

CRUISE

WEEKLY



Thursday 02 August 2012

QM2 to circumnavigate again in 2014

Cunard has announced that *Queen Mary 2* will return for a lap of Australia with four different embarkation ports.

CLIENTS will be able to start the Royal Circumnavigation, departing Feb 2014, from Fremantle, Sydney, Melbourne or Brisbane.

In total, the *QM2* will be in Australian waters for more than a month, calling at eight ports: Fremantle (February 12, March 6) Melbourne (February 17, March 12), Sydney (February 19, March 14), Brisbane (February

21, March 16) Whitsundays (February 23), Darwin (February 27) Bali (March 2) and Adelaide (March 10).

The encore performance follows the "overwhelming success" of the ship's inaugural circumnavigation of Australia earlier this year.

Cunard Line president and managing director Peter Shanks said he anticipated strong consumer interest when pre-registrations open next Tuesday, 07 August.

"Australians have an affinity with Cunard's liners and they clearly love the wonderful blend of heritage and modernity that we offer, so we believe *Queen Mary 2's* second circumnavigation will be just as popular as the first," he said.

Pre-registrations will close on 17 August, with the circumnavigation formally opening for sale on 20 August.

"When we announced *Queen Mary 2's* first circumnavigation back in 2010 we had a record number of bookings made within the first day.

"Cunard bookings from Australia surged again when she undertook the historic voyage earlier this year," Shanks said.

Four different full circumnavigation options will be available for booking next month: a 22-day circumnavigation from Fremantle, departing 12 Feb, priced from \$6499 ppts; a 23-day circumnavigation from Melbourne, departing 17 Feb priced from \$6799 ppts; a 23-day circumnavigation from Sydney departing 19 Feb with fares from \$6799 ppts; and a 23-day circumnavigation from Brisbane departing 21 Feb with fares from \$6799 ppts.

Full details of Cunard's 2014 World Voyages program will be released on 20 August.

To pre-register, travel agents may visit myccs.com.au or call 13 24 41.

ALL THE CRUISE NEWS

Today's trade issue of *Cruise Weekly* features five pages jam packed with all the latest cruise news.

T&L names top cruise lines

VIKING River Cruises says it's thrilled to have been named the "Number One River Cruise Line" by US readers of *Travel + Leisure* in the publication's annual "World's Best" awards.

Uniworld came in second place on this year's River Cruise list, followed by Tauck in third.

Crystal Cruises was once again ranked first for Large-Ship Cruise Lines, followed by Regent Seven Seas, Azamara, Oceania and Disney.

And in the Small-Ship Cruise Lines category Seabourn came in first place, followed by Paul Gauguin Cruises (making its first entry into the rankings this year) and then SeaDream Yacht Club followed by Lindblad and then SilverSea.

Vale Rama Rebbapragada

THE global cruise industry is mourning the untimely death of Royal Caribbean's 54-year-old Rama Rebbapragada, who was instrumental in the development of Asia-Pacific cruising.



Rebbapragada, who died last week after a

battle with cancer, started his RCCL cruising career in 1983 on board in food and beverage, before moving ashore and in 1994 taking on international sales and marketing.

He ended up as Royal Caribbean's Vice President - International, covering Africa, Latin America, Europe, the Middle East and Asia where he was instrumental in establishing Royal Caribbean's Australian office.

Rebbapragada was also the inaugural chairman of the Asia Cruise Association.

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Cruise News & Views



Brett Jardine - General Manager, ICCA

Qualifying your client

We often hear people say that a cruise holiday has something to offer for just about everyone. For those of us that have the "cruise bug" we know this saying to be true!

For the first time cruise passenger you can probably simplify this into two main categories. Do as much or as little as you like – very clichéd I know, but also very true!

A cruise certainly delivers plenty of time to totally unwind and relax if that's what you are looking for OR, a cruise can also provide opportunity to get out and discover destinations that would not normally be considered as a holiday option.

For you as the travel agent, it is critical to get to know your potential clients by asking as many questions as you need, to get a picture of what they are looking for. How can you make a recommendation when you don't really know much about the person or people in front of you?

What are your client's expectations? Are they looking to simply relax and read a book? In this instance look for an itinerary with several days at sea. The expanse of the sea with miles and miles of nothing can be totally rejuvenating. As well there is more time to be pampered by attentive crew and of course – no cooking, cleaning or unpacking more than once.

Do they find the thrill of several days shopping their way of relaxing, are they interested in history or do they wish to sample many different locations? In this case look for an itinerary that offers multiple ports of call.

It is most important to remember that it is your client's holiday – not yours! Just because you like a particular destination, product or activity doesn't mean your clients will too!

