

CRUISE

WEEKLY



Thursday 01 Oct 2015

Carnival wi-fi growth

AFFORDABLE new onboard internet packages will be rolled out across the entire Carnival Corporation fleet as part of a major bandwidth upgrade.

Already available on 30 ships and expected to be in place on 40% of the fleet by year's end, Carnival said it would expand to the "majority" of its 101-ship fleet across ten brands by Dec 2016.

Carnival said the enhanced "WiFi@Sea" system is faster and more reliable, even when at sea.

Plans will be priced based on usage, with social media-only plans at a low fee (**CW** 04 Nov 14).

Carnival said trials have resulted in increased guest satisfaction and higher usage rates.

Norwegian office opens

NORWEGIAN Cruise Line Holdings today formally debuted its new Australian office, having assembled a crack team of sales, marketing and operations leaders headed up by Steve Odell, former Silversea vp Europe and Asia Pacific.

Harry Sommer (**pictured** with Odell), who's NCL's executive vice president of international business development, is in Sydney to kick off the operation which will grow to about 40 people over the next few months.

A local call centre is being established in the Sydney CBD, covering all three brands: Norwegian Cruise Line, Oceania Cruises and Regent Seven Seas.

Lisa Pile, formerly executive



director of Global Luxury Sales for Fairmont Raffles Hotels, will head up sales for Oceania and Regent Seven Seas, while Norwegian/Star veteran Nicole Costantin will look after the Norwegian brand as vice president of sales Australia/NZ.

Ben Angell, formerly with Royal Caribbean and then Virgin Australia, is vice president of marketing across all three brands, while Elizabeth Krstevski, ex The Cruise Team, is manager of operations and the contact centre.

Australia is already in the top three markets for each brand, so having a local presence absolutely makes sense, Odell told **CW** today.

Today's launch is just the first step, with the local call centre expected to go live early in Dec, while the Australasian focus will see brochures with A\$ and NZ\$ pricing, and a much stronger engagement with the retail travel trade to significantly boost the company's distribution.

More from Norwegian in next Tue's issue of **Cruise Weekly**.

Look inside Azamara

RENDERINGS showcasing the forthcoming onboard concept on Azamara Club Cruises have been released by the line this week.

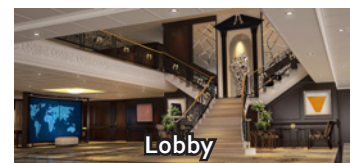
As part of the "Reimagine Azamara" project, a top-to-toe revitalisation will see the ships take on an "oasis at sea" look, utilising the expertise from some of the world's leading interior design consultants.



Alongside the designers, Azamara participated in a detailed process to select colours along with furnishings & fabrics.

Azamara Club Cruises president and ceo Larry Pimentel said the line was excited about digging into every aspect of its onboard offering during the dry dock.

"Keeping all areas of our ships contemporary in design as well as offering services and amenities that match is paramount."



Azamara Journey will enter drydock in the Bahamas in Jan, with sister *Azamara Quest* being upgraded in Singapore next Apr.

For a full tour of the reworked ship's renderings, **CLICK HERE**.

Cruise Weekly today

Cruise Weekly today features three pages of all the latest cruise news, plus a **full page invitation to the next Travel Daily/JITO networking night**.

Creative Cruising★

NO TRICKS, JUST TREATS!

Earn a \$25* Gift Card

for every cabin booked this Halloween (1-31 October)



VIEW DETAILS >

WE MAKE CRUISING SIMPLE

Experienced & reliable staff • Excellent service • Short call waits

explore4

Explore your world with four exceptional offers.

- FREE** Signature Beverage Package
- FREE** Pinnacle Grill dinner
- Reduced** cruise fares for 3rd/4th guests
- 50% reduced deposit
- Bonus** Suite offers



Holland America Line
A Signature of Excellence

OFFER DETAILS >

*Select 2015-2017 sailings. Restrictions apply. See full terms & conditions.

Pack a scrum at sea

LIVE screenings of all remaining games in the 2015 Rugby World Cup in England will be screened to guests on Celebrity Cruises.

Matches will be shown across the entire fleet in the Casino Bar and in staterooms as well as Celebrity Central, the main theatre seating over 1,400 guests.

Oz first for Curtis

AUSSIE cruisers will be the first to experience the new 'Crafted by Curtis' menu items onboard *Golden Princess* when it arrives in Sydney, Princess Cruises has said.

The line's recent partnership with the Aussie celebrity chef (CW 23 Jul) will see culinary items designed by Stone offered across the entire Princess Cruises fleet.

