

Your comprehensive guide to selling cruise holidays

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cruise

TRADE NEWS



**A prize behind
every door**

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Cruise Trade News

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LETTER

Welcome to the December issue



I can't believe it has been nearly a year and a half since I took over as editor of *Cruise Trade News* – talk about time flying when you're having fun. Highlights over that period are too numerous

to mention, but have included sailing around the Greek islands with Celestyal Cruises, experiencing the stunning new *Sky Princess*, my first-ever river cruise down the delightful Danube with AmaWaterways and visiting the classy *Nieuw Statendam* during a fun weekend in Amsterdam.

It's also been great to meet some of our readers from up and down the country at our fun and educational quiz event, the Cruise Challenge, as well as at our glittering award ceremonies, the Wave Awards and Cruise Stars Awards.

I will still be keeping a watchful eye on the cruise sector in my new capacity as group editor at Real Response Media, but the day-to-day running of the magazine will be taken over by my colleague, Gary Peters. I wish him huge success in his new role and can't wait to see how the title develops under his tenure.

Colette Doyle
Group Editor
Real Response Media



It's an honour to take the helm of *Cruise Trade News* magazine from the incomparable Colette Doyle. She has been an integral part of our success over the past 12 months, but she's not

disappearing completely, however; rather, she moves to the new role of group editor across *CTN* and some of our other titles.

As for the here and now, it's December and that can only mean one thing: Christmas. You may have noticed the front cover of your magazine looks slightly different than usual. Yes, it's an advent calendar.

Our wonderful partner Fred Olsen Cruise Lines has provided a host of fantastic prizes for you to win, all the way up to Christmas Eve. The concept is simple – open the door for your chance to win. See page six for details of how to play the game.

We also have our bumper expedition supplement, which details the latest news, ships and itineraries in this fast-moving sector.

We hope you enjoy the issue and have a great Christmas. See you next year.

Gary Peters
Editor
Cruise Trade News

PRIZES



Play the game for a chance to win some tempting presents

Win big this Christmas

This time of year is all about family, friends and kindness... and, of course, gifts.

With that in mind, *Cruise Trade News* has teamed up with Fred Olsen Cruise Lines to bring you the cruising version of a traditional advent calendar – in print and digital formats.

This is all about you, our readers, and the calendar is jam-packed with fantastic prizes, including wonderful cruises, kindly provided by Fred Olsen: a trip to the heart of the Baltic on *Braemar* for 14 nights; a seven-night voyage travelling through Holland and Belgium; and a journey on *Brabant* on the Moselle.

The prizes don't stop there, however. From shopping vouchers and Christmas hampers to cases of wine, this is the most wide-ranging prize giveaway in the cruise industry.

Each 'door' on the calendar featured on our cover contains a three-digit code that provides access to that day's competition online. Use the

link below and then follow the instructions on screen.

To play the game each day, visit cruisetradenews.com/fred-olsen-advent.

Fred Olsen Cruise Lines head of sales Geoff Ridgeon said: "Our trade partners are so important to us. Put simply, we couldn't operate our business without them.

"Sponsoring *Cruise Trade News*' advent calendar is a great way to reward our many loyal travel agents"

"Sponsoring *Cruise Trade News*' advent calendar is a great way to reward our many loyal travel agents, strengthen our relationships with those who are selling our cruises for the first time and build excitement for

our upcoming Turn of Year campaign, which will include a great number of tempting offers for their, and our, customers. Plus, we love Christmas here at Fred Olsen Cruise Lines, so it was a natural fit for us."

If you're lucky enough to win, send your pictures to gary.peters@realresponsedmedia.com or via our social media channels. We wish all our readers the best of luck.

In B R I E F

Top reads

● Connect with CTN on social media and our website, cruisetradenews.com, for even more cruise content. The hottest stories this month include the news that Saga is to build a new river ship, *Spirit of the Rhine*, a look at Nicko Cruises' new UK partnership with Light Blue Travel and coverage of the Cruise Stars Awards.

And the winner is...

● We are happy to announce that this month's winner of the CTN newsletter draw and £25 Amazon voucher is Greg Hill of Cruise 118. The CTN newsletter is the one-stop shop featuring the latest in cruise news, features, destination guides, interviews and more.

Plastics pledge

● Riviera Travel has announced a partnership with Water-to-Go to create bespoke water bottles with a filtration system, as the river line aims to reduce single-use plastics. Bottles will be available to buy online from £14.99 for a 50cl bottle and from £27.99 for a 70cl bottle. Riviera Travel guests will receive a 15 per cent discount.

New AmaWaterways ship for Nile

● AmaWaterways plans to build a new ship for the Nile, carrying 66-70 passengers. The news, revealed by co-founder Kristin Karst at the 2019 CLIA river cruise conference, follows the re-emergence of the Nile as a popular cruise destination. The river saw a drop in popularity in the aftermath of the Arab spring.

REAL RESPONSE MEDIA EVENTS

Here's to the Cruise Stars winners

Cruise Trade News has crowned the winners of the 2019 Cruise Stars Awards at a ceremony at the De Vere Grand Connaught Rooms in London.

Sponsored by

AmaWaterways, Cruise & Maritime Voyages, Fred Olsen Cruise Lines, Holland America Line, Oceania Cruises, and Saga, the awards celebrate the brightest talent in the industry. On the day guests were treated to welcome drinks and lunch, and heard from inspirational guest speaker, Olympic rowing gold medallist and coach Tim Foster MBE.

A host of prizes were on offer, including an overnight stay for two for the overall cruise line winner at the Chewton Glen Hotel and Spa.

AmaWaterways also gave away a fantastic prize to the overall travel agent star winner – a seven-night 2020 European river cruise for two people, plus £1,500 in co-operative marketing funds for the winner's agency.

See the January 2020 issue of CTN for more coverage of the winners.

WINNERS:

Cruise Line PR & Marketing Star

- **Winner:** Helena Gale-Hasleham, Scenic & Emerald Waterways
- **Highly commended:** Ellis Barker, Fred Olsen Cruise Lines

Cruise Line Sales Star

- **Winner:** Amanda Elgie, MSC Cruises
- **Highly commended:** Lucy Harris, Holland America Line/Seabourn

Cruise Line Management Star

- **Winner:** Victoria Snelgar, Cunard

Cruise Line Sales Team of the Year

- **Winners:** Lee Surman, Stuart Pearce and Nicola Singleton, Azamara

Travel Agent Marketing Star

- **Winner:** Tom O'Hara, Mundy Cruising

Regional Travel Agent Sales Stars

- **London and the Southeast, winner:** Trevor Ridler, Baldwins Travel
- **Midlands and the East of England, winner:** Poppy Outram, Bolsover Cruise Club
- **North of England, winner:** Marion Owen, Marion Owen Travel
- **Wales and Southwest, winner:** Paul Cranny, Paul Cranny Travel
- **Scotland and Northern Ireland, winner:** Lynn Guest from Cruise Beyond/Oasis Travel

National Travel Agent Sales Star

- **Winner:** David Pettigrew, Cruise1st
- **Highly commended:** Daniel Hammond, GoCruise & Travel

New to Cruise Champion

- **Winner:** Mair Jones, Bordessa Holidays
- **Highly commended:** Maxine Smile, Go Cruise & Travel with Maxi

Travel Agent Management Star

- **Winner:** Karina Stott, World Travel Holdings UK
- **Highly commended:** Lee Ashton, Cruise1st

Cruise Line Rising Star

- **Winner:** Ellis Barker, Fred Olsen Cruise Lines
- **Highly commended:** Victoria Snelgar, Cunard

Travel Agent Rising Star

- **Winner:** Karina Stott, World Travel Holdings UK
- **Highly commended:** Beth Hulett, Iglu.com

Overall Cruise Line Star

- **Winner:** Victoria Snelgar, Cunard

Overall Travel Agent Star

- **Winner:** David Pettigrew, Cruise 1st

Outstanding Contribution to the Cruise Industry

- **Winner:** Carly Perkins, Holland America Line/Seabourn

APPOINTMENTS



Emmy Award-winning US television host **Meredith Vieira** has been named as godmother of Avalon Waterways' new ship, *Avalon View*. Vieira – who said she was “honoured” by the appointment – will christen the ship in April 2020. *Avalon View* will sail the Danube.



CruisingExcursions.com has added to its sales team with the appointments of **Kirsty Bachelor** and **Amy-Jo Liddington**. Bachelor – formerly of HotelsPro – joins as trade sales manager, while Liddington is now guest service sales team leader. She had been at Thomas Cook.



Just You and Travelsphere has announced that **Polly Poulton** has returned from maternity leave and will look after trade partners based in the South of England, while Graham Bishop joins the key account manager team on a permanent basis and will concentrate his efforts in the East of England.

Agents urged to become river experts

River cruise line operators have urged travel agents to immerse themselves in the sector to better sell the product and convert more ocean customers.

Speaking at the 2019 CLIA river cruise conference in Amsterdam, CroisiEurope UK sales director John Fair said it was “important to understand the product” in detail and recommended that agents become aware of the subtle differences on each river.

“Know the city-break rivers, then the so-called scenic rivers, then those that offer deep dives into culture – the Mekong, Amazon, Irrawaddy,” he said.

“It gives agents the confidence to sell the right river to the right customer. It also gives them the chance to build a client base. Agents need to know the



Jamie Loizou recommended first-hand knowledge

“Using CLIA as a resource is vital – that can cut through a lot of the noise”

brand, the rivers and their business development managers.”

As part of the panel, AmaWaterways sales, marketing and digital director Jamie Loizou outlined how a lack of first-hand knowledge can damage potential bookings, adding: “It’s about investing time and energy. Using CLIA as a resource is vital – that can cut through a lot of the noise. Have a river cruise champion in the office.”

Of course, this year’s conference followed the collapse of Thomas Cook and the seemingly never-ending uncertainty of Brexit, and this was noted by AmaWaterways managing director Stuart Perl, who admitted it had been a “tough year”.

“However, we’re resilient and the industry remains strong,” he added. “Despite the uncertainty, the industry continues to sell. We’re on track to hit 250,000 river passengers and I urge agents to make those late sales so that this time next year we really will have something to celebrate.”

RIVER CRUISE

Sustainability does matter, agents told

Agents should not shy away from explaining to guests the sustainability and environmental measures that are happening in the river cruise sector, according to experts at the 2019 CLIA river cruise conference.

Avalon Waterways CEO Giles Hawke told delegates that while projects to cut emissions and remove single-use plastics may not be the determining factor in clinching a sale, clients “do care about it”.

“It’s incumbent on us as an industry to give agents the information [about sustainability measures] and soundbites they can use,” he

said. “Once we provide the information, agents should be using it.

“I look at my children and those in their 20s – they care about this. Our business won’t exist unless we do something – people will vote with their feet. I believe a lot of guests expect it to be happening.”

Hawke added that river operators should not look at sustainability as a competitive field but should instead learn what works well and share their knowledge.

Current projects underway include A-Rosa’s e-motion ship, which will use battery power, Uniworld’s pledge to cut all single-use plastics fleet-wide, and similar projects at Avalon Waterways and other lines.



Giles Hawke (left) told delegates that clients “do care” about sustainability

“Our business won’t exist unless we do something – clients will vote with their feet”

INDUSTRY

Celestyal Crystal is
"perfect for pathfinding"

Celestyal Cruises keen to boost offering

Celestyal Cruises could rejuvenate its fleet as part of efforts to grow the line, according to its chief commercial officer.

Speaking to *Cruise Trade News*, Leslie Peden said that the two-ship line had grown by extending the length of its seasons, including running year-round in 2020, but admitted now was the time to consider other means of boosting capacity.

"We have confidence in growing capacity and taking that to the next level," said Peden. "Fleet rejuvenation is paramount for us. We could change out one of our existing vessels for something that can carry 1,700 passengers, for example.

"What's important to us is that we don't lose that mid-size ship identity. What we do need more of are balcony staterooms, because our ships are filling top-down."

As for the possibility of adding new tonnage, Peden said that he "can't sit here and say we're going to be at three or four [ships]", adding: "For us it depends on finding the right vessels to bring into the fleet.

"We have the *Celestyal Crystal*, which is perfect for pathfinding. It can allow us to create new itineraries without committing a huge amount of capacity to it. That's definitely a consideration."



MARKETING GURU

In this series of articles, **Mark Lewsey**, head of marketing at Accord Marketing, talks us through a number of hot topics pertinent to cruise. Here, he looks at multi-generational holidays

Age, they say, is only a number, and that couldn't be truer when it comes to today's 50-plus consumer. The most recent Office for National Statistics data says there are more than 23 million people over 50 in the UK. That's 33 per cent of the population and they own 88 per cent of the nation's disposable income.

Many will spend more time in retirement than they did working. Retirement offers them opportunities to explore old interests and discover new ones – including cruising. But marketing to this audience isn't always plain sailing, to coin a phrase.

When most brands target the over-50s, they treat them as one uniform group, or even ignore them altogether. And the perception is that older people are unlikely to switch brand allegiance. Also, while the over-50s are seen as traditionally minded, technologically illiterate and out of touch, nothing could be further from the truth.

Future campaigns can no longer be based on a single persona for the mature audience, but will rather see the over-50s, 60s, 70s and 80s as age bands that contain diverse, experienced and sophisticated groups with varied values and lives.

- By categorising groups using demographic labels and engaging via traditional media, agents could be missing out on opportunities
- Once complicated and expensive, technology is now simple to use and very affordable.

SHIPS

MSC welcomes new ship to the fleet

MSC Cruises has christened *MSC Grandiosa* in a ceremony in Hamburg, as actor Sophia Loren officially named her 15th MSC Cruises' ship.

The event was the final part of MSC Cruises' longest-ever christening event, which included a series of celebrations spanning 27 days, eight countries and 11 ports, and involved more than 14,000 travel agents from around the world.

During a call in Southampton, MSC Cruises also announced a new campaign to support the trade during the peak wave sales period.

Launching in January, the Sea At Its Most campaign will appear on television, in print advertising, on MSC's digital platforms and out-of-home displays. The key message from the line will be to

present cruise in a different way to clients.

MSC Grandiosa is currently sailing seven-night cruises in the Western Mediterranean, calling at numerous ports including Genoa, Palermo, Barcelona and Marseille.



MSC Grandiosa is
off on its travels

River ships

We round up the latest developments when it comes to new vessels on the world's waterways



A-Rosa's family cabin has several firsts for a river ship

A-Rosa unveils shots of e-motion ship

A-Rosa River Cruises has released renderings of a family cabin for its e-motion ship, which is set to launch in spring 2021.

The battery-powered vessel, which will help the line reduce emissions, will feature spacious family cabins that can sleep up to five people, a large double bed, sofa bed and two bunk beds.

In a first for river cruising, the cabin will also include a play area and bathroom with shower and two sinks, along with a separate loo.

The ship will use an emission-free battery power concept, which will be used when it is approaching a city. The vessel will also be equipped with a shore power connection that allows the battery to charge overnight.



Egypt and its landmarks are on the up again

Viking treasures

River cruising on the Nile is back in fashion and that trend looks set to continue in 2020, as Viking River Cruises plans to launch *Viking Osiris*.

Named after one of the most iconic gods of Ancient Egypt, the 82-passenger vessel will sail a 12-day itinerary from Cairo, cruising through Luxor, Qena, Aswan and

Edfu, and stopping at monuments with particular significance for one of the world's mightiest civilisations.

