

CruiseMart partners Cruise Holidays

Australian cruise retailer, CruiseMart, has entered into a partnership with Cruise Holidays USA, in a deal which will see it become the nation's first master franchisor of Cruise Holidays.

EVEN as the ink is drying on the paperwork CruiseMart has begun the process of changing the name of its two existing retail locations in Brisbane and the Gold Coast to the Cruise Holidays name.

According to CruiseMart, Cruise Holidays Australia's future growth strategy includes the recruitment of home-based agencies and retail agencies in Australia.

'This partnership is the first between a major international cruise business and Australian cruise retailer and brings a new level of sophistication to the way cruise holidays are sold in Australia,' said Les Farrar, md, CruiseMart.

"With the growing number of global cruise ports, itineraries and cruise ships available to travellers, it's more important than ever for those planning a cruise holiday to do so with the assistance of a knowledgeable cruise expert like ours at CruiseMart and Cruise Holidays," he added.

Currently Cruise Holidays includes 250 franchise owners across the USA, Canada and the UK, and is a division of the Travel Leaders Leisure Group, which is part of the \$16 billion Travel Leaders Group (which includes approximately 30% of all travel agencies in the United States and Canada under its umbrella).

According to CruiseMart the partnership will result in a more expansive network of cruise

specialist agents, and will give CruiseMart agents access to "one of the global cruise industry's most comprehensive training programs".

Cruise Holidays Australia will also be able to utilise Cruise Holidays technology which enables specialists to provide cruise offers for future holidays via direct mail and email which are tailored to clients personal tastes and budgets.

According to CruiseMart, its partnership with Cruise Holidays will also allow for greater enhancements to the company's technology programs.

"We will provide considerable resources from Cruise Holidays as well as from our other owned and operated brands to put Cruise Holidays Australia in an even greater position to succeed," said Tom Baumann, president of Travel Leaders Leisure Group.

"We also look forward to doing whatever possible to help strengthen relationships between our current supplier partners and our new partners Down Under," he added.

As Cruise Holidays' master franchisor in Australia, CruiseMart will be responsible for supporting and growing the Cruise Holidays franchise here.

Hanrahan quits Celebrity

AFTER seven years of heading up Celebrity Cruises as its president and five years with the expanded title of president and ceo, Dan Hanrahan, has quit the company to pursue an "exciting opportunity" as the new president and ceo of the haircare company, Regis Corporation.

Hanrahan will finish up at Celebrity at the end of the month, and as yet there is no word on who his replacement will be.

ALL THE CRUISE NEWS

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

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Safety at Sea

The cruise industry is a heavily regulated industry with safety as the top priority.

In fact cruising is one of the safest forms of travel among all forms of passenger transportation – including walking.

Cruise ships are designed and operated in compliance with strict requirements of international law and follow an extraordinary number of rules and regulations to protect passengers and crew whilst onboard.

Ship Captains and all crew undertake extensive and ongoing training including drills for emergency situations and evacuations.

The average cruise ship today carries around 2,700 passengers and 800 crew, typically has five fire fighting teams, 4,000 smoke detectors, 500 fire extinguishers, 25km of sprinkler piping, 5,000 sprinkler heads and 10km of fire hose.

Minimum safety requirements for cruise ships include life boats, life rafts and life jackets for every person onboard as well as additional capacity.

Life boats must be capable of being loaded, launched and manoeuvred away from a ship within 30 minutes of a Captains order.

Safety drills are now required to be held prior to a ships departure from port and subject to nationalities onboard will be held in multiple languages.

To print a one page flyer that can be handed to clients click on the "Safety at Sea" icon at www.cruising.org.au.

Europa 2 hits the water

FOUR months after the laying down of it's keel, Hapag Lloyd's *Europa 2* has left drydock and taken to the water for the first time.

The event marked the beginning of the second stage of her construction, which includes the completion of her interiors.

Europa 2's interior will include 251 all-balcony suites, eight restaurants, a modern theatre, six bars, a large spa and fitness area, as well as lounges and public areas.

According to Hapag Lloyd, *Europa 2* will offer more space per passenger than any other cruise liner, with every suite having its own veranda and measuring a min 28-square metres.

It is expected that the vessel will be delivered to Hapag-Lloyd Cruises at the end of Apr 2013.

New lawsuit filed against Carnival

Passengers of the capsized *Costa Concordia* have updated their complaint and plan to make another claim alleging wrongful death on behalf of the victims.

LAWYERS filed a new claim in Miami this week alleging product liability, defective ship design and "a pattern and practice of concealing and/or delaying notification of life-threatening situations to passengers".

The lawsuit seeks compensation of at least US\$2 million per passenger and US\$590 million in punitive damages.

Another claim alleging wrongful death "on behalf of several other parties" will be filed shortly, according to a news release from the two American law firms and an Italian firm working on the case.

