



Silversea sees strong late sales surge

The Australian office has reported significant growth on the back of late sales and advance bookings.

STRONG DEMAND FOR ITS ASIAN AND Mediterranean summer itineraries has boosted business for Silversea's increasingly successful Sydney-based team.

The Asia Pacific headquarters has achieved 27% year on year growth after a surge in late bookings for 2011 and early bookings for 2012.

Earlier this year, Silversea reported a 25% increase in Australasian sales (CW, 03 Mar 11) and predicted the rise would continue.

Karen Christensen, Silversea's director of sales and marketing and general manager for Australia and New Zealand, said the local operation has high yields compared to the company's other operations worldwide.

"We recognised the potential in investing in this market some years ago and our longevity is now really paying off, both with the trade and consumers who are attracted to our award-winning product and all-inclusive fares," she said.

Christensen added that the strong Australian dollar had helped encourage Australian travellers to cruise overseas "more than ever".

Advance bookings for 2012 are "already surging", particularly for cruises in Asia aboard *Silver Shadow* and *Silver Whisper* and Mediterranean summer voyages aboard *Silver Spirit*, *Silver Wind* and *Silver Cloud*.

TODAY'S CRUISE WEEKLY

Welcome to today's CW Trade edition which features five pages packed with all the latest cruise industry news and photos.

There's also a fabulous MSC Cruises giveaway on **page four** plus a full page from Cruiseagents.travel on **page six**.

This latest growth comes ahead of the impending launch of the line's '2012 Voyages' brochure which has been tailored to the local market, offering AUD pricing and 'Passport to Luxury' onboard credits of up to US\$1,500 per suite.

"Our experience in this region has also enabled us to secure some Australian household names as enrichment lecturers for 2012," Christensen said.

"This market is hugely important to Silversea, representing our third largest worldwide, and the second largest for our luxury expedition product aboard *Silver Explorer*."

Now entering its fourth year of service to the trade, the Sydney office has expanded to a team of 18, including four new sales and reservations staff.

MEANWHILE Silversea is also set to ride the Masterchef wave, with the news that Maggie Beer, culinary expert and frequent guest on the Channel 10 ratings juggernaut, will be a guest lecturer on a *Silver Shadow* sector between Auckland and Fremantle in Feb next year.

Other guest lecturers on the trip will include Terry Waite, who successfully negotiated the release of hostages in Iran and Libya during the 1980s, and historian Philip Hurst.

All inclusive cruise only fares ex AKL on the 04 Feb departure lead in at \$11,150ppts - for more info call 1300 9255 0600 (Australia) or 0800 701 427 (New Zealand).

Celebrity chief in Sydney

CELEBRITY CRUISES PRESIDENT AND CEO, DAN Hanrahan, will be in Australia next week, with his visit coming in the lead-up to the arrival of *Celebrity Century* in Australasian waters later in the year.

Hanrahan will also be likely to have to defend comments made during the recent *Celebrity Silhouette* inaugural (CW Tue) where he told reporters that the cruise line is planning to "teach Australians how to tip".

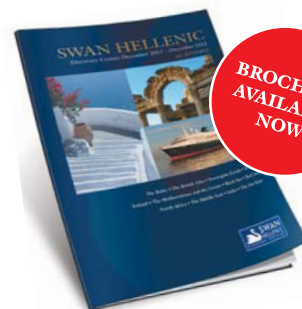
Costa via Cruiseagents

CRUISEAGENTS.TRAVEL IS TODAY REMINDING AGENTS that effective immediately it is able to confirm online bookings for Costa Cruises.

Cruiseagents is Australia's longest standing Costa PSA, and pays 12% commission on all Costa products with the office open seven days per week and live pricing on its website.

For more details see **page six**, call 1300 558 864 or see cruiseagents.travel/costa.

FOR THOSE WITH A MIND TO TRAVEL...