Viking Osiris will feature clean Scandi interiors and boast an array of stateroom options, from 232 square foot standard staterooms with a river view to the 525 square foot explorer suite.

WTH boss to christen AmaSiena

AmaWaterways has announced senior vice-president and COO of Owned Brands for World Travel Holdings Debbie Fiorino (right) as godmother to its newest ship, *AmaSiena*.

The 24th ship in the AmaWaterways fleet launches in July 2020 and will sail a variety of seven, 10 and 11-night itineraries, visiting destinations along

the Rhine, Main and Moselle rivers.

Fiorino is responsible for World Travel Holdings' Dream Vacations, CruiseOne and Cruises Inc brands. She has 30 years' experience in business and leadership and more than 15 years working in the travel industry.

AmaSiena will be a sister ship to *AmaMora*, *AmaLea* and *AmaKristina*.



The bay of Cassis is a well-known beauty spot

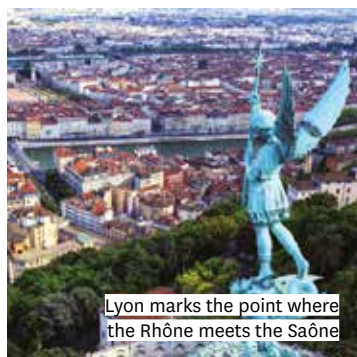
Choose cruise

Rhône Princess offers an elegant way to visit France

It's a CELEBRATION

In this regular series of articles, we look at converting new-to-cruise clients. This month we compare two holidays suitable for marking a special occasion

When occasions such as a milestone birthday, engagement, anniversary or even retirement come around, a break away from the stresses and strains of everyday life is often called for. A hotel stay is nice enough, but a cruise to mark that special time in a person's life is bound to be an unforgettable experience.



Lyon marks the point where the Rhône meets the Saône

Depending on their preferences, your clients could soak up the sun in the Caribbean, explore the far-flung regions of Asia or Africa, or discover the amazing frozen wilderness of Antarctica on an exciting expedition cruise.

The range of excursions on offer makes for a truly memorable experience, whether that's shopping in exotic bazaars, tasting delicious indigenous cuisine, or finding out about the cultural traditions of historic civilisations. On ocean-going liners, guests can indulge in spa treatments, tempting cocktails, a whole range of speciality dining outlets and a glittering array of duty-free shopping.

The river cruise example below offers a great deal for anyone with a wedding anniversary: for those married 10 years, the line offers 10 per cent off, and up to 50 per cent for those commemorating their golden anniversary. The half-price deal means that effectively one person travels free of charge.①



The Camargue is famed for natural wonders



The Gorges de l'Ardèche is one of the amazing landmarks of France

HOTEL VS CRUISE

ITINERARY	DESTINATIONS VISITED	ACCOMMODATION	DINING	AMENITIES	PRICE
All the must-see sights on the Rhône aboard CroisiEurope's Rhône Princess	The Camargue, Avignon, Gorges de l'Ardèche, Cité du Chocolat, Lyon	Six nights in a twin/double cabin, with TV, safe, AC, and wifi, plus ensuite bathroom with shower	Buffet breakfast and lunch; four-course French dining on the upper deck, drinks included with meals and at the bar	Lounge bar with dance floor; sundeck; fitness area; on-board activities	Main deck cabin for two people, £997 per person; includes flights from London and all transfers
Timeless Provence, a seven-night tour	Aix-en-Provence, the Camargue, Luberon Mountains, Avignon and Cassis	The Aquabella Hotel & Spa is a converted 18th-century townhouse located next to the old town, with part of the surviving medieval wall forming the hotel's boundary	Daily breakfast and four dinners are included in the price	A large, private garden and heated swimming pool. The airy restaurant overlooks the gardens; there are inside and outside bars plus a spa	£1,519 per person; return flights from Manchester and transfers are included, as are the services of a tour manager

Itineraries supplied courtesy of Ponders Travel; for more information call 01954 232 802, visit ponderstravel.co.uk, or contact sales@ponderstravel.co.uk

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(C) = Overnight stay



Georgina Dawson

Riviera Travel's sales development manager for the Midlands, Georgina Dawson, on her love of river cruising and why Porto is a first-class destination

Why is your cruise line the best?

Our ships and itineraries are designed solely for the British market and we offer the best quality-to-price ratio in the business. We have the youngest fleet of five-star river cruise ships and they're all designed for Brits. Features like tea and coffee making facilities in every cabin help our customers start their day right.

If your cruise line was a famous person, who would it be and why?

I'd say Dame Judi Dench. She's loved by everyone and really is the best of British.

How long have you worked for your cruise line?

I worked as a travel agent for 11 years and I'm now in my first year in a field sales role at Riviera Travel. I've always sold cruises, so I feel at ease selling Riviera to our travel agent partners.

What's the funniest thing that has happened to you on the road?

It was after my first holiday show, at which point I'd only had my company car for a few weeks. I still had my black Audi A1 at home, which I'd been using at weekends. After the show there was a

black Audi A1 parked next to my company car and I spent what felt like ages trying to get into the Audi, before eventually realising it wasn't mine. Luckily for me, the owner wasn't around to witness it.

What's your favourite ship in the fleet?

As my first Riviera Travel experience was on *MS Oscar Wilde*, that's where my love for river cruising began. With 169 passengers, the ship is one of our largest, and includes a second restaurant. The Bistro is just stunning, with an open kitchen and large panoramic windows to take in the beautiful views.

What's the strangest thing you've ever been asked about cruise?

I was covering our on-board facilities at a recent agent-training event, discussing how guests have complimentary use of our bikes (bikes are available to customers to take off the ships at their own leisure). One of the agents was struggling to understand the concept, and asked if we often had customers cycling around the top deck.

"Everything on our ships has been designed for the British market"

Which port would you prefer to disembark at and what would you do?

The city of Porto has so much to offer in terms of history and culture, all while enjoying the beautiful Douro. I'd probably admire the view with a glass of port and, of course, a *pastel de nata* – a traditional Portuguese tart.

And where would you opt to stay on board and why?

There isn't anywhere I wouldn't want to visit. The best thing about river cruising is the itinerary and, with Riviera's excursions included in the price, guests can truly appreciate the destinations.

Which cruise is on your bucket list?

I'd love to experience the Maldives – snorkelling in the crystal blue Indian Ocean and relaxing on the white sandy beaches. I can't think of anything better.

If you didn't work in the cruise industry, what would you do?

If I ever left this industry, I'd love to live in India and work with charities that support young women and help advance their education. 🇮🇳



Porto is Georgina's destination of choice for history, culture and the Douro

In my VIEW

CLIA UK & Ireland director **Andy Harmer** looks ahead to 2020 and the trends that will shape the industry

There are two key themes being talked about in cruise, as well as in the wider travel sector. I am certain that agents have heard these come up at cruise events, on social media and via customers. Yes, the themes I'm talking about are technology and sustainability.

The developments and advancements in technology and sustainability within the industry are changing the guest experience as we know it, and the focus on both of these themes is only going to grow as we head into 2020.

Next year will see continued investment by cruise lines in technological developments to create smart ships, with the deployment of new apps, wearable technology and installation of high-tech experiences on board. As cruise lines find new ways to use technology in order to smooth the ship-to-shore experience, cruise holidays are changing to match how guests live at home.

Many cruise lines are enhancing their on-board wifi – adding electronic wayfinding boards and creating new technologies to be used by guests. There are examples across the industry, such as the use of facial recognition, apps to pre-book elements of the cruise journey, new wearable technology that combines multiple functions in one piece of kit and in-stateroom voice-activated electronic assistants. This technology is being integrated to create a more seamless holiday experience and in 2020 and beyond we can expect to see these advancements continue.

A cleaner future

The other key theme – sustainability – will be a hot topic in the coming years. Unprecedented progress has been made in implementing policies and practices over recent years.

CLIA cruise lines have invested more than \$22 billion in ships with new,



“Our cruise lines have invested more than \$22 billion in energy-efficient technology”

energy-efficient technologies and cleaner fuels, while also embracing new guest-facing policies such as the reduction of single-use plastics. As people place a growing importance on responsible tourism, agents must start preparing for questions that may come their way regarding sustainability by equipping themselves with stats and facts about the initiatives cruise lines are taking.

As we head into the next generation of cruise, much is changing in our sector and sometimes it can feel a little overwhelming keeping up to date with latest developments. The annual CLIA Conference is a great way of getting to grips with everything that is happening in the industry.

Next year's conference, taking place in Southampton on 26-28 April, will feature expert speakers from within and outside the industry. Their knowledge and expertise will prove invaluable to agents who are looking to grow their cruise business and seek confidence in answering questions customers may have regarding the latest technological advancements and sustainability projects. 📍



Princess Cruises' Ocean Medallion is in the vanguard of next-gen tech

Day in the life

What you do and how you do it – in your own words

Zoltan Biczo

Specialist Travel Consultant
Ponders Travel

My alarm goes off at...

I recently turned 40, so I pledged to go to bed and get up early. I have no need to hit the snooze button, as my lovely wife wakes me up at 6am. I also take time to do yoga and go for a morning run – it helps to keep me energised for the day.

My job entails...

Nowadays it includes many different aspects, with things being dealt with in a set sequence of operations.

I got my job...

In 2014, and what an inspiring and learning journey it has been since. A change of pace and having fresh ideas keep me going. I'm excited about my career path.

A typical day involves...

My job involves dreaming, planning, drawing itineraries, sourcing suppliers, customer service and lots of phone-call handling and email exchanges. I am lucky that no day is the same.

At lunchtime...

I now have a lunch break away from it all. I used to eat at my desk, but I recently decided to stop that.

The most stressful part of my job is...

When I am deliberately dragged into a price competition. That kills any personal touch and my enthusiasm, and makes me realise we are living in the 21st century.

I love it when...

I am allowed to get carried away. It sparks my imagination, so I can do even better.



“
As a small kid I grew up on the banks of the Danube, mesmerised by river ships. Now I charter those river ships for my group departures
”

I'll never forget...

As small kid being brought up on the banks of the Danube, mesmerised by river ships. Now 30 years later I charter those river ships for my group departures.

We bring to the table...

I do everything I can to stay away from the ordinary. I am not only a booking agent but a 24/7 concierge.

I'd shake up the industry...

I always want to infuse my bookings with new energy, spice up individual and group holidays with a little dose of vitamin C – creativity. That is my remedy for staving off dullness and routine and creating exciting trips.

Since 2014, I have run one or two personalised themed river cruises. Like a composer writing a new concerto, I am always excited about creating a new play, a new cruise departure. I never do the same programme twice and the results have been overwhelming. 🎵



The Danube, Zoltan's home river, takes its magnificent course through Budapest

Spotlight on...

CruiseAppy

CruiseAppy CEO and co-founder **Peter Whittle** explains the idea behind a new app that aims to revolutionise how agents and customers interact

How did the idea for the CruiseAppy technology emerge?

I've been involved in travel and cruise technology for about 12 years and I noticed that the buy rates online for cruise, compared with other travel products, was lower. It's not a commodity product; it's an emotional product that needs a lot of information and inspiration to help people select the right cruise.

And how did you go from that to your new app?

I saw the power of video and how that can help educate clients on why cruise is a great product. From a trend perspective, more and more holiday research happens via mobile devices.

Most agents have a website but you are competing on a playing field on Google with hundreds of other similar websites. I saw the opportunity to pull together the technology and video content into an app, along with powerful search tools and customer engagement functionality, and put that under the branding of the cruise agent. They then have that relationship with a client.

I've been testing the app for about a year with different agents. We've had 10,000 downloads of the app – it's been that typical spell of building, learning and updating.

What does the app include and how does it work?

It's for consumers, but it's under the travel agency. For example, you wouldn't go into the app store and search 'CruiseAppy', but you would search for a cruise agency, for example. We're enabling agents to



“Agents say the app will help them generate new sales”

have a professional app that they can offer to clients to sell more cruise.

It's all within one environment. A lot of cruise lines have an app, and those apps are used on the cruise, but often they are disregarded afterwards.

We feature all the cruise lines and a price tracker. It can send a push notification to the cruiser, to say, 'this has just gone down or up in the price, now is the time to contact your agent and book'. It also tells the agent what customers are tracking. That enables agents to speak to the cruise line and say, for example, 'I've got people interested in this cruise, let's work together on an offer'. They can then target those clients with push notifications.

What's built in to the app?

First is the inspiration part – the video content and the search function for a destination or cruise line. We also have content regarding the destination to offer deep information, such as restaurants, shopping, things to do. In addition, as we know the geo-location of the cruiser who is using the app, agents can send notifications highlighting things to do.

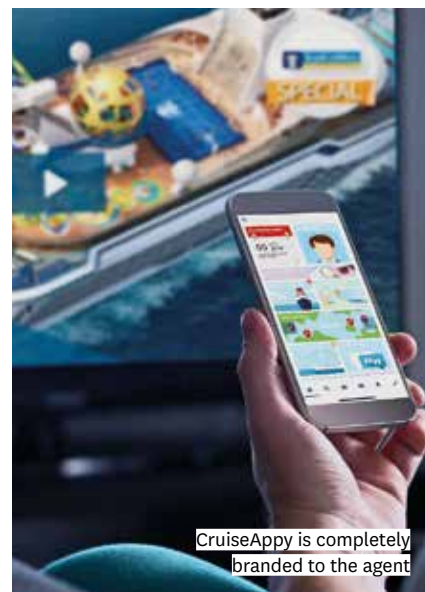
It maintains the relationship between the agent and the cruiser. There's also a chat function, giving agents the chance to push particular product offers via the messaging option.

It's on Google Play and the App Store. Commercially how it works is the travel agent will pay for the app to be developed for them – it is completely branded to them. The end client doesn't pay.

What uptake have you had from agents?

We have just under 10,000 cruisers using the app [at time of writing]. The take-up has been great and we're getting a lot of interest. Agents have said it will help them bring in new sales but it's also about their relationships with existing clients. They can start to personalise the product.

As we build the community it can also become a powerful tool for ports and cruise lines, where they have a community of engaged cruisers who they can educate about the benefits of their port, itineraries, or the cruise line. The goal is to build the number of app users around the world so it becomes a community that's valuable. 📍



Sales INSPIRATION

Silversea offers last-minute savings

Offer

Guests can save on a range of Silversea cruises to Antarctica departing in early 2020.

The offer includes on-board credit and a one-category suite upgrade, on *Silver Cloud* and *Silver Explorer* voyages.

Silversea's all-inclusive fares include a one-night pre-cruise hotel stay, transfers, charter flight to/from Ushuaia and luggage handling. All shore experiences, such as Zodiac tours, hiking and kayaking, are also included in the price.

Guests need to book by 3 January 2020. Visit silversea.com for a full list of itineraries.



South Georgia's king penguins are one of the region's attractions

Offer



Celebrity is going bespoke

Personalised holidays with Celebrity

Celebrity Cruises' new campaign allows guests to personalise their cruise with on-board benefits.

The Sail Your Way concept has been designed to provide flexibility. Celebrity Cruises is supporting the launch with a range of training assets for agents.

There are three packages available for guests: Sail All Included, which includes all four extras; Sail Plus, which includes two perks; and Sail, a fare-only package.

Visit celebritycentral.co.uk for details of this offer plus agent support.

