



Industry looks its best

TD Cruise Update today features two wrap-up video presentations on the industry events of last week - Cruise3sixty ([CLICK HERE](#)) and the CLIA 2013 Cruise Industry Awards ([CLICK HERE](#)).

For those unable to attend on the day, links are now available to view the presentations and panel discussions that took place on the day, featuring some of the biggest names in world cruising.

[CLICK HERE](#) for the selection of presentations from Cruise3sixty.

In addition, see **page five** for a special page of photos from last Sat night's Awards celebrations.

Newcastle pitch lines

A **PROSPECTUS** from the Port of Newcastle has been issued to cruise line bosses, encouraging them to consider a port visit to the NSW port in future itineraries.

Entitled "Share the Secret", the guide details the commercial advantages of visiting Newcastle, its proximity to the city centre and capacity for larger vessels.

The region's potential for shore excursions was also detailed, such as nearby Hunter Valley wineries, Stockton sand dune system and the picturesque Port Stephens.

"Cruise Hunter would like it to be equally well known in the cruise industry as a competitively priced playground for passengers," Cruise Hunter coordinator David Brown said.

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Online purchase needs push

CONSUMER digital behaviour was a hot issue at the inaugural Cruise3sixty conference last week, where a key speaker from Google revealed that a significant proportion of people drop offline after researching cruises online.

Ross McDonald, industry head for travel and tourism for Google Australia, said 41% of the "cruise audience" conducted research only, 45% obtained a quote for a cruise but made no purchase, and 14% made a purchase.

He compared these figures to the general travel audience, where 44% stayed online to purchase a holiday.

"Cruise" was the fastest growing travel category on Google Search in Australia last year - up 23% on 2012 - with the greatest peak in the second week of Sep when *Costa Concordia* was righted.

"When news happens, it creates consumer interest, so you should think of ways to capitalise on a big news story," McDonald said.

According to his analysis, 46% of consumers "started their digital journey" on a smartphone, 43% of these people then continued on a PC or laptop and 3% on a tablet device.

About half searched for a specific brand (Princess, P&O and Carnival were top), followed by destinations (Australian, Europe and Caribbean featured prominently) and ship names.

"There was also a real flick into searches for cheap cruises,"

NCL Getaway debuts

CHRISTENED by cheerleaders from the Miami Dolphins NFL franchise, Norwegian Cruise Lines has officially welcomed its newest cruise liner - *Norwegian Getaway* - into its fleet.

The gleaming new vessel is now operational and departing weekly from Miami, Florida on sailings to the Caribbean.

McDonald added.

On the expert panel, Simon Cheng, director of marketing, P&O and Cunard, claimed: "Our online booking statistics are very minimal, to be honest, making purchases online requires more of a push."

But later he conceded that Carnival Australia's controversial ban on travel agencies' use of its brand terms (**CW** 12 Sep), which served to protect its copyright & "eliminate consumer confusion", had boosted direct online sales.

"I'd be lying if I said it didn't benefit us in that area," Cheng said during the panel discussion.

Craig Chisholm, md, ozcruising, said his company had also increased bookings month-on-month after expanding its marketing diversity since the Carnival keyword ban.

"Initially we removed the Carnival brand, so we have seen a decrease in the amount of marketing we're spending on, yet we still find our sales are increasing."

Chisholm said the keyword ban "probably benefited us" because it stopped consumers going to "eleven other sites".

John Molinaro, gm Australia, Uniworld Boutique River Cruises, was cheered when he declared "zero" online bookings.

Michelle Taylor, gm sales & marketing, Travel The World, said Cruise Guru's figures were "the complete opposite" of the Google statistics.

"We find more and more people are willing to purchase online, especially more experienced travellers," Taylor said.

Five pages of news

Today's issue of **TD Cruise Update** features five pages of all the latest cruise information, plus a full page from: ([click](#))

- AA Appointments jobs

Extra CCC Fiji sailings

STRONG passenger demand for Captain Cook Cruises 11-night Lau Islands Discovery Cruise in Fiji has seen the line open for sale an additional departure for 2014.

The new sailing will leave from Port Denarau on 04 Nov.

In addition, three departures of the itinerary have been confirmed to operate on 28 Apr, 04 Aug and 03 Nov 2015, with Earlybird fares priced from \$3,208pp twin share.

