



Changes on horizon for P&O UK

In 2011 P&O World Cruising will capture its look and feel with new branding, and will also aim for a bigger slice of the Aussie pie.

NEXT YEAR P&O CRUISES WORLD CRUISING IS SET to refresh its branding, with a new "look and feel" to its brochures, marketing and shipboard materials.

The change, kicking off from Jan, is reflective of the three pillars which P&O UK have recently defined as its "overarching brand statement".

These pillars include its vessels' "Britishness", being the trusted cruise experts, and offering "aspirational cruise holidays" (CW Tue).

According to P&O UK md Carol Marlow, the marketing changes are a result of extensive customer research into the company's branding and will include the use of "rich colours", reflective of the "discovery of cruising, and all the different places around the world".

"We're [also] using lines of longitude and latitude which ties in with our 'trusted cruise experts' [pillar].

"We've been [cruising] for years and years and sailors have been navigating around the world using lines of latitude and longitude since time immemorial, so we felt that that was a good vehicle," she added.

In addition to the lines themselves, P&O UK will also feature a sunburst at the point where the lines intersect to depict "the moment of discovery" on one of the company's cruises.

"We have a rising sun over our logo and its very much a sun filled experience, and so that's going to be the look and feel that you will see on the ships and in our marketing," Marlow said.

The latitude and longitude branding, as well as the use of richer colours will feature in the company's 2013 World Cruising brochures and marketing materials, as well as its website and 2012 European program.

"You will notice it very clearly, and everything

will have this distinctive style," she added.

In addition this, the new materials will also come with the branding statement (positioned underneath the logo) "Discover a different world".

MEANWHILE as a measure of its increasing interest in capturing the Australian market, this year P&O UK brought out its World Cruising brochure in Oct, earlier than usual, and also simultaneously released its program for booking in Jul to both the UK and Australian markets.

"We're trying to make sure, from an Australian point of view that its available at the same time as it is for Britain," Marlow said.

P&O UK's website now also features Australian content and pricing, as well as an upgraded forum for passengers to post blogs, reviews and 'cruise wish lists'.

"We're very interested in growing the proportion of business that comes from Australia, and we're dedicated to travel agents, to make sure that we offer what they want," she said.

Part of this dedication will spill into a new educational tool to be launched next year.

The online training academy scheme will be similar to Princess and Cunard's respective Academies, and will offer learning modules which provide a "very comprehensive" look at what the cruise line stands for and offers.

Keep tuned to CW for more updates on the program as they are released.

Orion scores award

ORION EXPEDITION CRUISES HAS WON THE COVETED title of Best Responsible Cruise Operator, at the 2010 Virgin Holidays Responsible Tourism Awards (held as part of WTM).

Orion was awarded the title by a panel of expert judges for its significant contribution to the culture and the economies of the local communities it visits, as well as its positive contribution to biodiversity conservation.

TODAY'S CRUISE WEEKLY

Welcome to today's **Cruise Weekly** Trade edition featuring five pages of all the latest cruise news, photos and information.

Boudicca renovations

FRED OLSEN CRUISE LINES' BOUDICCA WILL HEAD into drydock in Jan for a whirlwind refurbishment which will see her ready for passengers cruising onboard her 16 Jan 14-night Canary Islands voyage.

During her makeover Boudicca's Fitness Centre will be relocated from Deck 4 to Deck 10, and will be fitted out with new workout gear and panoramic ocean view windows.

The space left by the Fitness Centre on deck 4, will be filled with 17 new interior cabins.

Whilst in drydock Boudicca will also have two new rescue boats, and four enclosed life boats installed.

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Spotlight on ICCA cruise line member: Hurtigruten

For more than 115 years, Hurtigruten have been a part of the coastal areas of Norway.

Hurtigruten is not your typical cruise line as it was originally set up as a weekly service delivering mail, cargo and passengers between the north and south of coastal Norway.

It wasn't till 1983 that Norway's coastal mail delivery was entrusted to road and air routes such was the excellent service provided by Hurtigruten.

