

# CRUISE

WEEKLY



Thursday 11 Sept 2014

## Franklin's 1845 ship found

ONE of Arctic explorer Sir John Franklin's fabled ships, missing for 160 years, has been located on a mission in Canada's Northwest Passage involving One Ocean Expeditions' *Akademik Sergey Vavilov* and three other vessels.

Announced yesterday by the Canadian Prime Minister's office, the discovery of either the *HMS Terror* or *HMS Erebus* solves one of maritime's great mysteries and has reportedly led to an overnight surge in consumer interest in cruising the region.

"To end the search with photographic evidence of one of the two ships is absolutely incredible," Andrew Prossin, managing director, One Ocean Expeditions, said.

British archaeologist William Battersby, who has written extensively about Franklin's Expedition, described the find as "the biggest archaeological discovery the world has seen since the opening of Tutankhamun's tomb almost 100 years ago".

The Australian manager for One Ocean Expeditions, Richard Cunningham, told *Cruise Weekly* that clients were onboard the *Akademik Sergey Vavilov* throughout the expedition and

discovery, and phones have been "running hot" with enquiries from agents seeking to secure the 95 berths available for next year's North West Passage voyage.

"Our 2015 Canadian Arctic program features four voyages and several will visit the actual location where the ship was found in the Victoria Strait," Cunningham added.

"Finding the first vessel will no doubt provide the momentum – or wind in our sails – necessary to locate its sister ship and find out even more about what happened to the Franklin Expedition's crew," Canadian Prime Minister Stephen Harper said in his statement.

It is understood the Queen has also telephoned Harper to offer her congratulations on behalf of the UK, as the ships were part of a British expedition by Franklin, a British Royal Navy officer.

Sonar images have confirmed the find was one of Franklin's lost ships from the 1840s expedition, however it isn't yet clear which of the two had been located.

### Today's issue of CW

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

We are seeking home based mobile cruise specialists to join our team. Are you:

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### CRUISE NEWS & VIEWS

with Brett Jardine  
GM, CLIA Australasia

## 2014 Cruise Week

IN THIS column last week it was very satisfying to be able to share some of the positive feedback received from CLIA Member Cruise Lines around their success from Cruise Week.

It certainly makes sense to me that if the Cruise Lines have had a great week then our retail members will also have seen a genuine spike in their cruise sales between 1-8 September.

One retailer commented to us... "We have followed the CLIA cruise week 'Agents Pack' to the letter and it has been a ripper of a week so far. Our cruise show last night attracted the most pax we have seen to any of our travel events in many years and I put this down to our absolutely focused marketing campaign, thanks to the guidance of the CLIA Cruise Week Agents Pack. For the minimal investment per annum I can't think of any other association that has more of an impact on our business."

## Cruise360 Australasia tickets

TICKETS for the 2nd annual Cruise360 Australasia are now on sale. With limited space available CLIA Members are encouraged to get in early to avoid missing out on what promises to be another excellent event.



Tickets on sale now  
[CLICK HERE](#)

## Cruise Week wraps up

CRUISE lines and agents have deemed the region's third annual Cruise Week (01-08 Sep) "a phenomenal success", largely due to a clearer focus and greater awareness than when the promotion launched in 2012.

"We knew it would take a few years for the industry to get onboard with the concept," said CLIA Australasia gm Brett Jardine.

"The vision is a lot stronger now than two years ago and we still have a lot of room to grow."

Cruiseabout national marketing manager Monique van Gelder reported an increase in bookings and 30% more website traffic.

Princess Cruises vice-president Australia & New Zealand Stuart Allison said the Monday was one of the office's biggest booking days on record.

Uniworld Boutique River Cruises general manager John Molinaro added that "Monday and Tuesday were extremely lively with a great number of enquiries and bookings for 2015; additionally, we've also had many agents enquiring about 2014 space for clients who are planning travel from October onwards."

Cruise Week is set to run again in early Sep next year.

## Evergreen on Zambezi

A THREE-DAY cruise itinerary on the boutique *Pride of the Zambezi* has been introduced as part of the newly released Evergreen Tours 2015 Africa brochure.

Evergreen says the river vessel is small enough to navigate the smaller inlets of Chobe River, operating 70kms upstream from Victoria Falls.

*Pride of the Zambezi* features just five twin or double ensuite cabins, four on the boat's lower deck and one on the upper deck.

The mid-deck offers a lounge, bar, dining area and plunge pool.

The 20-day South Africa & Victoria Falls itinerary, priced at \$7,960ppts.

Just one click away from keeping up to date with all the breaking news as it comes to hand...

