

# CRUISE

WEEKLY



Tuesday 01 Mar 2016

## More Grills inclusions

CUNARD'S luxe offering aboard *Queen Mary 2*, *Queen Victoria* & *Queen Elizabeth* is going to get more inclusive, international development director David Rousham has revealed.

The Grills is billed by Cunard as "the epitome of the Cunard experience", providing White Star Service, luxury accommodation with butler service & fine dining.

Rousham said research results have called for greater inclusivity. "At the moment some elements are inclusive, but not very many, particularly things such as drinks."

Rousham said smaller lines such as Seabourn, Silversea & Crystal have already implemented greater inclusivity on their ships "and that is something that Cunard is looking to change".

Unable to be specific with exact details yet, he flagged potential inclusive packages covering items such as drinks, gratuities, wi-fi, laundry and spa treatments.

## Cunard Aus yield concern

THE fall in the Australian dollar against the UK pound has Cunard concerned for yield, with the luxury line seeing fluctuations of about 20% in the past two years.

Speaking to media on *Queen Victoria*, Cunard's London-based international development director David Rousham admitted yield for the cruise lines was proving a "challenge" locally.

"We've got a challenge in Australia in terms of yields and in terms of how we commercially manage our business.

"Classically, foreign exchange rates and fluctuations over the course of a year does impact [Cunard] and that is something that has changed consistently over the last two years.

"In terms of our yields that we are able to command out of Australia, that has fallen back against the pound, even though the customer hasn't seen that."

Rousham emphasised that the change would have no impact on Cunard's plans for deployment and commitment to the Aussie market.

"Our view is what goes up, will go down," he said.

Australia remains Cunard's third largest source, behind the UK and North American market, and just ahead of Germany.

Over the past four years, the percentage of Brits cruising with Cunard has slipped from 55% to a 50% share of the market, while Australia has risen four points to 11%, Rousham told *Cruise Weekly* in Sydney yesterday.

He said the move for a greater spread of international markets was one of his primary objectives, with Japan highlighted as an emerging market.

Rousham also said Cunard was "interested" in opportunities out of the China market.

## Cruise Weekly today

*Cruise Weekly* today features three pages of all the latest cruise industry news and photos.

## World Cruise release

CUNARD will launch its 2018 World Cruise program in two weeks time, five months earlier than previous years and timed to coincide with the arrival of *Queen Mary 2* in Australian waters.

Specific itinerary details of the World Cruise program are yet to be formally announced, but Cunard exec David Rousham has confirmed *QM2* will be "putting in a larger appearance" on the East-West itinerary.

Rousham told *CW* that *QM2* will not be touching the US and South America in 2018 as part of its World Cruise, enabling the luxury vessel to operate additional shorter duration "loop itineraries" that Aussies favour.

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## Anthem turned back

**ANTHEM** of the Seas was turned around to avoid a storm off the coast of Cape Hatteras over the weekend.

The vessel headed back to Cape Liberty on Sat, with Royal Caribbean International tweeting the "captain followed our new storm avoidance policy and consulted with experts".

Yesterday RCI reported that "about 10 per day from 6,000 total" guests experienced norovirus symptoms but it did not affect the decision to return.

## Thankyou from CW!

**CRUISE Weekly** would like to thank the hundreds of agents who participated in our cruise survey last week.

We will be announcing the winners of the prizes soon.

## Carnival resumes in Fiji

**CARNIVAL** Australia has confirmed P&O Cruises, Carnival Cruise Line and Holland America Line have resumed scheduled calls to Fiji following advice from port agents and local authorities.

"We learned from experience with Cyclone Pam in Vanuatu last year that the community & local authorities were keen to see the ships return as soon as possible because cruise tourism was so important to their economy," Carnival Australia executive chairman Ann Sherry said.

