



\$60m White Bay terminal a “waste”

Royal Caribbean md Gavin Smith today called on the NSW govt to switch some of the funding for its proposed \$60m White Bay cruise terminal to create a facility east of the bridge.

SPEAKING at the 15th Cruise Down Under conference in Newcastle, Smith said that he had been part of the committee which had determined 18 months ago that the White Bay facility was the best option - but much has

changed in the last year.

He said that Royal Caribbean alone was set to carry four times the number of passengers in Australia during 2013/14 compared to last summer - not to mention other big vessels such as *Carnival Spirit*.

The growing number of deployments of very large ships is only going to continue, he said,

Smith cited a number of key factors which will drive the demand, including the key expansion of the Panama Canal which when completed in 2013 will allow large ships much easier access to the Pacific Ocean.

The growing strength of the Chinese market and the economics of southern summer deployments also point to more big ships heading down under in the future.

“This is an opportunity Australia must grasp with both hands,” he said, with a solution for large cruise ships east of the Sydney Harbour Bridge “urgently needed”.

Although there is still a need for White Bay to handle the smaller P&O ships and other vessels which can fit under the bridge, more and more cruise lines are expected to send 3-4000 passenger vessels to Australasia.

“Our view is that \$60 million is a considerable amount of money to invest in a permanent terminal west of the Harbour Bridge that most ships calling into Sydney in the future won’t be able to use.

“It would be more prudent and viable to redeploy a large part of the funding towards a terminal the whole industry can use,” he said.

On location in Newcastle

CRUISE Weekly today is coming to you live from the annual Cruise Down Under conference in Newcastle north of Sydney.

Representatives of government departments, port authorities, cruise lines and tourism organisations have all gathered here today to discuss the future of Australia’s cruise industry under the theme of “Getting Regions on Board” - very appropriate given that Newcastle is a growing regional destination for cruise ship visits to Australia.

In fact CDU gm Jill Abel said a key strength of Cruise Hunter’s bid for the event was the “support and cooperation of stakeholders, including the regional tourism industry”.

Keynote speakers include Royal Caribbean md Gavin Smith; Captain Cees Deelstra, Vice President Nautical Operations for Holland America Line and Seabourn; and David Vass, Vice President Destination and Enrichment Programs for *The World* cruise ship.

Today’s **Cruise Weekly** includes coverage of the event, along with a full page of pics on **page six** from last night’s welcome function.

Cruiseagents selling Costa

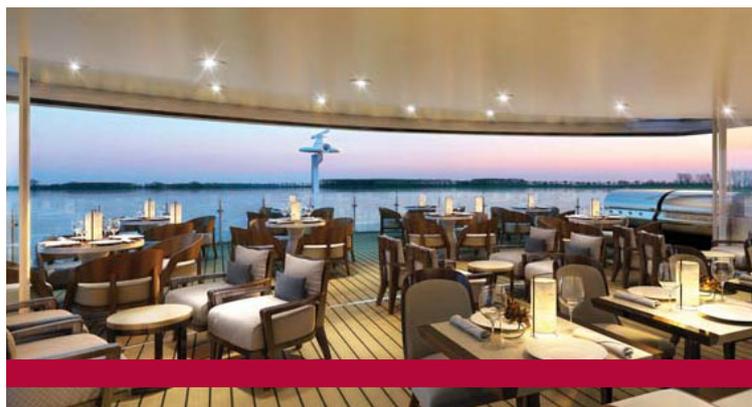
TODAY’S Cruise Weekly trade update has a full page from Cruiseagents.travel promoting the ability for consultants to book Costa online - along with access for top IATA agent sellers to private airfares to Dubai - see **page eight**.

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Cruise Industry Awards Voting

The Australasian Cruise Industry Awards is the cruise industry's 'night of nights' and is hosted annually by the International Cruise Council Australasia.

The 2011 awards night will be held on Saturday 11 Feb 2012 at the Hilton Hotel Sydney.

