

### Cruise Weekly today

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

### P&O larger ships?

P&O Cruises president Sture Myrmell indicated when the line replaces its vessels, it will likely be with larger ships.

Talking at an event in Sydney yesterday, Myrmell said "it's no secret that we will need to replace those ships at some point in time, we don't have plans for when that will happen but that will happen over the next few years," adding that for P&O's market, "scale is important".

On Tue Carnival Australia confirmed plans to replace "smaller, less efficient vessels with higher operating costs" in the P&O fleet with more efficient ships over time.

## Cruising continues to accelerate

AUSTRALIA'S cruise industry continued to surge in 2016/17, surpassing \$5b in economic output for the first time.

The industry contributed a total of \$5.3b for the period, up 15.4% on the prior year, the latest figures from Cruise Lines Int'l Association (CLIA) Australasia show (*CW* breaking news).

Releasing *Cruise Tourism's Contribution to the Australian Economy 2016-17*, CLIA Australasia chairman Steve Odell applauded the "impressive growth rate".

"If you talk to other industries about having a growth rate like this, they'd be more than happy, this is an incredible acceleration."

The rise in output was driven by a 19% increase in cruise ship visit days for a total of 1,401 days.

Most (75%) passenger visit days were from domestic pax, however international passengers are growing fast and accounted



for 72.4% of the total increase in passenger onshore visit days during 2016/17.

In total, 45% of cruise ship visit days stemmed from homeport calls while transit port calls made up the remaining 55%.

Homeport pax spent on average \$527 a day in port before or after their cruise, compared to \$153 during a transit day.

The report marks the first time CLIA has worked with the

Australian Cruise Association to deliver one economic impact study report, when in previous years each organisation has produced separate reports.

Joel Katz md of CLIA Australasia told *CW* working with ACA allowed CLIA to delve deeper into regional numbers.

The pair will also release supplemental information by state for the first time in "the next few weeks", Odell said.

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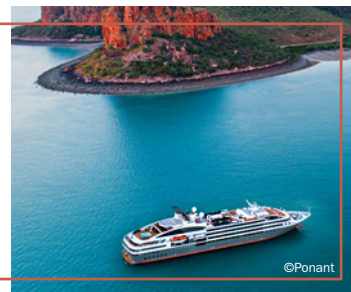
# CRUISE



Thursday 5th October 2017

Find out what changes to the law might mean for the cruise industry in the October issue of *travelBulletin*.

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## Aus well placed: CLIA



**AUSTRALIA** is well placed to benefit from emerging Asian markets, but it has to overcome the hurdle of cruise infrastructure to allow it to capitalise on the opportunity, Steve Odell chairman CLIA Australasia said.

Speaking at the launch of the *Cruise Tourism's Contribution to the Australian Economy 2016-*

*17* report yesterday, Odell said Australia could act as a new destination for these markets and offer an alternate seasonal deployment in the northern hemisphere winter.

"While the cruise industry has grown exponentially, it could grow so much more," he said, explaining "we can only capitalise on the opportunity if there is somewhere to park the ships".

**MEANWHILE**, Joel Katz md of CLIA Australasia told **CW** despite Australia leading the world in penetration, with 5.3% of the Australian population taking a cruise, the association was eyeing further growth.

Given the proportion of Australians who live near the coast, the deployment of bigger ships and demand, Katz said "there's no reason we couldn't get to say, 10% penetration".



**TO CELEBRATE** the roll out of The Princess Luxury Bed on Australian-based *Golden Princess* and *Sea Princess*, Princess Cruises has floated a bed in Sydney Harbour.

The bed floated on a barge in a glass box with Dr Michael Breus, a sleeping expert who appeared on *Oprah*, inside.

Breus is also the developer of the bed that aims to give every cruise pax a great night sleep.



## CLIA's 21st birthday



**THE** Australian cruise industry celebrated the 21st anniversary of CLIA Australasia and the beginning of the Aussie summer cruise season last night with a stunning view of Sydney Harbour at Pier One.

The event marked 21 years since the founding of the organisation in Australia, which was then known as the Int'l Cruise Council of Australia and has since joined the global association of CLIA and morphed into CLIA Australasia.

Sarina Bratton, who set up

the organisation in 1996, told attendees that at the beginning she faced sceptics, given the size of the Australian cruise industry at the time, but now there were 5,000 individual travel agents who were members of CLIA in Australia.

Of these, 2,000 were actively training online and doing on average 26 modules a year.

**Pictured** are: Steve Odell, chairman CLIA Australasia; Sarina Bratton chairman Asia-Pacific Ponant and Joel Katz, md CLIA Australasia.

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## Cunard, P&O sites

**CUNARD** and P&O UK have today launched an updated trade website.

The new portal has a sleek new look and hosts tools such as flyers which can be easily edited for marketing use and an extensive image library.

**CLICK HERE** to check it out.



# WIN!

*A spot on the*  
**MS Roald Amundsen**

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## Lindblad 2018 brox

**LINDBLAD** Expeditions has unveiled its 2018 Alaska brochure, detailing five diverse itineraries featuring destinations such as Haida Gwaii in British Columbia and Alaska's coastal wilderness.

Cruises will cast off next year deploying four ships from the company's National Geographic fleet; *Venture*, *Sea Lion*, *Sea Bird* and *Quest*.

