

CRUISE

WEEKLY



Thursday 10 Sep 2015

Massive CW response

THANKS to everyone for your comments about our special CLIA Cruise Week bonus edition.

Published on Mon this week the issue featured news and offers from CLIA member lines and was opened by over 20,000 readers.

Environment key for cruise

THE cruise industry is working hard to enhance its environmental performance, with Royal Caribbean Cruise Lines' Rich Pruitt saying the sector is clearly being targeted by "continued expansion of regulatory regimes".



Speaking at last week's 2015 Cruise Down Under conference in Darwin, Pruitt said the new regulations in Sydney Harbour are an example of the disproportionate response targeting the cruise sector.

The new rules (**CW** 03 Sep) require cruise ships docked in Sydney to use low-sulfur fuel effective 01 Oct, while from 01 Jul 2016, the regulation also applies to any cruise ship operations.

Pruitt, who is RCCL's vp of safety & environmental stewardship and reports directly to ceo Adam Goldstein, told CDU delegates that while the cruise industry will comply, the measure only targets a tiny 2% of emissions.

"If you really want to make change you can't just go after one small segment of the industry, you have to look after the entire segment," he said.

Pruitt also slammed "aspirational" regulations where impossible requirements are imposed, meaning equipment that doesn't exist has to be installed.

"We'll do everything we can... we've proven that if you give us a standard we can overcome it with science and technology, but it has to be something that is within the realm of possibility," he added.

Pruitt said cruise lines around the world take their environmental obligations very seriously, with RCCL and Carnival, for example, spending hundreds of millions of dollars on equipment to reduce emissions.

He also highlighted systems which blow tiny bubbles across the hull while cruising to reduce friction, resulting in improved efficiencies of 5-10%.

Ships also now have advanced wastewater treatment systems and extensive recycling programs.

Pruitt said uncertainty about future requirements has an impact on deployment and itinerary decisions for cruise operators, which don't wish to incur higher fuel costs or unnecessary operational complexity.

Packed issue of CW
Cruise Weekly today features three pages of all the latest cruise news and photos, our latest **Face to Face** interview plus a full page from **Jito**.

Viking Ukraine return

VIKING River Cruises will recommence operations in Ukraine next year, with the 196-passenger *Viking Sineus* to operate a ten-night Kiev to the Black Sea itinerary on the Dnieper River in May and Jun 2016.

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FUNNYMAN and cruising convert Tim 'Rosso' Ross was in fine form on Tue night as Royal Caribbean launched its 2016/17 season at a special trade event.

Fresh off his role in the *Tom, Rach and Rosso Go Cruising TV* special from earlier this year (*CW* 31 Mar), Rosso entertained attendees with a short comedy routine, adding his experience on *Voyager of the Seas* opened his eyes to the world of cruising. Rosso quipped that as he was waiting to go on stage, an agent approached him and said "we're not even here to see you, we're just here for the free booze".

In his quick-witted style, Rosso showed his industry awareness, responding playfully with "Well when you wake up in a park in the Shire, it really will be Hello World, won't it?"

Marina special sailing

OCEANIA Cruises' long-time executive culinary director, Jacques Pepin, will host a special Mediterranean voyage aboard *Marina* departing 01 Nov 2016.

The ten-day Venice to Rome trip will include book signings and a culinary demonstration, with specially designed menus, culinary shore excursions and hands-on cooking instruction from the master himself in the onboard Culinary Centre.

Vessel name selected

HURTIGRUTEN has selected *MS Spitsbergen* as the winning submission in its recent social media push to help find the name of its newest vessel.

Chosen from over 15,000 entries received from across the world, *MS Spitsbergen* will take its name after the largest island in the Svalbard Archipelago.

Hurtigruten ceo Daniel Skjeldam said the title reflected the line's history and present-day direction.

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Industry celebrating Cruise Week

THE Australian Travel Industry has certainly jumped onboard CLIA Cruise Week 2015, with events hosted across the nation to showcase the plethora of deals on offer.

