



## Avalon homing in on Aust/NZ

The bid for river cruise passengers from Australia and NZ is heating up with Avalon Waterways' latest strategy.

SCENIC TOURS AND APT HAD BETTER WATCH OUT – Avalon Waterways is luring more Aussies and

Kiwis than ever and pitching its new ships at these lucrative markets.

Speaking onboard the christening cruise of *Panorama*, Christian Schweitzer, Globus' local marketing manager, said Australian sales are up 27% on this time last year, and NZ sales are up 17%.

"It's going to be our biggest year yet – we outperformed the market last year as a result of *Panorama* and we have made an effort to have the most modern ships and a more attractive product," he said.

"This is also the first time we've invested this much in New Zealand, but we've had our best ever year of sales so we want to continue that momentum."

In a comparison with "two other river cruise operators in Australia", Schweitzer said *Panorama's* suites versus a similar size on the same itinerary on the same dates are \$1800-\$2500 per person cheaper.

Stewart Williams, md of Globus in Australia and New Zealand, said Avalon's port fees were also far less than its competitors.

"I don't know why they charge more for using the same ports," he said.

Williams said Avalon's two new commissions, *Vista* and *Visionary*, had been designed and built in the same *Panorama* style, which was influenced by the preferences of the Australasian marketplace.

The company's new vessel in Mekong, *Avalon Angkor*, is also aimed at Australasians "because they have the interest and the proximity".

Patrick Clark, global md of Avalon Waterways, said the company chose a 16-cabin ship so that it could sail in and out of Ho Chi Minh City and Siem Reap.

"All other vessels, because of their size, have to board passengers outside of these places and transfer people by road, which takes between two and five hours," Clark said.

Avalon's 2012 program opened yesterday with earlybird savings of \$1000 per couple for the season's first sailings of *Panorama*, *Vista* and *Visionary*.

## Star Cruises specials

STAR CRUISES IS OFFERING PHUKET CRUISE DEALS from \$457pp, as well as a cabin upgrade offer on three and five night voyages from Singapore, see- p6 and p7 for details.

### TODAY'S CRUISE WEEKLY

Welcome to today's CW Trade edition featuring five pages of all the latest cruise industry news, plus two pages from Star Cruises on p6 and p7.

Dubrovnik, Croatia



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## 2012 Brochure Now Available

The first edition of the Viking River Cruises 2012 brochure provides information on upcoming itineraries and details about the NEW Viking Longships under construction. Plus, we continue to offer your clients great travel value.

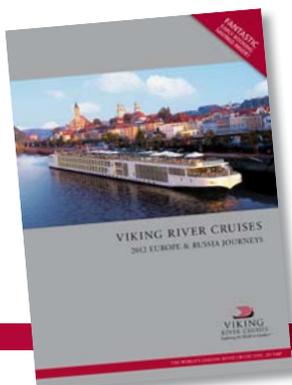
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## Eastern Caribbean

Although not the biggest destination for cruising from this market, the most popular cruising region in the world based on actual numbers is broadly known as the Caribbean. Cruise line's will generally offer this region as three different itineraries; Eastern, Western and Southern Caribbean.

The **Eastern Caribbean** is effectively a border between the Atlantic Ocean and the Caribbean Sea that stretches from the Bahamas in the North to Trinidad in the South.

A cruise to this region has something that will appeal to a wide range of interests. Not only rich in history and culture, the Eastern Caribbean also offers excellent duty-free shopping and a myriad of recreational opportunities.

There is an endless variety of ports that cruise ships visit, including in some cases their own private islands known as "Cays" (a low lying island composed mainly of sand and corals).

With islands in this region surrounded by exceptionally clear waters and soft white sand, your clients can be sure to find the Caribbean a very relaxing cruise experience – if that is what they are looking for!

For the more active, the opportunity exists to snorkel, scuba dive, sail or even hike through tropical rainforests.

Virtually a year round cruise destination the peak cruise time in the Caribbean covers USA school holidays – possibly a good time to avoid!

Itineraries range from short three day getaways out of Florida to as long as two weeks for a more thorough Caribbean experience.



*Brett Jardine*

**Brett Jardine**  
General Manager  
ICCA

## CCL blitz for first Aussie Spirit sales

Complete Cruise Solution targeted hundreds of agents after bookings opened for *Carnival Spirit* last week.

IN ONE WEEK CCS' AUSTRALASIAN SALES TEAM visited 400 retail leisure agents in the greater Sydney metropolitan area, Hunter/Central Coast and South Coast to whip up excitement for the launch of *Carnival Spirit* next year.

