

CRUISE

WEEKLY



Thursday 21 August 2014

Today's issue of CW

Cruise Weekly today features three pages of all the latest cruise information.

Antarctica goes pink

POLAR expedition firm Chimu Adventures will operate a special fundraising Antarctic expedition next year designed to benefit the McGrath Foundation.

The 12-day voyage has been given the creative marketing title of "Pinkartctica" and will allow travellers to explore the peninsula while supporting the charity.

McGrath Foundation director Tracy Bevan and legendary Aussie artist Ken Done will participate in the trip, to depart 18 Nov 2015.

Bevan praised the initiative, saying events like Pinkartctica will help the firm make a difference in its crusade to fund breast care nurses across Australia.

The expedition will be operated by *Sea Adventurer*, which offers outside views from all cabins as well as ensuite facilities.

An info session for places on the sailing is being held at the Ken Done Gallery on 23 Oct - [CLICK HERE](#) for details and to book.

CLIA slams Roy Morgan

CLIA Australasia has vehemently rejected the alarming claims made by Roy Morgan Research about Australian cruise demographics (**CW** 19 Aug), alleging the company has used inferior methods to reach inaccurate conclusions.

"If Roy Morgan Research had done its own research before issuing its report on cruise holidays, it would have discovered that the cruise industry already compiles its own comprehensive statistics on passenger numbers and trends - CLIA Australasia's annual Australian Cruise Industry Source Market Report," Brett Jardine, gm, CLIA Australasia, told **CW**.

"CLIA's figures are taken direct from cruise lines and provide detailed and accurate information on how many Australians are cruising, where they are travelling, how long they cruise for and how old they are; in comparison, Roy Morgan Research appears to have based its findings on a survey of around 10,000 Australians, extrapolating the results to make a series of

inaccurate claims."

Among the disputed data was Roy Morgan Research's statistic that 480,000 Australians took a cruise of three nights or more in 2013-14 - dramatically less than CLIA's figures showing around 758,000 Australians took a cruise of five days or longer.

Jardine also set the record straight about the appeal of cruising to the under-50s market.

"Passenger demographics remained stable in 2012 and 2013, with close to 47% of passengers aged under 50 years across both years," he said.

"Indeed, with total passenger numbers surging 20% in both 2012 and 2013, it's hard to fathom Roy Morgan Research's claim that the proportion of cruise passengers aged under 50 years fell by 12% between 2010-11 to 2013-14."

Roy Morgan's other questionable finding was that the South Pacific attracted 19.1% of cruisers, with Jardine maintaining the correct figure for 2013 is 33%.

The Roy Morgan Research surveyed adults aged over 14 about cruises longer than three nights taken in the 12-month period Jun 2013-Jul 2014.

"Possibly the only positive we can take out of the Roy Morgan Research activity is that the company has identified cruising as a boom sector attracting sufficient public and media attention to warrant compiling this report," Jardine added.

Roy Morgan Research did not respond to a request for further information - [CLICK HERE](#) to read CLIA's report in full.

Tech announcement

ROYAL Caribbean International is readying for a major technology announcement concerning its new *Quantum of the Seas* vessel.

Company chairman Richard Fain will unveil details from the shipyard in Papenburg, Germany via an online telecast at midnight AEST on Mon 25 Aug - don't miss **Cruise Weekly** on Tue for full coverage of the exciting details.

Webjet into cruising

STRONG booking levels are already being reported by Webjet Cruise - a new division launched this month by the OTA juggernaut, according to the firm's full-year financial stats released yesterday.

Content for the white-label cruise division is being powered by Cruise Republic, who were selected as the best online seller to power Webjet Cruise's needs.

According to the Webjet Cruise website, currently in soft launch mode ahead of a more public roll-out in coming weeks, the new platform offers 4,000 cruise itineraries from over 20 lines.

Major brands from the Carnival and Royal Caribbean stables are available on the site along with MSC Cruises, Crystal Cruises and Scenic Tours for river cruising.

Luxury lines Silversea Cruises and Regent Seven Seas Cruises are also on sale, with Webjet head of hotels Lynne Oldfield telling **CW** further expansion will come as Cruise Republic expands its own range.

"It's an entirely new product for us so we will be testing out in the market to see what the response is and hopefully expanding from our very low base," Oldfield said.

