



Carnival Commodore is confident

Ann Sherry is edging closer to her two career-defining goals of shared use of Garden Island and 1 million passengers by 2020.

INTRODUCED by Carnival Australia's new corporate affairs director and Partnership Summit MC Peter Taylor as "Commodore" Ann Sherry, the CEO was upbeat about the local cruise industry's progress.

"We've worked together to make cruising a state of mind – it's almost become a mass movement," she said.

According to Sherry, Australia can continue its world-leading growth, which last year grew at a faster rate than in the US, UK and Germany.

"Merely equalling their market penetration is not our end goal – the sky's the limit," she said.

Sherry said her goal for Australian cruise passenger numbers to reach 1 million by 2020 would be achieved "more than likely much earlier than that".

Sydney's infrastructure problems were also looking closer to a positive outcome.

Although she defined the progress as "glacial", Sherry believes next year will be the year that the Australian Navy agrees to allow cruise ships to dock at its base on Garden Island.

"I am pleased to report progress in relation to Sydney, with White Bay in the west, an upgraded Overseas Passenger Terminal in the east, and hopefully shared use of Garden Island – we wait for that with much anticipation."

Speaking privately to media on Tuesday afternoon, Sherry said she had two main

objectives for 2012.

"We're seeing greater confidence in agents selling cruises and selling the right cruises, so the first thing I want to see is more cruising sold better by more agents.

"And number two – to sort Garden Island out."

Funding for Cook Is cruise facility

COOK Island tourism authorities have revealed to **CW** correspondent Roderick Eime that tenders are now out for the construction of a new cruise ship facility to be located on the far western shore of the main island, Rarotonga.

The tourism authorities believe the new jetty at Arorangi will more than double the potential annual ship visits from their current 12 (max) to over 25.

According to the CI Port Authority, one in three visits is lost due to adverse conditions.

Based on estimates of US\$100 per passenger spend, CI tourism should recover \$3m per year, offsetting the projected \$2m cost to be funded by the NZ government.

"Conditions at the main port of Avatiu Harbour make it difficult to land passengers when wind speeds exceed 15 knots," says president of the Cook Islands Travel Industry Council, Stephen Lyon, "the new facility will permit greater predictability of success as this location is in the lee of the prevailing winds from the east."

Improvements to the existing harbour in the capital, due for completion in 2012, should also allow cruise ships up to 200m (eg Hapag-Lloyd, Ponant) to berth against the wharf, but vessels such as those of P&O and Princess will continue to ferry passengers ashore via tender.

TODAY'S ISSUE OF CW

Today's trade issue of *Cruise Weekly* features four pages of news and photos.

Plus see **p4** for the winners of P&O and Princess Cruises' inaugural marketing comp.

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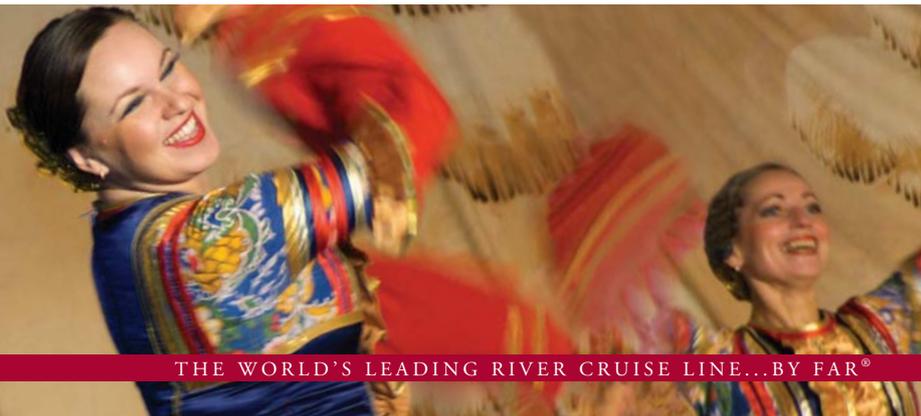


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ICCA UPDATE

ICCA General Manager,
Brett Jardine

Consumer Awareness

One of the major aims of the ICCA when it was founded in 1996 was to boost the profile of cruise holidays amongst consumers.

Since that time we have worked closely with all forms of media across Australia and New Zealand to encourage potential holiday makers to consider cruising as an option.

Critical as part of this consideration is our constant message that visiting cruise-savvy travel agents for the right advice will ensure a great value cruise experience.

With the local cruise season now in full-swing, we have already been involved with many cruise features in national media highlighting the massive variety of cruise holidays available and the many visiting ships that will call in Down Under over the next few months.

This provides an excellent environment for ICCA Accredited travel agents to introduce cruising to clients who may not have considered taking a holiday at sea before and at the same time ensure you are actively promoting your credibility as a member of the cruise industries peak body.

Newspaper, magazine or online features on cruising are also great articles to use as tools to educate your clients about the wide variety of cruise holidays available.

Many of them are first-hand accounts of life on board that paint a picture of exactly how relaxing and stimulating cruising can be.



