



TravelManagers to boost cruise focus

After a 24% growth in cruise sales, TravelManagers will highlight cruising at its annual conference.

CRUISING has earned "dual focus" at TravelManagers' 2011 National Conference to be held in Melbourne from tomorrow.

The shift comes off the back of the continued success of its consultants selling cruise product in Australia and New Zealand.

TravelManagers total cruise sales increased 24% for the nine months from Jan to Sep 2011 compared to the equivalent period last year.

The company will present two workshops at the conference, conducted by Linda Halliday, general manager cruise, at Auckland-based House of Travel and former gm of the International Cruise Council Australasia.

One of the workshops is designed for agents who are new to cruising and the other is for the highly experienced.

"I'll be setting the scene as to the huge opportunity cruising is for personal travel managers and their clients, highlighting the characteristics and profile of cruisers, the common perceptions or myths on cruise as a holiday option, and the key influences on the client's decision to cruise," Halliday said.

Halliday will also outline the "real selling opportunity" of cruises compared to land-based holidays.

"It's vital our personal travel managers' knowledge is strong on the various product options and the distribution channels so I'll focus on this too," she said.

The advanced workshop will provide an insight into consumer trends and preferences,

identifying the segments with the most potential for growth.

"We'll also take a look at the impact social media and technology has on the cruise market and how to add value to your client base," Halliday said.

The conference opens tomorrow until Saturday 12 Nov at the Crown Promenade Hotel.

Want to win a solid gold bar?

AUSTRALIAN travel agents are being given the opportunity to win a one ounce solid gold bar as part of a joint campaign by P&O Cruises and Princess Cruises.

The promotion is aimed at boosting agents' cruise knowledge via the cruise lines' respective Academy training programs.

In addition to the gold bar, more than 250 prizes are up for grabs valued at around \$20,000, with agents automatically entered into the corresponding prize pool for each new Academy rank they attain.

Prize pool winnings for advancing through the ranks include: 75 x \$50 prepaid Visa debit cards (unranked to First Officer), 75 x \$100 Event Cinema movie vouchers (First Officer to Staff Captain), 25 x \$250 prepaid Visa debit cards (Staff Captain to Captain) and 1 x one ounce gold bar valued at \$1,750 (Captain to Commadore).

Agents who complete modules in both Academies can double their chances.

The "Gold Rush" promotion runs from now until 29 Feb 2012, with winners to be drawn at the end of the competition and notified via email.

See www.myccs.com.au/goforgold.

TODAY'S ISSUE OF CW

Cruise Weekly's new-look trade issue today features five pages of news and photos, plus see **page six** for info on deals from Azamara Club Cruises.

Fly free to Asia with Azamara

UNTIL the end of the month Azamara Club Cruises is offering guests who book on selected *Azamara Quest* 2011/12 Asian itineraries free return economy class airfares to Asia from SYD, MEL, BNE, ADL and PER.

Plus, guests who book an Oceanview cabin on selected *Quest* Asian itineraries will also be upgraded to a Verandah cabin free of charge.

Departures featured in the deal include *Quest's* 04 Jan 2012 14-nt South East Asia voyage, and her 12 Apr 2012 12-nt Spice Route repositioning voyage.

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ICCA UPDATE

ICCA General Manager,
Brett Jardine

Beautiful Harbours - continued

For many cruise passengers, it is the itinerary that determines when and where they cruise as opposed to the ship itself.

Last week's column placed Sydney (with a little bias) at the top of the list of memorable harbours that can be cruised into followed by Istanbul, New York and Venice as noteworthy.

What about others such as Shanghai, Hong Kong or San Francisco?

Shanghai:

Cruising up the Huangpu River and into Shanghai proper is hard to beat for the sheer industry that surrounds you - on the river itself and banks either side displaying the economic dragon that is China.

If you're lucky enough to be on a ship that gets all the way up the river to the new cruise terminal, your senses are overloaded with the sights, sounds, and aromas of the European Bund and the Asian traditions that meld together.

