

# CRUISE

WEEKLY



Thursday 17 Sep 2015

## Bliss building begins

**NORWEGIAN** Cruise Line has cut the ceremonial first steel at the Meyer Werft Shipyard in Germany on the second ship in its new Breakaway Plus class.

*Norwegian Bliss* will carry up to 4,200 guests, setting sail in 2017.

## P&O clicks over 4m pax

**IN THE** biggest promotion ever held in the line's storied history, P&O Cruises is giving away up to \$8 million in cash and onboard credits in celebration of passing four million passengers.

Just four years after passing three million guests, the line says the promotion "reflects the surging demand for cruise holidays in Australia & New Zealand".

Dubbed '*Who Wants To Be A Cruise Millionaire*', the promotion will see guests able to secure up to \$800 in onboard credit, with the rewards varying based on the

length of their cruise booking.

To be in the running to win one of four \$1 million prizes, travellers need to book any P&O voyage before 25 Nov - the same day the line welcomes *Pacific Aria* and *Pacific Eden* into its fleet as part of a five-ship extravaganza in Sydney Harbour (CW 28 Jul).

Depending on the length of cruise booked, guests will be instantly rewarded with the onboard credit offers.

In addition, guests will go into the draw to win one of four places on a four-night cruise to Moreton Island, departing from Sydney on 09 Dec 2015.

While on this voyage, these four winners will participate in a numbers game in front of fellow guests, during which they will have a shot at winning \$1 million.

P&O Cruises senior vice president Sture Myrmell said the promotion was aimed at thanking its loyal guests for helping it to reach the four million milestone in such a short space of time.

"We're very excited about our four million passenger achievement as well as what lies ahead so we wanted to celebrate with our biggest ever promotion - and giving our guests the chance to become a cruise millionaire."

## Owen Wilson awakes

**P&O CRUISES** has signed Hollywood star Owen Wilson to star in a series of three promo videos showcasing the amenities on its two newest ships *Pacific Aria* and *Pacific Eden*.

Dubbed *The Conspicuous Awakening of Owen Wilson*, the dream-like clips are directed by Tom Dey of *Shanghai Noon* fame, aimed at the Australian market.

Each video portrays Wilson having flashbacks to his personal experiences onboard the ships including the lounges, pool deck and restaurants.

P&O Cruises head of marketing Simon Cheng said the line was thrilled to work with the star.

*Aria* and *Eden* will become part of the P&O fleet in Nov - to view the sequences, **CLICK HERE** or visit [www.befreeowen.com.au](http://www.befreeowen.com.au).

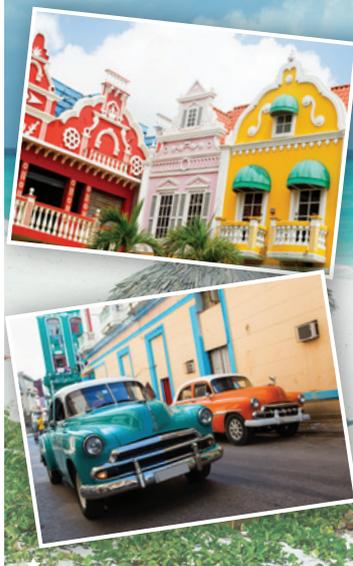
## SMC to refit a Queen

**BRITISH** design firm SMC has been chosen by Cunard to design and carry out a major 25-day refit of *Queen Mary 2* (CW 16 Jul).

The liner will fit new interior designs and guest experiences available from Jun next year.



## CUBA AND THE CARIBBEAN - OUR NEW DESTINATIONS.



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## Brochure Spotlight

**THIRTEEN** small group itineraries venturing to South America & Europe feature in the latest Cruise and



Tour guide from Bunnik Tours. Headlined by the popular 36-day South American Wonders, itineraries are designed to allow a balanced mix of coordinated sightseeing with free time.

The collection has been boosted in size, with eight new itineraries featuring including a tour of Norway and the Baltics, Mediterranean cruises and small group tours of Morocco, Italy or Croatia, among others.

Guests will have the chance to see Machu Picchu, the Sacred Valley and Iguazu Falls, all blended in with a majestic 14-day cruise around the southern tip of South America.

