

CRUISE

WEEKLY



Thursday 04 Sept 2014

Today's issue of CW

Cruise Weekly today features four pages of all the latest cruise news and photos and a **Face to Face** chat with Jayne Andrews from CCL on **page 4**.

P&O beverage policy

P&O Cruises has introduced new "safety measures" which prohibit passengers bringing plastic or glass bottled soft drinks - including water - and slabs of canned soft drinks onboard.

Saying the move is in line with Responsible Service of Alcohol guidelines, the new rules state that each guest may bring 12 soft drink cans maximum, loosely packed, while alcohol is not permitted to be brought onboard.

Cruise Week cooking for Cruisescene

STAFF from Sydney cruise specialist agency Cruisescene got on the tools last Sat for the annual Cruise Week Cruise Expo. Scores of clients rocked up for the



event, which featured a range of presentations and updates from participating cruise lines such as APT, Scenic, Holland America,

Viking, Royal Caribbean, P&O and Azamara as well as Cruiseco.

Pictured above working the barbeque are Stacie Spencer,



Donna Meads-Barlow and Luke Rodley, while at **left** are Brendan Coorey of Viking Cruises with Helen Eves of Holland America.

More pics from the Cruisescene Cruise expo at facebook.com/cruiseweekly.

Vanuatu P&O cruise hub?

P&O Cruises has confirmed it is mulling the creation of a cruise hub in the South Pacific, possibly located in the islands of Vanuatu.

The move was revealed to *Cruise Weekly* at the Tok Tok Vanuatu 2014 tourism expo hosted in Port Vila last week.

Speaking with *CW*, general manager of the Vanuatu Tourism Office Linda Kalpoi emphasised the significance of the cruise industry to the country.

"Cruising is a very important sector, especially for the outer islands where we don't have access by air," she said.

Currently, there are six locations in Vanuatu where ships dock or moor (for tender services) - Port

Vila on Efate, Luganville and Champagne Beach on Espiritu Santo, Wala on Malekula, Mystery Island and Pentecost Island.

"We have over 100 cruise calls in Vanuatu each season and that is overwhelming for the destination," Kalpoi admitted.

"The ships arrive twice a week, or sometimes two in the same day. It is good for the country but we have to know how to manage the movements sustainably."

The VTO boss said the Vanuatu Government had a limited budget to promote cruising, but it wasn't necessarily required at this time.

"We haven't done any major marketing for cruise business, the destination has just sold itself because of its proximity to Australia," she commented.

Kalpoi also flagged an expansion of P&O Cruises' operation in Vanuatu.

"P&O is looking to further increase its ports of call and is working with the Government to identify a location for Tanna."

"They [P&O Cruises] need to have the hydrographic engineer's report and other data to identify a site, so that is hindering the development of cruise ship growth in Tanna at the moment."

This week, Carnival Australia released a report that showed the cruise industry injected more than \$50m into the Pacific Island nation, and accounted for two-thirds of all arrivals (*CW* Tue).

Commenting on the talks with the Vanuatu Government, P&O Cruises spokesman Peter Taylor said "a potential cruise hub in the South Pacific in the long term is among the recommendations for further exploration that are listed in the report".

"It is a bold and ambitious project for the region and cruise industry - but the Australian cruise industry is renowned for its pioneering spirit, so stay tuned for much more discussion on this in the years ahead," Taylor added.

Uniworld adds India

UNIWORLD Boutique River Cruises has announced a new itinerary, 'India's Golden Triangle & the Sacred Ganges', from New Delhi to Kolkata, starting Jan 2016.

The 12-night journey includes seven nights on the newly built, all-suite, 56-pax, "ultra-luxurious" *Ganges Voyager II*, and five nights onshore staying at Oberoi Hotels in New Delhi, Agra and Jaipur.

Included excursions explore five UNESCO World Heritage Sites - the Taj Mahal, Agra Fort, Red Fort, Humayun's Tomb & Jantar Mantar.

Other highlights include Mother Teresa's former home, a Vedic temple, palaces and bazaars.

An optional two-night extension to Varanasi includes a boat ride to see a Ganga Aarti fire ceremony.

Bookings open in late 2014.

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Royal Caribbean INTERNATIONAL

Portuscale cancels Aust

PORTUSCALE Cruises has cancelled its first season in Australia less than five months before it was due to begin.

The company's 1961-built *MV Funchal* was scheduled to start cruising out of Geelong (Vic) and Newcastle (NSW) from Feb 2015, with ports of call including Portland, Eden, Kangaroo Island, Burnie, Hobart and Port Arthur.

"The Southern Hemisphere collection has been cancelled due to unforeseen circumstances", said Jeannie Foster, country director of Portuscale's Australian sales agent, Discover the World.