The objective of the Cruise Industry Awards is for the Cruise Lines to be able to recognise and reward the many outstanding achievements from within the travel industry over the previous 12 months.

Most of the award categories are determined through a process where the cruise lines are actually voting for the top achievers so there is no need for agents to be putting forward submissions – except for the **Cruise Promotion of the Year** awards.

This does not mean that the office with the highest volume of sales each year wins the award – far from it.

Each cruise line member of the ICCA is asked to submit their top 5 offices in each category.

Nominations are based not only on sales volume, but also sales growth, marketing efforts, attendance at training and overall product support throughout the year.

Nominations from the cruise lines are collated with the top nomination earning 5 points, 2nd nomination 4 points, 3rd nomination 3 points, 4th nomination 2 points and 5th nomination 1 point.

Winners are then determined from total points earned across all cruise line member nominations.

Strong support of multiple cruise lines over the year would give nominees a greater chance of award recognition than an office that was selling one product exclusively.



SeaLink buys Captain Cook Cruises

Adelaide-based SeaLink Travel Group this morning announced the purchase of iconic Australian cruise company Captain Cook Cruises.

THE move continues SeaLink's acquisition spree, after its purchase earlier this year of the Townsville-based Sunferries operation.

Captain Cook Cruises founder, Captain Trevor Haworth, said the sale (**CW** breaking news) was a major development in the history of the company.

"SeaLink is the ideal tourism partner to add further investment and grow this business even further," he said.

The price for the deal has not been disclosed, but it was a fair reflection of the company's performance through the recent challenging periods for the international and domestic tourism markets in Australia, as well as CCC's strong future prospects.

The acquisition includes 15 vessels which service the flagship Captain Cook Cruises operations in Sydney Harbour, as well as the *Murray Princess* accommodated paddle wheeler cruise operation in South Australia.

There's no information at this stage about the future of CCC's Fijian operations, but all of

the approximately 300 staff employed in Sydney and on the River Murray are expected to be retained under the new ownership.

CCC ceased its own operations on the Great Barrier Reef some years ago, instead opting to sell space on Coral Princess cruises there.

SeaLink said the acquisition would add more than \$30 million to its total annual revenue, taking it to about \$110m in total.

Captain Haworth's son Anthony Haworth has been appointed General Manager of Captain Cook Cruises, while his daughter Jackie Haworth Charlton will remain as its Director of Sales.

SeaLink Travel Group chairman, Giuliano Ursini, said the deal was an ideal strategic fit for the company, giving it access to Sydney "where we see significant cross-sell opportunities with our combined brands and customers.

"It will be the coming together of two respected and complementary tourism operators who have so much to offer visitors".

He said the acquisition heralded the most exciting growth period in SeaLink's 22-year history and would help set its future course.

Haworth and his wife founded Captain Cook Cruises more than 40 years ago, growing the business from a small coffee cruise operator with a single vessel all the way to its current status as an Australian tourism icon.

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Viking China famil

VIKING River Cruises recently hosted a group of top selling Harvey World Travel agents on the 12-day *Imperial Jewels of China* itinerary which combines six days on *Viking Emerald* on the Yangtze River with deluxe land accommodation.

The group is pictured at right ready to climb the Great Wall of China, from front to back: Sophie Brooks, Harvey World Travel Lane Cove; Liz Sawers, Viking River Cruises director business development Vic/Tas/SA; Betul Bulus, HWT Watergardens; Glendalene Bull, HWT Darwin; Lesley Judd, HWT Ocean Grove; Michelle Twigger, HWT Elizabeth; Joanne Uildriks, HWT Ashburton; Emma Crawley, Harvey's Choice Cruising; Courtney Dargie, HWT Karratha; Serena O'Shea, HWT Toronto; Daniela Facchini, HWT Greensborough; and Fiona Laureau, HWT Toowoomba.



LAST night the annual Cruise Down Under conference in Newcastle, NSW was officially opened by local Lord Mayor John Tate.

