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CRUISE Weekly is now easier to read than ever, with users of both iOS and Android devices now able to access our twice-weekly issue through our new app.

Like the existing iPhone app, the new Android counterpart allows readers to scour issues up to 30 days old and provides a cool push notification when a new issue or Breaking News is published.

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Bratton praises Ponant buy

DUE diligence is now being carried out on a proposal from French holding company Artemis to buy luxury expedition cruise line Ponant, with **Cruise Weekly** understanding the deal is done.

Speaking exclusively to **CW**, the line's Asia-Pacific chairperson Sarina Bratton said the investment from a private equity source was wonderful.

"To get a long-term investor of such high quality and high calibre is a tremendous way forward for the company," Bratton told **CW**.

"It's a really wonderful opportunity for the company to expand," she added.

Artemis is the holding company of France's Pinault family, led by Francois Pinault - the third richest man in France at an estimated worth of US\$13.2 billion.

Pinault is no stranger to the travel sector, holding or having held stakes in luggage brand Samsonite and Vail Resorts.

Bratton added the Australian market continues to make great strides in its percentage of the

Ponant passenger base, saying it was currently 18% but forward bookings indicate a higher figure.

Following a comprehensive review of the Asia-Pacific market, Bratton said Sydney was now the headquarters of the region, with an office in Hong Kong closed and the team building in Shanghai.

"We've had rapid expansion over the last four years. We're running short of inventory already for 2016. We've never seen anything like it."

Bratton added Ponant co-founder Jean-Emmanuel Sauvée would remain part of the line's day-to-day operations after the ownership change takes effect.

New North Star cruise

KIMBERLEY adventure line North Star Cruises has released a new itinerary aimed at the fishing fraternity, setting sail onboard the *True North* on 05 Sep this year.

The 'Kimberley Barra Bonanza' will place fishing enthusiasts in prime position to indulge in their pursuit, also calling on destinations not normally visited.

Operating round-trip from Broome, guests will be able to fish in the peak season in the Walcott Inlet and Charnley Gorge as well as other areas known for good fishing opportunities.

Many regular activities including scenic walks and chopper flights are available for those not keen to fish - phone (08) 9192 1829.

Cane passed from chief to chief



TAKING pride of place in the Carnival Australia offices now is this ceremonial walking stick, presented recently to chief exec Ann Sherry in honour of P&O Cruises' work in Vanuatu.

The Australian line has been a long-standing partner of the Save The Children Foundation, which works to improve the quality of life for children across remote South Pacific communities.

Together, the latest endeavour of the partnership has been the opening of a new health dispensary in the Aneityum community, adding to the recent achievements of assistance to two new kindergartens and a health aid post.

All projects completed to date have been helped by donations from P&O passengers in the form of a \$1 charge on their onboard accounts, plus the opportunity to donate further if so desired.

Guests also have the chance to tour the Aneityum village while in Vanuatu, clearly a popular option with six guides now on staff and local handicrafts being a popular source of income.

After a ceremony in Vanuatu, Chief Silas handed the stick to P&O Cruises destinations director Michael Mihajlov, who duly presented it to Sherry, completing the chief-to-chief transfer.

The Carnival Australia boss is pictured above with the cane.

Two more for Costa

CARNIVAL Corporation has confirmed Costa Cruises will be the recipient of the second pair of Liquefied Natural Gas-powered next-generation ships ordered from the Meyer Werft shipyard.

As foreshadowed by **Cruise Weekly** last month (**CW** 16 Jun), the other pair will go to German brand AIDA Cruises, with both ships offering capacity for up to 6,600 passengers each.

Owners of the remaining five ships will be confirmed in coming months, Carnival said.

Cruise Weekly today

Cruise Weekly today features two pages of all the latest cruise industry news & photos, plus our latest Face-to-Face chat with **Ken Triffitt** of Cunard / P&O Cruises World Cruising.



New CW columnist

HELLO and welcome to the first fortnightly column from Cruise Down Under for *Cruise Weekly*.

We're delighted to have been asked to come onboard to share our views on the burgeoning cruise industry in this region.

Cruise Down Under (CDU) is the peak cruise industry association tasked with promoting Australian and the Pacific region as an appealing cruise destination, with a strong economy and growing source market that offers an extensive range of experiences, both on and off shore.

Our 78 members represent a broad cross section of the cruise industry including ports, international, national and state tourism offices, shipping agents, inbound tour operators and companies dedicated to marketing the region as a world class cruise destination.

We're looking forward to this year's CDU Conference, 02-04 September at the Hilton Darwin.

Celebrating its 19th year, the conference - "Uniting Australia's Cruise Future" - is shaping up to be one of the strongest programs delivered to date cementing its position as the key cruise industry event in Australia.

Details on our members, our conference program and online registration are available [HERE](#).

We hope to see you there!

Port Kembla Navy study

FEDERAL Senator Concetta Fierravanti-Wells is lobbying the federal government to conduct a feasibility study into relocating the Royal Australian Navy from Garden Island to Port Kembla in order to free up the city precinct for increased use by cruise ships.

According to the *Illawarra Mercury*, Fierravanti-Wells is not alone, backed in her movement by a number of representatives from the local region, dubbed as

the "Illawarra Consortia".

Last year, Senator Fierravanti-Wells lodged a submission to the 2015 Defence White Paper due out later this year, which listed the reasons why the Navy would be better suited in Port Kembla.

These included proximity to the steel-making industry, a central hub for Sydney, Canberra and Nowra as well as access to a local university and manufacturing.

The Senator called for Port Kembla to be formally identified as an option for relocation, which would open up Garden Island for lucrative redevelopment.

