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Your at-a-glance guide to
Harmony of the Seas p22-23



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Australia - Sydney's iconic Opera House and Harbour Bridge, beautiful Hamilton Island, the Great Barrier Reef and famous Kakadu national park, to name but a few await you.

Borneo - Mystical rainforests stretch-out in the foothills of the magnificent Mount Kinabalu. Discover bustling markets, ancient mosques and bone-white sandy beaches.

Hong Kong - A vibrant cultural scene influenced by Chinese roots and colonial connections; bustling Hong Kong Island will exhaust your senses.

Vietnam - Discover the beauty of Vietnam and the fascinating cities of Hanoi, Da Nang and Ho Chi Minh City (still often referred to as Saigon).

Singapore - Explore this exciting melting pot of cultures, colonial buildings, Buddhist temples, Arab bazaars and contemporary architecture.

Madras - The perfect introduction to the wonders and mystique of southern India whose infectiously enthusiastic people will treat you as their guest.

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editor's letter



I'm writing this from on board Harmony of the Seas, Royal Caribbean's newest ship – the biggest cruise ship in the world.

It's a privilege to be experiencing all that's on offer. I didn't know what to expect, or whether I'd really like being on such a gigantic ship – but I am enjoying it. And I think many potential clients will feel the same.

True, some may perhaps write off such an experience beforehand, thinking it's not for them – but that's where the agents on board this weekend will play an important role. They have been able to see the ship for themselves and will be well equipped to sell the product and dispel any of those cruise myths.

As I had to work while on board, I was keen to see if the VOOOM internet actually works and is, as claimed 'the fastest at sea'. Well, it's certainly fast – so far...

There's more on this extraordinary ship in this issue in At-a-glance on pages 22-23.

I boarded the ship as part of CLIA's 10th conference, and delegates certainly enjoyed themselves at the gala dinner the night before in Southampton. There they got the chance to see and vote for the finalists of Princess Cruises' Voice of the Ocean competition. Well done to travel agent Vickie Jones, who won.

Also in this issue, we take a look at Viking Cruises' new ocean ship the Viking Sea. See pages 26-29.

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CONTRIBUTORS



JANE ARCHER has been writing about cruising for both trade and consumer papers for almost 20 years. She can tell you anything about both ocean and river cruising.



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GILLY PICKUP is an author and journalist who contributes to a number of national and regional newspapers and magazines, mainly writing about cruising and travel.

VIKING SEA NAMING GOES WITH A BANG!

The skies over London lit up as Viking Cruises celebrated the christening of its new ship, Viking Sea. Karine Hagen, Viking's senior vice-president and daughter of chairman Torstein Hagen, served as godmother for the gala ceremony, which was held in Greenwich in May. The vessel is Viking Cruises' second ocean-going ship. A third, Viking Sky, launches in 2017 and will be followed the same year by Viking Sun, which will be offering the company's first-ever world cruise – an epic 141-day journey from Miami to Greenwich departing December 15 2017. vikingcruises.co.uk



AZAMARA CHIEF WARNS LUXURY EXPANSION IS TOO MUCH TOO QUICK

AZAMARA CLUB CRUISES PRESIDENT and chief executive officer Larry Pimentel has admitted to being worried about the number of ships ordered by the luxury cruise lines.

Crystal Cruises has ordered two new ocean-going ships, and has plans for another two, while Regent Seven Seas Cruises and Seabourn are each building two new vessels. However, he said he advised against expanding the Azamara brand beyond its current two ships. "There is too much capacity coming already for us to grow. It will be a great time for customers as prices will fall."

Pimentel was speaking at Clia UK and Ireland's 10th cruise convention in Southampton last month, which included a look at the massive changes in the industry since 2007.

He said affluent travellers have also changed over the past decade, evolving from 'yesterday's luxury', when class of service was important, to defining themselves by experience. "They want experiential travel that is exclusive and authentic, and they want to buy from enthusiastic and passionate sellers. You need more knowledge to become productive and experience to interpret your clients' requirements."

Pimentel accused cruise lines of 'losing control' of what happens on land by not offering shore excursions their clients want. "Bespoke product is coming and it will grow like topsy because people want something unique," he said. cruiseexperts.org

AGENTS ROYALLY REWARDED WITH A TASTE OF THE 'BIGGEST AND BEST'

ROYAL CARIBBEAN International has confirmed its commitment to the trade with a two-night fam trip for more than 2,500 agents on new ship Harmony of the Seas.

The vessel arrived in Southampton straight from the French shipyard where it was built. It sailed two mini cruises from the UK before relocating to Barcelona for a summer season in the Mediterranean.

Speaking on the two-night inaugural, Royal Caribbean president and chief executive officer Michael Bayley said agents were the company's most important partner.

"They always support us as we do them, and that won't change. The US is a big market for us but the UK is super important."

He attributed 'gang-buster'

sales for Harmony of the Seas in the UK and Ireland to a combination of agent support, Royal Caribbean's investment in the British market and fascination with the world's 'biggest and best' ship.

Sales director UK & Ireland Ben Boudin said hosting so many agents on the ship was a big investment but important so they get to see it first-hand. "We are keeping track of what the agents are doing on board and have challenged them to share their knowledge with their colleagues."

Harmony is Royal Caribbean's third Oasis-class ship but with new features including three water slides and the Ultimate Abyss, a 10-storey dry slide between the sports deck and Boardwalk.

royalcaribbean.co.uk

18 MPH – top speed on the bike track on Carnival Vista - if you can do it!

141 Days for Viking Sun's planned round-the-world cruise – Viking's first – in 2017

12 The number of extra single cabins on the new HAL ship Koningsdam

NEWS BRIEFS

AMERICANS BRAVE EUROPE FOR CARNIVAL'S NEW VISTA

TERRORIST ATTACKS IN FRANCE, BELGIUM AND Turkey have not stopped Americans from crossing the Atlantic to sail on Carnival Cruise Lines' newest ship.

Speaking on Carnival Vista in May, during the ship's second voyage, Carnival president Christine Duffy said the company was in a 'great place' in terms of US bookings.

In contrast, both Norwegian Cruise Line and Royal Caribbean International have reported a downturn in new bookings for their Europe cruises.

Duffy said Carnival has not seen a drop in business but added the company does not have as

much capacity in Europe as other cruise lines.

The cruise line is not in Europe next year but is planning to return in 2018, when it launches its next new ship. Duffy said: "As things are now we are confident that will happen."

Carnival Vista holds 3,936 passengers and has new features including a bike track around the top of the ship where passengers can pedal at speeds of up to 18mph, and the first IMAX theatre at sea. New Havana Cabanas have a patio rather than a balcony and exclusive access to an outdoor bar and pool area until 5pm, when it opens to all.

carnival.com

THE FINAL COUNTDOWN

NORWEGIAN CRUISE LINE UK staff have waited six years for news that the company is putting a ship back in the UK so it's no wonder they are getting excited. Launching the countdown to the big day, May 12 2017, when Norwegian Jade starts sailing from Southampton, are, from left, Julio Fernandez from passenger services, Ingrid Hunt from marketing and Stewart Plumridge from business development.

ncl.co.uk



HAL EYES THE SINGLE MARKET

HOLLAND AMERICA LINE IS THE latest cruise company to cash in on the growth in solo travel by adding 12 single cabins to new ship Koningsdam.

The ship also has 32 new family cabins that hold up to five people, signalling the company's intention to encourage younger passengers to try the brand.

Among other new features are a French bistro-style restaurant Sel de Mer, a Dutch Café styled in the fashion of the gabled houses that line the canals in Amsterdam

and Billboard Onboard, where two pianists play chart hits from the past 50 years.

Koningsdam was christened in Rotterdam on May 20 by Queen Maxima of the Netherlands; it is spending its inaugural summer sailing to the Baltic and Norwegian fjords from Amsterdam.

Other cruise lines targeting solo travellers are Royal Caribbean International, Norwegian Cruise Line and P&O Cruises. Cunard is adding 15 single cabins to Queen Mary 2 during a major

refurbishment currently underway. hollandamerica.com



...A NEW

Carinthia Lounge will be added to Cunard's Queen Mary 2 during a June refurbishment.

The lounge will provide an alternative venue for breakfast and lunch. During the refit, the Todd English restaurant will become The Verandah and a new Smokehouse dining option will be added.

...PAUL GAUGUIN

is offering cruise-and-stay packages combining a seven-night all-inclusive voyage around the Society Islands from Papeete with two nights' bed and breakfast at the InterContinental resort in either Tahiti or Moorea.

...NORWEGIAN CRUISE

Line Holdings, owners of NCL, Oceania Cruises and Regent Seven Seas Cruises, is the latest company to offer faster wifi. The company said the 'lightening-fast' service will be on all its ships by July this year.

...PRINCESS CRUISES

is offering more British Isles cruises than ever next year. It will offer 12 departures on Caribbean Princess and two on Pacific Princess. The 12-night cruises depart Southampton and Dover.

2 New cruise and stay options from Saga for those who want the best of both worlds

52 Number of UNESCO World Heritage Sites Silversea's Silver Muse will visit in 2017

50 Cost (in millions of dollars) of refurbishment of Oceania's Sirena

...P&O CRUISES
is offering passengers free pre and port-cruise city stays in Singapore, Sydney, Hong Kong and Dubai with selected 2017 flycruise holidays booked by June 30.

...CELESTYAL CRUISES
is basing Celestyal Crystal in Cuba year-round from November. It has been based in Havana for the past three winters. Its seven-night itinerary circumnavigating the island visits Cienfuegos, Santiago de Cuba and Maria La Gorda.

...SEADREAM YACHT CLUB
has launched seven Mediterranean wine cruises in 2017. The itineraries include tastings at some of Europe's top wineries as well as shore excursions where passengers can learn to cook paella.

...A TRANSIT THROUGH
the Corinth Canal in Greece and more overnights in port are highlights of Swan Hellenic's 2016-17 winter programme in the Mediterranean. A 14-day voyage from Civitavecchia to Marseilles departing December 21 2017 will be in Barcelona to welcome in the New Year.



BARCELONA BIDS WELCOME TO SIRENA

SIRENA, THE NEWEST SHIP to join Oceania Cruises, was christened in Barcelona in April by Claudine Pépin, daughter of the company's executive culinary director Jacques Pépin.

The vessel, launched in 1999, was previously owned by Princess Cruises and has moved to its new owner after a \$50 million refurbishment.

Among the new features on the refurbished vessel is Jacques Bistro, which serves French fare in the main dining room at lunchtime. oceaniacruises.com

SAGA LAUNCHES FLYCRUISES FOR THOSE WHO CAN'T DECIDE

CLIENTS WHO CAN'T DECIDE between a cruise or land-based holiday are being offered the best of both worlds by no-fly specialist Saga Cruises this autumn.

The over-50s' specialist company has two new cruise-and-stay holidays that combine time at sea with a hotel stay in Tenerife. It is also offering a cruise from Southampton to

Venice combined with three nights in the city before or after the cruise.

Prices start from £1,359 per person including one-way flight for a 13-night holiday departing October 24 that combines a six-night garden-themed cruise from Southampton to Tenerife on Saga Sapphire with one-week all-inclusive at the Best Hotel

Semiramis in Puerto de la Cruz.

A 15-night voyage from Southampton to Venice departing September 23, followed by three nights' bed and breakfast, and dinner on the first night only, at the Hotel Carlton on the Grand Canal costs from £2,598 per person including return flight.

saga.co.uk

SILVERSEA PLANS A YEAR OF UNESCO DISCOVERY FOR SILVER MUSE

SILVER MUSE, THE NEW SILVERSEA SHIP LAUNCHING next year, is visiting 52 UNESCO World Heritage Sites.

The vessel sets sail from Monte Carlo on April 10 2017, on an eight-day maiden voyage that visits France, Spain and Italy. From £3,015 per person cruise-only. That will be followed by 10 to 13-day cruises through the Western and Eastern Mediterranean, visiting UNESCO sites in ports including Rome, Athens, Istanbul and Barcelona.

Silver Muse will be in Southampton on September 12 2017, at the end of an 11-day cruise from Lisbon and for the start of a 16-day transatlantic voyage to Montreal in Canada.

