

# CRUISE

WEEKLY



Thursday 01 March 2012

## IN TODAY'S CW ISSUE

Today's *Cruise Weekly* trade update has five pages of news plus a full page of cruise industry jobs from specialist recruitment firm **AA Appointments**. ([click](#))

details  
extra attention on  
our mid-sized ships



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## Aussie cruising contributes \$828.1m

A new study commissioned by Carnival Australia has shown a huge 44% increase in cruising's contribution to the economy.

**THE** Deloitte Access Economics report showed that in 2010-11 the Australian cruise industry contributed \$828.1m to the national economy, up from \$576.6m in 2007-08.

"The cruise industry has for years been the standout success of the Australian tourism sector and the new study enables us to now quantify its positive economic impact," said Carnival Australia ceo Ann Sherry.

The analysis found that the Australian cruise sector now represents more than 4% of the global cruise market in terms of passenger numbers - more than double the figure five years ago - while the cruise industry employed 7,220 full time equivalent staff and this figure is forecast to grow to almost 20,000 by 2020.

Sherry said the strong growth underlined the need for "appropriate investment in port facilities" to encourage further growth of the cruise industry and its increasing economic contribution to the country.

She said that in particular Sydney needed a 'three berth solution' with two berths in the eastern harbour for large vessels which are not

able to pass under the Harbour Bridge.

The report found that cruise tourism's contribution to national GDP is forecast to double to 0.12% through to 2019-2020.

## New Uniworld ship

**UNIWORLD** Boutique River Cruises will next year introduce a new ship to its fleet operating on the Douro River in Portugal & Spain - the *Queen Isabel*.

The new ship will replace the *Douro Spirit*, which was inaugurated by Uniworld last year and will be deployed elsewhere.

With the region listed as a World Heritage site by UN ESCO, Uniworld is one of the first river cruising operations to operate on the Douro, showcasing new regions and markets to its passengers.

General Manager of Uniworld Australia, John Molinaro, praised the uniqueness of the Douro River as a destination.

"Over the past decade, the Douro Valley has grown tremendously as a holiday destination and Uniworld's 10-night Portugal, Spain and the Douro River itinerary has become one of our best-selling programs"

The new vessel will be slightly smaller than its predecessor, with a capacity of 118 passengers, however it will offer more Junior Suites and some larger suites on the upper deck which will feature full balconies.

Molinaro added "Uniworld is dedicated to upholding the highest of standards and offering our guests an unrivalled experience across all of our itineraries.

"To this end, we're delighted to announce that we are continuing this tradition of excellence and leadership by introducing *Queen Isabel* to our luxury fleet."

## P&O effortless fares

**A NEW** "effortless holidays" campaign has been launched today by P&O cruises, and is designed to remind passengers of the all-inclusive, stressfree nature of a P&O cruise.

Fares start from \$510 for a seven-night Pacific Islands cruise and includes a free cabin upgrade.

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## ICCA UPDATE

ICCA General Manager,  
Brett Jardine

## Face to face with a Cruise Expert!

**Michelle Michael-Pecora**  
(TravelManagers  
representative for  
Castle Hill and  
ICCA Master Cruise  
Consultant)  
recently caught up  
with Brett Jardine,  
General Manager of the ICCA, to share  
some thoughts on her approach to  
selling cruise holidays.



**How many cruises have you taken?**  
Thirteen and counting!

**What is your favourite cruise region and why?**

The Mediterranean for sure! With calm seas and so much history and culture plus the diversity of so many countries that can be experienced in such a short space of time.

**How do you promote your ICCA Accreditation?**

On my business cards and email signature with the ICCA Logo, at all networking events, Facebook business page & LinkedIn, basically everywhere I can!

**What makes you stand out from your competitors?**

The knowledge and passion I have for cruising! I help my clients every step of the way including online check-in, shore excursion research and bookings as well as dining reservations. I do thorough research of all details on their cruise to make sure they are getting the right fit. I also personalise their cruise with my own personal fun facts and tips.