The venue for the welcome cocktail party was the brand new Museum of Newcastle, which was touted as providing a new shore excursion option for cruise ship visitors.

Built at a cost of more than \$23 million, the facility showcases Newcastle's industrial history - but there's a lot more too including a space-age Supernova science display similar to Canberra's popular Questacon.

Tate made his speech in the atrium of the Supernova display, which is dominated by a gigantic scale model of the world suspended high above visitors.

As can be seen in the picture below, guests hung back but he beckoned them forward, saying "it won't fall down."

"I know, because it cost \$600,000 to make sure it won't," he quipped.



A FERRY has run aground in Finland, because its captain was stuck in the loo.

The island-hopping tourist service slammed into a rock in Helsinki Harbour, while the captain yelled to be rescued from the lavatory because the lock had jammed.

A crew member noticed the ship heading for the rocks and managed to slow it down, but it still hit the shore, leading to minor injuries among the 54 passengers on board.

The local coastguard is investigating the incident to see if the captain's actions amounted to "criminal endangerment".

An initial probe has come up with the stunning conclusion that "he was stuck in the toilet, and as soon as the staff member got the door open, it was too late".

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Irene strands cruisers

CRUISE ship calls in the Puerto Rico port of San Juan have been severely disrupted by Hurricane Irene, which caused Carnival Cruise Lines and Royal Caribbean to both hurriedly depart the port, leaving some of their passengers behind.

About 300 passengers were stranded by the departure of *Carnival Victory* after port authorities advised that traffic would be limited due to the storm - meaning it would be unable to depart on a planned seven day cruise.

Royal Caribbean's *Serenade of the Seas* also left about three hours early, leaving around 145 pax behind.

RCI only accommodated stranded pax who had bought flights via the cruise line, while Carnival Cruise Lines provided hotel rooms for two nights for everyone left behind and then flew them to the next port of call.

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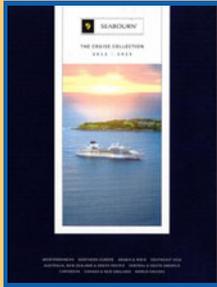
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Brochure Spotlight

Seabourn has released its 2012-13 Cruising Collection brochure, including several cruises to Australia onboard *Seabourn Odyssey* and *Seabourn Quest*. Voyages from seven to over 100 days are showcased in the new 148 page booklet offering six Seabourn ships sailing throughout the year in 2012 including the new *Seabourn Spirit* 10 day itinerary from Venice to the Adriatic and Dalmatian coasts. More info at seabourn.com.



Scenic buys its own Russian river ship

SCENIC Tours is set to upgrade all of its 2012 Russia River Cruises, after acquiring the 112-passenger *Scenic Tsar* (pictured).



The company will invest more than €3 million (A\$4.3 million) to completely refurbish the vessel, with construction work to commence next month and the upgraded vessel entering service in May 2012.

Scenic Tsar will be the first small ship in the Scenic Tours fleet, with the vessel claimed to offer the "ultimate in Russia River Cruising accommodation" in four luxurious onboard Royal Suites, while 93% of staterooms and cabins will boast their own private balconies.

gym and sauna and an on-board doctor.

As with other Scenic products, fares will include sightseeing tours and events, meals, gratuities and complimentary beer, local wines and soft drinks during dinner and an English speaking Scenic Tours cruise director on board each sailing.

RCI boosts Universal pact

ROYAL Caribbean Cruises has expanded its partnership with the Universal theme park in Orlando, Florida, packaging a theme park visit with its cruises out of Tampa.

It builds on the previous relationship for cruises departing from Port Canaveral.

Guests will enjoy stylish ensuites in all cabins as well as satellite TVs, an in-room safe and mini bar with bottled water replenished daily.

Tsar will offer a "deluxe single seating dining room" as well as two bars, a large lounge and entertainment area with capacity for all guests, as well as a massage and beauty wellness area,

New MS Europa itinerary

HAPAG-LLOYD Cruises has announced an additional bi-lingual voyage on board its luxury *Europa* with the itinerary of particular interest to golfing clients.