Silver Muse will be Silversea's biggest ship with

capacity for 596 passengers. It will have all-balcony suites and eight restaurants including Atlantide for seafood and Hot Rocks, where passengers cook their own meats and seafood on heated volcanic stones.

silversea.com



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- ✓ Onboard entertainment, workshops and activities
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- ✓ Complimentary car parking at Portsmouth on no-fly cruises
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All fares and offers apply to new bookings only, are correct as of 10th March 2016, are subject to availability and may be withdrawn at any time. No retrospective discounts can be applied. Fares are based on twin occupancy bookings. Save 10% on Inside cabins, save 15% on Outside cabins and save 20% on Balcony cabins. Selected Balcony & Outside cabin bookings (JS, BS, BSS & OS) receive complimentary chauffeur service up to 100 miles from the UK departure port or airport. Selected Outside cabin bookings (OSP, OSV & ODX) receive complimentary chauffeur service up to 75 miles from the UK departure port or airport. No single supplement applies to OSP & OSV cabins and have limited availability. All offers must be booked by 30th June 2016. After 30th June 2016, Selected Balcony & Outside cabin bookings (JS, BS, BSS & OS) receive complimentary chauffeur service up to 75 miles from the UK departure port or airport, as per Standard Terms and Conditions. Only Standard Fare bookings will qualify for a 5% Discovery Club discount if you have sailed with Voyages of Discovery before. Cruise extensions and shore excursions have an additional cost, limited capacity and are subject to availability. In some instances cruise extensions and shore excursions cannot operate without minimum numbers. Should the minimum number not be reached and the extension/excursion be cancelled, Voyages of Discovery will refund the monies paid for the individual extension/ shore excursion. A deposit of £300 per passenger or 15% of the total fare due, whichever is highest (or full payment for bookings taken within 119 days of departure) is due on booking. A higher amount may be payable if any supplier(s) require additional payments for a service prior to the balance due date. You will be informed of this at time of booking. Payment of a deposit means acceptance of the Fair Trading Conditions. The Company takes no responsibility for credit card or foreign currency transaction processing fees levied by issuing banks. Where appropriate a flight supplement will be applied, and this will be advised at the time of booking. Travel insurance is not included, however, we strongly recommend that you take out travel insurance at time of booking. Full booking terms and conditions apply, see Voyages of Discovery April 2016 brochure for details. Your booking is ATOL protected if a flight is included. Selected cruises may require a visa prior to departure. It is the responsibility of all passengers to check and fulfil visa requirements applicable to their itinerary. Our Consular Services Department can obtain visas for British citizens for the countries that require them prior to departure. Data Protection - Voyages of Discovery is part of All Leisure Holidays. The information we hold about you will be used to deal with your enquiry or booking, provide you with our latest news and offers or invite you to take part in research. We may also share your information with other All Leisure Holidays companies who may occasionally contact you about products and services we feel may be of interest to you. For further information and full terms and conditions, please see brochure or the Voyages of Discovery Privacy Policy at www.voyagesofdiscovery.co.uk

SHORT AND SWEET FROM A-ROSA

Germany company A-Rosa is offering a range of short-break cruises through the tour operator Superbreak for the first time. Among options are five-night packages that combine a hotel night in Cologne with four-night river cruises visiting either Strasbourg or Rotterdam. Lucia Rowe, who heads up A-Rosa in the UK, said the company is planning more short-break itineraries in 2017.

arosa.de/en



A-Rosa

UNIWORLD UNVEILS NEW ITINERARIES ON RHINE AND SEINE

TOURS TO THE DISNEY-esque Neuschwanstein Castle in Germany, a bike ride through the Tauber Valley and hiking through vineyards are among highlights of a new nine-night Rhine-Main Discovery cruise in Uniworld River Cruises' 2017 programme.

The trip combines two nights in Munich with a seven-night cruise from Nuremberg to Cologne with stops at Bamberg, Würzburg, Miltenberg and Braubach. From £2,599 per person cruise-only.

Also new for 2017, Uniworld is offering a 10-day Paris & Impressions of the Seine cruise. The trip includes calls at Auvers-sur-Oise, where Van Gogh lived and died, and Vernon, for a tour to Monet's garden at Giverny. Passengers on this itinerary will also see some of the most famous works of Impressionist painters on tours of Rouen's Museum of Fine Art and the Orsay Museum in Paris. From £2,599 per person cruise-only.

uniworld.com

COMPANIES WOO SOLO TRAVELLERS WITH NO-SUPPLEMENT DEALS

MORE LOW OR NO-SUPPLEMENT DEALS ARE ON OFFER FOR SOLO travellers from river cruise lines.

Vantage Travel has an allocation of single cabins on most of its vessels and prices for solo travellers from £1,099 per person in 2017 – just £99 more than the double occupancy rate.

Uniworld River Cruises, meanwhile, has waived the single supplement on several of its 2016 itineraries in Europe, offering savings of up to £1,349 per person for an eight-day river cruise on the Rhône from Avignon to Lyon. Prices start from £2,149 per person cruise-only for an eight-day Enchanting Danube cruise between Budapest and Passau departing July 31, August 28 and November 6.

Uniworld managing director UK Kathryn Beadle said, "Uniworld is also making our luxury river cruises accessible to those who travel as a group, but prefer to enjoy their own space."

Saga has some of the best offers for lone travellers, with a singles-only cruise in October and no single supplement on a new eight-night voyages offering through Belgium in April and June 2017. Tauck waives the 50% single supplement on its Category 1 cabins on all departures across its European river boat fleet.

1 Travelling alone?
There are more deals
than ever for solo
travellers

158 The new capacity on
the ultra-luxurious
upgraded Crystal
Mozart

3 Additional number of
river cruise vessels
in Emerald's 2017
programme

NEWS BRIEFS



SCENIC WELCOMES AMBER

SCENIC'S NEWEST RIVER cruise vessel, Scenic Amber, was christened by cruise consultant Angela Turen and blessed by a priest during a gala naming ceremony in Passau. It came at the end of a mega-fam on the Danube, visiting Linz, Melk, Durnstein and Vienna, attended by retailers from Australia, Canada, the US and the UK. scenic.co.uk

CRYSTAL UNVEILS SIX-STAR MAKEOVER FOR MOZART

A TOP-DECK POP-UP BAR WITH a movie screen and roof garden will be among the unusual features on Crystal Mozart, the vessel spearheading Crystal Cruises move to river cruising in July.

Mozart was built in 1987 and originally cruised for Peter Deilmann. Crystal acquired it last year and has lavished millions of dollars upgrading the vessel to its six-star standards.

Among changes, capacity is being reduced from 206 to 158 and it will have more places to eat including Blue, a casual dining vessel, a bistro serving pastries, fruit and snacks and The Vintage Room, a venue on Crystal's ocean-going ships reserved for wine-pairing dinners for up to 12 people.

It will also have a Palm Court and The Pantry, a self-service wine bar. Mozart will be sailing 10-night

cruises on the Danube round-trip from Vienna that visits Germany, Slovakia and Hungary and spends an overnight in Budapest. From £2,450 per person departing December 2 and 12.

Crystal Cruises is building six more river cruise boats. Four will enter service in 2017 with capacity for 84 or 110 passengers, with another two due to launch by 2019. crystalcruises.co.uk

I NAME THIS SHIP – AMAKRISTINA

AMAWATERWAYS EXECUTIVE VICE-PRESIDENT AND co-owner Kristin Karst baptised her namesake vessel, AmaKristina, as it prepared to leave the Vahali Shipyard in Serbia for the journey to Holland where the interior will be completed. The vessel, which has cabins with inter-connecting doors to cater for the family market, launches on the Rhine on March 31 2017. Karst is pictured with AmaWaterways president and co-owner Rudi Schreiner and Vahali managing director Vincent Bekker, left. amawaterways.co.uk



EMERALD EXPANDS

EMERALD WATERWAYS HAS LAUNCHED ITS 2017 programme featuring three more river cruise vessels and new itineraries in France and Portugal.

The Emerald Liberté and Emerald Radiance will launch on the Rhône and Douro respectively, while the Emerald Destiny will sail the Rhine, Main and Danube.

The 2017 programme also features a new selection of complimentary active excursions including hikes in the Black Forest and a guided bike tour of Melk.

Clients who book a 2017 cruise before June 30 will receive £500 per person savings as well as an unlimited drinks package worth up to £759 per couple on a 15-night itinerary. Fares include wine, beer or soft drinks with lunch and dinner only. Discounted fares start from £1,195 per person for an eight-day Danube Delights cruise from Nuremberg to Budapest departing November 29 2017, including flights and transfers. emeraldwaterways.co.uk

AVALON WATERWAYS

is offering a new nine-day active voyage on the Danube next year to entice clients in their 50s to try a river cruise. Activities on offer will include canoeing, hiking and biking, exploring ice caves and learning to waltz.

SAGA

has a new eight-day Castle of the Meuse Valley cruise round-trip from Amsterdam next year that visits Rotterdam, Antwerp, Liège and Namur. There are two departures, on April 11 and June 23. The voyage is on the Regina Rheni II, a river boat chartered exclusively by Saga.

PANDAW

is launching wine packages across its Asia river cruise fleet from June. Prices start from around \$15 per person per day on the Ayeyarwady in Myanmar and rise to more than \$30 a day on the company's new cruises in Borneo. Local beers, wines and spirits are included in its fares.

SCENIC

has launched its 2017 programme featuring a new eight-day Majestic East river cruise from Vienna to Belgrade that visits Kalocsa and Mohács in Hungary, and Osijek in Croatia. A new nine-day Eastern Enlightenment voyage from Belgrade to Bucharest sails the Danube Delta to the Black Sea.

HURTIGRUTEN TAKES STEPS TO BECOME EXPLORATION LEADER

HURTIGRUTEN, WHICH operates working ferries along the Norwegian coast, has ordered two new ships capable of sailing the polar regions. They will be built by Norway-based shipbuilder Kleven and are part of Hurtigruten's strategy to become the world's leading exploration company within five years. They will hold about 600 passengers and enter service in 2018 and 2019. The order includes an option for a further two ships at a later date. Sealing the deal are Hurtigruten chief executive officer Daniel Skjeldam, right, and Kleven CEO Ståle Rasmussen.

hurtigruten.co.uk



COOL IDEAS

PONANT HAS LAUNCHED a dedicated Arctic and Antarctica brochure that uses images and personal testimonies to try to convey the experience of cruising these icy regions to readers. The programme features a selection of itineraries in Antarctica including two 10-night cruises round-trip from Ushuaia departing November 29 and December 3 2017. There are also three new cruises in the Arctic on the 264-passenger Le Soléal.

Arctic prices start from £5,840 per person cruise-only for 15 nights including a flight from Paris to Kangerlussuaq to join the cruise.

ponant.com

YOUNG EXPLORERS TAKE TO THE RIVERS

EXPEDITION SPECIALIST G ADVENTURES has launched a river cruise programme targeted at younger travellers who want less-inclusive prices and more interaction with the communities they are visiting.

Options include a one-week Amazon cruise round-trip from Iquitos on the 30-passenger Amatista and six nights on the Ganges in India cruising from Patna to Farakka, from where there is a six-hour train journey to Kolkata.

There is also a seven-night voyage on the Mekong in Cambodia and Vietnam packaged with a hotel night each in Siem Reap and Ho Chi Minh City and a one-week cruise round-trip from Dijon on the canals of Burgundy in France on CroisiEurope's 22-passenger barge Daniele.

Prices start from £1,199 per person for the Ganges cruise and include bed, board, local transfers and tours. International flights, drinks and gratuities are extra.

G Adventures vice-president of innovation Jeff Russell said: "We are breaking away from the all-inclusive model to get travellers off the boat, into local communities and making a difference to local economies."

gadventures.co.uk

NEWS BRIEFS

PANDAW has added seven departures to its 10-day Halong Bay and Red River cruise in Vietnam next year. There will be three extra sailings in January and two each in February and March. From £3,200 per person cruise-only departing March 2017.

TRANSINDUS is offering 11-day expedition cruises along Myanmar's Andaman coastline. The voyage, between Yangon and Kawthaung, is on the 18-passenger Andaman. From £2,850 per person cruise-only.

LAST FRONTIERS is offering island-hopping cruises around the Galapagos on MV Origin, a 20-passenger mega-yacht launched in March. From £6,040 per person for a seven-night cruise and two nights in Quito including flights.

comment

WILKINSON'S WORLD

Nick Wilkinson
general
manager,
NE MEA
Norwegian
Cruise Line



Hello again everyone.

With the summer holidays nearly upon us, customers are looking to take advantage of a multitude of cruise options; whether booking fly-cruise, cruise-only or cruise and stay, there are so many opportunities for them to create a cruise package to suit their needs.

During this busy time make sure you understand your customers' needs. So often missing a small detail can mean that the wrong choices are made. This can ultimately lead to a disappointing holiday and a disappointed customer. So find out exactly what they are looking for – and also what the rest of their party's requirements are.

If they have children, are they young or old? What are their interests? Do they want a holiday that is all about relaxation? Or are they looking to explore new destinations and have a packed itinerary?

Remember too that cruise companies are now travelling to more incredible destinations than ever before, and so agents need to know the current trends.

One of the hot destinations is Scandinavia with its Fjords, North Cape and Copenhagen as a hub, but trends come and go and there is always something new on the horizon that just might meet your customers' needs.