Major drawcards for travellers taking the trip include whale-spotting, old-growth forest hiking, kayaking and paddleboarding.

Lindblad also offers additional technical experience for pax, with a certified photo instructor and underwater specialist aboard the ship.

Adventure World is the exclusive GSA in Australia for Lindblad Expeditions.

For further info, [CLICK HERE](#).

## Crystal refreshes

**CRYSTAL** River Cruises has launched an enhanced version of its 2019 schedule, adding a broader range of seven-day options to the program.

These new additions will operate in addition to the traditional 10-, 11-, 14- and 16-day packages.

Kicking off in Mar 2019, the river cruise company will utilise five of its luxury ships to transport passengers down many of the most iconic waterways in Europe.

"We are thrilled to announce more options than ever for Crystal River Cruises' first full year as a complete family of five river ships," said Walter Littlejohn, vice president and managing director of Crystal River Cruises.

Prices for the 7-day options start from US\$2,930pp & 10-day trips from US\$5,025pp.

## Evergreen christening



**EVERGREEN** Cruises & Tours' sister brand Emerald Waterways christened its third and final ship for the year, *Emerald Liberté*, in Lyon, France, on Sun.

The line has increased its fleet by 75% this year with its trio of new "star ships".

Australian travel industry veteran and cruise & tour director Maxine Collins officiated the ceremony as godmother.

"Maxine has led over 200 tours and around 5,000 Evergreen and Scenic guests around the world during her 28 years with the company and has been one of our most popular and highly regarded ambassadors," said Angus Crichton, general manager Evergreen Cruises & Tours.

"She was the clear choice as

godmother to *Emerald Liberté* as a tribute to her commitment to excellence and a lifetime of service with our company."

The vessel is the first "star ship" in France and sails the Rhone and Saone rivers through Provence and Burgundy on an eight-day Sensations of Southern France itinerary from either Lyon or Arles between Apr and Oct.

Emerald Waterways now has seven "star ships".

**Pictured** are: Dario Leleu, captain; Angus Crichton, gm Evergreen; Elisabeth Sadler, gm Emerald Waterways; Maxine Collins, godmother; Jacques Den Breejen, owner Den Breejen shipyards; Reverend Ben Harding and Roland Bernard, Metropolitan Lyon Council.



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## Goldman cruise popup



**GOLDMAN** Travel Group hosted a Cruise pop-up shop at Westfield Bondi Junction to push the virtues of cruise holidays.

The company spent a week talking up the latest specials with customers, a jaunt conducted along with partners Crystal Cruises, Tauck, Windstar, Silversea, Oceania and Regent Seven Seas.

Staff from Goldman Travel, Travel Phase and Smartflyer Australia also took part.

**Pictured** are Alice Ager and Lisa Pile from Regent Seven Seas with Anthony Goldman, joint managing director of Goldman Travel Group.

### Elation renovation

**CARNIVAL** Cruises' *Carnival Elation* is nearing completion of its multi-million dollar reno.

The facelift will see a new WaterWorks park installed, 38 new cabins constructed and 98 balconies added as fixtures to existing staterooms.

A host of new bars and restaurants have also been added along with a nine-hole mini-golf course.

When finished, the ship will resume its normal schedule and offer a special six-day Bahamas and eight-day Bermuda voyage from Apr.

### Caribbean open

**MORE** than 40 Caribbean islands have banded together to make the cruise industry aware that they are all "open for business" following the hurricanes in Sep.

The majority of the estimated 48 Caribbean cruise ports were not impacted by the storms and included in the push are some places that were damaged but have already recovered.

### NFS 2018 brochure

**NATURAL** Focus Safaris has released its 2018 Canada & Alaska brochure this week.

The latest edition contains a host of new travel options including a wider selection of small-ship cruises to Alaska as well as more hotel options in Vancouver, Jasper, Banff and Lake Louise.

For more information, see [africanwildlifesafaris.com.au](http://africanwildlifesafaris.com.au).

### Oceania concierge

**OCEANIA** Cruises has enhanced its concierge services to include free laundry and in-stateroom dining services.

The changes are designed to maximise passenger relaxation and convenience.

"The last thing you want to worry about on vacation is doing chores," said Bob Binder, pres & ceo of Oceania Cruises.



### Good Reef!

**WELCOME** news that our recent ACA conference looks like it has produced an exciting new partnership.

Capt. Wel. Gamble from Australian Reef Pilots (ARP) reports that he has been in discussion with Anna Marsden, md of the Great Barrier Reef Foundation (GBRF) further to her presentation to delegates on the importance of this natural icon, the challenges it faces & the innovative work being done to save it.

ARP already plays an important role educating cruise ship pax on the Reef. Their 12 pilots will be on board around 140 cruise ships this year guiding them through these critically important conservation areas.

Not only do they play an important role as pilots, they are also invited to be lecturers on the environment of the waters through which the ships are cruising. Capt. Gamble is excited to be discussing a partnership with the GBRF whereby they can access up to date information, videos and photographs to include in their presentations.

He reports that there is a high level of interest from passengers who have heard about the perilous state of the Reef and are keen to know what information is accurate and how they can help.

With the GBRF as a resource, he is excited that their level of knowledge will be enhanced and they can take a message of hope to passengers around the research currently being undertaken.

Talks are currently progressing between the two groups & we look forward to hearing further progress on this exciting partnership.



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