



## Cruise Shipping Asia-Pacific revs up

ICCA will support this year's conference and trade show in Singapore with plenary sessions, panel discussions and training for travel agents.

**INTERNATIONAL** Cruise Council Australasia has announced details of its involvement in UBM Live's Cruise Shipping Asia-Pacific 2012 to be held at Marina Bay Shores Singapore on 17-18 Sep.

ICCA general manager Brett Jardine, a confirmed speaker at the event, said the Council would participate in conference seminars and discussions and conduct two introductory training modules for Asian-based agents. "CSA-P is important to the industry because

it allows cruise industry members from around the world to get together to discuss their needs and opportunities," Jardine said.

"At this year's CSA-P we will be able to reach and educate an entire new demographic about our region."

ICCA joins Cruise Lines International Association (CLIA), Asia Cruise Association (ACA) and Florida Caribbean Cruise Association (FCCA) as supporters of the event.

The support of ICCA, which represents 27 member cruise lines, underscores the growing importance of the Australasian cruise marketplace in the global cruise industry, Jardine said.

Daniel Read, portfolio director of UBM's Cruise Shipping Group, said ICCA's support was "vitaly important".

"With a 34% increase in Australians taking cruise holidays last year, it is apparent that the region is a stronghold for the cruise industry," Read said.

Travel agents who attend CSA-P can participate in the complimentary educational program, with sessions produced and delivered by ACA trainers.

Other speakers include Rama Rebbapregada, chairman, ACA; Christine Duffy, president and CEO, CLIA; Ann Sherry, CEO, Carnival Australia; and Gianni Onorato, president, Costa Crociere; whilst exhibitors include ports, destinations, tour operators, and national tourist organisations.

## Quark Expeditions joins ICCA

**TORONTO** based Quark Expeditions has joined the ranks of the International Cruise Council Australasia's membership in a bid to capitalise on Australia and NZ's booming cruise industry.

"The decision to join the ICCA was made in response to the unprecedented growth of cruising in the Australian and New Zealand markets," said Nicola Caygill, who has recently been appointed as Quark's local business development manager, to help the cruise line expand its Aussie presence.

"We are committed to supporting this growth with our new home-grown representation," Caygill added.

**TODAY'S ISSUE OF CW**

Today's issue of **CW** features 6 pages of news.

## Athena's Aussie stay extended

**CLASSIC** International Cruises has extended *Athena's* 2012-13 summer season by one week, adding two new short cruises in Apr 2013.

The change is due to strong Aussie demand, coupled with an overlap of one week where *Athena* (on her old schedule) would have been sitting idle in Europe before the commencement of her Swedish season.

As such *Athena* will now depart Perth for her 40-night voyage to the UK on 15 Apr 2013, rather than 08 Apr.

The two new cruises include a five-night round-trip voyage from Fremantle, departing on 08 Apr, taking in Albany and Esperance, priced from \$995pp/ts, with kids under 18 sharing a cabin with two adults paying just \$175.

The second cruise is a weekend voyage to nowhere, departing Fremantle on 13 Apr, priced from \$470pp/ts (with kids under 18 sharing a cabin with two adults paying \$130).

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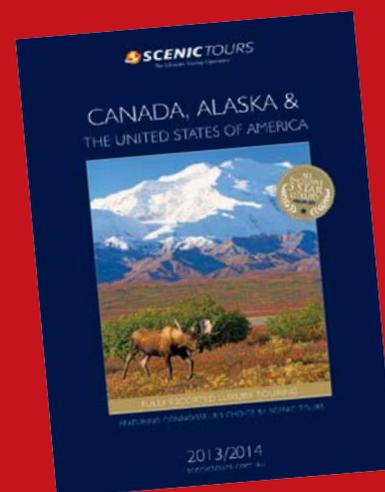
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Brett Jardine - General Manager, ICCA

## Spotlight on Hong Kong

Hong Kong has long been seen as the centre of the world, a hub for global aviation and now is rapidly growing as a cruise port.

A perfect embarkation or disembarkation port for an Asia fly/cruise holiday, Hong Kong is a vibrant city that is sure to have you looking to return time and again.

Hong Kong offers a magnificent Harbour that has been a focal point of development through the years and is surrounded by a stunning landscape.

Cruise ships currently berth at Hong Kong's "Ocean Terminal", located in the heart of the city (not unlike Sydney) and forms part of a three story complex with over 700 retail stores and 50 restaurants!

