

New wholesaler Micro-Cruising debuts

A new Australia-based small-ship wholesaler is offering exclusive cruise product and unprecedented agent benefits.

FORMER business development executive for Orion Expeditions, Nicola Caygill, has launched Micro-cruising.com.au, selling cruises on vessels of “around 100 passengers and under”, including product never before sold in the Australian travel trade.

The new company is also unique in that it will pass on 100% of direct client enquiries to registered consultants by location-matching both parties.

“It’s important that when we receive enquiries [from consumers] we will always direct them to the nearest travel agent in their area,” Caygill told *Cruise Weekly*.

“We aim to be a true, traditional wholesaler, so I want to keep both agents and suppliers happy.”

New Auckland terminal opens

A **MULTI-PURPOSE** cruise terminal and event centre has been officially opened on Auckland’s Queens Wharf following a NZ\$12.5m renovation & refurbishment project.

The facility is located adjacent to The Cloud event centre and will officially commence operations from the start of the 2013 season when Princess Cruises’ *Sea Princess* becomes the first liner to dock on 11 Oct.

“Functional cruise terminals that provide good shelter and transit areas are really important for the satisfaction ratings cruise passengers rate destinations by, so the new facility in Auckland is good for both the city and New Zealand,” Tourism NZ Australia general manager Tim Burgess said.

Today in Cruise Weekly

Today’s trade issue of *CW* features three pages of all the juiciest cruise information.

Micro-Cruising will also provide supplier quote and clients contact details at the same time, AUD pricing, and access to all sales information in the website’s back-end.

The site, which went live this week, features a search tool with a price slider, world map, and access to more than 260 itineraries in 80 destinations across the globe.

“We are bringing in some new and exciting cruises that agents may not know about, and we are the only reseller for some other really interesting product,” said Caygill.

Registered agents will also receive a deals newsletter, regular online training and invitations to exclusive famils.

To celebrate the launch, Micro-Cruising is offering a chance for registered agents to win one of seven Gold Class cinema double passes.

Register at www.micro-cruising.com.au/agent.

Adelaide gangway progress

THE new gangway at the Port Adelaide passenger terminal is expected to be ready by Nov, in time for the upcoming summer season.

The upgrade will for the first time enable larger ships to be based in South Australia, starting with two P&O ships next year, as flagged by *CW* last year (*CW* 05 Jun 2012).

Tourism Minister Leon Bignell told State Parliament the new gangway will allow ships to board and disembark passengers more quickly.

“The new gangway means the P&O *Pacific Pearl* and *Pacific Jewel* will be able to use Adelaide as their home port from 2014, offering visits to the regional ports of Robe, Port Lincoln and Kangaroo Island,” Bignell said.

Adelaide will receive 31 visits from 14 cruise ships this season, bringing an estimated 69,000 passengers and crew – four times as many visits as in 2007/08, while for the 2014/15 season, 37 visits from 15 ships are scheduled.

Holland America Line Sydney office turns 2!



HARD to believe it has already been two years since Holland America Line and Seabourn set up its Sydney office.

The team celebrated the milestone recently, cutting a specially created cake (**below left**), and looking back at the amazing achievements and goals attained in those first two years.

Holland America Line/Seabourn director of sales Tony Archbold said

the local office is now HAL’s largest and Seabourn’s second largest outside their US headquarters.

“For both, it sets the pace for the fastest growing office too. Both the Contact Centre and the Sales Team (internal and external) are regularly recognised for their expertise and high levels of service with compliments readily flowing from many sources,” Archbold said.

The Sydney-based team are **pictured** above.



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Brett Jardine - General Manager

Cruise Week Events

THE National Cruise Week (NCW) website has been enhanced for the 2014 event to include a state of the art event calendar. The NCW Event Calendar has been developed exclusively for CLIA retail members. For those that have taken the initiative and organised their NCW event already, this can now be loaded by emailing a PDF flyer with the details (including the NCW logo) to CLIA at info@cruising.org.au. An extensive consumer marketing plan has been finalised with the support of CLIA Member Cruise Lines that will include national press (print & digital), radio and social media. This will generate extensive consumer interest in NCW and drive enquiry to the NCW website where CLIA retail members will be found promoting their events all over Australia. Cruise Line Members advertising over the two-week period leading up to NCW will include the revamped NCW logo and we have negotiated extensive editorial coverage in mainstream newspapers around the country. The inaugural NCW in 2012 was a huge success. Feedback from our pro-active retail members indicated that the more prepared you were, the better the results achieved. So don't delay, get your team organised and let us know what you are planning so you are included in the dynamic (and user friendly) NCW event calendar.



