



Need for compromise

NINE out of ten Australians feel they need to make sacrifices on what they are personally looking for on a cruise holiday, according to new research commissioned by Carnival Cruise Lines.

The national study found more than half of Aussie families (56%) failed to agree on what they want from a holiday, coupled with a similar result amid couples (49%).

Nearly one in five people said they felt just as tired on returning from a holiday than when leaving.

Choosing a destination appears as the biggest bone of contention, with one in three disagreeing on whether to go somewhere new, return to a place visited before, go on a relaxing holiday or one with plenty of things to do & see.

"We all know that holiday time is precious, but interestingly, many Australians are still making compromises on what they truly want to experience on their time away, just to please others," Carnival Cruise Lines director Australia and New Zealand Jennifer Vandekreeke said.

In response to the findings, the line has introduced an online tool encouraging users to select their personal holiday preferences and see them played out in video form to act as an mode of inspiration.

Dubbed "Write Your Own High Seas Adventure", videos created can be shared with friends and family, with chances to win a cruise also available - **CLICK HERE**.

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CMV takes over Transocean

CRUISE and Maritime Voyages has assumed control of the tour operation of Germany's Transocean Kreuzfahrten, including immediate responsibility for *Astor*, which is currently based in Fremantle.

The strategic deal with parent company Premicon AG, which sees CMV enter the German market, also includes the charter of Transocean's river cruise fleet.

The four European river vessels – *Belvedere*, *Bellefluer*, *Bellejour* and *Sans Souci* – will continue to be marketed under the Transocean brand as a German-speaking market product with established distribution channels.

CMV has indicated it will also

promote the product in Australia through its dedicated sales operators in Sydney.

Astor's current and next two Australian summer seasons will be unaffected by the take-over, a spokesperson confirmed, with the ship departing Fremantle on 01 Apr, as scheduled, to commence its European summer season ex-Kiel, Bremerhaven and Hamburg.

Christian Verhounig, ceo and chairman, CMV, said the entry into the German market was "another important step in the expansion and strategic development of the group's presence in the wider international market."

Chris Coates, commercial director, added: "We are confident that with the professional expertise, vast experience and IT capabilities at our disposal, we can emulate the successful strategies introduced in the UK and Australia and expand our presence in Germany, Europe's second largest cruise market."

CMV also operates the ocean vessels *Marco Polo* and *Discovery*, and the river vessel *Vienna 1* under its new Signature River Cruise brand.

GPT onboard credits

NEW Zealand touring firm Grand Pacific Tours is offering an onboard credit of up to US\$400 per stateroom on combined land and cruise itineraries if booked by 26 Feb.

Cruising segments are operated by Celebrity Cruises aboard its luxury liner *Celebrity Solstice*, with itineraries priced from \$3,449pp - phone 1800 622 768.

New APT Godmother

CANADIAN Automobile Association vice-president Brenda Kylo has been selected by APT as the Godmother of its newest ship, the 164-pax *AmaSonata*.

Kylo will formally bless the ship as part of its launch ceremonies, which are due to take place in Vilshofen, Germany on 22 Jul.

In addition to her CAA history, Kylo offers an extensive travel industry resume with experience in management across wholesale, retail, resorts, cruising and more.

AmaSonata will be a sister-ship to the line's existing *AmaPrima* and *AmaCerto* as well as the *AmaReina*, which itself will make its debut in Mar.

Welcome to new MD

CARNIVAL Australia ceo Ann Sherry has warmly welcomed new Tourism Australia managing director John O'Sullivan to his new role, adding his experience holds strong promise for dynamic leadership for the organisation.

"As Australia's largest cruise organisation and with cruising continuing as the standout success of Australian tourism, Carnival Australia looks forward to working with John O'Sullivan to harness the full potential of cruising's long value chain in the tourism sector.

"Cruising now generates nearly \$3 billion annually in total economic activity with the benefits rippling through to a wide range of tourism operators including hotels, restaurants, tour operators and passenger transport," Sherry said.

