

# CRUISE

WEEKLY



Thursday 25 Sept 2014

## TTF reignites debate

**INDECISION** into cruise ship capacity in Sydney Harbour has reached the point where it is now costing the NSW economy revenue and jobs, according to the Tourism & Transport Forum.

TTC acting chief executive Trent Zimmerman said Sydney was already at capacity, forcing excess ships to drop anchor off-shore.

"This significantly reduces the number of passengers who come ashore while they are in Sydney, cutting the economic benefit of that visit," Zimmerman said.

He added ships unable to berth mean they can't be restocked with local supplies, which he described as another opportunity lost.

Zimmerman reiterated calls for Garden Island to be opened up for more frequent access by ships.

## Economic growth up 16%

**THE** benefits of cruise to the Australian economy had a total output value of \$3.16 billion in 2013-14, an increase of 16% over the year prior, according to an independent study that has captured a decade of outstanding growth in both international and domestic cruising.

Released by Cruise Down Under, the 10th consecutive analysis of the cruise sector also found total direct industry expenditure has reached \$1.85 billion, increasing by 30% per annum from just under \$155 million in 2004-05.

Total expenditure by the int'l international cruise shipping industry in Australia in 2013-14 was estimated at \$2.1 billion compared to \$1.9 billion last year.

With the addition to domestic passenger spending, the total expenditure grows to \$3.16 billion.

CDU chairman Stephen Bradford said the findings were "a truly amazing" representation of the growth of the cruise industry over 10 years.

"The CDU study has captured a robust picture of what is now a substantial sector of the tourism industry and has been able to independently support government and private business in the development of the cruise

sector," he added.

Since the first economic impact of the cruise shipping industry in Australia was compiled in 2004-05, there has been significant growth in all areas of the industry.

Key growth indicators from 2003-04 to 2013-14 include a doubling of the number of ports visited, from 16 to 32.

The number of visiting cruise ships nearly doubled from 23 to 45, and the number of visits has grown by 10% per annum from 325 to 773.

Passenger capacity of visiting ships has increased by 11% per annum from 24,380 to 63,335.

Total passenger days in port has also risen by 20% per annum from 366,322 to 1.956 million, while estimated total passenger expenditure has increased by 26% per annum to \$675.6 million.

**CLICK HERE** to read the report.

## Tauca hires local BDM

**LAURA** Cuthbert has joined the team at Travel the World in the newly created role of national business development manager.

Cuthbert brings experience with Trafalgar and will work to source new markets and sales channels for Tauca in the Australian market.

## Today's issue of CW

*Cruise Weekly* today features four pages of all the latest cruise news, including a page of pics from *Carnival Legend*.

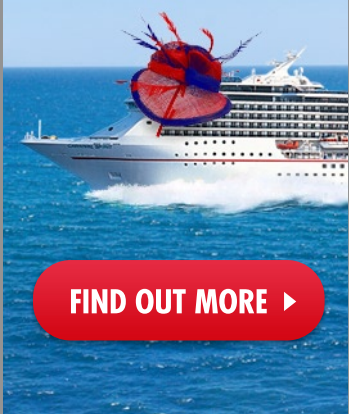
## Buckelew China focus

**CARNIVAL** Corporation chief operating officer Alan Buckelew is set to personally drive the line's expansion in China by relocating to the country.

On top of his expanded duties in China, the former Princess Cruises ceo will continue to head global port and maritime operations as part of his coo role.

Carnival Corporation will have four ships in China from 2015, with *Costa Serena* to join sisters *Costa Victoria* and *Costa Atlantica* alongside *Sapphire Princess*.

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CRUISE WEEKLY

## Industry toasts Carnival Legend

**CARNIVAL**  
Cruise Lines has significantly grown the Australian cruise market since launching *Carnival Spirit* here two years ago, with the



brand reporting that 80% of its passengers are "new to cruise".

The down under deployment has been hailed as a major success, with Carnival this week debuting *Carnival Legend*, its second ship in Australian waters.

Although it is only a summer season this year, Carnival chief Gerry Cahill hinted strongly that in the future the company is looking at two year-round ships, and even further capacity growth as the market expands.

