



## CCL 'Trade Brigade' invades Australia

Carnival Cruise Lines' senior sales team has arrived to train local agents in selling *Carnival Spirit* cruises.

SIX senior members of CCL's US-based sales team are blazing their way around the country to help train 1,000 agents in seven cities.

Calling themselves the 'Carnival Trade Brigade', they have partnered with Complete Cruise Solution's local team to spread the line's key selling points ahead of *Carnival Spirit's* arrival this Oct.

The two-week blitz started in Sydney on Monday and is continuing in Brisbane, Gold Coast, Canberra, Melbourne, Adelaide and Perth.

Leading the national tour is Vicki Tomasino, CCL's vice president of sales, who has been on 75 Carnival cruises.

"We're really blessed in that we've been able to experience these ships first hand and have been on 375 Carnival cruises collectively," she said.

"It's not until you've seen and experienced the ship that you'll truly understand the vibe – it's hard to fathom just how impressive it really is."

Tomasino said the team would help provide "that extra detail" which can help agents meet and exceed their client's expectations.

"They'll be letting agents know just how loud Australians will scream the first time they slide on Green Thunder, or how happy and contented couples will be once relaxing with a cocktail in Serenity," she said.

According to Jennifer Vandekreeke, director, Carnival Cruise Lines Australia, early sales for *Spirit* have been "very encouraging".

"We're excited to take that to the next level as we bring a deep understanding of the Carnival brand and product knowledge on the road," Vandekreeke said.

To further drive sales, the \$300 cash back offer on *Carnival Spirit* cruises sailing from Sydney and Melbourne has also been extended to 14 April 2012.

For details of the Trade Brigade visits, speak to your CCS BPM.

## More US river cruising options

DUE to the increasing demand for US river cruising, American Cruise Lines, has announced construction plans for a third vessel.

The news comes as the cruise company's second riverboat, the 150-guest paddlewheeler *Queen of Mississippi*, nears completion at the Chesapeake Shipbuilding yard in Salisbury.

"We recognise a considerable strength in river cruising and have observed an increased interest in our US river cruises over the last several years," said Charles Robertson, ceo of American Cruise Lines.

The third paddlewheeler will feature similar capacity to that of *Queen of Mississippi*, and will "boast the most spacious staterooms in the industry" – each with a private balcony; a center atrium with grand staircase; WiFi in all staterooms; hotel-style bathrooms; single-sitting open seating dining and "various lounges, libraries and cafes".

As yet, it is unknown which routes the new vessel will cover.

### TODAY'S ISSUE OF CW

Today's trade issue of *Cruise Weekly* features four pages of cruise news and photos.

## Celebrity in the Galapagos

NEXT year the 96-guest *Celebrity Xpedition* has been scheduled to offer its year-round seven-night Galapagos Islands sailings; whilst in Bermuda, *Celebrity Summit* will return for a fourth summer season, hosting its usual seven-night sailings, as well as three 14-night Canada and New England voyages in Sep.

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## ICCA UPDATE

ICCA General Manager,  
Brett Jardine

### Comment from Miami

A major event on the cruise industry calendar each year is Cruise Shipping Miami, a conference that is regarded globally as the platform for the development and evolution of our growing industry.

The cruise industry has certainly been in the spotlight over the last couple of months following the *Costa Concordia* incident and our thoughts continue to be with those affected by this event.

What has been very evident in this short period and further highlighted here at the Miami Conference is how the cruise industry has united as a consistent and consolidated voice lead by our sister association in the USA – CLIA.

The mood here is very upbeat and there is a definite confidence amongst leading cruise line executives that lessons learned from the *Costa* incident will ensure that cruising remains one of the safest holiday options available worldwide.

A quote from CLIA President and CEO, Christine Duffy stated that "like all strong industries, we apply lessons learned and invest in new innovations in order to grow.

"As the global cruise industry continues to grow, it attracts not only greater interest on the part of consumers but greater visibility and increased responsibility".

