

CRUISE

WEEKLY



Thursday 17 November 2011

JTN Cruise Centre “coming together”

Jetset Travelworld Network members have been promised the ability to offer their own cruise-focused websites by the second quarter of 2012.

PETER Forsyth has taken over responsibility for the group's National Cruise Centre and the Cruise Select brand, and updated agents at the Jetset Travelworld Network conference in Adelaide last weekend.

Forsyth urged them not to “dwell on the past,” with the JTN cruise initiative having taken more than two years so far to come to fruition - and development is still continuing.

“A lot of you have likened the National Cruise Centre to the New Zealand Air Force - a lot of Air but no Force,” he said.

However there's been significant work on the National Cruise Centre site in the last three months, which now has direct connections with RoyalCaribbean, Azamara and Celebrity and will shortly also have a live link to MSC Cruises.

And Forsyth also confirmed a project to connect with APT's system, as well as a new “custom packaging” enhancement which allows preferred Cruise products - including the newly announced JTG Wholesale Cruise Holidays brand (see p4) - to link electronically.

He said that once the current platform is fine-tuned agents will be offered their own business-to-consumer sites, and if all goes to plan this should happen by 30 Jun.

As well as being a booking tool, the National Cruise Centre offers extensive information such as deck plans, itineraries and photos.

Currently there are 80 Cruise Select members within JTN, with a target of 110 by the end of the financial year.

Magic on course for repairs

CARNIVAL Magic has altered its six-night Mexico itinerary out of Galveston this week, following a problem with its stern thrusters.

In order to facilitate repairs, Magic stayed overnight in Progreso on Wed and into Thu, skipping her planned Costa Maya call.

Magic will resume her schedule on Fri with a planned port call in Cozumel.

For their troubles guests have received a US\$25 onboard credit.

Zarmati retires from Costa

MAURICE Zarmati has announced his retirement from 30 Nov as president and CEO of Costa Cruises North America - a role he's held for the last three years.

Despite his retirement, Zarmati will remain as a senior consultant for the cruise line, particularly for its worldwide sales, marketing and passenger-traffic initiatives.

Ruben Perez has been appointed as the new GM at Costa North America.

TODAY'S ISSUE OF CW

Cruise Weekly's new-look trade issue today features five pages of news and photos, plus see page two for an update from the International Cruise Council Australasia.

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ICCA UPDATE

ICCA General Manager,
Brett Jardine

Onboard hygiene

A subject often misunderstood by many who have not cruised before is that regarding hygiene on board.

The cruise industry as a whole is committed to ensuring the highest standards of health and sanitation on board vessels at all times.

All cruise line members of the ICCA have developed and deliver comprehensive sanitation programs in order to minimize passenger discomfort whilst on their cruise holiday.

International regulations require twice yearly un-announced inspections by health authorities to ensure tough standards are being met.

Inspections look at a number of areas on board including: -

- the ships water supply
- storage, preparation and service of food throughout the ship
- pools and spas to ensure adequate filtration
- crew training
- overall cleanliness of vessels

Since the introduction of inspections and tight regulations across the industry, levels of illness on vessels around the world have decreased dramatically despite the significant growth in the number of ships and passengers cruising.

One of the best preventative measures passengers can take to help avoid illness whilst on board is to consciously use the antiseptic hand washing dispensers that are conveniently located throughout all public areas - every time you walk past them!

This may seem a little obsessive and yes, they are full of alcohol (so your hands will be constantly dry) but it is worth the effort.



2011 ICCA Awards details unveiled

Shelley Craft will return to host the International Cruise Council Australasia's annual awards.

THE cruise industry's annual gala night will be hosted by television personality Shelley Craft at the Sydney Hilton on 11 Feb 2012.

Travel agents across Australia and New Zealand can now enter the cruise industry's annual awards including: Agency Promotion of the Year, Network Promotion of the Year, and the Neil Frazer Award for outstanding

contribution by an individual.

ICCA gm Brett Jardine said there were plenty of opportunities for cruise consultants and agencies to be recognised, with seven categories offering a total of 16 awards.

Cruise Agency of the Year, Cruise Consultant of the Year and the Rising Star Awards are not open to submissions as these are decided by the ICCA and member cruise lines.