Cruise Weekly's faithful readers have also joined the fun, sending in these photos from their celebrations.

At **right** is the team from Weston Cruise & Travel fully decked out in their uniforms for the buy week: Deb Long, Ria Ligeros, Stel Missikos and Emma Sullivan.



And at **left** is Helen Courias from Princess Cruises, presenting at an event hosted by Lindy Herron's South Coast Cruise and Travel in Nowra, NSW.

Email your CLIA Cruise Week pics to cruiseweek@cruiseweek.com.au.

Eligible Aust & NZ resid. travel agents 18+ only. Cruise 9-17/9/16. See T&Cs for details.



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Huge ovation for all-singing RCI



OVATION of the Seas' pending arrival in Australia late next year saw the cruise sales rulebook thrown out the window, Royal Caribbean Cruises Ltd regional vice-president Gavin Smith said.

Speaking to **Cruise Weekly** at the launch of Royal Caribbean's 2016/17 season in Sydney this week, Smith described *Ovation's* initial sell period as "remarkable".

"Ordinarily our biggest selling weeks are in January every year, but this year it was in June. We had our biggest sales week in the history of the company in June.

"We've been overwhelmed at the top-end of the ship with suites and loft accommodation is where a lot of the interest has been. Aussies are really buying into this product," Smith added.

The 4,180-passenger *Ovation* is the ship dominating the headlines however is just one of five ships in the Royal Caribbean fleet which will call Australia home over the 2016/17 year.

Returning for its second year will be *Explorer of the Seas*, sister ship to *Voyager of the Seas*, and the endearing *Radiance of the Seas* - all home porting in Sydney.

Brisbane will also offer *Legend of the Seas*, itself returning to the Queensland city for a second year.

Celebrity Cruises has established itself as the regular summer home for *Celebrity Solstice*, which will again be based in Sydney.

"We've got a lot to do for next summer, but it's hard not to get caught up in the romance of the 'Wow' that's going to come with *Ovation*," Smith told **CW**.

Agents at the season launch were witness also to the many talents of Vic district sales manager Cameron Mannix, who performed an encore of *Pure Imagination*, slightly modified to a more cruise-focused theme.

Smith is **pictured** above with his RCI team in Adam Armstrong, Cameron Mannix, Nicole Stojic and Peter McCormack.

Murray summer sale

DISCOUNTS of 25% are now available from Captain Cook Cruises on its range of Murray River departures as part of its new Summer Sun Sale.

Valid for bookings made before 26 Feb next year, the deal takes cabin prices down to \$695pp for a three-night Discovery Cruise.

The line's flagship seven-night Murraylands and Wildlife Cruise departs each Fri and Mon, priced from \$1,416pp twin share.

Record season for SA

CRUISING generated a record \$16 million for the South Australian state economy during the 2014/15 wave season, new figures from the state reveal.

The result was an \$11.4 million, or 30% jump on the previous year, with a further \$6.7 million coming from indirect channels.

In terms of passenger volumes, the state welcomed 55,054 pax and 11,765 crew members.

Cruise ship visits totalled 32 in the 2014/15 year, up from 26 the year prior, while a new record of 38 are set to call this coming year.

Adelaide will claim the lion's share with 23 ship visits, while Kangaroo Island, Port Lincoln and Robe will all welcome ships.

Carnival Liberty fire

THE US Coast Guard has put out an engine room fire which broke out on *Carnival Liberty* while she was docked in St Thomas.

Passengers were evacuated from the ship during the incident, with no injuries reported.

The ship was on the second day of a week-long itinerary which departed San Juan yesterday.

Investigations into the fire are continuing, with Carnival now set to fly passengers home from the Caribbean island while the ship returns to San Juan for further evaluation and repairs.



CRUISE NEWS & VIEWS

with Brett Jardine
GM, CLIA Australasia

A bumper week

AS WE are now halfway through Cruise Week, we certainly hope activity levels of all involved are now at a peak.

