

CRUISE

WEEKLY



Tuesday 28 Jul 2015

Creative Xmas in July

AGENTS will earn a \$25 gift Coles/MYER gift card for every cruise booking processed through Creative Cruising.

To be eligible, bookings must be deposited by 31 Jul - more info available from Creative Cruising business development managers.

AZAMARA CLUB CRUISES

Double Luxury
DOUBLE UPGRADE

LIMITED TIME OFFER
BONUS US \$500
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TERMS AND CONDITIONS APPLY

Tiered pricing for Celebrity

PASSENGERS will be able to tailor inclusions of their Celebrity Cruises fares from 09 Aug when the line implements a new tiered pricing structure.

Dubbed 'Go! Big, Better, Best', the new fare structure is based on the line's popular '123Go!' Promotion which has been run several times in recent years.

The levelled system starts with a base fare on an Oceanview cabin or higher, which the first two passengers in a cabin can increase by building in their chosen mix of inclusions from a list of four.

Available options include a Classic Beverage Package for two, unlimited onboard internet access for two, prepaid gratuities and/or

\$150 credit per person to spend.

From the base Oceanview fare, one choice is included, with a second extra available for \$20pp per day or \$60pp per day for the entire complement of four.

Passengers booking all four will also receive an upgrade to a Premium Beverage Package.

Interior cabins do not fall under the new pricing structure and will remain at normal price with no option to add any inclusions.

Celebrity Cruises says the new system makes it the first line to offer an all-inclusive package flexible for guests and rewarding for agents as they upsell.

Commercial director Sean Treacy said the structure provided certainty that fares similar to the 123Go! promotion would remain.

"Not only will agents have more opportunities to increase their commission when they upsell a package, we believe the simplified and inclusive pricing structure will entice new cruisers, providing business growth opportunities for our trade partners," Treacy added.

Superstar P&O lineup

FIVE of Australia's most famous performers of today will headline P&O Cruises' grand celebration to welcome *Pacific Aria* and *Pacific Eden* into its fleet on 25 Nov.

Jessica Mauboy, The Veronicas, Samantha Jade, Justice Crew and Stan Walker will each appear on a different P&O ship, joined by 20 other music acts and 10 DJ's.

The glittering event will run from mid-afternoon into the evening.

P&O's fleet of five will also form a 'V' shape off the Sydney coast before sailing into the harbour where *Aria* & *Eden* will be named while sailing beside Fort Denison.

For a special video look at the *Pacific Eden* interior, **CLICK HERE**.

Disability settlement

CARNIVAL Corporation has settled legal proceedings brought against it by the US Justice Dept over not providing sufficient levels of disability access on ships.

The firm has agreed on penalties of up to US\$350,000 to former guests to settle the complaints.

Today's issue of CW

Cruise Weekly today features two pages of all the latest cruise news and photos plus a full page from JITO.

High notes on hi-seas

LEGENDARY Aussie musician John Farnham will make his cruise ship performing debut on an upcoming Choose Your Cruise departure to the South Pacific.

The ARIA Hall of Fame member will sail out of Sydney on Royal Caribbean's *Radiance of the Seas* on 09 Oct 2016 as part of an eight-night charter voyage to Mare, Lifou and Noumea.

Now on sale, the cruise will also include performances by Pseudo Echo and other Aussie music acts.



Cruise Calendar

This week's port calls of cruise ships at various destinations around Australia.

SYDNEY	
<i>Carnival Spirit</i>	01 Aug
<i>Pacific Dawn</i>	03 Aug
BRISBANE	
<i>Pacific Dawn</i>	01 Aug
<i>Pacific Jewel</i>	02 Aug
<i>Carnival Spirit</i>	03 Aug
DARWIN	
<i>Oceanic Discoverer</i>	31 Jul
PORT DOUGLAS	
<i>Pacific Dawn</i>	29 Jul
YORKEYS KNOB	
<i>Pacific Dawn</i>	28 Jul

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*Conditions apply

CLIA & Avis fans of good service



CLIA general manager Brett Jardine yesterday helped Avis to launch the 19th annual Avis Travel Agent Scholarship of Excellence at a lunch in Sydney.

The cruise trade organisation has expanded its participation in the \$40,000-plus prize pool, offering the winner 12 months individual membership of CLIA Australasia as well as two tickets to attend next May's Cruise3sixty Australasia conference and expo.

Jardine said the philosophy of the scholarship was closely aligned with that of CLIA, focusing on service excellence and travel agent training.

He said participation in the award was key to raising awareness of CLIA, saying despite

the surge in the cruise sector, "there are still a lot of travel agencies that haven't yet grasped what cruising is all about".

Also at the launch was the inaugural winner Robyn Sinfield, who said taking out the first Avis Scholarship in 1997 had been a major turning point in her career.

Applications are now open for the 2015 award which awards two return Qantas Business class tickets to New York to the winner along with a visit to Avis World Headquarters, personal coaching from Polonious Resources, two tickets to the NTIA 2015 gala and Southern Cross University tuition.

Pictured above at the launch are Russell Butler of Avis with Robyn Sinfield and Brett Jardine.

Insignia round globe

STRONG demand for round the world voyages on Oceania Cruises has seen the line schedule a new 180-day global circumnavigation for 2017 - its fourth of the year.

The voyage will be operated by *Insignia*, departing from Miami on 06 Jan and visiting 98 ports in 36 countries on six continents.

Sales head of fathom

CARNIVAL Corporation has recruited Michelle Sutter as senior sales leader for its new socially-conscious brand fathom.

Sutter has been tasked with developing the trade sales of the new brand, devising marketing & sales collateral for travel agents.

Take on 'The Abyss'

A TEN-STOREY waterslide to be known as 'The Abyss' will be installed on Royal Caribbean's coming ship *Harmony of the Seas*.

The attraction will be in addition to the three waterslides already confirmed for the mega-ship, which will launch in May 2016.

Riders will begin at AquaTheatre on the top deck and travel all the way down to the Boardwalk.

The three other slides, known as Cyclone, Monsoon and Typhoon, will each descend three stories.



CRUISING celebrated a breakout year in 2014, breaking the one-million pax milestone, with P&O Cruises having double the reason to pop champagne.

The Australian line must have had many energised passengers on its ships last year, as it served one-million espresso coffees across its three ships last year.

P&O corporate executive chef Uwe Stiefel has tallied the order books for the year, revealing the line's astonishing intake figure.

This included 120,000kgs of sugar, 200,000 litres of New Zealand ice cream, 80,000kgs of cheese, 500,000 litres of milk, 500,000kgs of beef and 600,000 kilos of poultry, plus much more.

Silversea moves base

PREMIUM small-ship cruise line Silversea Cruises is set to join the world's largest lines in positioning its headquarters in Miami, Florida.

The line will relocate from its current Fort Lauderdale base down the coast, taking residence in downtown's Well Fargo Centre.

Silversea will take delivery of its ninth ship - *Silver Muse* - in 2017.

7-NIGHT AUCKLAND TO BAY OF ISLANDS CRUISE PACKAGE

The cruising region between Auckland and the Bay of Islands is one of the most spectacular and naturally beautiful maritime environments on the planet. World class vineyards, conservation islands, exquisite remote beaches, over 200 islands and many fascinating stories from New Zealand's older and newer history. This is without doubt casual yet elegant New Zealand summertime cruising at its best.

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