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CRUISE

WEEKLY



Thursday 11 Dec 2014

One million next year

CARNIVAL Australia ceo Ann Sherry has brought forward her target of one million Australian cruise passengers per year, saying the mark will be reached in 2015.

Speaking last night at a Carnival event in Sydney, Sherry said that forward cruise bookings were such that the milestone will come five years ahead of schedule.

"We will get our million next year and we'll know that reasonably early in the year because we're quite well sold.

"We know how much capacity we have in the Australian market so next year will be our champagne-popping million-passenger year which I've been talking about for quite a while.

"So that will be incredibly exciting," Sherry added.

Highlights on the calendar will include a new Princess Cruises ship - *Golden Princess* - arriving in Melbourne for a 2015/16 season operating from the Vic capital.

Sherry added that next year would also be a huge year for the team at P&O Cruises, who are incredibly excited to welcome its two newest fleet additions.

Pacific Aria and *Pacific Eden* will be introduced to Australia with a gargantuan five-ship extravaganza in Sydney Harbour.

The event will be so significant that Sherry said it has been officially designated as an official Sydney event, affording greater police presence & management traffic diversions and a range of other city assistance.

Cruising's top advertisers

SCENIC Tours and APT have been confirmed as the biggest spenders on advertising in the Australian cruise market, with the ongoing river cruise boom driving huge investment in consumer-facing media by both privately owned companies.

According to a report obtained by **Cruise Weekly** compiled from advertising bookings on TV, radio, magazines and online, over the 12 months to 01 Nov, APT spent almost \$35 million, ahead of Scenic at about \$27 million.

The figures in the report are based on "rack rate," with some media offering significant discounts meaning the actual spend will have been lower.

The two river cruise giants were significantly ahead of other cruise sector advertisers, with Carnival Australia coming in at \$15.7 million, which in turn spent around twice as much as its main rival Royal Caribbean at \$7.5m.

The Cruiseco consortium was a major spender, with an estimated \$5.3m in advertising at rack rates, while Royal Caribbean-owned

Cruise1st was also significant with a \$3 million spend.

The Globus Family of Brands spent \$2.8m, of which a significant component would have been spent on Avalon Waterways, while European giant Viking River Cruises tallied up a \$2.1m spend.

Other big spenders included Cruise Traveller with an estimated \$1.9 million, Wiltrans at \$1.4m and Ecruising at \$1.3m.

Cruise & Maritime Voyages spent just over \$900,000, while CruiseGuru invested \$854,000 and Uniworld Boutique River Cruises spent \$800,000, according to the report.

Travel Daily will tomorrow reveal the advertising spending figures from the report for major industry advertisers including Flight Centre, Helloworld and various airlines.

Aranui earlybirds

SAVINGS of up to \$1600 per cabin are on offer for 2016 sailings of the new *Aranui 5* cruise freighter, which will debut in the South Pacific late next year.

Replacing *Aranui 3*, the new ship has capacity for 256 pax including single suites as well as new deluxe cabins with balconies.

Today's issue of CW

Cruise Weekly today features three pages of all the latest cruise industry news & photos plus a front full page from JITO.

New Un-Cruise waters

COSTA Rica, Panama and the Galapagos Islands have joined the Un-Cruise Adventures network, with new week-long itineraries in its newest brochure, out now.

Departures will begin Oct 2016 aboard the 64-pax *Safari Voyager*.

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CRUISE WEEKLY

Qatar joins cruise alliance

THE Qatar Tourism Authority (QTA) has announced that it will become part of Cruise Arabia, joining Oman, Abu Dhabi and Dubai in the organisation formed last year to promote the growth of cruise tourism in the Gulf.

Speaking at a cruise conference in Oman this week, QTA chairman His Excellency Issa bin Mohammed al Mohammadi outlined Qatar's focus on the cruise market.

"The presence of a home port for cruise lines would enhance not only Qatar but the Gulf's position as a tourist destination and promote economic diversity."

Cruise Arabia works to promote the Arabian Gulf as a whole to the global cruise industry, with just 1% of operations currently taking place in the region.

The organisation is currently undertaking a series of overseas missions to promote cruising, with aspirations to attract cruise visitors from traditional markets in Europe and North America as well as China and India.