Napoli Bern Ripka Shkolnik & Associates, Proner & Proner and Codacons filed an earlier suit in Jan in Miami.

According to the release, the new lawsuit alleges that Carnival was aware that the ship's hull design and power systems were defective, citing the Feb 2010 accident when the *Costa Europa* hit a pier in Egypt, killing three crew members and injuring four, and the Nov 2010 stranding of the *Carnival Splendor* off the coast

of Mexico after it lost power.

The action, filed in State Court before the Florida Circuit Court, is against Carnival Corporation, Carnival Corporation & plc, Costa Cruise Lines and Costa Crociere SPA.

It also makes claims for maritime negligence, professional negligence of the ship's architect, intentional failure to abandon ship, intentional failure to notify authorities, intentional infliction of emotional distress, negligent retention (by the cruise line of Captain Schettino), fraudulent misrepresentation and fraudulent inducement.

English Pub Experience

ROYAL Caribbean is giving cruisers a taste of what they can expect from its range of authentic English pubs, with a new video titled *A Royal Pint: Royal Caribbean's English Pub Experience*, to view the clip [CLICK HERE](#).

Princess' biggest sales week

LAST month Princess Cruises topped its biggest ever week for sales (in terms of the number of passenger days sold) in Australia by a whopping 25%.

The stellar week occurred between 18 and 24 Jun, with the company attributing its success to a flurry of World Cruise and New Zealand bookings stimulated by the launch of new New Zealand fares, including 13-night Sydney sailings from \$1,099, as well as a seven-day sale which ran until 26 Jun offering up to \$100 in onboard credit and discounted fares.

Speaking in the wake of the result, Princess Cruises commercial director Stan Birge said he does not expect the growth to stop.

"We're expecting the strong sales momentum to continue with our latest promotion offering one month free on World Cruises when the full trip is booked," he said.

For details on the promotion visit www.princess.com.

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Shanghai Port plans new cruise line

The port's operator is seeking partners for a new venture that would reduce reliance on foreign cruise companies.

SHANGHAI International Port (Group) Company, operator of the Port of Shanghai, may start a cruise line to help cut back its dependence on overseas operators and secure traffic at its passenger terminal, *Bloomberg News* reported this week.

According to the report, discussions are underway with cruise lines to form a new venture, and an announcement could be made in the second half of the year.

"All cruise liners presently are foreign companies," Henry Hwang, general manager of unit Shanghai Port International Cruise Terminal Development Company told *Bloomberg*. "Their investments here are mobile. If

anything happens, be it political developments or weather conditions, they could leave," he added.

Parent Shanghai International Port may hold a 50% stake in the venture, Hwang said, without naming any potential partners.

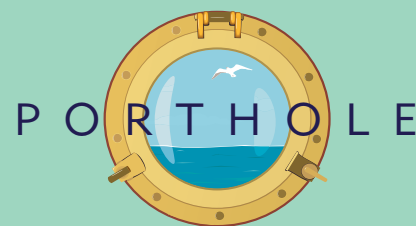
Royal Caribbean Cruises Ltd and Costa Cruises are the lines currently operating from Shanghai terminal, located in the city centre.

The facility can hold four passenger ships of up to 70,000 tonnes each.

A second terminal in Shanghai is designed to take larger cruise vessels.

The two terminals are expected to handle about 400,000 passengers this year, compared with 230,000 last year, Hwang said.

Approximately 95% of the cruise passengers passing through the city's terminals are Chinese nationals going to Hong Kong, Taiwan, Japan and South Korea, he said.



TIME for cruisers to dust off those blue suede shoes!

Royal Caribbean Cruises' vessel *Rhapsody of the Seas* is set to become a floating Heartbreak Hotel on 11 Nov this year as 2,000 Elvis mega-fans board "The King Tribute Cruise" for a three night voyage dedicated to the King of Rock n Roll.

Some of the best Elvis impersonators in the world will be flown in to join the cruise to keep the passengers swingin' their hips, including female Elvis impersonator, Jacqueline Feilich (pictured right).

For more info on the cruise see www.musiccruises.com.au.



Seabourn's 2013 speakers

SEABOURN has secured a list of prominent guest speakers who will entertain and educate guests onboard *Seabourn Quest's* 116-day 2013 World Cruise.

Notable guest speakers featured on the list include Captain Peter Martin, Commander, Royal Australian Naval Reserve, who is one of Australia's few titled Masters and Commanders (onboard from 22 Feb - 02 Mar).

Ponant free onboard dollars

TRAVEL the World is offering €300 per cabin onboard credit for all Ponant bookings made and deposited on by 24 Dec 2012 for cruises in either 2012 or 2013.

The deal excludes the North West passage cruise on *Le Soleal* which departs on 26 Aug 2013, and is only applicable for first time Ponant guests, see www.traveltheworld.com.au.

