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cruise

TRADE NEWS

Time to inspire

Why immersion comes
first for Viking and its guests

6
OF THE BEST
CELEBRATION
CRUISES

WIN

A luxury European
river cruise

IN FOCUS:
American Song
Celebrity Apex
Wave Awards 2020

INSIDE: The waterways of Russia • Explore Canada & the Arctic Circle
Stylish Singapore • AmaWaterways in the spotlight



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(for Cognac) ▶ Bilbao ▶
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EDITOR'S LETTER

Welcome to the February issue

So that's January done. Considered by many to be a dreary, drab month, as temperatures dip and winds increase... well, that was definitely the case in the delightful town of Romford.

Despite being just one month old, this year has already produced a series of heavy-hitting cruise headlines, whether that's A-list partnerships – Celebrity Cruises is working with actor Gwyneth Paltrow for a special wellness event on *Celebrity Apex* – or the announcement of the 2020 Wave Awards finalists.

This very special event not only brings together the industry but also rewards innovation in the sector. We hear it all the time: industries must adapt or suffer the consequences, but come along to the Wave Awards and it's clear to see that cruise is leading the pack when it comes to meeting changing passenger needs. Read more about this on page 10.

Elsewhere in this issue, we speak to AmaWaterways about its online training programme and plans for a new ship on the Nile (page 22), and take a look at the best special-occasion cruises, from milestone birthdays to weddings at sea (page 24).

As for those all-important selling tips, MSC Cruises' Steve Williams outlines how to pitch a family cruise, while Jeannine Williamson delves into the world of pre and post-tours – again, complete with the key advice for boosting those sales.



This month's ship review comes from Dave Monk, who was lucky enough to sail on *American Song* along the Snake and Columbia rivers (page 38). Speaking of rivers, we catch up with Viking, on page 18, to discuss future plans and itineraries.

Finally, please join me in welcoming Melissa Moody to the *Cruise Trade News* team. As the newest cog in our cruise machine she will play an integral role in the development of the brand.

Happy reading.

GARY PETERS

Editor, *Cruise Trade News*

Above: venture to new heights aboard *American Song* (page 38)

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Reshma Saujani is
on a mission

OCEAN

Celebrity unveils Apex godmother and team changes

Author, founder and CEO of international non-profit company Girls Who Code, Reshma Saujani, has been announced as godmother of *Celebrity Apex*.

Saujani will officially name Celebrity Cruises' second Edge-class ship at a ceremony in Southampton next month, on 30 March.

"Reshma is evolving the image of what a programmer looks like and does"

Since its launch in 2012, Girls Who Code has reached 185,000 girls worldwide, providing free computer science programmes.

Celebrity Cruises president and CEO Lisa Lutoff-Perlo said: "Reshma is bridging the gap in the historically male-dominated technology industry. She is evolving the image of what a computer programmer looks like and does, inspiring a whole new generation of girls and women to bravely pursue this field."

In addition, Celebrity has confirmed new leadership appointments, in three regions.

Managing director and vice-president for UK, Ireland & Asia Pacific, Jo Rzymowska, takes over the European markets as EMEA becomes single-branded. She in turn will pass her Asia Pacific duties to Susan Bonner, who re-joins Celebrity as vice-president and managing director, Australia, New Zealand and Asia Pacific.

The Americas region, comprising the US, Canada, Mexico and South America, will be managed and led by Dondra Ritzenthaler, senior vice-president of Celebrity sales, and Keith Lane, senior vice-president of field sales.



The World-class
fleet is growing

SHIPS

MSC boosts fleet with shipyard agreements

MSC Cruises has signed a contract with the Chantiers de l'Atlantique shipyard for the construction of two additional World-class ships as well as two new ship classes.

The new liquefied natural gas-powered World-class ships will be delivered in 2025 and 2027, respectively.

The first of the initial two ships in the class is currently under construction at the

The new class "will explore opportunities that advanced tech could bring to cruise"

Chantiers de l'Atlantique shipyard in Saint-Nazaire and is due to enter service in 2022.

MSC Cruises has also signed a memorandum of understanding to develop a new prototype class of LNG-powered ships. The four new vessels in the class will be built between 2025 and 2030.

In addition, the shipyard has been contracted to build another prototype ship class concept for MSC Cruises that, the line explained, will "explore opportunities that wind power and other advanced technologies could bring to passenger shipping".

In BRIEF

And the winner is...

