



WE'RE MOVING CRUISE



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CRUISE

WEEKLY



Tuesday 05 Apr 2016

Ovation Down Under

FOUR extra departures have been added to *Ovation of the Seas*' maiden Australian itinerary for its 2016/17 season (CW Breaking News).

Royal Caribbean International's Australasia md Adam Armstrong said "Australia has asked for more and we will deliver".

Interest for the newbuild, which will become the world's equal third largest cruise ship surpassed expectations with more than 90% of summer sailings booked out.

RCI also confirmed this morning that the \$1 billion vessel will return Down Under for a second season in summer 2017/18.

"We are delivering Australians the most modern style of cruising from their doorstep – a style they previously had to travel overseas for," Armstrong said.

Final deployment details for the new itineraries will be released in the coming weeks, you can register your interest [HERE](#).

Norwegian integration

NORWEGIAN Cruise Line Holdings (NCLH) has just launched a call centre in Sydney for its Oceania Cruises and Regent Seven Seas Cruises lines.

It comes just four months after NCLH established a contact centre for Norwegian Cruise Line, with the move marking a final integration the group's brands.

All three brands now have call centres, help desk support and sales and marketing activities at NCLH's Sydney-based Australasian headquarters.

NCLH's senior vp and md Asia Pacific Steve Odell said the integration had been undertaken to provide "a greater level of support to our trade partners, travel agents and cruise passengers, marking an exciting milestone in the growth of our local office".

The local team has grown from an initial six to over 40 staff.

To celebrate this NCLH has announced a bonus 5% commission for trade partners and travel agents for all new bookings across Oceania Cruises and Regent Seven Seas Cruises - made and deposited during this month.

MEANWHILE NCLH has announced a newbuild with Fincantieri in Italy to construct a sister ship to *Seven Seas Explorer* for delivery in 2020.

The new high end Explorer-class vessel which has a contract price of €422 million is a response to strong customer demand.

CLIA awards video

CRUISE Lines International Association has released a video clip recapping all the highlights of the 2015 Australasia Cruise Industry Awards held in Feb.

[CLICK HERE](#) to see the video.

Cruise Weekly today

Cruise Weekly today features four pages of all the latest cruise industry news and photos, plus a cover wrap for *Cruise Weekly's* relocation.

Carnival confirms P&O newbuild order

CARNIVAL Corporation has finalised its order for five new ships, including the newbuild vessel for P&O Cruises announced late last year (*Travel Daily* 31 Dec).

The 4,200 passenger P&O vessel will be "the first cruise ship built specifically for the Australian and New Zealand market" and is scheduled to launch in 2019.

The Carnival order with Italy's Fincantieri shipyard also includes two ships designated for Costa Asia for deployment in China and two new Princess Cruises vessels each with capacity for 3,560 passengers, based on the *Royal Princess* design platform.

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RCI advertising spend surges

ROYAL Caribbean lifted its mainstream media spending by more than 70% last year, with advertising industry estimates compiled by Nielsen indicating RCI spent over \$12m promoting to consumers in 2015.

The numbers collated by *Cruise Weekly* are based on media kit rack rates, and put APT firmly in the top position when it comes to consumer advertising spend in the travel and cruise sector, with a \$33 million total, dipping about 5% year on year.

Scenic spent about \$22.8 million in 2015, a reduction of 15% while other top cruise spenders included CruiseCo which boosted its mainstream media promotion by 23% to over \$6.5 million.

Interestingly Carnival PLC also significantly cut its advertising spend last year, with the figures showing a total of \$3.3 million, down almost 80% on the previous twelve month period.

The figures also showed a 20% drop in spending by Melbourne Magellan member Travelrite International which expended just over \$7 million on mainstream consumer advertising.

Rocky Mountaineer spent about \$6.2 million in 2015, a reduction of 10% on the prior year.

Star Cruises BOGOF

STAR Cruises is offering a Buy One Get One Free deal on all *SuperStar Gemini* and *SuperStar Virgo* itineraries for 2016.

