

CRUISE

WEEKLY



Thursday 29 March 2012

Celebrity Cruises returning in 2013-14

Solstice and *Millennium* have both been locked in for second consecutive cruise seasons in Australasia.

CELEBRITY *Solstice* will again be based in Sydney from Oct 2013, offering cruises in Australia, New Zealand and the South Pacific, with sister ship *Celebrity Millennium* also coming back at the start of her second Asian season.

Strong local bookings for the 2,850-pax *Solstice*, which arrives for its maiden season this Nov, have encouraged the luxury line to commit to another program.

"So far, Australian guests have shown that they are very keen to experience her unique features and we have broadened her itineraries even further when she returns in 2013-2014," said Adam Armstrong, commercial manager, Celebrity Cruises Australia.

"We are also pleased to welcome back the revitalised *Celebrity Millennium* in late 2013 as she makes her way to Asia through the Pacific and eastern Australia."

Highlights of *Solstice's* 2013-14 local season are set to include a three-night weekend sampler cruise; a 35-night circumnavigation of Australia and New Zealand, departing from Auckland; and two Pacific Island roundtrips from Sydney, with stops in Fiji, the Loyalty Islands and New Caledonia.

Most other sailings are 12- and 14-night New Zealand cruises between Sydney and Auckland.

Millennium, which is scheduled for a revitalisation in May 2012, will offer an 18-night repositioning from Hawaii to Australia,

and a 17-night cruise between Sydney and Singapore.

The ship then continue its Asian itineraries, with voyages from Singapore to Hong Kong or Indonesia.

Bookings for the 2013-14 Australian season for *Solstice* open 04 Apr 2012 and for *Millennium* on 18 Apr 2012.

This week Celebrity Cruises also released its 2013-2014 northern hemisphere winter program in the US, Caribbean and South America.

For the first time since 2010, *Celebrity Century* will offer a series of cruises from Los Angeles, and *Celebrity Reflection* will make its inaugural sailing in Sep this year, operating seven-night Eastern Caribbean cruises roundtrip from Miami.

For details, call 1300 754 500 or visit www.cruisingpower.com.

Win an iPad with Hurtigruten

AGENTS have until 30 Mar to enter the draw to win an iPad2 with Discover the World Marketing Travel.

To be in the running, agents need to book any 2012 Hurtigruten six- to 12-day Norway Classic Coastal Voyage or Classic Norwegian Discovery Voyage aboard *MS Finnmarken*, and then email in 25 words or less, why Hurtigruten is the No. 1 holiday recommended for any client travelling to Norway.

Send entries to retailres@discovertheworld.com.au.

TODAY'S ISSUE OF CW

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

Earn triple rewards points

SCENIC Tours is offering agents triple Passport to Rewards points for any Europe River Cruise booking (for travel from Jul to Oct 2012) made between 12 Mar and 30 Jun, using the online booking engine ExpressBook.



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ICCA UPDATE

ICCA General Manager,
Brett Jardine

New Cruise Training Modules

We are constantly updating all cruise training modules - remember ICCA members receive two free training modules to use every year – don't waste them!

Over the next two months we will be holding training as follows:-

Brisbane: 3rd & 4th April (last chance)

Hobart: 17th & 18th April

Fort Lauderdale: Cruise3sixty (full!)

Melbourne: 15th & 16th May

Sydney: 28th & 29th May

To be launched at Sydney training will be two brand new modules.

"Cruise Sales & Service" with a focus on all aspects of the cruise sale as well as critical aspects of customer service required through the cruise sales process.

- Customer's Needs & Wants (and how we are involved)
- Features & Benefits (selling towards Customer Needs)
- Detailed 8 step Sales Process
- Good Customer Service – how it will double your business
- Twelve steps to better Customer Service

"ICCA Fleet Review" delivering an overview of all our Cruise Line Members in one session.