The team congratulated consultants who

made the first bookings on the Carnival Cruise Lines' ship, which will sail year-round from Australia commencing next year from Oct.

According to CCS, the first bookings were made "within hours" of sales opening, with agents fielding calls from "excited passengers-to-be".

*Spirit* will set sail from Sydney and Melbourne to Fiji, New Caledonia, Vanuatu and New Zealand, and will be the first Carnival Cruise Lines ship to home-port in Australia.

All fares are available via Polar Online.

For more information on CCS and Carnival Cruise Lines, see [myccs.com.au](http://myccs.com.au) or [myccs.co.nz](http://myccs.co.nz).

## Win a Silhouette cruise

AUSTRALIAN TRAVEL AGENTS ARE BEING GIVEN THE chance to be a VIP guest onboard the invite-only two night European inaugural voyage of *Celebrity Silhouette*.

Agents will receive one entry into the draw for every *Celebrity Century* Australia, NZ and South Pacific 2011-12 summer voyage booking made between 15 May and 30 Jun.

Departing from Rome on 30 Jul 2011, agents on the voyage will be hosted by the *Celebrity Cruises* Australia sales team, and will enjoy return economy airfares as well as one night pre-cruise accommodation in Rome and roundtrip transfers.

Agents can bring an additional guest at their own expense subject to availability.



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### Small Ship seminars

TO SUPPORT THE RELEASE OF ITS 2012 expedition cruise calendar Small Ship Adventure Company is hosting a series of agent info seminars in Sydney, Melbourne and Perth, for details **CLICK HERE**.

### MSC Opera's short circuit

MSC CRUISES HAS DENIED REPORTS THAT THERE was an explosion onboard *MSC Opera* last Saturday, saying the ship's loss of power was the result of a drop of tension that caused an electrical panel problem which stopped propulsion.

"The short circuit might have resulted in some noise, but no fires neither smoke were involved," MSC said in a statement.

The incident occurred on 14 May during a sea day whilst *Opera* was sailing on a 10-day roundtrip cruise from Southampton.

A tug boat towed *Opera* to the port of Nynamshamn (nearby Stockholm) where it arrived on 16 May at around 11am, before guests disembarked and were escorted by MSC Cruises staff to Stockholm and safely repatriated to their home countries.

For their troubles guests have been issued with a credit voucher to the value of their 10-day cruise valid for use until Dec 2012.

As a result of the glitch, *Opera's* 17 May Southampton roundtrip cruise has been cancelled, and all guests have been "duly compensated".

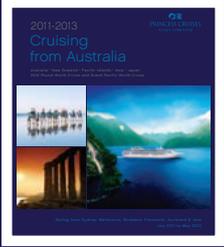
*Opera* will resume operations on 27 May with an eight-night Baltic voyage out of Southampton.

### Brochure of the week

Princess Cruises' new 2011-13 Australian brochure features 61 different cruises across four vessels sailing in local waters.

The program marks the biggest ever Australian summer deployment for Princess Cruises, and includes details on *Sea Princess'* return to Sydney for a second summer season, as well as *Sun Princess* sailings from Brisbane between Oct 2012 and Apr 2013, and *Sun Princess* Sydney and Fremantle voyages.

The brochure also showcases *Dawn Princess'* itineraries out of Melbourne and Sydney, and is now available to order.



### Whippoorwill outbid

WHIPPOORWILL HAS BEEN OUTBID FOR THE assets Ambassadors International, owners of Windstar Cruises, by a subsidiary of Anschutz Corp.

According to reports the US\$39m Anschutz bid is now set for consideration by US Bankruptcy Judge Kevin Gross.

### P&O's new iPad App

P&O CRUISES HAS EMBRACED THE APPLE IPAD movement by developing an iPad brochure App for use by travel agents and consumers.

According to P&O the App allows users to explore the cruise line's latest brochure, as well as a range of extras including videos of vessel live shows and daily entertainments, deck plans with 360 degree views of ship features and cabins, click through destination and shore excursion information, maps, a complete calendar of upcoming cruise departures and itineraries, pricing guides and information on how to book.

The brochure App will be available to download from the iTunes store in the coming weeks.

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## Smartship Australia

SMARTSHIP AUSTRALIA, A PURPOSE BUILT MARINE simulation and training centre has opened its doors in Brisbane, offering courses in advanced marine piloting, bridge resource mgt, maritime resource mgt and more.

For details see [www.smartshipaustralia.com](http://www.smartshipaustralia.com).

## Riley takes up NCL sales

INDUSTRY VETERAN FRANCIS RILEY HAS BEEN appointed as the new vice president and general manager of International Sales and Marketing for Norwegian Cruise Line.