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Panama Canal turns 100

ON 15 August, the Panama Canal celebrated its 100th birthday – an achievement that demonstrates the waterway's significant impact on world trade and its continuing appeal to cruise passengers as one of the great engineering marvels of the modern era.

The French started construction of the canal in 1882 but it wasn't finished until 1914 by the USA after the French effort was plagued by disease and financial difficulty.

The USA handed over control of the canal to the government of Panama on the 31st December 1999 for the princely sum of \$0 (after Panama signed a treaty that guaranteed neutrality of the canal).

The canal was built to enable ship movements between the Atlantic and the Pacific Ocean (technically the Atlantic side is the Caribbean Sea). Made up of a series of locks, the 80km trip takes 8 to 9 hours.

Ships move through the canal under their own power but are guided through the locks by locomotives attached by steel cables, and over the years ships have been purpose built to navigate the Panama Canal and are known as Panamax size (meaning the maximum size a ship can be to traverse the canal).

A US\$5 billion project to expand the Panama Canal is now 90% complete and once open will create a new lane of traffic along the Canal via a new set of locks, doubling capacity and allowing more ship traffic.

Here's some trivia for you - if you think tolls in the city where you live are a burden - cruise lines pay in the vicinity of US\$250,000 for a canal crossing!



Cruise success for Creative

THE incorporation of the Creative Cruising portfolio into Creative Holidays (TD 04 Apr) is already showing a strong response from the industry, with bookings having more than doubled over the last few months.

The Travel Corporation acquired Creative Cruising as part of its purchase of the NRMA Travel portfolio late last year, alongside Coral Seas and Adventure World.

Creative managing director James Gaskell told *Cruise Weekly* the initial success is just the start, with the wholesaler looking to significantly diversify the group's cruise offering.

"We want to take the Creative heritage of product and service into the cruising sphere," he said, with significant development of

Baltimore expansion

CARNIVAL Cruise Lines will increase the length of cruises available from its Baltimore hub, with 10-14 night cruise options to be made available from Oct 2015.

Operated by *Carnival Pride*, the longer voyages will include one-way and return trips to San Juan.

New UAE entry visas

CRUISE passengers will be able to benefit from a new multi-entry tourism permit introduced earlier this month by UAE authorities.

The new visa is designed for pax on cruise ships likely to stop at more than one UAE port such as both Abu Dhabi and Dubai.

Travellers stopping over in Dubai or Abu Dhabi in both directions on a holiday to the region will also be able to use the visa, which is priced from AED200 (AUD\$59).

Dubai Tourism executive director of business tourism Hamad Mohammed bin Mejren said the new visa will "have an encouraging impact on the attractiveness of Dubai as a destination for overseas visitors".

the portfolio underway.

Gaskell flagged a more diverse air portfolio and a wider range of packages to be developed.

"We want to deliver the complete solution," Gaskell said, with agents "looking for bundled products."

Creative is geared up for growth in its cruise business, with the company having recently expanded its call centre capacity and appointed Beth Parkin as Head of Service Delivery.

"We're striving for excellence in servicing our industry partners," Gaskell said.

New ship for Beyond

EASTERN European specialist wholesaler Beyond Travel has started selling 2015 itineraries to be operated by a brand new river ship in the Amadeus Cruises fleet.

Titled the *MS Amadeus Silver II*, the new vessel follows sister-ship *MS Amadeus Silver I*, which came into the fleet last year.

The new vessel offers 72 deluxe cabins and 12 Amadeus suites, most with windows that run the entire length of the cabin.

MS Amadeus Silver II will be deployed on the line's popular 15-day Amsterdam to Budapest route, with the itinerary, all meals and sightseeing excursions priced from \$5,440pp twin share.

Boatbay APAC launch

GLOBAL boat-share operation Boatbay has this week launched its venture in the Asia-Pacific and Middle-East markets.

The community driven website - www.boatbay.com.au - aims to connect boat owners with casual renters who can provide revenue for a watercraft of any size which is otherwise unused.

Boat charter companies can also list their craft for hire on the site along with a description, photos, contact information and pricing.

Record Expo crowds

THREE-TIME CLIA Cruise Agency of the Year Bicton Travel has reported record crowds in attendance at its annual Cruise Expo, which took place last Sun.

The event saw more than 27 informative cruise seminars held, with reps from 40 different cruise lines in attendance.

