



Cruise Weekly today

Cruise Weekly today features three pages of all the latest cruise industry news plus a full page from **Cruise Lines International Association (CLIA) Australasia**.

APT urges river cruise disruption

APT Chief Commercial Officer, Debra Fox, has called on the river cruise sector to be “disruptive,” after the outstanding success of an episode of reality TV show *Travel Guides* filmed aboard one of the company’s vessels earlier this year.

Fox was one of the keynote presenters at last week’s Cruise Lines International Association River Cruise conference in Amsterdam (pictured), and told *Cruise Weekly* that too often the product is associated with an “older, retired group of people.

“We wanted to re-educate, and to do that we decided to be a little disruptive and take some risk,” Fox said.

The *Travel Guides* format involves sending a group of Aussies to experience a particular product, with no editorial control over what is filmed or aired.

Fox said despite the high stakes,



the initiative had proven highly successful in reaching new target customer groups.

“We in the industry know that the river cruise experience is a proven travel style for all ages and demographics...the travel experience delivered the highest scores in the history of the show from the participants,” she said.

The outcome was exceptional.

“We were inundated over the following weeks with feedback from travel agents about new

clients coming in their doors to talk about river cruising...how they hadn’t really considered it, and after watching the show thought it looked like a fantastic holiday option,” she said.

Fox also highlighted the rise of the so-called “Desire” customer segment, also known as NEOs (Next Economic Order) who are “less materialistic, more experiential” people willing to spend more on luxury holidays.

Identified by researchers Ross Honeywell and Roy Morgan, for these clients, choice and personalisation are critical.

“As a marketer or consultant, you need to focus on the personal experience, not the price or the deal - experience and authenticity is the value,” she said.

The Australian population of NEOs is about 25%, but they account for around 60% of discretionary spend, Fox added.

CLIA noms closing

NOMINATIONS for the 19th annual Cruise Industry Awards, presented by Cruise Lines International Association (CLIA) Australasia, are closing this week.

CLIA member agents can put themselves or their industry peers forward for consideration, with awards presented at a sold-out black-tie gala dinner at The Star Sydney on 15 Feb.

Awards will be handed out across a total of 11 categories, with nominations closing 11.59pm Fri - **CLICK HERE** for more.

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Ama Nile ship

AMAWATERWAYS will build a new ship to sail the Nile River in Africa, it told the 250 delegates in attendance for the Cruise Lines International Association (CLIA) River Cruise Conference in Amsterdam last week.

It will be the cruise line's first foray into Africa's longest river, with the 66-70-passenger ship, majority suites, to be aimed at "soft adventurer" cruise customers, according to Executive Vice President and co-owner Kristin Karst.

The line had been looking to introduce a vessel on the Nile in 2009-10, before protests took hold in the region, which saw the idea shelved.

The company also hinted at a follow-up to the Europe-based *AmaMagna*, due to impressive demand for the recently launched double-wide ship.

Hurtigruten Norway brox

HURTIGRUTEN is offering a sneak peak at its 2021/22 Norway brochure and its coastal and expedition itineraries.

The brochure will feature small group and pre- and post-voyage tours, new ships, and on-board experiences, with Managing Director Asia Pacific Damian Perry hailing the preview.

"Our 2021/22 Norway preview brochure is an inspirational tool for agents that will inspire travellers to book a voyage," he said.

"The user-friendly content and design make Hurtigruten's Coastal Voyages, new Norway Expeditions and Hurtigruten's Follow the Lights (small group escorted tour and cruise) very easy to sell."

The full brox will be available mid-Dec.

GAME of Thrones may have ended its television run earlier this year, but a Cruise of Thrones has just begun, thanks to Dalmatian Travel & Events.

Beginning Sep 2021, fans of the show can be taken through several filming locations for the show in Europe.