BROCHURE AVAILABLE NOW

24 SAILINGS
6 GRAND VOYAGES
DEC 2011 - DEC 2012

SHORE EXCURSIONS INCLUDED

Receive onboard credit of up to
£200* per cabin

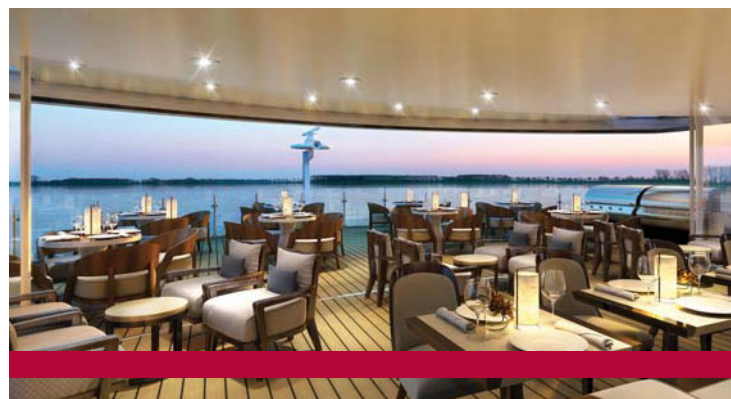
Fares from
\$2,090* per person

CLICK HERE TO ORDER YOUR COPY



*Terms & Conditions apply

www.swanhellenic.com.au



WELCOME TO THE FUTURE OF RIVER CRUISING.

In 2012, Viking will debut four spectacular sister ships in Europe. Expertly designed with you in mind, these new vessels offer state-of-the-art engineering, design and luxury.

Click here to learn more.



Call 1800 829 138 or email australia@vikingrivercruises.com
Visit www.vikingrivercruises.com.au for all details

THE WORLD'S LEADING RIVER CRUISE LINE...BY FAR®

CRUISE

WEEKLY



www.cruiseweekly.com.au



MSC Cruises

**MSC CRUISES
NOW
AVAILABLE
WITH LIVE
PRICING AT
ECCRUISEING.TRAVEL**

ecruising.travel 1300 369 848 www.ecruising.travel



INTERNATIONAL CRUISE COUNCIL
AUSTRALASIA

Cruise3sixty 2012

The International Cruise Council Australasia will again be hosting a group of agents to attend this excellent event – officially the world’s largest cruise conference.

Held in Fort Lauderdale from April 25 to 29 2012, Cruise3sixty is the official travel agency conference of the cruise industry in North America, operated by our sister company Cruise Lines International Association (CLIA).

This must-attend event offers travel industry professionals extensive networking opportunities and an educational program that includes outstanding training and professional development seminars, destination and product workshops, hands-on technology training, product updates from CLIA-member cruise lines plus a unique opportunity to inspect a number of ships that rarely (if ever) make it down to our local ports.

Cruise3sixty also features innovative sessions with top cruise industry executives and thought provoking keynote speakers.

At the dynamic business-oriented trade show, conference attendees have the opportunity to meet with suppliers and cruise line representatives during pre-scheduled one-on-one appointments giving you the opportunity to learn from the largest source market that exists for the cruise industry.

Conference attendees are also invited to attend exclusive social, networking and entertainment events including CLIA’s annual Hall of Fame Gala Evening.

Travelling with the ICCA will ensure members share in our VIP status throughout the event.

For more details and a booking form go to www.cruising.org.au/cruise3sixty



Brett Jardine
Brett Jardine
General Manager
ICCA

Big growth for American Safari Cruises

Alaskan adventure specialist American Safari Cruises has purchased the 86-passenger *Safari Endeavour*.

FORMERLY NAMED THE SPIRIT OF ENDEAVOUR, the vessel will undergo a major renovation “to transform it into an upscale vessel ready to sail in Southeast Alaska in summer 2012,” the company said this morning.

CEO Dan Blanchard said the expansion, which will see American Safari Cruises with a total of four ships, is coming at an ideal time.

“In our 14-year history, our occupancy rates have never been higher, and we are seeing an increase in demand for the type of small-group adventure travel we offer,” he said.

Blanchard said the new yacht-style ship would cruise from May to September, operating week long cruises roundtrip from the port of Juneau, visiting Glacier Bay National Park, Icy Strait, Frederick Sound, Thomas Bay, Chichagof Island, Ford’s Terror and Endicott Arm.

In addition, two-week repositioning cruises from Seattle to Juneau and reverse will be offered at the start and end of the season.

The makeover will see the vessel’s current 102-guest capacity reduced to 86, with four Commodore Suites created by merging two former staterooms and adding balconies.

Other additions include two massage rooms, hot tubs, exercise equipment, a library and a wine bar.

It’s a major expansion for the operator, with its current line-up including the 12-pax *Safari Spirit*, the 22-pax *Safari Quest* and the 36-pax *Safari Explorer*.

American Safari Cruises last year launched upmarket sister brand Innersea Discoveries, which operated its first voyages in May.