Spend, spend, spend on Princess

Princess Cruises is offering up to \$1,100 on-board spending or free flights and transfers on select European sailings.

Running until 23 December 2019, the deal applies to more than 1,000 cruises and is for first and second guests sharing a stateroom, on itineraries ranging from four to 50 days.

The deal includes the 3,080-guest *Crown Princess*, which sails round trip from May to November next year from Southampton. For more information visit princess.com.



Offer

Crown Princess has ex-UK departures in 2020

Offer

This month's star prizes, incentives & fam trips

Incentive

Win in the AmaAcademy

Start training now for a chance to win a river cruise

AmaWaterways is giving agents the chance to win a 2020 river cruise as part of its new online training portal.

The AmaAcademy is an interactive programme designed to help agents sell the brand. It includes an online booking engine as well as an expanded suite of marketing resources.

Those who complete the first part of the course will enter a prize draw to win an AmaWaterways cruise for two in 2020. Agents have until 16 December 2019 to

complete the training. Academy graduates will also receive an AmaWaterways certified agent certificate and qualify for reduced fam rates, starting from £651pp.

All new course graduates who make a new booking within 90 days of completing the first course will earn a £25 Love2Shop voucher. Additional courses and incentives will be added in the coming months.

To sign up for AmaAcademy, visit the agent portal at amawaterways.co.uk.



Mumbai, India's biggest city, is on the itinerary

Discover India on CroisiEurope

CroisiEurope has introduced a new cruise travelling between Chennai, Sri Lanka and Mumbai with savings of £2,079pp when booked before 31 December 2019.

The 10-night cruise on the line's new ocean ship, *La Belle Des Océans*, starts with an overnight in Chennai on 11 January 2020 and calls at Trincomalee, Colombo, Kochi and Goa before finishing with an overnight stay in Mumbai.

Highlights of the cruise include visits to three UNESCO sites, the archaeological site of Mahabalipuram in Chennai and the churches and convents of Goa.

Guests who book before 31 December 2019 will also receive complimentary shore excursions to the value of £357pp.

Cruise-only prices start from £3,461pp, (or from £5,540pp if booked after 31 December 2019).

Incentive

A-Rosa unveils UK site

A-Rosa River Cruises has launched a UK website to support travel agents and tour operator partners.

The website has all the destination and cruise details for selling A-Rosa's products.

Each river has its own section with information on the destinations, things to do and details of the international cruises available. The website also details key cities and towns, while the experiences section includes tips on excursions. The website includes every

international departure until the end of 2021, which is useful for forward planning.

The website is not bookable as A-Rosa River Cruises only sells through agents and trade partners in the UK. Instead, it points visitors to its partner brands: Newmarket Holidays; Shearings Holidays; Saga Holidays; Titan Travel and Andante Travels. There are also offers from the partners.

See arosa-cruises.co.uk for further information.

The website is designed to support agents



6
OF THE BEST

Multi-gen cruises

More and more families are seeing the benefits of a cruise, but which itineraries are most suited to those with children? **Gary Peters** reports

1 Splashers and surfers

While excursions are a great way for groups to spend quality time together, those of certain ages are also keen to find their own space – think teens or even those a little younger. P&O Cruises has Reef clubs, for four groups: Splashers (2-4 year olds); Surfers (5-8 year olds); Scubas (9-12 year olds); and H2O (13-17 year olds). Each has its own identity, so, while slides and books are the key attractions in Splashers, over at H2O it's a retro arcade and pool table. The seven-night Western Europe cruise, departing 23 May 2020, is priced from £835pp, sailing on *Ventura*.

2 The A-Rosa attitude

A-Rosa River Cruises has long positioned itself as a go-to for multi-generational travel, evidenced by its free cruises for children under 15 on all itineraries (except the Douro, which instead features a 25 per cent discount). However, the line is going further: in 2021 it will launch a battery-powered ship specially designed for families. The vessel will feature family-orientated cabins and a separate children's pool, next to a large swimming pool on the sun deck, a dedicated kids' club and a restaurant with a children's area. Prices for a seven-night Rhine cruise, departing 18 October 2020, start from approximately £860pp.

3 Travel for free

As with A-Rosa, CroisiEurope is another river cruise line that has seen the desire for family travel and devised a strategy to tap into the trend. It offers a free cruise for children under 16 on Portugal, Spain, Italy and Rhine itineraries, as well as a 30 per cent discount for kids on its Dalmatian coast voyage in Croatia and Montenegro. The line also has menus with kids in mind, ensuring there's something for everyone at dinner. Prices for a six-day Porto and the Douro Valley itinerary on *MS Amalia Rodrigues* start from £1,12pp, departing 31 March 2020.



4

4 All-inclusive on Uniworld

Luxury river line Uniworld is known for opulence, but it also runs a programme, Uniworld Generations, in which all applicable departures include special events and excursions for families. It also offers 25 per cent off the fare for guests aged 4 to 17 travelling with an adult (suites excluded). Visitors can book the programme on cruises such as *SS Beatrice's* Delightful Danube and Prague itinerary on 13, 22 and 27 July 2020. Prices for the 13 July departure start from £3,509pp.

5 The Lego experience

Another line that has beefed up its offering is MSC Cruises, with a host of clubs, excursions and events to keep little ones happy. Clubs range in age from baby groups up to the teen area, designed for guests aged 15-17. In addition, the MSC Family Explorer Club offers excursions tailored to families, to keep kids entertained while adults benefit from educational activities. Last but not least is Lego Experience, an all-day event dedicated to a favoured pastime. The eight-night Mediterranean cruise on *MSC Grandiosa* departs 29 March 2020. Prices from £799pp.

3

5



6 Choose fun

There's little doubt that Carnival Cruise Line is well known for its on-board atmosphere and sheer number of activities suitable for all ages. Its tagline of "Choose Fun" has struck a chord with families, as the line's vice-president of international sales, Iain Baillie, described to *Cruise Trade News* earlier this year: "Carnival is the global leader, carrying more than 800,000 children each year. We take fun very seriously and our ships feature numerous kid-friendly amenities. There's more to come, with a trampoline park on *Carnival Panorama* at the end of this year and an incredible rollercoaster on *Mardi Gras* next August." A six-day Mexican Riviera cruise on *Carnival Panorama* departs 18 December 2021. Prices from approximately £500pp. 📞

6



2



Scenic

CTN editor **Colette Doyle** chats to Scenic executives Colin Downing and Joseph Grimley about how the line's amazing new vessel is creating a brand-new cruise category

Scenic's swish offices in Manchester just by Piccadilly railway station are sleek and well-proportioned, a bit like the line's new ship, *Scenic Eclipse*, designated "the world's first discovery yacht".

The 228-passenger vessel launched in August with a 13-day cruise from Reykjavik to Québec following the christening event in New York involving the new vessel's godmother, Oscar-winning actress Dame Helen Mirren.

Dame Helen was a natural choice, I learn: "She is an A-list celebrity with global appeal, so we put some feelers out and it became clear she liked the environmental side of things and wanted to be associated with [the project] – her passion is phenomenal, she's so professional and down to earth," says Scenic UK's director of trade sales, Joseph Grimley.

The environmental aspect referred to by the ship's godmother relates to the



Teppanyaki is just one of the elegant dining options on board

use of new technology that uses lower-emission fuels, no dirty water waste, and a no-single-use plastics pact. This interest in eco-friendliness can be traced back to Australian entrepreneur Glen Moroney, founder of Scenic, who is keen on cherishing the planet. "You can never have a totally green ship, but you can do green things and act responsibly in areas like Antarctica," notes Grimley.

"The christening went really well," says Scenic's managing director for the UK, Colin Downing. "We took 50 senior agents that we work with globally on a five-day fam trip to Nova Scotia."

Asked about the agents' response to *Scenic Eclipse*, Downing declares it was "like nothing they'd ever seen before – it completely blew them away. We delivered what we'd promised and more.

"It's a new, better way of doing things," he continues: "Luxury cruising and discovery expedition brought together in a six-star yacht: it opens up a new

category altogether." The Scenic UK MD describes the line's offer as "ultra all-inclusive. Apart from a few things such as the spa, everything is free, virtually all the dining options and all beverages are complimentary, right down to the guest's mini-bar."

The F&B options on board are, as you would expect with a venture of this kind, of the highest standard: there are no fewer than nine outlets (not including in-room dining) – an astonishing variety given the size of the vessel – and they include French, Italian, Teppanyaki and sushi. Guests can also sip the finest vintages at the Champagne Bar, or indulge in an aged single malt from an extensive collection in the elegant Lobby Lounge.

Of course, what really sets the new ship apart is the fact it features two helicopters and a submarine, perfect for catering to those passengers who want to unleash their inner James Bond.

"We deliberately planned the ship's



"It's a new, better way of doing things – luxury cruising and discovery expedition combined"

JOSEPH GRIMLEY & COLIN DOWNING



Drinks are all inclusive in
Scenic Eclipse's Scenic Lounge

routes so it's in the right place to see the migration of whales and birds," explains Downing, adding that the on-board hi-tech toys will help guests enjoy a "more immersive experience". Guests can fly inland for 20 minutes, for instance, and view king penguins, or take a trip on the submarine as it prepares to dive on the wreck of a Canadian warship.

Downing also waxes lyrical over the calibre of the discovery team: "They're amazing, the pilot is ex-US army and we also have marine biologists and ornithologists who can really demonstrate their knowledge. They're not just glorified entertainers, but experts in their field who are able to give in-depth talks."

Although *Scenic Eclipse* has hogged the headlines recently, the company is also well known for its Emerald Waterways river division, and there are some interesting developments on this side of the business too. "Passengers are increasingly looking for more genuine experiences, so we'll shortly be announcing new itineraries for 2021," confirms Downing.

In Europe, the trend in river cruising is towards wellness, and to this end each Emerald ship has an activity manager, overseeing sessions in aqua aerobics, yoga, Pilates, hiking, biking and more. In Asia, the 84-guest *Emerald Harmony*, which made its debut in late summer, is the line's first Star-Ship to operate outside Europe.



*Eclipse is on a mission
towards greener cruising*

"The ships there are mainly colonial style and not built to European standards, but this one has a contemporary feel to it and our guests are reassured that they can now have the same experience on the Mekong as they have been used to in Europe," explains Grimley.

Grimley moved over from Riviera to be head of trade sales last September. He is a huge believer in the importance of agents when it comes to selling cruise. Talking about his decision to join Scenic, he says he "wasn't tempted to come to a business where trade is a second-class citizen; it has to have absolute parity". Putting words into deeds, Grimley is committed to a programme of fam trips that will double

the budget for agent educationals.

As he points out: "Last year we ran two trips for Scenic and two for Emerald Waterways, taking a total of 32 agents on our river cruises. Next year we'll be running four for Scenic and four for Emerald Waterways, meaning 64 agents will experience our river-cruise products."

"In addition to fam trips, we'll also be taking groups of agents on ship visits to Amsterdam for the day, stemming from a successful trial we conducted earlier this year. We'll be running four of these visits in 2020. Overall, some 100 agents will get to experience our products in 2020; we're huge believers in education – convinced it's vital for the trade to get the chance to

A helicopter is a notable
innovation on the new ship





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From the Arctic to Antarctica and everywhere in between the new Scenic Eclipse 2020-22 collection has just been released, taking guests on some of the most beautiful journeys on Earth. As well as providing incredible itineraries to popular ocean cruise destinations, Scenic Eclipse seeks to push the boundaries that others can't during expeditions to the Arctic, Antarctica and beyond, following in the footsteps of early explorers.



Your customers will be part of a select group to witness myriad icebergs, glaciers, fjords and islands, not to mention some of the world's most intriguing wildlife. The on board Zodiacs and kayaks enable guests to get up close to incredible feats of nature, be that the Arctic tundra, the Antarctic icescapes or the marine life that call these incredible regions home.

Having enlisted the expertise of an experienced and passionate Discovery Team, your customers are in great hands. Their vast knowledge spanning the polar regions promises truly authentic experiences and unrivalled insight. Just one of many additions that set Scenic Eclipse apart from the crowd.

Two on board helicopters[^] and a submarine[^] allow for unique perspectives, otherwise inaccessible to the ordinary traveller. And almost every day provides the opportunity to make the most of their flexible Scenic Freechoice program and Scenic Enrich experiences – created exclusively for Scenic guests. A new era in expedition cruising has arrived.



The yacht's unique size allows easy navigation of the little-explored seaways of the polar regions, visiting ports and destinations other larger ships simply can't.

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For more information, training and marketing support in selling Scenic Eclipse, email our dedicated Trade Team at agencysales@scenic.co.uk or call 0161 233 1988

Terms and Conditions: Lead price correct at time of going to print (15 November 2019) and is based on our Antarctica in Depth cruise departing 15 Feb 2022 with two sharing a Verandah Suite paying the Earlybird fare with economy flights departing London Heathrow, subject to availability. Supplements may apply for regional departures. Prices include the advertised Earlybird saving plus an Early Payment Discount of £500 per suite. Early payment discount of £500 is per suite and based on two persons sharing. Discount will be reduced for single occupancy. Full balance payment must be made on or before 31 December 2019 to receive this discount. Discount amount will be deducted from balance payment. Private door-to-door transfers are complimentary within a 75 mile radius from your home address. For any journey over 75 miles, a £2.00 per mile supplement will be charged. Offers are valid for new bookings only made before 29 December and can be withdrawn at any time. Earlybird Fares are strictly limited. Pre-departure night included on all season departures – hotel stay will be allocated and booked by Scenic, includes bed and breakfast. [^]Helicopter and submarine activities are weather permitting, may incur additional costs and are subject to availability and regulatory approvals. *All drinks on board are included except for a very small number of rare, fine and vintage wines, champagnes and spirits. Scenic Tours Pty trading as Scenic. Registered: 05770868