The Seatrade Cruise Forum also heard from authorities in Oman which has outlined a series of "ambitious development plans to make Omani ports more tourist-friendly".

Initiatives include the relocation of container and general cargo

operations from Port Sultan Qaboos in Muscat, which is now dedicated to leisure and cruise activities.

Oman's Undersecretary for Ports and Maritime Affairs His Excellency Said bin Hamdoon Al Harthy said berthing for cruise and leisure vessels is also part of a 20 year vision for the port at Salalah, with a tender for a new breakwater to be issued soon.

MEANWHILE, Oman's focus on cruising has been reflected in its local operations, with a new sponsorship by the Sultanate of Oman Tourism for the Cruising Yacht Club of Australia's Youth Sailing Academy.

Oman Sail also has two crews competing in this week's Extreme Sailing series on Sydney Harbour.

Norwegian open 16/17

BOOKINGS are now open for groups on worldwide sailings on Norwegian Cruise Line for the 2016/17 northern winter season.

Members of the line's Latitudes Rewards program can book from 16 Dec, and all pax from 18 Dec.

A slight shuffling in the line's deployment has taken place, with *Norwegian Gem* repositioned to a new seasonal base cruising from San Juan, Puerto Rico.

Western Caribbean itineraries on all ships operating in the region have been modified to now include a visit to Harvest Caye, the line's new island in Belize.

The line's new season will see three ships based in Alaska, four in Europe, two in Bermuda and sailings to South America, Bahamas and Florida, while *Pride of America* will remain in Hawaii.

Agents join world's largest ship



FLIGHT Centre tested out the sea legs of some of its top-selling cruise consultants recently during a fam on *Allure of the Seas*.

The adventure on the Royal Caribbean International mega-liner had the group spellbound at the sheer scale of the floating city and its plethora of activities.

Six days were then spent onboard as the group toured part of the Caribbean, visiting exciting islands and townships, while soaking up the features onboard.

Pictured above outside the Pinnacle Club onboard from

left in the back row is Cameron Mannix, Royal Caribbean; Ben Flick, Infinity Cruise; Mark Williams, Infinity Cruise; Lisa Campany, Escape Travel Hurstville; Karen Hunter, Infinity Cruise; Alan Billing, Infinity Cruise and Nigel Letford, Infinity Cruise.

Front row: Debbie Grima, Cruiseabout Cleveland; Tanya Horrocks, Cruiseabout Mt Eliza; Ben Giovenco, Royal Caribbean; Alyssa Inocencio, Flight Centre Casula; Lucy Cameron, Cruiseabout Caloundra & Tina La, Flight Centre Westfield Sydney.

Panama to Costa Rica

LINDBLAD Expeditions has released a new itinerary taking guests for the first time from the Central American nation of Panama into the Caribbean.

The 15-day adventure includes eight days onboard the *National Geographic Sea Lion* as it travels from Colón to Herradura, including a slow transverse of the Panama Canal, showing guests the wildlife along its banks.

Land touring to San Jose makes up the remainder of the journey.

Departures will commence from 05 Dec through 12 Mar, with cabins priced from \$11,090ppts.



CRUISE NEWS & VIEWS

with Brett Jardine
GM, CLIA Australasia

CLIA Events

CRUISE360 Australasia - tickets are selling fast so don't miss out on the Australasian Cruise Industry's only trade-focused conference.

The official program will be available early next week with some thought provoking content and a stellar line-up of senior cruise industry executives sure to inspire attendees.

Last chance for suppliers looking to secure booth space with just a few remaining before the event is declared a sell-out! For more details [CLICK HERE](#).

Cruise360 USA - we have just released details of a group package available for CLIA Members to attend the 10th Cruise360 USA in April 2015. This conference is hosted by CLIA USA and is an opportunity to observe the trends of the world's largest cruise market in North America.

You will hear from some of the cruise industry's most influential senior executives, experience some of the amazing cruise product that does not visit Australian shores and network with US based agents operating in a market that is many years ahead of ours.

The CLIA Australasia delegation is always well received by the Americans - [CLICK HERE](#) for all event details and registration.

