

# CRUISE

WEEKLY



Tuesday 30 Sept 2014

## New P&O fleet livery

A STRIKING blue stripe running along the side of the hull will be added to P&O Cruises' existing three ships as part of an exterior makeover for the line.

The decision to update the paint job comes following the line's new brand image and onboard product offering (TD yesterday).

P&O Cruises has confirmed to **Cruise Weekly** its two new ships *Pacific Eden* and *Pacific Aria* will retain the navy blue hulls and will not be painted white to match the line's three existing ships.

Despite this, P&O senior vice president Tammy Marshall said the goal was not to position *Eden* and *Aria* as a premium product.

"The idea is that we have a five ship fleet and we want to offer a consistent experience across all those ships so you'll see P&OEdge, Salt, a lot of our initiatives will go across the fleet.

"With the two new ships, they do have some more restaurant opportunities than we currently have on our existing fleet but where possible we'll apply the product across the fleet," she said.

## Sea Princess problem

REPAIRS to a crankshaft and a propeller bearing on one of *Sea Princess*' four engines are the reasons behind yesterday's cancellation of *Sea Princess*' latest voyage, Princess Cruises has said.

Uncertainty over when the work would be completed heightened the situation.

A Carnival spokesman told **CW** that the regrettable cancellation "will give technical experts the time they need to complete the repair and test as they wish and to resume her cruise program".

## Navy warming to sharing

CARNIVAL Australia chief executive officer Ann Sherry says she is now seeing an alignment of views on sharing Sydney's Garden Island between the NSW and Federal Governments & the Navy.

A letter late last week from NSW Premier Mike Baird to his Federal counterparts calling for greater access was a significant step in the right direction, Sherry said.

"I think that's a very significant step forward and not just people in industry nailing their colours to the mast about a shared facility at Garden Island. And it's much more likely to happen if the State and Federal Government agree."

"The last chief of navy who has just been promoted, he and I had some very positive conversations together and he said to me that it now needs a Cabinet decision."

Sherry added NSW Treasurer Andrew Constance pledged his support for the cause during last week's *Carnival Legend* arrival.

## Passenger feedback behind P&O changes

P&O CRUISES says passenger feedback was the driving force behind its modernising rebrand following deep research into what its customers really wanted.

The line said it sent out 2,000 quantitative surveys & conducted five or six focus groups to help determine its public standpoint.

Director of marketing and distribution for P&O Simon Cheng said customers were advising that buffet dining and entertainment options has been stopping people from cruising, with a renewed focus going into modifying this.

The Carnival Australia boss said Federal Trade and Investment Minister Andrew Robb has expressed a desire to champion the cause in Canberra.

Sherry referred to Moorebank Steele Barracks as an example of a military facility which is being turned into a intermodal transport hub, adding that shared civilian use has always been hard work likely based on a cultural issue.

"I think it's just they're comfortable doing what they've always done there and I guess they see us as the new kids on the block relative to them."

## New cruise line in Asia

ROYAL Asian Cruises has become the first cruise line to launch in Sri Lanka.

The company, which has offices in India and the US, will have two ships operating year-round cruises departing from Colombo.

Its first 800-pax vessel is slated to set sail in late 2015, while a larger second ship is expected to enter service in early 2016, with ports of call around Sri Lanka, India, the Maldives and Singapore.

RAC chairman and managing director Mano Sinnarajah signed an agreement with Dr Lakshman Jayaweera, chairman of the Board of Investment of Sri Lanka, on Thursday last week.

## Today's issue of CW

**Cruise Weekly** today features four pages of all the latest cruise industry news & photos including photo coverage from the 2014 Carnival Australia Partnership Summit on **page 3**.

## Last Rhapsody season

ROYAL Caribbean's first international ship of the season, *Rhapsody of the Seas*, arrives in Sydney tomorrow for its last stint in the region.