Read more about the Garden Island situation in the Aug issue of *travelBulletin*, out next week.

Scenic extends bonus

CLIENTS booking a 2016 Europe and France river cruise itinerary with Scenic before 31 Aug can still enjoy a free hotel night prior to or following their cruise after the firm extended an special offer.

The incentive is valued at up to \$790 per couple and can be combined with existing earlybird offers currently in the market.

Phone 138 128 for more details.

Silversea eyeing ten

CONSTRUCTION has begun on Silversea Cruises' newest ship *Silver Muse*, with a steel-cutting ceremony taking place at the Fincantieri Sestri Ponente yard.

Speaking at the ceremony, Silversea chairman Manfredi Lefebvre d'Ovidio said the ship is the first in a class of three, which when all in service, will take the total Silversea fleet to ten.

Silver Muse will offer capacity for 596 passengers and will be delivered to Silversea in Apr 2017.

HAL boosts rewards

HOLLAND America Line has expanded its suite of incentives for guests keen on booking a cruise from Jan 2016 to Apr 2017 as part of its 'Explore 4' promo.

Valid for bookings made before 15 Oct, guests in any stateroom category can receive a bonus of a free Signature Beverage Package, dinner in the specialty Pinnacle Grill restaurant, reduced fares for third and fourth guests or reduced deposits.

Guests booking a Suite will receive all four incentives as well as a US\$300 onboard credit and a second dinner at Canaletto.

The promotion is valid on all 15 Holland America Line ships sailing around the world, as well as on select Land+Sea Journeys.



CARNIVAL Cruise Line has engaged its US suppliers to help continue its 'Aussification', today launching a dedicated burger tuned to the tastes of its local Australian passenger base.

The new Boomerang Burger has been specially created by polarising burger chef and restaurateur Guy Fieri, using plenty of input from guests.

It will be available onboard at Guy's Burger Joint, currently featuring on *Carnival Legend* and coming soon on *Carnival Spirit*.

On top of a succulent beef patty will sit beetroot, cheese, bacon, tomato and grilled onion, along with a special beetroot relish created especially by Fieri.

Of course, Fieri's trademark Donkey Sauce also features.

Carnival vice-president Australia Jennifer Vandekreeke said the new item is included in fares and tipped to be popular.

To learn more about the new burger from Fieri, [CLICK HERE](#).

Shanghai connected

EMISSIONS from cruise ships at Shanghai Wusongkou Int'l Cruise Terminal will be reduced by the end of 2015, with shoreside power to be installed at the dock.

The move will allow visiting ships to turn off engines, running from the power source on land.

Cruise ships currently make up 90% of harmful emissions at the port, according to authorities.

7-NIGHT FIORDLAND NATIONAL PARK CRUISE PACKAGE

Our 7-night Fiordland National Park cruise package allows guests the ultimate access, in safety and comfort, to the wonders of this majestic region in South West New Zealand. This is an invitation to get to know the Fiordland National Park alongside ecology guides who travel with guests into the territory to discover the region's beauty with endless and unexplored spots yet to be discovered in this geological mosaic.

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FACE : FACE

KEN TRIFFITT

BDM Australia - Cunard and P&O Cruises World Cruising



Welcome to Face to Face, where we chat to cruise industry leaders.

How did you get into the cruise industry?

I have always loved cruising and after many years in the airline industry I saw an opportunity to make a change.

Where do you see yourself and your brands in five years from now?

Cunard is an iconic brand and one that is on most people's travel 'bucket list'. Australia recently attained third place for all sales worldwide so the market has excellent potential to continue with strong growth. P&O Cruises World Cruising has an excellent product but is not as well known in the Australian market. However, with strong agent support, we are showing good growth. My objective is to be part of this continuing growth of both these brands.

What is the key to your success?

It is very simple - relationship marketing. Develop a trust relationship with all your key partners.

How many cruises have you been on in the past five years?

I have been on four cruises, including both *Queen Mary 2* and *Queen Elizabeth* in the past two months. These trips have showcased what a quality product Cunard has.

What is your favourite destination, and why?

I love the Mediterranean. There are so many countries to visit and so many cultures. I am hoping to sail on *Queen Victoria* during the next European summer when she returns to the Mediterranean.

What was your most memorable moment on a cruise?

I met my wife on a cruise.

How do you spend days at sea?

I try to take advantage of what the ship offers and experience as much as I can. Having said that, there is nothing like kicking back and enjoying some quiet time on a chair in the sun with a cool drink.

How can cruising continue to grow in the current financial climate?

Listen to the market and provide what it is asking for.

What do you think is the most underrated aspect of cruising?

The most underrated aspect is that you only have to unpack once.

What is something you wish more agents and consumers knew about cruising?

For agents, how easy it is to get a sale from someone who walks into their office and for consumers, what great value a cruise is.

Describe your perfect cruise in 25 words or less?

Smooth seas, sunshine, balcony, no queues, good food, great service, interesting shore excursions, meeting new friends, fond memories.

What advice would you give other people who want a job like yours?

If you want mine then get in the queue. Otherwise just learn your product and be passionate, persistent and thick skinned.



Ken's Cruise Favourites

Ship: *Queen Mary 2*.

Ship Activity: Eating.

Shore excursion: Experiencing local customs.

Region: Anywhere

Port: None

Onboard food/drink: Golden Lion Pub - Fish and Chips / Hendricks Gin and Tonic (with cucumber).

Perk of the job: Travelling on these iconic ships and having great friends in this fabulous industry.

Cruise Weekly is Australia's leading travel industry cruise publication.

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