He said that more ships improves the efficiency of the operation - but growth would also likely follow the US pattern where Carnival now operates from a total of 14 homeports.

This has seen the brand grow its family market, because it eliminates the costs of flying to a departure point.

So far, Carnival has carried more than 185,000 passengers on its Australian cruises - a figure that is set to soar in the forthcoming season with its second ship.

Carnival Cruise Lines director Australia Jennifer Vandekreeke said that both Brisbane and Melbourne are under serious

consideration for future seasons.

The Australian operation has seen higher occupancies than in the USA, along with consistently high ratings from guests.

Vandekreeke also backed the agency distribution channel.

"The vast, vast majority of our bookings come through travel agents," she said, with the local industry strength being something she has been amazed at since arriving in Australia.

In fact while Cahill is here, she plans to take him to a shopping centre to see the "novelty" of as many as six bricks and mortar agents in one place - compared to the US where agency stores have virtually disappeared.

CCL unashamedly focuses on "fun memorable vacations," and has found that its offering resonates strongly with Aussies.

The "Aussification" of *Legend* was reflected in the welcoming ceremony on Tuesday (**above**) which featured celebrity fitness trainer Shannan Ponton, Gerry "Crocodile Dundee" Cahill, Jennifer "Kylie" Vandekreeke and a very floral Ann "Dame Edna" Sherry - more pics on **page 3** and **CLICK HERE** for a *Legend* video.

## Cruising in Abu Dhabi

THE recent start of construction on the brand new cruise terminal at Abu Dhabi's Zayed Port serves as a major statement to cruise lines around the world that the emirate is well and truly open for business & welcoming all comers.

That's the message from Abu Dhabi Tourism & Culture Authority country manager Australia Michael Woods, who told *Cruise Weekly* up to 200,000 pax are expected this season.

"Joint marketing activities with the cruise lines will be targeted through a number of consumer and travel trade channels, and through it all, Abu Dhabi will be positioned as a thriving cruise hub of the Arabian Gulf with facilities to match," Woods added.

The terminal will be situated alongside a 718m berth wall able to accommodate three ships of varying sizes at any one time.

Woods said the new terminal, expected to be complete in 2016, will serve as a firm indication the region is ideal to be considered with traditional cruise itineraries.

## More RCI trademarks

FIVE more potential future ship names have been registered as trademarks by Royal Caribbean International, according to a US Patent & Trademark Office filing.

The names - *Apex of the Seas*, *Spectrum of the Seas*, *Emblem of the Seas*, *Harmony of the Seas* and *Joy of the Seas* - have all been registered for possible use on future capacity for the company.



## CRUISE NEWS & VIEWS

with Brett Jardine  
GM, CLIA Australasia

## Evolution of Dining

IT IS interesting to follow the way the onboard dining experience continues to evolve on cruise ships around the world.

A motivating factor behind many changes is the simple fact that dining is fast becoming a major draw card for cruise lines to attract first-time cruisers.

The onboard dining experience is a major selling point and it is important that agents are very clear in their understanding of what each different brand has on offer. A great deal of your time spent qualifying a potential new cruise client could potentially be based on the clients' cuisine likes or dislikes.

With the proliferation of food-focused TV shows, the consumer is becoming very savvy when it comes to food and if you can clearly demonstrate the array of choices that many cruise ships have to offer, the sales process could become a whole lot easier!

From destination focused cuisine such as French or Asian, specialty grills and of course traditional fare, cruise lines are also mindful of complimenting different restaurants with the appropriate beverages.

Europe River Cruise operators do an outstanding job of pairing themed dinners with local wines from the region and we are now seeing ocean going vessels aligning with different breweries as they deliver their own unique craft-beers.

To this day I can clearly recall my first cruise and how amazed I was at the plethora of choices I was faced with at my first dinner so you can be certain there are still plenty like me out there that have no idea how good cruise ship cuisine really is!



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# Carnival Legend's debut is...



**MORE** than 2,000 travel agents celebrated the arrival of *Carnival Legend* in style this week, truly getting into the spirit of the night by dressing up as their favourite "Legendary" character. The event was a one-night cruise to nowhere out of Sydney Harbour which marked the commencement of the 2014/15 Australian summer cruise season.