A fixture in Australia since 2007, when at the time it was the largest ship sailing locally, the ship will be replaced by *Explorer of the Seas* in 2015-16.

*Radiance of the Seas*, which has been confirmed to return next season, arrives the following weekend on 11 Oct.

*Voyager of the Seas* has a late start to summer, commencing Sydney departures on 08 Dec after its arrival from significant drydock renovations in Singapore.

MEANWHILE, Royal Caribbean Int'l has pulled *Rhapsody* from its 2015 Black Sea itinerary via Russia and the Ukraine and switched the plan to Mediterranean cruises in Greece and Turkey.



## Cruise Calendar

The **Cruise Weekly** cruise calendar details upcoming port calls of cruise ships at various destinations around Australia and New Zealand.

SYDNEY	
<i>Rhapsody of the Seas</i>	03 Oct
<i>Dawn Princess</i>	04 Oct
<i>Rhapsody of the Seas</i>	05 Oct
<i>Pacific Pearl</i>	06 Oct
<i>Carnival Legend</i>	06 Oct
BRISBANE	
<i>Pacific Dawn</i>	04 Oct
DARWIN	
<i>Oceanic Discoverer</i>	02 Oct
BURNIE	
<i>Dawn Princess</i>	06 Oct

CRUISE TO THE  
MELBOURNE CUP  
ONBOARD CARNIVAL SPIRIT

FIND OUT MORE ▶



## New lap for Princess

TWO new world cruises sailing from Australia, including one routing via the Baltic for the first time ever, have been unveiled by Princess Cruises in celebration of ten year sailing in local waters.

The new sailing forms part of the southern winter 2016 season, which will be released to agents for sale to the public from 16 Oct.

Operated by *Sea Princess*, the 104-night voyage departs Sydney on 15 May 2016, priced from \$20,999pp for the entire voyage.

It features 30 itineraries sailing on *Sun Princess*, *Dawn Princess* and *Sea Princess* from Fremantle, Brisbane and Sydney and visiting a total 136 ports in 58 countries.

Princess Cruises president Jan Swartz said Australian agents were particularly savvy when it came to new global cruise routes.

"They push us to develop new itineraries, particularly in world itineraries with multiple launch points to embark and disembark and that opens a whole new opportunity for them," she said.

## Cunard at the crossroads

LUXURY British line Cunard is grappling with maintaining classic onboard features attuned to its older, loyal passengers & reaching out to younger demographics with more modern appeals.

Speaking at the 2014 Carnival Australia Partnership Summit on *Carnival Spirit* on the weekend, Cunard int'l development director David Rousham said the dilemma was a difficult path to navigate.

"We need to make sure that the brand is moving appropriately."

"We need to maintain this position of uniqueness and a category of one," Rousham said.

One of the central elements to the situation was the line's move last year to slightly relax its dress code, removing the need for ties on informal evenings.

"We've also got to recognise there's a generation flow in terms of the product that we offer, and just as our fathers and grandfathers perhaps enjoyed dressing up for certain things and

perhaps when we think of them as a classic Cunard customer which really is in that 50-70 bracket, we need to make a call on whether that's something we want to be doing," Rousham said.

Rousham referred to a style of classic and loyal Cunard cruiser who is "absolutely fanatical" about everything to do with ships who will go to the Captain's table to remind about things including why engines make certain sounds.

"We recognise the next generation and indeed we know that the next big growing area is the silver surfing area of the web so that categorisation of 50-70 and those people are able to engage online and are much more connected."

"But we've got to absolutely move with the times in terms of picking up on those sorts of trends, ensuring that if that is really important to the customer then we absolutely match that with product we have onboard."

## Princess direct chat

TRAVEL agents will be able to speak directly with Princess Cruises consultants without waiting in a phone queue as part of a new system to be rolled out.

Entitled 'Click to Chat' the service for front-line sellers will be launched in Q4 of this year and is designed to allow agents to skip phone queues for general queries and assistance.

