

### Cruise Weekly today

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

## Carnival's big loss

**CARNIVAL** Corporation lost USD\$2 billion for the fourth quarter of 2021, despite the company recording an increase of approximately 4% in revenue per passenger cruise day.

The increase is compared to a strong 2019, with the growth driven in part by exceptionally strong on-board revenue, but it was not enough to shelter Carnival from another heavy loss.

Cumulative advanced bookings for the second half of next year and first half of 2023 are also at the higher end of historical ranges and at higher prices, Carnival said.

## Silversea's commissions pledge

**SILVERSEA** Cruises Director of Sales Australia & New Zealand Steve Richards has told **Cruise Weekly** cruise bookings are very lucrative for travel advisors, and commissions are not being cut, unlike recent moves from long-haul airlines.

As carriers like Qantas Airways, and Air New Zealand & Emirates, make cuts to commissions, Richards reminded the trade Silversea commissions are not being cut, and in fact, the cruise line represented some of the highest-yield product in the travel industry.

"The agents see around \$2,500 commission on average, and that's easy money, because it's easy to go online and book it on [silversea.com](http://silversea.com)," he said.

"Or it's a 30-second phone wait time, and you can book the airfares, the transfers, the hotels, the cruise, everything in one

booking."

Richards noted many advisors have been making very good money of late, with an agent recently scoring \$40,000 in commission from a \$300,000 Grand Voyage, booked at a Silversea Information Session.

"There's not much product out there that you can sell that's going to get you \$40,000," he enthused.

Richards motivated advisors who are not selling cruise, or those who do not believe they are selling their fair market share of cruise, to reach out to the Silversea team.

"We're happy to help agents with identifying the type of guest that might be attracted to Expedition or Classic, and a lot of selling tools and selling features that can provide the agents with confidence," he added.

Richards said four more of

the Information Sessions - both popular with customers and highly lucrative for agents - had already been pledged for Australia next year.

"[Information Session] will be a big part of our strategy for next year," he explained

"We managed to do three rounds this year...Feb, Mar, May, Jun, and then just recently, and with the timing, it kind of worked out," Richards said.

"For '22 we've already committed to Information Sessions in Feb...it's going to be Sydney, Melbourne, Brisbane, Gold Coast...and then we'll do another round in the middle of the year, and another afterwards at the end of the year."

Pre-sale reservations are now available for Silversea's **Silver Nova (CW 17 Dec)**, which Richards noted was already selling "really, really well".

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## Carnival christens Dubai Terminal

**CARNIVAL** Corporation has celebrated the opening of its Dubai Harbour Cruise Terminal, marked by the arrival of two ships from the company's fleet - AIDA Cruises' *AIDAbella* and Costa Cruises' *Costa Firenze* (pictured).

The opening comes following the strategic partnership signed in 2018 to develop the new cruise port as the main hub for the sector in Dubai (CW 22 May 2018).

It also marked the resumption of cruises homeporting from Dubai, with several Carnival Corp executives marking the occasion with a walk-through of the facility.

As the region's first-ever dedicated, twin-terminal cruise port, the facility is capable of accommodating two large cruise ships simultaneously.

It includes two purpose-built terminal buildings offering passengers and crews a safe,



comfortable and seamless embarkation and disembarkation experience, as well as two state-of-the-art Seaport Passenger Boarding Bridges.

The terminal offers a wide array of amenities and services for passengers and crew, including ample seating areas, washrooms, currency exchange outlets, ATMs, cafes, retail outlets, duty-free, dedicated parking, taxi stands, complimentary wi-fi and more.

Together, six brands from Carnival Corporation are expected to make 90 calls to the Terminal by 2023 - AIDA, Costa, Cunard Line, P&O Cruises, Princess Cruises and Seabourn Cruise Line.

The opening represents a significant milestone in realising Dubai's goal of becoming the world's most visited city, underscored with the launch of the highly popular Expo 2020 in the city in Oct.

## 850 deps in '21

**TAUCK** recently celebrated its strong restart in 2021 with its 850th departure of the year.

Guests traveling on Tauck's Antarctica cruise last week were treated to a surprise champagne toast (pictured) in celebration of the important milestone.

The toast took place at Tauck's pre-cruise hotel in Buenos Aires, ahead of the 13-day journey.

Tauck has operated 96 different tour & cruise itineraries in 36 countries and five continents this year.



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Travel & Cruise  
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**THE** shipping industry is constantly looking for ways to decarbonise, and wind energy company Airseas Seawing has come up with a novel way to achieve this.

Next month, the kite-style Seawing will be put to the test, tasked with pulling a cargo ship *Ville de Bordeaux* across the Atlantic Ocean between France and the United States.

*Ville de Bordeaux* will test out the technology for six months before being used for its regular route - could we see the Seawing on a cruise ship some time in the future?

## Catterall a Cruise Master



**ITRAVEL** mobile agent Megan Catterall (**pictured**) has used her COVID downtime wisely, successfully completing her CLIA Cruise Masters Program.

Whilst there is no official grading system in terms of scores, Head of International Training & Development Peter Kollar said Catterall's assignment was the most impressive he has come across in his 10 years of assessments.

"I have been so awestruck with Megan's out of the box solutions and innovation in retail since I have known her," Kollar said.

"Megan brings so much fun and positive energy into her projects and networks...it is no wonder she did so well."

Catterall said CLIA's learning platform was amazing and the content covered every aspect of the industry.

"I've been selling cruises now for many years and yet I learnt so

much more during the course," she said.

"I encourage everyone selling cruise to do the Masters program."

## FCCA pax drive

**THE** Florida-Caribbean Cruise Association (FCCA) is set to relaunch its marketing & strategic destinations partnership campaign, with new initiatives to drive overall travel demand.

The new programs and campaigns will further foster overall demand for partner destinations.

They will target consumers, travel advisors, media, and FCCA contacts & resources in order to drive cruise traffic & overnight visitors, and will work to convert passengers into overnight guests.

FCCA will also strategise with destination partners to develop courses of action for the differing destinations and their objectives, including increased cruise calls, developments, and more.

## Entering Norbert

**CRUISE** Saudi has welcomed Norbert Stiekema as Chief Sales & Marketing Officer.

Stiekema is a travel industry expert, who prior to joining Cruise Saudi, served as Chief Commercial Officer at fellow Public Investment Fund-owned Qiddiya Investment Company which is developing sports, arts, entertainment and leisure projects in Saudi Arabia's capital Riyadh.

He has also held other key roles in the cruise & travel industry, including various executive positions with Costa Cruises; Walt Disney Parks & Resorts Senior Vice President, Sales & Distribution EMEA; and 14 years at KLM Royal Dutch Airlines.

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