cruise

TRADE NEWS

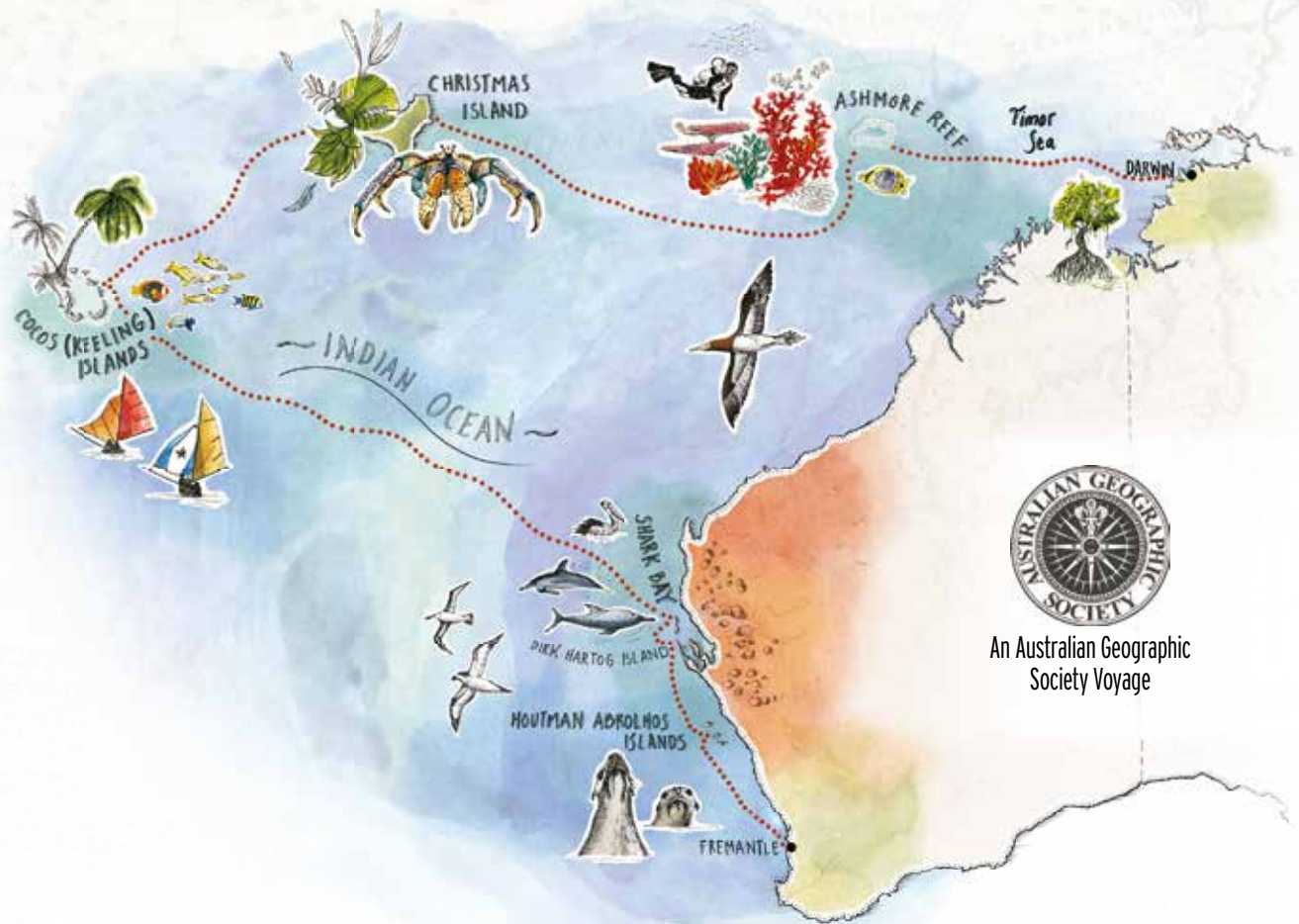
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EXPEDITION CRUISING



There are few areas in the industry that generate as much excitement as expedition travel. Whether it's the opportunity to see fascinating animals in their natural habitats or the prospect of adventure in far-flung locations, guests are increasingly looking for journeys that offer something different.

Such is the demand that cruise lines are rapidly investing in new ships – such as Hapag-Lloyd's *Hanseatic Inspiration*, which you can read more about on page 10 – itineraries and excursions.

The key, in what is becoming a crowded market place, is to offer something unique that embraces local cultures and authentic, immersive experiences. That, of course, is easier said than done, but where there is a will, there is a way.

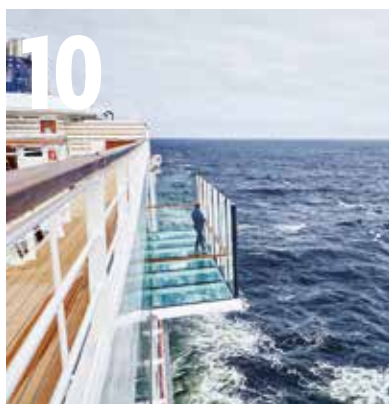
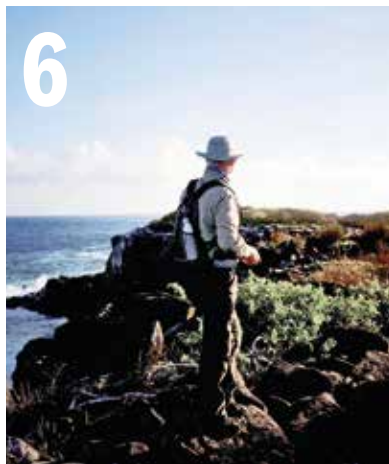
What is not in doubt is the fact that there seems to be little in the way to stop the fast-moving juggernaut that is the desire for transformational travel. In that knowledge, expedition cruising is certainly here to stay.

We hope you enjoy this supplement.

Gary Peters

EDITOR

Cruise Trade News



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What do guests get for their money?

2021 / 2022 dates available on *G Expedition* tours.



Book early and save up to 20% on our 2021–2022 season.

Why climb aboard the *G Expedition*?

The ship — built agile, nimble, and sturdy — lets your travellers get close to the sights and sounds of the ends of the Earth without sacrificing the comforts of home. It's small enough to access wonders beyond the reach of the big liners. And with room for no more than 134 passengers, along with a range of amenities and activities, all they have to do is enjoy the ride.

Departure dates for 2021–22 will be released online on December 10, 2019.

With our early booking offers, you can **save your travellers up to 20%** when you book between December 10, 2019 and February 29, 2020.

Why see the polar regions with *G Adventures*?

- Explore with regular Zodiac excursions
- Learn from on-board expedition leaders, naturalists, ornithologists, a marine biologist and more
- Get familiar with the region through daily lectures and briefings
- Opportunities for kayaking (destination depending)
- Stay comfortable in any weather with a complimentary *G Expedition* parka



The Arctic

Save 15% on endless adventure at the top of the world.

Realm of the Polar Bear in Depth

11 days | Longyearbyen to Longyearbyen

- Search for Arctic wildlife such as whales, walrus, polar bears, puffins and many more
- See rugged landscapes filled with colossal glaciers and far-reaching ice floes

Promo code: **G2OGET015EXP01ARC**

Departures from May to September 2021.
Book between December 10, 2019 and February 29, 2020.



Norway

Explore Europe's northern frontier for **20% off**.

Norwegian Arctic Encompassed

15 Days | Edinburgh to Longyearbyen

- Enjoy some of the world's most beautiful scenery along Norway's rugged coastline
- Wander through fishing villages and appreciate the slow pace of life

Promo code: **G2OGET020EXP01NOR**

Departing May 2021.
Book between December 10, 2019 and February 29, 2020.



Antarctica

Discover wonder of the biggest scale on sale for **10% off**.

Antarctica Classic

11 Days | Ushuaia to Ushuaia

- Set foot on Antarctica — the world's least-visited continent
- Encounter penguins, immense icebergs and magnificent glaciers

Promo code: **G2OGET010EXP01ANT**

Departures from October 2021 to March 2022.
Book between December 10, 2019 and February 29, 2020.

Whether it's an eight-day dip or 21-day odyssey, there's a *G Expedition* cruise that's right for your travellers. For full details and itineraries, visit gadventures.co.uk/travel-deals.

To learn more, contact us.

24/7 Agent Hotline: 0344 272 2190

Or visit gadventures.co.uk/expedition



Terms and Conditions

Norway: Receive 20% off per person on guaranteed departures of select small-group tours as follows: Tour must be booked between December 10, 2019, and February 29, 2020, at 23:59 EST for travel between May 1-31 2021, for the G Adventures' tour portion of these trip codes: XCELNX, XCETNX, XCTENX, XVLLNX, XVLTNX, XVTLNX. Valid for new bookings only and must quote promo code G2OGET020EXP01NOR at time of booking.
The Arctic: Receive 15% off per person on guaranteed departures of select small-group tours as follows: Tour must be booked between December 10, 2019, and February 29, 2020, at 23:59 EST for travel between May 28, 2021 - September 15, 2021, for the G Adventures' tour portion of these trip codes: XVLRLX, XVRPNX, XVRDNX, XVAHXX. Valid for new bookings only and must quote promo code G2OGET015EXP01ARC at time of booking.
Antarctica: Receive 10% off per person on guaranteed departures of select small-group tours as follows: Tour must be booked between December 10, 2019, and February 29, 2020, at 23:59 EST for travel between October 21, 2021 - March 15, 2022, for the G Adventures' tour portion of these trip codes: XVAESX, XVCASX, XVGFSX, XVQCSX, XVSHSX. Valid for new bookings only and must quote promo code G2OGET010EXP01ANT at time of booking. Valid on cabins category 3-5 only.

Bookings must be made by calling G Adventures, visiting gadventures.co.uk, or by contacting your local travel agent. Cannot be combined with any other offers, promotions or discounts and is subject to availability. Does not apply to National Geographic Journeys with G Adventures, private groups, independent trips, pre or post-tour accommodation, insurance, airfare not included in the itinerary, upgrades, extras, kayaking or camping, "My Own Room" or "My Own Tent," transfers, theme packs, or other in-country or on-board services. G Adventures reserves the right to withdraw this offer from sale at any time without prior notice. Any refunds made with respect to products booked under this promotion shall be issued at the discounted rate. G Adventures reserves the right to cancel any booking due to unauthorized, altered, ineligible, or fraudulent use of discount. G Adventures is not responsible for technical or system errors that may interfere with or otherwise prohibit the use of the promotion. All G Adventures' tours are subject to G Adventures' full booking conditions, found here: gadventures.com/terms-conditions-policies/

News ROUND-UP

Alaskan adventures from Regent

Regent Seven Seas Cruises is giving guests the chance to indulge in a range of experiences on its 2020 Alaska programme, including the chance to meet a sled dog.

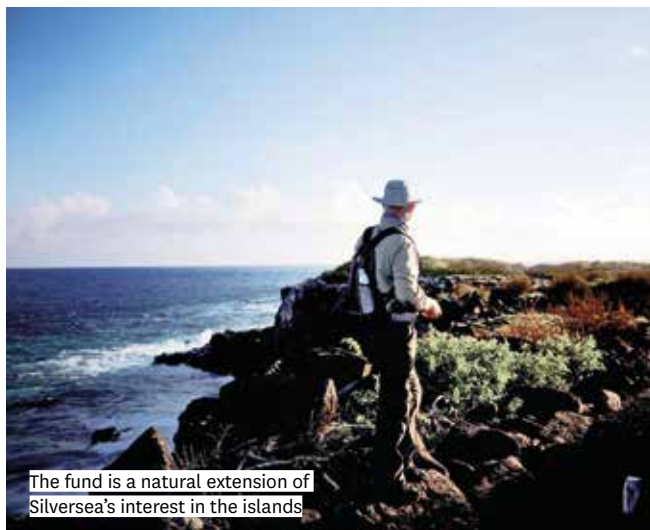
Activities include heritage and culture lectures from Alaska natives, talks from nature experts and local tours, such as a look at the Gold Rush settlers in Skagway. Guests will also hear from a professional musher and see a sled dog in Skagway.

Regent Seven Seas Cruises president and CEO Jason Montague said: “We’re bringing the destination to life on *Seven Seas Mariner* with unforgettable raptors, renowned folk singers, Tlingit historians and the unique cuisine and culture.

“We are also enhancing shore excursions with new Go Local Tours and other engagements led by residents.”



Sled dogs are sure to pull in visitors to Alaska’s Skagway



The fund is a natural extension of Silversea’s interest in the islands

Silversea launches Galapagos conservation campaign

Silversea has unveiled a dedicated fund that will, according to the line, aim to preserve the natural wonders of the Galapagos Islands.

Working with the Galapagos Conservancy, the Silversea Fund for the Galapagos will educate and support local communities and people by financing projects related to youth empowerment, education and training, science, technology and conservation.

Silversea vice-president and

general manager Fernando Delgado said: “The Silversea Fund for the Galapagos is a natural extension of our belief that sustainable tourism can open eyes and foster respect for our planet, particularly for such unique and diverse destinations as the Galapagos.

“We will use education as a means to sustain the long-term conservation of the environment, leveraging on our strong relationships with the region’s local people.”



Greg Mortimer's bow is a new innovation in cruise

Aurora Expeditions christens new ship

Aurora Expeditions has officially welcomed its new ship to the fleet during a ceremony in Ushuaia, Argentina.

The line's co-founder and godmother to the ship, Margaret Mortimer, smashed a ceremonial piece of Antarctic ice against the hull of the *Greg Mortimer*.

Aurora Expeditions managing director Robert Halfpenny said: "Integral to Aurora Expeditions' DNA is sustainability and preservation of natural areas, and

that is showcased in the design of the *Greg Mortimer*, with anchorless technology and reduced emissions.

"With our small expedition ships, lower environmental impact and improved comfort, Aurora Expeditions really is leading the way in expedition cruising."

The ship is the first expedition vessel to use the patented Ulstein X-Bow, an inverted bow design that allows the ship to sail with greater stability.

Hurtigruten tests cleaner fuel

Hurtigruten has tested the use of biodiesel on *MS Polarlys* as it seeks to reduce emissions further from its cruise operations.

The line claims switching to biodiesel could reduce CO₂ output by as much as 95 per cent. Hurtigruten CEO Daniel Skjeldam said: "Hurtigruten is testing

certified biodiesel that is free of palm oil. The industry needs to start making more sustainable choices. Hurtigruten wants to lead the way."

The line recently launched *MS Roald Amundsen*, the first hybrid expedition ship, aiming to cut fuel consumption and emissions.



The Indian Ocean's wildlife will be part of the draw on *Coral Geographer*

Coral Expeditions' new Indian Ocean experiences

Coral Expeditions has released three itineraries as part of the maiden voyage series for new-build *Coral Geographer*.

The Indian Ocean expeditions will feature talks from historians, anthropologists and destination experts, as well as a number of excursions and activities designed to immerse guests in the local environments.

ITINERARIES

● The 17-night Small Islands at the Edge of Africa voyage will take in the coastlines of the islands of Mauritius, Reunion and Madagascar, as well as the African nations of Mozambique and Tanzania. Departing Mauritius on 17 February 2020.

● The 19-night Navigating the Indian Ocean voyage, from Zanzibar to Fremantle, departs 6 March 2021. An extensive on-board programme is available, including guest lectures and celestial navigation lessons.

● The 27-night Island Outposts of Australia's West Coast cruise from Fremantle to Darwin departs 26 March 2021. The itinerary includes the Abrolhos Islands, Shark Bay, Cocos (Keeling) Islands, Christmas Island and Ashmore Reef.

🔗 Visit coralexpeditions.com for more information

Two helicopters put *Quark Ultramarine* passengers in pole position for sightseeing



Future perfect

Dave Monk takes a look at the coolest new expedition ships and itineraries launching over the next few years to keep agents in the loop

SHIP FOCUS

Coral Geographer

Enjoy sunset drinks al fresco at the Explorer bar on *Coral Geographer*, the latest addition to the Coral Expeditions fleet, which will launch in late 2020. The 120-passenger sister ship to *Coral Adventurer* will have more than 1,000 square metres of open deck space, including a wrap-around promenade with panoramic views. Most cabins will also have a private balcony. Dining will be at a communal table serving buffet breakfast and lunch, as well as dinners featuring Australian and local produce. The ship also comes equipped with two Xplorer tenders and six Zodiac boats.

en.ponant.com

Le Commandant Charcot

French company Ponant will be heading to the North Pole on the hybrid electric ship *Le Commandant Charcot* from May 2021. Because it can switch between liquefied natural gas and batteries, the

270-passenger vessel will be able to sail almost silently in sensitive areas without producing any emissions. Even so, the ship will be strong enough to plough through dense ice as it carries guests from Spitsbergen to the top of the world. *Le Commandant Charcot* will also carry a scientific lab to study the ecosystems and biodiversity of the Arctic and Antarctic.

en.ponant.com

Nat Geo Endurance

Expeditions expert Lindblad is applying the X factor on its first polar ship, the 126-guest *National Geographic Endurance*, launching in January 2020. The X-Bow is said to give the smoothest ride in all types of sea, saving fuel and reducing emissions. Watching wildlife is much easier, too, because passengers can look straight down the sides without having to lean over

Penguins are one of the great sights of the Antarctic region



ITINERARY FOCUS

Bucket-list Antarctica

The seventh continent is on many people's bucket lists and now travellers can sail on the new 530-passenger Hurtigruten ship *Roald Amundsen*, named after the Norwegian who led the first expedition to the South Pole. An 18-day itinerary combines Chilean fjords, the Falkland Islands and Antarctica, giving passengers the chance to see wildlife such as penguins, whales and seals amid floes and icebergs. Because *Roald Amundsen* is a hybrid diesel/electric ship, it's capable of sailing silently and emission free to ensure a minimal effect on the environment.