● We are happy to announce that this month's winner of the CTN newsletter draw and £25 Amazon voucher is May Malcolm, of Barrhead Travel. The CTN newsletter is the one-stop shop featuring the latest in cruise news, features, destination guides, interviews and more. Sign up at cruisetradenews.com.

Top reads

● Connect with CTN on social media and our website, cruisetradenews.com, for even more cruise content. The hottest stories this month include an interview with cruise line CEOs, outlining their predictions for the year, a range of agent incentives featuring some great prizes, and tips for selling the perfect Mediterranean cruise.

November date for CLIA event

● CLIA's Ireland Cruise Conference will be held in Dublin on 26 November 2020. The event is open to all Irish agents and will include a trade fair and conference sessions with industry experts and speakers. Further details will be released over the coming months.

Foodie heaven

● Aqua Expeditions has released dates for its 2020 chef-hosted departures. The four-night cruises – departing in March, May, September and November – visit villages along the Mekong and the Amazon. Guests will have the opportunity to take part in cooking classes with chefs Pedro Miguel Schiaffino and David Thompson.

ITINERARIES

Crystal reveals 2022 deployment

Crystal River Cruises' 2022 programme includes more seven-night itineraries than ever before, plus a series of themed cruises, the line has announced.

There are maiden ports of call in Vidin, Bulgaria, and Giurgiu, Romania, as part of the Treasures of Southeast Europe voyage, while a Joyous Danube trip includes Christmas market visits in Vienna.

The line's seven-night itineraries include round-trip options from Vienna and Amsterdam, and many sailings can be combined to create 14-night voyages.

Both *Crystal Bach* and *Crystal Mahler* will sail wine and food-themed cruises, featuring cooking demos with local guest chefs on board and immersive experiences ashore.

Crystal River Cruises vice-president and MD Walter Littlejohn said: "The magic of a Crystal river voyage goes beyond the attentive, anticipatory luxury and service found aboard our ships. It



extends to planning itineraries that showcase the most fascinating destinations – both well known and less expected – and present the most authentic ways for our guests to experience them."

Sailings on *Crystal Bach*, *Crystal Debussy*, *Crystal Mahler* and *Crystal Ravel* are now available to book. Visit crystalcruises.co.uk for more.



The line has announced a new European itinerary. The 10-Day Springtime Delights cruise, travelling through the Netherlands and Belgium, will call at Hasselt for the first time, as well as the cities of Amsterdam, Antwerp and Rotterdam.

Prices start from £2,545pp, sailing on the *Emerald Dawn* Star-Ship and departing 1 April 2021.

Also new for 2021 is the enhanced eight-day Legendary Rhine and Moselle itinerary, travelling from Mainz to Bernkastel, taking in Wiesbaden, Rüdesheim, Koblenz, Cochem and Trier, Germany. Prices start from £2,195pp, based on a 25 June 2021 departure.

Emerald Waterways director of marketing & global brand curator David Winterton said: "We are delighted that the Emerald Waterways portfolio continues to grow. The new Star-Ship is to be built this year in order to increase capacity to accommodate the rising global demand for Rhine, Main and Danube itineraries."

SHIPS

New Emerald ship to sail in 2021

Emerald Waterways has revealed that the newest addition to its fleet will launch in spring 2021.

Emerald Luna, the ninth in the line's Star-Ship concept, will sail along the Rhine, Main and Danube rivers.

APPOINTMENTS



CLIA has announced that **Julie Green** is its new vice-president of strategic communications. Green was most recently head of corporate communications for consulting firm WSP UK, and previously served as global head of communications for Bechtel Corporation's infrastructure business.



Royal Caribbean has announced a major restructure. **Ben Bouldin** is now senior vice-president of sales for EMEA. In addition, Sean Treacy is now senior vice-president, international, while Torey Kings-Hodkin also joins the line as head of key accounts. Visit the CTN website for more.



SeaDream Yacht Club has announced that **Jos Dewing** will lead the line's UK sales operation.

Dewing, formerly managing director at Voyages to Antiquity, will be based in London and will focus on developing relationships with trade partners. He will report to SeaDream vice-president of sales Jannicke Rognstad.



Guests will explore in comfort on the new Viking ships

EXPEDITION

Viking: 'Gap to exploit in expedition market'

Viking's UK boss believes the company's new expedition arm is perfectly placed to take advantage of the growing desire for "comfortable" exploration.

Viking Expeditions will begin sailing in January 2022 on its first vessel, *Viking Octantis*, with voyages to Antarctica and North America's Great Lakes. The second ship, *Viking Polaris*, will make her debut in August 2022, in Antarctica and the Arctic.

