

# CRUISE



WEEKLY



Thursday 16 Feb 2017

## Cruise Weekly today

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

## CLIA charity support

**CRUISE** Lines International Association Australasia raised more than \$5,000 at last weekend's annual Cruise Industry Awards, with guests generously supporting a raffle to help fund Mercy Ships.

Mercy Ships is CLIA's global charity of choice, operating floating hospitals that cruise around the world providing free, world-class health care services to the developing world.

The organisation also provides training for health professionals, with Alan Burrell, managing director of Mercy Ships Australia thanking CLIA for its support.

"The work that Mercy Ships is doing is unique and our partnership is a natural fit."

## HLO expands cruise division

**HELLOWORLD** has confirmed the \$1 million-odd acquisition of Cruise Marketing Group and Cruise Factory Pty Ltd (**CW** breaking news yesterday), with HLO executive director Cinzia Burnes saying the deal reflects the "growth and unprecedented demand within the cruise sector in Australia".

The companies being bought are majority owned by Fred Sparksman and John Simos, with Peter Topping having a small minority shareholding in the Cruise Factory business which specialises in white label cruise websites for travel agents, powered by an extensive data feed of cruise lines, itineraries, ports and packages.

Former owners include Geoff Hackett, now at Cruise1st, and Cruise Abroad md Peter Marshall who resigned as a director of CMG just over a year ago.

Cruise Marketing Group brands include Seven Oceans Cruising, Cruise Abroad and the Worldwide Cruise Centres network, which has about 120 member travel agencies across Australia.

It's unclear what the implication will be for these agencies, many of whom are not part of Helloworld - which in turn already operates The Cruise Team within its wholesale division.

Burnes said the acquisitions would build on the existing The Cruise Team operation, and would be "beneficial additions to our wholesale division that will deliver us results in this key area".

The Travel Corporation's Creative Cruising is expected to make the most of the move, with industry pundits expecting a strong marketing push for the brand, led by Peter Forsyth, as "Australia's only independent cruise wholesaler".

## TUI sells Le Boat

**EUROPEAN** travel giant Tui AG overnight announced the sale of its Travelopia division to private equity firm KKR, with the deal encompassing a host of brands including Le Boat, Sunsail, The Moorings, Zegrahm and Quark Expeditions.

UK-based Travelopia had operated under standalone management as "the world's largest collection of specialist travel brands," with annual revenue of £1.17 billion and pre-tax earnings of £50 million.

However as a separate division of TUI there had been some uncertainty about its future.

The private equity buyout was welcomed by chief executive officer Will Waggott.

"This is going to be really good for everyone in the business to have a new owner who will focus on what makes these businesses good and invest in what they need to grow," he said.

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