DTW has contacted clients to refund all deposits and also offered a 25% discount off any Portuscale Cruises' *MV Funchal* 2015 season booked from the Australia and New Zealand market before 30 Sep 2014.

The line's European Collection will continue to operate as scheduled, Foster confirmed.

Portuscale Cruises is one of

the world's youngest cruise lines, established last year by Portuguese entrepreneur Rui Alegre.

The *Funchal*, which was based in Fremantle a decade ago under the Classic International Cruises brand, was totally rebuilt in 2013 at a cost of more than \$22 million.

"We would like to thank the trade, our partners and customers for their support and look forward to announcing new itineraries together with Portuscale Cruises in the future," Foster said.

For enquiries, call 1800 623 267.

Celebrity Century sold

CHINESE travel industry brand Ctrip.com International has signed a deal with Royal Caribbean Cruises Ltd to purchase *Celebrity Century* upon the completion of its final voyage in Apr next year.

The 1,814-pax vessel joined the Celebrity Cruises fleet in Dec 1995 and will make its final sailing for the company as a 14-night Dubai to Singapore cruise on Mar 22.

Royal Caribbean Cruises Ltd said the sale will amount to a non-cash asset loss of approx US\$20m.

RCL chairman Richard Fain said the sale was an excellent business opportunity for both companies and would benefit shareholders.

P&O celebrates with Vanuatu



CARNIVAL Australia ceo Ann Sherry AO was on hand this week in Samoa to help announce the results of a study into the various benefit brought to Vanuatu by the cruise industry (**CW** Tue).

Sherry was contributing to the Small Island Developing States conference as a leader of business and industry in Australia.

The study by Carnival Australia, the Vanuatu Government and World Bank member IFC found that more than \$50 million was brought into the direct & indirect cruise industry supply chain in Vanuatu last year alone.

Vanuatu Prime Minister Joe Natuman was also in attendance at the conference along with Australian Foreign Affairs Minister

Julie Bishop.

"There are twice as many visitors arriving in Vanuatu by ship rather than by air, but until now we have had no real data validating the importance of cruise tourism on the country's economic growth and job creation," Natuman commented.

"Based on this report's recommendations, we can further grow the industry and provide more business and employment opportunities for our people."

Pictured above at the study announcement from left is World Bank Group vice-president Rachel Kyte, Australian Foreign Affairs Minister Julie Bishop, Vanuatu Prime Minister Joe Natuman and Carnival Australia ceo Ann Sherry.

Oasis dynamic dining

ROYAL Caribbean's *Oasis of the Seas* mega-liner will have the new Dynamic Dining concept installed during drydock works in Europe.

The option allows guests to dine at any of the complimentary restaurant onboard, which each have their own theme, at a time that suits them (**CW** 27 Mar).

Dynamic Dining will make its debut on *Quantum of the Seas* from Nov, and will be available on *Oasis* from Mar next year.

Norwegian at Sun Life

FOOTBALL fans attending Miami Dolphins home games at Sun Life Stadium will notice a boosted presence by Norwegian Cruise Lines starting this season.

The expanded partnership with the NFL franchise will see the launch of the 'Ultimate Getaway Fan Experience', where fans can try versions of activities onboard *Norwegian Getaway*, hear news about the line and enter contests.



CRUISE NEWS & VIEWS

with Brett Jardine
GM, CLIA Australasia

Cruise Week Success

WE ARE not even half-way into Cruise Week as I write this column and have to say we are somewhat overwhelmed by the feedback received to date.

The dedicated Cruise Week magazine that was inserted into Sunday newspapers across Australia appears to have been well received, with CLIA Accredited retailers glowing in their praise and excited at the increased level of cruise inquiry so far this week.

When our phone and email traffic slows down at CLIA we know that our Cruise Specialist Agents are busy and this has been confirmed by some of our member lines!

Stuart Allison, Regional VP from Princess Cruises told me "the general awareness amongst the trade has been better than ever" and that "Monday was one of our biggest booking days on record for Princess".

Jennifer Vanderkreek, Regional VP for Carnival Cruise Lines added that "Cruise week is consistently one of our best performing weeks of the year. In the first two days of this week, our sales are up significantly week over week".

Gavin Smith, Regional VP for Royal Caribbean, Celebrity Cruises & Azamara summed up Cruise Week by telling me the week had been "a boom for our business. Booking demand starting on Sunday morning has greatly exceeded expectations and we are going to have one of our best trading weeks on record. This was a professional and coordinated industry wide project which is certainly delivering strong results for us".



New CLIA partner

CLIA Australasia has signed a new partnership with the South Pacific Tourism Organisation to promote the sustainable growth of cruising in the region.

SPTO chief executive Ilisoni Vidreketi said the organisations would now be able to “combine resources to create an important leadership forum in the region”.

CDU conference start

MORE than 120 delegates are in attendance at the 2014 Cruise Down Under conference, which began yesterday at Crown Perth.