Brochures can now be ordered to stock from TIFS.

## Cruise Weekly today

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

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## The Strand into cruise

A NEW player will enter the market on the Ayeyarwady River in Myanmar early next year, with The Strand Cruise an offshoot of the Strand Hotel in Yangon.

Initially launching with a single self-titled ship, *The Strand Cruise* will position itself as a five-star player in the market with a crew ratio of 1:1 and a la carte cuisine.

Passengers booking high level suites will offer bonuses such as a one-hour spa treatment, one night at The Strand Hotel pre or post-cruise and airport transfers.

The ship will offer 27 suites with twin-share capacity and will be ready to set sail later this year.

## Intrepid sets sail

NEW sailing adventures in Europe have been introduced by Intrepid Travel, including a small boat voyage on the Canal du Midi in southern France and island hopping between Sardinia and Corsica in the Mediterranean.

Capacity for the new voyages are eight and nine respectively per voyage, with first departures scheduled for May next year.

## Pax cruise spend climbing

PASSENGERS and crew on cruise ships based in or visiting Australia seasonally contributed \$990 million to Australia's economy in the 2014/15 season, according to new figures.

The annual Cruise Down Under Economic Impact Report, compiled for CDU by AEC Group, showed expenditure was up from \$749 million in the previous corresponding period.

The initial findings of the report were flagged during the recent Cruise Down Under conference in Darwin (CW 05 Jul), with Australia seeing 46 cruise ships visit 31 ports across the country, with a grand total of 876 port calls and 2.4 million passenger days in port.

This was an increase from 773 port calls & 1.9 million passenger days from the 2013/14 season.

Total economic output grew 5.3% for 2014/15, with the industry as a whole contributing \$3.3 billion to the Australian economy, the report stated.

Cruise Down Under chief executive Jill Abel said the report showed Australia was benefiting

in many different ways from the financial impact of cruising.

"The figures show that Australian cruising is continuing to be a growth industry, with strong economic benefits for all involved and positive signs that Australian ports still feature highly on cruise line itineraries."

The low price of oil saw port-related charges fall from \$938m last year to \$792 million in 14/15.

Eight new ships will join the flotilla embarking in Australian waters this coming year from lines including P&O Cruises, Royal Caribbean, Princess Cruises, Costa Cruises, Holland America Line and Azamara Club Cruises.

## OLife incentive boost

OCEANIA Cruises will extend the benefits associated with its OLife Advantage early booking program to all guests booking select 2016 departures by 31 Dec.

The OLife program launched in Jul last year (CW 07 Jul) and offers bonuses such as free shore excursions, unlimited internet and prepaid gratuities to guests in verandah staterooms or higher.

As part of the new incentive, bonuses will be extended to all guests irrespective of category on 2016 Europe, Alaska and New England/Canada itineraries.

Further, guests who booked ineligible categories since the launch of the OLife Advantage program will have perks applied to their bookings retrospectively.

## Encore keel laid down

SEABOURN has celebrated the laying of the keel of its brand new ship *Seabourn Encore* at Italy's Fincantieri shipyard in Marghera.

The Odyssey-class ship will offer an all-suite layout for a maximum of 600 guests per sailing.

"The keel laying of *Seabourn Encore* represents another pivotal stage in the evolution of small-ship cruising," Seabourn president Richard Meadows said.

## Carnival sustainable

INCREASING water efficiency and reducing emissions from waste production and greenhouse gases have been identified by Carnival Corporation among its Sustainability Goals for 2020.

A list of ten targets to reduce its environmental footprint has been released, sitting alongside a goal of improving the health, safety & security of guests and crew.

Initiatives including reducing emission levels through energy efficiency, installing gas cleaning systems, or "scrubbers" to neutralise sulfur exhausts, cutting packaging and supporting recycling and much more.

Carnival Corp ceo Arnold Donald said protecting the environment was a critical area of focus.

For a more detailed infographic on Carnival's goals, [CLICK HERE](#).



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Applications close: COB 1 Thu, October, 2015.

Any applicants not responded to within 14 days have been unsuccessful.