**What do you enjoy most about selling cruise holidays?**

The variety of ships available and the inclusive value for all types of clients. The unlimited options available to all types of clients.

## Cunard's Australia sales up by 50%

The *Queen Mary 2* circumnavigation and 'Marry Me Jess' stunt have seen a spike in bookings for next year's New Zealand voyage.

**CUNARD** Line's president and managing director Peter Shanks dropped into Sydney this week, expressing his delight with the extraordinary performance in the local market so far this year.

"Australian sales are 50% ahead for 2012, and the key driver was certainly the round-Australia voyage on *QM2* – we had 1,400 Australians onboard," he told *Cruise Weekly* at a morning tea onboard *Queen Elizabeth* on Tuesday this week.

"Sales over the last two weeks have been phenomenal for next year's round-New Zealand voyage, and we definitely attribute this to the media coverage [of the Valentine's Day marriage proposal]."

Shanks said the impressive growth was likely to be maintained for the rest of the year.

In 2011, Cunard drew "just short of 10,000" Australian passengers, and for 2012, Shanks said he expects "a number between 13,000 and 14,000".

Although the UK, North America and Germany continue to outperform Australia as a source market, he said it was promising that most Australian passengers were first-time cruisers.

"On a worldwide basis, 50% are loyal past passengers and 50% first-timers; but in Australia, the repeat rate is 35%, therefore 65% are first-timers.

"This is really valuable to us because it means Australians are trying a shorter voyage

here and hopefully they will next try a longer voyage in Europe or other destinations."

But European numbers are already up, Shanks said, with twice as many Australian passengers on Mediterranean cruises as well as the liners' trans-Atlantic voyages.

A total of 403 Australians sailed into Sydney aboard *Queen Elizabeth* on Tuesday, with 708 locals embarking for the next sector.

Shanks spent Tuesday night hosting the ship's 700 "full world voyagers" to supper at the Town Hall in the city.

"It is a Cunard tradition to take round-world passengers to a special thank-you event during the voyage," he said.

Shanks said he was also "really pleased" with the support from local agents, wholesalers and tour operators, and he planned to visit Australia again next season.

"I think we're benefitting from the aspirational nature of Cunard ships... and we very much appreciate the exchange rate here," the Cunard chief said.

Cabins are still available for the *QM2*'s inaugural 12-night NZ circumnavigation sailing roundtrip from Sydney in March 2013.

Priced from \$3049 ppts, ports of call include Auckland, Wellington, the Bay of Islands and Milford Sound as well as a maiden call by the Cunard flagship at Christchurch, which is expected to be back in business.

**MEANWHILE** *QM2* will once again make history next week, when she berths for the first time ever at Sydney's Overseas Passenger Terminal on Wed 07 Mar.

The arrival will mark the end of her Royal Circumnavigation of Australia, with the OPT docking becoming possible because of a new anchoring point installed by Sydney Ports Corporation to allow the terminal to cater for larger vessels (see page 4).



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## CruiseMart links with US-based Cruise Holidays

BRISBANE-based cruise specialist travel agency CruiseMart Pty Ltd has announced a new partnership with major US based cruise retailer Cruise Holidays.

**CRUISE** Holidays is North America's oldest cruise specialist franchisor, and has a turnover exceeding US\$300 million via more than 200 franchise stores and home-based consultants in the USA and Canada.

The pact signals an increasing focus on the fast-growing Australian cruise industry by other parts of the distribution chain, with cruise lines already voting with their feet by deploying larger capacity down under (see p2, p4).

Cruise Holidays is a part of the US-based Travel Leaders Leisure Group - itself a division of the \$14 billion Travel Leaders group which has about 30% of all North American travel

agencies under its umbrella.

