



## CRUISE WEEKLY

en route to  
Geelong, Vic

Today's issue of *CW* is coming to you courtesy of the Australian Cruise Association (ACA) which is hosting its annual conference in Geelong.

**THIS** year marks the 23rd annual Conference and AGM for the ACA, with the event themed "Cruise - The Value Proposition".

A host of senior presenters from Windstar Cruises, Silversea Cruises, Dream Cruises and Royal Caribbean will speak tomorrow, with the event aiming to play a part in influencing deployments, destination growth and economic dispersal - full report in Fri's issue of *CW*.

## NCLH celebrates four years in Australasia

**NORWEGIAN** Cruise Line Holdings (NCLH) is positioning itself for significant expansion in the next few years, with regional chief Steve Odell saying the growth of the company's three brands will offer major scope for the local travel industry.

Speaking to *Cruise Weekly*, Odell (**pictured**) said the Oct 2015 establishment of the Sydney office for Norwegian, Oceania and Regent Seven Seas Cruises was just the start, with the Australian HQ now one of seven NCLH locations across the region.

"Looking back, what we've achieved in four short years is rather remarkable," he said, with the start-up team of six now growing to over 150, including a large in-house call centre in Sydney and separate VP/GM roles for each individual brand.

Sales leaders also have separate responsibility for Norwegian



(Nicole Costantin), Oceania (Trevor Thwaites) and Regent Seven Seas (Gillian Seller) - and while the growth so far has been impressive, this is just the beginning, Odell said.

All three brands are in the midst of major fleet expansion, and Odell noted that NCLH was "relatively unencumbered by the churn of weekly local departures,"

meaning the company can focus on a strategy of establishing itself as Australasia's "pre-eminent fly/cruise operator".

### Cruise Weekly today

*Cruise Weekly* today features seven pages of all the latest cruise industry news including a **Cruise360 photo page** plus a full page from **Tauck**.

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Wed 4th September 2019

## APT means business

**APT** is offering return Business class flights with Singapore Airlines from \$1,995 on select 2020 river cruises.

Travellers who lock in APT's 15-day Magnificent Europe river cruise in 2020 and choose a Twin Balcony or Royal Owner's Suite can travel from \$12,490ppts, including Business class flights.

Offer is valid for new bookings flying out of SYD, MEL, BNE, ADL or PER on bookings before 30 Nov.

## Nassau's makeover

**NASSAU'S** cruise port is set to undergo major renovations which will include a new terminal, waterfront park, village, amphitheatre, a shopping precinct and restaurants.

The US\$250m transformation will see the port able to handle up to eight cruise ships a day.

## Scenic Africa brox

**SCENIC** Cruises and Tours has released its 2020/2021 Wild Wonders of Africa brochure, featuring a focus on destination such as South Africa, Zimbabwe, Botswana, Namibia, Tanzania and Kenya.

Highlights of the brochure include a 17-day South Africa and Victoria Falls itinerary boasting experiences at Oyster Box in Durban and Cape Town's Table Mountain.

Prices for the trip start from \$13,545ppts.

Another featured cruise is the 28-day Ultimate African Experience starting from \$23,675ppts.

The sailing offers a voyage along South Africa's famous Garden Route, which starts in Mossel Bay in the west, & ends at Storms River in the east.

Earlybird offers are in place until 28 Feb 2020.

## Expedition broadens appeal



**THE** expedition cruise market is going from "strength to strength" in Australia and NZ as the sector continues to evolve and diversify, says Wild Earth Travel General Manager Aaron Russ.

The veteran expedition leader of more than 100 small ship cruises told **Cruise Weekly** at last week's Cruise360 summit that part of this growth trajectory has been fuelled by the expedition space "subtly" evolving its offerings.

"So there is now expedition cruising that caters to people that don't want that level of uncertainty, a softer version of expedition where the guides can tell you in advance how far you're going to walk," Russ said.

Russ added it wasn't about judging either style of cruise, but rather about catering to the

various appetites of the market.

"Nobody wants to say we're 'expedition lite' or we do 'expedition hardcore', they're not positive terms, how I see it is about getting the right client on the right ship," Russ said.