● 18-day voyage leaving on 4 November 2020, from Santiago de Chile costs from £7,909pp.

➔ hurtigruten.co.uk

Dramatic Patagonia and the Chilean fjords

Lovers of mountains, fjords and glaciers should book a voyage on *Greg Mortimer*, the new ship from Aurora Expeditions, as it travels through Patagonia. After sailing along the Beagle Channel, the 120 passengers will be able to take Zodiac boats on the look-out for dolphins, penguins and seals. An overnight in Torres del Paine National Park allows views of its dramatic landscapes.

Other highlights include migrating whales. ● 14-day cruise leaving Ushuaia in Argentina on 2 April 2020, from £7,540pp.

➔ aurora-expeditions.com

Energetic Australia

Newcomer *Crystal Endeavor* is heading down under in its inaugural season, taking up to 200 guests on a leisurely 14-day cruise from Cairns to Sydney via such fantastically named destinations as Ribbon Reefs and Coral Sea Islands. In Lizard Island National Park, nestled on the Great Barrier Reef, passengers will be able to go swimming, hiking and snorkelling, or take a Zodiac

into the mangroves to seek out yellow-spotted monitor lizards.

● 14-day cruise leaving Cairns on 31 October 2020, from £11,922pp.

➔ crystalcruises.co.uk

Seafaring Mediterranean

Your customers may think they know the Med but a 17-day itinerary on new ship *Scenic Eclipse* will show them the highlights of Portugal, Spain, Morocco, France, Monaco, Italy and Greece in one dream trip. Like explorers of old, guests on the 228-guest ship will sail from Lisbon and follow the Atlantic coast past the Straits of Gibraltar and into the Mediterranean. On the way they will see wonderful places such as Seville, Tangier, Barcelona, Saint-Tropez, Monte Carlo, Amalfi and Santorini. The trip ends in Athens, another centre of ancient seafaring, but all the way guests will be kept in the most modern comfort on a ship that has two helicopters and a submarine.

● 17-day cruise leaving Lisbon on 11 April 2021, from £8,445pp.

➔ scenic.co.uk

Small in Alaska

Experience a unique view of America's 'last frontier' on the 76-guest UnCruise ship *Wilderness Discoverer* on a 14-day voyage from Seattle to the Alaskan capital, Juneau. The route explores Olympic National Park, the San Juan Islands and Canada's Inside Passage before arriving in Ketchikan. The ship then heads to Misty Fjords National Monument, Chatham Strait, Frederick Sound, Icy Strait, Glacier Bay National Park, Petersburg and Haines. The UnCruise Alaska sailings start pre-season, in April.

● 16-day trip, including flights from Heathrow, leaving on 17 April 2020, costs from £5,425pp.

➔ uncruise.com

Eagle-spotting in Alaska is a firm favourite

a deck rail. Other great spots to see the scenery are walk-out areas from the bridge and the observation lounge – the landscape can also be enjoyed from the twin infinity hot tubs, the saunas and the glass-walled yoga studio.

➔ nationalgeographicexpeditions.co.uk

Quark Ultramarine

With two twin-engine helicopters and a 70-day operational range, the newest ship in the Quark Expeditions fleet, launching in 2020, aims to deliver the ultimate polar experience. The 199-passenger *Quark Ultramarine* boasts two dining areas, four bars, a panoramic lounge and lecture theatre. Activities include kayaking, hiking, camping, skiing and mountaineering, but guests can also relax in the spa, fitness centre and ocean-view sauna, or take a stroll around the promenade deck. Single travellers are well catered for too: they can book a solo panorama suite that gives sweeping views through floor-to-ceiling windows.

➔ quarkexpeditions.com

Seabourn Venture

Guests who want to see under the ocean as well as above it will be able to ride in a six-passenger submarine on Seabourn's new polar-class ship *Seabourn Venture*, launching in June 2021. The battery-powered sub – equipped with a 4K underwater camera, robot arm and even a champagne cooler – will be able to dive up to 300 metres below the surface to explore wrecks, reefs and marine wildlife. The all-balcony *Seabourn Venture*, and its yet-unnamed sister launching in 2022, will also have 24 Zodiacs that can carry all 264 passengers at the same time to make sure no one misses out on expeditions ashore.

➔ seabourn.com

Strong enough to break ice, silent enough for wildlife watching: *Le Commandant Charcot*



Fast Facts

Hapag-Lloyd Cruises introduces this international ship in its new expedition class, describing it as “inspired by nature”. To be positioned in the five-star segment, the bi-lingual ship, to be smoke-free by October 2020, has six grades of cabin; three restaurants; an Ocean spa and fitness area; pool; marina; and Ocean Academy. It has the highest ice class for a passenger ship – PC6 – and features cutting-edge equipment and environmental technology, for sailing to polar regions, as well as to warmer destinations.

.....

7

PASSENGER DECKS

120

CABINS

3

RESTAURANTS

2

BAR/LOUNGES

1

POOL

15,650

TONNAGE

230

GUESTS (199 IN ANTARCTICA)

Hanseatic Inspiration



Ocean Academy

With its study wall, guests can conduct individual studies and research here, deepening their knowledge of the natural wonders they encounter ashore. Knowledgeable experts are on hand at all times.



Zodiacs

When the ship travels to remote regions of the planet and drops anchor, the 17 on-board Zodiacs, including two e-Zodiacs, enable passengers to witness the wonders of nature from a respectful distance.



Balconies

Extendable glass balconies on the sun deck give guests the feeling of hovering above the water.



Cabins

An accommodation choice of six spacious cabin types featuring natural colours and premium materials: they include Panoramic and French Balcony cabins, Junior and Grand Suites.



Dining

Three spacious restaurants, including Nikkei with its Japanese and Peruvian creations, offer guests an extensive selection of cuisine as well as flexible meal times and seating.



Views

The Inspiration Walk at the bow of the ship enables everyone to enjoy a front row seat – closer to the action than the captain himself.

The open deck on *Crystal Endeavor* offers views and sophistication



Explore in STYLE

Crystal Cruises' **Elaine Gillard** explains what the line's expedition ship, *Crystal Endeavor*, will offer guests when it sets sail next year

How is Crystal Cruises offering something fresh in the expedition market?

At the very heart of our award-winning experience is a team of dedicated professionals chosen for their expertise, personality and shared passion for adventure. Aboard *Crystal Endeavor*, warm and friendly smiles set the stage for a journey of wondrous discovery, where every passenger's notion of luxury is anticipated and attended to with genuine dedication and service.

With one of the highest staff-to-guest ratios in the industry, each interaction aboard *Crystal Endeavor* is not only highly personalised, but every detail, large and small, is delivered seamlessly and

always with sincere pleasure. It goes without saying that, as the world's top luxury expedition yacht, *Crystal Endeavor* offers an unrivalled standard of all-inclusive amenities and services, enhancing each adventurous journey with bold innovation and elegant execution.

***Crystal Endeavor* is almost here – how is the ship's construction progressing?**

We're just 10 months away from our maiden voyage now and all is going well. Stay tuned to our social media channels to stay up to date on her progress – we've had some very cool sneak peeks so far, including the bridge mount video.



Elaine Gillard is Crystal's marketing director

What *Crystal Endeavor* itineraries stand out for you?

There are too many to pick but I'll have to do a top three. First is the circumnavigation of Japan; rain-forested islands, dramatic mountains, enchanting villages. With its 6,852 islands, the archipelago has captured the curiosities of artists and explorers for centuries and it's on everyone's radar at the moment.

Then there are the winter 2020 voyages to Australia, Tasmania and New Zealand. Probably not your typical expedition routes, but from deep explorations of Fiordland National Park and far-flung coastlines of bird-spotting paradises, guests can journey beyond to discover the wild wonderlands of Sub-Antarctic islands.

Finally it has to be Antarctica in January 2021. This will be a little different as we access the white continent from the rarely traversed Ross Sea by way of Tasmania. Guests will be able to visit historic research stations, explore the Antarctic Peninsula, embark on epic quests for penguin colonies and look for whales and wildlife amid the extraordinary wilderness.

Other lines are entering expedition – how do you view the extra competition?

Expedition cruising is a hot topic at the moment so of course other cruise lines are also entering the market. We genuinely all have different features and destination offerings, though, so I don't think we're all vying for the same guests. Choice is the buzz word and guests have a choice as to which ship and cruise line is best for them.

What makes luxury and expedition a good mix?

I think a misconception of expedition cruising is that it's not comfortable and if it's not a little difficult, it's not true expedition. However, that couldn't be further from the truth. Guests now want those luxuries and home comforts as well as the adventures, excursions and awe-inspiring wildlife encounters. *Crystal Endeavor* is perfectly designed to be a welcoming home on far-flung adventures around the globe.

Why should guests choose an expedition cruise with Crystal over others?

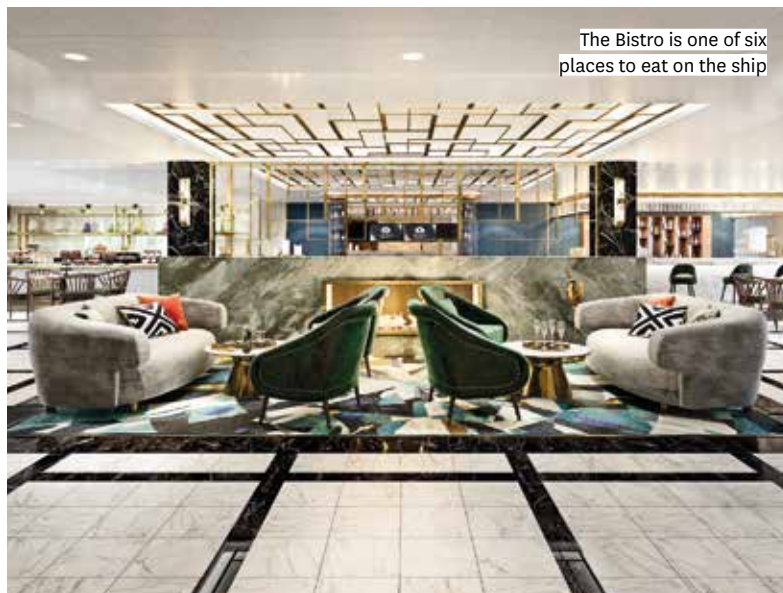
Cuisine is a key difference in the Crystal Expedition Cruises offering. It's bold, innovative and unexpected. The culinary experience on *Crystal Endeavor* is as adventurous as the journey, tempting the senses into a world of extraordinary flavours and discovery. Crystal's award-winning chefs craft Michelin-inspired cuisine with passionate perfection, ensuring the finest ingredients are on hand. With all-inclusive dining and open seating in every venue, expert sommeliers and a seemingly endless supply of acclaimed vintages and premium spirits, each meal is indeed an adventure.

What are your top tips for selling expedition?

Ship knowledge is key. Agents should understand the key differences between ships so they can advise guests on what is best for them. Also, know the wildlife – where the penguins are, where polar bears live – these questions will be asked and guests need to have realistic expectations of what they'll see. 🐧



Guests can join fellow voyagers in the ship's Expedition Lounge



The Bistro is one of six places to eat on the ship



CRYSTAL
EXPEDITION CRUISES™

CRYSTAL ENDEAVOR™



where
LUXURY
ROAMS FREELY™



From the World's Most Awarded
Luxury Cruise Line comes the world's
largest and most spacious luxury
expedition yacht, **Crystal Endeavor™**.

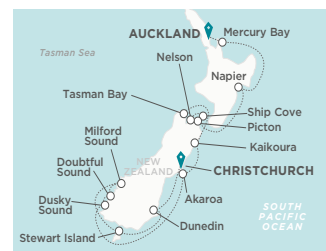
Escape to this untouched corner of
the world, where rugged peaks,
thermal valleys, hidden inlets and
rainbow-coloured lakes all add to the
magical landscape and embark on a
exploration of the Tasman Bay and
Pelorus Sound.



NEW ZEALAND IMMERSION

CHRISTCHURCH TO AUCKLAND

12 NIGHTS | 28 NOVEMBER 2020



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Deluxe Suite with Verandah
(S7 Grade)

from £10,942 per person

Penthouse Suite
(PS Grade)

from £16,147 per person

Christchurch (Lyttelton), New Zealand › Dunedin, New Zealand › Stewart Island, New Zealand › Cruising Milford Sound › Cruising Doubtful Sound (C) › Cruising Dusky Sound › Cruising the Coast of New Zealand › Akaroa, New Zealand, (C) › Kaikoura, New Zealand › Pelorus Sound, New Zealand › Tasman Bay Expeditions Stops › Ship Cove, New Zealand › Picton, New Zealand › Napier, New Zealand › Mercury Bay, Hahei/Whitianga, New Zealand › Auckland, New Zealand



CRYSTAL
EXPEDITION CRUISES™

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

020 7399 7603 www.crystalcruises.co.uk

Fares are per person, cruise only in UK sterling based on double occupancy in a deluxe suite and include port, security and handling charges, which vary by departure. All fares, offers and itineraries are subject to change and availability and can be withdrawn at any time. Fares may fluctuate and should be used as a guide only. Prices may go up or down. You should contact us on 0207 399 7603 before booking, or visit our website www.crystalcruises.co.uk. The fares are available to new bookings only and are only available to UK & Eire residents. Restrictions apply.

See crystalcruises.co.uk for complete terms and conditions of all offers. ©2019 Crystal Cruises, LLC.