"ICCA's awards night is a highly anticipated event on the cruise industry calendar and tickets to the past few years' events have sold out very quickly," he said.

"As we enter one of the biggest cruise seasons down under, we know the 2011 awards will be as popular as ever."

To purchase tickets, priced at \$180 including dinner and drinks, visit the ICCA awards site www.cruising.org.au/awards-dinner.

Cruise Shipping Asia

THE world's newest cruise industry event, Cruise Shipping Asia, has debuted in Singapore this week (16-18 Nov).

Themed "Gateway to Tomorrow's Marketplace," the conference includes an exhibition to highlight the potential of Asia as a growing cruise resource.

A travel agent training and public seminar is also planned to promote cruising as a holiday option in Asia.

The conference organisers, UBM Live and UBM Asia, hope to replicate the success of the long-running US version, Cruise Shipping Miami.

Supporting the new event are the Asia Cruise Association, Cruise Lines International Association and Florida-Caribbean Cruise Association.

Companies participating include Asia Cruise Services Network, Indochina Incentive and Cruise, Intercruises Shoreside and Port Services, and the Ministry of Culture & Tourism of the Republic of Indonesia.

For more information, see www.cruiseshippingasia.com.

Scenic clarifies India 2012/13

SCENIC Tours has clarified that its 2012/13 Asia brochure does not include India (**CW** 15 Nov).

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Carnival Cruise Lines WAKE UP TO SOMETHING NEW

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Disney's dream year

WALT Disney Co has reported a strong financial year, largely due to the additional passenger days provided by its cruise line's new *Disney Dream*.

For the fourth quarter ended 01 Oct, net income increased to US\$1.1 billion, up from US\$835 million a year ago.

Revenues rose to US\$10.4 billion, up from US\$9.7 billion.

The higher operating income in the cruise division was partially offset by related operating costs.

Capital expenditures increased, particularly on the final payment for *Disney Dream*, as well as expansions at its Disney theme parks and resorts

For the full year, Walt Disney Co increased earnings per share by 24%, and net income hit US\$4.8 billion on revenues of \$40.9bn, up from last year's net income earnings of US\$3.9 billion on the company's revenues of US\$38 billion.

Agent snags a P&O BBQ

MARSHA Olver of Harvey World Travel in Penrith can now ring in summer with a brand-spanking new barbecue, thanks to P&O Cruises and its Great Aussie BBQ campaign.

Valued at \$799 the BBQ was the grand prize in P&O's BBQ bonanza, which saw over 80 travel agencies fire up their grills and host a sausage sizzle for their local communities, complete with \$100 from P&O for snags and branded aprons, caps, serviettes and balloons.

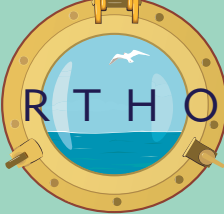
The BBQ coincided with the launch of the cruise line's Earlybird campaign, and was also an opportunity for agencies to raise money for charities in their local community.

For the team's efforts HWT Penrith managed to raise an impressive \$1,300 for the Music for Life and Cure for Life Foundation.

Marsha is pictured below (*centre*) with P&O Cruises' business development manager Rachaelle Tyrrell (*left*) and Ann Willmington (*right*) from Music for Life.



P O R T H O L E



AND the band played on...

Seventies heart-throb Rod Stewart is so enamored by the legend of the *Titanic* that he is reportedly considering taking up a berth on *Balmoral's* 12-day memorial cruise to mark the 100th anniversary of its sinking.

"I would very much like to be on the ship doing the *Titanic* run," Stewart told media.

"Amazing that next April it is 100 years, but I can't get my wife to go because she suffers from seasickness on the Atlantic – she prefers a nice Caribbean cruise.

"So, I might just go on my own," he added.

Stewart may however have to sing for his supper and bed onboard, as all berths have been taken for the memorial cruise and guests are now being put on a waitlist for cabins.

Speaking about whether he thinks he is tempting fate boarding a repeat *Titanic* voyage where all members of its band were lost playing to calm guests as they loaded into lifeboats, Stewart said "No, things have moved on since 1912".

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Cruise Holidays launched by JTG

The wholesale division of Jetset Travelworld Limited has signalled a strong focus on cruising, with the launch of a new Cruise Holidays brand.

