

CRUISE

WEEKLY



Thursday 09 October 2014

ATAS central at show

ORGANISERS of next year's Travel Industry Exhibition have confirmed a new partnership with the AFTA Travel Accreditation Scheme (ATAS), which will see a significant educational component for the event.

The 2015 Travel Industry Exhibition will take place at the Sydney Exhibition Centre @ Glebe Island from 16-17 Jul, once again in the lead-up to the National Travel Industry Awards.

For more information see www.travelindustryexpo.com.au.

Melbourne season dawns

PRINCESS Cruises has fired the opening salvo on Melbourne's cruise wave season for 2014/15 to much excitement & fanfare, with the arrival earlier this week of the 2000-pax *Dawn Princess*.

Making 14 turnaround visits from the Victorian capital during its six month season, *Dawn Princess* is expected to contribute \$18 million into the Vic economy and making up nearly a third of all Melbourne embarkations.

The vessel is expected to carry

over 30,000 passengers on voyages from Melbourne to New Zealand and around Australia.

Including Princess vessels, a total of 28 ships will make 78 calls to Melbourne before Apr 2015, an increase of 16% year-on-year.

Princess' newest arrival adds to a powerful lineup in Australia, with four ships operating from around the country this season.

Dawn Princess joins sister ships *Diamond Princess*, *Sun Princess* and *Sea Princess*, with the group to make 24 visits collectively.

The line's spokesperson Meg Koffel said while this season is set to be huge, the arrival of *Golden Princess* based in Melbourne next year will take the local industry to another level altogether.

"The 108,000-tonne *Golden Princess* will be the largest cruise ship ever to be deployed in the Victorian capital and will see our capacity in the State increase by 23 per cent next year."

Australia is currently the largest cruise market for Princess Cruises outside of its USA heartland.

Spirit adds some spice

CARNIVAL Cruise Lines has detailed two exciting new dining venues to be added to *Carnival Spirit* as part of its two week drydock in Singapore next year.

Already popular with American cruisers, Guy's Burger Joint will tackle guests' gourmet burger pangs with the outlet a creation of American chef Guy Fieri.

Lovers of Mexican food will also be catered for with Blue Iguana and the Blue Iguana Tequila Bar.

Spirit sets sail complete with her new features on 30 Aug 2015.

Today's issue of CW

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

Last chance to enter

TODAY is the final opportunity to enter the *Cruise Weekly* competition to win a cabin on the *Carnival Spirit* Melbourne Cup cruise leaving Sydney on 02 Nov and including racecourse entry.

Entries have been flooding in - read more on **page three** today.

WCC conference on Rhapsody



FORMER Australian test cricket captain, current commentator and Worldwide Cruise Centres Ambassador Mark 'Tubby' Taylor was again onboard to open the firm's second annual conference held on *Rhapsody of the Seas*.

The event, which took place over the weekend aboard the Royal Caribbean Int'l vessel, saw WCC agents hear from engaging speakers and participate in many productive plenary sessions.

Among the speakers was Matt Spicer of Gensys, who addressed

the group after having travelled from South Africa to do so.

Prizes were also given out, with Claire Sims from preferred partner Great Southern Rail on hand to award a rail package for the Best Promotional Campaign.

Top selling agents from each state were also recognised for their efforts over the year.

The delegates, partners and special guests are **pictured** above onboard *Rhapsody of the Seas*.

For more photos from the event, see [facebook.com/cruiseweekly](https://www.facebook.com/cruiseweekly).

It's time for summer

IT'S ROYAL CARIBBEAN TIME



CRUISE TO THE MELBOURNE CUP ONBOARD CARNIVAL SPIRIT

FIND OUT MORE >





PORTHOLE

HOW often do you see a cruise where passengers could arrive home looking significantly different to when they departed?
 Tattoo lovers are set to take to the high seas from 16-20 Apr next year for the specially themed and creatively titled "Ink Or Swim" sailing aboard Royal Caribbean's *Liberty of the Seas*.
 Coordinating the voyage is American tattoo lifestyle magazine *Rebel Ink*, with cruise fares also including a \$100 credit toward an onboard tattoo for the first and second pax.
 Sailing from Fort Lauderdale, the voyage will visit Cozumel, Mexico, passengers can get new tattoo body art from "some of the most in-demand artists".
 Onboard burlesque shows, tattoo contests and magazine photo shoots will also take place.