"We are overwhelmed with how popular the 11 night Lau cruise has been and it has exceeded all our expectations.

"We are so excited to be able to announce three departure dates for 2015," Captain Cook Cruises Fiji md Jackie Charlton said.

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Sales reps swap road for the sea



ABOVE: Business development managers from APT and Holland America Line traded their cars for staterooms at sea last weekend, hopping aboard Holland America Line's *Oosterdam* for a luxury sailing from Melbourne to Hobart.

The teams used the opportunity together to brainstorm new ideas and plan marketing strategies for the months ahead, as well as take time out to enjoy the ship.

Maintaining their composure in reportedly very windy conditions, the group are **pictured** above taking in some fresh sea air.

A Legend-ary drydock

CARNIVAL Cruise Lines has commenced drydock renovation work on *Carnival Legend* ahead of its repositioning to Australia.

Works being carried out on the ship include installation of Aussie power points and the addition of local favourite features such as the Green Thunder waterpark, Red Frog Pub, Bonsai Sushi and Cherry on Top candy store.

Legend will join sister ship *Spirit* in Australia from 22 Sep, sailing a South Pacific season from Sydney.

Seabourn 5-day sale

SEABOURN cruise fares in Europe, the Mediterranean and the Baltic are on sale to midnight on 14 Feb, starting from \$3,199 for a nine-day cruise ex Rome. Phone 1300 987 323 for more.

Pearls of Polynesia

REGENT Seven Seas Cruises has released a new 11-day roundtrip itinerary cruising the Tahitian Islands, ex Papeete 07 Dec 2014. The voyage will be operated by the *Seven Seas Mariner*.

Everglades expansion

UPGRADES to Port Everglades cruise terminal in Fort Lauderdale are set to begin next month, with the project to cost US\$24 million. Items for completion will include 50 new check-in counters and new loading bridges for faster embarkation and disembarkation, with all work to be finished by the 2014/15 northern winter season.

GCT developer named

ENVIRONMENTAL impact studies on the viability of the proposed Gold Coast cruise ship terminal will now be carried out after a preferred developer for the project was today announced.

ASF China Property Consortium was identified as the development firm of choice by the Gold Coast City Council, with renderings of the expanded Wavebreak Island revealing a terminal will be built inside The Spit along with high-rise towers & residential housing.

Queensland Deputy Premier & Minister for State Development, Infrastructure and Planning Jeff Seeney has said the project still has a number of "significant challenges" to overcome.

"This will be the biggest project to be undertaken in the history of Queensland and if it is environmentally okay to go ahead then this will be a monumental win for the local economy," Gold Coast Mayor Cr Tom Tate added.

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CRUISE NEWS & VIEWS

with Brett Jardine
GM, CLIA Australasia

CLIA Events

THE Cruise Industry Awards have been run and won for another year and our inaugural Cruise360 Australasia is now a benchmark for future years!

On behalf of all of CLIA's Member Lines I would like to express our thanks to all those that attended Cruise360. The feedback to date has been very good and we look forward to this becoming an annual event on our calendar.

We will be sending a survey to all participants before the end of this week and for all completed surveys, 20 points will be added to CLIA Accreditation profiles.

For anyone wishing to experience the USA version of Cruise360 (Fort Lauderdale in Apr) please contact the CLIA office for more information.

CLIA Australasia Members will receive VIP treatment & access to the event at equivalent CLIA USA Member rates.

As for the Cruise Industry Awards – wow, what a night! As with Cruise360, the feedback we have received to date has been fantastic and we are certainly very proud to be an integral part of this great event.

To all the finalists, we extend our congratulations and to all the winners – you really are the 2013 stars.

For any finalists and winners looking for assistance to help promote your achievement please contact the CLIA office.

Special thanks to all our Cruise Line and Executive Partner sponsors as neither of our events are possible without your support.



Volga Dream II opens 2015

RESERVATIONS have opened for the *MS Volga Dream II*, the first new river vessel to be built from scratch in Russia since 1990.

Featuring the largest cabins, suites and balconies ever seen in the region, the ship is tipped to "set a new standard" in Russian river cruising, according to Mike Tonkin, director of sales and marketing, Russian Travel Centre.