Speaking to *Cruise Trade News* at the Viking Expeditions launch in Los Angeles, Viking UK MD Wendy Atkin-Smith said: "Our guests are curious explorers. They want to continue travelling with Viking to familiar and iconic destinations, but they also want to travel further.

"We believe there is a gap in the market for expedition ships that harness all of the latest technology and cutting-edge design, but which are also extremely comfortable.

"The response from our past passengers and the number of bookings we have already received has been phenomenal, so this demonstrates the high level of demand for this type of cruising."

Viking is predicting strong UK-based interest in the Great Lakes itinerary, as it takes in a "relatively undiscovered" area,

alongside wildlife-spotting opportunities in the Arctic and Antarctica.

An industry first

Viking Expeditions will also use a range of equipment to boost the guest experience. "*Viking Octantis* and *Viking Polaris* will include a fleet of Zodiacs, a fleet of two-seater kayaks and two 12-seater convertible RIBs," added Atkin-Smith.

"Each ship will have two six-guest submarines with revolving seats and 270-degree windows. Most of these experiences are included for all guests. The on-board expedition programme is designed to prepare guests for their onshore experiences, with more than 25 experts accompanying each journey.

"One of the design features we are particularly excited about is The Hangar – an industry first. It is like an enclosed marina, so guests can embark on the RIBs inside the ship itself where they will be protected from the elements. The RIBs then enter the water via a slipway."

The line also has the option for more expedition ships, but the focus for now, said Atkin-Smith, is on river and ship launches – seven river ships in 2020 and a new ocean vessel, *Viking Venus*, in 2021. Viking Expeditions sales are now open.



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 the cruise industry. Here, he looks at how to pack a punch at exhibitions

Deciding to exhibit at a show or conference can cost a lot in terms of money, time and resources. How can you get the most out of the show experience?

Top tips:

- Identify the top three reasons for exhibiting and make sure that these reasons underpin everything.
- Design an attractive, functional and uncluttered stand. Don't use vague brand messages and hope for the best. Instead, use high-impact graphics, colour and light to make sure the stand is open and inviting.
- Pick your staff. The event team can mean leaving with a half-full database of cold leads, or with a calendar full of prospect meetings.
- Set up effective pre-show and at-show promotional campaigns.
- Know the audience. On average, 75 per cent of visitors to an exhibition are there to buy or plan to buy. It's a highly qualified audience – so take the time to identify key prospects.
- Remember, a stand is a chance to make eye contact with customers and clients.
- Encourage visitors to share photos, extending the conversation.
- Follow up all leads within a week of the show ending, if not sooner.



Win a #SagaVIP day this January and February!

Book any Saga holiday or cruise from December 30, 2019 to February 29, 2020 and you could win your choice of eight #SagaVIP days for four people including chauffeur service each way. One lucky winner will be drawn every week so the more you book, the more likely you are to win a VIP prize!

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The 2020 WAVE AWARDS

Awards season is in full swing and it will soon be time for our Oscars of cruising, presented at the most glamorous awards ceremony in the industry

Following months of deliberation by a panel of expert judges, the shortlist for the 2020 Wave Awards can now be revealed.

The Wave Awards celebrate the very best of the UK's cruise industry. They recognise and reward excellence and innovation in a business that is continually evolving.

This year there were new categories to enter, including Best Specialist Cruise Agent and Best Brand Partnership, as well as a new initiative, the *CTN* Best Companies Programme, created to discover the best companies to work for in the cruise industry. Other award

categories this year included the Best Family Cruise Line, Best Luxury River Cruise Line, Best Port, Best Destination and more, as well as seven passenger favourite awards, voted for by the public. This year there were more than 82,000 votes cast, which means an increase of 13,000 from 2019.

After the ceremony, held at the majestic 8 Northumberland Avenue in central London, the Royal Caribbean-sponsored after-party will add another dose of celebration to the evening.

Real Response Media publishing director Peter Grant said: "The 2020 event promises to be our biggest yet, with a

first-class venue in central London hosting a wonderful evening.

"Now is the time to book tables. Attending the Wave Awards is a great way to celebrate the ever-growing success of the cruise industry and to network with peers."

