

CRUISE

WEEKLY



Thursday 11 Jun 2015

Newell to name *Opal*

SCENIC has selected Canadian travel author and TV personality Claire Newell as the Godmother of its newest vessel *Scenic Opal*.

Newell will travel to Cochem in Germany later this year to join chairman Glen Moroney in naming *Scenic's* 12th Space Ship.

The addition of *Scenic Opal* as the line's second new ship for 2015 follows *Scenic Jasper*, which was officially christened in Vienna earlier this year (**CW** 23 Apr).

Kiwis also keen on cruise

OFFICIAL statistics released this morning from CLIA Australasia have confirmed New Zealand as the third fastest growing market for cruise passengers globally.

A new record of 65,609 Kiwis set sail on a cruise holiday last year, an increase of 10.6% compared to the result from the year prior.

The growth rate sees the nation pass the United States and Germany, with the total number of passengers more than doubling over the past five years.

New Zealand now sits behind only Australia, which was last month affirmed as the world's fastest growing market with a 20.6% year-on-year jump & 4.2% penetration rate (**CW** 26 May).

The rate for New Zealand was smaller by international standards at 1.4% of the population but still climbed 0.1% from 2013.

CLIA Australasia gm Brett Jardine remained impressed with the growth levels in New Zealand.

"These figures show us that more and more New Zealanders are recognising cruising as a great value and relaxing way to travel and are responding to the expanding range of cruises on offer," he commented.

"While New Zealand is still an emerging source market for

cruise passengers with a relatively small population, it outperformed most markets around the world last year in terms of growth."

New Zealand is on track to reach its goal of 100,000 cruises by 2020, needing to maintain a 7% growth rate to achieve the goal.

Breaking down the market, ocean cruising in the South Pacific proved most popular, with more than 20,000 pax, or 31.4% of the market, visiting the area.

Like Australia, river cruising was a popular holiday option, seeing 5,464 Kiwi pax - a 31.2% jump.

New Zealanders were branching further afield also for their cruise holidays, with numbers to the Caribbean, Hawaii, Mexico, South America and Eastern Canada skyrocketing 46.1% year-on-year.

Cruises to Australia however went in the reverse direction, down 41%, which CLIA blamed on fewer embarkation opportunities across the Tasman.

The majority of cruise pax come from the North Island, the report found, with 82% of Kiwi pax from the northern half of the country.

Biggest Ever P&O sale

FIVE big offers have been unearthed by P&O Cruises as part of its 'Biggest Ever Offer' sale, which kicked off this morning.

Hundreds of sailings from multiple ports in Australia, New Zealand & even Singapore across the five-ship fleet are on sale, for departure Sep 2015 to May 2017.

Deals include a three-night P&O SeaBreak ex Fremantle priced at \$549pp quad share to a 14-night SE Asia cruise from \$1,349ppqs.

Legend arrives in Aus

ROYAL Caribbean vessel *Legend of the Seas* has tied up in Sydney today for the first time as part of a voyage from Asia.

The ship will base in Brisbane from 08 Dec, with bookings open now priced from \$1,179 for an eight-night South Pacific voyage.

Today's issue of CW

Cruise Weekly today features two pages of all the latest cruise news plus a full page from **Travel Industry Expo**.

Fly like a Celebrity

FREE airfares to New Zealand are available for a limited time with Celebrity Cruises as part of a last minute series of deals for cruises departing in 2015.

The offer applies on selected itineraries on *Celebrity Solstice* setting sail this year, but must be booked before 20 Jun to secure.

To sweeten the deal further, Celebrity is also offering a free upgrade from Oceanview to a Balcony stateroom plus a free beverage package or US\$300 onboard credit per cabin booked.

Eligible voyages include a 12-night sailing from Sydney to Auckland, priced from \$2,499ppts and including a free one-way air ticket returning to Sydney.

MEANWHILE, only 24 hours are left for travel agents to earn a \$300 visa debit card as reward in Celebrity Cruises' 72-hour Europe sale, with bookings deposited by 10am tomorrow to earn a reward.

Voyages are priced from \$115pp per day and include a US\$100 onboard credit per stateroom.

No bottles on Carnival

IN AN effort to prevent alcohol being smuggled onboard ships, Carnival Cruise Line has imposed a ban on all bottled beverages coming onboard with customers, unless if in an unopened package.

CCL said inspecting bottles was "bogging down" the embarkation process, with bad behaviour often being traced to bootleg alcohol.



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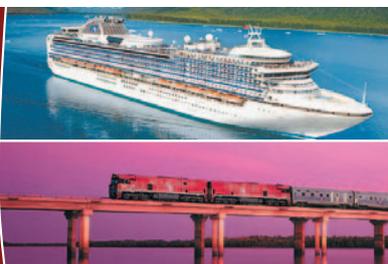
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One Ocean program

TWO different routes along the Northwest Passage feature in a new guide to 2016 Canadian Arctic cruising released this week from One Ocean Expeditions.

Highlights of the season include the Finding Franklin voyage, a trip to the site of Sir John Franklin's ship *HMS Erebus*, found last year after 150 years lost at sea.