The other main difference to competitors, Tonkin told *TD Cruise Update*, is that passengers spend six out of 12 nights in five-star hotels in the centre of Moscow and St Petersburg - not on the ship docked at the port on the outskirts of those cities.

"Construction has already started in the Croatian shipyard, and we now have 2015 sailing dates and prices for this magnificent vessel," Tonkin said.

A 12-night cruise between Moscow and St Petersburg, including hotel accommodation, is priced from \$5,095ppts for a deluxe stateroom and \$5,645ppts for a veranda stateroom.

Two-room executive suites are priced from \$8,295ppts and the two writer's suites start at \$10,395ppts.

On the "Gold program", the Moscow stay is at the new

Kempinski Nikolskaya near Red Square, and in St Petersburg at the Kempinski Moika 22, near the Hermitage Museum.

The ship's cabins range from 22 to 43 square metres plus balconies measuring up to 11 square metres for the writer's suite.

"With a limited number of cruises in 2015 we do expect a very heavy demand worldwide for the *MS Volga Dream II*, especially with such attractive & competitive pricing," Tonkin said.

The first cruise on the new vessel departs 18 Jun 2015.

For enquiries, call 1300 668 844.

Webinar on Antarctica

LINDBLAD Expeditions will conduct a sales webinar focusing on the exploration of Antarctica with *National Geographic Orion* on 20 Feb at 11am AEDST.

The presentation will be hosted by one of Lindblad's onboard naturalists, who will speak about the Lindblad experience, tools for exploration, answer questions & detail some of the adventures pax are able to enjoy off the ship.

CLICK HERE to register for the webinar, or phone 1300 361 012 for more information.

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Quantum take a bump

ROYAL Caribbean International has taken its new dodgem car ride on *Quantum of the Seas* for its initial test run, creating a new video to document the event.

The ride is one of a number of revolutionary features set to be unveiled later this year as part of the new Quantum-class vessel.

CLICK HERE to view the video.

Exclusive LGBT cruise

TOUR operator Gay Globe has joined with Carnival Australia to offer a Gay Group Cruise to New Caledonia, departing on 24 Mar.

Travelling on *Carnival Spirit*, the nine-night sailing will visit Isle of Pines, Mare, Noumea and more, with cabin priced from \$1,360pp quad share - ph (02) 8005 1680


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Cruising in Lapland

BALTIC touring firm Bentours has released a new 21-day Russia and Lapland Highlights itinerary incorporating a 6-day Hurtigruten Norwegian Coastal Voyage, priced from \$7,724ppts.

The tour departs from Moscow, takes pax to St Petersburg and to the Finnish Laplands, with the cruise visiting the islands of Vesteralen and Lofoten - for more information, phone 1800 221 712.

RCI Galveston pledge

ROYAL Caribbean International has signed a five-year agreement with port authorities in Galveston, Texas which will see the line deploy a larger ship to operate from the port in return for a US\$10m facility upgrade.

It is anticipated the line will replace the current Voyager-class ship sailing from Galveston with a larger Freedom-class vessel.

Grand Voyage savings

MSC Cruises has released a new special offer on trans-continental Grand voyages, with \$200 per cabin discounted from normal fares if booked by 31 Mar.

Europe, USA, Caribbean, South American and Australian voyages are eligible under the deal.

Aussie on HAL's Culinary Council



HOLLAND America Line appointed top Sydney chef Mark Best as its newest member of the line's Culinary Council at a stunning dinner last night on board *MS Amsterdam* berthed at Sydney's White Bay terminal.

Best, who owns the multiple award-winning *Marque* restaurant in Sydney, joins five other top international chefs who will create what HAL describes as "cruise cuisine as its best."

"I'm very pleased to be representing Australia on HAL ships and will contribute a number of Pacific-theme dishes that the general public wouldn't come across, such as my popular Mango Mustard and Coconut

desert," said Best.

The chef started his working life as an electrician in the West Australian gold mines before beginning his culinary career at the age of 25.

He developed a passion for French food, studied French Cuisine in France and over the years has won a string of major awards for excellence.

"I feel a bit queasy at the thought of cruising," joked Best, "and instead of serving 50 people in my Sydney restaurant, I'll now be cooking for 900 passengers."