Uniworld discounts

SAVINGS of 50% have been released on a selected range of 2014 Uniworld Boutique River Cruises departures worldwide.

Eligible voyages vary from 8-day Venice roundtrip sailings through to the 29-day Grand European Voyage, with savings of up to \$8,950pp offered - 1300 780 231.

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Award Recognition

WITH the annual cruise industry awards a little over a week away, this year's finalists have been announced, and many of you will be either celebrating or wondering what you need to do to gain the recognition that comes with such prestigious awards.

The Cruise Agency of the Year award is presented to the top three Cruise Travel Agencies in both Australia and New Zealand as GOLD, SILVER and BRONZE winners.

The Cruise Consultant of the Year award is presented to the top Cruise Consultant in both Australia and New Zealand.

Candidates in both of these categories are nominated by CLIA Member Cruise Lines based on sales volume, sales growth, marketing efforts, attendance at training and overall product support throughout the year.

It is important that every retail agency is clear you don't have to be the biggest seller of cruise holidays to be in the running.

Efforts undertaken throughout the year with everything you do will count towards recognition from CLIA Member Cruise Lines.

Some free advice from CLIA would be to ensure you don't have all your cruise eggs in one basket - the cruise lines will fight for your business but you need to be loved by multiple brands as far as possible!



Avalon adds two ships

AVALON Waterways is slashing fares by \$500-\$1000 per couple on all 2015 departures in Europe, including river cruises on its new *Avalon Tapestry II* and *Avalon Tranquility II*.

Announced yesterday, the two new all-suite ships bring Avalon's European fleet total to 10.

The company has also released its 2015 preview brochure, outlining 28 itineraries, ranging from eight to 24 days, as well as the early booking discounts available now on the Rhine, Seine, Moselle, Rhine, Danube and Main rivers.

Cruise for beer lovers

UN-CRUISE Adventures has released a special themed sailing devoted to enthusiasts of home brew and craft beers.

The Craft Beer Theme Cruise departs Seattle on 03 May 2014 and travels to Washington's Puget Sound region, also visiting the San Juan Islands aboard the 60-pax *Wilderness Adventurer*.

Home brew experts will be on hand to discuss and provide brewing advice to passengers, with nightly craft beer tastings and daytime activities including light hikes in National Parks.

Staterooms on the voyage are priced from US\$1,895ppts.

Quantum design film

ROYAL Caribbean International has released the latest progress film for the *Quantum of the Seas*, which this time showcases the work of US celebrity interior designer Genevieve Gorder.

The high-profile designer was enlisted by the cruise operator last year (**CW** 17 Sep) to consult on the layout of the line's newest vessel, on track to debut in Nov.

Gorder worked closely with the new-build and design teams to shape the design and furnishings in loft and suite staterooms.

To view the film, **CLICK HERE**.

The \$1000 discount applies to more than 130 departures throughout next year's season, on sale until 30 Jun 2014, or until sold out.

All other 2015 European cruises are available with a discount of \$500 per couple until 30 Sep 2014, or until sold out.

Fares start from \$1709ppts (including discount) for the eight-day A Taste of the Danube.

According to the company, its "Suite Ship" accommodation, on its more modern vessels launched since 2011, offers 30% more cabin area than the average competitor.

The new 2015 preview brochure is now available for download at www.avalonwaterways.com.au.

Geoff McGeary OAM

LUXURY river cruising and tour operator APT owner Geoff McGeary was this past week awarded a Medal of the Order of Australia for his services to tourism in the 2014 Australia Day Honours List.

McGeary, also the current Neil Frazer Award holder, was recognised for helping Australians explore their own country and discover new pastures abroad.

Evergreen brochure

EVERGREEN Tours has released its 2015 Deluxe Europe River Cruising pre-release brochure featuring details on the operator's new custom-built river vessels *Emerald Sky* and *Emerald Star*.

The brochure also contains a range of earlybird offers including Fly Free deals, 2014 price freezes guaranteed, 2015 best offers and more, and can be ordered via TIFS.