With a mix of holiday makers seeking to experience the pristine nature of Norway and passengers traveling point to point, a voyage on Hurtigruten is comprised of extended ports of call with several shorter stops each day in between - many just long enough to load and offload cargo.

There could be no better way to discover the beauty of the Norwegian fjords other than to cruise with Hurtigruten as they serve the many isolated towns and villages that are dotted along Norway's western coastline.

What draws cruise passengers to Hurtigruten is not what you experience on the majority of cruise ships.

Without casinos and organised activities, it is Mother Nature that provides the entertainment.

Hurtigruten built a new generation of ships between 1993 and 2007, ensuring that today there is a fleet of custom designed vessels capable of safely negotiating not only the rugged coastal waters of Norway but also the Arctic, the remote lands of Spitsbergen and Greenland and the southern oceans off Antarctica.



Brett Jardine
Brett Jardine
General Manager
ICCA

Shore tour companies on the rise

The growth of cruising has sparked a rush of new companies offering tours to cruise passengers - at lower prices.

THIS WEEK ALONE HAS SEEN THE AUSTRALIA-BASED Port of Call Tours and Shoretours both officially launch to the media.

Petrea Stacey, CEO, Port of Call Tours, told **CW** its pricing represented "considerable savings for cruise passengers as we are cutting out the middle man."

She said the response from local tour operators had been "excellent" as they valued the opportunity to break into the cruise passenger market.

"There are so many tour operators who have given up on the market as they miss out on business because passengers usually book tours through the cruise line," she said.

Stacey expects the reaction of cruise lines "will be interesting".

"As our database expands, we will offer a wider range of tour options than the cruise lines," she said.

The family-run company was formed after years of frustration with the cost and inflexible format of many cruise lines' excursions, Stacey explained.

"We have cruised for 20 years and have been frustrated at the limited number of tours available and how expensive they are. We want to provide cruise passengers with an alternative," she said.

Shore Tours director Hope Kramer said her goal was not to compete with cruise lines but to support the cruising industry.

"The port experience is a really important part of a cruising holiday and the more people who come back on board with an amazing experience, the more likely the industry is to continue to grow in Australia,"

she said.

Hobart-based Kramer expects travel agents will continue to book most excursions directly with cruise lines "as this is the best option for the client, however, Shoretours.com.au provides them with another avenue to best meet their needs."

Kramer said Shoretours' prices were sometimes higher but were better value than cruise lines.

"It's true that there are cheaper options available, but we like to make up for that in providing a personalised service, small groups, flexibility and unique experiences," she said.

Celebrity's huge month

LAST MONTH, CELEBRITY CRUISES CLOCKED ITS busiest month ever in Australia, with bookings doubling for the same period last year, and also in comparison to its Sep results.

"It's great to see Australians returning to the Celebrity Cruises brand," said Adam Armstrong, Celebrity Cruises Australia.

"It's extremely heartening to see this surge in bookings - particularly for cruises sailing from Sydney and Auckland," he added.

The company is attributing the jump in booking to the deployment of its 1814-passenger *Celebrity Century* in Australian waters for the 2011-12 cruise season.

"When she arrives next year, *Celebrity Century* will be the highest rated ship to be homeported in Australia and there is clearly a strong appetite for this upmarket and stylish cruise experience, and another new local choice in cruising," Armstrong said.

Celebrity Century's stay in Aussie waters marks a long awaited return to regional waters, following the company's last sojourn here with *Celebrity Millennium* when she visited Australia during her 2008/09 season.



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Splendor update

CARNIVAL CRUISE LINES EXPECTS CARNIVAL

Splendor will arrive in San Diego as early as this afternoon, following a fire which broke out in her engine room on Monday, left her stranded with only back-up power in the middle of a seven-day Mexican Riviera voyage.

Back-up power allowed the vessel to maintain working toilets, cold water and limited lighting, however it was not enough to maintain the vessel's airconditioning, hot water, telephones or internet.