To complement the existing terminal, construction is well under way for a new world class cruise terminal on the old Kai Tak airport site.

The new facility is planned to open in mid-2013 and will have the capacity to berth two ships up to 220,000 GRT at the same time – just imagine *Oasis of the Seas* on one side and *Allure of the Seas* directly opposite!

The new cruise terminal is located on the East Kowloon waterfront and commands spectacular views of Victoria Harbour.

It is also within easy reach of a number of fascinating local attractions and just a ten minute walk away is the Festival Walk shopping complex - home to many of the world's best-known brands.

The Hong Kong Tourism Board is a proud supporter of our cruise industry.

Visit [www.discoverhongkong.com](http://www.discoverhongkong.com) for more information.

## CMG's World Wide Cruise Centres

Cruise Marketing Group has signed up 25 affiliate travel agents for its new operation designed to increase sales and return on investment.

**NOW** available to all Australian travel consultants, World Wide Cruise Centres (WWCC) partnerships are offering additional agent commission at point-of-sale on a wide range of product.

The extra commission is payable on product offered by a developing network of preferred suppliers as well as the company's wholesale division, Seven Oceans Cruising, and GSA operation Cruise Abroad.

Seven Oceans Cruising brings exclusive packages for cruise-tour, fly-cruise and cruise-only products across most cruise lines, while Cruise Abroad can present special offers on behalf of Croisi-Europe, Fred Olsen Cruise Lines, Cruise & Maritime Voyages Marco Polo, Star Cruises and Norwegian Cruise Lines.

Other benefits include a dedicated and personalised website, exclusive territories, sales aids, training, subsidised advertising and other promotional and operational opportunities.

Cruise Marketing Group announced the new venture this week and confirmed that a partnership with WWCC does not require agents to cease any of their current relationships or affiliations within their business.

"This operation is perfect for all agents, but especially for those who have enthusiasm to increase their cruise business, but are not quite sure how to go about it at this time," Fred Sparksman, managing director, WWCC, told *CW*.

John Simos, managing director of Seven Oceans Cruising, said that he was most impressed with the revenues already

## Cruise Down Under in Hobart

**CRUISE** Down Under has confirmed the use of three separate venues for its annual conference in Hobart on 29-31 Aug (*CW*, 24 May).

The gala dinner will be held at MONA, the conference sessions at the Hotel Grand Chancellor and the welcome function at The Henry Jones Art Hotel.

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

generated by the new group and is looking forward to more agents joining WWCC.

Peter Marshall, managing director, Cruise Abroad, said he believed the opportunity exists for agents to "benefit greatly from the brands represented", especially Croisi-Europe which provides the largest range of river cruise product in Europe, plus new operations in Asia.

WWCC also offers agents access to its small ship cruising range as an added benefit "to make sales in this very lucrative section of the cruise market".

For details, call WWCC concierge Kathy Petersen on 1300 886 940.

## UAE cruise ship visas by Sep

**DUBAI'S** Tourism Department has told media that it expects its plan for multiple entry UAE visas for cruise-ship passengers (*CW* 17 May) to come into effect by Sep this year.



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## Australia needs to up its port efforts

Australia needs to upgrade port facilities if it is to compete with Asian ports for cruise line's business, according to ceo of Carnival Australia, Ann Sherry.

**SPEAKING** in the wake of the opening of Singapore's brand new international cruise terminal over the weekend, Sherry said "Australia is currently the world's fastest growing cruise market but we can't take this success for granted by ignoring the major developments that are taking place in Asia".

Singapore now joins Hong Kong and Shanghai as one of three major Asian cities where authorities have invested in building new port facilities in a bid to draw more cruise business.

"Cruising in Australia has enjoyed double digit annual growth for seven consecutive years including 2011 when nearly 625,000 Australians took a cruise holiday, 34% more than in the previous year," Sherry said.

"However, such spectacular growth can't be taken for granted because infrastructure gaps at ports including Sydney, Brisbane and Cairns remain the greatest threat to the continued growth of the local cruise industry," she added.

Looking at the competition, at present, Shanghai Port International Cruise Terminal has been progressively under construction since 2004, and can now accommodate three cruise ships at a time; whilst Singapore's newly

opened Marina Bay Cruise Terminal measures 28,000-square metres and has effectively doubled Singapore's berth capacity.

Meanwhile Hong Kong's new terminal is set to open in mid 2013 and will be able to accommodate up to two megaliners at the same time.