The eight-day cruises will see *Celebrity Edge* transformed into a floating *Game of Thrones* setting, with a northern itinerary visiting Iceland and Ireland, a southern sailing calling at Croatia, Malta and Spain, and a back-to-back adventure aboard both, which also includes a free side trip to see the steps of Dragonstone near Bilbao.

While shore excursions visit many of the famous places and moments of the show, such as Essos and Westeros, onboard activities will also be *Game of Thrones*-themed, and will include panels, discussions, podcasts, lectures, wine tastings, auctions, performances, storytelling, shopping, a spa, gaming rooms, a scavenger hunt, game shows and even a cosplay parade.

Organisers have also claimed special guests will be present on the cruise, although no names have yet been announced.

Inclusions comprise shore excursions, gratuities and more, with prices leading in at US\$5,130 per person.

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Viking fly-cruise

THE Think Viking Fly & Cruise sale ends soon, with just two weeks remaining on the offer, including free flights and savings of up to \$6,000.

Ending 30 Nov, the sale includes the popular 13-day In Search of the Northern Lights voyage, which sails between London and Bergen between Jan and Mar, visiting six Norwegian ports, including three overnights and six guided shore excursions.

The cruise line recently opened sales for its full slate of river and a selection of its ocean itineraries between Sep 2021 and May 2022 (**CW** 07 Nov).

Genting serves T at sea



GENTING Cruise Lines will debut the first DFS T Gallerias at sea, to appear aboard the line's two new Global class ships, *Global Dream* and her yet-to-be-named sister ship.

In partnership with DFS Group and Starboard Cruise Services, the two new ships will both feature the luxury retailer.

Global Dream is slated to enter service in 2021, with her sister ship to follow the year after.

MEANWHILE, Genting's itineraries from Hong Kong have thus far been unaffected by unrest in the region, Dream Cruises Australia & New Zealand Marketing Manager Leonie Fraser confirmed to **Cruise Weekly**.

DFAT last week renewed its advice for Australians travelling to the region, warning of "ongoing risk of violent confrontation".

Pictured are, clockwise: Simon Ho, VP Guest Experience & Onboard Revenue, Genting; Brenda Baty, Chief Commercial Officer, Starboard; Lisa Baldzicki, Chief Merchandising Officer, Starboard; Christine Li, Senior

VP, Marketing, Genting; Derek Wong, VP & GM Asia, Starboard; Lisa Bauer, CEO & President, Starboard; Kent Zhu, President of Genting, and Ed Brennan, Chair and CEO, DFS.

CLIA supports

CRUISE Lines International Association (CLIA) Australasia strongly supports the development of an additional cruise facility at Port Botany, a spokesperson for the organisation has said.

CLIA believes the new Sydney cruise terminal is critical to the future development of the country's cruise industry, saying, "without urgent attention, Sydney's lack of berthing options will continue to hamper growth in Australia's cruise industry which delivers \$5.2 billion in economic contribution."

Sun saw protests surrounding the selection of Yarra Bay as a new cruise terminal location (**CW** yesterday).



THE human will to live is extraordinary, as is so often documented, but the bovine lust for life? Not as oft-reported-on.

Three US cows have supposedly swum up to 10 kilometres to safety after they were swept into the sea by Hurricane Dorian, according to the *Charlotte Observer*.

The herd was found living peacefully on a group of barrier islands known as the Outer Banks, in North Carolina, three months after having been swept into the ocean off Cedar Island, located on the opposite side of Pamlico Sound.

The cows were only recently discovered by rangers.

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Travel Daily     

19TH ANNUAL CRUISE INDUSTRY AWARDS

LAST CHANCE

NOMINATIONS CLOSE THIS FRIDAY, 22 NOVEMBER

Tell your story

And be in the running to WIN

CLIA's annual Cruise Industry Awards celebrate the top achievers of our travel agent community. Now is the time to showcase your success, tell your story and put yourself forward for industry recognition. Nominate yourself or your colleagues now.

NOMINATE

Nominations open until 11.59pm AEDT Friday 22 November 2019

