managed, phased return of ships and their crew, to resume limited, domestic-only operations.

Our region still maintains some of the world's most successful measures against COVID-19, and the sustained low levels of community transmission we have here, combined with advances including vaccines, are naturally encouraging.

In other parts of the world, the cruise industry's extensive health protocols have allowed a tightly controlled resumption of operations, with notable success.

If this is what can be achieved in other parts of the world, our government should be confident of similar success in low-transmission regions like our own.

We will continue to engage with governments to achieve a pathway towards resumption.

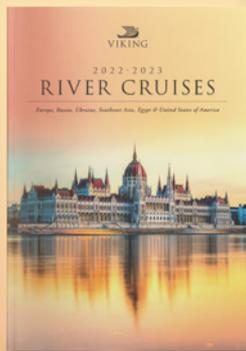
Importantly, we will also continue to lobby on behalf of our travel agent partners to ensure their interests are heard in Canberra, so that support can be maintained beyond JobKeeper and onwards to our revival.



## NEW 2022/23 RIVER CRUISES BROCHURE

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**EDITORIAL**  
Editor in Chief and Publisher – Bruce Piper

Associate Editors – Myles Stedman,  
Adam Bishop

Contributors – Nicholas O'Donoghue  
[info@cruiseweekly.com.au](mailto:info@cruiseweekly.com.au)  
[info@cruiseweekly.co.nz](mailto:info@cruiseweekly.co.nz)

**ADVERTISING AND MARKETING**  
Sean Harrigan, Hoda Alzubaidi  
[advertising@cruiseweekly.com.au](mailto:advertising@cruiseweekly.com.au)  
[advertising@cruiseweekly.co.nz](mailto:advertising@cruiseweekly.co.nz)

**BUSINESS MANAGER**  
Jenny Piper  
[accounts@cruiseweekly.com.au](mailto:accounts@cruiseweekly.com.au)

Suite 1, Level 2, 64 Talavera Rd  
Macquarie Park NSW 2113 Australia  
PO Box 1010 Epping NSW 1710 Australia  
Tel: (AU) +61 2 8213 6350 or (NZ) 0800 799 220  
Tel: (Int'l) 1300 799 220

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