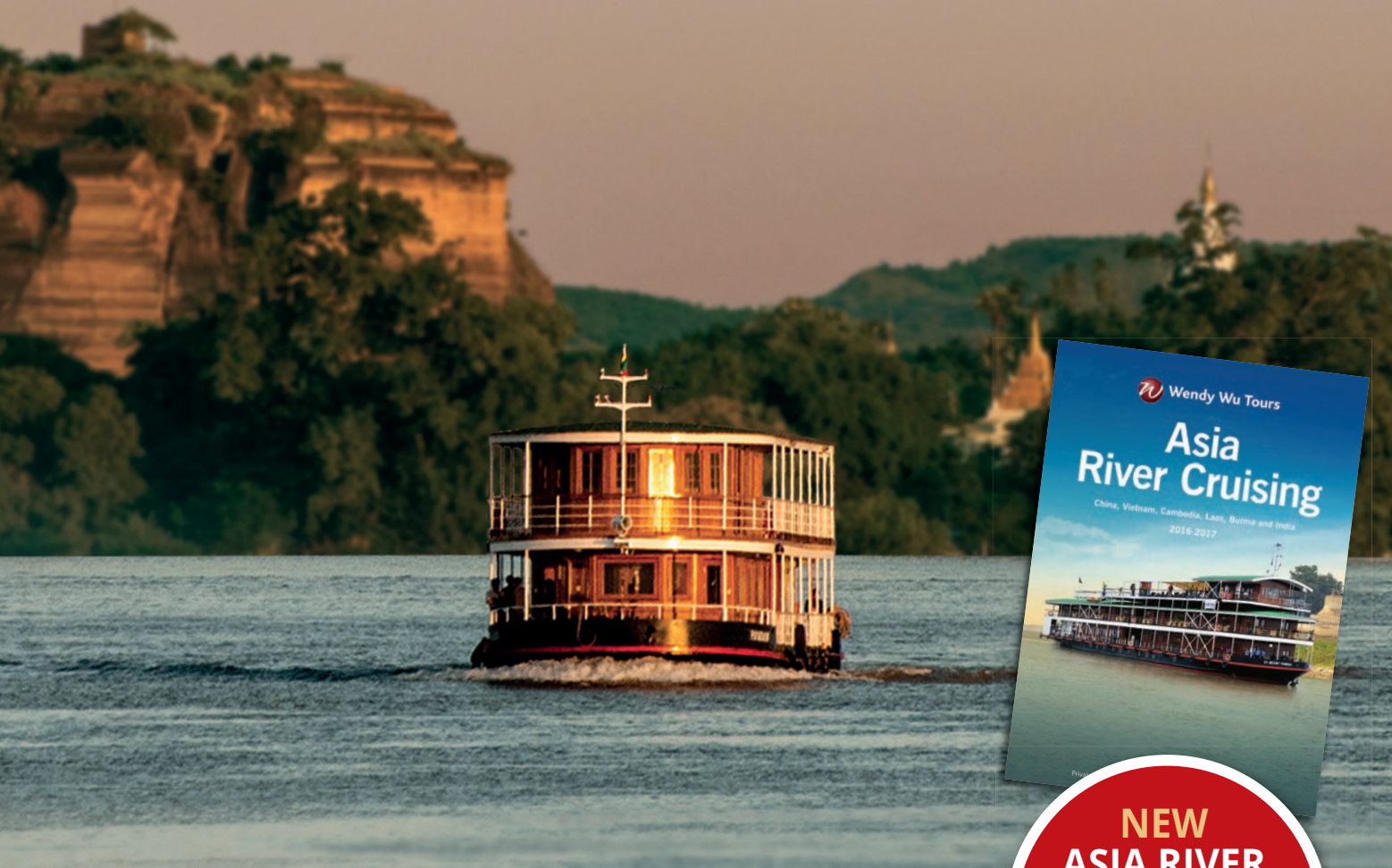
There are so many incredible landmarks in new destinations that many will not have seen before so you'll need to bring the destination to life. Using images of locations across social media and instore can help you sell new itineraries. If you are looking for inspirational imagery, simply reach out to your preferred cruise companies and they'll be more than happy to help.

Going the extra mile can help you build your relationship with the consumer. But you don't need to do this on your own. The cruise industry is always there to help, providing online and instore training and point of sales supplies.

So, as we start to enjoy a bit of sunshine, let's continue to develop relationships with consumers and show just why the cruise industry is so diverse. I'm excited – are you?

DISCOVER THE REAL ASIA

Experience the diverse landscapes, history and culture of Asia's most beautiful destinations in a whole new way – from the comfort of your luxury cruise ship.



WHY CHOOSE RIVER CRUISING WITH WENDY WU TOURS?

- ✓ Explore Asia in a more authentic way
- ✓ First-class service on board
- ✓ Hand-picked, intimate cruise ships
- ✓ All meals included
- ✓ Visas included in your tour price
- ✓ Dedicated National Escorts

**NEW
ASIA RIVER
CRUISING
BROCHURE
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wendywutours.co.uk

0800 144 5202

tradesupport@wendywutours.co.uk



Wendy Wu Tours

ABTA W7994. ATOL 6639.

TOOLS of the TRADE

Here we reveal the latest cruise training opportunities, incentives and fam trip offers



MSC HOSTS PREZIOSA MEGA-FAM

MSC CRUISES RECENTLY HOSTED A five-night mega-fam, which took place on board MSC Preziosa. Fifty agents won the all-inclusive trip. They enjoyed an excursion

in Rome, a behind-the-scenes tour, dinner and business sessions. Pictured on board at the spa are the agents, TUI staff, and spa staff.



SAIL AWAY WITH TITAN

TO CELEBRATE THE LAUNCH OF ITS new river cruise charters on the MS Serenade 1, Titan has a new agents' incentive. From May 1 to October 31, the top 10 river cruise bookers will win a place on the first MS Serenade 1 fam trip in Spring 2017.

Agents can also claim a £20 Love2shop voucher for any river cruise booking by emailing the booking reference to agentincentives@titantravel.co.uk within seven days of making the booking. titanagents.co.uk



GOURMET TRAVEL WITH PONANT

A GROUP OF TRAVEL AGENTS WERE recently hosted for lunch on board PONANT Yacht Cruises' L'Austral, in London.

The day started with a welcome glass of Veuve Cliquot champagne, followed by a tour of the ship and a gourmet lunch with the company's international sales director, Stephen Winter.

The company offers a 75% discount on itineraries for agents who want to try

the product and sail on board one of the company's five ships.

Pictured on board L'Austral from left to right are:

Amy Sharpe, marketing manager, eWaterways Cruises Ltd; Daniela Wagner, Connecting Travel; Stephen Winter, PONANT international sales director; Suzanne Pressman, Colletts Travel; Caroline Maxwell-Scott, Spirit Away Travel. ponant.com

5 The number of nights in MSC's recent mega-fam on MSC Preziosa

100 The number of agents that can earn £250 prizes from Celebrity Cruises

£25,000 WORTH OF PRIZES ON OFFER FOR TOP SELLING AGENTS

CELEBRITY CRUISES IS GIVING 100 agents the chance to earn £250 worth of Celebrity Rewards points, and additional giveaways, when celebrating the offer of free drinks packages and up to \$500 onboard spending money for cruise guests choosing ocean view accommodation and above on selected European cruises.

Between now and July 3 2016 the 100 agents achieving the most bookings, or the most growth in bookings, will receive £250 of Celebrity Rewards points plus trophies, flowers, luxury hampers and more in order to enjoy a Celebrity Moment. Additional spot prizes will be awarded by the Celebrity Cruises sales team until the end of June.

All of the packages are based on two guests and can also be applied to bookings for four people with free classic non-alcoholic drinks packages for guests three and four.

Agents can earn Celebrity Rewards points for every booking they make, and can convert the points into luxury gifts, such as designer jewellery, tech gadgets, or even exchange their earnings for cash.

THE FOUR FIXED POINT TIERS ARE:

- **Suite Class booking** – 1000 points or £10
 - **AquaClass or Concierge Class booking** – 750 points or £7.50
 - **Balcony accommodation** – 500 points or £5
 - **Interior or oceanview accommodation** – 250 points or £2.50
- cruisingpower.co.uk



A TOUCH OF LUXURY

SCENIC RECENTLY HOSTED A LUXURY river cruise fam trip on board the new Scenic Amber.

The group of agents sailed from Passau, Germany, stopping in Salzburg, Vienna, Melk and Durnstein with included experiences at Vienna's Spanish Riding School and Salzburg's Sound of Music and Alps Experience.

Scenic Amber, the newest Space-Ship to join Scenic's luxury fleet, features all-suite accommodation, fine dining in a choice of

venues and personal butler service for every guest.

Catherine Bulger, agency sales co-ordinator said: "It really was the best fam trip with incredible agents enjoying fabulous experiences on the beautiful Scenic Amber".

Pictured at Vienna's Palais Liechtenstein from left to right are: Dom Crockatt, Cruise118; Tiffany Woodley, Myriad Travel; Lisa McGovern, Holiday Explorer; Gillian Polyhos, Olive Lounge; Anthony Donovan, Destinology; and Rachel Greenough, Global.



NEW APPOINTMENTS



CRYSTAL CRUISES

has announced the appointment of long-time luxury cruise industry executive **Christian Sauleau** as its new senior vice president of operations and total guest satisfaction. In this newly created position, Sauleau will report directly to Thomas Mazloum, Crystal's chief operating officer, and will oversee Crystal's departments of marine, hotel, food & beverage, entertainment and land programmes. He will also manage safety and security operations, as well as officer and crew hiring processes and development, with the goal of maintaining the line's long-celebrated standard of excellence and guest satisfaction ratings. Sauleau will be working closely with Crystal's teams in its Los Angeles headquarters and Miami branch office.



UNIWORLD BOUTIQUE RIVER CRUISE COLLECTION

has announced the appointment of **Jeremy Reitman** as the new chief marketing officer. Reitman will be responsible for both online and offline marketing, with a focus on communicating the cruise line's position in the river cruise market and enhancing digital products and services delivered to Uniworld's trade partners worldwide.



TUI UK & IRELAND

has announced that **Helen Caron** will become director for distribution and cruise, focusing on multi-channel distribution and customer service delivery. She is currently managing director of Thomson Cruises. Fraser Ellacott, director of distribution and sales, will leave at the end of June after 11 years with the business.



TUI DISCOVERY WILL MAKE HER DEBUT in Palma de Mallorca on June 9, and then spend the summer cruising in the Med before heading to the Caribbean for the 'winter.' It will be the largest ship to join Thomson Cruises' fleet.

In summer 2017 the ship will again be based in Palma, and will be the first Thomson Cruises ship to offer an all-inclusive drinks package as standard, instead of as an optional extra.

The new flagship in the Thomson Cruises fleet carries 1,830 passengers and 761 crew. Almost 40 per cent of the cabins have balconies – a much higher proportion than any other Thomson Cruises ship.

Built as Splendour of the Seas for Royal Caribbean International, she was given a £37 million makeover as recently as 2011, adding suites and new restaurants.

Thomson Cruises has taken the ship back to the same yard in Cadiz to completely re-paint her exterior in the new livery, and to refresh the interiors once more.

TUI Discovery will have more of everything than any other Thomson Cruises ship. There are four venues for breakfast and lunch, seven restaurants for dinner, and a choice of casual or formal, gourmet or street food, healthy or indulgent, with only two of the restaurants requiring an extra charge.

Celebrity restaurateur Ian Pengelley, a leading Pan-Asian chef and former executive head chef at Harrods, will oversee the menu in Kora La, the ship's fusion restaurant. Among the new signature restaurants, Gallery 47° is a trendy Italian on the second level of TUI Discovery's main dining room.

Snack Shack is on the Pool Deck, and themed around brightly coloured British beach huts, serving grilled foods and party snacks such as quesadillas and nachos during the day, and popcorn and cocoa during evening cinema shows on the big outdoor screen.

TUI Discovery also introduces a new entertainment programme, with interactive quizzes and virtual orchestras adding to the mix of live entertainment in the ship's well-equipped theatre.

A brand new children's spectacular, Splash Live, which sees animated characters come to life, will be added to the line-up, and there's also a wide range of family-friendly activities including a climbing wall and mini golf; The Hideout, a teen room complete with karaoke booth; and Baby Centre. Meanwhile parents can indulge themselves in the ship's luxurious spa, casino, and in The Veranda – an exclusive, adults-only sunbathing area.

Helen Caron, managing director of Thomson Cruises, says: "On TUI Discovery,

VOYAGE OF

Clients can explore fabulous destinations with Thomson Cruises' new flagship – and travel in luxury like never before



THE SHIP

TUI Discovery

Tonnage 69,130

Length 866ft

Width 105ft

Speed 22 knots

Passenger decks 11

Cabins 915

Passengers 1830

Crew 761

Restaurants 7

Bars 7

Pools 2



Thomson Cruises' Highlights of the Mediterranean itinerary includes Rome...

DISCOVERY



TUI Discovery



Cabins are decorated in restful neutrals



The Pool Deck – also home to Snack Shack and an outdoor movie screen

THE CRUISES

● **HIGHLIGHTS OF THE MEDITERRANEAN**
Saturday departures from Palma de Mallorca between June and October 2016, visiting Ajaccio, Corsica; Civitavecchia (for Rome); Livorno (for Florence and Pisa); St Raphael (for St Tropez and Cannes) and Barcelona. Fares from £779 per person (Oct 15).

● **PARADISE ISLANDS**

7-night cruises departing from Bridgetown, Barbados, between Nov 2016 and April 2017, visiting Bequia, the Grenadines; St

John's, Antigua; Philipsburg, St Maarten; Basseterre, St Kitts; Road Town, Tortola. Fares from £1,169 (Nov 13).

● **SEVEN SHORES**

7-night cruises departing from Bridgetown, Barbados, between December 2016 and March 2017, visiting St George's, Grenada; Roseau, Dominica; Fort de France, Martinique; Pointe-a-Pitre, Guadeloupe; Kingstown, St Vincent; Castries, St Lucia. Fares from £1,299 (March 26).

we will be offering our customers more choice and balance so they can really personalise their cruise with us. I'm confident the new signature restaurants will delight our current customers and attract new ones, too, especially families."