Objectives of this module are for participants to understand:

- The wide variety of choice that ICCA Cruise Line Members offer
- Target market of each member line
- What regions they cruise in
- Which ships make up their fleets
- Key features and benefits of each cruise line member
- Where relevant, their vessel classes and how they differ
- Various booking processes
- Further training options available.



Sun Princess to move to Japan in 2013

Carnival has formed a new operation to launch Princess Cruises into the Japanese market for its largest ever cruising season.

THE establishment of Carnival Japan Inc will see the Australian-based *Sun Princess* offering Asian voyages from next Apr to Jul – a deployment three times larger than any global cruise line currently in the Japanese market.

Princess Cruises' 87-day program features nine sailings on seven different itineraries departing from Yokohama and Kobe.

After the Japanese summer season, the 2022-pax *Sun Princess* will return to Australia, the company confirmed this week.

Carnival Japan, which is similar to the Carnival Australia and Carnival UK arms of the US-based Carnival Corporation, will also sell cruises from the company's other brands.

A local office will be opened in Tokyo and managed by Eiko Kijima, with bookings expected to hit 18,000 passengers in the inaugural season.

Japanese-speaking crew will be employed for key positions on the ship, and changes will also be made to food choices, spa treatments, lectures and shopping, with a new sushi bar opening onboard.

"It's the very first time a global cruise line is

Carnival farewells Jenny Lourey

CARNIVAL Australia has announced the resignation of its Senior vice president Jenny Lourey.

Jenny tendered her resignation in order to focus on the management of businesses managed by her late husband.

"Jenny has been a vitally important part of the Carnival Australia team for the last four years in which she has made a huge impact on the business and its success as the leader of the cruise industry in Australia," said Carnival Australia ceo Ann Sherry.

"Jenny has contributed enormously to the transformation of our commercial capability.

"A testament to her involvement across a wide range of activities is the double digit growth that Carnival Australia has achieved in all the years she has been part of the team," Sherry added.

At present, Carnival Australia in conducting an external search for Lourey's replacement.

offering a full season of cruises from April to July designed specifically for passengers from Japan," said Princess Cruises president and chief executive officer Alan Buckelew.

Most of the itineraries are nine days and have been customised for the Japanese consumer, including visits to festivals and natural hot springs.

Several itineraries feature ports of call in Taiwan, Russia and Korea.

The program will kick off during the most significant national holiday of Golden Week with a nine-day cruise sailing roundtrip from Yokohama on 27 Apr 2013, via Hiroshima (overnight); Nagasaki; Busan, South Korea, and Hakata (overnight).

Open for sale on 16 Apr 2012, the cruises will be priced from ¥124,000 ppts.

A Japanese language version of POLAR Online will also be released to enable travel agents in Japan to book cruises 24 hours a day.

For details, see www.princesscruises.jp.

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InnerSea 2013 rates and dates

BETWEEN May and Sep 2013 InnerSea Discoveries' three expedition vessels, *Wilderness Adventurer*, *Wilderness Discoverer* and *Wilderness Explorer*, will offer weeklong Alaskan adventures between Ketchikan and Juneau (and reverse) or Juneau and Sitka (and reverse), with rates starting at \$1,895pp/ts.

Highlights of the 2013 InnerSea program include the addition of the 88-guest *Safari Legacy* to the cruise line's fleet, sailing weeklong voyages replete with an onboard Living History program focused on Alaska's storied past including the Klondike gold rush and historical characters.

Ports of call on *Legacy's* Alaskan sailings include Skagway, Haines, Sitka, Petersburg, Wrangell, Glacier Bay and the remote fishing village of Pelican.

"The *Safari Legacy* will be unique within our fleet and adds an option for those interested in exploring the port towns and history of Alaska," said Tim Jacox, executive vice president of sales and marketing.

"We'll also offer more days inside Glacier Bay National Park with six boats making regular visits, most for multiple days of exploration," he added.

See www.innerseadiscoveries.com for more 2013 program details.

Athena's first Easter cruise

CLASSIC International Cruises has announced *Athena* will host her first-ever Easter cruise next year.