"With standing room only at almost all of the cruise seminars and queues to make enquiries and bookings by 10:10am (just minutes after opening) shows that West Australians are hungry for their next adventure at sea," Bicton sales and marketing manager Barry Downs said.

The agency said enquiries for local cruises were strong but "almost two out of three of all enquiries were for a Med, Baltic, Greek Isles or river cruise in 2015.

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Speakers on Queens

CUNARD has released its latest list of high-profile upcoming guest speakers who will deliver lectures aboard its three Queens in coming months.

Headlining the list of speakers will be former apartheid-era South African president Frederik Willem de Klerk, who will join part of the World Voyage aboard *Queen Mary 2* from 15-17 Apr.

Sailing on *Queen Victoria* on a 14-night Canary Islands cruise will be 'The Voice' of Formula One, commentator Murray Walker.

Other speakers will include BBC journalist Kate Adie, royal expert Caroline Aston and many more.

Last seats for Aloha

PLACES on the forthcoming Experience Aloha trade famil are still available, with entries being accepted until 31 Aug.

The annual educational is run by Hawaii Tourism Oceania with air support from Hawaiian Airlines.

Successful agents chosen for the famil will this year hop onboard Norwegian Cruise Line's *Pride of America* for a seven-day journey around the Hawaiian Islands.

A two-night post-cruise famil in Oahu will conclude the journey.

To immediately qualify for the trip, make six cruise bookings on *Pride of America* and ticket 12 HA flight bookings before 31 Aug.

Remaining seats not won at the end of the incentive period will be offered to agents who get the closest to the qualification criteria.

For more details, [CLICK HERE](#).

Sea Cloud to sail Cuba

LUXURY windjammer *Sea Cloud* will operate a one-time only voyage from the Cuban capital of Havana, departing 27 Jan 2015.

A 10-day round-trip cruise will circle the island and will call in at ports including Isla de La Juventud, Maria la Gordo, Trinidad & more.

All-inclusive by Aurora

AURORA Expeditions has rolled out a new range of all-inclusive expedition products, with prices factoring in all flights, accom and the Antarctic expedition.

All-inclusive package prices start from \$14,595ppts also factoring in airport transfers, pre and post-voyage nights in Buenos Aires and Ushuaia, a three-night add-on stay and half-day city tour in the Argentine capital city.

Vanuatu gets a Packer Whacker



P&O Cruises continues to boost the economy of Vanuatu in more ways than just delivering wave after wave of tourists to its shores.

On a recent visit, *Pacific Dawn* generously gifted a defibrillator to the 24-hour emergency care team on Efate, Vanuatu.

The defibrillator was surplus to the needs of *Pacific Dawn* but still a very effective and necessary piece of life-saving technology which the line believed could be put to excellent use in Vanuatu.

ProMedical representatives graciously accepted the generous gift, with operations manager and intensive care paramedic Michael Benjamin saying the item will continue to save lives in its hands.

"As a not-for-profit charity, running an international standard ambulance service in a third world developing country, we have difficulties maintain[ing] equipment standards due to limited financial constraints."

"So, this sort of donation is very

gratefully received and will be put to great use," Benjamin added.

Benjamin is pictured above with colleagues and *Pacific Dawn* senior nurse Liz Preston (right).

Galapagos guide

LINDBLAD Expeditions has rolled out a brochure to mark the 50th anniversary of the Charles Darwin Research Station.

The program features two incentives for bookings made on board *National Geographic Endeavour* between Sep and Dec.

Bookings made by 30 Sep will receive an air credit of \$500pp plus complimentary charter flights between Guayaquil and Galapagos, with the offer also extended to select 2015 cruises.

The other incentive will see guests given a credit of \$500 for a future cruise when they donate \$500 to the LEX-NG Fund while cruising this year - for more info and to view the brox, [CLICK HERE](#).



LET'S face it, as a population we are getting fatter, and steps are being taken by some companies to accommodate it rather than fight it.

Southsea Deckchairs, a British manufacturer is catering to the ever-expanding waistline of its customers by adding an inch in width to the standard design.

Apparently this isn't enough, as the company's 'Wideboy' chair which is actually aimed at couples is being purchased in growing numbers by singles.

Perhaps perpetuating the nation's expanding girth a little, the adjusted deckchair follows the recent release of the first ever four-wheeled driveable deckchair, which comes with a sound system, fridge, slushy drinks machine and umbrella.

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