Celebrity, RCI appoint new managers

Michael Bayley has been promoted to president and CEO of Celebrity Cruises, while Lisa Lutoff-Perlo moves up in Royal Caribbean.

REPLACING Dan Hanrahan as the new head of Celebrity (*CW* 12 Jul) is Michael Bayley, who has been with Royal Caribbean for more than 30 years.

"In his role as executive vice president international, Michael successfully spearheaded our aggressive expansion efforts into emerging and high-growth markets, and most recently has overseen all operations for Royal Caribbean International," said the company's chairman and ceo, Richard Fain.

"Fortunately, Celebrity has a very strong management team to build on and I am delighted that Michael will bring his vision, passion and drive to bear on the continued growth of this important brand."

In a related move, Lisa Lutoff-Perlo will be promoted to senior vice president of operations for Royal Caribbean International, reporting to president and CEO Adam Goldstein.

Lutoff-Perlo is a 27 year veteran of the company who has served in a variety of roles within both Celebrity and RCI.

Most recently, Lutoff-Perlo served as SVP of hotel operations for Celebrity Cruises.

In that role, she oversaw all the hotel operations of the brand, including the successful introduction of the Solstice-class of ships.

Prior to her tour of duty with Celebrity Cruises, Lutoff-Perlo was in charge of product marketing and strategic alliances for RCI.

In the past, she has also served both brands in senior sales roles.

Happy Hurtigruten new year

HURTIGRUTEN Cruises is inviting Aussies to bring in 2013 with a special celebration in Tromsø, Norway, where sister ships *MS Trollfjord* and *MS Midnatsol* will see in the New Year together.

The celebrations will include a special fireworks display as well as an array of traditional Norwegian festive activities on board, while the cruises will include wintery shore excursions and a new multi-vision show about the Northern Lights - info 1800 623 267.

"I am happy to welcome Lisa back to our team," said Goldstein.

"Given her tremendous accomplishments leading Celebrity's highly successful hotel operations, I am excited to have her in this expanded role."

MEANWHILE 54-year-old Hanrahan will take up his new role as ceo of hair care giant Regis Corporation next Monday, moving on from Royal Caribbean after 13 years.

The Minneapolis-based firm owns/franchises 12,000 locations around the world, including the Supercuts and Sassoon Salon brands.

And Hanrahan certainly isn't taking a haircut himself in his new role, where he will receive a base salary of \$850,000 plus a guaranteed \$1.06 million incentive, company stock worth \$2.25 million and special "equity awards" worth up to \$2.7 million over five years.

Regulatory filings show that his Celebrity compensation in 2011 was about \$2.4 million.

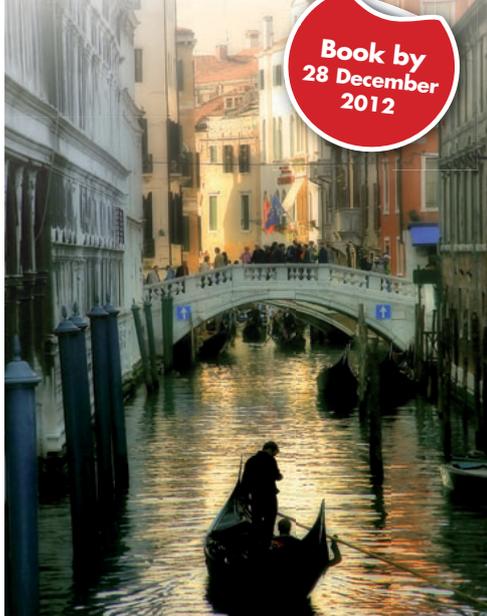
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HAL 2013 Europe out now

HOLLAND America Line will deploy seven ships in Europe in the northern summer of 2013, operating more than 53 unique itineraries on 107 departures.

ms Eurodam, ms Nieuw Amsterdam, ms Noordam, ms Prinsendam, ms Rotterdam, ms Ryndam and *ms Veendam* will operate cruises ranging from the northern tip of Norway to the Black Sea and across the Mediterranean, with durations from seven to 64 days.

Seven maiden ports of call will include Alanya, Turkey; Alucia, Spain; Galway and Killybegs in Ireland; Hydra and Igoumenitsa in Greece; and Sassnitz in Germany.

New itineraries include a seven day Turkish Explorer on board *ms Ryndam* round trip from Athens, including an overnight in Istanbul; an 11-day Mediterranean Odyssey sailing from Rome; the 11-day Adriatic Explorer from Rome to Athens; and an 11-day Ancient Mysteries voyage sailing between Athens and Istanbul.

For info see www.hollandamerica.com.