If feedback into the CLIA office is anything to go by, then we should be able to call Cruise Week 2015 the best cruise sales week ever in this region!

With cruise lines reporting some record days and many retailers boasting about some first class initiatives, it is little wonder Cruise Week has now established itself on our annual calendar.

Sales results aside, what has been very evident during Cruise Week has been the media interest.

A function of CLIA that is difficult to measure is the reach of our industry focused public relations activity.

The requests received for additional commentary around Cruise Week and the impending start of our domestic cruise season has been noticeably higher than the comparable time in recent years, so one can be certain there are a lot of people out there talking about cruising this week - mission accomplished!

As we all celebrate Cruise Week, I'd like to take a moment to acknowledge a dear friend of the cruise industry - Glenn Wheeler.

Following a terrible accident just four weeks before he was due to host our Cruise360 conference, Glenn remains in hospital.

Google "Glenn Wheeler video" to watch a very touching tribute.



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FACE : FACE

DEB CORBETT

Head of Marketing, Sales & Product - Travel the World



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

Where do you see your company in five years from now?

Continuing to be the market leader in providing the industry with premium product that is packaged to perfection; unique offerings; service that is exceptional and knowledge that remains relevant.

What is the key to your success?

Being positive; having a high energy spirit; communicating well at all levels and empowering team members with information for cross-department buy-in.

How do you spend days at sea?

Long lazy breakfast, walks around the deck, relaxing massages, activities, sunbaking around the pool followed by dinner and a show.

What is the next "hot spot" in cruising destinations?

Laid Back French Polynesia! Cruising the Society Islands discovering Tahiti, Moorea, Tahaa, Bora Bora & Huahine to the serene natural beauty of the Tuamotu Islands. Exploring the untouched coral reef of Raiatea or kayaking on the Faaroa River, the only navigable river in French Polynesia. Maeva is also amazing as it houses the most sacred artifacts - open-air stone temples which has 400-year old stone fish traps still in use today.

What is the most important issue in the cruise industry today?

Consultant Training – qualifying your client. The industry is busting at the seams with new product constantly being launched. We need to ensure consultants are fully trained on where each product fits and that the right clients are being booked onto the right product.

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

For the luxury small ship sector being able to access tiny harbours and hidden coves that are away from the crowds. Stepping into amazing places and relishing in intimate cultural experiences. It's all about enjoying handcrafted shore excursions that will take clients closer and show them more.

What is something you wish more agents knew about cruising?

Being able to avoid traffic jams in Europe & Asia is priceless. Cruise from one port to the next to experience a different style of holiday. That it's

not all about the next biggest trendy and shiniest ship but about the atmosphere onboard and interactive cultural immersion ashore.

There are products out there that will give clients the opportunity to step away from the crowds and away from the towering decks.

To consider small ship cruising where you can have your own individual

experiences and feel like you're on a private yacht but still be enjoying the luxury of attentive crew; fine dining and contemporary decor.

To be greeted by your name from the moment you step aboard and to be constantly surprised by crew who bring you just the right thing at the right time. To be able to see more, linger longer and have the kind of adventure that defines the difference between tourism and true travel.

To see the world and it's people like never before in a less structured environment that gives you the freedom of choice.

Describe your perfect cruise in 25 words or less?

A small ship that is casually elegant with the freedom of choice onboard that connects you with locals at unique ports of call.

What is your best piece of advice for combating sea-sickness?

Eat green apples and take sips of water or take "Avomine".

What is your prediction for the future of cruising?

Repeat cruise lovers will desire new ports and unique experiences. People will crave never before seen innovations onboard and unforgettable journeys ashore.



Deb's Cruise Favourites

Ship: Windstar Cruises - *Wind Spirit*

Ship Activity: Visiting the Captain on the Bridge

Shore excursion: Zodiac landing in Antarctica

Region: French Polynesia

Port: Tiputa

Onboard food/drink: Bubbles...

Perk of the job: Working with luxury product each day

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