

Aussies embrace U by Uniworld

AUSTRALIANS are a top source market for U by Uniworld, the new brand from Uniworld Boutique River Cruise Collections targeting 21-45 year olds.

Fiona Dalton, local md of U by Uniworld, told **Cruise Weekly** bookings had been going "really well" since opening in Apr, with the 14-night supercruises particularly popular with Aussies.

"We expected Australia to be pretty big and it has been and certainly it's up there with the American source market," Dalton told **Cruise Weekly**.

U by Uniworld is receiving interest spread across the whole 21-45 age bracket, with Dalton explaining guests ranged from University students booking as part of a larger European trip to 30-40 year old working professionals who are "quite established in life".

She said the age demographic



was excited about "new and innovative shore excursions", including rock climbing and whitewater rafting in Bratislava.

Tonight U by Uniworld will hold an official launch party in Sydney, six weeks out from the first cruise.

The brand will unveil details on the staff, who will be "all decked out in black to match our ships," Dalton said.

"They'll be in very

contemporary jeans and Ts with U by Uniworld logos."

The "sneak peak" sailing on 07 Oct will be joined by Aussie travel agents Dana Brown from Travelmanagers and Zoe Taylor from Peter Milling Travel in Dubbo, who both won their spots as part of a travel agent competition on social media.

The line's two ships will then begin their first season on 14 Apr.

Silversea expands

SILVERSEA Cruises ceo Roberto Martinoli has confirmed the line is looking into "real, final contracts" for newbuild vessels.

"We have two options for two more sister ships to the *Muse* and we are working them as we speak so we might be seeing something soon," the executive told **CW**.

Silversea Cruises is looking to agents, as the line's primary distribution channel, to support the growth.

Martinoli also confirmed bookings for the Q2 and Q3 2019 season would be opened in coming months.

More on Silversea on **pg3**.

Cruise Weekly today

Cruise Weekly today features five pages of all the latest cruise industry news.

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CRUISE



Thursday 31st August 2017

PTMs dive into C360



A DELEGATION of 18 TravelManagers personal travel managers (PTMs) and four members from the national partnership office were out and about for the CLIA Cruise360 Australasia conference on Fri.

TravelManagers' executive gm Michael Gazal said PTMs "jumped at the chance to participate in Cruise360".

Pictured above are: Louise

McCarthy, Lisa Metzl, Julie Anderson, Carolyn Pitt, Lyn Tyson, Suzanne Laister, Kathy Millet, Neil Saunders, Lois Marshall, Julia Mclean, Debra Dean, Sue Kuti, Maria Furnari, Michelle Michael-Pecora, Karen Raeburn, Annalize Troost, Jane Fowler, Pamela Baas, Chantel Addison-Matthews, Julianne Gazal-Rizk, Karryn Bartlett and Aaron Loss.

River cruise revving up

RIVER cruising had a far greater presence at Cruise360 last Fri with more attention given to the burgeoning sector compared to the previous year.

In addition to CLIA Australasia providing a dedicated panel on myth busting assumptions on the category, (**CW** Mon) there was also a renewed effort to boost cruise line membership and to produce a long overdue source market report.

Speaking with **CW**, CLIA Australia's chairman Steve Odell said "we've been unable to capture all of the data in the past because we have a missing piece of the river cruise market which is Viking who are a big influence.

"We firmly believe that as

a major player they should participate but they don't globally," he said.

The first priority was to address Viking Cruises' CLIA membership, Odell explained, then they could "move to the next steps".

"Now they're entering ocean cruising they have even more of a place within CLIA, so we're hoping we can still convince them."

Odell said the collection of statistics was vital, and added "we just can't talk properly about this industry unless we can give people numbers".

"You can tell a lot of stories from the ocean cruise numbers."

Odell said a river cruise report based on 2016 results would be published by the end of 2017.



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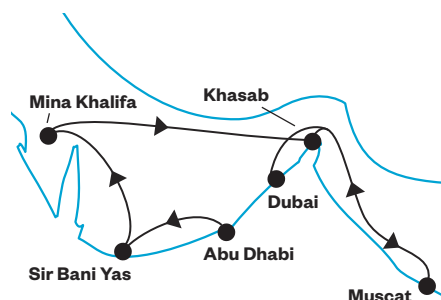
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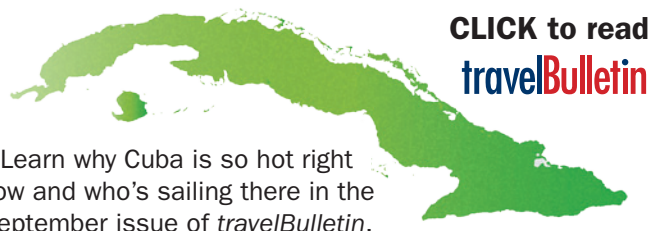
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Silversea portal

A NEW marketing portal for Silversea Cruises is set to launch for travel agents.