Sherry calls for investment

CARNIVAL Australia ceo Ann Sherry says that if the State and Federal Governments are serious about securing greater access to Garden Island for cruise ships, investment in facilities to handle passengers needs to be made.
 "It's always been part of the conversation with the NSW Government that given they're collecting the head tax (currently \$20pp) and they've got a truckload of money to invest in cruise that we would talk to them about some sort of undercover facility so that we could do

customs, baggage and everything right there on the spot."
 Works to dismantle the giant hammerhead crane at Garden Island Dockyard continue, and Sherry said that upon its full deconstruction, the new available space would make room for two cruise ships to berth easily.
 "We could disembark and embark rather than have to ferry people from somewhere else because it's very expensive and deeply inefficient," Sherry added.

Growth of Seabourn

LUXURY small ship cruising line Seabourn has hinted further new vessel orders could see capacity increase above that of its mid-size sister Holland America Line.
 Capacity of the line's operating vessels has steadily grown from 212 to 450 pax, with its newest ship entering service in 2016 to cater to 604 guests twin share.
 The smallest Holland America Line ship currently in service - *MS Prinsendam* - holds 835 pax.
 HAL/Seabourn vice-president int'l sales and marketing Joe Slattery told **CW** the line would not commission larger ships if it affected the Seabourn product.
 "The ship that we're delivering in 2016 has been in the developmental stage for years and it's all about how can we make sure we don't compromise the experience in any way."
 Slattery said it was unlikely "at least in my career," that Seabourn would see 1,200 pax ships, but it would be evident based on guest feedback & to "never say never".

Ebola cancellations

HOLLAND America Line and Seabourn have both removed scheduled port visits to Gambia, Ghana & Senegal as a precaution due to concerns about Ebola.
 A 35-night HAL sailing aboard the *MS Rotterdam* will now spend longer in South Africa and Cape Verde and add a visit to Morocco.

Galapagos renovation

A **SECOND** phase of renovations and refurbishment has been completed on Silversea's *Silver Galapagos* during a month-long drydock in Panama during Sep.
 Works saw all suites, corridors & the Explorer Lounge on the 100-pax ship fitted with new furniture, with a new blue and beige colour scheme added to match sister vessel *Silver Discoverer*.

Stressed? Not With Us.

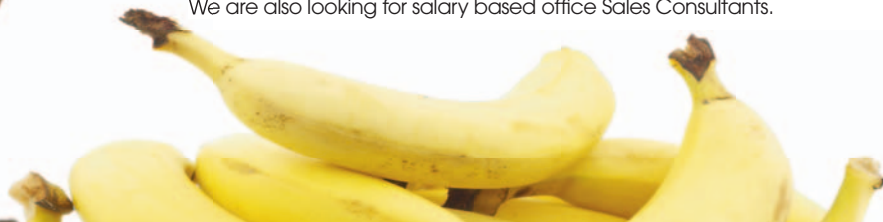


If you're a stressed out little monkey, we can give you all the bananas you need.

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.

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CRUISE NEWS & VIEWS

with Brett Jardine
GM, CLIA Australasia

Keep It Simple

A POTENTIAL cruise customer walks into your agency and is looking for more information on cruise ship cabins (or, if you prefer, staterooms).

You advise there can be 15-20 different cabin types based on a number of factors. These can range from inside, outside, balcony, suite, penthouse, forward, aft, mid-ship, portside, starboard, overlooking the bow closer to or further away from stairs, closer to or further away from lifts, twin, double, single and disabled.

Can you imagine what it must be like for a "new to cruise" client being faced with all this choice!