MEANWHILE, a similar chat system built into a new onboard messenger app allowing Princess passengers to communicate with fellow pax onboard has begun its early trials on *Regal Princess*.

Princess@Sea Messenger app for smartphones and tablets will be free to download and use if connected to the onboard wi-fi.

In addition to being able to send instant messages to fellow guests anywhere on the ship, pax can also check the day's onboard events, view restaurant menus, review the ship itinerary & more.

The app is scheduled for a full launch fleet-wide in early Nov.

# Plant *Your* Money Tree

All you need is a Cruise1st seed  
(you can even plant it at home)

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](mailto:recruitment@cruise1st.com.au) or 02 81989951



**ABOVE:** Former Dancing With the Stars contestants Mark Hodge and Alana Patience (front far right) led agents in a dance experience similar to that available on the 15 Holland America Line ships worldwide.

**BELOW:** Chris Pillwein from RACV Melbourne proved he could mix it with the best Vegas performers.



**RIGHT:** Convinced he was the King of Rock 'n' Roll, this agent was under the spell of comedy hypnotist Anthony Laffan.

**BELOW:** Princess Cruises president Jan Swartz enjoying the company of NSW bdm Cherie Bowman.



**RIGHT:** Dinnertime at the Empire Restaurant kitchen on Carnival Spirit is a hectic time, with dozens of expert chefs and service staff collectively preparing and delivering as many as 1,700 delicious and freshly prepared meals in a single meal sitting.



**RIGHT:** Some of the agents at Princess Cruises' trivia found Captain Stubing (or a cardboard cut-out likeness of him) to join their team.



## Agents kick up heels at Summit

**ACTIVITIES** showcasing the types of experiences available onboard the World's Leading Cruise Lines brands were delivered to agents attending the 2014 Carnival Australia Partnership Summit, which took place over the weekend onboard *Carnival Spirit*.

In addition to informative business sessions hosted by Channel 9's *Today* weatherman Steve Jacobs, corporate business motivator Lisa McInnes-Smith had the group inspired to take steps to improve their businesses and lives.

The events provided WLCL team members with great opportunities to show off the brands to their valued agents.

At each event, prizes including voyages on the lines were among those on offer to win.

For those keen to keep fit, Carnival Cruise Lines' fitness ambassador Shannan Ponton led a group in a rigorous boot camp workout on deck, while at the same time, the chance to witness the buzz and excitement of the main kitchen was available, while others chose to learn about the behind-the-scenes workings of the theatre.

Princess Cruises tested agents' knowledge both of the line itself

and ports around the world with a head-scratching trivia session.

In the Empire Restaurant, waiters donned the white gloves of Cunard to deliver an opulent afternoon tea on the high sea.

P&O Cruises provided its "Comedy Hypnotist" Anthony Laffan to spellbind a group of keen volunteers into performing a range of involuntary yet utterly hilarious stunts and impersonations.

Over in the nightclub, Holland America Line engaged celebrity

professional dancers Mark Hodge and Alana Patience, who coordinated agents beautifully in a high-energy dance routine and competition to win a HAL voyage.

For many more photos from the activities onboard Carnival Spirit, [CLICK HERE](#).



**ABOVE:** It wasn't a real violin or piano, but that didn't stop these agents under the control of Anthony Laffan from playing in the imaginary P&O orchestra.

# CRUISE

WEEKLY



Tuesday 30 Sept 2014



**BUSILY** working away off to the side of the stage during the 2014 Carnival Australia Summit last weekend was graphic facilitator Fernando Lecuna.

Quietly drawing away, Lecuna was immortalising the themes and topics being canvassed on stage in a colourful, bright and creative form.

He is well known in his field, having designed brandings for Nestle, book covers for famed author John Grisham and designing murals for companies including Yahoo, KPMG, the World Economic Forum and even the Prince of Malaysia!