These pictures were taken by **CW** during the inaugural - lots more on our Facebook page at [facebook.com/cruiseweekly](https://facebook.com/cruiseweekly).



**ABOVE:** Yes, Elvis is alive and can be found on board *Carnival Legend*. Carnival Cruise Lines director Australasia, Jennifer Vandekreeke caught up with the singing legend alongside Donna and Brian Meads-Barlow from DBT Corporate/Cruisescene.



**LEFT:** "Stars" on board included these hunks of spunk from Baywatch - none other than David Hasselhoff and a not-so-buxom Pamela Anderson, pictured with some of their biggest fans.



**BELOW:** These travel agents were blind before the evening even started.



Seasick? No, bewitching!



Ready to bring back the biff...



**LEFT:** About sixty Cruiseabout team leaders aced the theme by all dressing as Aussie tennis legend Pat Cash.

**LEFT:** No, we're definitely not in Kansas any more. But the company said *Carnival Legend* has been Aussie-fied, not Oz-ified!

**RIGHT:** There's nothing like an adult onesie, and there were plenty on display including these sharks.





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**THERE'S** no doubting the attention to detail on a Carnival Cruise Lines ship - particularly when Carnival Australia ceo Ann Sherry is concerned.

The down-under deployment of *Carnival Legend*, which was celebrated in style by thousands of travel agents (see p2, 3) followed a crash course by the ship's baristas on how to make coffee Australian-style.

As the excited agents explored the ship before she departed on her inaugural voyage out of Sydney, *CW* spotted Sherry sampling the brew (below), to make sure it was up to the mark.



**CARNIVAL** Cruise Lines ships have been fitted out to suit the wide variety of passengers on board, with extended families often comprising grandparents right through to toddlers.

CCL chief Gerry Cahill, in Sydney for the *Carnival Legend* inaugural, said that his favourite place on the ships is the "library bar" - a quiet space which he confessed had been "created especially for me".

"The funny thing about it is that it's a colossal failure in economic terms," he said, with most pax wanting to be closer to the action on board.

## Tempo 2-for-1 promo

**TWO** clients able to travel at short notice can travel for the price of one as part of a new offer from Tempo Holidays on its range of European river cruises.

The deal is valid on a 24 Oct departure of *MS Amadeus Silver*, the 10-day sailing departs from Vienna, travelling to Basel, and is priced from \$3,939 per couple.

Guests can also book the deal on an eight-day cruise from Basel to Amsterdam on 09 Oct, sailing aboard the *MS Amadeus Princess*.

## Crystal sharpen dress

**EVENING** attire guidelines on Crystal Cruises will be narrowed from three options to two from Dec, with the current elegant casual style being eliminated.

Dinner dress options remaining will see black-tie on formal nights with "Crystal Casual" or a slightly dressed-up smart casual alternate.

## UK port controversy

**RESIDENTS** of Hull City Council in the UK are reportedly livid at plans by the Council to build a £17 million cruise ship terminal near Victoria Dock.

The purpose of the terminal is to lure greater tourist numbers to the area, with council already committed to spending £380,000 on studies for the terminal.

Residents are citing a lack of consideration for supplementary services associated with a cruise terminal such as car parking, crowd management and traffic.

According to the *Hull Daily Mail*, Council Leader Steve Brady said a terminal would give the city a major boost and that this was a time to invest in the city's future.

## New Viking itinerary

**VIKING** Ocean Cruises has added a new 15-day itinerary to its 2016 range, with the Grand Mediterranean Tour operating as a round-trip from Barcelona.


Only one departure on 24 Jan 2016 has been scheduled so far.

## San Fran soft opening

**CROWN** Princess has become the first ship to berth at a brand new US\$100m cruise terminal in San Francisco as part of a soft opening to test out the facility.

A formal ceremony to launch the terminal is set for this week.

## Win with Carnival Cruise Lines

Over the next few weeks *Cruise Weekly* and *Carnival Cruise Lines* are giving away a seven-night roundtrip  **Carnival** 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](mailto:carnivalcomp@cruiseweekly.com.au)



Q4: What is the distance of a Melbourne Cup race?



*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](http://www.cruiseweekly.com.au).

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Part of the *Travel Daily* group of publications.

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