

CRUISE

WEEKLY



Thursday 02 October 2014



CRUISE NEWS & VIEWS

with Brett Jardine
GM, CLIA Australasia

Value of Training

TRAVEL Consultants that are serious about the growth and development of their cruise business will continue to invest in training.

I have always been of the view that 'you don't know what you don't know' so to be successful you must maintain an open view to your ongoing education. This means keeping up to speed with industry knowledge and keeping pace with cruise lines that are continually innovating and refining their products.

A primary benefit of CLIA Membership is access to our highly respected industry training and certification.

Completion of training leads to an industry certification bestowed upon you by CLIA on behalf of the Member Lines.

Once achieved, certification will enable you to promote yourself, as the cruise expert, amongst your existing clients and when prospecting for new business.

Why promote yourself? It's pretty simple really... you can be sure your competitors won't be promoting you as a cruise expert - this is entirely up to you!

Once you hold the cruise industry certification, you should aim to talk about it in every single conversation you are having.



Discount days numbered

CARNIVAL Australia is preparing to go on the offensive with a big education campaign encouraging agents to sell cruises based on value rather than price alone.

CEO Ann Sherry told *Cruise Weekly* the organisation would be working harder to invert the curve away from deep discounting and aiming to keep cruise pricing flat for longer periods of time.

While sales, discounts and periodic promotional periods will continue, the group said it was reviewing its yield management

systems to try & move away from a 'culture' of ruthless discounting in order to fill cabins at any price.

Sherry said it was in everybody's interest to promote value and inclusions of a cruise rather than to wait for a cut-price deal.

"Sale means many things and now some of the sales are just about the offer, not about a big drop in price."

"So even the language of the sales gets more sophisticated as we move forward so we are looking to break the 'constantly on sale' cycle and it being priced because there's such good value particularly as we invest so much more in the ships," she said.

Sherry added cruising needed to follow the airline earlybird pricing model where booking well in advance ensured the best value.

"It's getting so much more value and we want people to understand the value and we'll help travel agents sell it as well."

Three ways on Brissie

CARNIVAL Australia will seek to invest in and form part of a consortium into developing a new cruise terminal at the mouth of the Brisbane River.

CEO Ann Sherry said negotiation was ongoing with the Brisbane City Council and Port of Brisbane with a view to a partnership being responsible for its construction.

"We want somebody who runs infrastructure at the mouth of the river to run this as well."

Including the State Government in the equation was a sensitive issue at the moment, Sherry said, considering its involvement in working with ASF Corporation on a terminal on the Gold Coast.

However, involving Brisbane Airport for its expertise in moving people and baggage was an opportunity "which I think would be a great outcome," she added.

Today's issue of CW

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

Building delay at OPT

RENOVATION work at Sydney's Overseas Passenger Terminal at Circular Quay is now expected to remain ongoing through the entire 2015-16 season, Carnival Australia ceo Ann Sherry said.

"There was nowhere else we could go which is why we agreed that we work through it but I think the fact it's slipping so much just has an impact that I don't know is well understood from the people doing the work," she said.

It's time for summer

IT'S
**ROYAL
CARIBBEAN
TIME**



New Escape features

NORWEGIAN Cruise Line has unveiled further details of its *Norwegian Escape* newbuild, confirming that the vessel will incorporate the popular "oceanfront boardwalk" concept which debuted on *Norwegian Breakaway* and also features on *Norwegian Getaway*.

The Waterfront and 678 Ocean Place combine to offer three flowing decks of dining, bars, entertainment, gaming and more.

A private group dining venue for up to 100 guests will be one of the new features, constructed as part of 'Taste' which is one of the complimentary dining options.

— CRUISE TO THE —
MELBOURNE CUP
ONBOARD CARNIVAL SPIRIT

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Koningsdam inaugural

HOLLAND America Line has detailed the early itineraries to be operated by its newest Pinnacle-class ship *MS Koningsdam*, with its maiden cruise to sail ex Rome.

From its Feb 2016 debut, it will operate seven-night itineraries before repositioning to Rotterdam for formal naming ceremonies.

The northern summer will see the vessel cruising in the Baltic and Northern Europe region.

HAL teased *Koningsdam* will be "a bit of a departure for us" & will offer a range of new concepts not available on any other HAL vessel.

MEANWHILE, a Noordam class ship or better has been confirmed to sail from Australia during the 2015-16 cruise season, Holland America Line int'l sales vice-president Joe Slattery has said.

As revealed by *Cruise Weekly* earlier this year (**CW** 22 Apr), *MS Oosterdam* will make way in Australian waters for *MS Noordam* next season, however HAL said it wouldn't commit to this specific ship in local waters past 2015-16.

Darwin to welcome CDU

THE Northern Territory Govt has welcomed a decision by Cruise Down Under to host its 2015 conference in Darwin next year.

About 120 delegates comprising cruise line executives, ground handlers, ship suppliers and representatives from ports and tourism offices across Australia are expected to attend the event,

Silversea Europe out

SILVERSEA Cruises has released its 2015 Europe brochure, offering more than 50 sailings between Mar and Nov next year.

Voyages range between five and 17 days, with Silversea gm Australasia Karen Christensen saying Europe continues to be one of the line's most popular destinations.

All-inclusive cruises aboard *Silver Cloud*, *Silver Wind* and *Silver Spirit* start at \$3,450ppts for suite accommodation with butler service and all beverages.

from 02-04 Sep 2015.

"The cruise ship sector is a vital part of our tourism industry," said NT Tourism Minister Matt Conlan.