Another part of the growth picture, Russ believes, has been educating prospective cruisers on how expedition cruising differs from traditional cruises.

"Expedition cruising is very much shaped by the personalities and the experiences you have along the way which aren't guaranteed - you can't deliver the same whale on every voyage".

**Pictured:** Wild Earth Travel General Manager Aaron Russ during a Cruise360 panel session with APT Travel Group's Chief Commercial Officer Debra Fox.

  
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## Say G'day to Hurtigruten

**HURTIGRUTEN'S** global team has officially welcomed the line's new Australian team on board, holding a "plastic free morning tea" throughout several international offices to mark the occasion.

The company's new Melbourne office has now formally opened, with key people appointed including Joel Victoria as Head of Marketing, Darren Wakefield in the role of Inside Sales Manager, Andrew Eddy as the new Key Account Manager Sydney, as well as Justine Costigan who has joined as PR & Communications Lead.

"Our experienced sales team have been selling Hurtigruten for years yet during the extensive onboarding program they acknowledge that they are now picking up the insider knowledge and expertise that is



needed to support our partners and travellers," said Damian Perry MD, Hurtigruten APAC.

**MEANWHILE** the cruise line has introduced a range of new grand expedition cruises starting from Jan 2021 that will explore Norwegian coast.

Nine new Norwegian ports will be visited on the new itineraries aboard *MS Maud*, *MS Otto Sverdrup* and *MS Eirik Raude*, including Lofoten, Vesteralen, Senja, Lyngen Alps, Havnes, Alta and Narvik.

Prices include drinks, wi-fi, and daily land activities.



**CRUISE** industry heavyweights called on the industry to address the myths the sector faces at a panel at Cruise Lines International Association (CLIA) Australasia's Cruise360 conference on Fri.

Norwegian Cruise Line Holdings SVP and MD Asia Pacific Steve Odell reminded attendees there were "lots of initiatives around the world to really address the question of over-tourism and sustainability", urging them to "tell all the positive stories that there are to tell about this fantastic business."

"Unfortunately things get a bit marginalised because there are some loud voices in the room," Odell explained.

"We always hear about Amsterdam, we always hear

about Venice...we have to be ambassadors for this business and we have to tell our story positively because there are thousands of other places in the world that want us," he said.

Carnival Australia President Sture Myrmell weighed in on the issue of over-tourism, highlighting that cruising is a small part of tourism as a whole.

"I think we as an industry need to collaborate with the communities that we visit, and we need to do a better job of managing tourists," he said.

**Pictured:** Steve Odell SVP NCLH; Susan Bonner, VP & MD Australia Royal Caribbean Cruises; Sture Myrmell, President Carnival Australia; and Sarina Bratton, Chairman Asia Pacific Ponant.

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**CELEBRITY** chef Luke Mangan has signed on for another five years with P&O Cruises to continue creating his Signature Dining Experiences at Sea.

The latest agreement will see the two parties reach 15 years in partnership together, with Mangan already serving up more than one million inspired meals to P&O passengers.

P&O Cruises Australia President Sture Myrmell said the collaboration had endured for so long because Mangan matched up with so many of the cruise line's important criteria.

"I was on the lookout for a celebrity chef and Luke seemed to offer what we were looking for in a quintessential Australian chef offering a dining experience that made the most of the best Australian produce with his own unique combination of ingredients," Myrmell said.

P&O has confirmed that *Pacific Adventure* will have a Luke Mangan dining offering when she joins the fleet and makes Sydney her home from Oct 2020.

**Pictured:** P&O Cruises Australia President Sture Myrmell celebrates with Luke Mangan.

## Kiwi steals the show



**TO CELEBRATE** the expansion of *Cruise Weekly* across the Tasman to New Zealand, your favourite cruise publication offered agents attending last week's Cruise360 event the chance to win some champagne

to mark the occasion.

The lucky winner to have her business card selected was Christchurch resident Angela Blazey (**pictured**), a Senior Travel Consultant at Helloworld Fendalton - bottoms up!



