

CRUISE

WEEKLY



Tuesday 20 Oct 2015

QH riding cruising wave

QANTAS Holidays/Viva! Holidays has set its sights firmly on the cruise sector, with the Helloworld offshoot's national sales manager Fiona Dalton (pictured) saying she is thrilled at the work her team has done to "position cruise in our business as an offering we can be proud of".

Speaking at last weekend's Global Achievers gala dinner in Darwin, Dalton said the company is well aware of the potential of cruising.

"We know there is a place for another alternative cruise wholesale business with scale that can offer a large range of select sailings and group departures, alongside packaging air, land and cruise," she said.

"We want to be that brand," Dalton added, with the CRUISE TEAM brand seeing significant growth this year.

"Cruise business has experienced double digit growth every week, and in some weeks triple digit growth this past six months," she said.

Dalton pledged her commitment



that Qantas Holidays/Viva! will "keep working hard to win back your trust and your engagement with cruise".

The Global Achievers event, now in its 22nd year, for the first time ever welcomed the organisation's 20 top cruise sellers - four of whom were also amazingly part of the Achievers "500 club" who also sold more than \$500,000 of Qantas Holidays/Viva! Holidays land content.

For more from the Qantas Holidays Global Achievers event, see **page two**.

'Come Seek' with RCI

ROYAL Caribbean International has launched a new global brand campaign aimed at dispelling myths & popular misperceptions associated with cruising.

Dubbed 'Come Seek', the promo also looks to utilise the line's "adventurous spirit" by focusing on the personal experienced enjoyed by guests onboard.

RCI president and ceo Michael Bayley said the campaign's mission was also to "invite the next generation of travellers to experience the unique Royal Caribbean adventure".

Campaign material will include broadcast and digital advertising as well as online videos.

CLICK HERE to view the clips.

Cruise Weekly today

Cruise Weekly today features three pages of all the latest cruise industry news, plus a full page reminder about tonight's massive **JITO/Travel Daily** networking night in Sydney.

Connect with JITO/TD

TONIGHT more than 300 attendees from across the travel and hospitality sectors will gather at Sydney's The Ivy for the latest **Travel Daily/JITO** industry networking night (see **page four**).

There are also more than 100 people on the waiting list, so if guests are unable to attend please advise helene@jito.co so someone else can be invited.

Princess brings Gold to Sydney



FEATURING 'Crafted by Curtis' menu items tailored by Aussie celebrity chef Curtis Stone, *Golden Princess*, one of the largest Princess Cruises ships calling Australia home for summer arrived in Sydney on the weekend.

The 2,600-passenger liner tied up at the Overseas Passenger Terminal after a 28-day

repositioning from San Francisco.

Highlights of the vessel include the suspended Skywalkers Nightclub (pictured) which is reached by a moving walkway above the decks - plus four pools, two lounges & twelve eateries.

Next week, the ship will sail to Melbourne, where she will be based for the 2015/16 season.

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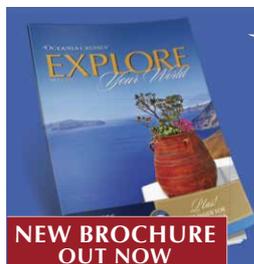
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THERE'S no doubting when cruising gets under your skin, it's in your blood for life.

No doubting also the cruise commitment of NSW man Phil Howell, who recently celebrated his sixtieth birthday with the help of a special P&O cake.

Howell's daughter Robin created the cruise cake (**below**) just weeks after he returned from his nineteenth P&O voyage with his wife Jen.

"We just got off the *Pacific Pearl* on September 30," he said, with the couple's 20th P&O cruise departing on 27 Dec.



Fleet to stop nation

FOR the first time ever, the entire three-ship fleet (for now) of P&O Cruises will journey to Melbourne to meet demand for the line's Melbourne Cup Cruise.

The flotilla will dock at Station Pier, with *Pacific Pearl* and *Pacific Jewel* sailing from Sydney, while *Pacific Dawn* departs Brisbane.

Myer Fashions at Sea events will take place onboard all three ships, hosted by Australian media personalities Carmelo Pizzino (*Jewel*), Bianca Dye (*Pearl*) and Zoe Sheridan (*Dawn*).

New calls for Oceania

KANGAROO Island, Esperance, Exmouth, Broome, Perth, Burnie and Portland will all debut as new Australian ports of call for Oceania Cruises as part of its 2016/17 Winter Collection.

Recently released, the season will offer 89 sailings ranging in length from 7-180 days, with 60 new itineraries & OLife Advantage bonuses if booked before 31 Dec.

Cruise Achievers honoured



THE ongoing growth of cruise sales within the Qantas Holidays/Viva! Holidays portfolio (see page 1) was reflected last weekend with the first time inclusion of top cruise sellers as a separate category within the long-running Global Achievers program which is now in its 22nd year.