Executives from Princess Cruises, Fred Olsen Line and Carnival UK are in attendance and will speak at plenary sessions, along with local representation from Carnival Australia and Royal Caribbean.

Cruise Month success

HOME based consultant group Travel Counsellors has reported a 6.5% growth in cruise sales over the past month as part of its own international sales incentive.

The company’s Cruise Month promotion was held in partnership with Celebrity Cruises and saw a 100% increase in sales for the Royal Caribbean Int’l sister-line.

Over 1,300 Travel Counsellors in eight countries were split over 32 teams and competed against each other in the promotion, with a six-night cruise on *Celebrity Infinity* up for grabs to be won.

Travel Counsellors sales director Malcolm Hingley said a range of daily sales challenges helped to build camaraderie within teams.

Locally, a number of activities have been implemented by the company for its participation in CLIA Cruise Week in Australia.

National Cruise Week is now underway, and cruise lines operating in Australia and overseas have all come to the party, releasing super-special deals available for sale from 01-08 September.



Cruise Specials

♦ APT is offering customers

booking selected itineraries a further \$250 discount on top of other eligible offers including Fly Free deals. Sister brand **Travelmarvel** is taking \$200 per couple off all bookings made from 01-08 Sep. This offer is on top of existing offers in market.

♦ Pax making new bookings of 2014 and 2015 **Uniworld Boutique River Cruises** itineraries will enjoy a further \$100 off per person if booked between 01-08 Sep with a CLIA accredited agent. Offers are combinable with Uniworld Early Booking Savings.

♦ **MSC Cruises** has released a range of deals exclusively to the Australian market, headlined by a seven-night Mediterranean cruise priced from \$499ppts. Further, a 19-night Grand Voyage from Brazil to Genoa is priced from \$1,005ppts. Earlybird offers for 2015 have also been extended, with savings of up to \$500 on selected departures.

♦ On behalf of Hurtigruten Norwegian Coastal & Explorer Voyages, **Discover the World Cruising** is offering savings of up to 30% off the cruise fare. The offer is valid for any 6, 7, 11 or 12-day Norway Classic Coastal Voyage. In addition, voyages in Antarctica, Arctic or Europe departing between 01 Nov 2014 and 25 Feb 2016 can be booked with an additional 5% discount off the Hurtigruten Best Fare of the Day.

♦ All new 2015 or 2016 European river cruise bookings with **Scenic Tours** are eligible for a further \$500 per couple off, with a non-refundable deposit of \$1,000 due by 09 Sep. This offer is available exclusively to CLIA Accredited cruise specialist agents.

♦ Four new special offers have been released by official Australian GSA for Hapag-Lloyd Cruises, **Landmark Travel**. Offers apply to four specific departures on *MS Europa 2* in the 2015/16 season. Pax can enjoy 50% off the second person in suite categories 1-9 and no single surcharge on solo travellers in categories 1-4.

♦ Onboard credit of up to US\$100 and 50% off the required deposit is on offer on selected **Royal Caribbean International & Celebrity Cruises’** sailings of five nights or longer, departing 01 Jan to 31 Dec 2015. The offer applies to all cabin categories and can be combined with other select promotions. **Azamara Club Cruises** is offering US\$300 onboard credit per cabin for most worldwide sailings in 2015 on Oceanview category staterooms and higher, and is combinable. Quote codeword “CLIA” when booking.

♦ **Holland America Line** is offering up to US\$500 per cabin in onboard credit for selected cruises departing in 2014 and 2015. More than 350 departures from 12 to 90 days worldwide are eligible for the credit.



ATTENTION cruise passengers sailing through the English Channel between England and France - if you hear an extremely loud fart noise, no need to worry.

The two countries have always had a relationship best labelled as love/hate, but a colourful British inventor has decided to take it up (or down) a notch.

Colin Furze has designed and built what is essentially a giant rear end which produces a mechanical fart so loud, it can be heard across the Channel.

The mechanical bum is made of metal and utilises a jet engine pulse to make the fart sound.

Furze can be seen on a YouTube video transporting the rear end down to the cliffs of Dover, pointing it at France and, erm, letting rip - [CLICK HERE](#).

Naturally, the exercise draws a decent crowd of onlookers, who are all quite perplexed and amused at the strange exercise.

After farting at France, the inventor then phones somebody across the channel, who says two people had told him they could hear a “kind of a muffled, mumbling coming over the water,” much to Fruze’s joy.

Other items in the inventor’s collection includes the world’s first driveable toilet and a rocket-powered motor scooter.

Hanseatic polar reach

HAPAG-LLOYD Cruises’ Hanseatic has become the first passenger ship and the first non-Russian vessel to reach the northernmost point of the Northeast Passage at 85°, 40.7’ north and 135°, 39.6’ east – only 480 km from the North Pole.

