

CRUISE

WEEKLY



Thursday 06 Aug 2015

Cruise Weekly today

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

Activate time closing

AGENTS are advised by Scenic that all accounts under the new Scenic Rewards program must be activated before 15 Aug to avoid losing old points balances.

Accounts under the old Passport to Rewards scheme have been closed, with activation possible via support@scenicrewards.com.au.

CLIA Aus changes Captain

CATERING to the expanding needs of a growing membership, CLIA Australasia has implemented a structural change which has seen CLIA executive director Neil Linwood promoted to the newly created role of managing director.

On secondment from Carnival Australia since early last year, Linwood now moves to CLIA Australasia on a permanent basis, tasked with overseeing the organisation's strategic direction and government relationships.

Linwood will also act as the industry's voice on matters of regulation and infrastructure as passenger numbers in Australia continue to break records.

In a two-pronged leadership approach, the role of current general manager Brett Jardine will become commercial director with a specific travel industry focus on training and agent liaison.

CLIA Australasia chairman Gavin Smith said he was excited by the new alignment of roles.

"Neil will leverage his extensive experience to focus on our expanding needs across the region in government affairs, port development and strategy, and Brett will continue his great work in boosting our numbers and liaising with trade," Smith said.

CLIA links arms with Helloworld



HELLOWORLD agents have the chance to improve knowledge, sales and confidence in selling cruise via the newly launched 'helloscholarSHIP' (**CW Tue**), created in conjunction with CLIA.

Introduced at the Frontliners conference in Cairns last weekend, the course will aim to

further bolster the group's cruise sales, growing at an average of 20% year-on-year, Helloworld head of associate and affiliate networks David Padman said.

He is **pictured** above left with head of branded network Julie Primmer and CLIA Australasia commercial director Brett Jardine.

Cruise Team collateral

SPECIALIST Helloworld cruising arm The CRUISE TEAM has issued a new 16 page mini-brochure focused on the brand's most popular cruise packages designed to assist agents with selling.

Dubbed 'Time to Cruise', the brochure will be updated and reissued on a quarterly basis with new deals covering lead-in cruise options through to repositioning and high-end luxury voyages.

River and expedition cruising will also be included in the guide.

Brochure stocks will be sent out to agents over the next week, but can also be accessed through The CRUISE TEAM agency portal.

Celebration blackout

BAHAMAS Paradise Cruise Line vessel *Grand Celebration* was delayed by six hours on departure from Palm Beach, Florida after an electrical blackout on Tue night.

The power failure also knocked out air conditioning, with the issue rectified after midnight.



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7-NIGHT FIORDLAND NATIONAL PARK CRUISE PACKAGE

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Fathom allotment for Aus

AUSTRALIAN travellers keen to experience Carnival Corporation's new social impact cruise brand fathom can now book locally after Cruise Holidays Australia secured a cabin allotment for Sep 2016.

Departing on 25 Sep 2016 from Miami onboard the 710-passenger *MV Adonia*, the seven-day voyage will visit the Dominican Republic, with cabins priced from US\$1,099pp twin share including an onboard credit of US\$50.

Fathom is the tenth brand in the

Carnival family, launched in Jun this year, offering coordinated opportunities for travellers to pitch in on local community projects based on their individual skills, interests and passions.

Cruise Holidays Australia managing director Les Farrar has booked himself and his family onboard the voyage and believes the firm is the first Aussie agency to offer local sales for fathom.

"I believe in what Carnival are doing with this product," he said.

"I'd also like to extend an invitation to all Australian agents and their customers. The more Australians we have onboard the better and I'm happy to pass on the commission to any agents booking into our group."

CLICK HERE for more details.

Slow & steady growth

FOLLOWING its successful launch onto the NASDAQ stock exchange, Lindblad Expeditions has outlined a cautious growth plan to build its fleet by one vessel each year starting in 2017.

The company will grow slowly to retain its level of service, founder Sven Lindblad said during a five-night voyage in Iceland onboard *National Geographic Explorer*.

Each new ship will be no larger than any of the six wholly owned National Geographic-branded vessels currently in its fleet.

Lindblad added the expedition line's current fleet has been running at or near capacity of above 90% for some time, with the time right for more inventory.

However, Lindblad said there will be no change to the way the company carries out its journeys.

Sirens of song at sea

ASPIRING singers who didn't make it to the blind auditions of *The Voice* now have a second chance at musical superstardom thanks to Princess Cruises.

Debuting on *Regal Princess* in Oct, 'The Voice of the Ocean' will be an onboard talent competition where guests will be able to showcase their vocal talents to three charismatic team coaches occupying the 'I Want You' chairs.

The cruise will kick off with karaoke-style auditions for pax 16 years or older, from which nine will be selected by fellow guests and crew and assigned a mentor.

Rehearsals will then take place with the ship's band, with backup singers also on hand to ensure a breathtaking performance.

The final show will be held on the last night of the cruise and judged by three high-profile crew members ranging from guest entertainers, the hotel general manager or even the Captain.

Judges will pick one finalist from their team, with the audience then selecting who should be named "The Voice of the Ocean".

Princess Cruises vice president of Entertainment Adrian Fischer said guests will perform on a high tech set almost identical to the hit television show.

"We're excited to discover and foster undiscovered talent and offer guests a whole new way to express their love of music and performing," Fischer said.

MSC shows off Destination Dubai



TRAVEL agents lapped up an opportunity to learn more about the Emirati powerhouse destination of Dubai from a cruise perspective at an intimate soiree hosted last week by MSC Cruises.

Joining the line as co-hosts for the event were Emirates and Dubai Tourism.