Other American Safari Cruises destinations include Hawaii, Canada, Mexico and the US.

American Safari Cruises is represented locally by the Small Ship Adventure Company as well as Adventure World, which picked up the brand following last year’s demise of Cruise West.

Costa’s neoRomantica

COSTA CRUISES HAS ANNOUNCED A COMPLETE renovation of its *Costa Romantica*, with the refurbishment such a major project that it will see the ship renamed the *neoRomantica*.

The makeover will include the addition of new areas on the ship including new lounges, restaurants and entertainment venues.

A new Samsara Spa will be added including 50 cabins and six suites giving access to the gym, treatment rooms, sauna, Turkish bath and a dedicated thalassotherapy pool for the wellness area.

Overall 111 new cabins will be added and total capacity will increase to 1800 guests, with the upgrade to take place between Oct 2011 and Jan 2012.



inPlace Call 02 9278 5100
RECRUITMENT

Team Leader - Cruise

Do you love Cruise? Enjoy motivating and managing a small busy but friendly team while handling enquiries for worldwide cruises.

- ▶ Large organisation, fantastic offices
- ▶ Sydney inner west location
- ▶ All CRS considered

Email liz@inplacerecruitment.com.au

Click here for details

**THIS WEEK'S
FEATURE CRUISES**

PEARLS OF THE AEGEAN
VENICE TO ATHENS | AUG 8, 2012
INSIDE STATEROOM

from **\$2,420*** per guest

ONBOARD REGATTA | 10-DAY VOYAGE

<p>MYTHS & MONUMENTS Istanbul to Athens Oct 12, 2012 10 Day Voyage onboard <i>Marina</i></p>	<p>INSIDE STATEROOM From \$2,825* per guest</p>
<p>ITALIAN INTERLUDES ROME TO VENICE Jul 27, 2012 12 Day Voyage onboard <i>Regatta</i></p>	<p>INSIDE STATEROOM From \$3,030* per guest</p>

CLICK HERE - OVER 50 REDUCED SAILINGS!

OCEANIA CRUISES®
Your World. Your Way.®



www.OceaniaCruises.com.au
*TERMS & CONDITIONS APPLY

CRUISE WEEKLY

www.cruiseweekly.com.au

STAR CLIPPERS

CRUISE UNDER FULL SAIL ABOARD THE LARGEST MODERN TALL SHIPS

7 NIGHT GREEK ISLES & TURKEY CRUISES JUN-SEP 2011 • SAVE 25% OFF!

PDF FLYER

Aussie Seabourn office

CARNIVAL CORPORATION IS CONTINUING ITS STRONG focus on the Australasian market, with the establishment of a new dedicated office in Sydney for its Seabourn luxury yacht brand.

The operation will be headed up by Tony Archbold, who will add Seabourn to his new role as Holland America Director of Sales in the new HAL Australasia operation.

John Delaney, Seabourn senior vp of marketing and sales, said the move was to cater for demand from a "growing volume of travel agencies" selling the product locally.

"With the addition of our three new ships, it became important for us to scale our Australia-based resources to match their enthusiasm and satisfy their needs," he said.

The entire inventory of Seabourn cruises and departures are loaded on Carnival's POLAR online booking system, and the new office will also take calls on 1300 987 323 during extended business hours of 8.30am-7pm on weekdays, through to 8pm on Thursdays and 9am-5pm each Saturday.

The 450-guest *Seabourn Odyssey* will visit the South Pacific region next year, undertaking a 60-day series of cruises under the banner of 'Stars of the Southern Cross'.

Port calls will include Auckland and Sydney as well as visiting Tasmania and New Zealand's South Island.



Crystal Symphony in Oz

CRYSTAL CRUISES HAS RELEASED FIRST DETAILS OF its 2013 itineraries, including an "all-Australia" voyage on board its luxury *Crystal Symphony* which will depart Brisbane and visit a range of ports including Sydney, Melbourne, Adelaide and Hobart.

Symphony's early 2013 itineraries will also include calls in Auckland, Tauranga, Hong Kong, Bali, Bangkok and Singapore, with Asian cruises in Mar including a complimentary three day Beijing land package.

During the same period *Crystal Serenity* will operate a 74-day World Cruise circling South America, including calls in Ecuador, Peru and Chile, two weeks sailing through picturesque Patagonia and "intimate Brazilian content" including the Amazon - wiltrans.com.au.