ANNOUNCED in Adelaide on Friday afternoon at the Jetset Travelworld Retail Network conference by JTG Wholesale chief Simon Bernardi, the new operation will couple cruise content with the extensive Qantas Holidays/Viva! Holidays database of land and air product "to create competitively priced package holidays throughout the world".

Bernardi (pictured right) said the move would allow the group to capitalise on the growth of the cruise market, which "has been

one of the great successes of the travel industry in the last few years".

The new business will house a team of cruise specialist staff "who will focus on the development and promotion of a wide range of cruise product for our retail partners," Bernardi said.

Cruise Holidays will have contracts with more than 30 cruise lines, with the new brand currently scheduled to go live in January 2012, with a phased rollout to Jetset, Travelworld, Harvey World Travel, Travelscene American Express and affiliated agents in the first quarter of the year.



Cruise Express in double figures



CRUISE Express celebrated its 10th birthday by throwing two passenger reunion lunches at the iconic Sydney Tower.

The lunches which took place over two days were attended by no less than 300 past passengers, who enjoyed a rich fare of good food, washed down with fine wine and great conversation.

Reminiscing on its successes over its lifespan, Cruise Express used the occasion to celebrate some of its achievements including being awarded the Bronze Cruise Agency of the Year by the ICCA in 2010.

Pictured cutting into a decadent looking cake are Cruise Express' directors (from left) Lance Mumby, Meg Hill and Hardy Schneider.

Carnival looks to upgrade Spirit

BEFORE *Carnival Spirit* arrives on Australian shores she will undergo a \$7m Aussification, which will involve the installation of several new experiences.

As part of this readjustment for the local market, *Spirit's* restaurants will serve up menus including Australian favourites such as lamb and fresh fruit and vegetables, as well as international dishes.

Coffee selections will also be tuned to Australian tastes, whilst new draft beer taps will be installed to keep local beer lovers happy, and Aussie powerpoints will be installed in every stateroom.

In addition onboard activities such as ping pong will have their names changed to their Australian versions (table tennis).

A new Aussie backyard BBQ restaurant will also be installed on deck, and will offer guests a selection of Aussie backyard delicacies including sausages and skewers, whilst *Spirit's* gym will be revamped with \$450,000 worth of upgrades including new cardio and strength equipment.

"From the steam rooms, to Jacuzzis, from balcony floors to the paintwork, everything has been designed with loving care to provide Aussies with the quality they would expect," the cruise line said in a statement.

Under the keen eye of Aussie Cruise Director, Stu Dunn, guests will also enjoy locally styled entertainment including Aussie trivia.

For more info visit Carnival Cruise Lines at www.facebook.com/CarnivalOz.

Sail Tahiti with Paul Gauguin

PAUL Gauguin Cruises is offering a seven-night Tahiti and Society Islands escape from \$3,637pp including return airfares departing from SYD, MEL or BNE via AKL to PPT on 28 Apr 2012, as well as a seven-night cruise onboard *ms Paul Gauguin*.

Onboard guests will also receive all shipboard meals and entertainment, complementary beverages, 24-hour room service, mini-bar, butler service in suite categories B and above and free volleyball and snorkeling on Bora Bora.

For details see www.wiltrans.com.au.

Explore your world at sea

A BRAND new 52-page Explore Your World brochure has just been released by Oceania Cruises, featuring 46 sailings from Apr to Nov 2012.

The brochure features cruises by month of departure, and also details four Grand Voyages, and shipboard credits ranging from US\$200 to US\$1,000 per stateroom for sales until 31 Jan 2012.

Savings of up to AU\$2,925pp are also available for *Marina's* 27 Sep 2012 "Lands of Time" 15-day voyage from Barcelona to Istanbul, featuring ports of call such as Alexandria, Egypt, Haifa, Israel and Ephesus and Turkey, with an overnight stay in Istanbul, for bookings until the end of Jan 2012.

For more details visit Oceania Cruises website www.OceaniaCruises.com.au.

Additional Broome allocations

BROOME & The Kimberley Holidays has secured additional cabins onboard a selection of *Orion's* Kimberley Waterfalls cruises next year, in the lead up to the closing of its earlybird special for the voyages.