Princess, P&O unveil trade initiatives

Princess Cruises has high hopes for its new eZAir flight booking tool, while P&O has formed an advisory board of travel agents.

ANNOUNCED at this week's Partnership Summit (**TD**, 13 Dec), Princess Cruises' new eZAir program is expected to have greater take-up in Australia than in the US.

The online tool, which will enable agents to control and coordinate clients' flights with cruise itineraries, is currently used in less than 20% of American bookings.

But Alan Buckelew, CEO and president of Princess Cruises, told **CW** that he anticipated a larger proportion of Australian agents would use eZAir for dynamic packaging of cruise and flights around the world.

"Domestic flights are only a portion of cruise business here, but it will be really important for international travel," he said.

Carnival Australia CEO Ann Sherry added that the program would be useful for booking the growing volume of Australians cruising overseas, especially in Europe and Alaska, thanks to the the strong Australian dollar.

Launching in early 2012, eZAir will provide real-time pricing and flight availability as well as instant flight reservations through a single online booking source.

It will be integrated into POLAR Online, Cruise Personaliser and Princess' call centre and website.

The program also has inbuilt "next port protection" which assists a passenger with re-routing flights to the next port of call if they miss their cruise due to airline delays.

MEANWHILE, P&O announced the establishment of an advisory board to help strengthen relations with the trade.

The board comprises nine Australian travel agents who will meet twice a year to discuss issues within the local cruising industry, including market conditions, technology, communication and best practice.

Serving a two-year term, the initial board members are: Leah Temple, Jetset Travelworld Campbelltown; Brett Dann, Hunter Group; Gil McLachlan, HWT Manly (NSW); Dan Russell, Globenet Travel/Clean Cruising; Tony Strong, Travelworld Helensvale (QLD); Robin Sinfield, Excell Travel & Cruise; Roland Kautzky, Cruiseabout Port Melbourne (Vic); Phil Hoffman, Phil Hoffman Travel (SA); and Gina Maitland, Alpha Travel (WA).

The first meeting is planned for April 2012.

Can you hear the sea calling?

ROYAL Caribbean is launching a global brand advertising campaign that is designed to reawaken peoples connection with the sea.

The campaign will kick off with an image of a conch shell acting as a phone with the tag line "The Sea is Calling. Answer it Royally."

"We are tapping into the sea's powerful, emotional force to reframe the context of cruising for consumers who don't understand what a Royal Caribbean cruise vacation offers," said a Royal Caribbean spokesperson.

"The Sea is Calling is a global-scale campaign that will resonate with people no matter where they live, what language they speak, or whether or not they've cruised before.

"We want vacationers everywhere to know that Royal Caribbean's distinctive and innovative ships, personal service and breadth of destination experiences is how we Answer it Royally," she added.

The campaign will kick off in Jan 2012.


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Pacific Dawn to get a new look

THE locally based *Pacific Dawn* will undergo a major refurbishment in Apr next year, which will see a range of her cabins converted into interconnecting rooms, whilst her 50 suites and mini suites will receive new furnishings, carpets and artwork.

Dawn will also be fitted out with a state-of-the-art LED Big Screen on deck (as is on *Pacific Jewel* and *Pacific Pearl*) and will enjoy a refurb of the Show Lounge (new carpet, upholstery, wall coverings and a new LED screen wall).

For full details see next Tue's **CW**.

Volendam's Far East in 2013

IN 2013 Holland America Line's *Volendam* will sail nine Asian itineraries, including three 14-day Far East Explorer Discovery voyages (07 Jan, 21 Jan and 04 Feb) between Hong Kong and Singapore with calls in Koh Samui, Bangkok (overnight), Sihanoukville, Cambodia, Phu My, Nha Trang, Da Nang, and Halong Bay.

The season will also see four 14-day China and Japan Discovery voyages between Hong Kong and Kobe (18 Feb, 04 and 18 Mar), and roundtrip Kobe (01 Apr), which include overnight calls at Shangahi and Xingang, as well as calls to Dalian, Busan and Nagasaki.

Other voyages featured in the line up include a 16-day Great Barrier Reef Holiday cruise from Sydney to Singapore via Indonesia departing 22 Dec 2012 and a 17-day trans-Pacific crossing from Kobe to Vancouver, British Columbia, which will sail from Dec through Apr and offer extended ports calls.

Fares start from \$2,099pp/ts for the 14-day Far East Explorer and 14-day China and Japan Discovery sailings.

See www.hollandamerica.com.au.

More Hurtigruten 2012 sailings

HURTIGRUTEN has added additional sailings next year onboard *MS Nordstjernen* as part of her Spitsbergen season.

The additional five-day voyages will depart between Jun and Aug 2012 and will take guests to the Norwegian Island of Spitsbergen, where they will experience Longyearbyen, Barentsburg, Ny Ålesund and the west coast of Spitsbergen, including Magdalenefjord, Moffen and Liefdefjord.

One of the major highlights of the voyage for guests will be the opportunity to see some spectacular wildlife in their natural environments including walrus', polar bears, whales, reindeer and ptarmigan.

