



## Lindblad unleashes in local market

Jeremy Lindblad has relocated from New York to Sydney to step up the promotion of the Lindblad Expeditions-National Geographic fleet.

**THE** son of company founder Sven Lindblad is on a mission to make his father's namesake brand as well known locally as the Orion business they took over six months ago.

As the new director of business development Australia, Jeremy Lindblad told **CW** that attention to this market has been "very low," with its small number of Australian passengers tending to find the cruises by word of mouth. "We haven't focused on selling in Australia over the past 35 years, but now we hope to grow our Australian passenger base significantly," he said.

"In November, we are very excited to be launching the first Australian version of our biannual Explorations brochure - 138 pages covering 40+ destinations in seven continents on 10 ships."

He admitted the Sydney office, operating under the Lindblad brand, had struggled to shift from one product to multiple products.

"It has been difficult in that it's a lot to learn, but there's the expedition spirit among the

staff here, so it hasn't been too hard."

The more aggressive campaign, emphasising the Arctic, Antarctica, Alaska and the Galapagos, will also target solo travel and multigenerational family travel.

"I think those are the markets that have been undersold here," Lindblad said.

And after eight days in the job, he has his first meeting today - with the American Express Travel call centre - and next embarks on a series of events in Sydney, Melbourne and Brisbane, as well as visiting travel agencies around the country.

"I look forward to meeting as many agents as possible in coming months and spending time with our key partners - I'm here for at least a couple of years," he said.

### Viking Star in Med for winter

**DUE** to "overwhelming demand" for its maiden season in 2015, Viking Cruises' first ocean vessel will stay in the Mediterranean to operate additional sailings in winter.

Spring and summer voyages on the yet-to-debut *Viking Star* have reportedly almost sold out, the company has reported.

Select 2016 itineraries for *Viking Star* are also now available for booking in a bid to keep up with public interest in the new line.

### cruise3sixty set for Australia

**KEEN** observers of CLIA Australasia's website would have noticed a quiet announcement of the biggest ever trade event for the local cruise industry: the inaugural cruise3sixty Australia.

Backed by CLIA and organised in conjunction with **Cruise Weekly**, the event is the first cruise3sixty to be held outside North America.

Although the juicy details remain under wraps, the conference and trade show have been confirmed for Friday 07 Feb 2014 at the Four Seasons Hotel in Sydney - the day before the annual Cruise Industry Awards.

cruise3sixty Australia is expected to draw unprecedented numbers of travel agents and cruise industry professionals, so stay tuned for updates about registration and key speakers.

An official announcement will be made by CLIA on 14 Oct.

### 2013/14 wave season is here!

**GET** ready - the first international ship of the 2013-14 summer season, Royal Caribbean's *Rhapsody of the Seas*, arrives at dawn this Sat 05 Oct, marking the start of Australasia's record-breaking cruise season.

*Rhapsody* will also be the last to leave, sailing off again on 18 Apr 2014.

### Diamond Princess roundtrips

**PRINCESS** Cruises has ramped up its summer capacity by adding three roundtrip cruises from Sydney.

The new itineraries replace two scheduled 12/13-night cruises between Sydney and Auckland, which were advised to travel agents earlier this week.

Extra sailings include the first 14-night roundtrip sailing to New Zealand on *Diamond Princess*, departing Sydney on 19 Dec 2014 for a Christmas Day and New Year celebration - priced from \$2,779 ppts.

On the same ship, the two other additions are an eight-night cruise to Tasmania, departing 02 Jan 2015, from \$1,369 ppts, and a five-night cruise to Melbourne, departing 14 Dec 2014, from \$869 ppts.

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## Holland America expands in Alaska

Holland America Line is boosting its land-based options with the purchase of Alaska's McKinley Chalets Hotel.

IT'S part of what the cruise line is describing as "a fresh approach to the Alaska experience," with the existing Holland America Alaska CruiseTour program to be rebranded as Land+Sea Journeys.

The McKinley Chalets Hotel is located in the stunning Denali National Park, with HAL saying it will develop the property further for inclusion in the Land+Sea Journeys programs that combine an Alaska cruise with an overland tour to the park.

The McKinley Chalets Resort features 345 rooms, fine and casual dining and an on-site "dinner theatre" and encompasses more than 42 acres with walking trails and its own rafting facilities.

Holland America already owns 26 acres adjacent to the chalets, including 135 more guest rooms which have been operated as part of the hotel by current owner Aramark Sports & Entertainment Services.

"Acquiring the McKinley Chalets Hotel provides Holland America Line with great potential for growth in Denali and enables us to expand the appeal of our brand as a leader in Alaska Travel," said Holland America



president and ceo, Stein Kruse.

"This purchase will help us deliver the finest destination resort and experience in Alaska at the highlight on Land+Sea Journeys - Denali National Park," he added.