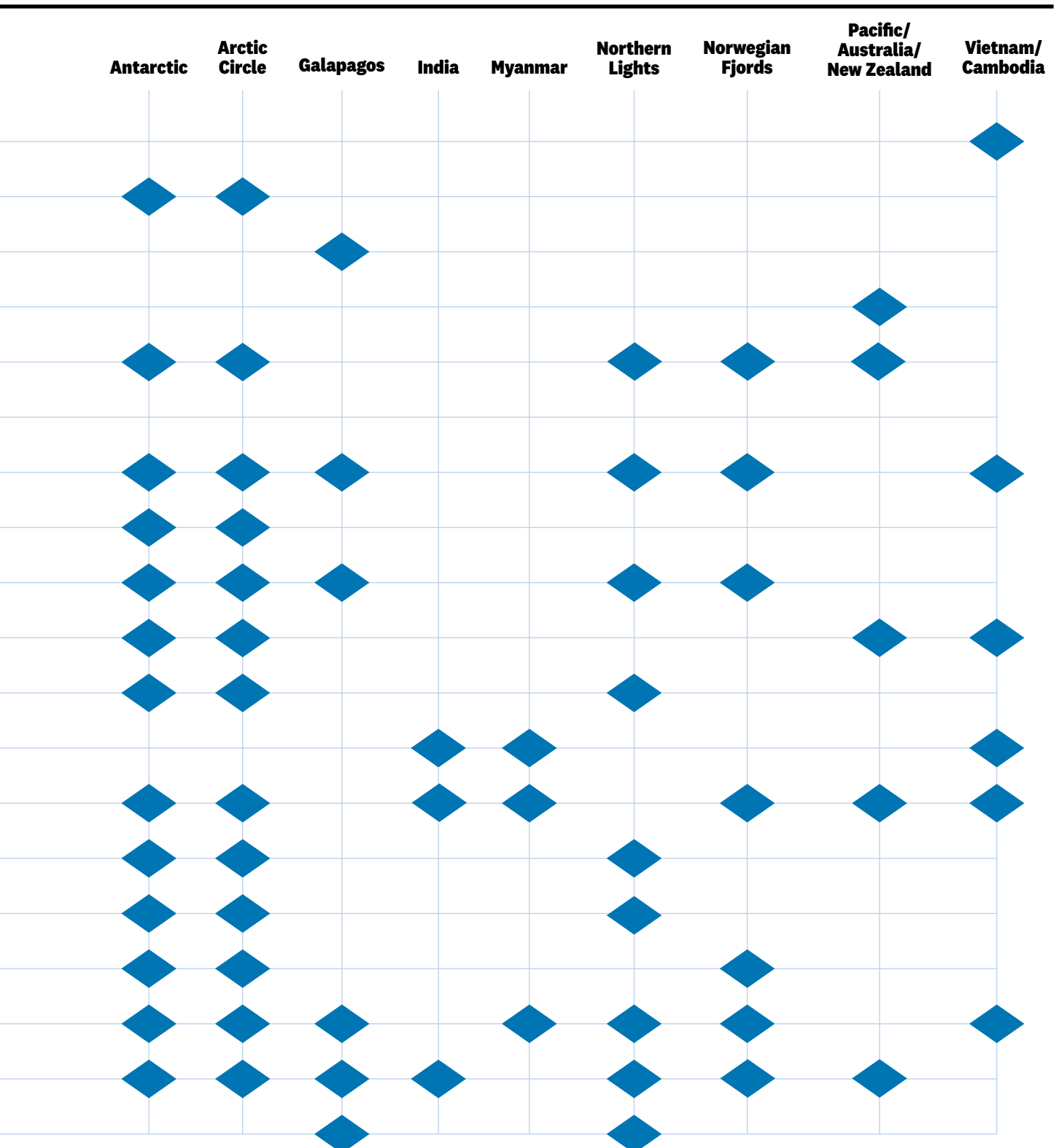
(C) = Overnight stay

Who sails where?

There's a whole world to explore and these days cruise lines can take passengers further than ever before

		Africa	Alaska	Amazon
AQUA EXPEDITIONS	aquaexpeditions.com			
AURORA EXPEDITIONS	auroraexpeditions.co.uk			
CELEBRITY CRUISES	celebritycruises.co.uk			
CORAL EXPEDITIONS	coralexpeditions.com			
CRYSTAL CRUISES	crystalcruises.co.uk			
DELFIN AMAZON CRUISES	delfinamazoncruises.com			
G ADVENTURES	gadventures.co.uk			
HAPAG-LLOYD CRUISES	hl-cruises.com			
HURTIGRUTEN	hurtigruten.co.uk			
NATIONAL GEOGRAPHIC	nationalgeographicexpeditions.co.uk			
ONE OCEAN EXPEDITIONS	oneoceanexpeditions.com			
PANDAW	pandaw.com			
PONANT	en.ponant.com			
POSEIDON EXPEDITIONS	poseidonexpeditions.com			
QUARK EXPEDITIONS	quarkexpeditions.com			
SEABOURN	seabourn.com			
SCENIC	scenic.co.uk			
SILVERSEA	silversea.com			
UNCRUISE	uncruise.com			

Expedition cruising index



Who includes what?

What do expedition cruise lines include as part of the cruise fare? Here's the essential guide to the pricing ins and outs

		Flights	Transfers	Speciality dining
AQUA EXPEDITIONS	aquaexpeditions.com			
AURORA EXPEDITIONS	auroraexpeditions.co.uk			
CELEBRITY CRUISES	celebritycruises.co.uk			
CORAL EXPEDITIONS	coralexpeditions.com			
CRYSTAL CRUISES	crystalcruises.co.uk			
DELFIN AMAZON CRUISES	delfinamazoncruises.com			
G ADVENTURES	gadventures.co.uk			
HAPAG-LLOYD CRUISES	hl-cruises.com			
HURTIGRUTEN	hurtigruten.co.uk			
NATIONAL GEOGRAPHIC	nationalgeographicexpeditions.co.uk			
ONE OCEAN EXPEDITIONS	oneoceanexpeditions.com			
PANDAW	pandaw.com			
PONANT	en.ponant.com			
POSEIDON EXPEDITIONS	poseidonexpeditions.com			
QUARK EXPEDITIONS	quarkexpeditions.com			
SEABOURN	seabourn.com			
SCENIC	scenic.co.uk			
SILVERSEA	silversea.com			
UNCruise	uncruise.com			

KEY

- A

Except Amazon
- D

Soft drinks only
- M

In minibar
- E

Expeditions only
- G

Galapagos Islands only
- S

On selected voyages
- 

Zodiac
- 

Helicopter
- 

Submarine

Alcoholic drinks	Soft drinks	Bottled water	Wine/ beer and soft drinks with meals	Gratuities	Shore excursions	Free wifi	Specialist lecturers	Special equipment
								
								
G	G		G		G	G	G	G 
								
								  
								
S		S	S			A		
	M	M						
			D					
S			S	S		S		
								
								
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M	M		S					 
								 
								
								  
								
								

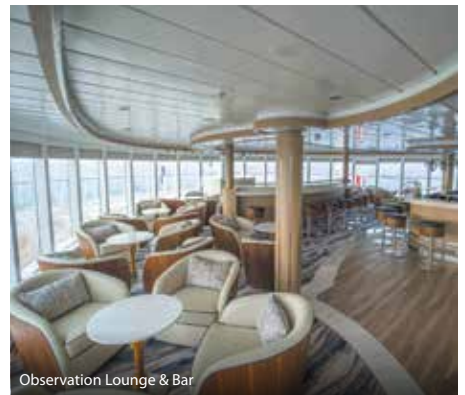
The *Greg Mortimer* is now sailing in Antarctica!



Balcony Stateroom



Library & Media room



Observation Lounge & Bar

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Terraced rice fields make for a striking landscape view in north Vietnam

Amazing Asia

China's Yangtze and other Asian rivers are a wonderful way for clients to discover exotic destinations, writes **Jeannine Williamson**

Timeless rural scenes and vibrant cities provide diverse and unforgettable contrasts on Asian river cruises. The Yangtze has been the lifeline of China for centuries and today it boasts the modern marvel of the Three Gorges Dam – the world's largest engineering project. Elsewhere, the Lower Mekong and Irrawaddy, respectively, offer culture-rich sailings through Vietnam and Cambodia and in Myanmar, formerly Burma.

The majority of Yangtze itineraries include land-based stays in historic Beijing and neon-lit Shanghai, with excursions that might showcase dizzying acrobatic performances and

a trip to see a Chinese opera. The most dramatic part of the river is the 150-mile Three Gorges region with its namesake dam and scenic Lesser Three Gorges stretch, which is explored on smaller boats.

Cruises on the Lower Mekong take passengers seamlessly through Vietnam and Cambodia with trips to floating villages and the wonder of the 12th-century UNESCO-listed temples of Angkor Wat, the world's largest religious site.

Myanmar itineraries typically start with a stay in the former Burmese capital, Yangon, followed by a cruise between the ancient temple-filled town of Bagan and Mandalay. Intrepid clients can also venture along the Chindwin, a tributary of the Irrawaddy.





Sell it

Saga has a 17-night Grand Tour of China leaving 9 June 2020, from £2,999pp, with a four-night Yangtze cruise and flights. 0800 074 8021

🔗 sagaagents.co.uk

Uniworld has a 12-night Highlights of China & the Yangtze tour, leaving 18 September 2020, from £4,399pp, including flights plus early booking one-way upgrade. 0800 168 9110

🔗 uniworld.com

APT has an 11-night Hidden Wonders of Myanmar land stay and seven-night cruise leaving 7 September 2020, from £3,995pp with transfers and internal flights. 0800 012 6683

🔗 aptouring.co.uk

Authentic travel

Asia has seen a huge growth in river cruise offerings in recent years, with far-flung destinations proving to be of particular appeal to clients who have already experienced European rivers. This continues to be shown in the number of lines launching new ships and itineraries for 2019/2020.

APT UK & Europe managing director Paul Melinis says: "Over the past 12 months we have seen significant demand for Asian river cruising, which is now one of the most popular destinations we sell. We believe this growth is down to several factors, including the chance for guests to experience authentic Asi. They can have personal encounters here with visits to local villages and towns.

"Second, we know our guests don't simply want to be voyeurs on holiday; they are looking for hands-on experiences that they can get involved with and create lifelong memories. With our APT Freedom of Choice, guests can choose to enjoy local cooking classes and leisurely

bicycle rides, which is another perfect way to explore the real Asia.

"We're delighted to have re-introduced new Myanmar itineraries for 2020 as demand has started to increase. Guests can have a fantastic holiday knowing they have the sanctuary of the ship to return to. Myanmar is a place where traditions are still alive and lands still untouched."

In addition, the Best of China itinerary for 2020 has been extended to 16 days and now includes a two night stay in Chengdu and VIP access to a section of Beijing's Forbidden City. What's more, a brand new Mekong river ship – *RV AmaMekong* – will start sailing exclusively with APT on its luxury itineraries and the new ship *RV Apsara* will sail on the programme of essential river cruises.

Going solo

Titan Travel reports a 21 per cent year-on-year increase for the 21-night Images of Vietnam, Cambodia and Laos itinerary, which includes a Mekong cruise, in addition to a rise in the number



The historic area of Bagan, in Myanmar, is famous for its temples

of passengers booking dedicated solo sailings on the 13-night Treasures of China tour – this features a Yangtze cruise.

The trend for single travellers looking for authentic destinations is also reflected in Riviera Travel's A Grand Tour of China, a 15-night itinerary that is designed for passengers travelling alone.

For clients in search of luxury, Sanctuary Retreats offers Yangtze sailings on the *Sanctuary Yangtze Explorer* which carries just 124 passengers, compared with the 300-plus on other ships, and offers the highest staff-to-guest ratio of 1:1. On the Irrawaddy it operates the custom-built 42-passenger ship *Sanctuary Ananda*, featuring a L'Occitane spa. Also in Myanmar, Pandaw recently completed a new ship, *Kanee Pandaw*, which is the 20th vessel to join the fleet.

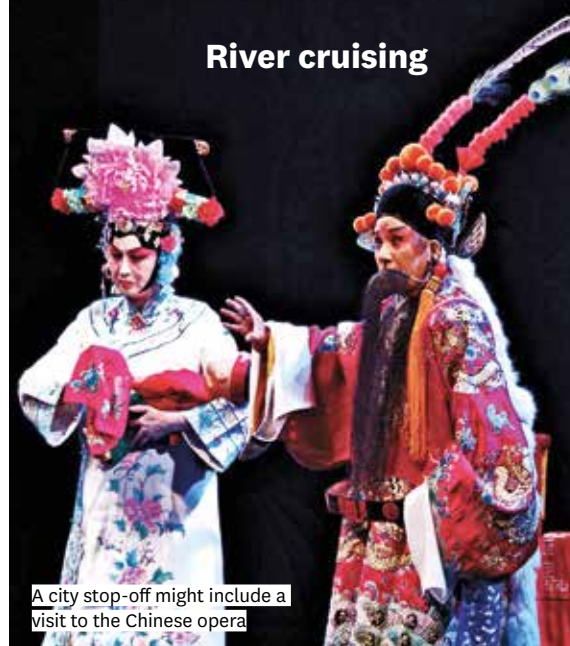
Scenic's new Asia & Far East collection for 2020/21 includes sailings on the recently refurbished boutique ship *Yangtze Explorer*, with fares including wine and beer with lunch and dinner, plus an earlybird offer, subject to availability, of free business-class flight upgrades on selected itineraries. Uniworld is also offering complimentary one-way business-class upgrades on 2020 Vietnam and China itineraries booked by 31 December.

Viking River Cruises' 16-night Roof of the World itinerary is being introduced to the UK market for 2020 and is ideal for



Shanghai stands at the mouth of the Yangtze

River cruising



A city stop-off might include a visit to the Chinese opera

SELLING TIPS

- Yangtze ships are much larger than European vessels and offer more facilities
- Mekong and Irrawaddy ships offer a more intimate experience
- Many itineraries include land tours or offer extensions
- Ships showcase authentic regional cuisine
- Cruises are an easy way to experience areas where English is not widely spoken

clients looking for a comprehensive tour taking in China and Tibet.

Viking UK head of sales Neil Barclay explains: "Our Asia programme continues to thrive, with our China offering proving extremely popular both with new-to-cruise and past guests. The cruise tour is fully escorted from arrival in China and guests experience the great cities of Beijing, Xian and Shanghai. This, combined with a night river cruise, really gives guests the best of both worlds and is a great introduction to cruising.

"Our Mekong product offers a truly authentic experience where guests see the real heart of the countries we visit and immerse themselves in the local culture. Our small ship, carrying under 60 guests and built in-keeping with the local design, ensures guests are transported in a style fitting with the area." 📌



The Cavern Club takes the Liverpool venue as its theme

The ship features a dramatic exterior

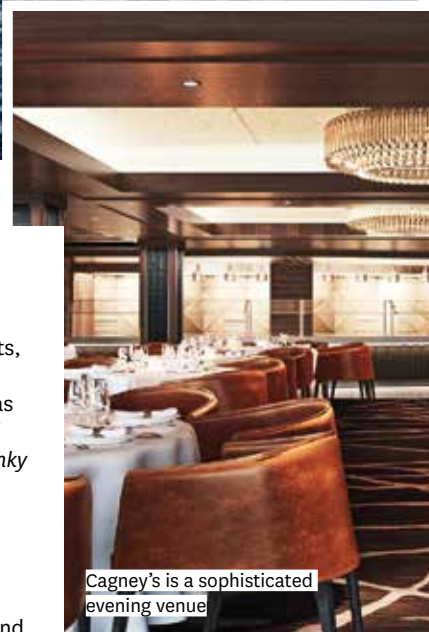


Contemporary luxury is the atmosphere on *Encore*

Norwegian Encore

Cruise Trade News was invited to the two-day preview sailing for Norwegian Cruise Line's final Breakaway-Plus class ship, *Norwegian Encore*. The 3,998-passenger vessel, which sailed from Hamburg to Southampton, features the world's longest race track at sea (1,100ft) and has the largest outdoor laser tag arena at nearly 10,000sq ft. Other

features include a host of restaurants, such as Onda by Scarpetta, a collaboration with LDV hospitality, as well as entertainment in the form of NCL favourites *The Choir of Man*, *Kinky Boots: The Musical*, and The Cavern Club. On board it is clear that no expense has been spared when it comes to the ship's interiors. The overall feel is that of contemporary luxury, featuring lavish furnishings and a light and elegant colour palette.



