

### Cruise Weekly today

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

### Celebrity marriage

**AS OF** today, Celebrity Cruises can offer legalised same-sex marriage at sea following a vote in the line's flag state of Malta.

Celebrity's captains can now officiate same sex marriage ceremonies in int'l waters under Maltese law, including on *Solstice*, which will return to Sydney next week.

Making the announcement in Sydney yesterday, ceo Lisa Lutoff-Perlo said the line was committed to "championing diversity in all its forms".

Celebrity will also be the headline sponsor of the 2018 Australian LGBTI Awards.

More on **page two**.

## Govt ponders Sydney cruise plan

**THE** cruise industry is "encouraged" by the Govt's focus on delivering a solution to accommodate more cruise ships east of the bridge, CLIA Australasia md Joel Katz told **CW**.

The response follows confirmation the cruise reference group has served up Garden Island as one of its key recommendations in a report handed to the NSW Govt last Fri.

The reference group is headed by former NSW Opposition Leader Peter Collins and was formed to create a report which would inform the government's Cruise Development Plan.

A spokesperson for Melinda Pavey, Minister for Roads, Maritime and Freight told **CW** the government would consider the recommendation that cruise ships be able to permanently share Garden Island with the Navy, as well as investigate the possibility



of using Port Botany.

A solution won't be known until the Cruise Development Plan is released, which is due before the end of the year.

Royal Caribbean Cruises told **CW** it welcomed the "detailed investigation of several potential locations" and highlighted Port Botany as "an excellent location".

"A new cruise terminal in Port Botany would offer a long-term solution to congestion,

accommodate modern large cruise ships and enable RCL to introduce more megaliners to the Australian market," RCL said.

Katz also highlighted that ensuring Sydney had capacity to accom more ships would attract more int'l ships, providing "massive flow-on effect to businesses and communities".

NCLH reiterated Garden Island was just one option that would be considered by the government.

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# CRUISE

WEEKLY

Thursday 12th October 2017

## Celebrity invests in Aus



**CELEBRITY** Cruises' ceo and president, Lisa Lutoff-Perlo confirmed during a media and trade event in Sydney last night there had been "a lot of discussions" around deploying a second ship to Aussie waters.

In Sydney this week on her first visit to Australia, Lutoff-Perlo told **Cruise Weekly** the line is "taking a renewed interest" in growing the Australian market.

"The opportunity here is tremendous and for Celebrity here it is huge because the community, the press and trade community love our brand."

Lutoff-Perlo said there was currently no specific plan to bring more ships down under, highlighting that the line would need another terminal in Sydney to allow growth.

"The other [thing] is that we need to work really hard together to build the market in a way that would support a second ship so that *Celebrity Solstice* would not be diluted," she explained, adding that she'd like to see the market at that stage in "probably three to four years".

While the Australian office has set its eyes on bringing an Edge

class ship to local waters, Lutoff-Perlo said there were "many different options for deployment in the future that could include another ship coming to Australia, it could be an Edge class, that has not been determined".

Australia is becoming an increasingly important market for the brand and has steadily maintained the third spot as a source market, and the line is willing to invest to make the country a strong contender for number two.

"We need to market more, we need to make sure that people in Australia really understand Celebrity and what we stand for and the vacations that we offer."

Lutoff-Perlo said agents were key to that plan & the brand planned to do more consumer marketing so agents weren't spending so much time educating people.

She also identified building the fly-cruise market out of Australia as key to growing the market.

It may be the exec's first visit down under, but Lutoff-Perlo said she would aim to visit once a year.

Lutoff-Perlo is pictured yesterday with Adam Armstrong, md Australia and NZ, RCL Cruises.

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## Symphony details out

**ROYAL** Caribbean Int'l has revealed details of *Symphony of the Seas*, which will be the world's largest cruise ship when it begins sailing in Europe in Apr.

The vessel will introduce new dining concepts and family activities, theatre, aerial, ice and aqua entertainment, and an "Ultimate Family Suite".

*Symphony of the Seas'* two-level, 125m<sup>2</sup> Ultimate Family Suite (pictured) will come complete with a slide from the kid's bedroom to the living room below, a floor-to-ceiling LEGO wall, 3D movie theatre-style TV room and a wrap-around 19m<sup>2</sup> balcony with a bumper pool table, a climbing experience and a whirlpool.



Also new will be the Playmakers Sports Bar & Arcade, which will span the length of the ship's Boardwalk and candy and icecream shop, Sugar Beach.

New culinary concepts on board include an English-style seafood restaurant, Hooked Seafood, and taco eatery, El Loco Fresh.

The check-in process will also be redesigned, using facial recognition technology.

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

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## Silversea Couture

**SILVERSEA** Cruises has debuted a series of ocean and land adventures for 2018 called the "Couture Collection".

The portfolio includes nine pre- and post-cruise luxury land programs ranging from five to 11 days in length.

"The Couture Collection reveals the most exotic places and cultures on carefully curated journeys that feature all the extraordinary touches of comfort and luxury," said Manfredi Lefebvre d'Ovidio, executive chairman.

Additions include the six-day Namibia & Rovos Rail, priced from \$18,500pp and 11-day White Desert & South Pole: Standing on the Bottom of the Earth, from \$105,000pp.

## Pandaw updates trade



**PANDAW** Expeditions welcomed travel agents, airlines and wholesalers to the QT Hotel Sydney for an event last night.

Marco Rosa, vp sales & marketing and Sandra Cahill, director of sales Australasia updated attendees on the addition of a third ship in Laos, the *RV Sabei Pandaw* (**CW** 19 Sep).

When it debuts on the Mekong River in Nov 18, the ship will take the line's fleet to 17 vessels.

A business card draw on the night saw attendees vie for prizes, including a seven-night Mekong Cruise for two, one night's accommodation at the InterContinental Saigon and one night at the Angkor Victoria Resort Siem Reap.

**Pictured** are Sandra Cahill, director of sales Australasia, Marco Rosa, vp sales and marketing and major prize winner Alicia McInnes.



**CONSTRUCTION** of Dream Cruises' world record-breaking LEGO replica of *World Dream* is underway (**pictured**).

The final product is expected to be certified by the Guinness Book of World Records and will be revealed during *World Dream's* launch in Nov.



### Sales Coordinator

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If this role sounds like it's for you, please forward resumes to – [brigita.devries@starcruises.com](mailto:brigita.devries@starcruises.com)

## CLIA UPDATE



with Joel Katz  
MD, CLIA Australasia

### Cruise value soars to \$5.3b

**CLIA** released our latest report on the economic contribution of cruise to the Australian Economy last week.

This reveals an industry that generates significant national and regional economic activity, from supporting thousands of jobs to the economic benefits that flow to businesses and communities far beyond the ships and ports, including local supplies such as Australian meat, dairy, wine and fresh fruit and vegetables.

The findings provide compelling evidence of the value of the cruise industry & how crucial its continued growth is to the economy.

With a record number of cruise ships visiting Australian ports, the value of the cruise industry to the Australian economy has surged by 15.4% to reach \$5.3b

Sydney is Australia's cruise gateway, and there has been much speculation in the media this week regarding the progress of the NSW Government's cruise plan to resolve Sydney's capacity constraints, and pre-empting some of the options under discussion.

The industry is encouraged that the government is now focussed on the issue of providing urgently needed berthing capacity east of the harbour bridge.

CLIA and our cruise line members are engaging closely with the government to ensure that all options for additional berths are carefully evaluated, before any solutions are presented.

The continued growth of our industry is too important to be side-tracked by speculation.



CRUISE  
WEEKLY

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