Hong Kong:

Whilst docked at the Ocean Terminal in Hong Kong Harbour, the immediate view of this spectacular deep water harbour is one of ancient Eastern culture and Western innovation, imposing buildings and the "not to be missed" trek to the top of Victoria Peak.

San Francisco:

Cruising into the bay under the famed Golden Gate Bridge is a memory to be cherished. What foresight the engineers had of this well-known landmark - it was built high enough for QM2 to get passed!

A visit to San Fran is best as pre or post cruise as one day is not sufficient to experience the myriad of things there are to do here.

Thanks again to Roger Condon for his thoughts on this week's harbours.



Lyttelton Port insurance disputed

Christchurch's main port is facing a dramatic drop in cruise ships calls and a legal battle with its insurer.

ACCORDING to several reports in New Zealand's media, Lyttelton Port's lead insurer is disputing its latest insurance claim from the earthquake that hit the city in February.

So far, the port has received payments of more than NZ\$35 million for business interruption and material damage, and a further progress claim of NZ\$11 million was made in August, which has since grown to NZ\$20 million with additional expenditure.

This week, the insurer allegedly advised that it was disputing the level of insurance for reinstatement of assets.

Lyttelton Port Company chairman Rodger Fisher said they would be seeking legal advice as "it is our view...that LPC's assets are covered for reinstatement".

Lyttelton will welcome only three cruise ships this season, down from 64 last year.

However, the port reported a record quarter in the three months to September and is forecasting a trading profit of at least NZ\$13 million for the full-year.

Fisher said this growth was due to new shipping services and a record number of containers handled in October.

The reduction in cruise ship visits will reduce

annual gross revenues by NZ\$3 million, less associated costs, and this is included in the port's insurance claim.

The port is majority owned by the commercial arm of Christchurch City Council.

InnerSea/American Safari site

INNERSEA Discoveries and **American Safari Cruises** have launched a combined website featuring adventure product from both brands.

See www.innerseadiscoveries.com.

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Carnival Cruise Lines WAKE UP TO SOMETHING NEW



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Princess Academy milestone



STEVEN Grimley from Escape Travel in Elizabeth, South Australia, had no idea when he started his Princess Cruises' Princess Academy training that he would help the cruise line hit a major milestone, becoming its 1000th agent Commodore.

Grimley cemented his star in the galaxy of Princess Academy fame, after rising through the ranks by completing all 25 Academy modules.

Around 5,500 travel agents are currently signed-up with Princess Academy, which is designed to build product, program, customer service and destination skills.

Steven is pictured above (*right*) receiving a certificate and \$100 movie voucher.

Le Boat looks to expand in 2012

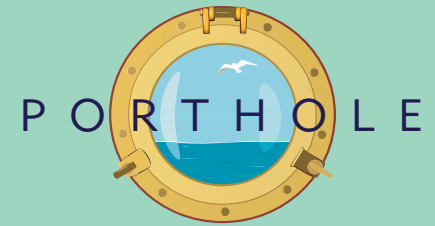
EUROPEAN boating holiday specialist, Le Boat, has confirmed that it will refurbish 145 of its most popular boat models next year.

The company has also announced that it will expand the number of The Vision cruisers (part of the LeBoat 1500 series) in its fleet by 62, so that holidaymakers can choose between hybrid or non-hybrid models in France and Germany.

The Vision hybrid model offers silent cruising and saves around two hours fuel per day, whilst both models feature a "light, modern" feel as well as flat screen TV, air-con, kitchen, designer cabins with en-suite bath and a large outside seating area with gas grill.

Next year LeBoat will also bolster its highly popular Mystique class vessel holdings and its Royal Mystique cruisers numbers by 13 respectively.

In terms of refurbishment the 145 boats to undergo a makeover will come from the Elegance, Clipper, Royal Classique, Classique Star and Grand Classique models, with renovations to cover exteriors, engines, galley, upholstery, bathrooms and bedrooms, as well as upgrades to the electronics with new MP3/IPOD functionality and adding TV and DVD equipment.



DIETING on a cruise?

It may sound like an extremely strange notion to anyone familiar with the sheer volume of food consumed on cruise ships but MSC Cruises is planning on sailing a diet themed voyage next year.