Cagney's is a sophisticated evening venue



The Choir of Man is a signature show



NCL senior management take delivery of the new ship



Kinky Boots makes the jump from land to sea



A goal simulator is just one of the features designed to keep guests amused



The Robot Riot ride can be found in games central, the Galaxy Pavilion



An elegant colour scheme characterises Norwegian Encore's interior spaces



Paradise islands in the sun

An increasing number of cruise lines offer private islands where clients can chill out in comfort, as **Jeannine Williamson** discovers



Exclusive resorts are popular with guests seeking relaxation as well as family time

This November MSC Cruises became the latest line to feature an exclusive land-based sanctuary when it welcomed the first guests to Ocean Cay MSC Marine Reserve, its new private island destination in the Bahamas.

The sunny isles owned or leased by cruise companies, which are mainly found in the Caribbean, offer an extension of the on-board experience, giving guests the opportunity to lounge on beautiful beaches or take part in a wide range of on-shore activities.

Ocean Cay has two miles of white sandy beach, where passengers can paddle-board, kayak, fish, relax in a cabana or enjoy a spa treatment. An electric tram transports them to various areas of the resort where they can enjoy sunset celebrations with a traditional Bahamian Junkanoo parade, a spectacular light show and stargazing sessions.

Four ships in the MSC Cruises fleet – *MSC Meraviglia*, *MSC Seaside*, *MSC Divina* and *MSC Armonia* – call at Ocean Cay on different days during Western Caribbean sailings.



Norwegian Cruise Line's private Great Stirrup Cay now offers exclusive villas

The line's CEO, Gianni Onorato, says: "As we continue to grow our presence in the region, we have enriched itineraries to offer our guests an even more immersive Caribbean experience. The Ocean Cay MSC Marine Reserve is a key highlight, with a 14-hour call to let our guests explore and enjoy this beautiful island and its surrounding waters."

Growing in popularity

The trend for private islands began in the 1990s and now, as travel counsellor Lizzie Adamson-Brown explains, "clients are increasingly booking cruises where the line has its own island".

"It's a fabulous opportunity to get away from the crowds and relax in a shady spot under a beach umbrella drinking cold drinks," she adds. "Private cabanas are particularly popular with honeymoon couples and an opportunity to be waited on by a private butler and live the high life."

"For families, these islands provide a safe environment for children, while offering everyone a multitude of fabulous adventures such as water sports, aerial activities, kayaking and parasailing."

Another plus, according to Adamson-Brown, is the "exclusivity of the location linked to the cruise line". She continues: "The islands tend to have retained more of their natural beauty than some of the populated islands. As standards are overseen by the cruise line, there's no hassle from street vendors and activities are well organised. It's a special, exclusive getaway, and my clients often return home and comment that they found it the highlight of their trip."



Perfect Day offers floating cabanas at Coco Beach Club



HAL serves up lobster at Half Moon Cay



Royal Caribbean is adopting Lelepa as its next resort

SELLING TIPS

Offers an exclusive experience in beautiful island surroundings

- Romantic cabanas for couples and people on a honeymoon

- Secure environment for children

- Chance to mix and match busy ports of call with relaxation

- Wide range of activities with something for everyone

Earlier this year, Royal Caribbean International unveiled the \$250 million Perfect Day at CocoCay. Guests can plunge down North America's tallest waterslide, travel 450ft in the air in a helium balloon and splash in the Caribbean's largest wave pool, while passengers who want to relax can lounge in and around a large freshwater pool.

Opening in January 2020, Perfect Day's Coco Beach Club will complete the island experience with 20 floating cabanas – a first in the Bahamas – an ocean-view infinity pool and premium dining experiences.

Royal Caribbean International president and CEO Michael Bayley says: "Royal Caribbean is the proven leader when it comes to pushing the envelope in cruise ship design and the experiences offered at sea. With Perfect Day at CocoCay, we are so proud to bring our 50-year legacy of innovation ashore to transform an incredible island that now completely revolutionises private destinations in the travel industry."

The concept will continue with Perfect Day island collection destinations in Asia, Australia and the Caribbean, with the next addition

being the South Pacific island of Lelepa, off Vanuatu. With an opening date yet to be announced, it is set to become the world's first carbon-neutral private cruise destination.

Exclusive experiences

Other private retreats include Castaway Cay, reserved exclusively for Disney Cruise Line passengers on Bahamian and Caribbean cruises, while on the Bahamian island of Eleuthera Princess Cruises has an exclusive 40-acre resort, Princess Cays, set on the southern tip of the island with a complimentary beach barbecue, craft market, watersports and activities.

Meanwhile, many of Holland America Line's Caribbean itineraries stop at Half Moon Cay, where memorable activities and amenities include horse riding on the beach and in the surf, a fresh-grilled lobster shack and children's water park. An exclusive feature is a chapel for weddings and renewal of wedding vows.

Great Stirrup Cay in the Bahamas and Harvest Caye in Southern Belize are Norwegian Cruise Line's two private enclaves. The former has been expanded to include luxurious villas and the latter features the thrilling Flighthouse zipline across the island.

CLIA UK & Ireland director Andy Harmer explains: "As demand for adventurous and immersive travel grows and the number of people seeking fly-and-flop holidays diminishes, cruise lines are continually seeking ways to offer guests unique experiences. One way to do this is through investing in private islands.

"Lines have become experts in creating experiences tailored to what their guests will enjoy and private islands allow lines to mirror the on-board experience ashore. They are also appealing as they give guests a sense of exclusivity and luxury, as they offer a unique space solely for the use of guests on that particular cruise.

He adds: "Looking ahead, the number of cruise lines owning private islands continues to increase and we can expect to see lines that already own islands invest in new infrastructure and experiences." ❶

ITINERARIES

MSC Cruises

- A seven-night Caribbean & Southern Caribbean round-trip Miami cruise on *MSC Seaside*, including a day at Ocean Cay, departing 21 March 2020. Prices from £599pp, cruise only. 020 3426 3000
- 📍 mscbook.com

Disney Cruise Line

- A five-night Bahamian Cruise round-trip Port Canaveral sailing on *Disney Dream*, with two stops at Castaway Cay, departing 5 July 2020. Prices from £3,527pp, cruise only. 0800 169 0742
- 📍 disneycruise.disney.go.com

Holland America Line

- A nine-night Panama Canal round-trip Fort Lauderdale cruise on *Zuiderdam* departing 8 March 2020. Prices from £1,399pp, cruise only. 0344 338 0605
- 📍 hollandamerica.com

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*"Choose Avalon if you care
more about cabin views
than private butlers"*

– Which? River Cruises Report,
February 2019



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17 September	Newcastle
1 October	Manchester
22 October	Southampton
12 November	Leeds
26 November	Ipswich
3 December	London

Italy's Amalfi Coast is one of the delightful ports of call on a Mediterranean journey



THE MARVELLOUS Mediterranean

CTN editor **Colette Doyle** boards Marella's *Explorer 2* for a relaxing trip around some classic cruise destinations

I confess that I have a vested interest in seeing how things operate aboard a Marella cruise. Parent company, German-owned behemoth Tui, acquired Thomson Holidays back in 2000, but 11 years before that, yours truly worked for the quintessentially British holiday company for one season as a rep on the rambunctious Costa del Sol.

Thomson was always a cut above the other, decidedly more downmarket, tour operators with whom we vied on a daily basis, clipboards at the ready, at the arrivals gate at Malaga Airport. And I'm pleased to say the tradition continues at sea, with lots of British people having themselves a very jolly time indeed.

My accommodation on board *Explorer 2* is a Grand Suite and it's as impressive as the name sounds: plush and spacious, with

dark wood panelling, thoughtfully chosen *objets d'art*, a generously proportioned lounge area, and – my favourite – a loo with separate shower cubicle, the kind of set-up that eliminates any arguing over who's hogging the bathroom. Then there's a fabulous walk-in wardrobe that would make *Sex And The City's* Carrie seriously envious.

A plate of fruit greets me on arrival – the kind I love: ripe, strawberries naughtily covered in two kinds of chocolate. The good food theme continues later when I visit Asian fusion restaurant Kora La, brainchild of chef Ian Pengelley, who has taken the name of a mountain pass in the Himalayas and used it as a metaphor for a place where various Asian influences – including Indian, Thai and Vietnamese – blend deliciously.

Genial host Nic Spanoudes, the ship's GM, explains it's relatively easy to cater for passengers on board this particular

line as they're almost exclusively British, meaning the F&B team know exactly what they like. Since there's nothing the Brits like more than a tasty curry, Kora La offers a tempting variety, each served as spicy (or indeed as mild) as you like. And it's good value, too: Nic notes it's only £25 per person extra to dine here, way cheaper than you'd pay on dry land.

While passengers on *Explorer 2* are a fairly homogenous lot, there are no fewer than 45 different nationalities in the crew. They all seem to interact really well with each other and with the guests: the atmosphere is incredibly friendly, with everyone calling out salutations as they pass by. I imagine it must be what it's like to live in a village (albeit one that changes location every day).

I get chatting to a few of the crew: Aleksandra is from the Ukraine and



presides over the drinks station on the pool deck. Like the other staff members, she is unfailingly polite: despite the fact that some guests clearly want to get value for money when it comes to their all-inclusive packages, the atmosphere is never rowdy, and good-natured banter fills the air.

Renata from Macedonia is another lady I encounter on my tour of the ship. She has been working at sea as a hairdresser for the past 10 years or so. She works at the Champneys salon, a shimmering gold oasis of tranquillity located on deck 11. She tells me some passengers are put off using the salon as they fear such a well-known name means it will be too expensive, but prices are fairly reasonable here compared with similar on-land facilities, meaning it's a great way to experience the iconic brand without schlepping all the way to the home counties.

Experiences of the culinary kind also await guests here, as there are eight



Excursions to Rome might include a visit to its Holy City

Explorer 2 is heading for the Med next summer



ITINERARY

Day one:
NAPLES
(for the Amalfi coast)

Day two:
AT SEA

Day three:
PALAMÓS
(for Barcelona)

Day four:
TOULON
(for the Côte d'Azur)

Day five:
LIVORNO
(for Florence and Pisa)

Day six:
CIVITAVECCHIA
(for Rome)

Day seven:
OLBIA
(for the Costa Smeralda)

different outlets available. One of these, a seven-course wine and food pairing menu, is on offer for £45 per person (a fraction of the price you'd pay in London's West End) at the tastefully appointed Dining Club. For £10 less you can sample the standard menu, which changes every week so passengers on board for a fortnight can enjoy some variety.

This is seriously good food served with panache: I opt for the rosewood-smoked king prawn cocktail, which arrives beautifully presented. My main is that steakhouse classic, Tournedos Rossini, which comes with an exquisite piece of foie gras (apologies to any vegan readers out there). I'm feeling full by the time it comes to dessert, but I decide that in the interests of research I simply must try the Madagascan vanilla soufflé – and boy, am I glad I did, its deliciously creamy texture is as light as air and twice as sweet.

When in Rome, as they say, so, as the ship sails into Italy, I decide it's time to try out *Explorer 2's* Italian dining experience, Vista. This is the first floor section of the

main waiter service restaurant, Latitude 53, and it offers regional Italian dishes, including the divine Spaghetti Carbonara from Lazio that is freshly mixed in an enormous Parmesan wheel and served table-side by the charming Tomas.

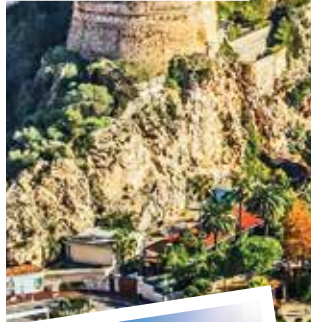
Before I tuck into the main event, I nibble on a tasty tomato bruschetta served with shavings of Pecorino cheese. I resolve to swear off yet another dessert, but when I'm told they have a mash-up of two of my favourites, Tiramisu and Key Lime pie, I can no longer resist. It comes as part of a tempting trio alongside a



The ship's pool deck is the place to make the most of the sunshine



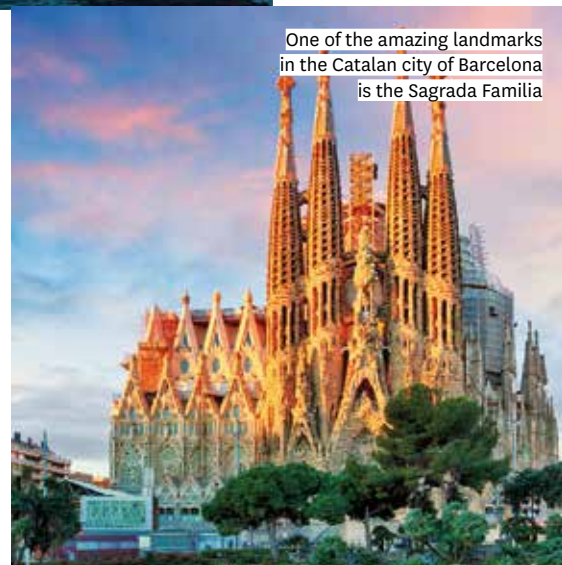
Glamorous destinations on the Côte d'Azur include Monaco



Florence's piazzas offer an enticing shore excursion



A golf simulator adds to the fun



One of the amazing landmarks in the Catalan city of Barcelona is the Sagrada Família

City in Rome, Florence & Pisa from Livorno and the Emerald Coast in Sardinia – appealing propositions all.

I've been lucky enough to travel on a fair few cruise lines, but back in my cabin amid all the marketing material for excursions and room service, I spy something I haven't seen elsewhere: a 'smileinerary'.

This light-hearted pamphlet offers a range of happiness-related suggestions, from the beverage-based: grab a "Grin & Tonic" at the bar; to the health-conscious: enjoy a 'smiletox' from roaming massage therapists; and the downright silly: 'random acts of smileness' is where if one of the crew spots a guest with a grin, they may be in line to receive a gift. Hardly surprising, given that on a fun-packed floating holiday resort like this, everyone has plenty to smile about. ①

white chocolate confection, and I must confess to trying all three.

It's not all rich, heavy fare on board, though. There are plenty of healthy choices on offer, including nutritious boxed salads at the Snack Shack, so there's no need to board as a passenger and roll off as cargo, as an old cruise buddy of mine used to joke.

There are certainly plenty of activities on offer to ensure that ennui doesn't set in on sea days, including poker, comedy, a music quiz, golfing simulator, bingo and crafts, and that evening I decide to go along to watch a show at the theatre.

Revive is a steampunk-powered musical extravaganza that seamlessly blends the tale of a lost theatrical troupe, *Le Théâtre des Ombres*, or Theatre of the Shadows, with modern-day music from a variety of artists including Queen and the Beach Boys. The overall effect is mesmerising, with some well-executed choreography and dazzling aerial displays.