Un-Cruise Adventures joins CLIA Aust

The Seattle-based boutique cruise operator is seeking to grow its Australian passenger base.

UN-CRUISE Adventures has signed up with Cruise Lines International Association Australasia in a bid to develop business in the region.

Tim Jacox, the company's executive vice-president of sales and marketing, said they were looking forward to working with CLIA Australasia.

"Travel-savvy Australians are seeking us out, and as we've grown, we have more adventure travel opportunities to offer them in Alaska and other destinations," Jacox said.

According to CLIA Australasia general manager Brett Jardine, this was the first time the association had welcomed a member which encouraged passengers to "un-cruise".

"As more and more Australians look to the seas and waterways for a hassle-free holiday, boutique cruise operators like Un-Cruise Adventures are finding their niche and becoming increasingly popular," Jardine said.

Explore 4 early booking deals

HOLLAND America Line has launched a new "Explore 4" Early Booking promotion, with four 'extras' available to guests depending on how soon they make their booking.

The offers include shipboard credit, a free dinner at one of the onboard speciality restaurants, reduced fares for third & fourth guests and a 50% reduced deposit.

The Explore 4 program is available to virtually all of HAL's global destination range departing from Dec this year and into 2014, with all four offers able to be combined if booked by 15 Oct.

"With the Explore 4 promotion, there is a real benefit to planning ahead and booking that dream cruise well in advance," HAL exec VP marketing and sales Richard Meadows said.

See www.hollandamerica.com.au for details.

Spirit of Queenstown launched

QUEENSTOWN tour operator Southern Discoveries has unveiled its brand new 26m catamaran, with the vessel now undergoing sea trials ahead of its transfer to New Zealand.

The vessel, once it arrives at its Lake Wakatipu home mid next month, will operate nature-based tours to Mt Nicholas Station.

"We're very pleased to welcome Un-Cruise Adventures onboard and broaden our membership base further."

Un-Cruise Adventures operates a variety of cruise styles from active and luxury to heritage, with destinations including Alaska, Mexico's Sea of Cortés, Hawaii, Columbia and Snake Rivers, Coastal Washington and British Columbia.

Loyal Scenic pax go Emerald

SCENIC Tours has unveiled a new elite reward tier for its Scenic Club frequent cruiser loyalty scheme, launching the Emerald level yesterday.

The fourth and highest tier of the program offers an expanded range of exclusive benefits to passengers who have travelled on 15 of the company's brochured products or clocked up a whopping 250 days on Scenic itineraries.

From their first trip, members are bestowed with Gold status, progressing to Platinum and Diamond status once each criteria level is met.

Emerald status members are eligible for all of the rewards of the levels below, with the addition of a sterling silver lapel pin, leather branded document wallet & access to a choice of pre-tour gifts including an Emerald suitcase.

While aboard a Scenic 'Space Ship', Emerald members will receive multiple invites to dine at the chef's degustation table, Table Le Rive, vouchers for the onboard wellness centre, laundry vouchers and more.

Further, hotel upgrades and special welcome home hampers will also be made available to guests enjoying the highest loyalty tier.

"After speaking with our past guests at recent loyalty events, we discovered there were many who had undertaken an extraordinary number of tours and had reached the maximum tier level," Scenic Tours general manager of sales and marketing Michelle Black said.

"We realised the growing need to reward these most experienced guests with some exclusive additional benefits".

A&K \$3000 Antarctic discount

EARLY Booking Discounts of up to \$3,000 are available on Abercrombie & Kent's 2014-15 Antarctic season for bookings made by 28 Feb for cabin categories 1-3.