HAL has also announced renovations of its existing hotels in Fairbanks, Whitehorse and Skagway, with "extensive room updates" and upgrades to soft goods and hotel decor.

The 2014 Land+Sea Journeys program will offer more time in "marquee destinations" with 12 options ranging from 10-20 days including a 3-7 day cruise component.

A major enhancement is a new one-hour flight between Fairbanks and Dawson City, Yukon, replacing up to two days of coach travel and a hotel overnight.

Revised departures for the McKinley Explorer dome rail schedule between Anchorage and Denali will maximise guest time in both locations, while luxury coaches will be introduced for travel between Denali and Fairbanks, also extending time in each location.

## Costa neoRiviera in Emirates

COSTA Cruises is set to expand its fleet with the addition of the *Costa neoRiviera*, a 624-cabin ship which was previously operated by the company's Spanish sister brand Iberocruceros as the *Grand Mistral*.

To be homeported in Dubai, from 24 November the ship will operate a new week-long itinerary called "The Emirates in style," calling at Muscat and Abu Dhabi with extra time in the ports to allow guests to enjoy a relaxing stay while exploring each destination.

Costa will also operate the *Costa Fortuna* in the region from 20 Dec-21 Mar 2014.



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## Diana premiere fit for a Princess

**PRINCESS** Cruises staff strutted the blue carpet in memory of the original *Royal Princess* godmother, Princess Diana, during the premiere of 'Diana' at Event Cinema in Sydney.

As a major sponsor of the event, the cruise line used the opportunity to celebrate the launch of its 2014 European voyages, which feature the new *Royal Princess* and upcoming sister ship *Regal Princess*.

**Pictured left to right are:** Michele Olivier, Stephanie Quig, Brett Wendorf, Katie Brown, Helen Courias, Su Cheng and Angela Makrakis from Princess Cruises; and Philippa Wright and Jan Harrington from Flight Centre.



## Aranui freights to Bora Bora

**FREIGHTER** cruise operator Aranui has announced that it will make its first ever scheduled calls to Bora Bora next year, with itineraries including a special Christmas visit.

The company operates regular 14-day "cruise adventures" to the Marquesas and Tuamotu island groups, with the expansion adding two calls at Bora Bora's famous blue lagoon during April and December 2014.

"We visited Bora Bora for the first time during *Aranui 3*'s tenth birthday celebrations earlier this year, and after seeing how much our passengers enjoyed it, we realised we needed to call more regularly," said Aranui regional representative for Australia and New Zealand, Laurent Wong.

*Aranui 3* has capacity for about 200 passengers who are accommodated in air conditioned cabins which include suites with private balconies along with deluxe and standard twin rooms.

Fares for the voyages start at \$6071 per person twin share, and cruise passengers enjoy a range of complimentary excursions - for details call 03 9449 3778.

## Singapore Cruise Centre sale

**SATS**, the publicly listed company which provides catering for Singapore Airlines and several other carriers operating in Singapore, has announced the purchase of the Singapore Cruise Centre for S\$110 million.

The operation, which includes terminals at HarbourFront Centre, Tanah Merah and Pasir Panjang, is currently owned by Singapore's state-backed investment fund Temasek.

SATS will buy the business through its SATS Airport Services and SATS-Creuers Cruise Services subsidiaries.

SATS-Creuers is jointly owned by SATS and Creuers de Port de Barcelona, and already operates the Marina Bay Cruise Centre Singapore.

SATS said it will extend its existing Cruise-Fly and Fly-Cruise services from Changi Airport to the newly acquired HarbourFront terminal which will enable easier passenger and baggage transfers.

The deal will also enable more efficient deployment of berths and resources, to further promote Singapore as a regional cruise hub and attract more operators to the city.



**CLIA**  
CRUISE LINES INTERNATIONAL ASSOCIATION  
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Cruise News  
& Views...

Peter Kollar - Training & Development Manager

## New Objections, New Solutions

Surveys conducted over the past decade have consistently pointed to five main areas of objection from clients when considering a cruise - too expensive, seasickness, too boring, too confining, only for the elderly.

Cruise lines have spent years continually developing their product; all five objections are now truly myths of a long-gone product.

Now there is a new challenge - widespread media exposure when things go wrong has shown to negatively influence people that have never cruised before, but thankfully surveys continue to show that it doesn't affect those that have already cruised.

So how do you combat this new wave objection to a first timer cruiser?

You **NEED** to know about the new Passenger Bill of Rights, a document launched this year to which all CLIA ocean cruise lines have to abide.

<http://www.cruising.org.au/downloads/Cruise-Industry-Passenger-Bill-of-Rights-International.pdf>

This document can break down objections or apprehensions towards cruising mishaps; your client is now protected better than ever before.