The evening showed agents how they can fly their clients to Dubai to explore the emirate on land prior to joining an MSC cruise around the Arabian Gulf to destinations such as Abu Dhabi,

Oman, Bahrain and more.

Pictured above at the event from left is Lynne Clark, MSC Cruises; Lincoln Bache, Emirates & Katie Beneke, Dubai Tourism.

Cruising above a ship

ROYAL Caribbean International has released a new video taking viewers behind the scenes to see the process being operating the innovative North Star attraction on its Quantum class ships.

CLICK HERE to view the clip.

CRUISE NEWS & VIEWS

with Brett Jardine
GM, CLIA Australasia

Keeping relevant

I RECENTLY attended a conference that was specifically focused on Associations and the work they do across many different industries.

A key topic on the agenda was focused on maintaining your relevance as an industry body among your area of focus.

CLIA for example is the cruise industry association (by virtue of the fact we actually represent cruise lines); AFTA represent travel related business in Australia; TAANZ is the New Zealand equivalent of AFTA and of course we have IATA which has a significant role in regulating and overseeing most of the world's airline space.

The topic had me thinking not only about our role at CLIA but also how travel agents need to stay focused to ensure they too remain relevant in all aspects of their business.

In business of any sort, the goalposts are always moving so for an agency to stay relevant, it is important to have a clear understanding of your customer demographics and keep pace with how they evolve.

For individuals the best way to stay relevant in the cruise industry is to keep up to date with your professional development through all learning opportunities - CLIA training and Accreditation upgrades, cruise line conferences, webinars and educational opportunities as well as taking a proactive approach to CLIA's annual Cruise Week!





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Europe sun shines on AmaSerena



EUROPEAN river cruise line and APT partner line AmaWaterways has just completed the maiden sailing of its new ship, now officially named *AmaSerena*.

Michelle Fee, chief executive and co-founder of US based agent group Cruise Planners served as Godmother of the new vessel, with festivities taking place in the

German town of Vilshofen.

AmaWaterways co-founders Rudi Schreiner and Kristin Karst were on hand for the ceremony, which saw the maritime tradition of a champagne bottle broken against the ship's hull.

The occasion was a carnival-like atmosphere, with live music and local entertainers brought in along with Bavarian cuisine.

AmaSerena will now embark on voyages including a number of itineraries available through APT.

Fee is **pictured** above centre with Kristin Karst and Rudi Schreiner, AmaWaterways (left), Vilshofen Mayor Florian Gams and Second County Commissioner Rainmund Kneidinger.

PONANT info events

AGENTS and clients are being invited by French cruise line Ponant to attend a series of information evenings covering voyages from Apr to Oct 2016.

Two events will be hosted in Sydney (11 Aug & 13 Aug) by Ponant director of sales Australasia Steve McLaughlin and yacht club manager Melanie Bernstein, followed by Melbourne (01 Sep) and Brisbane (03 Sep), with sessions at 2pm and 6pm.

The six-month season will see Ponant sail to the east coast of the US for the first time, and will also feature destinations such as Alaska, the Aegean Sea, the Mediterranean and Canada.

To register - **CLICK HERE**.

Caledonia canal cruise

SCOTTISH small ship cruise line Hebrides Cruises has announced a new Caledonian Canal Explorer six-night cruise for Oct this year.

Two cruise dates are available, each priced from £1125pp and offering a 10% advance discount.

The first sailing departs Oban on 03 Oct and the second from Inverness on 10 Oct.

Next peek at Encore

SEABOURN has released the latest peek at its forthcoming vessel *Seabourn Encore*, which will take to the sea late next year.

A rendered image of the main 'Grand Salon' show lounge (**pictured** below) will host onboard performances and guest speakers taking part in the line's Seabourn Conversations series.

Seabourn Encore will offer



capacity for 600 guests, with each suite featuring a private veranda.

The ship will sail in Australian waters as part of its inaugural season between 22 Jan and 17 Mar 2017 following its christening in Singapore (**CW** 05 Mar).

Other Australian stops on *Encore's* local season will include Darwin, Cairns, Townsville, Hamilton Island and Mooloolaba.

Russia self-promotes

MAJOR cruise operators in Russia have opted to promote its wares to cruise markets outside of Global CLIA, forming its own National Association of Cruise Operators (NACO).

The organisation's members make up around 70% of Russia's cruise market and will operate under the umbrella of the Russian Union of the Travel Industry.

NACO chairman Valentin Eliseev says the organisation is also aiming to stamp out fraud among "unscrupulous middlemen", protect tourists from scams and promote cruising in Russia.

Project Runway pact

CELEBRITY Cruises has signed as a partner of fashion design reality show *Project Runway*, with ceo Lisa Lutloff-Perlo to star in an upcoming episode as contestants compete in a special challenge.



FOR all those who love the idea of a cruise, but all that rocking and rolling just doesn't float your boat, a ship has finally been designed just for you (**pictured**).

Sun Cruise Resort in South Korea is a cruise ship for those who would rather not leave dry land, and so it never does.

The land-based cruise ship is 165m in length, offers 211 rooms, six function rooms, six restaurants and a rotating bar.

If that's not enough to get you hooked, it also offers a sea water pool, so you can float around and relax to the sound of the ocean, which is played through the speakers - of course.

Like real cruise ships, there's plenty of things to do including the Sunrise Garden and the Glass Observatory to view the sea without getting your feet wet.

It even appeals to the time-poor crowd, with the ability to come and go as you please at a room rate of US\$71 per night.

This ship is 'a shore way' to avoid getting seasick.



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