On Tuesday, US Navy helicopters delivered emergency food supplies to help feed *Carnival Splendor's* 4,500 passengers and 1,167 crew members, whilst two tugs were also called in to tow the injured ship back to shore.

Initially Carnival was going to have *Splendor* towed to Ensenada, but decided to change instead to San Diego, where pax would not have to pass through immigration and then be ferried back to the US via busses.

According to reports, the mood onboard *Splendor* was generally good, with Carnival spokesperson Vance Gulliksen telling media that "the passengers have been very understanding."

For their troubles Carnival has said that it will provide pax with a full cruise refund, plus a credit to the value of their cruise fare to spend on another voyage of their own choosing, and reimbursement of transportation costs.

"We sincerely apologise to our guests for this unfortunate situation and offer our thanks for their patience and cooperation during this challenging time," the cruise line said in a statement.

MEANWHILE Carnival has also announced that due to the damage to *Splendor*, it has had to cancel her seven-day 14 Nov voyage out of Long Beach.

Guests booked for this cruise will receive a full refund, reimbursement of air costs, and a 25% future cruise credit.

Captain Cook celebrates the silly season in style



Last night Captain Cook Cruises hosted industry guests onboard *MV Sydney 2000* for a special Christmas cocktails and Canapés evening.

Gathering in the Endeavour Saloon, guests were treated to spectacular views of the harbour for a 1.5 hour voyage, whilst waiters kept glasses and plates full.

Addressing guests, Captain Cook's executive director Jackie Hayworth-Charlton, gave a brief run-down of CCC's year, which included the introduction of the popular Fiji Cocktail Cruise, the placement of the *Reef Endeavour* in Fijian waters, and improvements in uptake of its Murray River voyages.

"This month is the first time we've beaten 95% occupancy [for Murray River cruises] in two years," she said.

"We're so successful now, it's wonderful," she added, thanking the industry for their

support.

In addition, Jackie also spoke about the company's planned *Reef Endeavour* refurbishments, which are set to kick off tomorrow right through to Feb, and will include the transformation of four of her Tabua rooms into two interconnecting family rooms, and the conversion of four Tabua into suites.

Meanwhile speaking to the team onboard CW also discovered that CCC has struck up a deal with the majority of bus companies which run Blue Mountains to Sydney tours, that now sees CCC vessels pick up guests in Homebush for a cruise along the Paramatta River, dropping them off in either Darling Harbour or Circular Quay.

Pictured above enjoying is the CCC team from left, Allison Barker, Casey Hall, Brooke Tolar, Nick Hurtle, Jackie Hayworth-Charlton, Tina Chaisuwan, Sue-Ellen Foster.

cruiseabout.

Assistant Manager & Cruising Specialists - Lane Cove

Cruiseabout is on the lookout for a fun-loving and team-oriented Assistant Manager and Cruising Specialists to join their vibrant Lane Cove team.

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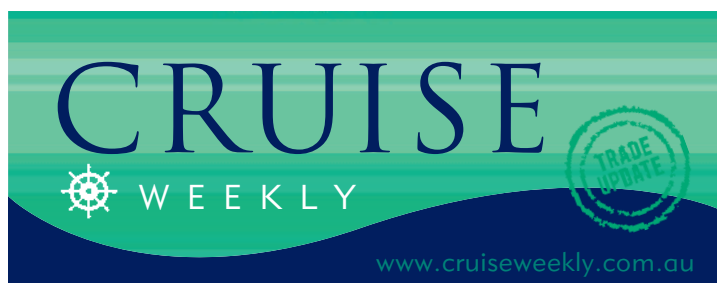
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Two new Cruisetours

NEXT YEAR PRINCESS CRUISES WILL FEATURE TWO new cruisetours, including a 16-night Ancient Petra and the Dead Sea option and a 20-night Timeless Cities of the Rhine River itinerary.

The 16-night Ancient Petra cruise/tour includes a four night escorted tour through Jerash, Perta, Mount Nebo, and Amman, as well as a 12-night Holy Land voyage onboard *Pacific Princess*.

