



Serenity (not) now for Crystal Cruises

CRYSTAL Cruises' *Crystal Serenity* has been denied permission to enter the southern Caribbean port of Aruba where she was set to disembark her final passengers before the line's operations were suspended (**CW** 20 Jan).

The company confirmed that prior to arrival in Aruba it had been in discussions with local authorities about the vessel's finances, in light of the bankruptcy declaration of parent firm Genting Hong Kong.

However despite all services being paid for in advance, the decision was made to bar entry for the ship, which has instead headed for Bimini in the Bahamas from whence passengers will be transferred by ferry to Fort Lauderdale, similar to those on sister ship *Crystal Symphony* (**CW** 24 Jan).

Carnival Spirit to leave Oz

CARNIVAL Cruise Line is set to withdraw its *Carnival Spirit* from the Australian market and instead deploy the vessel out of Jacksonville, Florida, due to the "continued uncertainty of when cruising can resume in Australia".

Carnival Senior Cruise Director John Heald announced the move on Facebook this morning, along with a range of other adjustments in vessel deployments.

The restart of *Carnival Sensation* is being delayed, and so *Carnival Ecstasy* will reposition from Jacksonville, Florida to Mobile, Alabama to sail *Sensation's* planned itineraries - and then *Spirit* will sail *Ecstasy's* departures effective from 07 Mar, operating four- and five-night voyages to the Bahamas including Nassau, Bimini and Princess Cay.

Carnival Spirit has been operating in Australia for just under a decade (**CW** 09 Feb

2012), expanding her initial seasonal deployment to year-round cruising in 2014.

Carnival Cruise Line recently further extended its local cruising pause (**CW** 27 Jan), with *Spirit* sailings off the agenda until 29 May according to the most recent information from the line.

Previously Carnival had planned to deploy *Spirit* from the brand new but dormant Brisbane International Cruise Terminal, while *Carnival Splendor* is set to operate from Sydney in Jun.

Foreign ships are prohibited from Australian waters due to the Government's biosecurity ban, with the industry waiting with bated breath to see whether it will be further extended past the 17 Feb deadline.

Carnival Cruise Line wasn't able to provide any further details of its plans for Australia before **CW's** deadline today.

Cruise Weekly today

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

Unique brochure

UNIQUE Cruises has released its new Vietnam and Cambodia River Cruise brochure, with the debut timed to coincide with Tet Nguyen Dan, the start of the Vietnamese lunar new year.

Director Walter Nand said the program featured sister ships, *The Jahan* and *Jayavarman*, vessels which had been "carefully selected to reflect the luxury of the colonial era combined with all the modern amenities that we know clients expect on a luxury river ship".

A launch incentive gives advisors the opportunity to win a seven-night voyage - for more details **CLICK HERE**.



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WHOLE schools of fish are learning some “very tasty recipes” (hopefully not seafood) according to the author of a cookbook which has ended up at the bottom of the ocean.

In fact it’s not just one, but two newly printed cookbooks from publisher Penguin Random House which were unluckily in a container which came off a ship called the *Madrid Bridge* during a storm.

“Dinner in One” by New York Times columnist Melissa Clark and “Turkey & the Wolf: Flavor Tippin in New Orleans” by Mason Hereford have been lost at sea, so won’t be coming out as scheduled this month.

About 60 containers came off the ship and a further 80 were damaged en route to New York from Taiwan, with the required reprint meaning aspiring chefs will need to wait until Sep to try out the new recipes.

Sea Cloud sold to Ritz-Carlton owner

SEA Cloud Cruises is set to become a sister brand to the Ritz-Carlton Yacht Collection, with a letter of intent for Sea Cloud’s acquisition signed by maritime investment company The Yacht Portfolio.

The Yacht Portfolio CEO Douglas Prothero said the deal would give his business an opportunity to further expand its relationship with Marriott International.


“Sea Cloud offers such a unique, environmentally-friendly experience in the cruise space, which aligns well with our continued focus on building a strong portfolio of niche luxury brands,” he said.

Sea Cloud’s fleet includes the

1931-built *Sea Cloud* windjammer with capacity for 64 passengers, along with the 94-passenger *Sea Cloud II* which launched in 2001 and the newbuild *Sea Cloud Spirit* which debuted last year.

Sea Cloud Cruises will remain headquartered in Hamburg, Germany, and existing itineraries and charter commitments will be unaffected by the takeover, with no price for the deal disclosed.

Prothero is also CEO of The Ritz-Carlton Yacht Collection, which is part-owned by private equity group Oaktree Capital Management with its highly anticipated and long-delayed first vessel *Evrima* now scheduled to enter service in May.



AUSTRALIAN CRUISE ASSOCIATION
ACA UPDATE
with Jill Abel - CEO

Day of Action

WHEN the National Day of Action took place recently, it reinforced how challenging the situation continues to be for those working in the travel and cruise industry.

As industry members visited the offices of their local Members of Parliament, it humanised the issues ACA has been raising alongside CLIA for many months now.

The initiative illustrated just how many small businesses are impacted by the international border closures including many independently owned travel agencies and tour operators whose livelihood rests on a cruise re-start.

Many industry organisations have been running grass roots campaigns to get the messages out but in this case it does seem to “take a village” to get the message heard.

Proposals for a phased program of domestic cruises, with fully vaccinated crew and stringent safety measures in place for passengers, with commitments far exceeding other sector regulations, continue to be placed on hold by the Government as have compensation packages for the sector.

Medallion move

PRINCESS Cruises has announced the deployment of its contactless MedallionPay platform into destinations.

Guests can now use their Medallion to make purchases at retailers in Alaska, Cabo San Lucas, St Thomas and Puerto Vallarta, and also get 7% back as onboard ship credit.

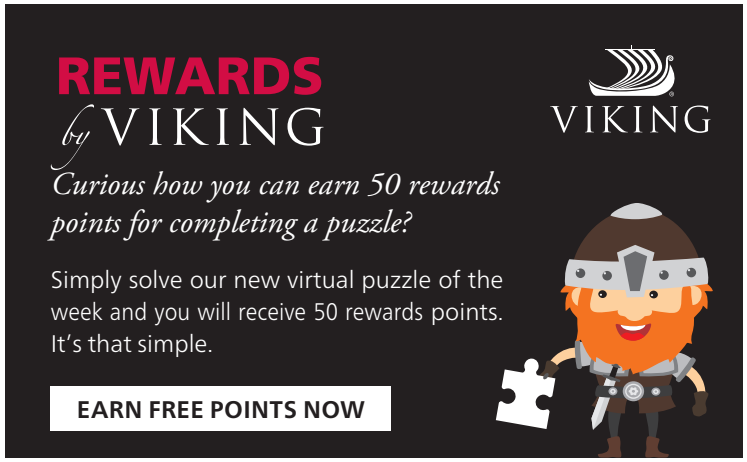
Cunard campaign

CUNARD Line has announced its biggest ever brand campaign in Australia, with a new TVC showcasing its offering as “The Fine Line”.

Cunard Commercial Director, ANZ, Katrina McAlpine, said the promotion aimed to highlight the way Cunard pays precise attention to detail and the finer things in life, with an iconic Bellboy demonstrating Cunard’s White Star Service.

As well as spots on major TV networks the campaign includes print and digital executions, with McAlpine saying “Cunard is looking forward to re-energising and reigniting the cruising experience in Australia”.

Cunard is gearing up to reveal its fourth vessel later this month - view the TVC at cruiseweekly.com.au/videos.



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