



CMV & The Australian Market

DEAN BRAZIER
Managing Director, Australia



Who Are Cruise & Maritime Voyages?



- Privately owned and independently operated
- Small to mid-sized ships
- Intimate, relaxed, country club ambience
- A more traditional British cruise experience
- Exceptional value for money
- High numbers of repeat customers



London (Tilbury) Amsterdam

Cozumel
Acapulco

Hong Kong

Singapore

Bali

Cape Town

Fremantle

Adelaide

Sydney

Auckland

*Visiting more than 230 destinations in
92 countries around the world*



ASTOR

FINAL AUSTRALIAN SEASON 2018/19

550 Guests | 21,000 tonnes



VASCO DA GAMA

JOINING IN APRIL 2019

1,200 Guests | 56,000 tonnes



COLUMBUS

1,400 Guests | 64,000 tonnes



MARCO POLO

800 Guests | 22,000 tonnes



MAGELLAN

1,250 Guests | 46,000 tonnes



ASTORIA

550 Guests | 16,000 tonnes

CMV's Guests

- Predominantly couples and distinguished travelers
- Our guests range from those that are experiencing a cruise for the first time to seasoned cruise aficionados
- On longer voyages to or from Australia:
 - Tend to be more well-travelled looking for new experiences
 - International mix of Australians, British and German guests
- On shorter voyages within Australia:
 - Guests tend to be younger and more looking for a short getaway
 - Most live locally to the departure port but we do attract some guests that travel interstate looking to experience new destinations.



Trends In Shoreside Experiences

- Value for money is paramount
- Guests are more informed about destinations
 - Cruiselines are trusted suppliers
 - No two guests are the same
- Rise the of the envy-inducing showcase
 - Last-minute bookers



What makes a destination successful?

- Ensuring that destinations are easily accessible
 - Transport from the port to the town
 - Berths vs. Anchorage
 - Mobility restrictions
- Destinations need to look enticing, regardless of environmental conditions
- Variety of experiences
- Cost effective
- Flexibility
- Excursion content

How can you work more closely with CMV?

- Work with our partners
- Understand our needs
- Flexibility
- Cost Effective
- Capacity vs. capability
- What are we missing?