The new ship's summer 2016 itineraries – Highlights of the Mediterranean, Cosmopolitan Classics, Mediterranean Secrets and Magic of Spain – will take in some of the most popular European spots, including Naples (for Pompeii) in Italy and Barcelona and Cadiz (for Seville) in Spain.

Customers, particularly families, will be able to make the most of the programme, with Saturday sailings and flights from 22 regional airports across the UK and Ireland.

In line with Thomson Cruises' plan to introduce more destination-rich itineraries, TUI Discovery will depart from its home port in Barbados for winter 2016 on an all-new 'no sea day' Seven Shores Caribbean cruise. Ports of call include Bridgetown, Barbados; Fort de France, Martinique; Roseau, Dominica; Pointe a Pitre, Guadeloupe; Castries, St Lucia; Kingstown, St Vincent, and St George's, Grenada.

The 2017 Thomson Cruise programme also sees the Thomson Cruise fleet operating in the eastern and western Mediterranean, and for the first time since 2014, in the UK.

TUI Discovery and Thomson Majesty will both be based in Palma, Majorca, while Thomson Dream will sail from Corfu and offer customers the ultimate island-hopping experience. Thomson Spirit will move to Dubrovnik, Croatia, and offer adult-only cruising, while the fifth ship in the fleet, Thomson Celebration, will split its summer between Malaga, Spain, in May and October, and ex-UK sailings from Newcastle between June and September.

Thomson Cruises' summer 2017 programme includes flights from 22 regional airports with new routes from London Southend to Palma, and Doncaster Sheffield to Dubrovnik.

With so many new adventures on offer, there's never been a better time to book your clients a dream cruise. ■

For further information, please search on your agent browser, or visit www.thomson.co.uk/cruise



Q&A

TONY ROBERTS

vice president,
Princess Cruises UK
and Europe



HOW LONG HAVE YOU WORKED IN YOUR CURRENT JOB AND WHAT ATTRACTED YOU TO THE ROLE?

I've been in my current job for seven months but I have worked in the cruise industry for 16 years in a variety of roles covering customer services, sales, finance and IT. Running the UK and Europe business for Princess Cruises is the dream job for me.

WHAT DO YOU LIKE BEST ABOUT THE CRUISE INDUSTRY?

For me, the best thing about the cruise industry is that we deliver our guests' dream holidays. Taking a holiday at sea can offer so much more than a packaged land holiday. Before I joined Carnival, I worked for a financial services company and a company that made industrial features for ships, which was what attracted me to cruise. I've been addicted ever since.

HOW IS YOUR COMPANY DIFFERENT TO OTHER CRUISE LINES?

It is constantly developing bold and exciting initiatives aimed to enhance the premium experience offered onboard, from the high-end cuisine to exceptional customer service, fantastic shore excursions and innovative onboard features. Princess was recently voted 'Best Premium Cruise Line' at the Wave awards, which I believe is a reflection of the dedication we put into ensuring our guests have meaningful holiday experiences that will stay with them for a lifetime. In addition, all our ships have most of the same unique onboard features and layout, so even if guests are in a new destination on a different ship, they will always have that familiarity and can feel at home on a Princess ship.



CV

**SEPTEMBER
2015 – TO DATE**
**Princess Cruises
UK and Europe,**
vice president

2014 – 2015
Carnival UK
director of
technology
services &
director of
technology
partnering,
Carnival UK

2014 – 2014
Carnival UK
director of
technology
partnering

2013 – 2014
Carnival UK
technology
business partner
– commercial

**Tony has worked
at Carnival UK
since 2000.**

WHAT ARE YOU LOOKING FORWARD TO MOST ABOUT YOUR JOB OVER NEXT TWELVE MONTHS?

2016 has so far been a fantastic year for the company. I'm looking forward to building on our strong performance from the Wave period and continuing to develop our partnership with agents. Our sales team has been travelling across the UK, meeting with travel agents on the 'Come Back New tour'. And in 12 months' time we will see the launch of Majestic Princess, which will be visiting Europe for her maiden season in April and May before she heads to China, where she will then be based year round.

HOW HAS THE CRUISE MARKET CHANGED IN THE LAST 10 YEARS?

The cruise market continues to break through the preconceptions and stereotypes of the past and appeal to a broad and multi-generational audience. Over the last ten years the cruise market has grown by two-thirds, which goes to show the increasing popularity of cruising as a holiday choice.

WHAT IS THE TARGET MARKET OF YOUR COMPANY?

Although our guests may have different ideas of what is important to them when they cruise, all of them have the desire for a holiday with substance. They may look to have an adventure, to explore new destinations, to learn about new cultures and cuisines, or to relax and take a break from the stresses of everyday life. But what they all have in common is that they are looking for a meaningful experience on their holiday. That's why we call our guests 'meaningful travellers', as we target those who value taking a cruise that leaves them with a new perspective.

WHAT IS THE BIGGEST CHALLENGE FACING CRUISE SALES?

The misconceptions of cruising that still exist. There are people who are concerned that a holiday at sea isn't for them. One way we focus on helping our travel agents overcome this challenge is through our agent-dedicated online portal, onesourcecruises.com.

HOW DOES THE COMPANY WORK WITH THE TRAVEL TRADE?

We have a large team dedicated to supporting the trade. At head office level we have our sales managers, and out on the road we have our Academy Team to support both retail and call centre staff.

The company has recently re-invigorated its business development function and now has a dedicated resource to focus on working with smaller travel agents.

TOP THREE SALES TIPS FOR TRAVEL AGENTS SELLING CRUISE

1 Focus on the experience a cruise offers – not just the features on the ship and the ports of call, but also what guests will get out of it on an emotional level.

2 A cruise is a great way to learn something new, make new friendships and create new stories.

3 You should also focus on the USP cruising offers - the chance to explore the world, waking up in a new destination each day without having to pack and unpack.

TUI DISCOVERY IS ALL INCLUSIVE FROM SUMMER 2017.



Say hello to TUI Discovery, the latest addition to our fleet. Plus, from summer 2017 everyone goes All Inclusive, meaning a huge choice of drinks, meals and most onboard activities will all be part of the deal.*

Search on your Agent Browser

WELCOME TO THE
WORLD OF



*All Inclusive on TUI Discovery applies to sailings departing on and after 6th May 2017. On TUI Discovery cruises, everyone receives our All Inclusive package. All Inclusive drinks include selected draught and bottled beers, spirits, aperitifs, cider, soft drinks by the glass, house wine and house Prosecco by the glass, selected hot drinks and selected cocktails. Free filtered water stations are also available. Some branded spirits and premium drinks, such as cocktails, Champagne, malt whiskies, guest beers, all speciality coffees, bottled water and some premium hot drinks, aren't included. Drinks are available from all bars, lounges and restaurants. If you order any drink between 2am and 10am, it'll be charged to your onboard account. The minimum drinking age on our ships is 18. The All Inclusive package only applies when you're on the ship and doesn't apply to hotels on Cruise & Stay or Stay & Cruise holidays. The following dining venues are included in your All Inclusive package – 47°, Gallery 47°, Islands, Snack Shack and The Glass House. Additional Supplements apply to selected dishes in The Glass House and Gallery 47°. Times for inclusive meals and snacks vary. The following facilities are included in your All Inclusive package – mini golf, The Wall, The Veranda (adults only), Gamerzone, Baby Centre, Kids' Club, The Hideout (and Karaoke booth), Movies by Moonlight. There are time limits or age restrictions on some of these activities. The safety deposit box in your cabin is included. Telephone calls, internet and excursions will come at a supplement. Please see www.thomson.co.uk or the relevant brochure for full booking terms and conditions that apply. All the flights and flight-inclusive holidays are financially protected by the ATOL scheme. When you pay you will be supplied with an ATOL Certificate. Please ask for it and check to ensure that everything you booked (flights, hotels and other services) is listed on it. Please see our booking conditions for further information or for more information about financial protection and the ATOL Certificate go to: www.atol.org.uk/ATOLCertificate. Thomson Cruises is a trading name of TUI UK Limited, a member of TUI Group. Registered office: TUI Travel House, Crawley Business Quarter, Fleming Way, Crawley, West Sussex, RH10 9QL. Registered in England No: 2830117. ABTA No: V5126.

CULTURAL RIVER CRUISES

RECOMMEND AN EXCITING DESTINATION OR THEMED
CRUISE FOR CULTURE-LOVING CLIENTS



1

VIKING RIVER CRUISES - RUSSIA

VOLGA & RUSSIAN WATERWAYS

The BBC's recent adaptation of War and Peace triggered an interest in all things Russian. See some of the sights featured in the series, and much more, on Viking's 12-night Waterways of the Tsars Moscow to St Petersburg itinerary. From the Kremlin and Red Square to the opulent Catherine Palace and treasure-filled Hermitage museum, the cruise brings Russia's unique culture to life. Other highlights include the quaint Golden Ring towns of Yaroslavl and Uglich that played a key role in Russian history.

vikingrivercruises.co.uk



2

PANDAW - BURMA

CHINDWIN RIVER

The Chindwin River that flows down the western side of Burma is the quietest, and the largest, tributary of the Irrawaddy. Pandaw pioneered river cruising in Burma and its small teak ships, influenced by the colonial vessels of the Irrawaddy Flotilla Company, reach stretches of the Chindwin inaccessible to larger vessels. Sailing past rural landscapes scattered with pagodas and Buddha statues, the 10-passenger Kalay Pandaw stops at remote villages where western visitors are a novelty and giggling children follow groups like the Pied Piper.

pandaw.com



3 CROISIEUROPE - FRANCE **THE LOIRE**

CroisiEurope made a splash by launching the Loire Princesse, which uses paddlewheel technology to negotiate the notoriously shallow waters of the Loire, previously out of bounds to hotel boats. The five and seven-night round-trip itineraries sail out of Nantes, where Les Machines de L'île is a fantastic regeneration of the old shipyard inspired by science fiction author Jules Verne, complete with a giant wooden elephant that sprays water over unsuspecting passers-by. The city's art trail includes intriguing installations located along, and even in, the river. croisieurope.co.uk



5 AVALON - EUROPE **JEWISH HERITAGE**

Selected sailings on Avalon's Danube Dreams itinerary, from Budapest to Prague, explore the formation of Judaism, visiting landmarks, monuments and museums significant to Jewish history. The Jewish heritage cruises include a visit to Budapest's Great Synagogue, the largest in Europe, with an adjoining museum, and a walking tour of Jewish Vienna and Prague's Josefov Jewish Quarter with expert local guides. Most poignantly, clients can visit the wartime ghetto of Terezin, where tens of thousands of people died during Nazi occupation. avaloncruises.co.uk



4 TAUCK - EUROPE **MUSIC ON THE DANUBE**

Hit the high notes and follow the footsteps of musical giants such as Mozart, Beethoven, Bartok, Schubert, Liszt, Strauss and Haydn on an 11-night trip through the heart of Europe, which includes a seven-night cruise. Taking in Prague, Vienna, Salzburg, Bratislava and Budapest, cruises are accompanied by Tauck's "maestros". The music experts and performers lead excursions and enrich the onboard experience with interactive workshops, seminars and performances on the Blue Danube – the most musical of rivers. tauck.co.uk



6 EUROPEAN WATERWAYS - FRANCE **ART ON THE CANAL DU MIDI**

Families and groups of friends can brush up on their painting skills with a six-night cruise on the 10-passenger hotel barge Athos. Available exclusively for charter, the art-themed cruise sails from the fishing port of Marseillan to Argeliers. Suitable for accomplished artists or beginners, the beautiful scenery of southern France provides plenty of inspiration and the onboard guide will point out the best spots to paint a lasting memory, such as the four bridges of Beziers and the panoramic view over the Collegiale cathedral in Capetang. gobarging.com

For *all-star* value, choose an All Inclusive cruise



Book your customers on one of these All Inclusive cruises and they'll have every reason to celebrate.

That's because, whether they're Christmas shopping on the Continent or joining the St Patrick's Day party in Dublin next year, they'll be able to enjoy cocktails before dinner, order drinks at the bar, indulge in an aperitif or relax with a nightcap – without ever worrying about the bar bill.

Don't forget they'll also enjoy our included chauffeur service to the port up to 250 miles each way†, 24-hour room service, an unlimited luggage allowance, on-board gratuities, portage and more.

It all adds up to one star value holiday, with all the drinks on us!



ABTA
W8164 / W8179

SA reduction of £40 applies to both of the above cruises if you do not need the optional insurance and additional cancellation rights - call for details. Fares are per person based on two people sharing the lowest available inside cabin for St Patrick's Day Getaway and the lowest available outside cabin on Christmas Markets. Fares were correct at the time of going to print and are subject to availability and change. Other cabin grades are available. *On all our cruises we set aside a number of cabins within each grade at a discounted fare, with the highest discount of 35% available on selected grades. These cabins are sold on a first come, first served basis and as they're sold, the discount reduces.†Private chauffeur service for distances of up to 75 miles each way or a shared chauffeur service from 76-250 miles, please call for full details. Please also call for further details of how our discounts work and for details of the cabin guide and deck plans. Please note: #All inclusive includes selected wines at lunch and dinner, Saga house-branded spirits, cocktails containing house-branded spirits, draught beer and lager, non-alcoholic cocktails, all mixers and soft drinks. All excursions mentioned are optional, at an additional cost and are subject to availability and change. Some of the highlights detailed may only be seen on optional excursions or by exploring independently. Terms and conditions for £100 Shopping Voucher Cruise Incentive: To qualify, book any Saga Cruise between March 1-June 30, 2016, for any departure date. To enter the prize draw, simply email incentives@saga.co.uk with your ABTA, full name and booking reference within seven days of confirming the booking. For full details visit saga.co.uk/agents. **NHA-CC2734**



Christmas Markets

December 15, 2016 ■ 5 nights aboard Saga Sapphire

All inclusive[#]

5 nights from **£849**

including optional travel insurance provided by Cigna Insurance Services (Europe) Limited or a reduction of £40 if not required[§]

SAVE up to 35% off the full fares*

INCLUDING... Selected drinks[#] ■ Travel to and from Southampton ■ Optional travel insurance and additional cancellation rights, or a reduction if not required[§] ■ All gratuities on board ■ All meals and entertainment on board – please call for details.