Cruise Industry Awards - the 14th running of this spectacular event promises to be the best yet with some amazing entertainment, a brilliant MC and the opportunity to share in the recognition of outstanding achievers from 2014. Tickets are in demand with numbers exceeding last year's event - [CLICK HERE](#) to order.

CLIA TRAINING - NOW ONLINE!
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Carnival levels praise at industry



CARNIVAL Australia last night offered its heartfelt gratitude to the entire industry for another great year of sales and service. While the skies above were grey, the sun was firmly shining on the cruise industry and will continue to do so in 2015, Carnival Australia boss Ann Sherry said. "It's been a very big year." The year has seen a plethora of orders placed for new ships across the global fleet and the arrival of new ships in Australian waters such as *Carnival Legend*. Passenger records continue to be smashed, with over 833,000 Australians revealed to have taken a cruise last year and over a million tipped for 2015 (see p1). Praise was also levelled on the

multitude of cruise writers and bloggers who portrayed cruising in such a positive light. "The storytelling brings cruising to life because it is the quintessential word-of-mouth business...and there are so many amazing stories yet to be told in cruising as well," Sherry added. **Pictured** above from left is Stuart Allison, Princess Cruises; Tammy Marshall, P&O Cruises; Ann Sherry, Carnival Australia; Brendan Wall, Holland America Line/Seabourn and Jayne Andrews, Carnival Cruise Lines.

Divina sailing themes

A SERIES of themed cruises will set sail from Miami, Florida on MSC Cruises' *MSC Divina* early next year, the line has confirmed. Themes will include a post-New Year's Eve repeat voyage on 11 Jan, a Valentine's Day/Mardi Gras sailing on 14 Feb, 60's music cruise & Baseball Legend's cruise.

CLIA moving its HQ

GLOBAL cruising governing body Cruise Lines International Association (CLIA) will consolidate its entire US operation under one roof, moving to Washington DC. Offices in Arlington, Virginia and Fort Lauderdale, Florida will be brought together in the capital, in a move CLIA says is aimed at better serving its members. The move from Arlington will take place in mid Jan, with Fort Lauderdale to pack up and head north during the northern spring.

Uniworld Asia '16 out

UNIWORLD Boutique River Cruises has opened reservations for its 2016 Asia programs, including the debut of its newest destination, India, in Jan 2016. Passengers will enjoy the new luxury all-suite *Ganges Voyager II*, with the program also including stays at Oberoi Hotels & Resorts properties in cities such as New Delhi, Agra and Jaipur. The 2016 Uniworld Asia program also features cruises in China, Vietnam and Cambodia. Couples booking and paying in full at the time of reservation by 31 Jul 2015 can save up to \$1450 - www.uniworldcruises.com.au.

Silversea showcases the world

SILVERSEA Cruises has released two new brochures highlighting its collection of over 300 voyages across the globe, with the program covering cruise departures through until the first quarter of 2016. The new 180-page Silversea Cruises brochure (**above**) covers the ocean-going journeys of the line's "classic" ships incl *Silver Cloud*, *Silver Wind*, *Silver Shadow*, *Silver Whisper* and *Silver Spirit*. The guide is complemented by a separate 140-page Silversea Expeditions guide which incorporates explorations of the world's most remote regions on *Silver Explorer*, *Silver Galapagos* and *Silver Discoverer* - phone 1300 306 872.



CHINA'S economy may benefit as much from the ingenuity of its citizens as other avenues after a farmer in a home-made submarine came to the surface. Built in just nine months, the creation of Chinese chicken breeder Tan Yong (**pictured** below) is able to dive to a depth of eight metres, with allowance for 45 minutes underwater. Yong's two-tonne craft was built using plastic pipes, amid a sea of disorganised fuseboxes, air pressure dials & gas canisters, powered by five car batteries.



Hop the Greek Islands

EUROPEAN rail specialist Eurail has introduced a new "Attica Pass" which expands the product offering to include ferries across Greece and the Mediterranean. Six ferry crossings are included on the pass, including two for travel between Greece and Italy and four within the Greek Islands, covering all Attica brand ferries including Superfast, Blue Star and Anek Lines trips. The new passes will be available from 01 Jan 2015 and must be validated within six months of the purchase date. International Rail director Jonathan Hume said he believed the new pass would be very popular with travel agents as an add-on item for their clients on extensive European itineraries.

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