Prices for the voyages start from £956pp (approx AU\$1,479pp), whilst guests who book before 31 Jan 2012 will save 10% off selected Explorer voyage fares with the cruise line's Earlybird saving discounts.

For more details call 1800 623 267.



70,000 tons of metal and some pretty maids.

Cruisers will be beside themselves with joy to know that the Danish heavy metal band Pretty Maids has confirmed it will join the 70,000 Tons of Metal floating festival onboard *Majesty of the Seas* in Jan 2012.

Pretty Maids will join 29 other delightfully named bands including Grave Digger, My Dying Bride, Dark Funeral, Suffocation, Pestilence and Cannibal Corpse.

"Make no mistake, 70,000 Tons of Metal is not your grandma's cruise," said the cruise's organisers.

Heavy metal fans are pictured (R) at last year's cruise.



Seven new P&O UK cruises

P&O UK has added new cruise itineraries out of Southampton next year to cater to demand.

Itineraries include four voyages onboard *Adonia*: a 15-night Western Mediterranean cruise (07-22 Oct 2012); a 13-night Canary Islands cruise (22 Oct-04 Nov 2012); a 28-night Caribbean cruise (04 Nov-09 Dec 2012) and a 14-night Atlantic coast cruise (09-23 Dec 2012).

Two new *Ventura* voyages have also been added: a 3-night cruise break (20-23 Jul 2012) and a 4-night cruise break (23-27 Jul 2012); whilst *Oriana* will also host a 24-night Caribbean cruise (06-30 Jan).

Silversea's Gran Prix extras

CRUISERS onboard the nearly sold-out *Silver Spirit* voyage from Barcelona to Rome departing 24 May 2012 now have the option of adding an optional two-day mid-voyage 70th Grand Prix de Monaco land package, priced from US\$1,700pp.

See www.silversea.com for details.

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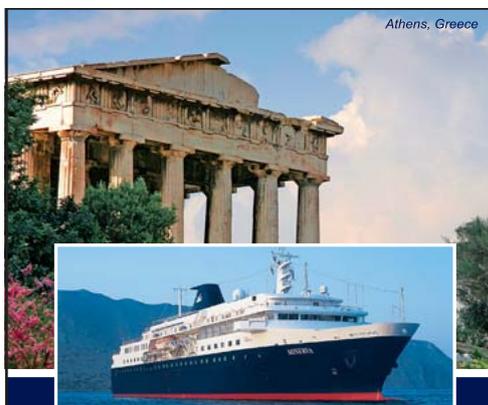
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Costa's lowering its impact

COSTA Cruises has decreased its fleet fuel consumption by around 11% between 2007 and 2010, according to the cruise line's latest sustainability report.

The cruise line also improved its CFC (chlorofluorocarbon) output from its refrigerants in refrigerating and air conditioning systems from 362kg in 2007 to 238kg in 2010, whilst the percentage of garbage recycled rose from 2.6% in 2009 to 3.3% in 2010.



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Phil and the Temple of cruise marketing



SYDNEY based travel agency Temple Travel and Adelaide's Phil Hoffmann Travel in Glenelg have been rewarded for their monumental marketing efforts, by being named the winners of P&O Cruises and Princess Cruises inaugural marketing competition.

The competition, which was launched earlier in the year, invited agents to submit details of their most successful promotional campaigns for either P&O Cruises or Princess Cruises.

Temple Travel's campaign which integrated social media with flyers created using the MyCCS website won the P&O award, having introduced new cruises to the cruise line's offerings and ultimately boosted sales.

Meanwhile Phil Hoffman Travel in Glenelg was awarded the top spot by Princess Cruises for its efforts which included seminars, MyCCS flyers and eye-catching co-branded collateral.

For their efforts each of the agencies will receive



\$5,000 to spend on marketing, as well as one-on-one consultancy sessions with marketing and advertising gurus, BMF and Amnesia.

Speaking to agents at Carnival's Partnership Summit onboard *Dawn Princess* this week, Jenny Lourey, senior vp of Carnival Australia, said that the efforts of all the agencies who entered the competition were very impressive and deserved congratulations.

"The competition entries really demonstrated the hard work agencies put into promoting the Princess Cruises and P&O Cruises brands," she said.

Pictured above (L) is Carnival Australia director Corporate Affairs Peter Taylor with Leah Temple from Temple Travel and Jenny Lourey; and pictured right is Phil Hoffman and Jenny Lourey.

Excite the Senses with Celebrity

CRUISERS can look forward to eight Excite the Senses Culinary inspired voyages hosted by members of the cruise line's culinary team.

Each of the voyages will feature a focus on food and/or wine, deserts, local specialties, cheese, mixology and at home entertaining.

Ships hosting the voyages include *Celebrity Eclipse* (24 Mar), *Silhouette* (10 Apr), *Century* (05 May), *Summit* (27 May), *Infinity* (29 Jun), *Solstice* (10 Jul), *Constellation* (12 Aug) and *Millennium* (14 Sep).

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