For Australia and New Zealand, although only small on the world scale, we are certainly in the spotlight of the global industry, recognised as an emerging source market with a growth rate that is the envy of all and potentially the world leader, on a per capita basis, in the near future.



## Carnival swings from profit to loss

Carnival Corp has posted a first-quarter loss of US\$139m, but revenue is up 4.8% and Australian bookings continue to rise.

IN a sign of the current challenges faced by the company and the cruise industry, Carnival Corp has slashed its profit forecast almost in half.

The company reported a Q1 loss of US\$139 million, or 18 cents a share, compared to a profit of US\$152 million, or 19 cents a share, in the same period last year.

Its new earnings forecast for 2012 adjusted earnings per share is a lower-than-expected US\$1.40-\$1.70.

Higher costs from fuel, with prices up 30% in the quarter, are also threatening to significantly reduce Carnival's earnings.

However, revenue for the first quarter rose to US\$3.6 billion, up from US\$3.4 billion.

Net revenue yields also increased 2.9%, better than the company had predicted even before the *Costa Concordia* accident.

In December, it had projected net revenue yields would be up 1% to 2%.

But Carnival lowered its outlook for net revenue yields to a 2%-to-4% decline this year on a constant-dollar basis.

On a conference call with analysts, Carnival executives said safety concerns after the *Concordia* and *Allegra* incidents were no longer a major obstacle to selling cruises, and instead it was consumers' expectations that prices would fall.

"Any consumers holding out for deeper-than-normal discounts may be disappointed," chairman and ceo Micky Arison said recently. Chief operating officer Howard Frank said booking trends in Jan before the *Concordia* incident had been "quite strong," driven by North American brands' higher booking volumes at higher pricing.

Bookings were up for the company's Australian brands, he said, as well as in Asia and Europe, but European brands expect slightly lower yields because of the region's economic slowdown.

On a fleet-wide basis, bookings for the last seven weeks were down in a "mid-to-high-single-digit percentage" at slightly lower prices.

Costa bookings were down at least 80% compared to a year earlier, in the first weeks after the accident; however, during the last

three weeks to 4 Mar, bookings were 40% to 50% lower, with no marketing.

Frank said the company is recommencing marketing for Costa in some markets and it expects it will take about a year for booking trends to stabilise.

He said Costa's short-term strategy is to minimise discounting and, if necessary, operate at reduced occupancy levels.

"As time passes, we are confident that our business will improve," he said.

## HAL expands digital workshops

HOLLAND America Line has expanded its Digital Workshops enrichment program with new technology and classes for all skill levels.

In partnership with Microsoft, the 50 minute workshops are led by 'tech-sperts', and include classes on camera basics, photo editing, making movies, photo sharing and PC buying.

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## eWaterways expansion

**EWATERWAYS** has chartered the luxury river yacht, *Royal Crown* for the next three years.

Built in 1996 and renovated in 2012, *Royal Crown* can accommodate 90 guests, and its Art Deco design is described as 1930's glamour.

"This addition to our product range shows just how far eWaterways has come in the last 12 months as the premium supplier for all things small ships – wherever in the world and whatever style, eWaterways are the small ship travel experts," said Peter Smith, general manager, Australia & New Zealand.

Itineraries covered by *Royal Crown* include the eight-day Dutch and Belgian Waterways with Keukenhof and Floriade; seven-day Danube Highlights Cruise from Budapest to Passau; eight-day Romantic Rhine from Amsterdam to Cologne; eight-day Grand Rhine Journey from Basel to Amsterdam; and the eight-day Passage through Europe from Nuremberg to Amsterdam.

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## Solstice in Alaska in 2013

**CELEBRITY Solstice** will be the first Solstice Class vessel to cruise Alaskan waters next year, offering a selection of itineraries commencing in May with a nine-night West Coast Wine repositioning cruise from Esenada, Mexico to Seattle.

From Seattle, *Solstice* will host a collection of seven-night roundtrip Tracy Arm Fjord sailings visiting Ketchikan, Juneau, Skagway, Victoria, and transiting the Inside Passage, before rounding out the season in Sep with a 10-night America's Cup Wine Cruise.