Unusual ice conditions made this record possible, according to the 175-pax expedition ship’s Captain Thilo Natke.

“North of the New Siberian Islands in the Russian Arctic, there was a large ice-free zone stretching north through the Arctic Ocean, which we used for this spontaneous detour,” he said.

Passengers took a Zodiac ride along the edge of the pack ice and then celebrated with a party on deck.

The expedition through the Northeast Passage set off from Nome/Alaska on 12 Aug 2014 and will continue on to Severnaya Zemlya, before sailing through the Kara Sea, Novaya Zemlya, Barents Sea, Murmansk, Hammerfest/Norway and Bodø/Norway.

Viking Ocean launch

VIKING Cruises last week invited a number of former clients in Australia to the official consumer launch of Viking Ocean Cruises in the local market.

Hosted by local managing director Teresia Fors, attendees learned more about the line’s three sister ships under construction - *Viking Star*, *Viking Sea* and *Viking Sky*.

The company also offered more info on upcoming routes, onboard features and deck plans for the three sister ships.

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FACE : FACE

JAYNE ANDREWS

Marketing Director - Carnival Cruise Lines



Welcome to Face to Face, where we chat to cruise industry leaders.

How/why did you get into the cruise industry?

I have worked in marketing for about 18 years and have always tried to work with products and services that I have a passion for, and which also have a strong global reputation. When a role at Carnival Cruise Lines came up, it ticked all the boxes and I jumped at the chance to join one of the world's leading travel brands.

What is the key to your success?

As well as a lot of hard work, I've also been lucky enough to work with a lot of smart people in fun environments and for brands that I genuinely believe in.

How many cruises have you been on in the last year?

Although I'm a keen traveller, I was a cruise rookie when I joined Carnival. I went on my first cruise with Carnival last year on *Carnival Spirit* and haven't looked back since. My jaw dropped when I walked on to the ship at the sheer scale of everything and I was blown away with how many staff remembered my name.

What was your most memorable moment on a cruise?

Earlier this year I was lucky to work with brand ambassador Shannan Ponton and organise The Biggest Bootcamp at Sea. We had 500 guests on top of *Carnival Spirit* taking part in a giant, crazy work-out session - an amazing sight and so much fun.

How do you spend days at sea?

You'll find me in one of three places - having a well-earned siesta in one of the pods on the adults-only Serenity deck, taking some time out for a massage in the spa, or if I am feeling guilty about too much relaxing, I'll try and do 45 minutes in the gym on the running machine, which is brilliantly placed to stare out at the ocean.

How can cruising continue to grow in the current financial climate?

Aussies have started to realise that cruising is a really affordable way to travel overseas, especially if you have a family and need a holiday option that keeps all ages happy. That is why it has continued to grow at such a rate. Why would you spend more money on an all-inclusive hotel/resort experience, when you can choose a moving resort that takes you to lots of new exotic locations as well!

How can cruising attract more young people and/or families?

Carnival cruises are perfect for families and once they become aware of the

onboard facilities, there isn't much need for persuasion.

Kids' eyes light up when they see Green Thunder and the Waterworks, and when parents hear about our kids clubs facilities and baby-sitting until 1am, their eyes light up too!

What do you think is the most underrated/overrated aspect of cruising?

The one thing that really stood out for me when I first travelled on *Carnival Spirit*

was the service. When you book a holiday that is relatively economical, you don't expect to be treated like royalty.

What is something you wish more agents/consumers knew about cruising?

We talk about the Zen to Adrenalin experience at Carnival. This simply means that whatever type of experience you are looking for, you can find it on our ships - from the tranquillity of the Serenity deck, to the thrill you'll feel standing at the top of Green Thunder, the fastest and steepest water slide at sea.

What makes Australians/New Zealanders different to other cruise passengers?

When Carnival entered the Australian market, we made several modifications to the ship to suit local tastes. Green Thunder was added to *Spirit*, and has also been added to our new ship *Legend* which arrives in September - as Aussies have a thirst for a bit of excitement. The other thing we discovered was that Aussies are also really fussy about their coffee, so we have upgraded all the coffee facilities on board and we have regular barista training on the ship to ensure that guests receive the perfect brew.



Cruise Favourites

Ship: *Carnival Spirit*

Ship Activity: A singalong in the piano bar

Region: South Pacific

Shore excursion: Jungle canopy zip-line, Port Vila

Port: Isles of Pines is pretty special

Onboard food/drink: The Barramundi Crudo (yes, that's raw fish) on the Long

Perk of the job: The cruising of course!

Cruise Weekly is Australia's leading travel industry cruise publication, created as a sister newsletter to **Travel Daily**.

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.cruiseweekly.com.au.

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Part of the **Travel Daily** group of publications.



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