In his new role, based in London, Riley will oversee NCL's sales and marketing efforts in Europe, Asia Pacific Middle East and Africa.

Welcoming Riley to his role, Andy Stuart, Norwegian's executive vice president, global sales and passenger services, said "he has the breadth and depth of experience and expertise to grow our business in Europe, the Middle East, Africa and Asia Pacific".

Riley's most recent role was also with NCL as director of Sales for Asia Pacific, Latin America and the Caribbean.

Taking over responsibility for Latin America from Riley is Camille Olivere, Norwegian's head of North America sales, whose new title is now vp, Sales, Americas.

## Rotterdam year-round

HOLLAND AMERICA LINE'S MS ROTTERDAM HAS been scheduled to deploy year-round from Rotterdam, the Netherlands, in 2012/13.

Commencing in Sep 2012, the program will include regional sailings ranging in length from 14 to 18 days, as well as two longer 34 and 90 day sailings.

Seasonal highlights include a 14-day Spain & Portugal Explorer cruise, a 17-day Moorish Empire adventure and an 18-day Canary Island voyage.

For details see [www.traveltheworld.com.au](http://www.traveltheworld.com.au).

## Travelmarvel fly free deal

TRAVELMARVEL IS OFFERING THREE FLY-FREE TO Europe deals for guests who book suites on all European river cruises with Mar and Apr 2012 departures before 30 Sep 2011.

The free airfares include up to \$700 worth of air taxes and also encompasses cruisers travelling May to Aug 2012 on a cruise-tour of 21-days or longer.

Cruisers who book voyages less than 21 days between May-Aug 2012 will get a free flight, but will have to pay \$700 taxes.

See [www.travelmarvel.com.au](http://www.travelmarvel.com.au).

## Agents enjoy a new panoramic European view



A GROUP OF VERY LUCKY AUSSIE TRAVEL AGENTS MANAGED TO SCORE themselves berths on the launch voyage of Avalon Waterways' *Avalon Panorama* this week.

Following the glamorous christening by television host Lisa Wilkinson, the group boarded for an adventure which took them along the Rhine and Moselle rivers from Mainz to Amsterdam.

Pictured *left* is Peter Williams of Phil Hoffman Travel and Catherine Allison of Jetset Travel World Group, enjoying the view of the

Moselle River from the grounds of the Reichsburg Castle, Cochem.

Pictured *right* is Ecrusing's Brett Dudley and his wife Philippa, enjoying the views whilst sailing on *Panorama*.



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## SeaDream I drydock

PICTURES HAVE SURFACED THIS MORNING OF *SeaDream I* in a German drydock (CW Tue), where she is undergoing a series of upgrades.

During her stay on dry land *SeaDream I* is enjoying minor make-overs to her suites (including new carpet in selected rooms, new bathrobe hooks, re-sanding and varnishing of furniture, new wall paper) as well as several minor soft furnishing upgrades to her public areas including new carpets in her dining room, spa area, piano bar and casino, staircases/landings and concierge area.

Other soft furnishing revamps include new cushions on all chairs in her outside restaurant and new upholstery on all sun beds on deck 6.

*SeaDream I*'s golf simulator, Yacht Bar ceiling and Main Salon Buffet will also be upgraded as will tenders 3 and 4, and she is also set to be fitted with a new jacuzzi (to replace the old one next to the pool).



SeaDream I in drydock

## Breezing through Europe

FOLLOWING HER HIGHLY ANTICIPATED LAUNCH IN Jun next year *Carnival Breeze* will debut a series of 12-day Mediterranean itineraries.

Featuring capacity for 3,690 pax *Breeze* will begin her operations on 03 Jun with a 12-day maiden voyage from Venice to Barcelona (her homeport for the summer) with stops including Dubrovnik, Croatia; Athens, Greece; Izmir, Turkey; Messina, Olbia, Rome and Livorno, Italy; Monte Carlo, Monaco; and Marseilles, France.

From Barcelona *Breeze* will host a season of 12-day Mediterranean voyages from 15 Jun to 25 Oct, which take in Marseilles (or Monaco, Livorno, Naples, Dubrovnik, Venice, Civitavecchia, and Messina.

Selected departures will also include stops in either Palma de Mallorca or Olbia, whilst others will feature overnights in Venice or Rome.

Following her launch season, *Breeze* will host a 15-night transatlantic voyage from Barcelona on 06 Nov to Miami (where she is scheduled to home port year-round).