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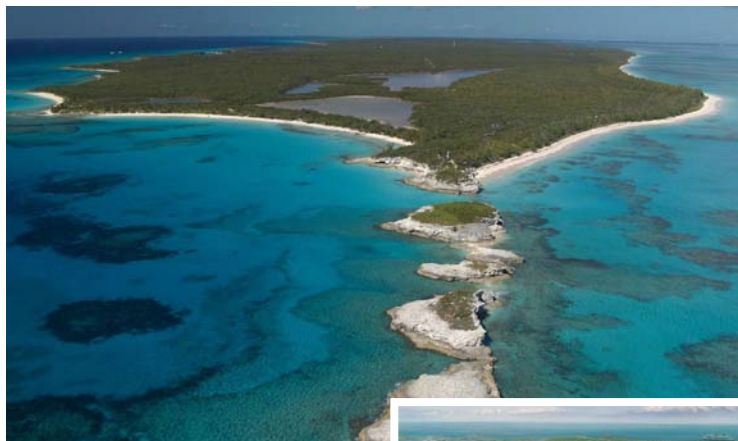
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## Disney doubles pleasure



**DISNEY** Cruise Line (DCL) has purchased a second private island in The Bahamas, the first such buy since its acquisition of Castaway Cay on a 99-year lease back in 1997.

The announcement was made at the company's annual D23 Expo in Anaheim, with Lighthouse Point on the island of Eleuthera purchased from The Bahamas Government to become its next major private cruise attraction.

Construction is scheduled to begin as early as 2020 and completion dates flagged in either 2022 or 2023, with Walt Disney "Imagineer" Joe Rohde to work with local artists and cultural experts to create an authentic Caribbean experience.



However, DCL has also been explicit in its intentions to develop the island in a sustainable way.

The environmental commitment includes a pledge to develop less than 20% of the property, build an open-trestle pier that eliminates the need to dredge a ship channel, and establish strict environmental monitoring programs during construction.

**Pictured top:** The Bahamian island of Eleuthera and **inset** a rendering of what the attraction will look like once it is complete.

## NCLH's Purple gain



**NORWEGIAN** Cruise Line Holdings (NCLH) recently encouraged its staff take part in Wear it Purple Day, an occasion aimed at celebrating young people of diverse sexualities and gender identities.

The cruise line's team in Sydney all donned purple to raise awareness for the event.

"Today serves as an important reminder that we all have a right to be proud of who we are without being subject to stigma

or discrimination," said Steve Odell, Senior Vice President and Managing Director Asia Pacific at NCLH.

"As we move into 2020 and what is such as exciting time for the cruise industry, it is so important to be promoting workplaces that foster inclusion, respect, equality and diversity by proactively showing that we are supportive of rainbow young people," he added.

**Pictured:** The Sydney team.


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# Cruising discussed from all angles

A NEW attendance record was set at last Fri's Cruise360 conference in Sydney, with just over 600 travel consultants and suppliers from Australia and New Zealand gathering for the sixth annual Cruise Lines International Association (CLIA) Australasia event. Hot topics were discussed in depth by some of the industry's leading experts and executives, including talks and panel discussions on the evolution of shore excursions, the appetite's of Generation Z cruisers, the rising popularity of expedition cruising, and how the sector can grow more sustainably. **Cruise Weekly** also revealed some big news on the big stage, announcing it has expanded its reach to New Zealand.

The cruise industry's major meeting of the minds wrapped up with CLIA Australasia Managing Director Joel Katz revealing that next year's Cruise360 will take place in Brisbane for the first time, with the event scheduled for 28 Aug 2020. The conference's Queensland debut will help mark the highly anticipated opening of the new Brisbane International Cruise Terminal, which has positioned the city centre stage as a key driver of cruising growth in Australia.



**MC JAMES O'Loughlin** presents prizes in the Princess Cruises Ocean Medallion of Fortune giveaway.



**THE** Cruise360 audience looks on intently during one of the many fascinating panel sessions.



**REIMAGINING** shore excursions with **Cruise Weekly** Publisher and panel moderator Bruce Piper; Wild Earth Travel Managing Director Aaron Russ; APT Travel Group Chief Commercial Officer Debra Fox; Carnival Australia Destination Director Michael Mihajloy; and IDNZ Executive Director and Chair of the New Zealand Cruise Association Debbie Summers.