The organisation has also contributed a total \$125,000 to Save the Children Australia's Fiji relief efforts - \$50,000 from the Carnival Foundation, \$50,000 from the P&O Pacific Partnership's pax contributions & \$25,000 from Princess Cruises.

**MEANWHILE**, Blue Lagoon Cruises' ship *Fiji Princess* is delivering supplies to villages in the Yasawa islands as part of the current cruise schedules.

Carmen White, sales director for Awesome Adventures Fiji, South Seas Cruises and Blue Lagoon Cruises said pax are "humbled to see how the relief - basic stuff like rice, flour, tinned fish and tarpaulins - is so appreciated by these villagers that have lost just about everything".

## RCL biggest month

**RCL** Cruises Australia and New Zealand saw the biggest month of sales in Jan since opening local offices eight years ago.

New bookings for Royal Caribbean International, Celebrity Cruises and Azamara Club Cruises increased 50% compared to the same period last year.

Jan outdid RCL's previous record breaking month for bookings by 30% - Jun last year, when *Ovation of the Seas* went on sale.

The last week of Jan saw RCI bookings almost double Y.O.Y.

## Hurtigruten dep CLIA

**HURTIGRUTEN** will part ways with CLIA as it wants to be seen "more as an adventure travel business than a mainstream cruise line", Anthony Daniels, UK & Ireland head of sales said, according to local media.

## NCL names Joy

**NORWEGIAN** Cruise Line has named its newbuild for the Chinese market *Norwegian Joy*.

A Chinese name and logo has also been unveiled, Nuò Wéi Zhēn, which translates to a 'Promising, Exclusive and Authentic' cruise line.

"After closely studying the Chinese cruise market for several years, we wanted to be clear about what we will deliver to our guests on this spectacular vessel," said NCLH ceo Frank Del Rio.

The 3,900-guest vessel will debut in China in Summer 2017.

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## Ocean Dream capsizes

**THE** Chinese-owned *Ocean Dream* has capsized in Thai waters after being abandoned for a year, local media is reporting.

The vessel was seen taking in water on Fri and sank about two kilometres off the coast of Laem Chabang on Sat.

*Ocean Dream* started out as a P&O vessel in 1972 as *Spirit for London* before becoming *Sun Princess* for Princess Cruises.

It has since sailed for several cruise lines under different names.

## Lindblad earlybird

**LINDBLAD** Expeditions and National Geographic is putting a hold on 2016 Galápagos prices for all 2017 departures booked before 30 Jun.

See [au.expeditions.com](http://au.expeditions.com).

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# CRUISE

WEEKLY



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## Cruise Calendar

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

SYDNEY	
<i>Arcadia</i>	01 Mar
<i>Carnival Spirit</i>	02 Mar
<i>Black Watch</i>	04 Mar
<i>Pacific Jewel</i>	04 Mar
<i>Voyager of the Seas</i>	05 Mar
<i>Explorer of the Seas</i>	06 Mar
<i>Carnival Legend</i>	07 Mar
<i>Pacific Jewel</i>	08 Mar
MELBOURNE	
<i>Pacific Eden</i>	04 Mar
<i>Radiance of the Seas</i>	05 Mar
<i>Queen Victoria</i>	06 Mar
<i>Pacific Jewel</i>	06 Mar
<i>Pacific Eden</i>	07 Mar
<i>Golden Princess</i>	08 Mar
BRISBANE	
<i>Pacific Jewel</i>	02 Mar
<i>Pacific Aria</i>	04 Mar
<i>Arcadia</i>	04 Mar
<i>Pacific Dawn</i>	05 Mar
<i>Legend of the Seas</i>	06 Mar
<i>Black Watch</i>	07 Mar
<i>Voyager of the Seas</i>	07 Mar
<i>Pacific Dawn</i>	07 Mar
HOBART	
<i>Queen Victoria</i>	02 Mar
DARWIN	
<i>Le Soleal</i>	04 Mar
<i>Sea Princess</i>	05 Mar
FREMANTLE	
<i>Celebrity Solstice</i>	03 Mar
ADELAIDE	
<i>Radiance of the Seas</i>	07 Mar
NEWCASTLE	
<i>Pacific Aria</i>	02 Mar
BURNIE	
<i>Noordam</i>	01 Mar
YORKEYS KNOB	
<i>Arcadia</i>	07 Mar
KANGAROO ISLAND	
<i>Queen Victoria</i>	04 Mar