Four sailings, including a themed Climate Change Mission and a Photographic Journey will be operated by the exclusively chartered *MV Le Boreal* vessel.

Phone 1300 590 317 for more information.

Azamara Club rewards loyal POSH members

MEMBERS of ecruising.travel's POSH Club loyalty scheme were recently treated to lunch, courtesy of Azamara Club Cruises.

Served while sailing under the sunny Sydney sky on a Captain Cook Cruises vessel, the lunch was hosted by Azamara senior vice-president of marketing and



sales Edie Bornstein, who was visiting the city.

The lunch was attended by approx 100 of ecruising.travel's members, who heard from Bornstein that through the cruise site, they would have exclusive access to a range of cruise/tour itineraries.

Known as "The Jewel Boxes", Bornstein highlighted the range of 77 cruise itineraries now available on the Azamara fleet of vessels.

ecruising.travel general manager Aurora Walker praised the strong links between the two organisations, saying she was pleased to be able to host the function for its loyal clients in association with Azamara.

Pictured above at the luncheon, from left is Bertha Harvey, [ecruising](http://ecruising.travel); Aurora Walker, [ecruising](http://ecruising.travel); Edie Bornstein, Azamara Club Cruises; Tony Soden, Royal Caribbean Cruises Australia and Christina Shepherdson from Azamara Club Cruises.

Norwegian avoids the storm

PASSENGERS aboard Norwegian Cruise Lines' *Pride of America* spent an extra day at sea on their Hawaiian Islands cruise in an effort to avoid Tropical Storm Flossie, which bore down on the region this week.

The vessel departed Maui one day earlier than normal, heading out to sea on a deviation from its normal course to avoid the storm.

Normal operations resumed upon the ship's arrival at the Big Island port of Hilo.

Aqua Amazon improvements

AQUA Expeditions has completed upgrade works on its 24-passenger *Aqua Amazon*, which operates on the Peruvian Amazon river. New furniture has been added to the vessel's 12 staterooms along with new marble flooring and large blackout curtains.

The ship's public areas have also received soundproof flooring, new air-conditioning units and new furniture.

Abu Dhabi to boost cruising

CONSTRUCTION of a new cruise terminal complete with a traditional Arabian heritage area, entertainment and souks are among plans for a progressive upgrade project to be built at Abu Dhabi's Zayed Cruise Port.

Abu Dhabi Ports Company says capacity at the terminal has recently opened up after freight shipping to the emirate was relocated to a dedicated terminal at Khalifa Port.

Plans are still in early stages, with further announcements to be made on specific design and inclusion details, however the first phase expected to be complete in time for the start of the 2013 season from Oct.



SAILORS on the River Liffey in Dublin bore witness recently to a new Guinness (not the famed Irish stout) World Record, where nearly 2000 dancers gathered to perform a number from Riverdance across the bridge.

A total of 1,693 dancers from 44 countries, including 16 from Australia, travelled to Dublin for the effort, put together as an initiative of Tourism Ireland's The Gathering year of promotional activities.

The record was effectively smashed, with the previous benchmark of 653 people, set in Nashville, Tennessee, pale in comparison.

The event attracted the attention of thousands of people, from those on nearby boats, to tourists, shop owners and media.

Participants were led in the routine by original Riverdance member Jean Butler, who described participating as a honour.

"Riverdance has played a big role in my life but it has also played a big part in bringing the joy of Irish dance and music to many people throughout the world," Butler said.

See the dance, see www.bit.ly/tidance.

Crystal launch new excursions

ALMOST 100 new shore excursions will make their debut over 25 Mediterranean voyages operated by Crystal Cruises between now and Dec this year, the company has advised.

New excursions have been designed for pax to book in destinations including Spain, Italy, France, the Canary Islands and more, available on cruises operated by the *Crystal Serenity* and *Crystal Symphony* vessels.

The experiences include a backstage tour at the Guggenheim Museum in Bilbao, lessons in making French bouillabaisse in Marseille and a behind-the-scenes tour at the Barcelona Football Club's Camp Nou stadium.

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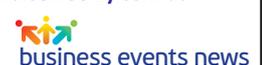
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