Lecuna is pictured below with his finished product from the Carnival Summit - for a closer look, see the photo on our Facebook page - **CLICK HERE**.



## Complaints on the up

**NSW** Fair Trading has reported a 20% increase in consumer complaints about cruises in the last financial year.

NSW Fair Trading Minister Matthew Mason-Cox said that nearly half of the 104 complaints - up from 84 complaints in 2012-13 - concerned refunds and unsatisfactory performance of service.

## River & Baltic combo

**HURTIGRUTEN** is spruiking its 2015 pact with Evergreen Tours in which it combines a 15-day river cruise on Emerald's 'Star Ship' with a Norwegian Fjord voyage, making a seamless 22-day trip.

Prices lead in at \$9,690ppts and if booked before 15 Oct, partners will fly free, subject to conditions.

## Ponant heads for ice

**BESPOKE** expedition cruise line Ponant has unveiled its 2015 Arctic and Alaska cruise season, to be operated by its three ships *Le Boreal*, *Le Soleal* and *L'Austral*.

The season includes sailings taking guests to Alaska, Iceland, Greenland, Spitzbergen, the Baffin Sea and the Northwest Passage.

Itineraries depart from ports including Vancouver, Pevek, Anadyr, Kangerlussuaq and more.

Guests will visit seven isolated regions of the world and will have opportunities to meet members of five ethnic groups including Inuit and American Indian Tlingit.

## Quantum in reverse

**ROYAL** Caribbean's new liner *Quantum of the Seas* has reached the sea after leaving the Meyer Werft shipyard & carrying out its conveyance process last week.

Travelling at around 2-3 knots, the 10-hour journey down the River Ems takes place in reverse for better manoeuvrability.

*Quantum of the Seas* is also the largest ship to ever complete the conveyance journey, requiring bridges and powerlines to be moved by crane out of the way.

Now docked in Eemshaven, Holland, the vessel will undergo its sea trials for final testing.



## Follow us on social media

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



## Final 2014 MSC saving

**LAST** chance earlybird deals on select European voyages with MSC Cruises for departures until 30 Nov 2014 will launch tomorrow.


Seven-night Med sailings are priced from \$729ppts, or 14-night cruises start at \$1,588ppts.

## New Pandaw cruises

**NINE** additional Mekong cruises during peak season on *Angkor Pandaw* have been released by Pandaw Expeditions.

The 3-, 4- and 7-night cruises operate between Saigon & Siem Reap, priced from US\$2,847ppts.

## 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@crisweek.com.au](mailto:carnivalcomp@crisweek.com.au)



Q5: What is the name of *Carnival Spirit's* adults-only space?



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

**Postal address:** PO Box 1010, Epping, NSW 1710 Australia

**Street address:** 4/41 Rawson St, Epping NSW 2121 Australia

**P:** 1300 799 220 (+61 2 8007 6760) **F:** 1300 799 221 (+61 2 8007 6769)

**Advertising and Marketing:** Sean Harrigan and Katrina Ford

Email: [ads@crisweek.com.au](mailto:ads@crisweek.com.au)

**Business Manager:** Jenny Piper

Email: [accounts@crisweek.com.au](mailto:accounts@crisweek.com.au)

Part of the *Travel Daily* group of publications.

**Publisher/Managing Editor:** Bruce Piper

**Editor:** Louise Goldsbury

**Production Editor:** Matt Lennon

**Contributors:** Guy Dundas

Email: [info@crisweek.com.au](mailto:info@crisweek.com.au)



*Travel Daily* is a publication of TDaily Pty Ltd ABN 34 108 508 765. All content fully protected by copyright. Please obtain written permission to reproduce any material. While every care has been taken in the preparation of *Travel Daily* no liability can be accepted for errors or omissions. Information is published in good faith to stimulate independent investigation of the matters canvassed. Responsibility for editorial comment is taken by Bruce Piper.