CruiseMart said the agreement will enable it to expand its current operations using the Cruise Holidays brand name, as well as giving it access to Cruise Holidays' "industry-leading technology and systems."

"With nearly three decades in cruise franchising, Cruise Holidays will provide a superb resource for CruiseMart to develop a network of shop-front and home based agents focusing solely on cruising," said CruiseMart managing director Les Farrar.

He said that Cruise Holidays franchisees benefit from use of the "industry leading" Cruise Web integrated front/back office system which offers full cruise booking, customer relationship management and accounting capabilities.

Farrar claimed there was presently "nothing like Cruise Web in Australia," giving the firm a decided advantage over its competitors.

"In addition to improved efficiencies it will enable us to target our marketing to customers in a much more sophisticated manner than was previously available to us", he added.

The CruiseMart version of Cruise Holidays will be strongly backed by Travel Leaders Leisure Group, with the company's president Tom Baumann saying "We will provide as many resources as possible - not only Cruise Holidays' programs and services, but also our considerable resources from our other owned and operated brands and our long term vendor relationships, to help put CruiseMart and Cruise Holidays in an even greater position to succeed in Australia".

And Cruise Holidays vice president and chief operating officer, Mark Schiffner, said the addition of CruiseMart would help the company capitalise expected "rapid expansion" in the Australian cruise market.

"It's important for Aussies to have access to world class experts so they can make the most of their vacation investment," he said.

**HOWEVER** the move may prove confusing in the market, after Jetset Travelworld-owned wholesaler Qantas Holidays announced late last year that it would debut its own cruise specialist brand - also to be called Cruise Holidays.

Subsequent Travel Compensation Fund registrations revealed that the wholesaler ended up registering the name 'JTG Cruise Holidays' but it's not clear how this will be marketed, with the initiative yet to formally launch.

## Disney Fantasy New York debut



**NEW** York Harbour will tonight host the official naming ceremony for the brand new *Disney Fantasy*, which is pictured above receiving a fireboat water salute as it sailed past the Statue of Liberty yesterday.

Sister ship to the *Disney Dream*, *Fantasy* carries 2500 passengers at dual occupancy and has a fantastic AquaDuck "water coaster" which wraps around the pool deck.

As you'd expect, *Fantasy* also boasts a great range of entertainment for kids and adults alike, and there's a new night-time precinct for grown-ups called Europa and an "elaborate new dinner show" called Animation Magic which is hosted by none other than Mickey Mouse himself.

After the christening *Fantasy* will relocate to Port Canaveral in Florida, where she will operate year-round itineraries to the eastern and western Caribbean.

## Celebrity doubles up in the UK

**CELEBRITY** Cruises has announced that it will operate a second Solstice Class liner from the UK in the 2013 summer season, according to president and ceo Dan Hanrahan.

The newly upgraded, or "Solsticized" *Celebrity Infinity* will join the *Celebrity Eclipse* in operating departures from Southampton.

The move comes as a direct response to increased demand for a wider variety of European cruising options from the UK.

The 2013 European summer season is set to be one of the biggest for Celebrity Cruises, with six different vessels all operating cruises in the region.

**MEANWHILE** Alaska is also set to see the deployment of its first Solstice-class ship, with Celebrity confirming that the 2850-passenger *Celebrity Solstice* will cruise in place of the 1900-passenger *Celebrity Infinity* in Alaska during the 2013 summer season.

The move sees Celebrity boost its Alaska capacity, where *Solstice* will cruise alongside *Celebrity Millennium* and *Celebrity Century*.



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**“PIECES of eight, pieces of eight...”**

Spanish authorities are counting their coffers, after some old coins worth almost \$500 million finally arrived in Madrid after a five year legal battle.

The treasure was recovered from a sunken warship after lying deep underwater for more than two centuries.

US salvage firm Odyssey Marine recovered the gold from the wreck of the *Nuestra Senora de las Mercedes*, a 49 gun frigate which sank off Cadiz in 1804 during a battle with British warships.