Good morning Carnival

CARNIVAL CRUISE LINES HAS SIGNED A DEAL WITH the port of Baltimore, in Maryland north of Washington DC, which commits the line to continue operating Caribbean voyages from there year round until at least August 2013.

Three one-year options thereafter are also part of the pact, which follows strong growth in the market from 27 seasonal cruises in 2008 through to the current offering of 112 departures throughout the year.

Brochure of the week

Silversea has launched its 200 page 2012 Voyage Atlas, featuring over 200 itineraries visiting seven continents and 100 countries.

New for the luxury operator is a back cover pocket booklet highlighting the 'Passport to Luxury' promotion including Onboard Spending Credit of up to \$1500 per suite on most 2012 voyages (excepting *Silver Explorer* expeditions).

Also included is *Silver Whisper's* World Cruise itinerary departing on 06 January from Fort Lauderdale; the Grand Voyages that have been created for sophisticated travellers who have time to travel on a grand scale; and finally the introduction of three intriguing new West Africa expedition itineraries.

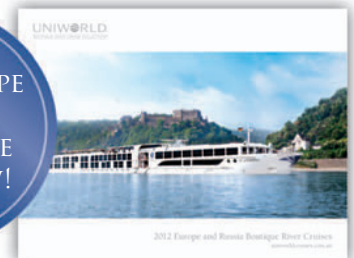
The new Silversea Voyage Atlas can be viewed at <http://bit.ly/silversea2012>



Unparalleled luxury. Uncompromising value.

Uniworld Boutique River Cruises are as much about the sights within the ships as they are about the scenery beyond. As Uniworld cruises to the most picturesque destinations, your clients will be treated to award-winning service onboard ships with the finest furnishings, inspiring original art, and modern luxuries.

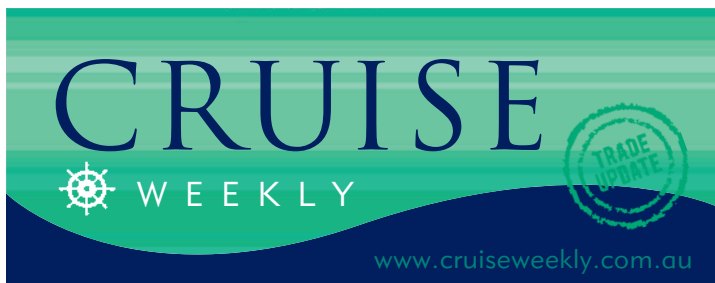
UNI WORLD
THE WORLD'S ONLY
AUTHENTIC BOUTIQUE
CRUISE LINE™



UNI WORLD
BOUTIQUE RIVER CRUISE COLLECTION™
uniworldcruises.com.au

Great Earlybird Savings
of up to \$3800 per couple

Join us on facebook.com/uniworldcruisesaustralia to WIN a European Cruise!



Giveaway



This week is your last chance to win this beautiful *Cruising in Style* coffee table book, courtesy of **MSC Cruises**.

MSC Cruises - *Cruising in*

Style will mesmerise you with its chic international style and Italian elegance. Stunning page turning imagery and brief ship introductions allows you to relax and dream of your next holiday onboard MSC cruises.

To enter this fabulous competition, simply send in a short poem (no longer than 50 words) incorporating three great destinations from an MSC cruise itinerary.

Email entries by COB tomorrow to: comp@cruiseweekly.com.au.

Winner will be announced in **CW** on Thursday 18th August.



Columbus to Plantours

HAPAG-LLOYD CRUISES HAS CONFIRMED THE SALE of its 400-passenger *Columbus*, which will be handed over to German tour and holiday operator Plantours from May 2012.

Plantours says it plans to rename the ship the *MS Hamburg* and operate it in Northern Europe, the Mediterranean, the Canary Islands and the Caribbean.

NCL smoking policy

NORWEGIAN CRUISE LINE HAS ISSUED A NEW fleetwide which outlaws smoking inside cabins from January 2012.

Passengers with a balcony can smoke outside, but only cigarettes, while smoking will also be prohibited in most indoor venues, apart from casinos and onboard cigar bars.

Celebrity boosts charges for alternative eateries

CELEBRITY CRUISES IS HIKING THE ADDITIONAL FEES it charges for some of its on-board specialty restaurants, with the move effective 01 Sep.

The cover charge for French restaurant *Murano*, on board *Solstice*, *Equinox*, *Eclipse* and *Silhouette*, will increase from US\$35 to US\$40 per person, along with similar venues on board *Constellation*, *Millennium*, *Summit* and *Infinity*.