During its sojourn in Italy, guests who can bear to tear themselves away from all that *Explorer 2* has to offer can enjoy such excursions as Classical Sights & Vatican

Details

- The seven-night Mediterranean Gems itinerary moves to Marella's *Discovery 2* in summer 2020, where prices start from £1,200 per person. The price is based on two adults sharing a deck two or three inside cabin on an all-inclusive basis. Flights depart on 8 July from London Gatwick. The fare includes return flights, transfers, port taxes, tips and service charges. For more information go to tui.co.uk/cruise/

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DESTINATION SPECIAL

Cruise the world with MSC

MSC Cruises has revealed the itinerary for its 2022 world cruise.

The line's *MSC Poesia* will sail from four European embarkation ports in January 2022, calling at more than 43 ports across 24 countries and five continents.

Guests will be able to embark from Civitavecchia, Genoa, Barcelona and Marseille. After visiting Lisbon and Funchal, Portugal, *MSC Poesia* will call at Cape Verde before heading to South America. There it will visit Rio de Janeiro, Buenos Aires, Valparaiso and Callao.

Additional calls include Auckland and the Great Barrier Reef, before the ship sails to Lifou Island in New Caledonia and Alotau in Papua New Guinea, among many other destinations. Visit msccruises.co.uk for more details.



The remote island of Lifou features on the MSC world voyage



60 Hotlist

The latest news from the hottest places on the planet, including the majestic St Lawrence River – these are the destinations clients are dreaming of for their next trip

62 Scandinavia & Baltic

It's not just the Northern Lights, but that's one of the great attractions, along with chic cities and dramatic fjord landscapes

HOTLIST

ALL THE LATEST UPDATES FROM THE
WORLD'S MOST EXCITING PORTS OF CALL

AmaLucia will join
the fleet in March 2021



AmaWaterways unveils 2021 programme

AmaWaterways has launched its 2021 schedule, featuring a new ship and four new itineraries and pre and post-cruise land programmes.

The 156-passenger *AmaLucia* will join the fleet in March 2021, sailing a series of Tulip Time cruises before setting sail on the Danube, Rhine, Main and Moselle.

AmaWaterways will also reposition three ships – *AmaKristina* will move to the Rhône, *AmaDante* to the Seine and *AmaCello* to the Rhône and Saône rivers. In addition, *AmaBella* and *AmaVerde* will be rejoining the European fleet, sailing

the Dutch & Belgian Waterways and the River Danube.

AmaWaterways MD Stuart Perl said: “France is a huge focus with *AmaKristina* moving over to the Rhône to join *AmaCello*, which will embark on a new itinerary exploring both the Burgundy and Provence regions. High demand on the lower Danube has seen us add more departures and we have introduced new land programmes to Geneva and Lake Como, which will delight our loyal repeat guests and attract discerning travellers looking for unique experiences.”

New Itineraries

- Impressions of the Seine & Paris, sailing on *AmaDante* from Paris to Le Havre (or reverse). Land options: pre cruise in Paris or post cruise in St Malo
- Essence of Burgundy & Provence, sailing on *AmaCello* from Chalon-sur-Saône to Arles (or reverse). Land options: pre cruise in Geneva or post cruise in Barcelona
- Rhine Castles & Swiss Alps, sailing on *AmaMora* and *AmaSerena* from Amsterdam to Basel (or reverse). Land options: pre cruise in Amsterdam or post cruise at Lake Como
- Best of Holland & Belgium, sailing on *AmaSerena* round-trip from Amsterdam. Land options: pre and post cruise in Amsterdam

The rising sun

In the light of the popularity of the 2019 Japan Rugby World Cup, Oceania Cruises is offering a 16-day Dynasties & Rising Suns cruise, sailing from Hong Kong to Tokyo.

The voyage, on *Nautica*, includes visits to the Shifen Waterfall and the chance for

guests to immerse themselves in Hakata culture at Fukuoka's Hakata Machiya Furusato-kan, a folk museum that recreates a traditional neighbourhood from the late Meiji era.

Prices for the cruise start at £6,505pp, with a departure date of 18 March 2020.

Hong Kong is the
departure point



New York is a must-see on
Marella's American Dream cruise



USA on Marella list

Marella Cruises has revealed it will be setting sail from Port Canaveral, USA, on four new itineraries, with one repositioning and 11 ports of call for summer 2021, all on sale now.

The sailings, on *Marella Discovery*, will offer guests the chance to experience a host of destinations, including an overnight stop in New York and South Beach in Miami.

Customers on Marella Cruises' American Dream and Big Apple

Adventure itineraries from Port Canaveral will enjoy an overnight stop in New York, while there are also seven or 14-night Grand Turk, Turks and Caicos, and Sunshine State and Sands itineraries.

There are also cruise and stay packages available in Orlando. The 12-night Sunshine and Jazz repositioning itinerary will spend three days in New Orleans, giving guests a chance to experience live jazz.

The St Lawrence River is a
new route for CroisiEurope



A first for CroisiEurope

CroisiEurope will cruise the St Lawrence River between Montreal and Saint-Pierre-et-Miquelon on its new ocean ship, *La Belle des Océans*.

The 10-night sailings, between June and September 2020, will include ports of call in Montreal, Quebec, Tadoussac, Baie-Comeau, Gaspé, Cap-aux-Meules and Saint-Pierre.

Prices start from £4,694pp and include all meals and drinks on board, guided tours of Montreal, Old Quebec City and Saint-Pierre, a one-night hotel stay in Montreal and flights between Montreal and Saint-Pierre at either the start or the end of the cruise. The price does not include international flights.

Destination special: News



SeaDream's Caribbean programme
is taking guests to the jungle

New Caribbean excursions

SeaDream Yacht Club is expanding its land adventures programme in the Caribbean with 17 guided activities available on its upcoming season.

From canyoning in the Guadeloupe Forest, water sports, kite surfing lessons and kayaking tours, the tours "capture the spirit of the Caribbean", according to the line's vice-president of destinations and revenue management.

Emilio Freeman added: "With so many repeat guests who sail with SeaDream, we want to make sure we are always creating new ways for them to experience the destinations they love."

"Our new adventures perfectly capture the spirit of the Caribbean and allow guests to have a fresh take on each destination regardless of how many times they've visited a particular port."

Other activities include riding and off-road buggy days in Antigua, bird spotting in Anguilla and "rhino riders" in Marigot. The 17 activities will be available on the line's upcoming Caribbean season.

The adventures will be offered on voyages to Antigua, Anguilla, the Grenadines, Montserrat, Guadeloupe, St Martin, St Lucia, Tobago and Trinidad. Guests can pre-book Yachting Land Adventures for a 10 per cent discount. Visit seadream.com for more information about these cruises.



Cool encounters

Spectacular scenery combined with breathtaking culture and attractions – a cruise to Scandinavia and the Baltics will appeal to a wide range of passengers. **Heidi Fuller-Love** reports



Norwegian Cruise Line's *Escape* will visit the Baltics next summer

Barely featured on cruise itineraries just a few decades ago, Scandinavia and the Baltics are now very popular among UK passengers, coming a close second to the Caribbean in the popularity stakes.

This region, where the Vikings once roamed, stretches from mainland Europe to the edge of the Arctic Circle, and a cruise here promises a smorgasbord of sights and delights, ranging from Norway's pristine fjords and Estonia's hidden waterfalls to hip-and-happening cities such as Oslo, with its extensive green spaces and state-of-the-art museums, or Stockholm, a dazzling place set across 14 islands linked by bridges. It is also home to the ABBA museum.

"A Scandinavia and the Baltics package gives cruisers the opportunity to visit and tick off so many capitals in one holiday. A cruise is also a really convenient way to visit the Norwegian fjords while having the comfort of entertainment, food and drinks included," says TUI UK MD of cruise Chris Hackney.

Since many areas are covered in ice during the winter months, cruises generally sail in summer, as Saga's senior purchasing and operations shore excursions executive, Simon Giles, explains: "The best time to cruise is June and July when the days are longer, although the main season actually runs from May to September, when the weather is generally dry and the temperatures are moderate to warm."

Another advantage of heading north of the Arctic Circle during the summer months is the

"A cruise is a really convenient way to visit the Norwegian fjords with all guests could need included"

chance to experience the Midnight Sun season, when the sun never vanishes below the horizon. Some countries, including Russia and Finland, bask in more than 70 days of midnight sun between May and July.

"Clients who travel between April and August will also have a good chance of ticking off a dream by seeing that spectacular display of illuminations known as the Northern Lights," adds Hackney.

Treasures await

Other highlights include a string of charming cities, from Copenhagen, Denmark's capital and birthplace of author Hans Christian Andersen, to stunning St Petersburg, where passengers can marvel at artworks in the world-renowned Hermitage museum, shop in chic boutiques along Nevsky Prospekt, or pay a visit to Yusupov Palace, where notorious Royal advisor Rasputin was murdered.

P&O Cruises president Paul Ludlow explains: "The added advantage of joining one

Many people go to the region to see the Northern Lights





Tallinn's streets and buildings are world-heritage listed

of the ship's excursions to visit St Petersburg is that passengers won't need to go to all the bother of getting a visa in order to go ashore."

Nature lovers will also enjoy the chance to admire the panoramic views of snow-capped mountains, pristine fjords and tumbling waterfalls as they hike part of Norway's breathtaking Discovery Route between Stavanger and Bergen, or be wowed by Iceland's Golden

SELLING TIPS

Book early

"For a family, book early, as four-berth cabins are very popular. Ask questions to narrow down the choices on offer to suit guests," says P&O Cruises vice-president of sales and marketing Alex Delamere-White.

Plenty of choice

"Make sure passengers understand the advantage of being able to see so many perfect hotspots while staying in one place. They're ticking off a variety of destinations and keeping costs down," says TUI's Chris Hackney.

New experiences

"Try to appeal to both long-time cruisers who are looking for a new ship or experience, and to cruise rookies. This is a great way to see this region for the first time because value and convenience are key here," says Carnival's senior vice-president of sales & trade marketing, Adolfo Perez.

"From Denmark's Skagen to Helsinki and Estonia's capital, Tallinn, there really is something for everyone"

Circle, a 300km-long route studded with thrilling natural sites.

"There really is a wealth of experiences and treasures awaiting passengers who cruise Baltic waters," adds Saga's Giles. "From the extraordinary light of Denmark's Skagen, where the Skagen artists' colony flourished for some 60 years until the 1930s, to Helsinki, where many works by Jean Sibelius – Finland's most famous composer – were premiered, or the historic streets and buildings of UNESCO World Heritage site Tallinn, capital of Estonia, there really is something for everyone."

On a practical note, this destination is also ideal for nervous flyers. They can easily arrive by ferry, or hop on a cruise departing from the UK.

TUI's Hackney concludes: "A cruise to Scandinavia is definitely an all-time favourite with older couples who love to visit picture-perfect scenery but prefer to have ease of access." 📌

ITINERARIES

P&O Cruises: Hidden gems

● P&O Cruises' 14-night round-trip Baltics cruise departs Southampton on 14 June 2020, calling at Warnemünde, Helsinki, St Petersburg, Tallinn, Stockholm and Copenhagen. Prices from £1,399pp for an inside cabin. pocruises.com

Royal Caribbean: Scandi sights

● Royal Caribbean's eight-night round-trip Scandinavia and Russia cruise departs from Copenhagen on 8 August 2020, calling at Stockholm, Tallinn, St Petersburg and Helsinki. Prices from £1,027pp for an interior cabin. royalcaribbean.com

Carnival Cruise Line: Around the fjords

● Carnival Cruise Line's nine-day Norwegian Fjords voyage departs London on 19 June 2020, calling at Bergen, Olden, Molde, Trondheim, Alesund and Stavanger. Prices from £872pp for an interior cabin. carnival.com

Marella Cruises: Discovery

● Marella Cruises' 14-night Discovery cruise departs Newcastle 16 May 2020, calling at Oslo, Gothenburg, Stockholm, Tallinn, St Petersburg, Helsinki, Warnemünde and Kalundborg. Prices from £1,604pp for an inside cabin. tui.co.uk

Saga: Splendid Scenery

● Saga's 14-night round-trip Splendour of the Baltics itinerary departs Dover on 2 June 2020, calling at Skagen, Warnemünde, Helsinki, St Petersburg, Tallinn, Saaremaa and Esbjerg. Prices start at £3,937pp for an inside cabin. travel.saga.co.uk

Viking Cruises: Meet the Vikings

● Viking Cruises' 13-day Iceland's Majestic Landscapes cruise departs Reykjavik on 20 August 2020, calling at Ísafjörður, Akureyri, Seydisfjörður, Torshavn, Geiranger, Alesund, Flam and Bergen. Prices from £4,790pp for a veranda suite. vikingcruises.co.uk

Fred Olsen: Aurora Borealis

● Fred Olsen's 14-night In Search of the Northern Lights cruise departs Southampton on 18 November 2020, calling at Molde, Narvik, Alta, Tromsø and Alesund. Prices from £1,599pp for an inside cabin. fredolsencruises.com

Cunard: Cultural highlights

● Cunard's 14-night Hamburg and the Baltics cruise departs Southampton on 23 August 2020, calling at Hamburg, Copenhagen, Visby, Tallinn, St Petersburg, Kiel and Skagen. Prices from £1,909pp for an inside cabin. cunard.com



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to all our winners!***

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Industry insider

The CTN team has been out and about, hobnobbing with the good and great of the glamorous cruise world to bring you a flavour of all the recent launches, lunches, events and get-togethers



Next step for Nicko

CTN joined the travel trade for a marvellous dinner as it was announced that Light Blue Travel has been appointed as UK representative for European river cruise company Nicko Cruises for both trade and direct sales. Under the partnership, the travel agency will be marketing Nicko's four and five-star ships, which sail the Rhine, Danube, Rhône, Seine, Elbe and Douro.



Weekend on the river

The river cruise industry joined forces once again for the 2019 CLIA river cruise conference. Following a sailing from Cologne to Amsterdam on *A-Rosa Flora*, trade media and other representatives made their way to the Mövenpick Hotel in central Amsterdam for an action-packed day featuring talks on sustainability, how agents can sell the river experience and lots more industry lowdown.

Going once, going twice...

CTN was invited to a breakfast launch at Sotheby's in New Bond Street with Regent Seven Seas Cruises. The line's senior director of international marketing, Caroline Smith, updated journalists on the line's forthcoming ship *Seven Seas Splendor*, which will make her debut in February 2020. This was followed by an exclusive preview of Sotheby's forthcoming sale of rare travel books and maps.



Nottingham rocks

Nottingham proved to be a wonderful host for the penultimate Cruise Challenge of the year. There must have been something in the water, as agents and operators alike joined in for a memorable evening of learning and fun. Prizes were dished out and points were racked up, but a late surge from the Reds pushed the Blue team into second place. Next for the Cruise Challenge is the home event in London.



A grand time with MSC

Group editor Colette Doyle travelled to Southampton for the trade launch of the latest addition to the MSC fleet, *Grandiosa*. UK MD Antonio Paradiso (pictured above left with *Iglu.com*'s Simone Clark and famed French chef Raymond Blanc) was on hand to tell agents all about the line's new ad campaign, while Radio 1 DJ Scott Mills entertained the crowds after dinner at an array of enticing outlets, including the swish Purple Crab.





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Price and availability are correct at time of going to print but are subject to change. Price is per person and is based on two people sharing the lowest grade stateroom available on *Rhine Getaway*, departing on selected dates in 2021. Single supplements apply. Gratuities included on board ship only. For more information please visit vikingcruises.co.uk/terms-conditions or call us.



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Port Royal Jamaica*

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