His meals will be served in *Amsterdam's* Pinnacle Grill speciality restaurant, with **TD Cruise Update** - on board to sample the menu - can attest that pax are in for a real culinary treat.

"We focus on value, variety and consistency throughout," said Joe Slattery, VP Sales & Marketing for Holland America Line.

He said HAL has been focused on culinary elements since 2003 and all 15 ships in the fleet now have a culinary arts centre on board that offer traditional service, regionally inspired cuisine and menus that feature high quality beef and an extensive wine collection.

Slattery also revealed that Australia was now the second largest country market in the world in sales for HAL.

Best and Slattery are pictured above right at last night's Culinary Council announcement dinner.

Music on the high sea

SEA Cloud Cruises has released a new 7-night itinerary along the Danube aboard the *River Cloud II* aimed at music lovers, with a visit to the OsterKlang music festival & concerts in Vienna and Bratislava included in fares - 1300 583 572.

Cruise pax murdered

A GERMAN cruise passenger has been shot dead while trying to fight off two armed robbers while on a shore excursion on the Venezuelan island of Margarita.

The man was travelling on the Carnival-owned *Aida Luna* vessel.



THE world's oceans can sure contain some truly weird, wacky and wonderful items.

A message in a bottle, written by a 16-year old Canadian boy as part of a school project back in 1998 has been found washed up on a beach in France.

The message inside was a greeting note from the boy, briefly describing his location, favourite foods and hobbies.

Lucien Sanquer, who found the bottle, amazingly managed to track down the sender, with the two communicating via Skype last weekend.

ELSEWHERE, bottled messages apparently come in digital form.

A couple from Waikato found a GoPro camera washed up on the beach after it spent five years in the Firth of Thames.

The waterproof case on the camera preserved its contents, and after a Facebook campaign, the owners were tracked down at their new home in England.

The owner admitted he lost the camera after trying to capture a shot of himself doing a jump while wakeboarding - only to embarrassingly face-plant and drop the camera.



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Seven Oceans Cruising is looking for an experienced travel consultant to work in our Cruise Reservations department.

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The role is for Monday to Friday and is based in North Sydney.

Send written applications to tim@sevenoceans.com.au or call 02 9900 7210 to discuss.

Industry dresses to the nines to celebrate 2013 CLIA Cruise Awards



BELOW: Scott Graham, Uniworld River Cruises; Helen Mezzan, Princess Cruises & Bruce Russ, Travellers Choice.

HUNDREDS of the cruise and travel industry's finest from Australasia and around the world donned their suits and gowns last Sat night for the 2013 CLIA Cruise Industry Awards, held at Sydney's Doltone House overlooking Hyde Park.

The night was an outstanding indication of the undoubtable health of cruising as a segment of the travel industry, with top achievers of the year recognised and rewarded for their achievements throughout the year.

Enjoy this collection of exclusive photos from the glittering event, and for more, see www.facebook.com.au/traveldaily.

LEFT: Ryan Taibel, P&O Cruises; Jarrod Pask, Cruiseabout; Kathy Clifford, Cruiseabout; Alex Pikardt, P&O Cruises and Conor Reynolds from Cruiseabout.



ABOVE: Making his debut appearance at CLIA Australasia's annual Awards night is Jeremy Lindblad, Lindblad Expeditions with Peter Kollar from CLIA.



RIGHT: Gavin Smith, Royal Caribbean International & Christine Duffy from CLIA.



BELOW: Shiree, Mondo Travel; Brett Wendorf, Princess Cruises; Cherie Bowman, Princess Cruises and Rebecca Mutanen from P&O Cruises Australia.



ABOVE: Alex Pikardt, P&O Cruises; Nicole Stojic, Royal Caribbean; Rebecca Mutanen, P&O Cruises and Tammy Marshall, P&O Cruises and Cunard.



LEFT: Adrian Clarke, Travel Associates and Peter McCormack of Royal Caribbean Int'l.



Travel Daily is Australia's leading travel industry publication. Produced each weekday since 1994, the newsletter is first with the latest industry news and is available by paid subscription to people within the travel industry. Sign up for a free 14 day trial subscription at www.traveldaily.com.au.

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AHOY ME MATIES – TIME TO JUMP SHIP? WHOLESALE CONSULTANTS BRISBANE CBD – \$45K - \$50K PKG OTE

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