The new iPad-equipped *Qsine* will also cost US\$5 more, rising to US\$40, while the new *Celebrity Silhouette's* Lawn Club Grill will now also cost US\$40, up US\$10.

Surcharges won't change at other eateries including *Silk Harvest*, *Bistro on 5* and the *Tuscan Grille* Italian steakhouse.

Viking sponsors US show

VIKING RIVER CRUISES HAS BECOME THE MAJOR corporate sponsor of the 'Masterpiece' series which has been aired on the US PBS public broadcast channel for the last 40 years.

Masterpiece features a range of "literature based dramas" including signature period pieces like *Jane Eyre* or the new *Downton Abbey* which debuted in Australia this year.

Other shows include British mysteries such as *Inspector Morse* and *Lewis*, with Viking to contribute an "unspecified sum" to the program starting later this year.

Masterpiece executive producer Rebecca Eaton said Viking River Cruises customers closely match the program's demographic.

Olsen leaves Carnival

CARNIVAL AUSTRALIA DIRECTOR OF CORPORATE affairs, Sandy Olsen, has left the company after four years in the role, and will take up a position within the newly formed Infrastructure NSW organisation created by incoming state Premier, Barry O'Farrell.

Carnival public affairs manager Rebecca Lloyd is acting in the role while a permanent appointee is recruited.



Complete Cruise Solution

Business Partnership Manager – New Zealand

- Join the world's leading cruise holiday company
- Represent iconic brands
- Competitive base + car + incentives

Complete Cruise Solution is part of the Carnival Corporation, the world's leading cruise holiday company, representing iconic brands such as P&O Cruises, Princess Cruises, Cunard and Carnival Spirit.

Reporting to the Sales Manager and supported by a Business Partnership Executive, the Business Partnership Manager is responsible for meeting and exceeding revenue objectives through the promotion of Complete Cruise Solution products and services to our travel agent and wholesale partners.

Key responsibilities include:

- developing and implementing business plans
- promoting products and services through on-site sales calls, telephone and written communication
- supporting the development of local marketing for agents
- managing product education events, presentations and training
- preparing and delivering financial reporting to key accounts across the territory

We seek applications from individuals with 2+ years' experience in a territory sales role (ideally in travel) who demonstrate:

- a passion for cruising and 'being on the road'
- proven account management and new business development skills
- strong relationship building and influencing skills
- excellent communication skills, with an engaging and impactful presentation style, and proven ability to present to a large audience
- the ability to work in an autonomous manner, prioritising workload and call plan to have maximum impact
- a willingness to travel frequently and attend functions on evenings or weekends as required

Note: Previous applicants need not reapply.

Ready for a new challenge in the serious business of holidays?

Apply online at careers.carnivalaustralia.com

Job Reference: CAR/239320

Sydney OPT set for redevelopment

Sydney Ports Corporation has called tenders for a Redevelopment Masterplan for the harbour's Overseas Passenger Terminal.

ENGINEERING CONSULTANTS ARE BEING ASKED TO submit Expressions of Interest in the project, which aims to redevelop the major gateway into a "world class cruise terminal" as well as address what it describes as the facility's "design and operational shortcomings".

A study to be conducted by the successful tenderer will look at opportunities for the redesign and redevelopment of the ageing

building and its surroundings, including the carpark, roads and forecourt.

The long-term Masterplan is intended to "create a sense of place commensurate with the unique location and attributes of the site," and the project has been assigned to Sydney Ports by the NSW government's Cruise Passenger Steering Committee.

Tenderers must also show how they plan to recognise the context of the building and its relationship to the greater Circular Quay and Rocks precincts.

Expression of interest documents are now available from Terry Daly via email on tdaly@sydneyports.com.au, and submissions are due by 5pm AEST on Mon 05 September.

MEANWHILE NSW State Premier Barry O'Farrell has taken control of the controversial Barangaroo development after a review panel reported on the project.

The review concluded that despite urgings from some sectors of the industry a "cruise terminal is not a compatible use with the mixed use development" planned for the area.

However the already approved plan by developers Lend Lease includes the creation of a hotel on reclaimed land, and O'Farrell is asking the company to revisit the proposal.

The review also recommended that a deep water berth in the centre of the precinct be retained to provide "future options".

QM2 hygiene now OK

CUNARD'S ICONIC *QUEEN MARY 2* HAS ONCE AGAIN been certified as fully hygienic, after it failed a US Centers for Disease Control vessel sanitation test some six weeks ago.