"Our cruise season, from October to March, helps balance out the Top End tourism industry's seasonality and gives Darwin restaurants, cafes, retail outlets and tourist attractions an economic boost in what are traditionally their slowest months."

Darwin will host over 40,000 cruise passengers this season, while the first week of Mar will be the city's busiest week on record, with six ships scheduled to visit over five consecutive days.

Quantum down Ems

ROYAL Caribbean International has released a new video showing the spectacular sight of its new *Quantum of the Seas* carefully navigating along the River Ems from the Meyer Werft Shipyard to the ocean - **CLICK HERE** to view.



PRINCESS Cruises proudly states that its passengers seek enrichment, culture and new experiences far and wide, and apparently this mantra extends right to the top.

The line's president Jan Swartz said her last visit to Australia inspired her to take some Aussie "culture" in the form of the fabled "Tim Tam Slam" back to her family in the United States.

Rallying her children with a few packets of the iconic Aussie biscuit, the Tim Tam Slam is conducted by taking a small bite from each end of the biscuit and dipping it into a warm drink like tea, coffee or hot chocolate to melt part of its centre.

Swartz said she appreciated Aussie culture but in her house, the "Great Australian tradition" became a "Great American mess".

Your New Work Shoes

Slip in something more comfortable with Cruise1st

Cruise 1st requires more consultants to fulfil its ongoing growth. We are looking for consultants with a flair for cruise and cruise holidays. We supply full support with no set up costs and the most attractive commission share available. All systems and technology are browser based so work from anywhere. All training and leads are provided. All we need you to do is deliver a customer experience that converts these enquiries and for that you will receive up to 30% of all commission received.

This unique opportunity suits existing consultants either working in a traditional agency environment or consultants who are already working from home looking for something different but with similar flexibility.

We are also looking for salary based office Sales Consultants.

For a confidential discussion get in touch on recruitment@cruise1st.com.au or 02 81989951

CRUISE

WEEKLY

AGENT
UPDATE

Thursday 02 October 2014

Second pax at 50% off

DISCOVER the World Cruising is offering 50% off the price of the second pax on Hurtigruten 10 & 12-day Norwegian fjord voyages departing 01 May and 12 May.

First guest fares start at \$3,850 and second pax from \$1,925 - phone 1800 623 267 for details.

Regent Ebola concern

A PLANNED call by Regent Seven Seas Cruises at the port of Dakar in Senegal has been cancelled due to "an abundance of caution" relating to the Ebola outbreak in the West Africa region.

The stop will be replaced with an overnight Canary Islands visit.

Win with Carnival Cruise Lines

Over the next few weeks *Cruise Weekly* and *Carnival Cruise Lines* are giving away a seven-night roundtrip cruise from Sydney to Melbourne for this year's **Emirates Melbourne Cup**. Departing Sydney on 2 Nov, the cruise includes accommodation for two people in a balcony stateroom, general admission and transfers to Flemington Racecourse, plus onboard meals, entertainment and activities.

During *Carnival Spirit's* inaugural **Melbourne Cup cruise**, guests can get into the racing spirit with sweepstakes, virtual betting and high tea on every sea day. Racing identity Richard Callander and stylists Campitelli Clarke will also be on hand to share race and style tips ahead of the event. *Carnival Spirit* will return to the Emirates Melbourne Cup next year on an eight-night cruise departing Sydney on 30 Oct, 2015.

The subscriber with the most correct answers to all of the questions and the most creative answer to the final question will win.

Send your entries to: carnivalcomp@cruiseweekly.com.au



Q6: What is the name of the fine dining restaurant onboard *Carnival Spirit*?



Railing & Sailing around Europe



FORMAL night on the luxurious *Queen Mary 2* saw this group of incentive winners don the high quality wear during a recent family cruise around Europe.

The 'Land, Rail & Sail' incentive, hosted by Helloworld's The Cruise Team, saw the group enjoy a four-night cruise from Southampton aboard the stunning liner, taking in Zeebrugge, Bruges & Cherbourg.

Although only a small taste of Europe, it formed an overall part of a trip which included many other highlights of the continent.

Activities included dining at the Eiffel Tower and visiting Moulin Rouge in Paris before hopping on the Eurostar to head to London.

Pictured above from top left looking dapper in their finest is Nicholas Dann, Cruise Travel Centre; Hannah Flaherty, City Beach Travel and Matthew Perre from Helloworld MT Pleasant.

Middle row: Susan Burchell, Harvey World Travel Tunstall Square; Katrina Miragliotta, Helloworld Geraldton and Laura Haverkamp, The Cruise Team.

Front row: Nicole Beavis, Cruise Travel Centre; Lisa Ioakimidis, Harvey World Travel Tunstall Square; Kirsten Belling, Clean Cruising and Angus Mackay from Carnival Australia.

New terminal in Cuba

A NEW "world class" cruise terminal in Cienfuegos, Cuba, southeast of Havana is on the government's drawing board as a measure to develop the country's marine tourism sector, according to Cuba Contemporanea.

Already with 53 port calls from global cruise lines lined up for the 2014/15 northern winter season, Cuban Ministry development CEO Alexander Sierra said nautical tourism was a national priority.

"We're thinking big, we're talking about something world-class," Tourism Minister Jose Enrique Gonzalez added.

Tragedy on Ecstasy

A CRUISE passenger has died after entering a clearly marked restricted area on the *Carnival Ecstasy*, climbing the ship's mast and falling six metres to the deck.

The vessel had just returned to Miami from its Caribbean voyage, with local police indicating the act was merely an accident.

Carnival said its thoughts were with the man's family at this time.

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