



Cruise Weekly today

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

Driving Ms Silversea

SILVERSEA Cruises has become the first cruise line to offer door-to-door service as standard.

The cruise line has formed an exclusive collaboration with chauffeur portal Blacklane to offer guests private executive transfers.

Cruisers will have the option of being collected from their homes in a private chauffeured vehicle and transferred up to 50 miles (80 kilometres) to their local airport or directly to the ship.

The same service is also available on guests' return journeys on all new full-fare bookings.

Princess crowned most recognised

PRINCESS Cruises has topped the list of the most recognisable lines in the industry in Australia.

The Carnival Corporation brand just beat out sister cruise lines P&O Cruises Australia and Carnival Cruise Line in the latest wave of consumer research conducted by SMP Surveys.

An online panel of 1,200 respondents aged 18 years and over from across Australia were commandeered earlier this month for research on their recall, recognition, loyalty and purchase intention of more than 30 cruise companies within the Australian marketplace.

Unprompted brand recall saw Princess top-of-mind for 41% of respondents, with P&O Australia at 40%, Carnival at 30% and Royal Caribbean International at 26%.

Princess Director Sales & Marketing Nick Ferguson told *Cruise Weekly* the cruise line saw

strong demand when it launched its 2022-23 product, and is very confident interest will be even stronger when international travel can resume.

"Our booking results are very encouraging and highlight the need for a pathway to the resumption of cruising in Australia," he said.

Other cruise lines to score above average in unprompted recall included Celebrity Cruises (13%), Norwegian Cruise Line (10%) and Viking (9%).

Brand recognition was also measured, with respondents asked to pick from a list of cruise lines they were familiar with, which saw Carnival chosen by 67% of respondents, Princess by 63%, P&O by 60% and Royal Caribbean by 48%.

There was several more cruise lines scoring above average in recognition, including Disney

Cruise Line (36%), Celebrity (35%), Viking (35%), APT (25%) and MSC Cruises (23%).

"The implications for brand awareness particularly being top-of-mind are significant as when customers enter the purchase cycle, they're immediately thinking about your brand first," said SMP Director Neil Stollznow.

"Taken as an average across unprompted and promoted recall and recognition, the Princess Cruises brand achieves the top spot."

Royal Caribbean (80%) scored the highest of the cruise lines regarding travel intention, measuring which brands respondents would consider sailing with inside the next five years, followed by Princess, P&O and Carnival, which all scored 70% or more, while Norwegian, Scenic Luxury Cruises & Tours, and Celebrity scored above 60%.

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We can't fall further behind - CLIA

OPINION

Joel Katz
is Managing
Director
Australasia for
Cruise Lines
International
Association.
*Got an opinion
to share? Let us
know in up to 400 words via email to
feedback@cruiseweekly.com.au.*



THIS week Alaska became the latest destination to welcome its first cruise passengers since the start of the pandemic, highlighting again how far behind the rest of the world Australia has fallen in generating a recovery for cruising.

Together with other parts of the United States and Caribbean, Europe, parts of Asia, and soon Canada, virtually every other major cruise region in the world has successfully revived cruising or made significant progress toward resumption.

After months of hard work by CLIA and cruise lines – and countless meetings with governments across multiple state and federal ministries – Australia is still yet to commit to a detailed plan for cruising's future.

This is despite the industry putting forward the most stringent COVID-19 measures to be found anywhere in tourism, which have already allowed around 600,000 passengers to sail successfully overseas.

This is not only frustrating, it's devastating for thousands of Australian workers.

However, in recent weeks, politicians have shown they are increasingly aware of this impact and have begun acknowledging the need to move forward.

CLIA's Ready, Set, Sail campaign has resulted in more than 40,000 emails to Australian Members of Parliament and we're now seeing politicians publicly acknowledge the importance of cruise tourism.

We hear more and more that these messages are resonating, and positive comments in the media by MPs like Warren Entsch show we're successfully driving a change in the conversation around cruising.

Having made ourselves heard, we need to maintain this momentum.

The latest phase of our Ready, Set, Sail campaign urges our cruise community to arrange meetings with their local MPs.

The aim is to put politicians in front of the very people whose lives are impacted by the cruise suspension – travel agents, tour operators, transport workers and a whole range of suppliers.

We've created a [Meet Your MP](#) toolkit to help you set up and manage a meeting with your local MP.

This will help reinforce the messages CLIA and cruise lines are making in our own

discussions, while at the same time showing the personal side to the 18,000 people whose jobs depend on cruising.

In recent weeks the Australian Government has announced an agreement with the states to create a four-phase plan to ease travel restrictions and reopen the country.