The ship received a failing score of 84 out of 100 during the surprise inspection, but in a re-test in New York last week improved to a satisfactory 92.

Full details of the failed inspection have not yet been made public, but it's believed CDC staff had issues with dirty pool water, chemicals stored near napkins and a human hair in an ice machine.

A Cunard statement said the company had "corrected all issues highlighted by the original inspection, and has subsequently addressed the small number of issues raised by the re-inspection.

"Historically, Cunard ships have achieved high scores and are now on track to re-establish that norm," the line added.

Aranui III Tahiti program

FRENCH POLYNESIAN PASSENGER/CARGO VESSEL *Aranui III* has announced its sailing schedule for 2012, with 16 departures from Tahiti between Feb and Dec.

The regular 14-day journey travels from Papeete to the Tuamotu and Marquesas Islands, with calls in fascinatingly named ports such as Fakarava, Ua Pou, Nuka Hiva, Hiva Oa, Fatu Hiva, Tahuata, Ua Huka and Rangiroa.

Four cabin classes are on offer ranging from Class C (dormitory style) through to large outside Suite cabins which have private facilities and even a bathtub.


For more details see www.aranui.com.

GRAND AUSTRALIA TO MUMBAI

\$7,065 pp*

SYDNEY TO MUMBAI
39 NIGHTS | FEB 10, 2012

BONUS
FREE INDIAN
GOLDEN TRIANGLE
EXTENSION
Plus \$495
AIR CREDIT
TOWARDS
FLIGHTS



OTHER SPECIALS AVAILABLE!

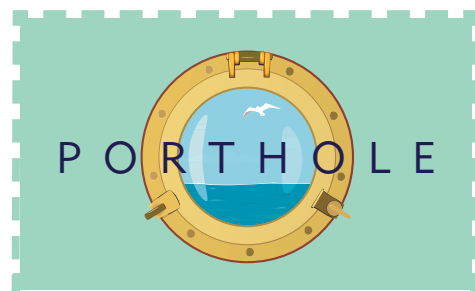
INCLUDING
FLY FREE OFFERS
REDUCED FARES
ONBOARD CREDITS
FREE LAND EXTENSIONS

CLICK HERE

Voyages of Discovery

Includes airport/ship transfers, meals, entertainment, port taxes, fuel supplement, government fees & gratuities.
*TERMS & CONDITIONS APPLY

www.voyagesofdiscovery.com



SOCIAL NETWORKING HAS PROVIDED PLENTY OF material for media tracking the downfall of a popular US hip-hop artist who was arrested for drug possession after disembarking a cruise ship in Miami.

The curiously named Big Boi - who's apparently half of an equally odd duo called Outkast, was reportedly found carrying ecstasy and other illegal drugs.

And the 36-year-old also apparently had some illicit Viagra to help things along too.

Police reports initially didn't name the ship involved, but media quickly resorted to Big Boi's Twitter and Foursquare feed, which tracked the ports he'd called at during his Caribbean holiday.

This led them to the inescapable conclusion, by matching published itinerary details, that it was Carnival Cruise Lines' *Carnival Valor*.

CRUISERS LEARNING TO DIVE WHILE ON THEIR voyages could be lucky enough to win a "Golden Ticket" to visit the Great Barrier Reef off the coast of Queensland.

Global diving operator PADI has announced the promotion as part of the celebration of its 20 millionth certification which is expected to be issued at some stage in the next two months.

The 20 millionth diver (and their instructor) registered with PADI anywhere in the world - including its many cruise ship operations - will receive a fully paid trip, including airfares, to dive the reef.

TODAY YOU CAN BOOK COSTA ONLINE WITH CRUISEAGENTS



Book your next Costa cruise through Australia's longest standing Costa PSA, Cruiseagents.travel – we pay 12% commission on all Costa products and our office is open 7 days a week. You can email or call our toll free number, 1300 55 88 64. Our team is ready to make your Costa reservation now. If you sell a lot of Costa products, talk to us and we may arrange a log-in for Costa Click for your agency and also, access to private airfares to Dubai -these airfares are only for IATA agents. All pricing on our website is live and updated everyday so you can use this as a reference whilst talking to your clients.

See for yourself, browse the products at www.cruiseagents.travel/costa

For a full list of Costa Cruises packages
call 1300 558 864 or visit www.cruiseagents.travel/costa