Departure EUR1201 will operate from Acapulco to Honolulu from 04-18 Jan 2012.

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Landlubbers to set sail

P&O CRUISES is continuing its concerted effort to encourage Australians to try cruising, announcing the winners of its "landlubber campaign" which was designed to dispel common myths about cruise holidays.

Senior Vice President of Carnival Australia, Jenny Lourey, said the company had received about six times as many entries as it expected.

The most common concerns expressed included worries about seasickness, as well as limited entertainment and activities onboard.

Six lucky winners will set sail on a Pacific Islands cruise on 09 September "so that we can show them their views are unfounded".

They will be filmed during the cruise, with regular blog and video updates to help show that their concerns were unfounded.

The winners include a family from Glenwood in Sydney's west, as well as couples from Cedar Grove in Qld, Chatswood in Sydney, Warana Beach near Noosa Heads and Coober Pedy.



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National maritime reform

FEDERAL transport minister Anthony Albanese has announced a major change to the way that maritime safety is regulated in Australia, with fifty pieces of legislation across eight jurisdictions combined into a single uniform system.

He said the move is "one of the most significant reforms of the transport sector since Federation," and will see the Australian Maritime Safety Authority become the national regulator of all commercial vessels - including cruise ships - from 2013.

State and territory governments will now begin consultations on the details of the changes, while staff from the Authority will also be seeking input from the industry.

Albanese said the national safety system would improve standards as well as significantly reducing the regulatory burden.

The *National System for Commercial Vessel Safety* will also establish consistent design, construction and certification requirements - eliminating the current need for vessels to have separate certificates for each state and territory.

Key features of the new National Law will be the creation of General Safety Obligations which will apply to all commercial vessel operations, to encourage the development of a safety culture by all industry participants.

For more information on the consultation see www.amsa.gov.au.

Cruise3sixty regos open now

AUSTRALASIAN travel agents wanting to attend next year's Cruise 3sixty North American cruise industry conference can now register for the event, with the International Cruise Council Australasia hoping to send a strong delegation for the third year running.

The five day event will take place from 24 Apr 2012 in Fort Lauderdale, Florida, and will have an extensive educational program for attendees including product updates, training in technology, destination sessions and professional development seminars.

There will also be lots of networking opportunities as well as the ability to inspect cruise ships in port.

"With the Australian cruise market continuing to grow, next year's event will be a great opportunity for travel agents who are serious about building their cruise sales to learn more about the world's top cruise lines," said ICCA gm Brett Jardine.

Space is strictly limited so early registrations are urged at www.cruising.org.au.

Transport trumps terminals

DESTINATIONS hoping to develop their cruise markets should focus on ensuring there are plenty of taxis and convenient coach transfer services rather than spending lots on terminal facilities, according to Holland America Vice President for Nautical Operations, Captain Cees Deelstra.

Speaking this morning at the Cruise Down Under conference, he gave an intriguing overview of the thinking behind port selection and in particular the insatiable demand for new destinations from seasoned cruisers.

He said terminal facilities didn't need to be sophisticated, "just as long as there's some sort of cover to make sure luggage doesn't get wet."

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Thursday 25 August 2011

Newcastle welcomes CDU delegates

LAST night attendees at this year's Cruise Down Under conference in Newcastle were welcomed to the city at a special function hosted at the new \$23m Museum of Newcastle which opened just two weeks ago.

Cruise Down Under honoured key sponsors, including Newcastle City Council's Lord Mayor John Tate (below left) and Paul Jeans from Cruise Hunter, who are pictured with CDU general manager Jill Abel.



LEFT: Lyndell Clancy from BridgeClimb with Len Whittaker of Captain Cook Cruises.

BELOW: The Northern Territory was well represented, with delegates incl Lynne Hocking from Tourism NT and Tony Clementson, Tourism Top End.