Relish the festive markets of Bremen and Bruges, scented with freshly-baked gingerbread and hot Glühwein, and soak up the culture of the vibrant city of Amsterdam.

Calling at... Southampton, England • Bremerhaven (for Bremen), Germany • IJmuiden (for Amsterdam), Netherlands • Zeebrugge (for Bruges), Belgium • Southampton, England.

Cruise code: SA309.

St Patrick's Day Getaway

March 15, 2017 ■ 7 nights aboard Saga Pearl II

All inclusive[#]

7 nights from **£1,132**

including optional travel insurance provided by Cigna Insurance Services (Europe) Limited or a reduction of £40 if not required[§]

SAVE up to 25% off the full fares*

INCLUDING... Selected drinks[#] ■ Travel to and from Dover ■ Optional travel insurance and additional cancellation rights, or a reduction if not required[§] ■ All gratuities on board ■ All meals and entertainment on board – please call for details.

Cruise to Dublin for an overnight stay and the chance to join in the celebrations and merriment of St Patrick's Day. You'll also discover the attractions of Liverpool and fascinating heritage of Cobh.

Calling at... Dover, England • Dublin, Ireland • Liverpool, England • Cobh (for Cork), Ireland • Dover, England.

Cruise code: P2170.

Call **FREE** on **0800 074 8021** or visit saga.co.uk/agents
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HARMONY OF THE SEAS

Royal Caribbean International's newest ship, the largest cruise ship in the world, launched last month in Southampton. Here it is at-a-glance

FAST FACTS

international crew **2,300**

guests **5,497**
(double occupancy)

guests **6,410 (total)**

grt **227,000**

feet wide **218**

feet draft **30 1**

feet long **1,187**

cruising speed **22 knots**

staterooms **2,747**

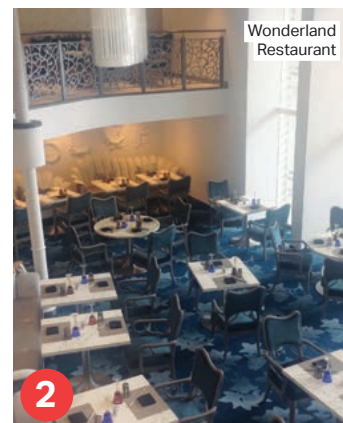
passenger elevators **24**

total decks **18**

guest decks **16**

ROOMS:

- STATEROOMS 2,747
- Balcony 1,768
- Outside 266
- Inside 524
- ¾ berth 717
- Accessible 46
- Promenade 18
- Virtual balcony 76



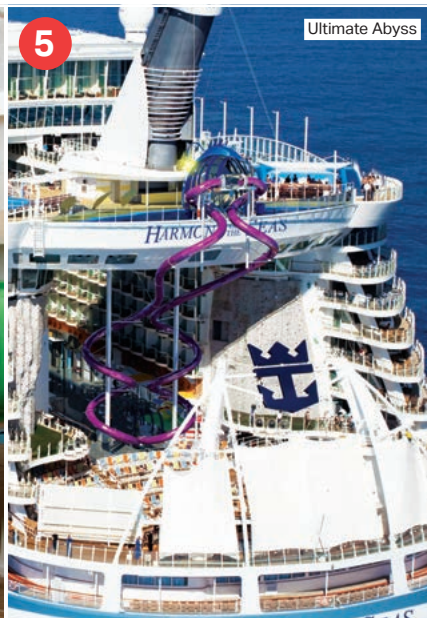
RESTAURANTS -

- 30 restaurants, cafes and bars including Wonderland and Jamie's Italian





The Perfect Storm



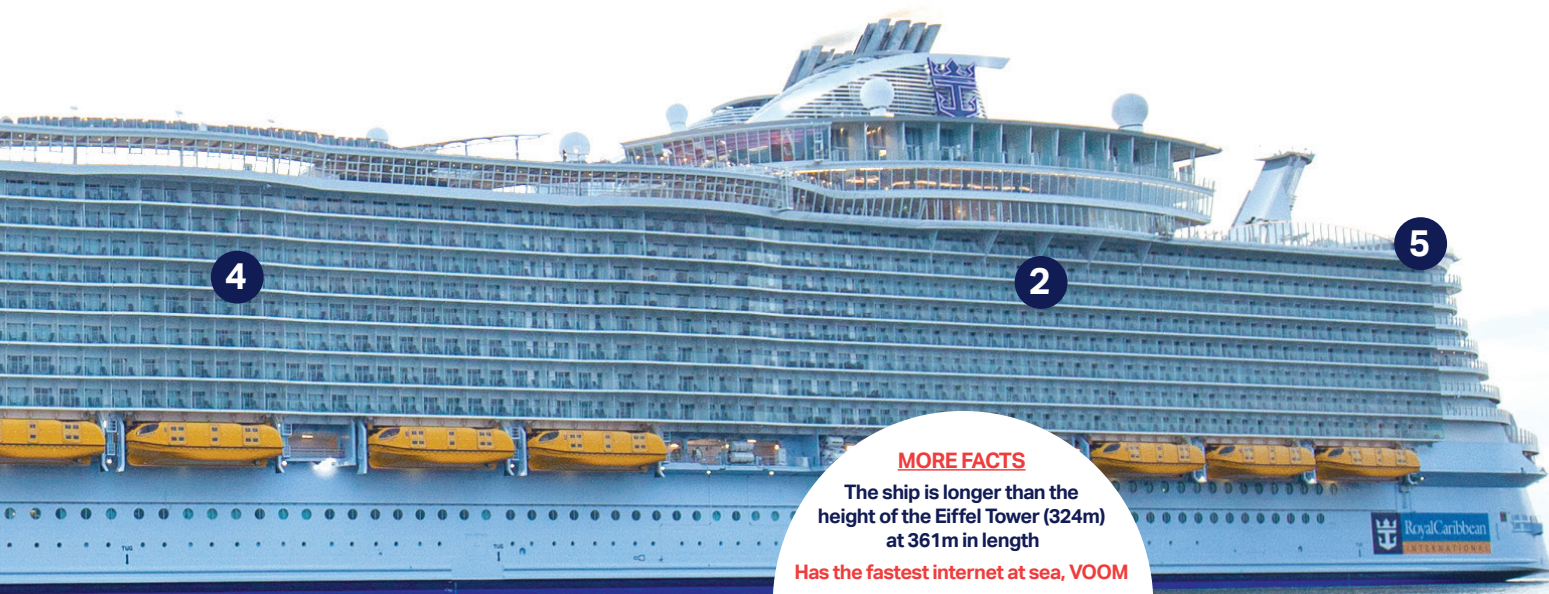
Ultimate Abyss

SEVEN NEIGHBOURHOODS

- Central Park
- Vitality at sea spa and fitness centre
- Boardwalk
- Entertainment Place - Grease, Columbus The Musical! and performances at the AquaTheater
- Royal Promenade
- Youth Zone
- Pools and sports zone - 30 sporting activities available - ice skating, surfing and BlongoBall among them - and includes: Ultimate Abyss - a 10 story slide, the tallest slide at sea The Perfect Storm - trio of waterslides Splashaway Bay - kids' water park



Central Park



MORE FACTS

The ship is longer than the height of the Eiffel Tower (324m) at 361m in length

Has the fastest internet at sea, VOOM

The Central Park neighbourhood features 10,587 plants, 48 vine plants and 52 trees - some over 20 feet (6.1 metres) high

The ship's length is the equivalent of 32.5 double-decker buses laid end to end

And back home again!

t: 0843 0843 003



SENSATORI RESORT, JAMAICA

LAND

DEPARTURE: NOVEMBER 3 2016

Thomson offers seven nights staying at Thomson's 5T Sensatori Resort Jamaica on an all-inclusive basis. The price is based on two adults sharing and includes flights departing from Gatwick and transfers.

THE SENSATORI RESORT JAMAICA

187 ROOMS
4 OUTDOOR POOLS
BEACH CLUB-STYLE POOL AREA
REGGAE AND RUM LOUNGE
FREE WI-FI ZONES

Wedding day opportunities and honeymoon offer
Located on the famous Seven Mile Beach in Negril, on the west coast of the island

Footsteps from the Caribbean Sea
10-minute taxi ride from the centre of Negril
1 hour and 30 minutes from Montego Bay Airport

FOOD AND DRINK

ALL INCLUSIVE
BREAKFAST
LUNCH
EVENING MEAL
DRINKS
SNACKS

Buffet breakfast, lunch and dinner, with meals included in all restaurants as part of the Gourmet All Inclusive package. Local and some international drinks included. Complimentary minibar in the room. Snacks at set times and room service included.

There are also different room types, including swim-up rooms that feature over-the-water daybeds.

ENTERTAINMENT

Low key, beach party (once a week), live music in the Rasta Lounge.

FACILITIES

At least 4 restaurants
Sports line-ups
Modern children's facilities
Entertainment
World-class spas

FLIGHT WITH THOMSON AIRLINES

Direct flights from 7 UK airports
Fly on the Dreamliner
Enjoy complimentary drinks
Upgrade to Premium Club for additional benefits
UK airport lounge access for Premium Club guests

thomson.co.uk

PRICE FROM **£1,236** PER PERSON

JAMAICA

THIS TIME WE LOOK AT LAND VERSUS
WATER HOLIDAYS FROM JAMAICA
OFFERED BY THOMSON

Thomson has provided its closest land and cruise options from Jamaica so we can see how they compare on what's on offer, the price and activities available.

Both are seven nights, and while clients can enjoy kicking back at the Sensatori Resort for a week with all they need to have a relaxing holiday, the water/cruise option offers the opportunity to explore different destinations and experience everything in a 'resort' whilst on the ship.

The cruise is also less expensive than the land option. Perhaps clients would not expect this given that so much is included and that there's also the chance to visit different destinations.

Therefore, if a client enquires about a land/resort holiday, it's worth suggesting a water/cruise option. It's one they might not have previously considered – or believed they could afford.

LEE ASHTON
sales agent, Thomson
Superstore, Bolton:

"When a customer books onto a Thomson Cruises itinerary they have more time to explore the destination as almost all of our cruises have only one day at sea and set sail at night, maximising time spent ashore. And because we want to ensure that all of our customers are able to immerse themselves in the destination we are constantly working on improving and developing our itinerary selection. We also include all tips and service charges in our prices and our crew go the extra mile to make everyone on board feel at home, so customers can expect exceptional value without compromising on service."

Seven Mile Beach



Sensatori Resort
Jamaica, Amber Pool

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Maya Pyramid, Belize



UNIWORLD
BOUTIQUE RIVER CRUISE COLLECTION®

MAYAN TREASURES

WATER

DEPARTURE: DECEMBER 6 2016

Thomson Cruises offers a seven-night Mayan Treasures cruise on Thomson Dream. This cruise departs from Montego Bay, Jamaica and visits Rotan, Honduras; Belize City, Belize; Costa Maya, Mexico; and Cozumel, Mexico. Based on two adults sharing a deck 6 or 7 inside cabin on a full-board basis. Flights are from Birmingham or Gatwick airport. The price includes return flights, transfers, port taxes, tips and service charges.

THOMSON DREAM

12 DECKS
757 Cabins
6 RESTAURANTS
8 BARS
2 POOLS
7 LIFTS

MAYAN TREASURES ITINERARY

DAY 1 – Montego Bay, Jamaica
DAY 2 – At sea
DAY 3 – Rotan, Honduras
DAY 4 – Belize City, Belize
DAY 5 – Costa Maya, Mexico
DAY 6 – Cozumel, Mexico
DAY 7 – At sea
DAY 8 – Montego Bay, Jamaica

FOOD AND DRINK

ALL INCLUSIVE
BREAKFAST
LUNCH
EVENING MEAL
DRINKS
SNACKS

ENTERTAINMENT

The show lounge offers West End-style shows and UK comedy acts. Elsewhere, there's live music and daytime games for the family. There is also a casino.

FLIGHT WITH THOMSON AIRLINES

Direct flights from 7 UK airports
Fly on the Dreamliner
Enjoy complimentary drinks
Upgrade to Premium Club for additional benefits
UK airport lounge access for Premium Club guests

thomson.co.uk/cruise



Thomson Dream

PRICE FROM £997 PER PERSON



VIKING SEA VOYAGE

From Barcelona to Lisbon and beyond on Viking Cruises' spacious and well-appointed new ocean ship **BY JILL SAYLES**

Viking Cruises recently welcomed its second ocean ship, the Viking Sea. I joined the ship for a journey from Barcelona to Lisbon - part of its Passage Through Western Europe itinerary - and re-joined the vessel for its christening ceremony in Greenwich.