Princess' 20-night Timeless Cities itinerary includes a nine-night escorted tour, as well as a seven-night river cruise from Basel to Amsterdam onboard *Avalon Felicity*, and an 11-night Scandinavia and Russia cruise onboard *Emerald Princess*.

The Ancient Petra itinerary departs on 15 May, 20 Jun, 26 Jul, 24 Sep, 18 Oct, and 11 Nov; whilst the Timeless Cities itinerary departs on 31 Jul, www.princesscruises.com.au.

Paying the bill

A US BUSINESSMAN, JAMIL MURNI, WHO STRUCK UP a deal with Royal Caribbean Cruise Line to broker deals between it and Sea Fuels Trading for cheap fuel, has been sentenced to four years in prison for fraud.

According to reports, Murni actually set up Sea Fuels Trading himself, and was buying oil on its behalf cheaply and selling it to RCL for a profit.



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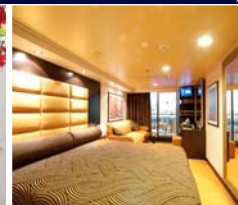
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Brochure of the week

Aurora Expeditions new 2011-12 Antarctica brochure includes the cruise line's brand new fly/sail options to the Antarctica Peninsula, as well as its Sir Douglas



Mawson Centenary commemorative voyages to East Antarctica and Commonwealth Bay, celebrating Mawson's 1912 Australian Antarctic adventures.

Each of the 26-day celebratory voyages will visit three spots: Macquarie Island, the East Antarctic Coast, and New Zealand's sub Antarctic Islands.

The brochure also features a shorter 13-day expedition, 'Emeralds of the Subantarctic', which focuses on the islands south of Australia and New Zealand (including Macquarie Island, Campbell Island, Auckland Islands, and Snares Islands).

The new fly/sail options centre around adventures to South Georgia and the Antarctic Peninsula with flights to South America.

Aurora Expeditions will be using its ship the Akademik Shokalskiy for the East Antarctic voyages, and Polar Pioneer for the Antarctic Peninsula itineraries.

See www.auroraexpeditions.com.au.

Uniworld's double saving

UNIWORLD CRUISES IS OFFERING PASSENGERS THE opportunity to double their Early Bird Booking discounts on its 2011 Europe and Russia boutique river cruises.

Cruises featured in the deal include: the eight-day Rhine Discovery (now from \$2,859); the eight-day Enchanting Danube (now priced from \$2,932); 15-day European Jewels (now from \$6,016) and the 10-day Paris & European River Romance (now from \$3,083).

To be eligible for the discount, passengers need to pay in full at the time of booking, and all bookings need to be made no later than 30 Nov 2010.

Prices are per person, for cruise accommodation in a category two stateroom.

For more information visit Uniworld at www.uniworldcruises.com.au.

Offers expire on Dec 31, 2010. All fares listed, are in AUS per person twin share based on lead in category as at 01 November 2010 & include non commissionable port taxes, government fees & gratuities. Fares displayed reflect all promotional savings. Valid for new bookings only. Subject to availability. May not be combinable with other offers, are capacity controlled and may be withdrawn at any time without notice. London accommodation where applicable is at the discretion of Voyages of Discovery. Cancellation penalties & conditions apply. Voyages of Discovery reserve the right to correct errors or omissions. Complete terms & conditions may be found www.voyagesofdiscovery.net.au



Super Alaska & Canada savings

TRAVEL THE WORLD HAS SLASHED UP TO 27% OFF selected 2011 itineraries with Holland America Line, Tauck and Carnival Cruise Lines.

HAL's seven-night 'Alaska Glacier Discovery' cruise, from Vancouver to Anchorage, is now priced from \$1,099ppts (based on a 15 May departure in Category MM on *ms Zaandam*).

Ports of call include Ketchikan, Juneau, Skagway, Glacier Bay, College Fjord and Seward, with various departures available from May to Sep 2011.