The company's Orion packages include return flights, one-night's accommodation in Darwin, a 10-night cruise from Darwin to Broome, transfers throughout, a bonus one night's accom in Broome and bonus lunch experience for two at Matso's Broome Brewery.

Prices for the 12 night package departing Sydney or Melbourne start at \$7,799pp, and from Perth start at \$7,569pp.

Departures for the Broome to Darwin voyage are as follows: 22 Apr, 12 May, 01 Jun, 21 Jun, 11 Jul, 31 Jul, 20 Aug and 09 Sep; and from Darwin to Broome 12 Apr, 2 May, 11 Jun, 01 Jul, 10 Aug and 30 Aug.

For details call 1300 245 565.

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Fly free to the Kimberley or PNG

ORION Expedition Cruises is offering its past (Pathways) guests booking a stateroom or a suite on a choice of three Kimberley voyages free flights, when booked by the end of Nov.

The deal applies to *Orion's* 23 Apr, 13 May and 22 Jun 2012 departures, and also includes a saving of 20% off the brochure fare (inclusive of the cruise line's 5% Pathways guest saving).

MEANWHILE Orion Pathways guests who book a PNG Cultural Highlights voyage departing 09 Mar or 20 Mar 2012 before 30 Nov 2011 will receive a free charter flight from Cairns to Rabaul (or vice versa).

Pathways guests who book onto either of the afore mentioned PNG cruises before 30 Nov 2011 will also enjoy a saving of 30% off the brochure fare which includes the 5% Pathways saving.

For more information on these deals, call Orion on 1300 361 012.

Prinsendam's 2013 Grand Voyages

HOLLAND America Line's 835-passenger *ms Prinsendam* and *ms Amsterdam* will each undertake two Grand Voyages in 2013.

Prinsendam will depart for her Grand South America and Antarctica Voyage on 05 Jan 2013, sailing roundtrip from Fort Lauderdale for 68 days; followed immediately by a 64-day roundtrip Grand Mediterranean Voyage from Fort Lauderdale, which includes calls in the lesser known ports of Agadir, Morocco; Marmaris, Turkey; and Korèula, Croatia.

Amsterdam will sail a 115-day Grand World Voyage departing roundtrip from Fort Lauderdale on 05 Jan with highlights incl eight overnight calls and two maiden ports of call Makassar, Indonesia, and Penneshaw, Australia; as well as a 75-day Grand Pacific and Far East Voyage from Vancouver or LA departing 20/23 Sep.

For info see www.hollandamerica.com.au.

Free regent land packages

REGENT Seven Seas is offering a free land program or free hotel package with 17 selected *Seven Seas Voyager* cruises between 28 Nov 2011 and 04 May 2013.

Cruises in line for free land packages include the 06 Jan 17-night 2012 Singapore to Sydney adventure, 23 Jan 15-night Sydney to Auckland voyage and 22 Feb 2011 29-night Sydney to Singapore cruise.

For more info on cruises in the list, or specific land inclusions, visit www.wiltrans.com.au.

Captain Cook Cruises takes on Wild Oats for children's charity



THE sun was high, the sky a deep shade of summer blue and the wind perfect for sailing, as Captain Cook Cruises and its team of travel industry representatives boarded the yacht *Star of Antlia* for the 2011 Rotary Charity Regatta.

This year's Regatta saw 35 companies, including Captain Cook Cruises sponsor yachts to race around Sydney Harbour, with funds going towards the Sydney Children's Hospital Randwick to buy "essential equipment for the hospital's new operating theatre".

For it's generosity Captain Cook Cruises' and its industry guests had the

opportunity to race against yachting legends including *Wild Oats X*, *Brindabella* and *Loki*.

In true Captain Cook Cruises style, onboard *Star of Antlia* the cruise line's guests were treated to a selection of fine wines and beers whilst soaking in the sun, sea and stunning harbour views.

Although the team came in close to last, it was noted that the yacht was selected for its luxurious and comfortable style, rather than its speed.

The lucky group is pictured above (bottom row from left) Alex Raicebe, Captain Cook Cruises; Brooke Tolar, Captain Cook Cruises; Kate Bourne, Adventure World; Allen Brooker, Pan Pacific Travel; (top row from left) Christie-Lee Lachance, Specialist Holidays and Graham Boan, Travel Corporation.

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