The Spanish government took the company to court and won, claiming that it, and not the salvage company, was the rightful owner of the cargo and the ship.

“For Spain, this sunken ship, this archaeological site, is still a warship and we still have jurisdiction over what has happened to it,” said a lawyer for Spain.

Odyssey said it would abide by the ruling even though it “flies in the face of all legal precedent”.

**Discover the World brochure**

**DISCOVER** The World Marketing Travel has announced the launch of its 2012/13 Cruising brochure, which showcases the “intimate yacht/small ship experience of Variety Cruises”.

There’s also a selection of tailor-made SeaTours programs which have “been especially created for the discerning traveller, looking for life enriching cruise and tour journeys,” according to DTW country director Birgit Eisbrenner.

Variety Cruises has been operating for more than 25 years, operating intimate ships with capacity for 44-72 decks, while Discover’s SeaTours programs include hotel stays and land extensions that can be offered pre and/or post each cruise itinerary.

Destinations on offer include Cuba, the Arabian Peninsula, Greece and Turkey, the Adriatic (Croatia, Montenegro and Albania), the French and Italian Riviera and Southern Italy and Malta.

Early Bird Booking savings are on offer of up to 20% discount plus shipboard credits - more at [discovertheworldtravel.com.au](http://discovertheworldtravel.com.au).

**Global cruise bosses thank Australia**

CEOs and MDs from the world’s leading cruise lines have visited Australia this week to promote the remarkable growth in local business.

**IT’S** been a big week of appreciation and anticipation for the heads of Cunard, Holland America, Seabourn and P&O Cruises World Cruising, who each called into Sydney to sing the praises of the prosperous Australian market.

On top of thanks from Peter Shanks (p.1) were a schmooze with Stein Kruse (**CW** Feb 28) and a ‘hello’ from Carol Marlow.

UK-based Marlow, managing director of P&O Cruises World Cruising, sailed from Brisbane to Sydney aboard *Oriana*, quizzing passengers and ‘Ten Pound Poms’ about their opinions of the vessel.

She said 22% of the passengers were Australian, which was in line with the company’s latest figures.

**Sydney Ports expansion**

**SYDNEY** Ports has confirmed a \$5 million investment in new mooring facilities at the Circular Quay Overseas Passenger Terminal, which will make it a “regular berthing point for significantly larger cruise ships”.

Sydney Ports executive General Manager, Industry Relations and Logistics, Lachlan Benson, said the new facility would be used for the first time next week by *Queen Mary 2* (see p2) which will be the biggest ship ever to tie up at the terminal.

The expanded terminal will also allow Royal Caribbean’s 310-metre long *Voyager of the Seas* as well as Celebrity Cruises’ 315-metre *Celebrity Solstice* to operate from there when they debut in Australia in 2012/13.

“A longer-term solution for the berthing of large ships at the Overseas Passenger Terminal may involve the installation of two fixed mooring points or ‘dolphins’ - one at the site of the new anchor and another on shore,” according to Benson.

He said that the improvements were part of an \$87 million infrastructure program to support the cruise industry.

This also includes the new \$57m White Bay terminal as well as a new master plan for the Overseas Passenger Terminal, with a \$25 million redevelopment budget.

“In 2012, around 20% of [P&O World Cruising] passengers are Australian; in 2011, it was 11%. And in Europe, we’ve seen a 5% increase year on year,” Marlow said.

*Arcadia*, arriving next month, will be one-third full of Australians, both inbound and outbound, she said.

Australian repeat rates are also on the rise, up from 20% in 2011 to 34% in 2012.

“So we’re seeing loyalty building, which is great, and Australian past passengers are booking earlier than people in the UK,” Marlow said.

A couple of days later, the aptly named Kruse, CEO of HAL and Seabourn, came to town to say that growth in Australia had “taken off almost exponentially”, particularly for cruises departing Sydney but also for outbound clients to Alaska, Asia and South America.