Meanwhile the 2013 Alaskan summer season will also see *Celebrity Millennium* offer alternating Northbound and Southbound seven-night Alaska sailings between Vancouver and Seward; whilst between May and Aug *Celebrity Century* will feature seven-night Hubbard Glacier cruises roundtrip from Vancouver, finishing up her season with an 11-night Wine Cruise departing 26 Sep from Vancouver to San Diego.

## Seacloud's shorter options

**THIS** May, Sea Cloud Cruises is offering two shorter cruises exploring Spain and France.

Designed for time-poor travelers, the itineraries onboard *Sea Cloud II* include a four-night cruise from Málaga to Barcelona from 02 to 06 May 2012, and a three-night cruise from Barcelona to Nice from 06 to 09 May 2012.

See [www.seacloud.com](http://www.seacloud.com) for details.

## Divina at home in Istanbul

**MSC Cruises** has decided to use Istanbul as an embarkation and disembarkation port for *MSC Divina*, whilst she hosts a series of seven-night East Mediterranean voyages taking in Bari, Katakolon (Olympia), Izmir and Dubrovnik between 02 Jun and 27 Oct this year.

*MSC Divina* will be named in a gala presentation by the cruise line's godmother, screen legend Sophia Loren on 26 May, and will also feature Venice as a port for embarkation and disembarkation on these seven-night East Mediterranean cruises.

"This is an exciting move not only for us as a cruise line but for passengers wanting to explore more of Turkey - before and after a cruise," said Lynne Clarke, managing director of MSC Cruises Australia and New Zealand.

"To combine such a program with a new ship like *MSC Divina* augers well for a maiden season in the East Mediterranean," she added.

See [www.msccruises.com.au](http://www.msccruises.com.au) for details.



**TWO** Tennant Creek women will mark their respects on the 100th anniversary of the sinking of the *Titanic* next month by laying a wreath at the site of the famous shipwreck.

The ladies are booked on the centenary cruise to be operated by Fred Olsen's vessel *The Balmoral*, which is scheduled to retrace the *Titanic's* ill-fated voyage from Southampton to New York, albeit with a lot more advanced technology onboard at its disposal.

The cruise is being operated as a commemoration of the tragic events of 15 April 1912 when *Titanic* struck an iceberg in the North Atlantic Ocean (around 600kms south of Newfoundland) and sunk, taking over 1,500 people down with her.

*Balmoral's* commemorative voyage has been designed to reflect the aspects of the original journey (sans the sinking), including offering similar food to what was served to guests onboard the *Titanic*, as well as providing similar entertainment.

In addition *Balmoral* is having clothes made for passengers which are reminiscent of those crafted by top designers in the 1910's.

Hopefully there will also be a few recreations of Leonardo DiCaprio and Kate Winslet's now iconic scene where the two stand at the prow of the *Titanic*.

## Copenhagen cruise boom

**COPENHAGEN'S** Malmo Port is expecting to almost triple the amount of cruise calls this year, compared to what it experienced ten years ago, with 376 calls by 75 vessels scheduled.

Kicking off with *AIDAcara* on 06 Apr, the Copenhagen season is predicted to attract nearly 840,000 cruisers, up from last year's figures of 175,000.

## Woman evacuated from Jewel

**A 47-YEAR** old woman has been successfully evacuated via helicopter off *Norwegian Jewel* whilst cruising off the coast of Cape Henry (US), after she began to experience serious abdominal pains which required more medical expertise than what was available onboard.

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## Dining with a Royal Princess

**WHEN** she debuts in Jun next year, *Royal Princess* will feature new dining options including wine cellar-inspired private dining spaces in the main dining rooms, as well as a special new twist on the Chef's Table Lumiere-which surrounds diners with a curtain of light.

*Royal Princess* will also offer an expanded Horizon Court buffet with new layout, action stations and bistro options.