"We anticipate strong demand again for 2015," Evergreen Tours general manager Angus Crichton said

"Evergreen guarantees that the Earlybird pre-release offers are our best deals for 2015".

Wharf 6 Rhino model

CIRCULAR Quay's Wharf 6 in Sydney will this weekend become the temporary home of a rhino sculpture designed to mark Captain Cook Cruises' sponsorship of a Taronga Zoo Rhino project.

Designed by Australian artist "Numskull", the sculpture forms part of a trail of 55 life-size rhinos and 63 baby rhinos, each individually sponsored and located across public spaces of Sydney, the Blue Mountains and central western towns in NSW.

The sculpture at Wharf 6 measures 2 metres in length, weighs 545kg and marks the cruise line's support of Taronga's Wild Rhino program, which aims to raise awareness of the global rhino endangerment.

Dubbed "Keratin Collectables", the sculpture will be on display at the wharf until 28 Apr, at which point each will be auctioned off to raise funds for the cause.

CLICK HERE for more details.

Crystal eye expansion

NEW Crystal Cruises president Edie Bornstein has indicated the luxury line is aiming to boost its fleet from two ships to seven in coming years.

Bornstein said the line was now at a point where it had to grow, if for nothing else than to offer more inventory to travel agents.

She said any new ships added to its fleet would likely be smaller than the current *Crystal Serenity* and *Crystal Symphony*, with a goal of offering visits to remote ports or expedition voyages.

"This is a long-term strategy," Bornstein concluded.

MEANWHILE, Crystal Cruises is set to increase fares on nearly all of its itineraries from 01 Mar.

The price jump comes on the back of strong booking figures generated by recent tactical specials offered across multiple booking channels.

Published departures in 2014, 2015 and 2016 will be affected by the imminent fare increase.

Third ship at Cali base

CARNIVAL Cruise Lines has deployed a third ship in its fleet to sail from Long Beach, California to service strong demand.

The line has positioned *Carnival Imagination* at the port to operate three- and four-day sailings to Mexico, joining sisters *Carnival Inspiration* and *Carnival Miracle*.

Combined, the three vessels will welcome more than half a million passengers aboard this year.

Every booking bonus

DISCOVER The World Cruising has launched a new promotion offering a bonus on every booking for a 2014 Hurtigruten Norway Classic Coastal Voyage.

Offers available vary per sailing and range from onboard credits to further discounts on cabin fares, companion bookings, no single supplements and Visa Gift Cards for the first 40 bookings.

All bookings must be made by 28 Feb - phone 1800 623 267.

Video security rules

A NEW rule outlining how cruise lines should comply with legislated requirements regarding security footage is set to be proposed by the US Coast Guard.

The rule relates to the US Cruise Vessel Safety and Security Act, passed in 2010, and covers how a ship is allowed to use video footage in the prosecution of crimes committed onboard.

Technology deployed by cruise lines designed to detect and record evidence of passengers who fall overboard will also be covered under the proposed rule.

The rule aims to clarify wording in the law that states lines must comply "to the extent that such technology is available".

Part of the legislation causing concern among cruise lines is an increase in the length of time that video footage must be kept, from 14 days to 28, with worries raised over the potential costs involved and how it may affect cruise fares.

Two new Pandaw shallow sailings



PANDAW River Expeditions has introduced two new itineraries in Burma, operated by its recently launched new shallow river vessels (**TDCU 09 Jan**).

The *RY Kalay Pandaw* (pictured) will sail the Upper Chindwin between Monywa and Homalin, departing weekly on Sat, while its sister-ship *RV Kindat Pandaw* will ply the upper Irrawaddy between Bhamo and Mandalay, leaving on Sun each week.

Pandaw says it has scheduled the operations of each vessel to suit airline timetables, allowing passengers to combine both voyages into a 15-night adventure with one night in Mandalay.