"While cruise complexes in Asia are of much greater size and scale than contemplated for Australian ports, it is important to understand that high quality facilities will give Asia a competitive edge in making the most of the economic opportunities that cruising presents," Sherry said.

In terms of key Australian sites, Sherry said that the need to upgrade port facilities in Sydney is particularly urgent, "because of its key role as a cruise hub for Australia and the region".

"Carnival Australia continues to advocate a three-berth solution for Sydney Harbour – the proposed White Bay cruise terminal, the upgrade of the Overseas Passenger Terminal and shared use of Garden Island," she added.

### TQ secures planning Luncheon

**AFTER** many years of bidding Tourism Queensland has finally secured the right to host the Cruise Planners Luncheon at the Cruise Shipping Miami Exhibition.

The invitation-only event will be attended by 45 VIP cruise itinerary planners and cruise line owners, and will give Tourism Queensland the opportunity to sell sunny Queensland to the cruise industry.



**SHORE** tour of a different nature.

Cruisers visiting Mare, P&O's new Pacific Island destination, are being won over by a coconut coloured dog with a taste for the tropics.

The pup spends her days happily leaping off a rocky outcrop into the waters of Tadin Bay to fetch falling coconuts which she then carries across sharp rocks to one of her husk coloured "workshops".

Here, she uses her teeth and paws to rip away the tough outer shell, a job usually reserved for a machete, to get to the sweet coconut meat and juice.



### Guests get gifts from the sea

**CORAL** Princess Cruises is giving away a Willie Creek pearl pendant valued at over \$2,400 to guests who book selected 11-night Kimberley cruises before 30 Jun 2012.

The necklace is an 18k Yellow Gold Willie Creek Pearl Australian South Sea Cultured Pearl and Diamond pendant on an 18k Yellow Gold Omega necklace, and will be available to guests for collection prior to embarkation.

The Kimberley Cruise is priced from \$6,990pp/ts onboard *Coral Princess* including 10-nights cruising and a night at the Mercure Broome, or \$8,690pp/ts onboard *Oceanic Discoverer* including a night at Cable Beach Club Resort and Spa and a bonus dinner at the Sunset Bar and Grill overlooking Cable Beach.

See [www.broomekimberley.com.au](http://www.broomekimberley.com.au).

### Watch Grandeur get grander

**ROYAL** Caribbean's latest video shows the revitalisation of *Grandeur of the Seas*, and includes footage of the vessel's newest features.

The vignette features commentary from Lisa Bauer, svp Global Sales and Marketing, Royal Caribbean International, who says of the makeover vessel: "I would put her up against any ship in the fleet, in terms of going from a ship that maybe was a little more mature in her age, to absolutely looking like a brand new ship".

To view the video, **CLICK HERE**.

## Abercrombie & Kent

### CRUISE MANAGER

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Knowledge of the cruise industry is essential.

This opportunity is well suited to a self-motivated high achiever who enjoys working in a small team environment.

Email your CV to Linda Richardson at [lrichardson@abercrombiekent.com.au](mailto:lrichardson@abercrombiekent.com.au) or send to Level 3, 290 Coventry Street, South Melbourne VIC 3205, by no later than Friday 15 June.

## Hands up for Uniworld!

**UNIWORLD** Boutique River Cruises this week held a launch for its 2013 Preview Brochure which will see it become the only major river cruise line to offer an itinerary in Italy (**CW 08 Mar**) with a *River Countess* voyage on the Po River and the Venice Lagoon.

GM John Molinaro (pictured right) highlighted a range of additions to the 2013 program, including the debut of *Queen Isabel* on the Douro River in Spain and Portugal, as well as the addition of the *River Orchid* which will cruise the Mekong River in Vietnam and Cambodia alongside the *River Saigon*.

The expansion brings the total number of Uniworld cruises to 31, and with the launch of the preview brochure, the operator is offering 2012 pricing for 2013 departures when booked before 30 Jun.

Also new is an 11 day Christmas/New Year cruise on the waterways of Germany, Austria and Hungary, as well as the 8-day *Highlights of Eastern Europe* which takes in Vienna, Bratislava, Budapest, Vukovar and Belgrade.

Australia is the second biggest source market for Uniworld after North America, and Molinaro said the ongoing development of the product meant that the cruise line is constantly looking for new opportunities.

"Australians are looking for new places and new rivers," he told **Cruise Weekly**, but Uniworld is also continuing to offer popular itineraries including the *Imperial Waterways of Russia* and the eight day *Enchanting Danube* from Budapest to Passau priced from \$2,695pp.