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## CDU Update



Jill Abel - CEO



## CDU 2015 is a wrap

AND the winner is ...Sydney!

So ended the very successful CDU annual conference held recently in Darwin with the announcement that next year's event - the 20th anniversary - will be held in the marquee port of Sydney.

Hosts Destination NSW and the Port Authority of NSW are already planning how they can best the outstanding results achieved this year.

Over 100 attendees heard presentations by a record five international speakers who led lively discussions around key issues for the future growth of the cruise industry.

- China will become the world's largest cruise market by 2020 constrained only by the number of ships, not pax.
- Millennials will outnumber boomers by 2030 - for them, "experiences trump collecting things" with relevant onshore itinerary development critical.
- Environmental issues are a priority for cruise lines.

These quality speakers were joined by Australian tourism, port and cruise experts who discussed the challenges and opportunities around running ports, provisioning of ships & the important role of port agents.

An early look at the CDU Economic Impact Report also presented with good news industry-wide as the number of visiting ships, passengers and expenditure are all on the rise.

## CH Stars hop onboard Azamara



THE superstar sellers of Creative Holidays recently set sail onboard Azamara Club Cruises for a 12-night reward cruise around the islands of the Mediterranean.

Hosted by the wholesaler and Azamara Club Cruises, the CH Star Performers enjoyed the splendours of *Azamara Journey* as they casually ventured around Greece and Croatia, also stopping in Italy and Montenegro.

Among the highlights was an

overnight call in Venice, during which the agents and guests enjoyed an AzAmazing evening listening to the Venetia Antiqua Ensemble at Teatro La Fenice, one of Italy's famous opera houses.

**Pictured** above during the trip are the Star Performers, from left in the back row is James Jang, where2travel Malvern; Santo Scidone, helloworld Armadale; Sarah Pollard, Creative Holidays; Amy Ryan, Azamara Club Cruises and Kristi Brash, FC Knox City.

Front row: Nathyn Kearney, Escape Travel Toombul; Kristie Martin, Travelscene Padstow; Karen Spencer, Go Tours and Vanessa Benino, FC Gateways.

## Costa around world

**COSTA** Cruises has embarked on a 98-day global circumnavigation in which it will visit 39 ports in five months over five continents.

The *Costa Luminosa* set sail earlier this week from Savona with more than 1,000 onboard, returning to Savona on 21 Dec.

## Self-pour beer service

**ROYAL** Caribbean's Freedom of the Seas is the pilot vessel for new self-pour draft beer taps.

The service is available for pax verified through RFID cards as having pre-purchased an Ultimate, Premium or Select drinks package.

## Romantic sea stories

**THREE** best-selling romance authors have each penned a short love story for Princess Cruises guests as part of a partnership with Kindle Love Stories.

Carolyn Brown, Heather Burch and Barbara Longley each visited the Caribbean to be inspired for the romantic stories.

Princess guests and Kindle users will be able to download the stories for free from next month.

## One Ocean Antarctic

**ONE** Ocean Expeditions has announced details of its 2016/17 departures to Antarctica.

The voyages aboard the *Akademik Sergey Vailov* will once again utilise charter flights from Punta Arenas in Chile to King George Island, to allow passengers more time to explore the region and less time at sea.

Voyages range from ten nights to the new 21-night "Antarctica in Depth" itinerary which cruises from Stanley in the Falkland Islands - for info **CLICK HERE**.

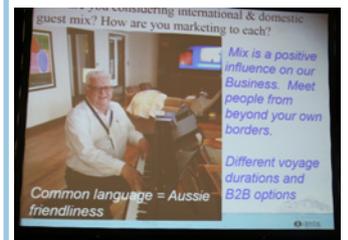


**THERE** was a familiar face on the screen during one of the presentations at the recent Cruise Down Under conference.

Crystal Cruises head of itinerary development, Claudius Docekal, was speaking about the line's approach to targeting different on-board nationalities, and highlighted Australia as a key demographic.

Lo and behold, Cruise co ceo Steve Lloyd appeared on the Powerpoint playing the piano (**below**), with Docekal saying having a mixture of guests is a "positive influence on our business".

He said Australian passengers have a common language of "Aussie friendliness".



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