

CRUISE

WEEKLY



Tuesday 01 Sep 2015

Cruise Week site live

CLIA has launched its official website for Cruise Week 2015, on which it promotes the array of special cruise offers available to agents from member lines.

The Cruise Week site can be accessed at www.cruiseweek.org.

New look Spirit returning

CARNIVAL Cruise Line's *Carnival Spirit* has set sail for Australia after having just completed a two-week drydock in Singapore (pictured).

Carnival Spirit is due to arrive back in Sydney on 14 Sep.

The ship now boasts a host of brand new features for the Australian market as well as many popular features introduced by *Carnival Legend*.

Now available to the Australian market are amenities such as Guy's Burger

Joint, Alchemy Bar, RedFrog Rum Bar, Blueguana Cantina and Tequila Bar, Dive-In Movies and the Camp Ocean Kids Club.

In addition, RedFrog Pub, Bonsai Sushi, Cherry on Top lolly shop and Hasbro The Game Show now feature on a second Carnival Cruise Line ship in Australia.

In all, the ship will offer 25 bars, lounges and dining options in total, seven of which are new.

Menu items have also been enhanced, with the much-touted 'Boomerang Burger' (CW 30 Jul) created by US Food Network

personality Guy Fieri ready and available for hungry Aussies.

Carnival Spirit will this season embark on its fourth year based in Australia, while *Legend* will soon return for its second local

seasonal deployment.

Carnival Cruise Line vice-president Australia and NZ Jennifer Vandekreeke said the line couldn't wait to bring *Spirit* back to Australia.

"We didn't think it was possible but with these new entertainment and dining offerings, *Carnival Spirit*

has just got a whole lot more fun," Vandekreeke added.



Today's issue of CW

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

APT groups push

APT Group channel strategy manager, Damian Borg, has expanded the company's focus on the business events market, with a proactive offering highlighting group allocations as well as part and full charters across the various APT brands.

As well as river cruising in Europe, Asia and the USA the offers highlight APT's small ship fleet which is ideal for incentives and small conferences with a maximum of 114 pax per vessel.

Organisers looking to book groups of 10 passengers or more are able to hold an allocation of up to 20 cabins across all cruises, with an FOC policy offered after ten passengers are booked.

Part charters apply to bookings of 20 cabins or more, with preferred pricing available along with "tailored and exclusive activities" for the group.

And full charters offer preferred pricing and total exclusivity, with the cruise or tour able to be fully tailored with special events and highlights to reflect the needs of the organisation or group.

Self famil rates will also be made available in the coming months - to register interest in the program or find out more contact Carolyn Henderson on 1800 655 440.



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Special Cruise Week issue of *Cruise Weekly*

NEXT Mon watch your inbox for a special bonus edition of *Cruise Weekly* which will highlight all of the special offers being made available by Cruise Lines Industry Association members for CLIA's annual Cruise Week.

We're looking forward to helping the industry celebrate a big week of all things cruise, so suppliers please send us all your deals.

Travel agents across Australia are also expected to host events and promotions as part of Cruise Week - please send photos of your team during the celebrations to info@cruiseweekly.com.au.

Ensemble fathom pact

THE Ensemble Travel Group, which launched into Australia with fanfare almost twelve months ago (*Travel Daily* 28 Oct 2014) has announced a preferred supplier partnership with Carnival Corporation's new fathom "social impact" cruise brand.

Fathom will conduct product training for Ensemble members at the group's upcoming conference which will take place 25-29 Oct in Orlando, Florida.

Fathom will begin operating round-trip cruises from Miami to the Dominican Republic in Apr 2016 aboard the 710-passenger *Adonia*, with cruises from Miami to Cuba slated from May 2016.

Cunard 2017 release

CUNARD'S 2017 Exotic Cruises and Full World Voyages Programme will go on sale next week, for the first time offering a 132 night round trip New York world cruise on *Queen Mary 2*.

The voyage will head across the Atlantic to Southampton and on to South Africa before cruising to Australia for 14 port calls including Kangaroo Island, Hobart, Busselton & Port Arthur as well as Sydney and Melbourne.

There are also world cruises on *Queen Victoria* and *Queen Elizabeth* - www.cunard.com.