## Cruise forecasts grow

**CARNIVAL** Australia's targets have been blown out of the water by the CLIA Australasia commissioned report released last week (**CW** Thu).

The report showed cruising was on course to reach two million passengers a year by 2020 – double Carnival Australia's industry prediction.

## Princess partners

**PRINCESS** Cruises has partnered with Cruise Baltic & MedCruise.

The deals will include the creation of a welcome video, shore excursions and experiences, user-friendly walking maps and provision of expert guides and collaboration on marketing & PR.

The MedCruise tie up will also include welcome & departure experiences & local artist exhibits.

# Nat Geo Journeys cruising

**G ADVENTURES** newly launched riverboat cruise program on the Mekong, Ganges, Amazon and France's Burgundy region has been incorporated into the National Geographic Journeys.

Speaking with **Cruise Weekly** last month while on a pilgrimage to Sydney, G Adventures founder Bruce Poon Tip said the product has generated a lot of interest since its announcement in Nov.

Unveiled last year (**CW** 05 Nov), the product is based on vessels with a capacity of 24-48 pax.

G Adventures has offered sailing on the Amazon for "the last four or five years", but the Toronto-based entrepreneur said growth in the river cruise sector was ripe for the adventure seeker too.

Poon Tip said the riverboats are targeted at a younger demographic compared to megaliners of 3,000-4,000 passengers with indoor ziplining and indoor surfing.

"River boating is obviously a phenomenon in the travel industry right now. It just keeps growing and getting bigger.

"Others are building bigger boats to squeeze in more passengers,

but we wanted to redefine the space by going smaller," he said.

"Our goal is to have bikes on board, making people active, going to small taverns for dinners and lunches. Going to villages and communities that we wouldn't have access to on land," he said.

In France, visits to wineries are built into itineraries.

He said G Adventures funded the building of all its ships and is working with local families to operate the vessels in partnership with its own local businesses.

Poon Tip admitted being "really surprised" partner National Geographic took the opportunity to roll the riverboat product into its extensive National Geographic Journeys program, saying the take-up was "really exciting".

For more details on the river cruising product, **CLICK HERE**.



**THE** team at RCL Australia welcomed *Explorer of the Seas* to the Aussie fleet and celebrated her maiden season by presenting the captain and crew with a specially commissioned painting of the ship in Sydney Harbour.

The gift, painted by marine artist Stan Stefaniak (pictured above with Captain Rick Sullivan and RCL Australia's regional vp, Gavin Smith) was handed over in a ceremony on board *Explorer of the Seas* last week.



**ROYAL** Caribbean International has revealed just how much food it needs to load on board before each sailing - and it's a shipload. Raimund Gschaidner, associate vice president for hotel operations at Royal Caribbean International told *news.com* before departing on a week-long voyage, *Oasis of the Seas* packs 10,272 new rolls of toilet paper, 3,355kg of cheese and 330 cases of pineapples.

Waking passengers up in the morning is 861kg of coffee, 46,800 eggs and 9,925L milk.

Keeping the party going is 31,900 bottles and 900 cans of beer, 820 bottles of vodka, 765 bottles of rum and 3,360 bottles of white wine.

A cruise ship wouldn't be right without the 87L of hand sanitiser to get it through the week, along with 30 replacement TVs and 1,000 new light bulbs.

All this and turning over 2,700 staterooms for the new guests, is done in just 10 hours.

**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](http://www.cruiseweekly.com.au).

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