



Cruise Weekly today

CRUISE Weekly today features two pages of all the latest cruise industry news, plus a full page from **Viking**.

The Viking appeal

VIKING'S fleet is set to grow to 115 ships by 2030, which means even more options for your clients - see the **back page** to learn more about what makes Viking great.

Get more with HAL

HOLLAND America Line (HAL) is offering Aussie travellers an "Explore with More" deal that includes air credit, shore excursion credit, and reduced kids' fares. The offer is available on Have it All cruise package fares departing between Apr-Oct 2024 - book by 15 Nov **HERE**.

Cruise makes biggest-ever economic impact

AUSTRALIA'S cruise industry injected a record \$5.63 billion into the national economy during the 2022-23 financial year - an incredible 22.1% higher than the pre-pandemic 2018-19 figure (**CW** breaking news).

The figures were released this morning in a new economic impact assessment jointly commissioned by Cruise Lines International Association (CLIA) and the Australian Cruise Association (ACA).

The Value of Cruise Tourism shows that the sector has recovered rapidly since local operations kicked up again in mid-2022.

"Cruising returned to Australia much later than other parts of the world, but the ships have been resoundingly welcomed by cruise fans who have been heading back to sea in huge numbers," CLIA MD Australasia Joel Katz said.

"The 2022-23 year has brought



higher levels of passenger spending, higher levels of cruise line spending, and record levels of economic output around Australia," he explained.

Direct passenger expenditure for the year was \$1.49 billion (up 10.6%), while average passenger spend per day on shore showed an even bigger increase, climbing 15.2% to \$446 per person.

New South Wales benefited from cruise tourism the most out of all the states, with a total economic impact of \$2.75 billion, or 48.8%, while Queensland was next in line, recording a total economic output of \$1.69 billion, or 29.9% of the national total.

The hotel and accommodation sector enjoyed the biggest financial benefit from cruise tourists, making up 30.6% of pax spending (\$457.1 million), followed by food & beverage.

The report, which was produced by AEC Group, also reveals that cruise tourism supported 18,225 full-time positions around the country, worth \$1.82 billion in wages to Aussie workers.

"Cruise ships visited more Australian destinations than ever in 2022-23, reaching 62 communities around our coast," ACA Chief Jill Abel pointed out.

"Together these destinations welcomed 1,354 ship visits, which generates enormous income for businesses like tourism operators, hotels and restaurants, retailers, transport providers and port operators," she added.

Pictured: NSW Transport Minister Jo Haylen, Katz, and ACA Chair Philip Holliday. *JM*

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PORTHOLE

A RATHER stinky debate has ensued after travellers onboard a recent P&O cruise were forced to abandon the ship's swimming pool following a "code brown" incident.

A cruiser from Down Under told *Yahoo News Australia* that her poolside plans for the day were ruined after a young child, who was clearly not toilet trained, was allowed into the pool - despite it being against the rules.

She shared a photo of the closed pool, which was out of commission for an entire day.

A spokesperson for P&O's parent company, Carnival Cruises, confirmed that children in nappies and children who are not toilet trained are not permitted to use pools or spas onboard the ships.

Opinions varied online, with some saying it's a given in any public pool or beach - either way, we think it's pretty crappy!

Brady to lead cruise at HLO

HELLOWORLD has announced that Steve Brady will take on the position of Group General Manager Cruise in place of Karen Deveson, who is stepping down after just over a year in the role (**TD** breaking news yesterday).

Chief Operating Office & Executive Director Cinzia Burnes thanked the outgoing Deveson for "the work she has done in difficult circumstances as cruise was just re-starting".

Brady, who has been with Helloworld for more than eight years, most recently as Group General Manager Sales, will oversee retail and wholesale including sales, marketing and operations as well as commercial.

Burnes said Brady's "strategic and analytical approach, along with the fantastic knowledge of the retail and wholesale landscape, make him the perfect candidate for the role".

"Cruise is an incredibly important area of the Helloworld business and along with the recent acquisition of Creative Cruising, the opportunities to maximise the Group's land content to be packaged up with cruise voyages are endless," she added.



She also confirmed that Cruiseo and Creative Cruising would continue to operate as distinct wholesale brands, while still "maximising synergies behind the scenes with the intent to provide the best outcome for the agents".

Helloworld is now looking to fill Brady's previous role. *JM*

Explore Uniworld

UNIWORLD is inviting travel advisors to take an in-depth look at its 2024 Rivers of the World itinerary via its latest virtual event.

The cruise line's destination experts discuss each four parts of the voyage, including South America, Central Europe, France and Southeast Asia, via a 35-minute video, **HERE**.

Hunter heats up

THE Hunter and Central Coast region is set to benefit from a boost in cruise ship visits, after the NSW Govt signed a new agreement with the Port of Newcastle.

The 10-year partnership will expand cruise sailing into Newcastle, as well as create jobs and generate millions of dollars for the region.

The deal was announced this morning as the first international cruise ship of the summer season sailed into Sydney Harbour, with the upcoming season set to be 16% bigger than the previous one, with 331 cruise calls into NSW ports.

"Our new 10-year licence agreement will see even more cruise liners adding the Hunter to their itineraries, building on the cruise industry success already achieved in Newcastle," Port Authority of NSW CEO Captain Philip Holliday commented.

"Expanding operations in Newcastle will support a regional tourism boom in the decade ahead."



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Fascinating facts you should know about Viking



#1

Viking has just been voted **#1 for Rivers**, **#1 for Oceans** and **#1 for Expeditions** in *Condé Nast Traveller's* 2023 Readers' Choice Awards.



Viking has **80 river vessels** across **Europe, Egypt, the Mekong, and the Mississippi**. No one can handle the highs and lows of river cruising like Viking.

13 NEW RIVER SHIPS



will be **launched by the end of 2026**, including two new Egypt ships, and a second ship on the Mekong.



20 OCEAN SHIPS BY 2030

10 modern, small ships are sailing now, and **10 new sister-ships** scheduled by 2030.

2 NEW EXPEDITION SHIPS



Viking's two new purpose-built expedition ships are now sailing in **Antarctica, the Great Lakes, and the Arctic**.



NO NCFS

Viking has **zero non-commissionable fares**. So, you earn commission on all components of the cruise fare.



7

As the only cruise line with river, ocean and expedition voyages, Viking covers **all seven continents**.



115

The Viking fleet will grow to **115 ships by 2030**, meaning even more options for your clients.



174 ITINERARIES

With 174 unique itineraries, ranging from 8 to 180 days, your clients will be spoiled for choice across **103 ocean, 41 river, and 30 expedition** itineraries.



261

Viking has **more departure dates and flexibility** than any other cruise line. There were 261 sailings of Grand European itinerary in 2023 alone.

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