It was a feeling of light, airy space that I first noted on entering the ship's three-deck Atrium and 'living-room'. That was a feeling that never really left me throughout the journey. Classed as a small ship somewhere between premium-plus and luxury, with 930 passengers, there was never the need to queue or feeling of being cramped on

this smaller ocean vessel. In fact, on three consecutive days I enjoyed my morning swim in the Main Pool all to myself. This area situated mid-ship, by The Wintergarden - a place for having tea and relaxing - became one of my favourites. The pool area has a retractable roof and a cinema screen for film nights. There's also a pool-side grill for al fresco lunches.

ACCOMMODATION

Accommodation is in a choice of five categories of stateroom, all with king-size beds, shower room, LCD TV, and private veranda. I had a 338 sq ft penthouse veranda with a spacious shower room and heated

floor. In addition, I got to try the 270 sq ft Veranda stateroom on christening night, which had the same size shower room. Clients could also opt for luxury in the two-room Explorer Suite with its wrap-around veranda.

SPA & WELLNESS

The wellness centre and spa offer various treatments and a very grown-up playground with its snow grotto, steam room, sauna, ice bucket, and jacuzzi pool - plenty to have guests hopping from room to room, flush from heat into icy coldness and back again.

I enjoyed a 50-minute Swedish Mindful massage (\$139), a Hydrafacial (\$169) and a Classic Pedicure (\$69), all high quality



Main Pool

experiences by Swedish therapists.

For clients keen to keep fit on board - apart from the Main Pool and a second small Infinity Pool cantilevered off the stern - there are a gym and a promenade deck for walking or jogging.

Alternatively, for those who want to kick back, read and have a cocktail or two while enjoying the view, there are plenty of nooks and spaces including the lovely two-storey Explorers' Lounge with panoramic windows offering great views. It has beautiful Scandinavian design and furnishings; these design details are used throughout the ship, giving it a really cosy feel.

ENTERTAINMENT

Entertainment is offered in the theatre, two cinemas, the 3-deck Atrium, and the Torshavn lounge, where I watched an entertaining Rat Pack tribute show.

DINING

Dining is offered in a variety of venues. There's al fresco dining at the Aquavit Terrace and poolside grill. Elsewhere, the World Café offers the most casual dining serving excellent seafood, sushi, American classics and delicious gelato. Manfredi's offers Italian cuisine. Private dining rooms are The Chef's Table and The Kitchen Table, and Mamsen's, a casual deli serving Norwegian snacks. My favourite was The Restaurant with choices of regional dishes of the day. I enjoyed tapas and paella when in port at Barcelona.

SHORE EXCURSIONS

A free shore excursion is included at each port - either a walking or a coach tour. I tried the Barcelona and Cadiz walking tours and a coach tour of Lisbon. I also went on a half-day tour to the Spanish village of Mijas from Malaga, which cost \$49.

The whole on board experience was enhanced by helpful and friendly staff who were on hand to deal with requests. ■

AS PART OF VIKING'S COMMITMENT to the broader London community, the company has made several donations to local nonprofit organizations - the Royal National Lifeboat Institution (RNLI), with the funds to be directed toward two stations that are particularly relevant to Viking Sea: the Tower Lifeboat station and the Lerwick Lifeboat station. The Tower Lifeboat station is in the heart of London, where Viking Sea guests will visit. Lerwick, a name with Norse origins, is also a port of call for the ship. Separately, in honour of Viking Sea Godmother Karine Hagen's four-legged 'daughter', Finse, the company has made additional donations to Battersea Dog & Cats Home and The Mayhew Animal Home.



SALES TIPS

- 1 Ideal for the new to cruise client looking for something not too formal but stylish - and small enough not to be overwhelming
- 2 Aimed at clients aged 55+
- 3 Excursions cater for clients of different abilities
- 4 No children's facilities

SELL IT

PASSAGE THROUGH WESTERN EUROPE

April 16, 2017 from £4,090 per person. Included: 15-day cruise visiting 5 countries & 10 ports with a private veranda stateroom, guided excursion in each port of call; all onboard meals; wine/beer/soft drinks with lunch & dinner on board; coffee & tea any time; 24-hour room service, free wifi; restaurant reservation fees; port charges and government taxes

DAYS: 1, 2 Barcelona, Spain; 4 Málaga (Granada), Spain; 5 Seville (Cádiz), Spain; 6 Lisbon, Portugal; 7 Porto (Leixões), Portugal; 8 A Coruña, Spain; 9 Cruise the Atlantic Ocean; 11 Paris (Le Havre), France; 12 London (Southampton), England; 13 day at sea; 14 Haugesund, Norway; 15 Bergen, Norway.



Veranda Stateroom

WHAT MAKES A VIKING OCEAN CRUISE SUCH GOOD VALUE?

How do you measure value? Of course you can count the tangible benefits: incredible food and wines served in stylish restaurants, a choice of in-room dining, expert-led excursions and stunning spa are just some of the inclusions you can expect with Viking. But it is the less tangible rewards that are equally important – and sometimes even more important – to your clients.

The knowledge that they will be treated to the very best experiences, both on board and on shore. The pleasure of living in a beautiful environment that, just like the most stunning hotel, is thoughtfully designed with every possible comfort in mind. And the genuinely warm, personal service from English-speaking, Viking-trained staff who are there to ensure that everything is taken care of and nothing is too much trouble.

All of these things, and more, are what make a Viking ocean cruise unique, special and exceptional value for money. And for you, the travel agent, that all adds up to a happy, satisfied client who is much more likely to book again.

IF IT'S IMPORTANT TO YOUR CLIENTS, WE MAKE SURE IT'S INCLUDED IN THE PRICE

At first glance, a Viking ocean cruise is not always the cheapest option, but when you take a closer look at everything that's included, you'll see that it offers your clients a great-value package – one that frequently ends up costing far less than other ocean cruises. From all meals in all restaurants to room service, Wi-Fi and use of spa facilities, we give them everything they need to enjoy themselves, at no extra charge. Here's what's included in the price of every Viking ocean cruise:

Choice of staterooms and suites, all with a private veranda because everyone deserves not just a view, but a veranda on which to sit and take it all in.

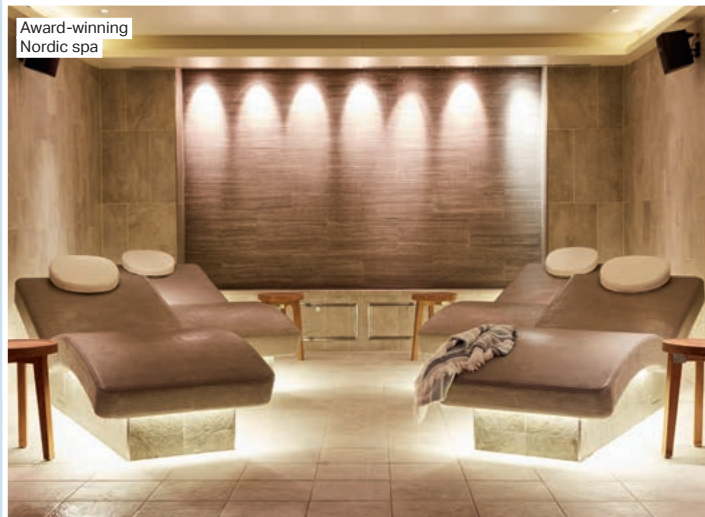
24-hour room service for breakfast in bed, dinner under the stars and everything in between.

On board meals in a choice of multiple dining venues, including private dining for up to 12 people. A feast of many courses in The Restaurant? Or a bite al fresco on the Aquavit Terrace? Italian or Asian? Seafood or steak at Manfredi's?

EXCEPTIONAL CRUISES – HAPPY CLIENTS



Choice of dining venues



Award-winning Nordic spa



Explorers' Lounge



Gourmet burger by the pool? Afternoon Tea in the Wintergarden? Or Norwegian waffles with homemade jam and cream at Mamsen's deli? Unlike other ocean cruises, guests don't pay extra to dine in any of our alternative restaurants.

Quality wine, beer and soft drinks served with lunch and dinner on board. What could be nicer than a lovely glass of wine with dinner? How about another lovely glass of wine with dinner?

Free Wi-Fi throughout the ship, so clients can keep up with family and friends. The Wi-Fi charges on many other cruise ships can add up fast, so it really makes a difference.

Use of stunning spa facilities. Chill out in the Snow Grotto. Step into the Steam Room. Unwind in the hydrotherapy pool. Relax on a heated bed. It's all included.

Speciality tea and coffee any time on board. Café Latte? Espresso? Herbal tea? Earl Grey? Hot chocolate?

Return scheduled flights from London and selected local airports. Quality, scheduled airlines from an airport that's closer to home, so guests can relax right from the start of their journey.

Included guided shore excursion in almost every destination. An expert local guide brings each and every destination, its people, culture and cuisine to life.

More on board. An exciting choice of performances, demonstrations, lectures and TED Talks.

Great entertainment from cabaret performances and tribute shows to live music, dancing, team quizzes and games.

WE'RE HERE FOR YOU, TOO

Contact our dedicated trade team:

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Agency Sales Coordinator,
k.stringer@vikingcruises.com

ANDREW SCHWEITZER
Regional Sales Manager – South
andrew.schweitzer@vikingcruises.com

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Regional Sales Manager –
North & Scotland
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for training, resources, news and how
to WIN a fam trip

WHEN THE WORLD IS YOUR OYSTER

A WORLD VOYAGE IS SURELY THE ULTIMATE TRAVEL EXPERIENCE – AND ONE STEADILY GROWING IN POPULARITY. IT'S NOT ONLY THE BIG SHIPS WHICH EMBARK ON ROUND-THE-WORLD CRUISES NOWADAYS. SOME SMALLER LUXURY SHIPS ARE ALSO JUMPING ON THE BANDWAGON.

BY GILLY PICKUP



It's a tempting thought to exchange winter's dark, dreary days for sunny climes by splashing the cash and setting off on a round-the-world cruise. Most voyages have January departures and ply the oceans for three or four months. But of course finding the time, and indeed the money, isn't always easy, which is why segments of world cruises are a popular option. A sector can range from a week to more than a month and means flying out to meet up with your vessel at some stage during its world cruise.

Our travel expectations are increasing, perhaps influenced by photos of far-flung places, according to Andy Harmer, VP operations, CLIA Europe. "The popularity of cruising to distant regions is growing. There is a 25% increase in Brits cruising to Australasia and the Far East. The Arctic, Alaska and Pacific are also witnessing more visits by British cruise passengers," he said.

Travellers who aspire to visit as much of the globe as possible might opt to sail with Oceania which announced another epic 180-day world cruise for 2018, departing Miami January 3. The 684-passenger Insignia will visit 40 countries, 87 ports and 56 UNESCO World Heritage sites on her 'Around the World in 180 Days' voyage. "This is the fifth time we've offered the 180-day round the world voyage and feedback from guests has been overwhelmingly positive," said Jason Montague, Oceania Cruises president and chief operating officer. The itinerary offers overnight stays in destinations including Cape Town and Bora Bora, French Polynesia.

Crystal's world cruise offers one of the line's most comprehensive itineraries to date. It features six abbreviated segments, from ten to 23 nights, each offering at least one overnight stay. Focusing on up-and-coming destinations in South America and the Caribbean – besides being the first world cruise visit to Antarctica in 10 years – the 94-night journey on Crystal Serenity sails round-trip from Miami departing January 10, 2017.

Also in 2017 Crystal Symphony offers a 99-night Grand Pacific Explorer cruise from the Land Down Under to the Land of the Rising Sun departing January 5. This Melbourne to Tokyo cruise, which can also be booked in seven abbreviated segments, covers 46 ports in 14 countries.

Speaking of the land Down Under, for those who fancy going but can't stay away too long, Norwegian Cruise Line's Norwegian Star has a 21-nighter departing January 2017. This voyage to warmer climes starts by flying to Hong Kong before sailing to ports in Thailand, Singapore and various Australian destinations. Christian Boell, managing director EMEA, Norwegian Cruises said, "Longer cruises mean holidaymakers can immerse themselves in more cultures whilst visiting exotic destinations; for example sailing from Hong Kong to Brisbane, experiencing Ho Chi Minh City and Bali on the way."

Azamara's first-ever 'World Journey' will be a 102-day sailing from Sydney to London in 2018. ➤



Singapore



Introducing MS Serenade 1

exclusively chartered for Titan travellers



Begins sailing 31 March 2017 with prices starting from £899pp
£99 deposit - book by 30 June 2016



FAM TRIP

**Top 10 river cruise bookers from 1 May - 31 October 2016
will win a place on Titan's MS Serenade 1 FAM trip
PLUS earn £20 Love2shop voucher for any river cruise booking you make**

Valid for new bookings made between 1 May- 31 October 2016 for all river cruise holidays (including Uniworld). To claim vouchers please email agentincentives@titantravel.co.uk within 7 days of making the booking. No cash alternatives. Agents are responsible for their own tax implications. 10 FAM trip places available and a minimum age of 21.



Glitzy, glam events for passengers include the Monaco Grand Prix and Cannes Film Festival while other highlights are Ho Chi Minh City, Muscat and Dubai.