Departing on 30 Jan onboard *MSC Fantasia* roundtrip from Genoa, the cruise will be led by diet guru Dr Pierre Dukan, creator of The Dukan Method.

Guests booked on the waistline bootcamp voyage will enjoy physically active shore excursions and walking trips, as well as advice and care from a team of Dukan Method specialist nutritionists, dieticians and physicians.

As an added bonus, the cruise also features daily dieting workshops and healthy cooking demonstrations.

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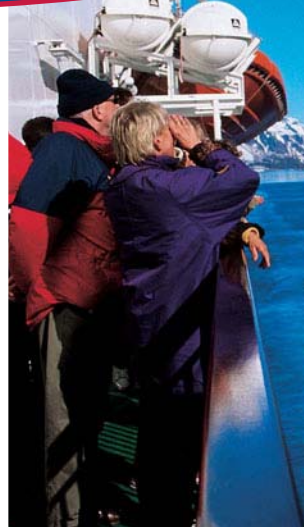
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Welcome to Costa Voyager

COSTA Voyager was welcomed into the Costa Cruises fold yesterday, offering 416 cabins, three restaurants, four bars, a theatre, wellness centre and gym, treatment rooms, sauna, Turkish bath, swimming pool, disco, shopping centre and Squok children's club.

Formally Iberocruceros' *Grand Voyager*, the eleven-year old vessel went into drydock yesterday for a 10-day makeover costing Costa around €2.5m.

Following her drydock *Voyager* will sail her maiden Costa cruise departing from Savona on 20 Nov for 15 days to Sharm el-Sheikh in the Red Sea.

Her regular schedule of week-long Red Sea voyages will kick-off on 05 Dec and will run until the end of 2012, departing from Sharm el-Sheikh, and calling at Eilat, Israel; Aqaba, Jordan; and Safaga and Sokhna in Egypt.

Russia cruising website

VIKING River Cruises has launched an Australian version of its Russian website (**CW** 10 Oct), to showcase the "real Russia" to Aussie travel agents and consumers.

The website features behind the scenes footage of Russian drawcards such as the Bolshoi Theatre and the Hermitage Museum, as well as details on the cruise line's revamped Russian fleet and new itinerary features.

MEANWHILE Viking is urging holidaymakers to book their Russian cruises sooner rather than later, as the upcoming 2012 season is selling fast.

At present there is only 40% occupancy remaining on the newly revamped *Viking Rurik*.

Early booking discounts are still available for guests who book and pay by 16 Dec 2011.

To view the new website or for more information see www.therealrussia.com.au

Deals blowing in P&O's sail week

NEXT week P&O Cruises will launch its inaugural Sail Week, whereby starting Monday the cruise line will release a new cruise deal every day of the week.

Although a different deal is released each day, all the deals will be available to book until the end of the week.

Cruise deal pricing will start from \$99 for two-night short breaks from Sydney and Newcastle quad share, with longer cruises of 13-night itineraries from Sydney to NZ priced from \$799pp quad share also available.

"We think Sail Week will be an exciting opportunity for passengers to get great deals on some fantastic cruises," said Jenny Lourey, senior vp of Carnival Australia.

P&O is sending agents out details of the sale this week to help them prepare for the onslaught of enquiries, which will be boosted by advertisements placed in the upcoming weekend newspapers.

For more info see www.myccs.com.au.

There is something Radiant about a group of cruise Masters



THIS year Australian travel agents descended on the International Cruise Council Australasia Masters Conference in their largest numbers ever.

Over 50 agents and their partners took part in the ICCA conference (pictured left), sailing from Darwin to Fremantle onboard Royal Caribbean International's *Radiance of the Seas* maiden voyage Down Under.

The conference was headlined by ICCA facilitator, Scott Koepf, a US-based trainer with more than 25 years' cruise industry experience, and had a strong focus on advancing individual sales and marketing skills.

Due to the popularity of this year's event, ICCA gm, Brett Jardine, is urging consultants who want to attend next year to register early.

For more Conference details visit the ICCA website at www.cruising.org.au.