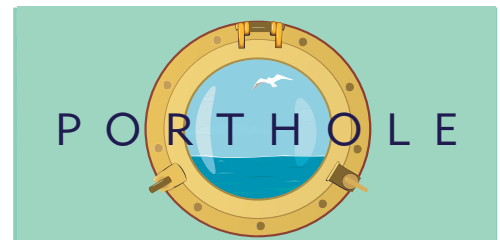
The five-night voyage departs Perth 28 Mar, visiting Esperance and Albany, and is priced from \$1,095pp/ts (with kids under 18 only paying taxes when sharing a four-berth cabin with two adults), see www.classicintcruises.com.

Princess smashes the record

ROYAL *Princess* has made the history books already, with Princess Cruises' Australia and NZ office reporting its biggest booking day ever (16 Mar) for a new vessel's inaugural season, with the debut of *Royal Princess's* first program which kicks-off in Jun next year.

The office had further reason to celebrate, following the results of its recent launch of Princess' Europe and Alaska programs, which attracted an unprecedented trade response, with Select Sailing registrations across the programs up by more than 70% year on year.

"The volume of bookings we received is testament to the huge support of the travel agent community, our loyal past passengers, and those first-time Princess cruisers excited to experience Royal Princess," said Princess Cruises commercial director in Australia, Stanley Birge.



GHOSTS of the past.

In commemoration of the 100th anniversary of the sinking of the *Titanic*, the National Maritime Museum of the Atlantic has announced its plans to broadcast the *Titanic's* original wireless transmissions in real time on Twitter.

The *Titanic* sunk on 14 Apr, around 965kms southeast of Halifax, Nova Scotia in Canada, taking over a thousand passengers with her to the icy depths.

Through its Twitter stunt, the National Maritime Museum of the Atlantic will allow people to experience the magnitude of the *Titanic* disaster through the same wireless messages operators received in 1912.

The feed will start at 11.55pm Newfoundland Standard Time on 14 Apr (12.55pm 15 Apr Sydney time), which was the same time that the original messages started to stream through, following *Titanic's* iceberg collision.

The National Maritime Museum of Atlanta will kick-off the commemoration with eight iceberg warnings that preceded the sinking in 1912.

To read the *Titanic* Tweets, follow the Twitter hash tag #TitanicMMA.

SAVE the planet, a sign at a time.

Carnival Australia has committed to turning off its head office's giant illuminated sign, to mark Earth Hour on 31 Mar.

"Our approach to sustainability is now practised right across the organisation but never more so than in relation to fleet and technical operations," said Carnival ceo Ann Sherry.

"Everything possible is being done to protect the environment including reductions in carbon dioxide emissions, fuel usage and freshwater consumption onboard our ships," she added.

As a result of its Earth Hour commitment, the company will flick the switch on its iconic sign this Saturday night, between 8.30pm and 9.30pm.

Pictured right: lights out for Carnival Australia.



Australian agents take on Budapest with AmaBella



Doorway Travel, Ringwood East; Lisa Ioakimidis, Harvey World Travel Eltham; Sharron Hungerford, Travelscene Caloundra; Anthony Allardyce, Travelmakers Canberra; Andrew Mitchell, APT; Nikki Marlborough, Singapore Airlines; and Jenni Brennan, APT.

AUSTRALIAN agents were amongst the first cruisers to break-in the 2012 European River Cruising season, joining APT's first sailing for the summer onboard *MS AmaBella*.

Departing Budapest on 16 Mar, the agents joined passengers for the first half of the voyage and were able to participate in fascinating tours of Vienna, Český Krumlov and Schönbrunn Palace.

Onboard *MS AmaBella* the group were treated to a number of themed meals which were designed to immerse guests in the culture of each region they visited.

The group is pictured left onboard *AmaBella* (from left): Jane Lester, The Travel Planner, Gawler; Kellee Gilmour, APT; Marisa Burns, Springfield Cruise & Travel, Springfield Central; Robyn Taylor,

Pay in full and save with Swan

SWAN Hellenic is offering reduced fares on a selection of *mv Minerva* cruises for guests who pay in full at time of booking.