Pricing includes all meals, accommodation and entertainment onboard as well as cruise NDAs and taxes.

Tauck's 10-night 'Canada's Capital Cities and Niagara Falls' tour has been reduced to \$3,560ppts (based on a 31 May or 9 Jun departure) and is available from May to Oct

2011.

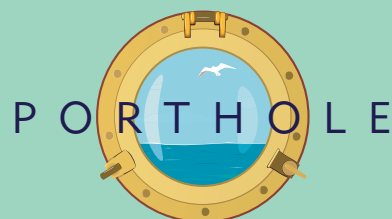
The tour visits Montreal, Quebec City, Ottawa and Toronto, with a cruise among the Thousand Islands of the St Lawrence River, and a close-up look at Niagara Falls aboard the *Maid of the Mist*.

Pricing includes accommodation at Fairmont Hotels, most meals, transfers, sightseeing, taxes and most gratuities.

Carnival Cruise Lines' five-night 'Canada and New England' itinerary travels roundtrip from New York, via Saint John and Halifax, onboard *Carnival Glory*.

This cruise is priced from \$573ppts (based on a 13 Jun departure in an Inside Cabin 4B; restrictions apply) with departures from Jun to Sep 2011

For further info, contact TTW on 1300 950 622, or visit www.traveltheworld.com.au.



NEW ZEALAND EMBRACES THE CLASSICS.

This cruise season, visitors to Christchurch can breathe easy in the knowledge that city officials have enlisted the masters of classical music to look out for them.

The scheme basically involves the piping of classical music into the City Mall.

Since its inception guards have seen the number of call-outs to deal with "anti-social behaviour" drop from 77 per week, to just two, with alcohol related incidents ceasing completely.

"The classical music is soothing on the ear," said Central City business association manager, Paul Lonsdale.

"We try not to play anything with a beat because that is more noticeable. It is much more pleasant now... people sit in that area because they feel safer," he added.

FLOATER FINALLY FOUND.

An antique diamond ring, lost two years ago by its owner, Joan Speirs, after it slipped off her finger and into the toilet, has been found in thousands of gallons of waste by a waste disposal contractor.

In a strange twist of fate, the contractor who found the ring was actually a member of the eight-person company that Speirs hired to find the ring when she lost it in 2008.

According to reports, the company had not only installed a camera in Speirs' cesspit tank to try and see the ring, but had also sifted through roughly 12,000 gallons of sewage to try and locate it, to no avail.

After their search turned up nothing, both Speirs and the contractors gave up hope of ever finding the ring, which had been a gift to Joan by her late husband.

Fast forward to 2010, and one of the contractors, working at the same sewage plant on a different job spots a glint in amongst effluent, extracts the ring, checks it against old photos, and contacts Speirs - who was "very emotional" about the find.

Needless to say Joan has had the ring professionally cleaned, and stores it in a safe, dry place.

Agents enjoy oaked wines with Oceania Cruises



As a special thank-you, Oceania Cruises hosted a group of its top achieving Melbournian travel agents at the Crown Palladium's annual VRC Oaks Club luncheon.

The very swanky affair, saw the hard working agents swill fine wine, and dine on five star food with Melbourne's elite.

And if that wasn't enough of a great way to kick-off the Spring Racing Carnival, the agents also did not go home empty handed, but with a goodie bag filled to the brim with L'Oreal skin care, a silver champagne stopper, hosiery, magazines,

an Oaks Day Race programme, as well as a boxed version of the Oaks Club's stylish dinner plate.

Pictured above getting into the Carnival spirit is [standing] - Cara Vangeli, HWT Lower Templestowe; Judi Gifford, National Network Travel; Paulette Cherny, Voyager Travel; David Macbeth, Cruiseabout Toorak; Jane Tanti, Oceania Cruises; Jeanine French, Travelcall; Jacqui Bendall, Surrey Travel and [seated from left] Vivien Agosta, Port Travel; Anne Rogers, Wings Away Travel; and Leah Boyd, Ashmore & James Travel Associates.

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