Commencing 02 Dec *Breeze* will then offer a year-round six-day cruise itinerary from Miami, as well as two eight-day itineraries beginning 24 Nov.



### THE NEXT BIG THING?

Cruisers who call into Mexico who have a lot of spare cash and a love of liquor may want to try the world's most expensive ice-block.

The Tequilas Premium Clase Azul Ultra Popsicle is priced at around AU\$1,000, and is crafted using an exclusive tequila (priced above \$1,000 per bottle), which is poured into a plastic ice-block mould along with a few flakes of 24-carat gold.

Cruisers who want to try the iced-delight had better love the tangy taste of tequila enjoyed slowly, as no other flavour (apart from the metallic twang of gold) is mixed into the ice-block before it is popped into the freezer to set.

Day-trippers who have spent the majority of their cash onboard their respective cruises, but who want to enjoy the Tequilas Premium Clase Azul experience, may purchase a single shot of the premium liquor at the bargain basement price of AU\$400.

### THE ULTIMATE CRUISE BAR PIANO MAN!

A nineteen year old British law student, Samuel Osmond, has made headlines this week after it was discovered he can play complicated pieces of music perfectly after listening to them.

The musical maestro has never had a piano lesson, but is able to play pieces such as the highly complex Chopin, Ballade No 1. in G Minor, that are beyond the reach of even some of the most talented music tutors.

"He's extraordinary - I have never ever known anybody with an ability like this - it's extremely rare," said music lecturer Cecil Du Valle, who has two Masters degrees in music and still cannot play Chopin, Ballade No. 1 in G Minor.

Osmond only discovered his talent two years ago after he heard Moonlight Sonata by Beethoven then banged it out on a nearby piano an hour later.

Although Osmond's gift would be a boon to any cruise line wanting to keep guests entertained with requests in their late night bars, they may be sorely disappointed, with the maestro unsure if he will quit law to pursue music.



## Business Development Manager – Sydney

Holland America Line is proud to be an industry leader with more than 130 years delivering on its mission – 'Providing once-in-a-lifetime experiences, every time'....

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Specific responsibilities include: promoting products and services through on-site sales calls, telephone and written communication; supporting the development of local marketing for agents; and delivering sales presentations to target client groups.

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- strong relationship building and influencing skills
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- a willingness to travel frequently, work evenings and weekends

**For further information and to submit your application, please refer to the relevant job reference number on our Careers Website: [careers.carnivalaustralia.com](http://careers.carnivalaustralia.com)**

**Job Reference: CAR/216521**

**Please note:** previous applicants need not apply.

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# SuperStar Libra

## TASTE OF ASIA

### PENANG - PHUKET - KRABI

#### 3 Night Cruises from Penang

*Selected departures from May - Dec 2011*  
**Penang, Phuket, Krabi, Penang**

Inside Cabin	\$452
Window Cabin	\$550
Deluxe Oceanview	\$592

#### 7 Night Cruise & Stay from Phuket

*Selected departures from May - Dec 2011*

**Phuket, Krabi, Penang** (4 x nights own arrangements in Penang), **Penang, Phuket**

Inside Cabin	\$457
Window Cabin	\$555
Deluxe Oceanview	\$597

#### 8 Night Cruise & Stay from Phuket

*Selected departures from June - Sept 2011*

**Phuket, Krabi, Penang** (4 x nights own arrangements in Penang), **Penang, Krabi, Phuket**

Inside Cabin	\$606
Window Cabin	\$736
Deluxe Oceanview	\$794

Cruises include all meals<sup>^</sup> and entertainment onboard plus port and fuel charges.



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\*CONDITIONS APPLY: All prices are cruise only, AUD, per person twin share and subject to change and availability. Price for Inside Cabin based on Cat DC category, Window Cabin based on CC category & Deluxe Oceanview based on BB category. Single passengers must pay a single supplement. Prices include port charges and fuel surcharge. <sup>^</sup>Meals included in selected restaurants. 2011 departure dates 7 NIGHT CRUISE ex Phuket - 30 May, 6 & 27 June, 4 July, 5 & 12 Sept, 3, 7, 10, 17, 24 & 31 Oct, 14, 21 & 28 Nov, 5 & 12 Dec 2011. 8 NIGHT CRUISE ex Phuket 13 June, 11 & 25 July, 8 & 22 August, 16 Sept 2011. Own arrangements in Penang is at passengers own choice & expense. 3 NIGHT CRUISE ex Penang May 01, 08, 15, 22 & 29, Jun 05, 12, 19 & 26, Jul 03, 10, 17, 24 & 31, Aug 07, 14, 21 & 28, Sept 04, 11, 18 & 25, Oct 02, 09, 16, 23 & 30, Nov 06, 13, 20 & 27, Dec 04, 11, 18 & 25. Holiday surcharge imposed on peak sailings. Strict cancellation fees apply. Please note that a surcharge may be imposed on credit card transactions. A service fee will be charged. Every effort is made to ensure advertisement accuracy, however Star Cruises cannot be held responsible for printing or typographical errors or errors arising from unforeseen circumstances. Pricing correct as at 14 April 2011. Pricing valid until 30 June 2011 & can be withdrawn at any time without notice. SCS 25409