The full 2013 brochure will be released in Jul - more info [www.uniworldcruises.com.au](http://www.uniworldcruises.com.au).



## Pilot strike affecting cruises

A **STRIKE** by Norwegian pilots in Oslo is beginning to affect cruise ship traffic in the popular port.

The strike kicked off on 23 May with 42 pilots stopping work after a break in wage negotiations between their unions and the Norwegian government.

All vessels 70 metres or more in length in Norwegian ports are subject to compulsory pilotage when operating in waters within the sea boundary, however some vessels such as Hurtigruten's fleet are exempt from this rule.

Over the weekend several ships (incl *Emerald Princess*, *Star Flyer*, *MSC Opera* and *Vision of the Seas*) were forced to ditch calls in Oslo because no pilots would guide the ships in due to the strike action.

Yesterday the pilots expanded their strike numbers from 42 to 103, and may in the future spread the action to other popular Norwegian ports including Tromso, Alesund and Kirkenes.

Ships scheduled to call in Oslo this week include *Emerald Princess*, *Vision of the Seas*, *MSC Poesia* and *Costa Fortuna*.

Cruise lines who may be affected by the strike are currently monitoring the situation, and may amend itineraries should the strike continue.

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## Ahoy! Carnival Australia crew Endeavour to sail back in time

**THREE** Carnival Australia team members took a trip back in time, swapping big ships for tall ships and sailing with the crew of the replica *HM Bark Endeavour* on the final leg of her 13-month circumnavigation of Australia.

The lucky group, Carnival Australia Port Operations manager Brad Coyne (pictured left climbing the rigging), yield analyst Russ Granger and cruise consultant Sunshine Sonnenfeld, stepped onto the decks of history for an epic six day adventure on the high seas, sailing from Eden to Sydney after winning the chance to do so in a company ballot.

The sailing opportunity was provided to Carnival as part of the company's sponsorship of the circumnavigation.

"Just like Cook's crew, we slept in hammocks, handled the rigging and set and furled the ship's 17 sails," said Sonnenfeld, "It was truly a once in a lifetime experience," she added.



## Brochure Spotlight

Hurtigruten's new 2013/14 Explorer brochure features cruises to Spitsbergen, Greenland, Antarctica and Europe.

Highlights of the brochure include three new European voyages, incl an itinerary which takes in Norway and Scotland before finishing in Greenwich (for the first time ever); as well as another itinerary which departs Greenwich and explores the UK before ending in Hamburg.

The brochure also features extra dates for its most popular itineraries, as well as 20% earlybird booking discounts.

See [www.discovertheworld.com.au](http://www.discovertheworld.com.au).



## Regent's renovation and B'day

**THIS** week Regent Seven Seas is celebrating its 20th birthday, having launched on 26 May 1996 as Radisson Diamond Cruises, before merging with Seven Seas Cruises in 1994, and eventually changing its name to Regent Seven Seas in 2006.

In other news, the 490-guest *Seven Seas Navigator* emerged from her two-week drydock yesterday with a seven-night voyage from Vancouver to Seward.

The makeover signaled phase four of the line's fleet wide Seven Seas Signature enhancement initiative, and included a complete redecoration of the ship's eight Grand Suites and Master Suites and the installation of Sette Mari at La Veranda, an intimate Italian restaurant offering both buffet and a la carte service, and an enlargement of Prime 7 to accommodate 60 guests.

## Stay/fly Athena packages

**AUSTRALIAN** cruisers can now take advantage of two new *Athena* fly, cruise and stay packages for her voyage from Europe to Australia this Nov.

The packages include a \$5,799pp deal which includes a flight from Perth to Rome on 11 Nov 2012, two nghts accom in Rome with brekkie, and a 34-night *Athena* cruise to Perth.

The second package is priced from \$5,499pp and includes a flight from Sydney/Melbourne/Brisbane to Rome, two nghts accom in Rome with brekkie, a 27-night cruise onboard *Athena* from Rome to Singapore, one-night's accom in Singapore with brekkie and a flight home to Syd/Mel/Bne.

See [www.classicintcruises.com](http://www.classicintcruises.com).

## Book four and get one free

**ALASKAN** Dream Cruises has commenced a 'Book four passengers, get one Free' incentive for Australian travel agents.

The deal gives agents a free cabin when four cabins are booked on selected 2012 Alaskan Dream Cruises' voyage (based on single occupancy on selected cruises).

Reservations must be received from the same travel agency office to qualify, and cruises are subject to availability.