Under the offer the first guest pays the cruise fare plus taxes, while the second guest pays taxes only with the deal available on *Gemini* three- and five-night roundtrip itineraries from Singapore to Malaysia as well as weekly 7 night *Virgo* voyages ex Hong Kong to Japan, visiting Miyakojima and Naha, Okinawa.

Details on 1300 658 666.

Viking adds fly free

VIKING River Cruises has released its "best ever" early bird offers, including free economy return airfares with every booking of a 2017 European river or ocean cruise itinerary regardless of date or stateroom category.

Passengers can also "customise" their airfare by selecting Singapore Airlines, Emirates, Qantas or Cathay Pacific for an additional \$250, and there's also a business class add-on for \$4,999 per person flying with Emirates, Qantas or Singapore Airlines.

A Qatar Airways special offers a mixed class add-on for \$2,999 per person or full business class for \$3,999 per person, valid for all flight dates 01 Jan-31 Dec 2017.

Viking is inviting agents to become an "Official Viking Expert" by completing training courses on its ocean and river cruise products, with a \$100 Coles Myer gift card on offer for those who finish by 31 May.

See vikingrivercruises.com.au.

MEANWHILE Viking Cruises has also taken delivery of its second ocean cruise ship, with the new *Viking Sea* currently sailing on her maiden voyage from Istanbul to Venice.

The addition means Viking has now doubled the size of its ocean fleet, with *Viking Sea* meeting *Viking Star* in Santorini last week.



ROYAL Caribbean is making the most of the excitement around the naming of the new "Boaty McBoatface" UK research vessel (*CW 22 Mar*) by inviting the imaginative Briton who came up with the moniker to help name one of RCI's new ships too.

26-year-old James Hand has been formally invited to sail aboard the behemoth *Harmony of the Seas* when it debuts in May.

Hand's suggestion for the \$300m Antarctic survey ship quickly went viral and shot to the top of an online voting poll, beating more serious suggestions like *Endeavour* and *Shackleton*.

"Like the rest of the world, we fell in love with the name Boaty McBoatface when we heard it, and we knew immediately that Royal Caribbean could use James Hand's talent to name our next ship," said Royal Caribbean ceo Michael Bayley.

It's not clear whether the idea is tongue-in-cheek, with Bayley's statement released last Fri 01 Apr.

However Hand is taking it seriously, saying he was flattered to be asked, "especially as I was starting to think my ship-naming days were behind me".

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WEEKLY



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Lindblad art/deal

LINDBLAD Expeditions-National Geographic is launching its *Make Art, Make Difference* program, giving guests a chance to take part in Galapagos wildlife drawing sessions.

The classes held by renowned artists Amy Bartlett Wright and Jonathan Alderfe will be available on select voyages in Aug and Sep.

MEANWHILE special offers are available on Expeditions-National Geographic voyages including \$500 worth of savings and a complimentary flight between Guayaquil and Galápagos.

Solo travellers can save 15% off standard solo rates on select dates.

Offers apply to new bookings only and are subject to availability with rates starting at \$8,420pp twin share.

Local princess experts

PRINCESS Cruises is set to launch its new *Global Partners + Local Experts* initiative midway through the year.

The program will see Princess use local experts on shore during port calls to help give guests authentic experiences.

The experts will include partners from ports, tourism boards, tour operators and port agents.

The cruise line's first new destination partnerships are with Cruise Baltic, Cruise Europe and MedCruise.

A full video playlist of those participating in the *Global Partners + Local Experts* is available **HERE**.

MSC Mother's Day

IN THE lead up to Mother's Day MSC Cruise is offering 25% off second cruise bookings.

The MSC Mother's Day deal is available on a range of selected departures throughout summer 2016 and winter 2017 itineraries cruising the Mediterranean, Caribbean, Arabian Peninsula and Cuba.

For the full list of cruises on offer see www.msccruises.com.

itravel agents exploring at sea



ITRAVEL agents have escorted their clients onto a inspection of Royal Caribbean's *Explorer of the Seas*, the largest cruise ship to hit Australian waters.