## South Sea addition

FIJI inter-island launch and day cruise operator South Sea Cruises will this week take delivery of a brand new aluminium catamaran with a capacity of 200 people.

Custom designed and built in Australia for the company, the vessel is currently undergoing sea trials prior to being delivered.

Entitled 'Cougar II', the new ferry will primarily serve Tokoriki Island, Matamanoa Island but can operate any of the company's scheduled services or charters in the Mamanuca or Yasawa Islands.

MEANWHILE, fellow Marine Tourism Management firm Cruise Whitsundays has relocated its offices to a new \$15m custom-built terminal in Airlie Beach.

The new facility, two years in the planning, offers airline-style check-in counters, baggage carousels, indoor and outdoor seating and dining options.

## New Evergreen guide

EVERGREEN Tours has boosted its range of exclusive Antarctic cruising options, adding a second itinerary in the form of a 14-night journey aboard *Celebrity Infinity*.

The tour operator has formed a partnership with Celebrity Cruises to develop the itinerary, which forms part of an existing 34-day South America & Antarctica cruise.

Cruising in Patagonia has also been added for 2015, with a new 31-day itinerary made up of a 20-day land tour and an 11-day tour & cruise of the Patagonia region.

The brochure retains a range of popular itineraries, some of which offer cruising in the Galapagos Islands and the Chilean Fjords.

Evergreen's new guide can now be ordered through the company.

## Travellers eye exotic ports

AUSTRALIAN holidaymakers are increasingly showing interest in visiting emerging destinations such as Burma and Papua New Guinea for authentic experiences such as engaging with locals, according to Phil Hoffmann Travel.

MD Phil Hoffmann said the group had noticed a 300% spike in sales to Burma over the last two years and "unprecedented" growth in bookings to PNG.

Hoffmann added that travellers were finding the best way to see these destinations was onboard an ocean or river cruise vessel.

The Australian travel industry icon said his network of stores in

and around Adelaide were seeing an emerging trend of travellers looking to immerse themselves in a new culture while on holidays.

"Travellers want to avoid the crowds and are increasingly looking for authentic cultural experiences," Hoffmann said.

Other destinations rapidly coming into focus on the global tourism map included Sri Lanka, Madagascar and the Galapagos.

"With some fantastic cruise packages on offer and an enthusiasm and a passion for creating long-lasting travel memories, it has never been a better time to get on board and tick off a new exotic destination from your travel list," he added.

## Next steps for Coast

DEVELOPERS for the proposed Gold Coast cruise terminal, ASF Consortium, have acknowledged concerns put by the Queensland Government leading to its move to withdraw support for the plan.

The Chinese-led business group has since outlined it could move its proposed cruise ship terminal to Wave Break Island (CW 26 Aug).

In a statement on its website, ASF Consortium project director Allan Fife said it shared the gov't's concerns and that community feedback was "of utmost importance for the development".

Following its decision, the Qld Govt has briefed ASF Consortium regarding its requirements for the site, highlighting its desire that no construction or development take place at Doug Jennings Park.

"We will work closely with the State Government and City of Gold Coast to deliver a solution that addresses community feedback," Fife said.

## From water to wheels

A RANGE of new cycling shore excursions have been developed by Eastern Europe Travel for use during its 2015 Amadeus river cruise programs.

Guests can cycle Bratislava, Linz and Vienna also from Durnstein to Melk in the Wachau Valley.

Passengers undertaking the cycle programs are provided with all equipment including bikes, helmets and maps to get around.

## P&O guide to the five

TRAVEL agents have now begun receiving the latest P&O Cruises 2014-16 brochure following the line's season release last month.

The new brochure details the positioning and available voyages for the entire fleet, including the two new vessels *Pacific Aria* and *Pacific Eden*, which will launch operations from Nov next year.



IMITATION really is the most sincere form of flattery, and can sometimes provide better publicity than paid advertising.

*Cruise Weekly* was this week advised of a number of starkly similar features and designs between the 2014 *Big Brother* house on the Gold Coast and the *River Queen*, operated by Uniworld Boutique River Cruises.

Granted, there are some obvious differences, but the similarities are very strong also.

The first image pictured below is the *Big Brother* house, with the *River Queen*, which operates several itineraries on the Rhine and Moselle Rivers, underneath.

Uniworld said it believes there are some uncanny resemblances and to many, this is true.



To others however, it is pretty obvious that Channel 9 would never place furniture or fittings in the house of the same opulent quality and luxurious standard as that to be enjoyed while cruising Europe with Uniworld.

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