See [www.alaskabound.com.au](http://www.alaskabound.com.au).

## DTWM's new premises

**DISCOVER** the World Marketing has moved offices, and is now located at Level 7, 89 York St Sydney, however the company's phone numbers will remain the same.



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Growth in the Australian cruise market is outpacing all international markets with brands managed by Carnival Australia representing approximately 80 per cent of the market. Carnival Australia is now recruiting for a Commercial Director for Princess Cruises to lead the continued success of the Princess Cruises brand in this region.

This recently expanded position will head up the local Princess Cruises commercial team and drive commercial strategy to optimise revenue in Australia. This role will work closely with both the Carnival Australia and US-based Princess Cruises leadership teams. The role will also lead (directly and indirectly) a team of customer service, marketing, communications and sales professionals.

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# CRUISE

WEEKLY

Thursday 31 May 2012



## Agents see Brilliant Europe

**RECENTLY** Evergreen Tours hosted 14 of its top agents onboard its new chartered boutique river cruiser *ms Brilliant*.

Hosted by Emirates for their flights, the agents boarded *Brilliant* in Nuremberg and sailed through to Budapest visiting Kelheim, Weltenburg Abbey, Regensburg, Cesky Krumlov, Passau, Linz, Melk Abbey, Durnstein, Vienna and Bratislava.

The lucky group was escorted on the European river family trip by Evergreen Tours Europe product manager, Andrew Kelleher.

The agents are pictured below onboard *Brilliant*.



## Cunard FM to celebrate Jubilee

**GIVEN** Cunard's long standing relationship with the British monarchy, it is little wonder that the cruise line is celebrating the Queen's Diamond Jubilee in a unique fashion, by launching its own radio station Cunard FM.

Broadcasting for one-day only Cunard FM (frequency: 87.7FM) will go on air from 8am until midnight on 05 June 2012 and will feature music, as well as celebrity interviews, and two special highlights, introduced by the station's DJ Keith Maynard, QM2's entertainment director.

The radio station is only one facet of Cunard's Jubilee celebrations which will take place on all three ships in its fleet as they sail in convoy into Southampton for the first time, in an event which is being touted as "the biggest Diamond Jubilee event outside London".

## Royal Caribbean Runners

**ROYAL** Caribbean is giving guests onboard *Independence of the Seas* no reason to put on pounds at sea, after the launch of its Royal Caribbean Runners from 02 June.

Accredited by the England Athletics running project Run England, the program is open to all guests and will feature scheduled runs around *Independence's* running track (which stretches around the ship) led by members of vessel's sports activity team, trained by Run England.

In addition guests will also be able to watch a motivational video by Olympic medallist Sally Gunnell, in which she dishes out fitness and running advice based on her personal experience.

## Super Silversea savings

**SILVERSEA** is offering reduced fares for *Silver Wind's* 18-day Mediterranean voyage from Istanbul to Turkey, departing 20 Jul 2012, with prices from \$7,436pp/ts incl onboard credit of US\$1,000 per suite for bookings before 30 Jun.

The cruise line is also offering fares from \$12,399pp/ts (including US\$1,500 onboard credit per suite) for *Silver Shadow's* 27-day culinary arts voyage crossing the Bering Strait, departing on 06 Sep 2012, if booked by 30 Jun.

## Themed family discounts

**SEA** Cloud Cruises is drawing family and friend group bookings onboard its range of themed European river cruises this year, with the lure of cabin discounts.

The deal works whereby for each additional cabin a passenger books onboard selected themed cruises they will receive a €500 discount (approx AU \$635) per cabin.

Themed cruises onboard *River Cloud II* include an Arts voyage departing 19 Jul along the Danube from Budapest to Passau, as well as a Music cruise departing 27 Oct from Koblenz to Amsterdam.

Fares for both themed voyages start at AU\$3,260pp including all shore excursions. See [www.seacloud.com](http://www.seacloud.com).

## Crystal's European expansion

**SEVEN** new ports of call have been added to Crystal Cruises' 2012 European summer season including Klaipeda, the third largest city in Lithuania; Heimaey an island of 4,500 inhabitants; Saint-Jean-de-Luz, south-western France; Leknes, northern Norway; Bonifacio, a medieval Corsican town; Palamos, an 800-year old Costa Brava fishing village; and Iceland's second largest city, Akureyri.

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**Confidential applications to Philippa Baker - email [philippa@alexander-associates.com.au](mailto:philippa@alexander-associates.com.au)**

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