The top twenty sellers of The CRUISE Team product were named the inaugural Cruise Achievers, with 16 of them in attendance at the gala award ceremony in Darwin (**above**).

The inaugural National Cruise Consultant of the Year



award went to Kerri Page from Helloworld Buderim in Qld.

She's **pictured** above right with Qantas Holidays/Viva! Holidays National Sales manager Fiona Dalton and the event's hunky master of ceremonies, TV personality Hugh Sheridan.

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Cruise Calendar

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

SYDNEY	
<i>Celebrity Solstice</i>	21 Oct
<i>Pacific Jewel</i>	22 Oct
<i>Diamond Princess</i>	22 Oct
<i>Carnival Spirit</i>	23 Oct
<i>Dawn Princess</i>	23 Oct
<i>Pacific Pearl</i>	24 Oct
<i>Radiance of the Seas</i>	24 Oct
<i>Noordam</i>	25 Oct
<i>Carnival Legend</i>	26 Oct
BRISBANE	
<i>Volendam</i>	21 Oct
<i>Pacific Dawn</i>	24 Oct
<i>Sun Princess</i>	25 Oct
DARWIN	
<i>Oceanic Discoverer</i>	22 Oct
HOBART	
<i>Dawn Princess</i>	26 Oct
YORKEYS KNOB	
<i>Pacific Dawn</i>	20 Oct
PORT DOUGLAS	
<i>Pacific Dawn</i>	21 Oct
<i>Diamond Princess</i>	26 Oct
CAIRNS	
<i>Volendam</i>	25 Oct

Global cruising worth \$120b

CRUISE tourism across the world generates almost US\$120 billion in economic contributions, according to a new study released overnight by the Cruise Lines Industry Association.

CLIA's 2014 Economic Impact Analysis report has been conducted by independent group Business Research and Economic Advisors (BREA), and showed the industry supported 939,232 full time equivalent jobs.

Direct expenditure by cruise lines, passengers and crew totalled US\$55.8 billion, with CLIA acting ceo Cindy D'Aoust saying the industry had enjoyed progressive growth over the last 30 years, "driven initially by

demand from North America, which expanded to Europe, Australia and now Asia.

"As a result, the cruise industry impacts the global economy generating jobs, income and business growth in all regions of the world," D'Aoust said.

Last year the industry carried just over 22 million passengers, up almost 70% on the figure ten years ago.

North America accounted for 55% of the total; Europeans comprised 29%, with other top source markets including Canada, Italy and Australia which comprised just under 4.5%.

To view the full report, see www.cruising.org.

Esprit summer on sale

CRYSTAL Yacht Cruises has released details of the 2016 European program for *Crystal Esprit*, which will see the new ship cruise the Adriatic Coast following its debut season cruising in the Seychelles.

A series of more than 30 seven day voyages aboard the 60-guest yacht can be combined "to create expanded vacations without repeating ports".

Esprit will visit small ports in Croatia, Montenegro, Greece, Italy, Turkey, Slovenia and Cyprus, with all-inclusive fares starting at US\$3,920 when booked by the end of the month - see www.crystal-yacht-cruises.com.

Carnival team welcomes Legend



ABOVE: The Carnival Cruise Line Australia team welcomed the return of *Carnival Legend* last Fri, with the ship now undertaking her second summer of down under cruising.

This season's program includes 21 departures between now and April 2016, with *Legend* carrying

about 50,000 passengers across the summer program.

Carnival Cruise Line vice president Australia Jennifer Vandekreeke said the same crew which operated the ship in Australia last summer had returned, and are "thrilled to be cruising from Sydney again".

Greyhound offering cruise transfers

GREYHOUND Australia is actively targeting the cruise market, offering travel agents commission on specially priced transfers for passengers departing on P&O and Princess voyages from Brisbane's Portside Wharf.

Transfers cost \$34 return to carry travellers from Toowoomba, Gold Coast, Hervey Bay and the Sunshine Coast to/from the wharf.

Cruisers from other parts of the state can also now purchase \$15 return transfers from Brisbane Domestic Airport and the Roma Street Transit Centre to the P&O and Princess ships.

The Greyhound fares include two standard luggage pieces of up to 20kg each, plus 8kg of hand luggage, with wheelchairs and prams carried free of charge.

Travel consultants can also get a free transfer to any Princess or P&O ship inspection by emailing sales@greyhound.com.au with their agent code at least 48 hours ahead of departure.

Pandaw cuts solo supplements

ACTIVE Travel is promoting a move by Pandaw River Expeditions to offer more sailings with no single supplements payable, with discounts of up to 20% also on offer for couples making bookings prior to 30 Nov.

Active Travel's new website showcases offers which apply to more than sixty departures in Burma and Indochina between now and Apr 2017.

A seven night Classic Mekong cruise starts at US\$1560pp - see www.activetravel.com.au.

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

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