Wave season 2015/16 is go!

TUESDAY'S arrival of Princess Cruises' mega-liner *Diamond Princess* into Sydney Harbour has officially kicked off the 2015/16 wave season of Carnival Australia.

The 2,706-passenger vessel's stop at the Overseas Passenger Terminal was the first of 170 port calls by Carnival Corporation family ships to Sydney until the end of Apr next year - part of a total 538 calls Australia-wide.

The number of turnaround visits and transit calls are a 21% increase on last year's season.

A total of 22 ships spanning seven of the company's ten lines will tie up in Sydney over the course of the season - nearly a quarter of its entire global fleet.

Combined, they will transport

more than 530,000 passengers over the busy summer peak.

Carnival Australia chief executive Ann Sherry said that labelling the 2015/16 season as another record summer cruise season would not be an understatement.

"In 2005-2006, we heralded a bumper cruise season with 10 ships from across our fleets sailing locally and making 141 calls to Australian ports.

"A decade on, the number of ships has more than doubled and the number of local calls has more than tripled," Sherry said.

Among the seasonal summer visitors this season will be *Golden Princess*, *Carnival Legend*, three from Holland America Line, two P&O Cruises World Cruising ships, one Seabourn vessel and all three Cunard Queens on world voyages.

Carnival Australia launched its season with a grand soiree at the Museum of Contemporary Art in Sydney - see **page three** for more.

Blend wine on HAL

GUESTS on Holland America Line's new *MS Koningsdam* will be able to partake in the art of winemaking as an activity when the ship debuts in Apr next year.

Described as the only purpose-built wine-blending venue at sea, guests will be able to create their own drop from a selection of five barrels and then enjoy it at dinner or within their staterooms.

Wine blending sessions will be held daily for a nominal fee.



CARNIVAL Australia ceo Ann Sherry had a mighty big rival for attention this week at the cruise giant's season launch at the Museum of Contemporary Art, overlooking Circular Quay.

Speaking to media at the launch (see **page three**), Sherry was greeting attendees when, right on cue, the sailaway party for *Diamond Princess* chose that very moment to get going.

With a typically energetic cruise director revving up over 2,000 guests onboard, little did she know she was talking right over the top of her local boss.

The situation provided the perfect illustration of the excitement surrounding the launch of another cruise season.

As is often the case, the louder you talk, the louder your surroundings also become, and as Sherry continued, the music and entertainment kicked things into another gear.

Sherry is **pictured** with the noisy *Diamond Princess* behind.



Come and join our team at



Want to become part of our dynamic team?

Due to the expansion of our company, we are looking for energetic and enthusiastic people to join our team. The positions are Australia wide, home based positions, with flexible hours and generous benefits.

You must have at least 3 years Domestic and International Travel Industry experience. We do all the marketing and supply all leads to you.

Are you:

- perceived as a leader and achiever in the industry?
- proactive and takes personal accountability for achieving sales targets, KPIs and objectives?
- a significant contributor to the business objectives?
- self motivated and able to work unsupervised?

Can you:

- work under pressure while maintaining great customer service?
- contribute positively to a dynamic and enthusiastic team environment?

Do you:

- have excellent communication skills?
- possess or have the ability to possess sound knowledge of Polar, Cruising Power, Galileo, Calypso and other online booking systems?
- revel in building positive relationships with your customers?
- thrive on gaining and maintaining product knowledge and skills?

If so!

Please send your resume and covering letter through to julie@justcruises.com.au addressing how you could benefit our business model



The Auckland Hop On Hop Off Explorer bus stop is directly at front of the new Queens Wharf cruise ship terminal

[Click here for more details](#)



Power of cruising

WESTERN Australia is leading the nation in terms of growth in the cruise sector, with visiting ships generating \$275.3 million in 2014/15, a \$159 million increase on the previous year.

To capitalise on this growth, Tourism WA and the WA Cruise Committee is implementing a cruise shipping strategy focusing on marketing the state as a world-class cruise destination.

As part of this strategy, in 2015/16, Tourism WA (a Platinum member of CDU) will host cruise education workshops; The Cruise Ready workshops provide insights into how tourism businesses can tap into the cruise market, and the Welcoming Cruise Passengers to the West workshops deliver training to support tour guides and volunteers.

CDU will assist other states to roll out similar programs, with a focus on regional destinations.

Busselton, in the Margaret River region, has set the benchmark as a new cruise destination with a scheduled visit by *Queen Mary 2* for Feb 2017.

Margaret River has also received federal government funding to construct a new landing platform on the Busselton Jetty to improve the passenger experience.