It is absolutely vital cruising is included in this plan and we have an agreed framework to support a highly achievable, careful and phased resumption of operations.

The extensive health protocols our industry has implemented are already working overseas, including measures for testing, social distancing, monitoring, response plans and port arrangements.

As a first phase, we envisage tightly managed domestic operations for Australians only, within an Australian bubble, with 100% testing of all guests and crew members before boarding.

As we move into the other phases of the Government's plan, we can advance toward greater interstate travel, trans-Tasman travel, and beyond.

CLIA will continue to push hard for progress in our talks with governments.

We urge you to support our efforts by raising your own voice and telling your own personal story to your MP – visit [Meet Your MP](#) to find out more.

Princess loyalty program update

PRINCESS Cruises has revised its Captain's Circle member benefits to highlight recent changes to the onboard experience.

Having just announced 2023 voyages to Europe (**CW** 05 Jul) new benefits that became effective this month for Platinum and Elite members include early access to Dine My Way reservations, and 10% discounts for the Lotus Spa and Photo Gallery.

Platinum membership is achieved after five cruises or 50 cruise days, while Elite members have completed 15 voyages or 150 cruise days.

These two highest level membership tiers will also now receive a 50% discount for any MedallionNet purchase in the MedallionClass application.

This benefit was previously a limited number of free internet minutes for Platinum and Elite members, but newly introduced MedallionNet plans do not allow for free minute allocations.

Elite members will also receive a 10% discount on shore excursions, while Loyalty Commends, an unpublished benefit of onboard credits ranging from \$25 to \$100, have been discontinued.

To further support its sustainability goals, Princess will convert all onboard loyalty member communications to digital formats.

Princess will deliver pre- and post-cruise communications via email, and on board via stateroom televisions and the MedallionClass app.

The *Captain's Circle* magazine will continue to be printed and mailed quarterly, with special offers for guests.

The Captain's Circle web page is now updated with these changes - [CLICK HERE](#) to view.



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Bar Harbor push

RESIDENTS of Bar Harbor in northern Maine, USA have once again asked their local council to limit cruise ship visits (**CW** 27 Nov 2020), with officials reporting the outcome of a recent survey covering quality of life issues and the impact of the cruise sector.

A workshop next month will develop recommendations which will be voted on in Nov.

AIDA augmenting

AIDA Cruises is expanding its cruise program with new voyages aboard *AIDAprima* and *AIDAbly*.

AIDAprima will expand her season in Hamburg, and will call at various destinations in Western Europe from Oct to Apr 2022.

After the end of her Greece season, *AIDAbly* will be deployed in the Canary Islands in Nov and Dec, and in the new year, will set course for the Mediterranean, offering seven-day cruises from Palma de Mallorca in Jan and Feb.

AIDAbly will then move to Civitavecchia for voyages around Italy, after which she will return to Greece.

AIDA recently presented its newest ship *AIDAcosma* to the world for the first time (**CW** 14 Jul).

Let them eat cake (with Ponant)!



PONANT celebrated Bastille Day last week, inviting some of its Queensland travel industry partners to lunch at Brisbane's Blackbird Bar & Grill.

There was plenty of Gallic

bonhomie, as martinis, Veuve Clicquot champagne, fresh seafood and French rose flowed, with Ponant National Business Development Manager, Julie Rogers, telling **Cruise Weekly** the occasion was a "day to leave the office and just forget about work for a few hours!"

Attendees **pictured** from left included Collette Rosso from Helloworld Spring Hill; Leanne Flanagan-Smith of Back Track Adventures; Laurice Bourke from Helloworld Kenmore; Madonna Strong from Helloworld Helensvale; Ponant's Julie Rogers (complete with a jaunty beret); Jennifer Smith from Travel on Capri; New Farm Travel's Ingrid Hay; Tracey Bremner from Clean Cruising; and Betty Croft of Luxury Cruise Escapes.

Ponant has introduced two new updates to its Pro Area agent portal - a Sustainability Toolkit, home to a selection of videos, articles, flyers, and a Ponant Sales Essentials Section (**CW** 06 Jul).



RESEARCHERS at the University of Texas have taught artificial intelligence how to spot shipwrecks on the ocean surface from the air.

In collaboration with the United States Navy's Underwater Archaeology Branch, the computer model is 92% accurate in finding known shipwrecks.

The project is focused on the coasts of the mainland United States and Puerto Rico, and is now ready to be used to find unknown or unmapped shipwrecks.

The overall goal of the project is to build a customisable archaeological machine learning model, which would be able to quickly switch between predicting different types of archaeological features underwater as well as on land, including Maya archaeological structures and caves.

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