Silver Whisper world cruise

SILVER Whisper will depart on a 115-day World Cruise from Los Angeles on 05 Jan 2013.

The voyage will visit 28 countries before arriving in Fort Lauderdale on 01 May.

Destinations featured in the itinerary include French Polynesia, Australia, NZ, Asia, India, Sri Lanka, Maldives, Mauritius, Madagascar, Mosambique, Central America and the Caribbean.

The voyage is priced from \$47,925pp, and can be broken up into smaller segments.

See www.silversea.com.

Hurtigruten go to end of earth

HURTIGRUTEN'S expedition vessel *MS Fram* is scheduled to cruise to the ends of the earth in Oct this year as part of a special transatlantic voyage from Las Palmas to Buenos Aires and Antarctica.

The 17-day voyage, operated by Hurtigruten, is priced from £1,292 per person twin share (approx AU\$1,965), with fares on sale through Discover The World Marketing.

To sweeten the deal Discover The World Marketing is offering early-bird savings of up to 20% off the voyage.

Call 1800 623 267 for full details.

Madagascar onboard Voyager

ROYAL Caribbean has entered into a partnership with DreamWorks which will see the *Madagascar* Penguins, as well as Po, Shrek and other favourite DreamWorks characters walk the boards and entertain guests during *Voyager of the Seas* first season Down Under.

As part of the agreement, the characters will participate in special breakfasts, photo sessions, street parades, and surprise appearances.

The characters will also interact with kids whilst they attend *Voyager's* youth centre, Adventure Ocean.

Voyager will also feature 3D DreamWorks films in its 1,350-seat theatre, and will play DreamWorks programs and movies 24 hours a day, seven days a week in guest cabins.

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ACA appoints new GM

THE Asian Cruise Association has appointed Kevin Leong as its new general manager.

Leong has taken over from former gm Rama Rebbapragad, who said the appointment "is timely and represents the next phase in the development of the ACA".

Leong's was formerly with the Singapore Tourism Board for 36 years, serving in a variety of portfolios that included international marketing, MICE and events marketing.

ACA is Asia's largest cruise association dedicated to the promotion and growth of the cruise industry in Asia.

Australian agents marvel at the Mekong onboard *Marguerite*



A GROUP of very lucky West Australian travel agents were hosted onboard the stylish *RV La Marguerite* whilst enjoying the first-ever Travelmarvel-Malaysia Airlines faml of Vietnam and Cambodia.

As part of the Mekong River cruise the agents enjoyed local fresh food, and made good use of the vessel's sundeck bar, pool, lounge and restaurant.

Highlights of the voyage included small group shore excursions to local markets and villages between Saigon and Siem Reap. Particularly "powerful experiences", according to Kellee Gilmour, APT/Travelmarvel BDM in Perth who escorted the group, included visits to Angkor Wat in Siem Reap, as well as a tour of the Genocide Museum and Killing Fields in Phnom Penh.

The group pictured in front of *Marguerite* includes (from left): Monika O'Reilly, Travelmarvel; Lily Gerarchi, Best Cruises; Justin La Grange, Malaysia Airlines; Michelle Jenyns, Escape Travel Joondalup; Debbie Morris, Escape Travel Whitfords; Kelly Spinks, Jetset Albany; Kellee Gilmour; Olga Shrewsbury, Jetset Joondalup; and Sunita Ahuja, RAC Cannington.

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Become a Viking expert

TRAVEL agents can now access a new online training portal from Viking River Cruises.

The portal is designed to up-skill agents in the key areas of Viking River Cruises product, including "Selling Viking" and "Superior Service".

Made up of five modules the portal provides agents with an opportunity to gain 'Viking Expert' status in just 45 minutes, however it does not need to be undertaken in one sitting.

Agents who sign up to the portal will also be granted access to the cruise company's latest e-brochures, current marketing material and current special offers.

"The online training portal is yet another component of Viking's continual investment in servicing the Australian and New Zealand travel markets," Viking said in a statement.

MEANWHILE to celebrate the portal's launch Viking is offering a \$25 Coles/Myer Gift Card to each travel agent that completes all five modules with a 100% pass mark before 31 Jul, 2012.

The portal is accessible at www.vikingrivercruisesexpert.com.

CIC's new consultant

CLASSIC International Cruises has appointed shipping industry veteran of 45 years, Denys Hughes, as an operations consultant.

In his new role, Hughes will coordinate between port agents, *Athena's* crew and the CIC's Australian office, coordinate *Athena's* turnaround operations in Perth and Adelaide, and will liaise with providers and terminal operators.

Having a Ball with Cruiseabout

THE inaugural Cruiseabout Ball kicked-off with a bang at Sydney's Hilton Hotel last Saturday night, with representatives from Cruiseabout stores across the nation glammed up to celebrate their success over the past year.

Pictured below enjoying the festivities is Craig Owens from Oceania Cruises and Brigita Devries from NCL/Star Cruises.



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