Talking to *Cruise Weekly*, cmo Barbara Muckermann said the platform would aim to empower agents to expand their clients and upsell their existing ones to luxury.

Agents will be able to view all the available marketing collateral on the platform and personalise it.

The portal is currently being tested in the North American market and is set to be launched to the Australian market in early 2018.

Muckermann also highlighted a strategic plan to strengthen its relationships with the Australian trade by identifying and reaching out to travel agents who produced loyal customers so the pair could "work together in sync".

Azamara's Europe boost

AZAMARA Club Cruises had its best Europe season yet this year, president and ceo Larry Pimentel told *Cruise Weekly*.

"The bigger struggle was last year and I thought this year was going to be a bigger struggle but somehow, some way, 02 Jan came and the phone centres blew up with reservations," he said.

The positive sales growth extends through to the Australian market, which Pimentel said he "couldn't be happier" with, noting the line recently hit its 30,000th Australian guest since it

was created in Q2 2010.

Pimentel told *CW* growth in Australian bookings "is very, very robust", and explained there was a very keen competition between Australia and the UK for the number two source market spot.

Croatia was flagged as a big deal for Australians, along with the "always hot" destination of Italy, while Japan had seen a rise.

Pimentel added that he believed travelling with Azamara to Cuba would be popular with Aussies, offering a very viable, convenient and user-friendly way to explore.



CCL Harvey update

THE Port of Galveston is expected to remain closed until later this week due to extreme flooding in Texas caused by Hurricane Harvey.

Carnival Cruise Line's three Galveston-based ships docked at New Orleans and allowed guests to disembark.

Valor and *Freedom* have resumed course to Galveston and *Breeze* will overnight in New Orleans and make its way to Galveston Thu afternoon, local time.

The 31 Aug sailing of *Carnival Valor* has been cancelled.

MEANWHILE, CCL and Carnival Foundation have pledged a combined \$1m to Hurricane Harvey relief efforts, which will be matched by Carnival Corporation chairman Micky Arison and his wife Madeleine's Family Foundation, for a total of \$2m.

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CRUISE

WEEKLY



Thursday 31st August 2017

Scenic Eclipse one year away

SCENIC founder and md Glen Moroney says the company has seen exceptional interest in the inaugural season of its new



"discovery yacht" *Scenic Eclipse* which will make her formal debut in exactly 12 months' time.

The ship will be unveiled in Athens on 31 Aug 2018, and Moroney said strong early sales had ensured the first sailing from Athens to Venice, as well as several subsequent departures were completely sold out.

"The level of excitement and anticipation we are getting from our booked guests tells us we have hit the nail right on the head," he said.

"The market for true luxury in both small ships and expedition itineraries is heating up and we are proud to be able to put forth a ship we believe will exceed expectations," Moroney added.

Scenic Eclipse is currently under construction in Croatia, and once completed will carry a maximum of 228 guests to the far reaches of the globe.

In May, Scenic was granted membership of the International Association of Antarctic Tour Operators and the Association of Arctic Expedition Cruise Operators, with *Eclipse* built to comply with the highest international standards including the new International Maritime Organization Polar Code requirements.

As well as polar voyages, *Scenic Eclipse* will cruise in the Mediterranean and South America - for more details of itineraries call 138 128.

Salary survey

CRUISE Weekly and its sister publications **Travel Daily** and **travelBulletin** are this week conducting an industry salary survey, with participants in the running to win Fitbits, movie tickets and one of fifty **travelBulletin** subscriptions.

All submissions are confidential and will feed into an industry snapshot to be reported in upcoming editions.

To participate **CLICK HERE**.

Sea Princess reno

PRINCESS Cruises has confirmed details of a 16-day dry dock for *Sea Princess* in Oct, just in time for her upcoming Brisbane summer cruise season.

Every cabin will be outfitted with a "Princess Luxury Bed" and there will be a new Movies Under the Stars screen along with reimagined youth centres and a transformed Cafe Corniche.

Seabourn launches new 'Source' app

SEABOURN has launched a new 'Seabourn Source' web app, allowing passengers to access daily details of their voyage on their smartphone, tablet or laptop such as activity and entertainment schedules, onboard dining menus plus port arrival & departure times.