CLIA getting social

CRUISE Lines International Association (CLIA), which is the peak US body representing the cruise industry, is making a foray into social media, with the launch of a new Twitter feed and a blog from ceo Christine Duffy.

"With such a dynamic, changing industry, CLIA is committed to keeping our members and vacationers informed on every platform possible," Duffy said.

"I look forward to these new ways to share my thoughts on the industry and the latest news, and engaging with consumers, CLIA members and news media," she added.

The new Twitter account is now live at www.twitter.com/cliaceo, while the blog at www.cruising.org/ceo blog already has a number of posts and will allow Duffy and guest bloggers from the industry to share their perspectives on the latest industry news, issues and trends.

Walk in the steps of Elvis

CLIENTS with blue suede shoes will be visiting Heartbreak Hotel if they miss out on an upcoming American Queen Steamboat Company cruise themed around the late, great Elvis Presley.

The 10-day holiday includes seven nights on board *American Queen* travelling from New Orleans to Memphis, departing 24 Nov 2012.

There's also a pre-voyage hotel night in New Orleans, post-voyage hotel in Memphis and a premium tour *In the Footsteps of Elvis* including a VIP visit to Graceland.

Fellow passengers will include top Elvis tribute artists and speakers including long-time Elvis bodyguard Sam Thompson, who will share intimate details of what it was like to be on tour with the King of Rock 'n Roll.

More info from Cruise Office 02 9959 1300.

Athena passenger lawsuit

CLASSIC International Cruises (CIC) is facing a possible major compensation claim over a stormy trans-Atlantic crossing by *MV Athena* more than six years ago.

The *Eastbourne Herald* says 17 claims have been lodged - including one for £400,000 from the partner of a man who died when he fell down a staircase during the voyage.

The ship hit heavy storms and high winds en route to North America, and the passengers are claiming negligence from CIC and Arcalia Shipping who they say didn't warn them to secure their mattresses and stay in cabins during the tempests.



ON-BOARD chivalry is pretty much dead, according to a group of Swedish scientists who have published an analysis of 18 maritime disasters, involving 15,000 passengers and crew, over the last 300 years.

Their most disturbing finding was that rather than "women and children first," it appears that females fared worse than men on board - while children had the lowest survival rate of all.

The study was published in *Proceedings of the National Academy of Sciences* this week, with researchers Mikael Elinder and Oscar Erixson finding that the so-called "Birkenhead drill" in which women and children are given priority in lifeboats exists "more in theory than in practice".

And although in theory crew assist passengers during evacuations, the research also found that because those working on board had a familiarity with the ship and emergency training they were much more likely to survive.

Leadership was a key factor too, with the captain's policy during disasters making a significant difference in the survival rates of women and children.

Overall crew were more than 60% likely to survive, followed by captains at 40%, male passengers with 37%, female passengers at 27% and children at just 15%.

The researchers depressingly concluded that "human behaviour in life and death situations is best captured by the expression 'every man for himself'".

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Dubai Tourism joins Cruise Council

The Dubai Department of Tourism and Commerce Marketing today became the newest member of ICCA.

THE move is set to build on the strong growth of cruising in the Gulf region, with International Cruise Council Australasia gm Brett Jardine saying the move followed years of steady growth in cruise ship visits to Dubai, and the launch of a new cruise terminal in the emirate in 2010.

“With many of our cruise line members calling at Dubai on their world itineraries and some even homeporting there, the Dubai cruise industry has seen some exciting growth,” he said.

“The Cruise Council will connect Dubai Tourism with well-qualified cruise consultants that are already highly engaged with the cruise industry through their Cruise Council membership,” Jardine added.

Last year the Dubai Cruise Terminal welcomed 108 cruise ships carrying almost 400,000 passengers - a figure expected to grow to 425,000 in 2013 with 115 ship visits.

DTCM Executive Director of Business Tourism and Dubai Cruise Terminal, Hamad bin Mejren, said a combination of strong tourism infrastructure, air connectivity and a “strategic location at the crossroads of the East and West” made Dubai an attractive destination for

Deilmann directors disappear

TWO managing directors of German cruise operator Peter Deilmann have resigned, after a storm of controversy about a proposal to switch the registry of its *Deutschland* to Malta.

The issue has generated a storm of protest, with front page stories about the plan which aimed to reduce costs for the cruise operator.

Deutschland is the only passenger cruise vessel operating under the German flag, and the proposal to switch to Malta enraged both politicians and trade unions.

The company revealed overnight that Andreas Demel and Marcus Mayr will step down from 15 August “because they do not want to go along with the decision against a registry shift”.