“Holland America Line, up until a few years ago, was essentially a North American product with very little contribution from other countries, and today that number has grown to 30%, and Australia is the largest source market outside of North America; and also, for Seabourn, Australia is the largest source market after North America and the UK,” he said.

“The fact that we now have two Holland America ships here, and *Seabourn Odyssey* sailing out of Australia and New Zealand next year, speaks volumes for our belief in the Australian market.”

According to Kruse, the penetration rate in Australia could rise as high as 4%.

“Growing a new market is exciting, and there’s probably another 300,000 potential customers in Australia who haven’t discovered cruising yet.

“If we continue to get the benefits here, we will assess sending more ships more often,” Kruse concluded.

**Royal Caribbean adds Sunshine**

**ROYAL** Caribbean has announced that it has exercised an option with Germany’s Meyer Werft shipyard for a second “Sunshine” class vessel, which is scheduled for delivery in the second quarter of 2015.

It will have a similar configuration to the line’s first Sunshine-class ship which was ordered about a year ago.

The cruise line has been coy about revealing details of the ships, which with a 4100 passenger capacity will be smaller than its most recent newbuilds, the behemoth *Oasis of the Seas* and *Allure of the Seas*.



## Face to Face: Kate Wooldridge

### International Sales Manager, Fred Olsen Cruise Lines

Welcome to Face to Face, where we chat to cruise industry leaders.

#### How did you get into the cruise industry?

I was approached by an associate of Fred Olsen Cruise Lines from our sister retail company when the position I currently hold became available. It was an opportunity I could not refuse given the growth in cruising.

#### How many cruises have you been on in the past five years?

Not as many as I would like – on average two a year, all work related.

#### What is your favourite destination, and why?

South Africa. It really is a world in one country and the spectacular scenery, wildlife and people make it truly memorable. I first visited when I was 21 years old, and arrived just as Nelson Mandela was inaugurated as President, a truly historic time to be in the country. I have since been back many times.

#### What was your most memorable moment on a cruise?

Being with my father celebrating his 60<sup>th</sup> birthday onboard *Balmoral* in the Caribbean in 2008. He had never been on a cruise ship, nor in the Caribbean and it was my gift to him for putting up with me over the years! He loved it.

#### How do you spend days at sea?

I try to make the most of my time onboard meeting up with key crew and personnel – Guest Relations, Hotel Manager, Reception etc. I think it is very important to have good working relationships with all ship based colleagues.

#### How can cruising continue to grow in the current financial climate?

It has to be the awareness of what great value for money a cruise holiday is, for all demographics.

#### What is something you wish more agents/consumers knew about cruising?

The variety of product that is out there. From small ship expedition cruising to the amazing large resort style vessels – there truly is a ship and experience to suit everyone, contemporary or traditional, luxury or mass market, small or large.

#### What is your best tip for sea-sickness?

Eat an apple (a tip passed to me by one of our ship reception staff on a particularly rough passage), drink some ginger ale, then a glass of champagne. Works for me although luckily I rarely suffer from sea sickness.

#### What is your prediction for the future of cruising?

Even more growth, wider range of product. We are only scratching the surface.

#### What advice would you give other people who want a job like yours?

Be prepared for hours spent in airports, hotels and room service – mostly alone. Travelling on business can be tough. Having to hit the ground running with presentations, meetings etc means having to have the ability to be upbeat, professional and positive even after long tiring journeys. Smile lots and listen to everyone you meet - I have learnt so much from everyone I have met.



### Kate's Cruise Favourites!

Ship: *Braemar*

Ship Activity: Crew show

Region: Norwegian Fjords

Port: Stockholm

Onboard Food and Drink: Lobster thermidor/pouilly fume (expensive tastes!)

Perk of the Job: Travelling to some amazing destinations, obvious but true

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