BELOW: CDU delegates come from far and wide, including this contingent from Indonesia: Ketut Sedia Yasa, Destination Asia; Ali Sodikin, *PT Pelinda III*; and Siahaan Riva, *PT Pertalina*, all based in Bali.



BELOW: It looks like these ladies were enjoying a massive full moon, but they're actually standing in front of the museum's gigantic suspended model of the earth.

From left: Carnival Australia's Kylie Dyson and Sarah Rudd, with Melissa Reid from the AOT Group.



BELOW: Great Southern Rail's Victoria Turnbull with Leah Clarke from the South Australian Tourism Commission.



BELOW: Lindsay Wallace from Gold Coast Tourism with keynote speaker David Vass of *The World*.



RIGHT: Attendees at last night's function also included Natalie Young from the Australian Tourism Export Council; Garry Hazell from Newcastle City Council; and Richard Doyle, Doyle Tourism Services.





Face to Face: Jennifer Vandekreeke Director, Carnival Cruise Lines

Welcome to Face to Face, where we chat to cruise industry leaders.

Where do you see your company in five years?

I think Carnival Cruise Lines and Australia/New Zealand are a great fit for each other. I'm hopeful that we'll be able to share the Carnival experience with many Aussies and Kiwis and that we can quickly become a strong travel and tourism brand in Australasia.

How many cruises have you been on recently?

I am a very lucky person who gets to travel for a living, so, I've been on ten cruises in the past four years including eight Carnival Cruises, a P&O Australia cruise and a Seabourn cruise.

What is your favourite destination and why?

I was really enchanted by Fiji. The beautiful scenery and crystal clear blue waters were delightful, but it was the people that really captured my heart. They are so incredibly warm and friendly – they invited us into their world in an authentic and memorable way.

What was your most memorable moment on a cruise?

Watching the joy on my son's face when he finally flew down the big slide on *Carnival Dream*. He'd been working up the courage to go down the slide the entire week, staring up at it with a combination of amazement, intrigue and trepidation. When he finally launched himself, he realised it was a blast!

How do you spend days at sea?

I always have big plans to do absolutely nothing...right after a trip to the gym, a nice massage in the spa, a chat with my friends, a zip down the waterslide, a round of mini-golf with the twins and then it's time for family lunch and a post-lunch swim is always nice. Somehow, I never get around to lounging in Serenity until late afternoon. But I do love that one hour of peace and quiet watching the puffy white clouds reflected in the sapphire blue sea.

How can cruising attract more young people and families?

There are a lot of misconceptions about cruising among those who haven't cruised. And many people think it's not for family. In reality, it is an extraordinary family holiday where everyone can choose just the right blend of we-time and me-time. Onboard *Carnival Spirit* for example, children of every age can find engaging and exciting activities with the youth programs, from treasure hunts for the little ones, to video game competitions for the teens. And the Night Owls program offers pyjama parties that every kid wants to attend. Outside the youth programs, there are plenty of activities for families to engage in – waterslides, a splash park, mini-golf and more. It's a great way for everyone to enjoy their holiday their way. Our challenge is to get the word out to Australia and New Zealand about the extraordinary family experience onboard and onshore.

What do you think is the most underrated aspect of cruising?

Frequently, we get so wrapped up in the hardware that we are guilty of forgetting about the onshore experience. Yet, for first time cruisers, it's critical. We sail to extraordinary places and our shore excursion teams bring our guests face to face with the cultures, flavours and natural beauty of the Island nations that we visit. Many of our guests' most memorable experiences have to do with the onshore experience.



Jennifer's Cruise Favourites!

Ship: *Carnival Spirit!*

Ship activity: Superstar Live Karaoke

Shore Excursion: Ziplining in Fiji

Region: Italy

Port: Do I have to choose just one?

Onboard Food/Drink: It's a tie between a Mojito and warm chocolate melting cake. They don't blend well, I might add.

Perk of the Job: Visiting extraordinary places and meeting interesting people.

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