Meanwhile *Royal Princess*' Crown Grill will be combined with the Wheelhouse Bar, whilst her Sabatini's Italian restaurant will be adjacent to Vines wine bar.

## Princess to be scrapped

**THE** former *Pacific Princess*, which featured in the 1970's-80's television show *The Love Boat*, has been sold for €2.5m (approx AU\$3.1m) to the demolition company, Cemsan, for scrap.

Prior to her sale, the vessel had been floating unused at a dock in Genoa for 12 months.

## New Caledonia on the rise

**LAST** year a record 210,919 cruisers visited New Caledonia, up 3.5% from 2010 figures.

"Cruise tourism in New Caledonia has more than doubled in the past five years and the number of cruise liner passengers expected in 2020 in New Caledonia is about 500,000," said Jean Michel Foutrein, New Caledonia Tourism South manager.

## New Tasmanian terminal

**DEVELOPMENT** approval has been granted for the redevelopment of the Macquarie Wharf no. 2 Shed into a dedicated cruise ship terminal in Tasmania's capital city, Hobart.

Seven million dollars has been set aside for the transformation, with architectural firm Circa Morris-Nunn Walker selected to design a modern terminal which retains the historic foundations of the original wharf shed.

It is expected that the refurbishment will kick off in May, and will be completed by the second half of the 2012-13 cruise ship season.

**MEANWHILE** in other construction news Geelong, Victoria, has announced plans to construct a new pier along its foreshore, as well as to invest in more infrastructure to facilitate future cruise calls.

## Celebrity expands in Europe for 2013

**SIX** Celebrity Cruises vessels will visit 25 countries during the northern hemisphere summer season 2013, departing from eight ports.

The season will see *Celebrity* cover 88 destinations in Europe alone, including six 'firsts' for the cruise line: Liverpool, England; Waterford, Ireland; Torshavn, Faroe Islands; Varna, Bulgaria; Sevastopol, Ukraine and Kristiansand, Norway.

Amongst the northern summer 2013 Europe seasonal line-up *Celebrity Reflection* will host a full season of 10- and 11-night sailings roundtrip from Rome visiting Sicily, Athens, the Greek Isles and Kusadasi commencing in Oct 2012; whilst *Celebrity Silhouette* will offer 10- to 13-night roundtrip sailings from Venice, as well as voyages to and from Venice and/or Rome.

Meanwhile *Celebrity Infinity* will make her European debut in 2013, offering new 10- and 11-night British Isles, Norwegian Fjords and Iceland & Fjords itineraries roundtrip from Harwich, England; as well as a series of Immersive Europe Wine Cruises which will kick off in Sep 2013.

*Celebrity Constellation* will present seven Scandinavia/Russia cruises, an Arctic Circle voyage and a Norwegian Fjords sailing, all

roundtrip from Amsterdam between May and Aug 2013, after which she will set sail from Istanbul on two new 12-night Black Sea & Greek Isles sailings before rounding out the season with four 12-night Greek Isles & Turkey voyages, all roundtrip from Istanbul.

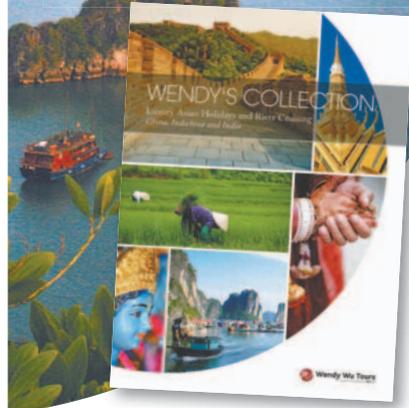
Lastly *Celebrity Equinox* will present a full season of 12-night sailings roundtrip from Barcelona, the majority of which will feature visits to Florence, Naples and Adriatic ports, as well as an overnight stay in Venice; whilst *Celebrity Eclipse* will offer a selection of 14-night Mediterranean, Scandinavia/Russia, Iceland/Norwegian Fjords (featuring an overnight in Reykjavik, and a full-day in Akureyri) and Canary Islands/Azores adventures roundtrip from Southampton.



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