Reduced fares start from \$3,315pp/ts for a 15-day Passage to Oman cruise departing 21 Nov 2012, see www.swanhellenic.com.au.

Crystal book now fares

CRYSTAL Cruises is reminding agents that they only have until 30 Apr 2012 to secure earlybird fares for its 2012 Canada and New England season.

Crystal's all-inclusive book-now cruise-only fares start from US\$2,695pp/ts for a seven-day Boston to Montreal voyage onboard *Crystal Symphony* (departing 14 Oct), and taking in Bar Harbor, Halifax, Quebec City and Montreal.

For details see www.wiltrans.com.au.

Tere Moana itineraries 2013

PAUL Gauguin Cruises has unveiled its 2013 itinerary schedule for the 90-guest *mv Tere Moana*.

Set to sail in Europe, the Caribbean, and Latin America, *Tere Moana* will join the Gauguin fleet from 29 Dec 2012, debuting her multifaceted renovation on a gala seven-night Caribbean voyage.

Next year she will host a series of seven-night European sailings during the northern hemisphere's summer, including cruises from Barcelona to Rome taking in Sete, St. Tropez, Monte Carlo, Portofino, Florence and Elba.

During the northern hemisphere winter months, the vessel will host Caribbean and Latin American voyages, including seven-night roundtrips from St Martin; as well as 13- and 14-night voyages between St Martin and Puerto, see www.wiltrans.com.au.

Rhapsody revitalisation

CURRENT *Rhapsody of the Seas* renovation work taking place in a dry dock in Singapore will see the vessel's seven-story Centrum transformed into the social hub of the ship.

"Because it is such a vital area of the ship, we knew we had to take the opportunity to do something truly spectacular during *Rhapsody of the Seas*' revitalisation, and I think we've achieved it," said Adam Armstrong, commercial manager, Royal Caribbean Australia.

The work will see the installation of large LED panels across the length of two elevators which face the Centrum and connect decks 4 through to 10, so that they provide a backdrop of moving visuals.

The R Bar will also be installed in the Centrum, and space will be designed to facilitate a range of daytime activities in the area including chef demonstrations, towel folding demonstrations, dance classes, game shows and Nintendo Wii competitions.

Meanwhile, *Rhapsody's* staterooms are also being remodelled and will sport new bathrooms and interiors, whilst iPad mobile digital devices will be placed in every cabin.

An award-winning "way-finding" system that helps guests easily find their way around the vessel will also be installed.

To view a video of the transformation [CLICK HERE](#).

CCL's Trade Brigade gets Aussie agents in the Spirit

CARNIVAL Cruise Lines' six-member Trade Brigade has returned to the States after a whirlwind two-week tour-de-force of Australian agencies whipping-up support for *Carnival Spirit* ahead of its arrival in Oct.

Whilst in the country, the team trained around 1,000 agents on *Spirit's* key selling points, travelling from Sydney, to Brisbane, the Gold Coast, Canberra, Melbourne,



Adelaide and Perth.

Heading the team was Vicki Tomasino, CCL's vice president of sales, who said that the Trade Brigade was in Australia to provide agents with that "extra detail" which would help them to meet and exceed their clients needs.

Vicki Tomasino is pictured above (third from left) with the *Spirited* team from Flight Centre Sunbury, Victoria.

Tomasino is also pictured on the left, with the enthusiastic team from Jetset in Belmont, Victoria.



Regent price increase

REGENT Seven Seas will increase its prices on 01 Apr 2012.

Deals currently on offer include: 50% off brochure fares, plus additional bonus savings of up to US\$10,000 per suite.

See www.wiltrans.com.au for details.

Coral Princess re-enters service

CORAL Princess Cruises' *Coral Princess* has re-entered service following a \$1m upgrade. The 35-metre catamaran will commence the company's Kimberley season on 06 Apr 2012.

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