**ELLEN** Bettridge, President and CEO of Uniworld Boutique River Cruise Collection/U River Cruises, provides insight into the emerging Generation Z market.



**DISCUSSING** how to better "share success" were Phil Hoffmann Travel MD Phil Hoffmann; Owner of Home Travel Company Robyn Sinfield; Manager for Travel Associates Kew Kathy Pavlidis; Manager, HOOT Cruises/House of Travel Jeff Leckey; MD Bicton Travel Carole Smethurst; and Joint Managing Director at Travel Masters Neil Kirby.



**CLIA** Australasia Managing Director Joel Katz with CLIA Global Chair Adam Goldstein and CLIA Australasia Chair & Carnival Australia President Sture Myrmell.





Seeing polar bears is only the start on a cruise to the Arctic. Read more in the September issue of *travelBulletin*.

**CLICK to read**  
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## Liverpool gets tick

**THE** green light has been granted for the construction of a long-awaited cruise terminal in Liverpool, United Kingdom.

The 10,000m<sup>2</sup> terminal is slated to be built on a suspended deck and span two floors which will house a baggage hall, a passenger lounge, cafe and check-in area.

Preparation work for the new facility is expected to start early next year.

## Carnival plays helpful tune



**CARNIVAL** Cruise Line has donated funds towards a number of important health services such as musical therapy at The Children's Hospital at Westmead in NSW, as part of its Wiggle for Westmead program.

The cruise line recently marked the partnership by joining Medical Director of the Grace Centre for Newborn Intensive Care Nadia Badawi for a performance in Sydney.

"The support we have received from Carnival over the past three

years has been instrumental in improving the quality of the care we provide to the babies and their families in the Grace Centre for Newborn Intensive Care, and this latest donation will allow us to help even more," Badawi said.

Carnival's funding will also help fund the Anaesthetics Virtual Reality Project, allowing patients to overcome anxiety via VR tech.

**Pictured:** VP and GM Carnival Cruise Line Australia, Jennifer Vandekreeke (centre) flanked by Playlist Production performers.



**AUSTRALIAN  
CRUISE  
ASSOCIATION**  
**ACA  
UPDATE**  
with Jill Abel - CEO

## A high tide lifts all boats

**AS WE** kick off our ACA annual Conference today in Geelong, it strikes me that the industry collaboration we are currently enjoying is essential to our growth.

Cruise in Australia is booming! We have 45 amazing destinations including gateway capital cities and regional ports which welcome around 55 different ships and host three million pax days ashore.

And with the industry contributing just under \$5 billion to Australia's economy, it's little wonder that "Cruising – the Value Proposition" – the theme of our event – is resonating with our members who have turned out in record numbers to a regional conference.

But we also recognise that we need to work together to make this success happen. Our Chair, Grant Gilfillan recently spoke at the NZ Cruise Association conference reinforcing that infrastructure development is key for the next stage of our industry's growth. Not just in Australia where major port developments are happening in Brisbane, Cairns, Eden and Broome, but also in other parts of Oceania as that supports overall itinerary development by the cruise lines and ensures that we stay on their radar.

It was also great to attend the CLIA Cruise 360 event last week and gain insights from the cruise line CEOs, some of whom are attending our conference, to better understand their needs when their passengers arrive into the destinations.

We are excited to work together with our industry partners and our members and continue to develop our industry as a major player in Australia's tourism future.



**CRUISE** passengers are probably too distracted most of the time to take in the beauty of the so-called "Kelvin angle", that is the v-shaped pattern that a ship makes as it cuts its way through the water.

However, the distinctive ripples are now the subject of hot debate, as a researcher from Norway recently proved they do not always happen at a constant 39° angle.

Simen Adnøy Ellingsen first posed the idea that off-centred boat wakes could exist, and recent experiments have now vindicated his theory.

The results could help reduce fuel consumption in cruise ships.



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