Onboard spa treatments and wellness classes are included, along with the ability to browse and book shore excursions. Access is complimentary for all guests on each Seabourn vessel, and Seabourn Source also connects to PressReader to view over 2,500 newspapers and magazines online - including **Cruise Weekly** and **travelBulletin**!

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Inspiration's route reveal



HAPAG Lloyd Cruises has released route previews and renders of its new ship, *Hanseatic inspiration*, which will debut in 2019.

The vessel's maiden voyage will be from Antwerp to Tenerife in Oct 2019.

Along with its sister ship, *Hanseatic nature*, the ships will operate Arctic cruises in the European summer and expeditions to the Antarctic in the European winter.

They will also set sail for the Amazon, the Chilean fjords, the Azores and Cape Verde and itineraries will range from four to 20 days.

Hanseatic inspiration will offer



120 cabins and suites, ranging from 22m² for a Panorama Cabin to a 71m² Grand Suite.

The expedition vessel will also feature a partly blue hull and it will be an international ship, with all cruises conducted in both English and German.

The main catalogue and final bookings will be available in late Jan 2018.

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Webjet cruise slow

WEBJET this morning revealed that its Cruise Republic online cruise booking business had seen "marginal growth" of just 3% during the year to 30 Jun 2017.

The company attributed the softness to challenging weather events in the six months to 30 Jun, although demand had picked up since May 2017.

Webjet acquired Online Republic on 01 Jun 2016, paying a total of \$82.7m including cash, shares and a \$5m capital adjustment.



THIS should at least make up for some of those buffet meals.

Cruisers aboard an upcoming Royal Caribbean *Navigator of the Seas* departure will be shaking things up, with the cruise line partnering with Zumba Fitness to host the third official Zumba Cruise.

The five-day voyage from Miami in Apr 2018 will feature daily themed classes, led by fifty of the world's top Zumba instructors.

There will also be plenty of accompanying music with a host of DJs on board, along with special sessions on Aqua Zumba and Zumba Toning.

The previous two Zumba cruises, in Jan 2016 and Apr 2017, were fully sold-out.

Dream Cruises' float out



GENTING Cruise Lines celebrated the float out of Dream Cruises' newest cruise ship, *World Dream* over the weekend in Germany.

This event also unveiled *World Dream's* hull artwork, by artist Jacky Tsai.

Titled "A Tale of Two Dreams", the artwork plays on the themes of pure love and harmony.

Genting Cruise Lines president Kent Zhu said the ship would double Dream Cruises' capacity in the Asia Pacific and would cater to the high-end and fly/cruise markets.



Built for the China and Asia market, *World Dream* will make her debut in Nov 2017.

The ship will have 18 decks and will carry 3,352 passengers and operate out of her dual homeports of Hong Kong and Guangzhou (Nansha).

Evergreen new Mekong cruise

EVERGREEN Cruise & Tours has announced a new Vietnam & Cambodia river cruise in Aug 2018 to meet demand.

The 31 Aug departure will sail a 19-day Vietnam & Cambodia Explorer and Mekong itinerary, priced from \$6,445ppts.

There will also be three sub-cruises on the trek including 16-, 12- and 8-day itineraries.

ACA Conference to discuss the GBR

THE Australian Cruise Association (ACA) Conference will discuss how the cruise industry can protect the Great Barrier Reef.

Great Barrier Reef Foundation md Anna Marsden will present on the importance of the reef and the role of the industry.

The event will run from 06-08 Sep in Mooloolaba.



CLIA UPDATE

with Joel Katz
MD, CLIA Australasia

Cruise industry sailing strong at Cruise360

ALMOST 600 cruise industry delegates, including 56 New Zealanders, descended on Sydney last week for CLIA's sold-out annual Cruise360 conference, the largest cruise conference in the region.

Our aim this year was to provide more value & learning opportunities to the travel agents attending and initial feedback from attendees has been extremely positive.

Highlights of the day included international and local industry executives sharing their marketing, sales and business knowledge with delegates. The day included the largest ever Cruise360 Trade Show, keynotes, panel discussions, and the newly introduced breakout sessions which covered a range of topics, from creating guest loyalty, breaking down myths around river cruising, selling luxury and expedition cruising, and leveraging CLIA's upcoming Plan a Cruise Month Campaign.

Sarah Fenton, Professional Travel Advisor of MTA Travel said, "I always find new things to learn when attending events, but they are also great to refocus on what is important which often gets lost in the "noise" of each day. It brings you back to the basics to really get motivated and power on with fresh energy. Amazing to be in the room with so many people of high calibre in our industry – and to be motivated by them – is quite humbling in a way."



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