Print a copy for your office, or have a downloadable version on your website.

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## Melbourne Cup exclusive

P&O Cruises is offering exclusive tickets to two special Emirates Melbourne Cup events – the celebrity-packed VRC Oaks Club Luncheon and a behind-the-scenes tour of Flemington racecourse, including morning tea and a visit to the legendary Birdcage as well as the mounting yard, horse tunnel and parade ring.

Limited spots are available at both events to passengers who have booked on *Pacific Jewel* and *Pacific Pearl's* 2013 Melbourne Cup cruises next month.

Just 60 tickets are available for the Flemington tour on 04 Nov (priced at \$199 each) and only 20 for the Oaks Club lunch on 06 Nov (\$299 each).

The sold-out three-course lunch will be prepared by award winning chefs Guillaume Brahimi and Neil Perry, with tickets also including transfers to Crown Melbourne's Palladium, entertainment, a free gift for every guest and the chance to win lucky door prizes such as Emirates flights.

Agents should act quickly to secure a spot for their customers, with the tickets going on sale from 10am AEST next Tuesday 08 Oct.

Bookings can be made by calling 1300 725 417 or 0800 780 708 (NZ).

## New CDU committee


THE management committee of Cruise Down Under today announced that it has decided to bring back past chairman Chris White into the same role until the organisation's annual general meeting next year, which will take place in Perth on 05 Sep 2014.

In a statement issued today, the committee said that the Chairman's role requires a person with strong tourism marketing skills with connections in the national and international tourism environment "who can provide leadership and advocacy at a crucial time in the ongoing development of the cruise shipping market in our region."

The 2013-14 management committee includes David Brown from Cruise Hunter and Richard Schoonraad of Tourism NT as CDU's joint deputy chairmen.

Thor Elliott of Fremantle Ports is treasurer, while other members include Tyler Wood from Bob Wood Cruise Group, John McKenna of Sydney Ports Corporation, the South Australian Tourism Commission's Leah Clarke, and Tim Short from Hobart City Council.

CDU said the new Chairman would work to "establish a succession plan to guide the organisation for the long term".



## P O R T H O L E

**CUNARD** Line marked a milestone this week in the UK, with the departure of the line's long-time president and md Peter Shanks after a commercial restructure.

Shanks wrote a special farewell entry on the Cunard blog, in which he recalled some of the highlights of his time there - including having the honour to meet many famous people around the world.

Her Majesty Queen Elizabeth, the Duchess of Cornwall and President George Bush were among many dignitaries named, but his favourite was Desmond Tutu.

"He sailed with us into Cape Town and said grace at our World Cruise Dinner," Shanks said of the South African cleric.

"When asked who he would invite to his Captain's table he replied 'The Dalai Lama, Nelson Mandela, Bono - and then with a twinkle in his eye - Madonna'".




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## 20% commission on A-ROSA

**TO** launch the A-ROSA European river cruising brand into the Australasian market (**CW** Tue 01 Oct), David Morris International (DMI) is offering travel agents 20% commission on 2013 and 2014 bookings if they are confirmed prior to 31 Dec.

DMI president David Morris, who has spent 35 years working with Cunard, Crystal and most recently as exec vp sales & marketing worldwide for Silversea, said the river cruise line was positioned for the active traveller.

"Agents are supporting this new concept and we are providing the tools to make it work for them," he said.

For more information on A-ROSA call Lynne Ireland on 02 9983 1212 or email her at [lynn@inspiredluxury.com.au](mailto:lynn@inspiredluxury.com.au).

## Pullmantur MTN agreement

**ROYAL** Caribbean-owned Pullmantur Cruises has announced the renewal and extension of its long-term relationship with shipboard connectivity provider MTN Communications.

The deal includes expanded broadband satellite services and a significant upgrade to wifi infrastructure which will enable more offerings such as specialised apps, enhanced internet and social media access for the "bring your own device" audience of cruisers, as well as calling solutions.

The contract renewal includes broadband communications, crew calling and internet cafe services, and throughout the term of the agreement MTN will also continue to roll out new product offerings related to its MTN Nexus "next-generation network".

## Cruise the USA with APT

**TRAVEL** agents are being offered the chance to win one of three Mississippi river cruises in a new incentive launched by APT in conjunction with its new *USA Journeys by Land, River and Air 2014* brochure.

Every APT booking made from the date the brochure launched (27 Sep) until 30 Nov will qualify for an entry into the draw.

The prizes are one cabin on each of APT's 2014 charters of the *Queen of the Mississippi* paddle steamer which depart 19 Apr, 10 May and 07 Jun.

The seven-night trips cruise from New Orleans to Memphis, with sightseeing, meals, gratuities and airport transfers included.

Prizes are cruise only and are not transferable - for more information call 1300 278 278.

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