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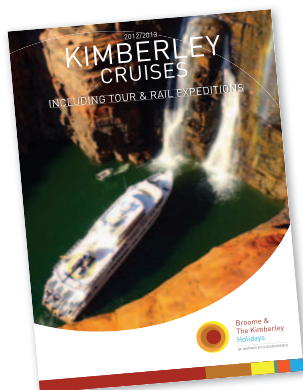
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Seabourn scores a Senator

THE newly announced line-up of guest speakers for *Seabourn Quest's* 2012 109-day maiden world cruise is fairly impressive and includes award-winning composer Marvin Hamlisch (05 Jan - 02 Feb), jazz legend Arturo Sandoval (02 - 23 Apr), former US Senator Bob Graham (27 Feb - 13 Mar) and CNN correspondent Richard Roth (27 Feb - 13 Mar).

Quest's maiden voyage will depart from Fort Lauderdale on 05 Jan 2012, and will end in Venice on 23 Apr 2012- see seabourn.com.

Costa takes a Romantic turn

COSTA *neoRomantica* has entered drydock for a dramatic €90m refurbishment which will include two new half-deck extensions, 111 new cabins and 120 cabins and suites with private balcony.

The work, will boost *neoRomantica's* capacity from 1,697 to 1,800 and the number of her cabins from 678 to 789.

neoRomantica will make her triumphant return to the seas on 20 Feb next year with a run of 11-day cruise itineraries to Spain, Morocco, the Canary Islands and Madeira, finishing on 24 Mar 2012.

From 04 Apr to 02 May, and then again on 05 Sep *neoRomantica* will host a series of 15-day cruises to the Atlantic capitals, whilst during the Northern summer season she will feature 15-day the Fjord and Baltic Capitals cruises as well as two Spitzbergen Island voyages.

2011 ICCA nominations open

THE nominations for the ICCA's 2011 Cruise Industry Awards are now open.

Submissions can be made for: Agency Promotion of the Year, for cruise promotions undertaken by an individual agency; Network Promotion of the Year, for cruise promotions undertaken by a network or group of stores and the Neil Frazer Award, for outstanding contribution to the cruise industry by an individual.

See www.cruising.org.au/awards-dinner.

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Second time's a charm for Judy

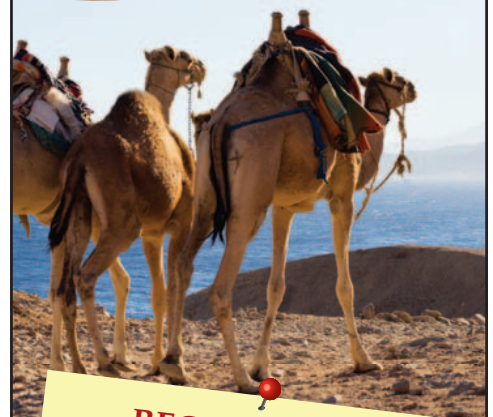


JUDY Gillings, manager of Central Coast Cruise and Travel has taken the Top Agency Award for Royal Caribbean, Celebrity Cruises and Azamara Club Cruises at the recent Traveller's Choice Conference in Singapore.

The award marks the second consecutive win in the category for Gillings, who is pictured above with Tony Soden, national key account manager at Royal Caribbean Cruises Australia.

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23 Dec 2011	12	Indonesia Christmas & NY Singapore - Singapore	\$4439*	✓	✓
04 Jan 2012 18 Jan 2012# 01 Feb 2012 15 Feb 2012#	14	Southeast Asia Singapore - Hong Kong	\$3609**	✓	✓
29 Feb 2012	14	Northeast Asia Singapore - Shanghai	\$3739*	✓	✓
14 Mar 2012	12	Northeast Asia Shanghai - Hong Kong	\$3189*	✓	✓
26 Mar 2012	17	Indonesia & Phillipines Hong Kong - Singapore	\$4919*	✓	✓
12 Apr 2012	12	Spice Route Reposition Singapore - Mumbai	\$3049*	✓	✓
24 Apr 2012	14	Red Sea Reposition Mumbai - Egypt	\$3519*	✓	✓

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