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	<b>5 NIGHT CRUISES</b> <b>Ultimate Upgrade offer</b>	<b>Singapore, Penang, Phuket, Malacca, Kuala Lumpur (Port Klang)</b> <i>Selected departures from</i> 29 May 2011 – 25 March 2012	<b>Singapore, Phuket, Langkawi, Pulau Redang</b> <i>Selected departures from</i> 22 May – 25 Sept 2011	Book Inside Cabin Book Window Cabin 25% off Balcony Cabins
<b>7 NIGHT CRUISES</b> <b>Ultimate Upgrade offer</b>	<b>Singapore, Penang, Phuket, Malacca, Kuala Lumpur (Port Klang), Pulau Redang</b> <i>Selected departures from</i> 29 May 2011 – 25 March 2012	<b>Singapore, Phuket, Langkawi, Pulau Redang &amp; Kuala Lumpur (Port Klang)</b> <i>Selected departures from</i> 22 May – 25 Sept 2011	Book Inside Cabin Book Window Cabin 25% off Balcony Cabins	<b>\$1586 – Free upgrade to Window Cabin</b> <b>\$1867 – Free upgrade to Balcony Cabin</b> <b>\$2527 – Receive SGD\$500 F&amp;B Credit</b>
<b>5 NIGHT SPECIAL CRUISES</b> <b>Ultimate Upgrade offer</b>	<b>Singapore, Ho Chi Minh City, Pulau Redang</b> <i>Departing 5 &amp; 12 June, 3 July, 11 Sept 2011</i>	<b>Singapore, Ho Chi Minh City, Pulau Redang</b> <i>Departing 5 &amp; 12 June, 3 July, 11 Sept 2011</i>	Book Inside Cabin Book Window Cabin 25% off Balcony Cabins	<b>\$1249 – Free upgrade to Window Cabin</b> <b>\$1474 – Free upgrade to Balcony Cabin</b> <b>Plus Bonus F&amp;B credit SGD\$400</b> <b>\$1916 – Receive SGD\$400 F&amp;B Credit</b>
<b>7 NIGHT SPECIAL CRUISES</b> <b>Ultimate Upgrade offer</b>	<b>Singapore, Ho Chi Minh City, Pulau Redang, Kuala Lumpur (Port Klang)</b> <i>Selected departures from</i> 5 & 12 June, 3 July, 11 Sept 2011	<b>Singapore, Ho Chi Minh City, Pulau Redang, Kuala Lumpur (Port Klang)</b> <i>Selected departures from</i> 5 & 12 June, 3 July, 11 Sept 2011	Book Inside Cabin Book Window Cabin 25% off Balcony Cabins	<b>\$1724 – Free upgrade to Window Cabin</b> <b>\$2035 – Free upgrade to Balcony Cabin</b> <b>Plus Bonus F&amp;B credit SGD\$500</b> <b>\$2755 – Receive SGD\$500 F&amp;B Credit</b>

Cruises include all meals<sup>^</sup> and entertainment onboard plus port and fuel charges.

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\*CONDITIONS APPLY: All prices are cruise only, AUD, per person twins share and subject to change and availability. Prices based on following cabin categories; Inside Cabin DC, Window Cabin CB, Balcony Cabin BC. Single passengers must pay a single supplement. Every effort is made to ensure advertisement accuracy, however Star Cruises cannot be held responsible for printing or typographical errors or errors arising from unforeseen circumstances. Pricing correct as at 14 April 2011. Pricing & bonus credit valid until 30 June 2011 & can be withdrawn at any time without notice. Price includes port charges and fuel surcharge. Holiday surcharge imposed on Peak Sailings Dates: 24 April 2011; 23 Dec 2011; 01 Jan 2012. Vietnam Visa surcharge applicable to Ho Chi Minh sailings at \$30 per person. <sup>^</sup>Meals included in selected restaurants. Strict cancellation fees apply. Please note that a surcharge may be imposed on credit card transactions. A service fee will be charged. SCS 25407