A brand new itinerary to Baffin Island has also been added - see www.oneoceanexpeditions.com.

Anthem nerve centre

EVER wondered what goes on up on the bridge of a cruise ship, especially when it relates to the safety of thousands of guests?

Royal Caribbean International has released a new video taking a look at the safety command centre on *Anthem of the Seas*.

The clip examines the array of technology available to assist in detecting threats and hazards both on the ship and nearby.

CLICK HERE to check it out.

Canada next for Viking

TEN-DAY voyages between New York and Quebec City are planned for Viking Ocean Cruises' first itineraries outside of Europe, the line has announced.

Speaking at the Canada/New England Cruise Symposium this week, Viking port operations manager Nicolai Skogland said voyages are planned for the 2016 northern autumn season.

Cruises would visit a range of ports including Newfoundland, Halifax as well as Gaspé, Baie-Comeau and Saguenay, with

Maine, Boston and Rhode Island also appearing in the schedule.

At this stage, three departures have been scheduled, to be operated by the line's first ship *Viking Star*, along with the repositioning voyage across the Atlantic Ocean to Quebec City.

A maiden call by the line is also touted for New York City, scheduled for 12 Oct next year.

Seatrade Asia canned

INCREASING cancellations by key stakeholders and delegates has led organisers of the Seatrade Cruise Asia conference to cancel and reschedule to a later date.

The event in Busan, South Korea was due to begin today.

Growing worries on Middle-East Respiratory Syndrome (MERS) has led to travel restrictions to South Korea to be imposed by a number of Asian countries, resulting in organisers saying the conference program couldn't be fulfilled.

Sweden cruise boom

SECTIONS of a new passenger gangway at the Port of Värtan in Sweden are now in place as the facility makes way for the addition of a brand new cruise terminal.

The new facilities being driven by Ports of Stockholm will be in place ready for use by Oct, with two moveable gangways per berth to allow for faster turnarounds.

PORTHOLE

YARRR, tis be Blackbeard!
State officials in North Carolina have confirmed the authenticity of a shipwreck found off the coast as belonging to famous 18th century pirate Blackbeard. After 20 years of uncertainty, the *Queen Anne's Revenge* was discovered in 1995, more than 275 years after it disappeared. According to *National Geographic*, it is understood the ship was grounded on a sandbar near the town of Beaufort which was home to the pirate. North Carolina Maritime Museums said the state was not too surprised to discover the ship belonged to the pirate, as they already had a collection of Blackbeard artefacts. That, the fact there were no other ships as big in the area, plus it was very well armed, they said.

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Mind Games

THIS week I am in Busan, South Korea – educating the Asian Travel Agent community on everything cruise as the retail sector prepares to soar to unprecedented highs.

As in other Asian markets I have previously visited, what is quite evident here is the misconception of cruise, and the stereotypical images the general public have about a cruise holiday.

This brings me to a common skill set that we ALL are trying to impart to our “new to cruise” market; overcoming misconceptions. Research tells us misconceptions can be corrected, but since they are individualised thought patterns (usually based on previous concepts brought about TV, media, etc), they must be corrected by their owners – or your customers; it is not by just telling them.

A once-misunderstood concept must be revisited and finally recognised as a discrepancy by the observer. These epiphanies, or “ah-ha” moments, occur in each of us when the conditions are right.

During qualifying, you need to find out what is the picture in their minds and why. This gives you an opportunity for creating the right conditions / imagery for their re-valuation. Finally give your existing customers a voice.

Social media is a great tool for this as well.



More Disney on rivers

ADVENTURES by Disney has proven so popular that yet more departures of its eight-day river cruises in Europe have been added for the 2016 summer.

In total, five departures are now on sale onboard chartered AmaWaterways vessel *AmaViola*.

A further two holiday themed sailings are on sale for Dec 2016.

Jamie's price change

ROYAL Caribbean has restored a US\$30 per person cover charge on meals at Jamie's Italian on its *Quantum of the Seas* and *Anthem of the Seas* mega-ships.

Initially, a la carte pricing was in place for diners at the speciality restaurant, however the Jamie's Italian team have instead opted to reinstate the flat fee structure.

Sydney Film Festival head to sea



STARS of the cruise industry mingled with their entertainment industry peers last night onboard Princess Cruises' *Sun Princess*, which hosted a screening of the

Sydney Film Festival while docked in Circular Quay last night.

Princess Cruises is a sponsor of the 2015 festival and hosted the world premiere of *Women He's Undressed* - a documentary by filmmaker Gillian Armstrong.

The event was also the first time a movie premiere had taken place on a cruise ship in Australia.

The film details the life of Aussie designer Orry Kelly, who played a major role in designing wardrobes for some of the biggest names in Hollywood's Golden Era of the 1930s through the 1950s.

Stars mingled ahead of the screening at a special cocktail party complete with a blue carpet up on deck, before retreating to the ship's theatre for the film.

Pictured above at the event is Princess Cruises vice president Australia & NZ Stuart Allison with *Women He's Undressed* director Gillian Armstrong.

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