APT boosts Mekong with *AmaDara*



APT has doubled its inventory on the Mekong River in Vietnam, this week conducting the maiden sailing of the *RV AmaDara*.

The 124-passenger vessel is a sister ship to the *RV AmaLotus*, boasting 62 staterooms & luxury suites, with Twin Balconies, along with a specialty restaurant.

"We are delighted to announce the addition of our latest ship, the *AmaDara*, to our fleet," APT chief marketing officer Debra Fox commented.

CCL Bermuda boost

CARNIVAL Cruise Line has released its 2016 Bermuda plans, with voyages to the British territory all offering between one and three nights at King's Wharf.

From Apr to Nov 2016, the line will operate ten departures across five ships to the island from Baltimore, New York, Port Canaveral, Charleston and Miami.

Loxton Cruise date

CAPTAIN Cook Cruises will run its historic 339km Loxton to Mannum reenactment voyage onboard the *PS Murray Princess* from 04-11 Dec 2015, with cabins priced from \$1,888pp twin share.

The sailing takes place every two years, recreating a journey taken by early Australian pioneers.

Shore excursions will take place at each historic port town visited.

"Like our other Asian river cruise vessels, we've combined comfort and luxury with authentic local design and outstanding immersive sightseeing to ensure guests experience the very best of the region, both on and off the ship," Fox added.

RV Amadara is now in operation on a 12-day Vietnam & Cambodia Highlights itinerary, with guests enjoying seven nights onboard.

The journey begins or ends, depending on direction of travel, with two nights at the Sheraton Saigon Hotel and two more at the Hotel Sofitel Angkor in Siem Reap.

RV Amadara is pictured above.

Shanghai cruise show

CHINA'S government-owned China Cruise & Yacht Industry Association (CCYIA) will host the tenth annual China Cruise Shipping & Expo (CCS) in Shanghai next month.

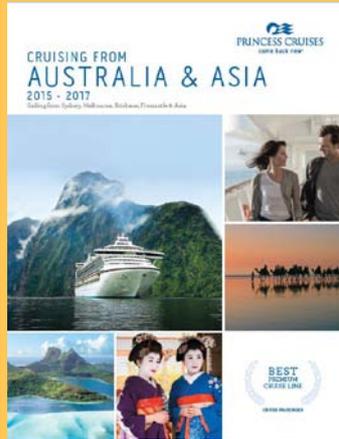
The association says senior international cruise line executives will be in attendance, from companies including Royal Caribbean, Carnival, Norwegian Cruise Line and Genting Hong Kong, while all major cruise ports in Greater China will also be represented.

Cruise ship manufacturers including Meyer Werft, Fincantieri and the China State Shipbuilding Corporation will also be there.

See www.ccyia.com.

Brochure Spotlight

Princess - Australia & Asia 2015-2017



THIS new brochure from Princess Cruises is the line's biggest program yet, offering a range of voyages from Australia to New Zealand, the South Pacific, Asia and around the world.

Featuring sailings from Sydney, Brisbane, Melbourne and Fremantle, itineraries range from two night coastal getaways right through to the 104-night Round World Cruise.

Passengers will be able to experience Princess' new culinary partnership with Australian chef Curtis Stone, while guests can "engage their curiosity onboard and onshore with Discovery at Sea and Discovery and Animal Planet recommended and exclusive shore excursions".

See www.princess.com.

RCCL appoints CIO

ROYAL Caribbean Cruise Lines has named Michael Giresi as its new senior vice president and chief information officer.

Reporting to RCCL president Adam Goldstein, Giresi most recently headed up IT for fashion brand Tory Burch, along with previous information technology roles with Godiva Chocolatier and the Campbell Soup Company.

"Working with the IT team, we will create the infrastructure necessary to move the company to the next level," Giresi said.