MEANWHILE, overwhelming popularity of Pandaw's 10-night The Mekong Unexplored itinerary has seen the line add three new 2014 departures, taking place on 23 Aug, 02 Sep and 12 Sep, sailing aboard the *RV Mekong Pandaw*.

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*Emirates will be launching one-stop flights to Kiev from 16th January 2014.

Hello Tomorrow 

Discoverer a boon for Silversea



SILVERSEA'S Australian office is "very excited" about the imminent arrival of the company's newly acquired expedition ship, *Silver Discoverer* (CW 12 Sep), which kicks off its inaugural Kimberley cruises on 02 Apr.

Sales are "very encouraging", Karen Christensen, general manager and director sales and marketing Australasia, told **TD Cruise Update**, particularly as the ship's launch date was "much earlier than expected".

Silversea announced its acquisition of the former *Clipper Odyssey* only four months ago, with the vessel set to enter drydock in Singapore before repositioning in the South Pacific for cruises in Australia, New Zealand, Micronesia, Melanesia, Polynesia, Russian Far East and Southeast Asia.

"Two out of the four Kimberley departures are basically full, one is sold out," Christensen said.

"Launching a new ship in Broome is a huge thing for us – it

demonstrates confidence in the product and the market," she added.

According to Christensen, the yields on Silversea Expeditions are about double those of the line's classic fleet - \$900 per person per day compared to \$450pp per day.

MEANWHILE, Silversea Cruises has introduced a new feature to its website, with booked passengers now able to make reservations at onboard speciality restaurants in advance.

Bookings for select dining venues can now be made from seven days through to as far ahead as 120 days in advance.

The feature has been unveiled as part of the line's "My Silversea" section, which replaces the old "My Voyage" section of the portal.

Personal passenger preferences will still be able to be registered and updated as needed, along with arrangement of other planned activities for guests during their sailing.

Singers on the shores

CARNIVAL Cruise Lines has announced the launch of the Carnival LIVE Concert Series, which will see some of the world's biggest name acts perform on its ships while docked in port.

Among the artists confirmed to perform this year include Jennifer Hudson, Jewel and LeAnn Rimes along with classic outfits including Foreigner, REO Speedwagon, Chicago and Olivia Newton-John.

In addition, the line added that its shipboard house bands will be enhanced with both male and female lead singers, advanced set lists and more, and will be deployed fleet-wide during 2014.

MEANWHILE, Carnival Corporation ceo Arnold Donald has said work on restoring the reputation of some of its brands after a number of negative incidents in recent years is "well, well underway".

Donald said the company had addressed issues surrounding the Carnival Triumph and the Costa Concordia "head on" and how the brands had since recovered.

"The Costa Concordia incident is a once-in-a-generation kind of event, completely out of the ordinary," Donald said, adding that cruising remains safe.

FURTHER, former Carnival Cruise Lines chief operating officer and vice chairman Howard Frank has been named as the new chairman of Costa Crociere S.p.A.

Frank has been with Carnival in a variety of roles for the past 25 years and also currently serves as the chairman of Cruise Lines International Association (CLIA).

He will provide further support to Costa ceo Michael Thamm.

RCI to compensate ill

ROYAL Caribbean International will provide compensation to pax aboard this week's norovirus affected *Explorer of the Seas* Caribbean cruise (TDCU Tue).

The line will provide a 50% cruise refund to all passengers, a 50% discount on a future booking & cancellation expense refunds, while the 622 passengers affected will also receive an additional cruise day credit for each day they were locked in their staterooms.



WE HERE at TD Cruise Update

love sharing stories of utter extravagance perpetuated by people who clearly have too much time and money to spare.

Dubai's Crown Prince, for whom clearly money is no object, has decided to purchase himself a fleet of amphibious James Bond-style cars designed to travel on land and water.

The latest models to come out of the cars' Californian studio carry a 450-horsepower Corvette engine and hold the Guinness World Record for the World's Fastest Amphibious Car, retailing for US\$135,000 each.

The Crown Prince quickly paid for six of the cars (pictured).



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