With support from CDU, Tourism WA also commissioned research earlier this year to gain feedback from passengers on their experiences during cruise ship visits to the destination as they embarked on the *Diamond Princess* and *Dawn Princess*. A staggering 100% of cruise passengers surveyed reported a positive overall experience during their visit. What a fantastic result!

QM2 refurb details

ALL 172 "Grills Suites" on board the *Queen Mary 2* will be restyled to maximise space as part of a major refurbishment project being undertaken by Cunard next May (**CW** 16 Jul).

Suites will have new carpet along with elegant textures and fittings inspired by rugs from the original *Queen Mary* liner, while restaurants will also be upgraded.

SuperShuttle cruise

SHARED ride firm SuperShuttle is now able to transport guests flying into Orlando, Florida to the Port Canaveral cruise terminal.

Fares for the sector start from \$US35 one way or \$60 return, a potential cost saving of up to 75%.

Freighter taking pax

PASSENGERS are now being welcomed onto a freighter ship chartered by MSC Cruises freight division for regular voyages from Europe to Australia via the Suez.

The *MSC Monterey* can carry six guests in three double-bedded cabins on the 91-day roundtrip, leaving about four times a year.

Mauritius and Réunion will be visited on the southbound trip & back via Singapore and Colombo.

Sherry & her band of merry men



CARNIVAL Australia boss Ann Sherry, along with executives and senior management from many of the corporation's seven locally represented lines were on hand on Tue to see in the new season.

The cruising giant hosted guests to a gathering at the Museum of Contemporary Art in Sydney, which overlooked the season's first visitor, *Diamond Princess*, as it sailed away to New Zealand.

Sherry told attendees it was just the start of a massive cruise season for Carnival and Australia.

"We celebrate with *Diamond Princess*, because she is emblematic of the ships which

are now coming into Sydney.

"Bigger, brassier, but really, she arrived full of international guests, she leaves today with a mix of international and domestic travellers heading around New Zealand," she added.

The Carnival boss implored every cruise enthusiast in and near Sydney to put 25 Nov into their diaries, with the induction of *Pacific Aria* & *Pacific Eden* into the P&O Cruises fleet sure to be a spectacle for the harbour.

Sherry is **pictured** above centre with Stuart Allison, Princess Cruises; Sture Myrmell, P&O Cruises Australia; Tony Archbold, Holland America Line/Seabourn & Anton Loeb, Carnival Cruise Line.

NORWEGIAN CRUISE LINE® OPENING IN SYDNEY!

With the opening of our corporate office in Sydney opportunities exist to join the team. We are dedicated to hiring, developing and retaining talent so come and join a team that values new ideas, innovation and diversity and challenges each other to succeed and grow.

- **MARKETING MANAGER**
- **FINANCE DIRECTOR**
- **MARKETING EXECUTIVE**
- **CRUISE CONSULTANTS - SALARY + COMMISSION**

For additional information and confidential applications, please contact Philippa Baker at **02 9506 7000** | philippa@alexander-associates.com.au

NCL NORWEGIAN CRUISE LINE®

©2015 NCL Corporation Ships' Registry: BAHAMAS and USA 31092 9/15

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

Cruise Weekly is a publication of Cruise Weekly Pty Ltd ABN 73 123 041 485. All content fully protected by copyright. Please obtain written permission to reproduce any material. While every care has been taken in the preparation of the newsletter 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.

Editor: Bruce Piper info@cruiseweekly.com.au

Contributors: Matt Lennon, Guy Dundas, Jenny Piper, Jasmine O'Donoghue

Advertising and Marketing: Sean Harrigan and Magda Herdzik ads@cruiseweekly.com.au

Business Manager: Jenny Piper accounts@cruiseweekly.com.au

Part of the Travel Daily group of publications.

Travel Daily CRUISE WEEKLY **travelBulletin** business events news **Pharmacy DAILY** Travel Daily TV



Win a trip for two to

Los Angeles

Prize sponsored by American Airlines and winner to be drawn on the night



Industry Networking Night

This event is a traditional mix of complimentary food, drinks and networking

Jito and The Travel Daily Group have partnered with some key industry players to bring you our largest networking night of the year.

This event is open to anyone in the Travel & Hotel Industry at all levels.

Limited to 300 guests.
RSVP by 13th October
Your attendance will
be confirmed subject
to availability

20th October
6pm - 9pm

Rsvp to admin@jito.co

Ivy Terrace
Level 2
330 George Street
(Above Ash Cellar)
Sydney CBD

Sponsored by