Of course 102 days is a long time and for guests who can't take that time out of their lives, again segments are bookable. Richard Twynam, MD, Azamara Club Cruises UK & Ireland, said, "Travellers seek richer travel experiences and our World Journey caters for this by offering the opportunity to discover a diverse range of cultures. Azamara Journey will visit 60 ports with 18 late night stays and 13 overnights.

"We find that many Baby Boomers want to spend money and time on travel experiences"

The Land Discoveries programme gets under the skin of destinations, from the Lord of the Rings Hobbit on Movie Set tour to an Italian mozzarella-making masterclass."

January 2017 sees Cruise & Maritime's flagship Magellan sailing from Tilbury on her maiden round-the-world cruise. The 120-night round trip sails to the Caribbean before transiting the Panama Canal and sailing the South Seas to the Antipodes, Indian Ocean and along the Suez Canal.

The company also offers two sector cruises to Auckland and Sydney with free return flights and cabin upgrades. Mike Hall, head of marketing, said, "Post-war 'Baby Boomers' are retiring with access to pensions and for some that still means final salary pensions. We find that many want to spend money and time on travel experiences. What better than this ultimate travel experience?"

Although not a round-the-world trip, Saga Sapphire has a 67-day 'Central American Discovery' voyage from Southampton departing January 2017, visiting ports in Costa Rica, Honduras and the Dominican Republic among others.

James Langley, head of marine operations Saga Cruises, said the incorporation of 'must visit' destinations and 'must do' experiences was of paramount importance when organising schedules. "For me, highlights are

the Panama canal transits, cruising to Cuba from the UK and Sapphire's 18 new ports of call. It's always great when your ship cruises into a port for the first time," he commented.

Viking Sun will spend her maiden season sailing the company's first-ever world cruise, spanning 141 days. Departing Miami December 2017, the voyage, which finishes in Greenwich, enables guests to spend two days in Havana, discover Bangkok's floating markets and overnight in Tahiti and Singapore. World cruise guest perks include complimentary shore excursions in every port, unlimited free wi-fi and business class flights. Torstein Hagen, Viking Cruises chairman said, "This world cruise is the most extensive, culturally immersive itinerary we have offered. We are pleased by the early interest in pre-sales from our guests and industry partners."



Azamara
Monte Carlo



Viking



Crystal Symphony,
Sydney

PRINCESS CRUISES

offers a 111-day world cruise roundtrip from Ft. Lauderdale departing January 3, 2017 on Pacific Princess. Stops include Aruba, Nicaragua, El Salvador, Honolulu, Auckland, Sydney, Papua New Guinea, Taiwan, Hong Kong, China, Mumbai, Dubai and Bermuda. Price from £14,438pp, excludes flights. 0843 374 2401
princesscruises.com

SELL IT

ROYAL CARIBBEAN

offers a 25-night Transpacific Cruise on Explorer of the Seas departing Seattle October 8, 2016 and calling at ports in Hawaii as well as Fiji, New Caledonia and Sydney. Price from £1,523 pp cruise only. 0844 493 3033
royalcaribbean.co.uk

HOLLAND AMERICA LINE

offers a 111-night Grand World Voyage departing Ft Lauderdale January 4, 2017 onboard ms Amsterdam. Calls include Micronesia, Japan, Vietnam and Malaysia. Price from £12,951pp cruise only. Sectors from £1,799pp (Ft Lauderdale - San Diego). 0843 374 2300
hollandamerica.co.uk

SALES TIPS

- 1 If clients have an important milestone approaching, such as an anniversary or big birthday, a world cruise is an excellent way to celebrate.
- 2 Swot up on the more unusual ports in far-flung itineraries. Some needn't necessarily be popular land based holiday resorts, so you may need to get to grips with new, interesting destinations to sell to your clients.
- 3 It isn't easy to sell a full round-the-world cruise; start with selling a sector and build on that.
- 4 Point out early booking benefits to clients. For world cruises these could include considerable onboard spends, free excursions, upgrades to exclusive dining restaurants and onboard gratuities.
- 5 When selling sectors, look at the ports involved and the number of sea days between each one. Sometimes people focus on destinations without realising how many sea days there are between each port.



EMBARK ON AN EXPEDITION

EXPEDITION AND ADVENTURE CRUISING PROVIDES
CLIENTS WITH THE EXCITEMENT OF EXPLORATION
COMBINED WITH THE COMFORT OF CRUISING

BY JEANNINE WILLIAMSON

A world away from formal nights, Broadway-style shows, multiple dining rooms and the familiar trappings of traditional cruising, expedition cruises will suit clients who want to sail into more adventurous waters.

From Alaska, the Arctic and Antarctica to thrilling Zodiac tours for close-up wildlife encounters - and with destinations such as the Galapagos and South Pacific in between - the A to Z of expedition cruises will take passengers off the beaten track. Equally appealing to seasoned cruisers looking for something different and customers who usually opt for land tours, they cover everything from science-led journeys to remote locations to 'softer' options, such as small-ship cruises into narrow Norwegian fjords with the opportunity to go kayaking and hiking.

"Many clients are becoming much more adventurous when it comes to choosing holidays," said Andy Harmer, CLIA Europe, vice president operations. "This is reflected in

cruise lines investing heavily in new expedition ships to take guests to far-flung destinations around the world."

Taking expedition cruising to new heights - and depths - will be Scenic Eclipse. The river cruise line is entering the ocean market, and Eclipse, launching in August 2018, is now available for booking. The ultra-luxurious 228-passenger vessel will have two helicopters, a six-person submarine and a fleet of Zodiacs.

Another eagerly awaited ship is Silversea's new flagship Silver Muse, launching in April 2017. The 596-passenger vessel's maiden season will include a 66-day South America circular voyage leading in from £23,122pp cruise only. Looking ahead to 2018, Crystal will launch its first-ever expedition mega-yacht, Crystal Endeavor, designed for global expedition in Arctic, Antarctic and tropical conditions.

Operators are upping their product offering with new itineraries and destinations. New 2017 cruises from Quark Expeditions on the small expedition ship Sea Adventurer are the 17-night Arctic Circle Traverse, exploring remote regions of Iceland,

Greenland and Canada, and a 12-night Canada to Greenland cruise, taking in islands only inhabited by Arctic creatures such as walrus and polar bears.

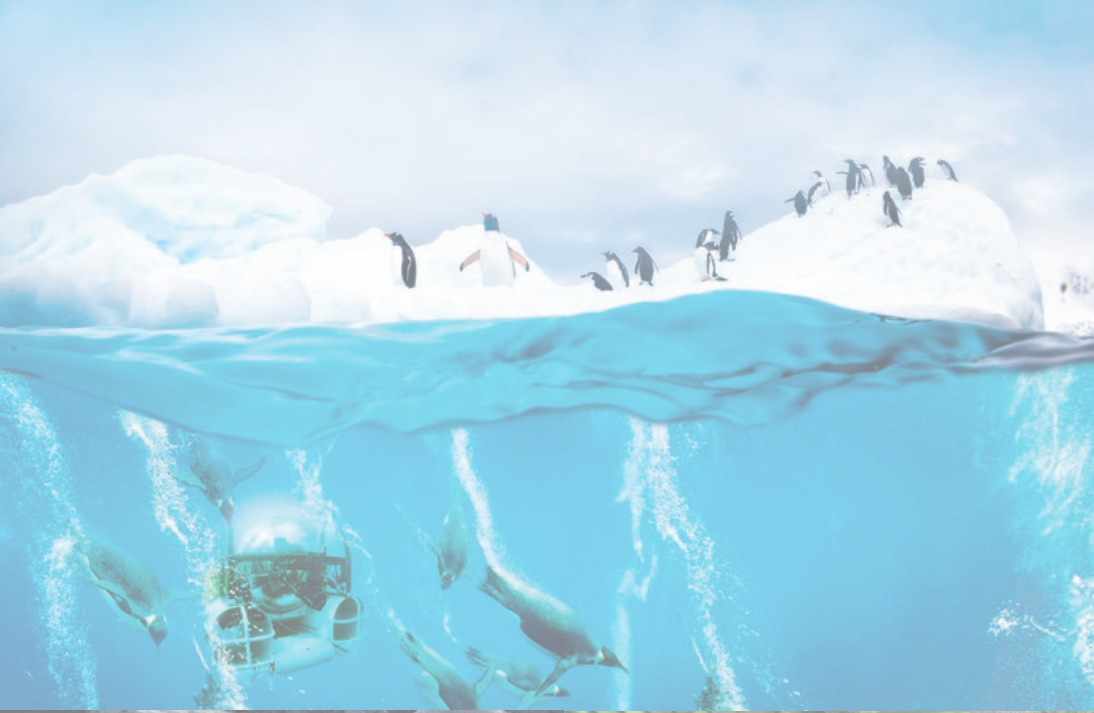
Titan Travel has teamed up with Azamara to offer two new cruises in 2017, including a 13-night Costa Rica and Panama Canal itinerary. Next year Crystal Cruises will return to the famed Northwest Passage with Crystal Serenity sailing a 32-night expedition-style voyage traversing the Arctic Ocean via the route first completed successfully by Roald Amundsen more than 100 years ago.

Whether clients are in search of penguins or polar bears, G Adventures offers a variety of seven to 20-night G Expedition cruises. Managing director Brian Young said: "Travellers are no longer satisfied with a week on the beach, and in the same way G Adventures provides cultural immersion trips on land, we provide them on water, too."

Small group tour specialist Grand American Adventures has a 14-night adventure cruise into the heart of Alaska's Inside Passage, with kayaking amongst icebergs and



new to cruise



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Crystal Cruises



Crystal River Cruises



Crystal Yacht Cruises



Crystal Luxury Air

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Voted the World's Best more times than any other hotel, resort or cruise line in history, Crystal Cruises is more than just a luxurious way to explore the world. It is an adventure, opening up the globe just for you. Whether by sea, land or air, we are taking luxury travel higher than ever before. Welcome to the new Crystal. Where all-inclusive is All Exclusive.



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Support Manager
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joanne@cruiseportfolio.co.uk

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nanshort@btopenworld.com

FOR FURTHER INFORMATION OR TO MAKE A BOOKING, PLEASE CALL:

020 7399 7601 www.crystalcruises.co.uk

Ships are artists' renderings, subject to change. ©2016 Crystal Cruises, LLC. Ships' registry: The Bahamas.



➤ numerous wildlife encounters, which is well suited to the solo travellers that make up a large proportion of its clientele.

Last Frontiers recently debuted the 20-passenger luxury motor yacht MV Origin, specifically designed for Galapagos cruising, and a seven-night cruise is combined with two nights in the Ecuadorian capital Quito. The operator also features the intimate 68-passenger Antarctic vessel Ocean Nova, which is used for five-night sailings as part of its 13-night Antarctica fly/cruise itinerary.

"For something different, there's the new Aranui 5, which has been called 'the freighter to paradise'."

This November and December Hapag-Lloyd Cruises offers the opportunity to follow in the wake of explorers James Cook and Ferdinand Magellan with the 23-night Expedition to the South Seas and Easter Island cruise on the 175-passenger MS Hanseatic. Highlights include the Tuamotu Islands, the world's largest archipelago, and Easter Island's renowned stone sculptures.

For something different, there's the new Aranui 5, which has been called 'the freighter to paradise'. Carrying 254 passengers, it also delivers cargo and is the only South Pacific vessel to travel the 2,200-mile trip from Papeete in Tahiti to all six inhabited Marquesas Islands.

"Guests can now choose from 19 expeditions each year to some of the most remote islands in the world," said Eric Wong, Aranui's executive vice president.

For clients who enjoy their thrills on dry land, Celebrity Cruises' Celebrity Constellation is home porting in Abu Dhabi for its 2016/17 season and a new Great Adventure shore excursion has been launched in conjunction with TV celebrity and adventurer Ben Fogle. It includes a 4x4 jeep safari, camel ride across the desert and sandboarding on the dunes.

Closer to home, the Majestic Line has a brand new 12-passenger vessel, The Glen Etive, offering 10-night cruises to the isolated parts of the Isle of

Skye, the Outer Hebrides and St Kilda.

Finally, for clients that want to sail from the UK there are two new round-trip cruises aboard Fred. Olsen's Black Watch for 2017. The 27-night Exploring the Fjords of the Arctic itinerary, taking in the secluded Faroe Islands, sails from Dover, and the 13-night Greenland, Iceland & Norway Exploration cruise sails from Rosyth.



Aranui Nuku
Hiva, Tahiti



MS Hanseatic,
Pitcairn

Crystal
Endeavor

SCENIC

offers an 11-night round-trip Antarctic itinerary from Argentina on Scenic Eclipse, which will include crossing Drake Passage and cruising the Antarctic Peninsula, departing December 5, 2018, from £7,745pp cruise only. The special preview includes all meals, drinks, butler service and tips. 0808 231 2942 scenic.co.uk/eclipse

SELL IT

TITAN TRAVEL

has a new 21-night Temples, Dragons and the Great Barrier Reef itinerary sailing from Bali to Australia on Azamara Journey, departing January 30, 2017, from £4,799pp, including flights and Titan's VIP Home Departure Service. 0800 988 5166 titanagents.co.uk

CELEBRITY CRUISES

offers a 10-night Galapagos fly/cruise on Celebrity Xpedition, departing October 5 and priced from £4,159pp, and including flights from Heathrow, three nights' land-based accommodation and a seven-night cruise. 0845 456 0523 celebritycruises.co.uk

SALES TIPS

- 1 The newest expedition ships are big on creature comforts so clients don't have to rough it.
- 2 Norway, Greenland and Iceland are ideal 'soft adventure' destinations for passengers new to adventure cruising, with the added bonus of ex-UK sailings.
- 3 The very different nature of adventure cruising offers opportunities to switch-sell to clients who would not normally consider ocean cruises.
- 4 No longer aimed at mature, well-travelled passengers, many lines now offer dedicated family sailings with child-friendly talks and activities.
- 5 Adventure cruises are more relaxing than land tours and cover several destinations without tiring transfers and constant packing and unpacking.