My advice is to keep it simple - the reality is, there are four cabin types and this is all the information you need to provide; Inside; Outside; Balcony and Suite (oh, it might be a good idea to confirm the outside cabin does in fact have a roof!).

Cruise Industry Awards

THE 14th Annual Cruise Industry Awards will be hosted by CLIA in Sydney (Saturday 28th Feb 2015) and for the first time we will be adding separate award categories to recognise the growth in online focused agents as well as the home-based/mobile category.

Both of these new categories will be voted for by CLIA Cruise Line Members.

Submissions are now open for agents wishing to nominate for our annual Promotion of the Year categories for agents and networks.

See the CLIA website for more info at www.cruising.org.au.



Azamara backs down

FREE laundry service and FOC internet packages based on membership status have been restored to Azamara Club Cruises' Le Club Voyage loyalty program after fierce criticism from guests.

The two perks were among a list of benefits to be dropped by the line from 01 Jan (CW 09 Sep) to be replaced with new features prior to the member backlash.

RCI onboard credit

UP TO US\$500 in bonus onboard credit is available on European Royal Caribbean Int'l voyages if booked before 30 Nov as part of a new earlybird offer.

The maximum credit can be earned on voyages of 12 nights or longer, departing and returning to a European port between 01 Apr & 30 Nov 2015, excluding sailings on *Anthem of the Seas*.

Safer coastal shipping

FEDERAL Minister for Regional Development and Infrastructure Warren Truss has unveiled the North East Shipping Management Plan, which aims to manage risks & minimise environmental impact of ships travelling near the Great Barrier Reef, Torres Strait and the Coral Sea in northern Queensland.

Developed over two years, Truss said the plan will aid ship safety and oversee the prevention of ship-sourced pollution in the area.

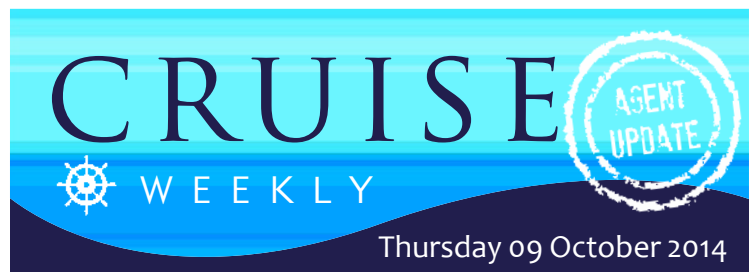
New lanes for freight and cruise shipping will be identified to avoid collisions and groundings.

Napier peace officer

CRUISE officials at the New Zealand port of Napier have hired a "peace officer" to protect tourists arriving on cruise ships from overzealous shore tour operators hustling pax into buses to visit local attractions & sights.

Cruise New Zealand said cruise lines have threatened to drop Napier from itineraries if the over-aggressive tactics continued.

A code of conduct to police tour operators selling near the wharf is now in effect for this season.



Cruise Shipping Miami

REGISTRATIONS are now open for the 31st edition of Cruise Shipping Miami, which is slated to take place from 16-19 Mar 2015.

Labelled as the global cruise industry's premier event, a four-day conference will feature with a three-day trade show, with many guest speakers - **CLICK HERE**.

Carnival train centre

DEVELOPMENT has begun on land in Almere, near Amsterdam in Holland on a state-of-the-art deck and technical crew training facility to be run by Carnival Corp.

The centre, opening in 2016, will offer courses for 6,500 crew across nine brands each year with simulation and research facilities.

Win with Carnival Cruise Lines

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**, and today is the final opportunity to enter. 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 by COB 10th Oct to: carnivalcomp@crisweek.com.au



Q8: Tell us in 25 words or less why you should experience the Melbourne Cup with Carnival Cruise Lines?



Cruise Weekly is Australia's leading travel industry cruise publication. An industry-focused PDF edition of *Cruise Weekly* is published every Tue and Thu, and there's also a consumer-facing email newsletter published each Wed - sign up free at www.crisweek.com.au.

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