



Icy Carnival chair

CARNIVAL Corp chair Micky Arison has joined the so-called "ice bucket challenge," personally matching a \$100,000 Carnival Cruise Lines donation for medical research and getting a bucket of ice poured over him in the process - **CLICK HERE**.

Cruising losing under-50s

MORE

Australians are cruising more than staying in campervans, caravans, B&Bs or youth hostels, but the proportion of younger passengers on long cruises has decreased, according to Roy Morgan Research released yesterday.

The new data shows that in the 12 months to June 2014, 10,699,000 Australians aged 14+ took at least one long holiday of three nights or more, and of these, 4.5% (or 480,000 people) took a cruise — a significant increase since Jun 2011, when it was 3.2% (or 341,000 people).

However, the report suggests cruise lines are failing to attract a greater share of under-50s on cruises longer than three nights.

According to Roy Morgan, only 7% of passengers on long cruises between Jul 2013 and Jun 2014 were aged 25-34 compared to 13% in 2010/11.

In the 35-49 age group, the proportion fell from 19% to 13%.

"There's no doubt that the vast majority of Australians who take cruise holidays are from the more mature end of the spectrum, with 161,000 being aged 50-64 (33.6% of total Aussies whose last long holiday was a cruise) and 180,000 (or 37.5%) being 65+", the RM report states.

Angela Smith, group account

director – consumer products, Roy Morgan Research, said: "In recent years, cruise operators such as P&O Cruises and Royal Caribbean have been offering activities and packages aimed at more youthful travellers, but this market has yet to really 'get on board' with the idea: in fact, the proportion of under-50s taking long cruise holidays has fallen since 2011.

"On the other hand, the over-50s market is booming."

Smith also said RM's research showed that people who took a cruise holiday in the last year are "far more likely than average to enjoy holidays where everything is organised for them, but considerably less likely to enjoy doing as little as possible" when on holiday.

"Knowing and understanding the preferences and behaviours of their target market gives savvy cruise operators an edge on their competition in this niche but growing sector of the tourism industry," she said.

Two days left for Wow

ROYAL Caribbean's "Wow" sale wraps up tomorrow, with reduced deposits and bonus on-board credits available on almost all of the line's worldwide sailings - details on 1800 7754 500.

Cruise Weekly is back!

SHARP-EYED readers may have already spotted a difference in today's newsletter, with your regular cruise industry update to now once again be known as **Cruise Weekly**.

We're responding to feedback from our legions of readers across the industry, who told us that they would prefer **CW** to be its own brand rather than sitting under the **Travel Daily** umbrella.

Henceforth **Cruise Weekly** Agent Update will continue to be published in PDF format for the travel industry every Tuesday and Thursday, available as a free subscription via the sign-up form at www.cruiseweekly.com.au.

We will shortly be releasing a new **Cruise Weekly** smartphone/tablet App, while a consumer-focused **CW** HTML newsletter will also be distributed to cruise passengers every Wednesday.

Let us know what you think - info@cruiseweekly.com.au.

Rama nominations

THE organisers of the upcoming Cruise Shipping Asia Pacific show are accepting nominations for the second annual "Rama Rebbapragada Award for Outstanding Contribution to the Cruise Industry in Asia."

The award will honour someone who has served to significantly raise the profile, visibility and credibility of the cruise industry in Asia, with nominations to be submitted by 15 Oct 2014 to christopher.dauer@ubm.com.

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CRUISE

WEEKLY



Tuesday 19 August 2014

Luxury rising on rivers

AUSTRALIANS are emerging as the biggest spenders in river cruising, according to several major brands operating here.

John Molinaro, general manager Australia, Uniworld Boutique River Cruises, said Australians “don’t want run of the mill” holidays.

“They are not afraid to pay for luxury,” he told *Cruise Weekly*.

On some Uniworld departures, Australians make up more than 50% of passengers, with many booking the highest category cabins and suites.

Molinaro said 2014 has been “a screaming year”, especially in France, where the introduction of a Bordeaux itinerary saw Uniworld become “the only true luxury river cruise operator in the region.”

The 22-day ‘Ultimate France’ itinerary, combining Paris, Normandy, Bordeaux, Burgundy and Provence, sailing on three vessels, is also selling “extremely well.”

“Clients are happy with the good value, agents are happy with the good commission,” he said.

Christian Schweitzer, marketing manager Australasia, Avalon Waterways, agreed it was “very clear that Australians are happy

to pay more” to enjoy a higher standard of accommodation.

“Avalon’s top cabins sell faster than other cabin categories – people want larger staterooms and the best position on the ship, and they don’t mind if it costs them a little more,” he said.

Since Avalon introduced its Suite Ships in 2011, with two decks of suites and “a handful” of deluxe staterooms, Schweitzer said suites were always the first to sell out.



“Now that Avalon has eight Suite Ships in its fleet, we can see clearly that the premium ships are the

most popular, sell faster and have the higher load factors, even though the regular Scenery Class ships are slightly cheaper.

“We’ve noticed similar trends among passengers from other countries, but it’s much more pronounced among Australians.”

Australians are also increasingly keen to book additional extras, such as pre-paid optional tours, Schweitzer observed.

“When given the option to choose between standard inclusions and extras, they are increasingly taking the option to add additional tours and experiences or pre- and post-cruise accommodation.”

Carnival to Tassie

CARNIVAL Cruise Lines has scheduled three visits to Tasmania for 2015, including two *Carnival Spirit* seven night trips with fares starting at \$949ppts.