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Hosting a combined event with your agency, Kelly will bring our all-inclusive cruise experience to life, showcasing the Regent product while helping to develop your business, and sell Regent cruises. Kelly will also offer **EXCLUSIVE** 'on the day' savings and benefits! Put simply it's the most cost effective way to build your sales with high returns and the personal touch.

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Mobile: 07408 806084 | **Email:** kmgregg@rssc.com

Terms and Conditions: Availability is limited to the first 10 agents and is on a first come first served basis and requires a client invite list of 40-60 guests.



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- ✓ Offer **EXCLUSIVE** 'on the day' savings and benefits
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All you'll need to do is post the invites and confirm the bookings. And remember, the average commission payout with Regent is **£1,200**.



THIS TIME OUR COLUMNISTS DISCUSS:

All-inclusive or non-inclusive? How should you choose to cruise?

Portside with **JAMES COLE**

managing director
and co-owner,
World Travel Holdings



What do cruise customers want? I mean, other than a delightful

experience and a memorable trip? Well, one thing they want more than most is to know how much they'll be spending.

Nobody wants to budget for a cruise and then discover that they have to spend more than they hoped.

Therefore, whether on a personal holiday or helping a customer with their own cruise bookings, my recommendation to agents is to book as much as you can up front.

One of the 10 myths of cruising is that it is an expensive product and that you get ripped off once you are on board, paying a fortune for drinks and excursions, plus the dreaded sales tax of up to 20% – added for your convenience of course!

To get over this, work through all the costs with your customer and book as much as possible for them before they travel, so they know exactly what they will be spending.

Most of us Brits like a drink when we are on holiday and almost all cruise lines offer a multitude of drinks packages, suiting the soft drink, wine and beer or spirit drinkers.

Some cruise lines even include shore excursions within the price, and almost all of them allow customers and agents to review

what is on offer before they book the cruise.

Reviewing the shore excursions on offer is a great way of getting to know the ports of call in more detail too. It also allows the agent to provide some added value information to the customer.

If the cruise line doesn't pay commission on excursions then there are a number of reputable shore excursion providers who do. So why not earn some commission at the same time?

Getting to and from the airport

is always a bind, but it's also an opportunity. Why not surprise your customer and offer them a chauffeur transfer or parking at the airport – or

"Differentiating your product instead of just discounting is a great way to stand out"

even lounge passes to get their cruise holiday off to a perfect start? Differentiating your product offering instead of just discounting is a great way to stand out in a very crowded marketplace.

So have a think next time you sell a cruise. Sell the basic package and compete solely on price? Or improve your service, add value to the customer journey and increase your share of wallet before the cruise line empties it on board?

Improved service to your customer equals more commission in your pocket. Realise your potential and get commission on the full cost of the holiday – not just the basic cruise fare.



Starboard with **SIMONE CLARK**

managing director,
lglu.com



Agents who are selling cruise holidays need to ascertain exactly

what their customer wants and needs from their holiday and establish if an all-inclusive cruise is suitable for them or not.

That may sound like an obvious point but these days even a non-inclusive cruise has so much more included in the price. All meals in standard restaurants and all the entertainment are usually included in the price, making them extremely good value compared to a traditional land-based holiday.

There are other factors too. For example, I take a cruise holiday every year and I usually don't take the all-inclusive option when going on a cruise, preferring to pay for everything as I go.

We generally take cruises that stop at ports most days with very few days at sea. That means we are ashore first thing, not returning to the ship until tea time – or even later if we are in port in the evening. We are also quite independent so don't tend to go on excursions.

For me, an ideal day is to leave the ship just after breakfast and spend the morning exploring on our own, to take in the atmosphere.

We enjoy going to local restaurants for lunch, sampling

local cuisine somewhere informal like a tapas bar or tavern (especially as we generally eat a larger meal in the evening).

The afternoons are generally spent on the beach, if there's one close by, or doing a spot of shopping before enjoying a local wine or beer in a bar with a view.

We have a four-year-old son now, so drinking a lot is out of the question. We usually stick to soft drinks during the day so I don't think we'd get the value out of the all-inclusive price. I'm not saying

that James drinks a lot but he'd probably get his money's worth more than me!

Once back on board the ship, I enjoy choosing a bottle of nice wine

for dinner, rather than drinking by the glass, which is what tends to be included in an all-inclusive price (even though these are often delicious quality wines) and I swap around between speciality dining and more informal options. I don't mind tips being added to my bill or paying them in advance as I'm always happy with the service I receive.

I have been on all-inclusive cruises with friends or as a couple and really enjoyed that experience too but for the moment it's non-inclusive for me.

That said I've just booked a Crystal Cruise this summer following James' advice, so maybe I'll come back converted!

"These days even a non-inclusive cruise has so much more included in the price"



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THIS TIME OUR COLUMNISTS DISCUSS:

Stay or leave? How important is EU membership to the cruise industry?

It's all
Clia

**ANDY
HARMER**

vice president operations,
CLIA Europe



The debate over whether we should stay in or leave the European Union

brings to mind the importance of Europe to the cruise industry. The region is significant for a number of reasons – principally because it offers the most amazing choice of itineraries and experiences.

A cruise in the eastern Mediterranean provides a rich mix of history, culture, beaches and cuisine, and is an ideal way

of seeing more than one iconic city while having to unpack just once. Meanwhile the Western Med offers delights including Barcelona,

Rome and Nice. It's also worth remembering that a number of cruise lines depart from British ports, ranging from ultra-luxury brands and family-orientated ships through to smaller specialist operators.

Another great advantage of a cruise to the Mediterranean is that guests can visit five destinations in a week's trip. What could be more exciting than exploring the wonderful old town of Dubrovnik one day, then having a gelato in St Mark's Square in Venice the next?

Of course, we shouldn't just be thinking of the Med. The Atlantic Islands, the Baltic, Norwegian Fjords and other Northern Europe destinations continue to attract a record

number of UK passengers.

Another reason Europe is important to the industry is because more than six and a half million passengers are sourced in the region each year.

Europe is also a magnet for river, its mighty waterways taking visitors to famous cities such as Amsterdam, Cologne, Vienna and Budapest, to name just a few of the famous sights.

Take the Provence region of southern France. It's well served by Marseille ocean cruise

port but also visited as part of a Rhone river cruise – one of the reasons Cruise360 is heading there in October.

This new

CLIA European conference will combine a conference, business sessions and a trade fair, while also showcasing a variety of cruise ships which you may not have visited before.

Cruise360 Marseille will take place between October 20 and 22 with optional ship visit days on October 19 and 23. The ships taking centre stage are: Holland America Line's Oosterdam (19th); Carnival Vista (20th); Croisiere de France's Horizon (20th); MSC Poesia and Norwegian Epic (22nd); and Costa Diadema, Thomson Majesty and Celebrity Reflection (23rd).

For more
information visit
cruiseexperts.org



Association
vote

**MARK
TANZER**

CEO,
ABTA



How would a yes vote to leave the European Union affect the travel

industry? In an attempt to answer this question, ABTA and Deloitte recently published a report entitled 'What Brexit might mean for UK travel'.

In the report we set out to provide an answer in a balanced and fact-based way – or as close to an answer as possible in the absence of total certainty.

The report does not take a view on

the merits or otherwise of supporting the 'leave' or 'remain' campaigns in the referendum on June 23.

However, it

does highlight a number of implications and risks that could arise in the event of a 'leave' vote.

Questions raised in the report include: what will happen if the UK can no longer participate in Open Skies? This could directly impact on the hundreds of thousands of passengers flying to and from the Mediterranean before and after their cruises.

What will happen if consumer confidence is rocked by Brexit and the pound falls? Ongoing uncertainty has already seen the pound fall in value against the Euro.

What will happen if the UK government has to renegotiate a large portion of regulation

that has been designed to support free movement of people, goods, and services across Europe? This could mean potentially much stricter checks on passengers arriving in port with issues for swift and efficient disembarkation.

Lastly, how long will all of this change take, and will any new terms be beneficial for UK travellers and travel businesses?

Unfortunately, Vote Leave has been unable to answer

these specific questions because a credible and uniform articulation of the nature of the UK's future relationship with

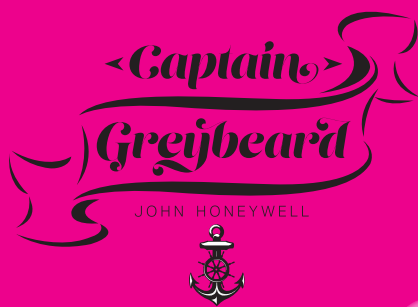
the EU – outside of the EU – has yet to be made.

After weighing the fact-based evidence within the report, ABTA came to the view that the potential risks and downsides of a 'leave' vote were not matched by an equal upside for either travellers or travel businesses.

We recognise that people will approach the referendum considering many factors before casting their vote for remaining in the EU or leaving. Either way the implications for our industry as a whole will be profound.

The report is
available in full
on [abta.com/](http://abta.com/eureferendum)
eureferendum





Arnold promises more

There was more to CLIA's annual conference in Southampton than a chance for agents to visit Harmony of the Seas – the biggest cruise ship in the world.

Delegates were given some key insights into the state of the cruise industry in the UK and worldwide from Arnold Donald, Carnival Corporation's president and chief executive.

Naturally enough, he was keen to stress that cruise offers the best value in the holiday market – which agents will be delighted to hear leaves room to increase prices – and commissions.

Those hoping for an announcement of new ships for Carnival's two major UK brands – Cunard and P&O Cruises – were left disappointed, however.

Britannia, launched last year, is still considered to be P&O's new ship, and millions are currently being invested in an extensive refit for the 12-year-old Queen Mary 2.

"The remastering of QM2, flagship of the venerable Cunard Line, will be the largest refit project ever undertaken by Carnival UK," said Donald. "We were pleased to announce the project last year during Cunard's 175th anniversary celebrations, and I was one of the 1.3 million people in Liverpool to see the Three Queens salute Cunard's spiritual home during what was an unforgettable occasion.

"With P&O, the success of Britannia showcases the opportunity here in the UK with new ships that bring a new level of excitement and

features to travellers," he added.

Donald was particularly enthusiastic about Britannia's starring role in TV shows such as Ant and Dec's Saturday Night Takeaway, and Battlecheffs – introducing cruising to a whole new set of consumers. "If only a small percentage of the seven million audience [for Takeaway] gives cruising a chance, then we will see increased demand that benefits all of us," he said.

He also emphasised that Cunard and P&O are not the only brands attracting UK consumers. "Holland America Line, Seabourn, and Princess Cruises all have new ships and

destinations for UK agents to offer their clients."

Donald reserved much of his enthusiasm for the progress being made by Carnival's newest brand, Fathom, which is sailing P&O's Adonia on "social impact" cruises to the Dominican Republic and Cuba.

"Fathom represents a new type of travel that combines the love of travel with the desire to make a difference in the world. We are starting with one ship, but we would love to see it

grow, with more ships in the future.

"We just completed our historic inaugural Cuba voyage, which was the first time a US cruise line has sailed there in more than 50 years. The positive reaction has been amazing. The Cuban people welcomed us with open arms and hearts. Our guests came away with a greater understanding of the country and its people."

UK travel agents cannot market Fathom except through the US customer service team, and cannot offer fares in UK sterling, but Donald promised developments. "Stay tuned for good news soon on this topic," he added.

john.honeywell@worldofcruising.com

"Fathom represents a new type of travel that combines the love of travel with the desire to make a difference in the world"

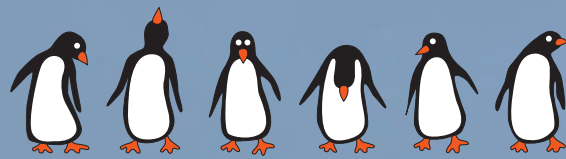
DONALD is not the only charismatic leader in the cruise industry. Edie Rodriguez held an audience of top-selling agents spellbound during May's 25th annual sales gala cruise on board Crystal Symphony.

The 79 agents invited on board for three nights of lavish celebrations had to have sold \$600,000 of Crystal cruises in a year to qualify. Next year the level increases to \$750,000 – although many have already sold more than a million dollars' worth and several have achieved double that figure.

With Crystal expanding into river cruises, luxury yachts, luxury air, and with three new 1,000-passenger ocean ships on the way, Rodriguez wanted the agents to realise what opportunities there were to earn more money.

She said that currently, agents get to be "like Mormons, with multiple brands for sister wives". Crystal's expansion offered them the chance to become monogamous.

"You have an opportunity to make lots of money," she said, "so take advantage of it and get rid of those sister wives."



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