Do you have the **Cruise Weekly app?**



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Cruise Calendar

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

SYDNEY	
<i>Pacific Jewel</i>	03 Sep
<i>Sea Princess</i>	04 Sep
<i>Pacific Pearl</i>	04 Sep
<i>Dawn Princess</i>	06 Sep
<i>Pacific Pearl</i>	07 Sep
<i>Pacific Jewel</i>	07 Sep
BRISBANE	
<i>Dawn Princess</i>	04 Sep
<i>Pacific Dawn</i>	05 Sep
<i>Pacific Jewel</i>	05 Sep
<i>Sea Princess</i>	06 Sep
<i>Sun Princess</i>	06 Sep
PORT DOUGLAS	
<i>Dawn Princess</i>	01 Sep
<i>Sun Princess</i>	03 Sep
YORKEYS KNOB	
<i>Sun Princess</i>	02 Sep
DARWIN	
<i>Carnival Spirit</i>	06 Sep

Azamara life in an app

A SERIES of videos highlighting life aboard Azamara Club Cruises is a central feature in a new smartphone app now available. Available now on the Apple iTunes Store, the video series has been titled 'Azamara 3di' and comes with a dedicated website at www.azamara3di.com. Users can embark on 360° virtual reality tours of *Azamara Journey* - one of the line's two ships - to experience life onboard. Further, app users can learn more about the range of onshore excursions and activities available in ports visited by Azamara including zip-lining in Costa Rica, midnight carriage rides and more. More destinations will gradually be added to the Azamara 3di app and website as it develops.

APT incentive 'Simply The Best'



P&O MICE push

P&O is seeing success with its push into the MICE market, with inquiry numbers jumping 130% year-on-year for the first half of 2015 and 20 bookings plus one charter confirmed for 2016.

"The good thing about the corporate market is generally they want to cruise outside of school holidays...so it's a great product to bring the yield out of the cruise ships in the months when it's maybe not so popular," P&O Cruises corporate sales manager Peta Torkington told *CW*.

Selling in advance is another benefit the cruise line has seen after dedicating a team to the MICE market in Jan.

"For the FIT market, generally it's more short term in terms of what people book...not many people book a year in advance, whereas a conference they will book in advance because they've got to get their registrations promoted.

"It's a great product for P&O to actually have pre-bookings for 450 people 12 months out onto one of the ships."

FRESH off its trifecta of wins at the National Tourism Industry Awards in Jul, APT has launched a new trade incentive as a measure of thanking its trade partners.

The promotion is multi-faceted, with individual travel consultants able to enter one aspect, with their store able to enter another.

For each booking made and deposited in Sep, stores will be entered into a weekly draw to win a \$1,500 marketing voucher.

Consultants can be rewarded also, with a cabin on a luxury all-inclusive Europe or Mekong river cruise awarded to the winner of a new APT photo competition.

To enter, agents must coordinate a creative photo with the hashtag #APTtheBest, with a short note of 25 words or less saying why they think APT is the best - send to competitions@aptouring.com.au.

Pictured above looking resplendent in their #APTtheBest gear from left are state sales managers Ryan Montgomery (NSW/ACT), Jo Ellies (WA), Karen Newbury (QLD) & Scott Ellis (VIC/TAS) and APT inside sales manager Alisha Dopper.

PORTHOLE

BAD neighbours for over 60 years, North and South Korea may soon be linked again by a cruise operator keen to show off the North, to the South, leaving from the island of Jeju.

Despite military tensions recently firing up between the two sides, the Jeju Cruise Industry Association has said it will launch a "Peace Cruise Line", which could include the North Korean port cities of Nampo, Wonsan, Rajin and Sonbong as stopovers.

The North and South share one of the most militarised borders in the world, which will be crossed first by brave Chinese tourists using a Chinese-flagged vessel, carrying South Koreans to start with, and hoping other nationalities will soon follow.

The last ship to cruise in North Korea - the *Mangyongbong-92* - featured mattresses on the floor, cramped bedrooms and meals served 'cafeteria-style'.

Of course, there can be no guarantees that anybody taking photos of the scenery will not be perceived as a spy, so it might be best to advise your clients not to skimp on travel insurance.

Cabins with Farnsy

COMPANION Cruising is offering discounts on its Cruise & Groove departure of 09 Oct 2016, which will feature a cavalcade of Aussie music icons performing including John Farnham.

Solo travellers willing to share a cabin with other same-gender pax can avoid single supplement fees and pay the quad-share fare. Phone 0468 964 996 for details.

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.

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