The voyages depart from Sydney on 01 Feb and 13 Feb 2015, and include a full day and evening in Hobart as well as taking cruisers to Port Arthur.

There’s also a four night roundtrip cruise from Sydney to Hobart on *Carnival Legend* departing 16 Apr 2015, priced from \$799ppts.

New Scenic on track

SCENIC Tours has confirmed that the build of its new *Scenic Jasper* and *Scenic Opal* is fully under way, with the ships set to launch in Apr 2015 bringing its European fleet to 12 vessels.

Both of the next-generation ‘Space-Ships’ will feature the huge 44m² Royal Panorama Suites and a new “vitality pool”.

Solomon cruise push

CRUISING holds great potential for the Solomon Islands tourism industry,



with the country’s 2014 National Tourism Forum including a detailed presentation on plans to modernise the wharf in Honiara.

Solomon Islands Port Authority interim ceo Jane Waetara said she was keen to impress delegates attending the 29 Aug event “with the benefits the international cruise market can have for the Solomon Islands.”

The proposed works will aim to attract large passenger shipping lines to include the Solomons as part of their South Pacific cruise programs.

Solomon Islands Visitors Bureau ceo Jo Tuamoto said the plan to develop the Honiara wharf was extremely timely.

“We know that there are close on 800,000 Australians and New Zealanders enjoying cruises predominantly in South Pacific waters every year.

“If we were to attract just a small percentage of this key visitor arrival source, the benefits for our tourism industry would be exponential,” Tuamoto said.

Cruise Calendar

The *Cruise Weekly* cruise calendar details upcoming port calls of cruise ships at various destinations around Australia.

SYDNEY	
<i>Carnival Spirit</i>	20 Aug
BRISBANE	
<i>Pacific Jewel</i>	21 Aug
<i>Pacific Dawn</i>	23 Aug
CAIRNS	
<i>Paul Gauguin</i>	21 Aug
DARWIN	
<i>Oceanic Discoverer</i>	21 Aug

Orion to be upgraded

LINDBLAD Expeditions has announced that the *National Geographic Orion* will undergo renovation during a dry dock next month, with new carpets and audio visual equipment.

The Observation Lounge will get a new layout featuring an intimate library, chart table and a beverage station, while the Lounge will have more seating and a “circle of truth” serving as the focal area for presentations.

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CRUISE

WEEKLY



Tuesday 19 August 2014

Quantum floats out



ROYAL Caribbean's much-anticipated *Quantum of the Seas* took to the water this week, with the ship "docking out" of the construction hall at the Meyer Werft shipyard in Papenburg, Germany.

Work continues apace, with the space vacated by *Quantum* now allowing for sister ship *Anthem of the Seas*' massive blocks to be joined.

The new generation vessels will continue Royal Caribbean's pioneering spirit, offering yet another set of "first-at-sea"

onboard experiences including the North Star aerial capsule, the iFLY skydiving experience and the SeaPlex indoor sports and entertainment complex complete with bumper cars.

The ships span 18 decks and can carry 4,180 guests at double occupancy.

Quantum of the Seas will debut later this year in New York before moving to homeport in Shanghai, while *Anthem of the Seas* will undertake her inaugural season out of Southampton in the UK in Apr 2015.

CMV loyalty program

CRUISE and Maritime Voyages has launched a new "Columbus Club" loyalty scheme.

Any previous passengers automatically qualify for Silver membership of the Columbus Club which includes significant discounts on the 2014-15 season.

There are also Gold, Platinum and Diamond membership levels, all entitling cruisers to various additional bonuses such as discounts on laundry services, shore excursions, drinks and on-board internet packages.

Members are also able to book their next holiday aboard *Astor* with their regular travel agent and still enjoy the savings and extras they're eligible for through their Columbus Club membership.

Bentours Antarctica

BENTOURS has just released its 2015/16 Antarctica brochure, with discounts of \$1000 on the new Classic Antarctica Air & Cruise 8-day adventure, which sails aboard the *MV Ocean Nova* from King George Island.

There's also a 15% discount on select departures from South America to Antarctica, with the brochure featuring "augmented reality" technology to give clients an insight into the destination.

All tours include all on-board meals and beverages, transfers, a gym and medical centre as well as internet access - for more information call 1800 221 712.



SOME islands in the South China Sea are a no-go zone for cruise ships because of territorial disputes - but the Philippines military has a plan to change all that.

The new head of the Armed Forces of the Philippines, General Gregorio Pio Catapang, laid out his goal for a new cruise service last week while visiting the Western Command in Palawan, which is responsible for the region.

Currently the Philippines occupies the Spratly Islands of Patag, Lawak and Pagasa as well as the Second Thomas Shoal - but they are variously contested in whole or part by China, Taiwan and Vietnam.

The General was asked how he planned to handle a military build-up by China in the region.

He said that tourism could be the answer, postulating a partnership between the navy and a cruise operator.

"Hopefully, we will be able to put up a cruise ship going around six islands," he said, saying this could be a "win-win" for all of the countries.

Catapang dismissed several suggestions this could be dangerous, despite Chinese patrols in the region which regularly harass Filipino fisherman.

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Cruise Weekly is Australia's leading travel industry cruise publication, created as a sister newsletter to *Travel Daily*.

An industry-focused PDF edition of *Cruise Weekly* is published every Tue and Thu, and there's also a consumer-facing email newsletter published each Wed - sign up free at www.cruiseweekly.com.au.

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