According to several reports the push against the reflagging was led by one of the *Deutschland*'s two captains, Andreas Jungblut, who wrote to German president Joachim Gauck, saying that “you don’t change a flag just like an undershirt”.

many cruise operators.

“As cruising is the fastest growing segment in Australia’s travel industry it is important for the Dubai Cruise Terminal to be associated with the Council,” he said.

“It provides an excellent platform for us to educate travel consultants and showcase Dubai as a leading cruising destination”.

Bin Mejren told **CW** earlier this year (**CW** 03 May) that he has a vision that Dubai will become “the Miami of the Middle East”.

Scenic famil up for grabs

SCENIC Tours is giving travel agents the opportunity to win a famil to Canada, with the consultant who makes the most deposited Canada, Alaska and USA bookings between 01 July-31 August to receive their choice of either an East or West Coast Canada famil in October.

The operator said it “continues to set the benchmark” as Australia’s leading operator to Canada and Alaska, with exceptional itineraries and service enhanced by strong relationships with hotel, rail and luxury cruise line partners.

For more info email famil@scenictours.com.

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Reporting to the Regional Sales Manager and supported by an inside sales team, the Business Partnership Manager is responsible for building a strong geographic presence, in order to achieve sales targets through industry relationships and business partnerships. The incumbent will be responsible for educating trade and consumer channels on the benefits of cruising, driving incremental revenue through existing and new channels.

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- a passion for cruising and ‘being on the road’
- strong relationship building and influencing skills
- proven account management and new business development 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 a highly autonomous manner, prioritising workload and call plan to have maximum impact
- the ability and a willingness to travel frequently across Sydney, and attend functions on evenings or weekends as required

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Carnival Australia playing pyjama games



LAST Friday Carnival Australia staff were invited to “dress down to stress down” to raise funds for Lifeline, with ceo Ann Sherry cruising the office to select the most creative sleepwear outfits.

Lifeline is a key charity supported by Carnival, which supports the crisis counselling service with donations of surplus items from ships when they go into dry dock.

Sherry said that nearly \$140,000 had been raised in this way to help fund Lifeline - and on the day colourful Lifeline slippers were also on sale at \$25 a pair, with Carnival matching staff donations dollar for dollar.

The company also donated \$5 for each employee taking part in a series of workshops on meditation, yoga and laughter.

“It was a fun day with a serious intent to support Lifeline’s community work in crisis counselling,” Sherry said.

Pictured above are the winners heading off to bed: Rosalino Gonzales, Elise Wellfare, Nicole Huby, Antonia Papadopoulos and Rachel Kenrick with Ann Sherry.

Azamara launches academy

AZAMARA Club Cruises has launched a new online training program for travel agents.

Dubbed Azamara World Academy, the program includes four modules which promise to “immerse participants in the Azamara Club Cruises brand”.

The full program takes about four hours to complete, and consultants who complete the course and then book three Azamara voyages within 90 days will earn their own complimentary Azamara cruise.

More at www.AzamaraWorldAcademy.com.

Carnival deck chair crackdown

CARNIVAL Cruise Lines has begun implementing a new policy which aims to ensure that cruisers don’t “reserve” deck chairs and then leave them vacant for hours.

New stickers (pictured) are being used on

Carnival Breeze by crew to note when chairs have been saved by pax, and after 40 minutes if



they are still unoccupied the staff will remove items such as books, towels or shoes and take them to the towel station, leaving an explanatory note for the passenger.

The move was revealed on the blog of former Carnival cruise director John Heald, who said reserved deckchairs had been a recurring source of complaints from other cruisers.

The new system is being trialed on board *Breeze* and will eventually roll out across the Carnival Cruise Lines fleet, Heald said.

Silversea shuffle?

SILVERSEA Cruises isn’t commenting on a report that its chief operating officer, Ken Watson, has moved aside into an “advisory role,” according to *Seatrade Insider*.

The Silversea website still lists Watson as Executive Vice President and Chief Operating Officer, but according to *Seatrade* the company’s president of Europe and Asia Pacific, Steve Odell, now reports directly to ceo Enzo Visone.

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PO Box 1010, Epping, NSW 1710

Phone: 1300 799 220 Fax: 1300 799 221

Publisher/Managing Editor: Bruce Piper
Editor: Louise Goldsbury

Assistant Editor: Amanda Collins

Contributors: Roderick Eime, Chantel Long and Guy Dundas

Email: info@cruiseweekly.com.au

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Advertising and Marketing: Christie-Lee Lachance, Lisa Martin and Magda Herdzik

Email: advertising@cruiseweekly.com.au

Business Manager: Jenny Piper

Email: accounts@traveldaily.com.au



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