With the itravel crowd one hundred strong, agents and clients were given a tour of the enormous cruise ship that will be serving the Australian market to the South Pacific and New Zealand.

With fifteen decks, ten pools, whirlpools and an ice skating rink the itravel crew was extremely impressed with the facilities on board the ship.

After an afternoon exploring the cruise ship including the range of staterooms on offer and a demonstration of the famous Flow Rider clients and agents were treated to a delicious three

course lunch in the Main Dining Room.

itravel loves to include their clients in ship inspections as they believe giving them a chance to see the product firsthand and ask their travel agent and Royal Caribbean staff questions helps them to create a more informed holiday decision.

Pictured above are some of the itravel agents and their clients on board *Explorer of the Seas*.

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Cruise Calendar

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

SYDNEY	<i>Carnival Legend</i> 05 Apr	BRISBANE	<i>Pacific Aria</i> 05 Apr
	<i>Golden Princess</i> 06 Apr		<i>Pacific Jewel</i> 06 Apr
	<i>Carnival Spirit</i> 07 Apr		<i>Sea Princess</i> 08 Apr
	<i>Dawn Princess</i> 07 Apr		<i>Golden Princess</i> 08 Apr
	<i>Noordam</i> 08 Apr		<i>Pacific Dawn</i> 09 Apr
	<i>Pacific Jewel</i> 08 Apr		<i>Legend of the Seas</i> 11 Apr
	<i>Celebrity Solstice</i> 09 Apr	CAIRNS	
	<i>Carnival Legend</i> 10 Apr		<i>Pacific Aria</i> 08 Apr
	<i>Sea Princess</i> 10 Apr	AUCKLAND	
HOBART			<i>Pacific Pearl</i> 05 Apr
	<i>Carnival Legend</i> 08 Apr		<i>Explorer of the Seas</i> 07 Apr
DARWIN		WELLINGTON	
	<i>Coral Discoverer</i> 11 Apr		<i>Radiance of the Seas</i> 07 Apr
ADELAIDE		FIORDLAND	
	<i>Pacific Eden</i> 08 Apr		<i>Dawn Princess</i> 10 Apr

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P&O Fraser Island

P&O Cruises' *Pacific Aria* has made history as the largest ship to call into Fraser Island.

The 55,820-tonne vessel entered to west of the Queensland Island at high tide on the weekend, cruising through the Great Sandy Strait, anchoring off Kingfisher Bay Resort.

P&O Cruises President Sture Myrmell said the line had wanted to visit Island for some time, but had to wait until mid-sized ships – *Pacific Aria* and *Pacific Eden* joined the fleet late last year.

The call was part of a four-night roundtrip cruise from Brisbane.

Pacific Eden will make the next call there on 12 Dec on a four-night cruise ex Syd on 10 Dec.

G Adventures 30% off

G ADVENTURES is now offering 30% off its new River Cruising products on the Mekong, Ganges and Burgundy.

Simply use the promotion code 16GA030MAR01 and book by 31 Jul for departures between now and 31 Dec.

To see the full list of cruises eligible **CLICK HERE**.

Island Escapes correction

TO TAKE advantage of Island Escape Cruises' Tahiti specials (CW 31 Mar) visit their site at www.islandescapescruises.com, not islandescapes.com as incorrectly linked by CW.

Koningsdam makes an entrance



HOLLAND America Line celebrated the delivery of *ms Koningsdam* (pictured in Venice) over the weekend with an official handover ceremony at Fincantieri's Shipyard in Marghera, Italy.

The ceremony was attended by Italy's Minister of Infrastructure & Transport Graziano Delrio who expressed appreciation for the relationship between Carnival Corporation & Fincantieri.

Shipyard employees who spent the last two years building the 99,500-tonne, 2,650-passenger vessel were invited on board with their families for a party.

The ship sailed from the yard on Sun to make its way to Civitavecchia in Rome for its premier voyage sailing the Mediterranean from 08 Apr.

This will be followed by sailings in the Baltic, British Isles and Northern Europe.

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