BOOK YOUR TABLE NOW

Contact Erin Marshall

erin.marshall@realresponsemedia.com

To see the passenger favourite categories, go to

cruisetradenews.com

Industry categories

Best Advertising, PR or Marketing Campaign

- Accord Marketing on behalf of Celebrity Cruises
- Holland America Line
- Marella Cruises
- Titan Travel

Best Use of Technology

- Marella Cruises
- Princess Cruises

Best Digital or Web-Based Platform or Service

- Azamara
- CruiseKings
- Iglu.com

Best Environmental Initiative

- Avalon Waterways
- Hapag-Lloyd Cruises
- Solent Stevedores

Best Transfer Service

- Saga Holidays
- Titan Travel
- Travelsphere

Best Escorted & Specialist Tour Operator

- Azamara
- Riviera Travel
- Saga Holidays
- Shearings
- Titan Travel
- Travelsphere

Best Brand Partnership

- Fred. Olsen Cruise Lines and British Legion – D-Day 75 Voyage of Remembrance
- Marella Cruises and Champneys Spa
- MSC Cruises and Chelsea FC

On board categories

Best for Entertainment

- Marella Cruises
- Norwegian Cruise Line

Best for Cuisine

- Crystal Cruises
- Oceania Cruises
- Saga Cruises

- SeaDream Yacht Club
- Seabourn

Best for Accommodation

- Avalon Waterways
- Holland America Line
- Norwegian Cruise Line
- Regent Seven Seas Cruises
- Seabourn

Best for Wellbeing/Spas

- AmaWaterways
- Seabourn

Best for Enrichment

- Celestyal Cruises
- Holland America Line
- Hapag-Lloyd Cruises
- Saga Cruises

Ports and Destination categories

Best Port

- ABP Port of Southampton
- Port of Dover
- Port of Seattle

Best Destination

- Greece – Greek National Tourism Organisation
- Jamaica – Port Authority of Jamaica
- Seattle – Port of Seattle

Best Excursion or Excursion Programme

- Intercruises Shoreside and Port Services – Behind the Scenes at the Mammal Marine Center
- Intercruises Shoreside and Port Services – Agro Farm, Sri Lanka
- Intercruises Shoreside and Port Services – Chasing Waterfalls from the Skies in Litchfield, Australia
- Regent Seven Seas Cruises – Go Local and Small Group Tours

Travel Agent categories

Best Retail Agent

- Barrhead Travel

- Hays Travel
- Kuoni Travel

Best Online Agent

- Cruise 118
- CruiseKings
- Iglu.com

Best Specialist Cruise Agent

- Cruise1st
- Cruise2.com
- Cruise Holidays UK
- CruiseKings
- Iglu.com
- Mundy Cruising
- Passion For Cruises
- ROL Cruise
- Six Star Cruises

Best Consortia or Homeworking Agency

- Advantage Travel Partnership
- Hays Travel

Cruise Line categories

Best New Ship Launch

- Holland America Line – *Nieuw Statendam*
- MSC Cruises – *MSC Bellissima*
- Norwegian Cruise Line – *Norwegian Encore*
- Saga Cruises – *Spirit of Discovery*

Best Family Cruise Line

- MSC Cruises
- Royal Caribbean

Best Value-for-Money Cruise Line

- Celestyal Cruises
- Cruise & Maritime Voyages
- Marella Cruises
- Saga Cruises

Best for Solo Travellers

- Celestyal Cruises
- Fred. Olsen Cruise Lines
- G Adventures
- Hebridean Island Cruises
- Riviera Travel
- Saga Cruises
- Star Clippers

Best Specialist Cruise Line

- Azamara
- Celestyal Cruises
- Cruise & Maritime Voyages
- Hebridean Island Cruises
- Seabourn
- Star Clippers

Best Premium Cruise Line

- Cunard
- Holland America Line
- Norwegian Cruise Line
- Princess Cruises

Best Expedition Cruise Line

- Hapag-Lloyd Cruises
- G Adventures

Best Luxury River Cruise Line

- AmaWaterways
- Avalon Waterways
- Crystal River Cruises
- Uniworld Boutique River Cruise Collection

Best Luxury Ocean Cruise Line

- Crystal Cruises
- Hapag-Lloyd Cruises
- Oceania Cruises
- Regent Seven Seas Cruises
- Seabourn
- SeaDream Yacht Company
- Star Clippers

Best River Cruise Line

- A-Rosa
- Avalon Waterways
- Riviera Travel
- Saga Cruises
- Titan Travel

Best Ocean Cruise Line

- Cunard
- Fred. Olsen Cruise Lines
- Holland America Line
- Marella Cruises
- MSC Cruises
- Norwegian Cruise Line
- P&O Cruises
- Royal Caribbean
- Saga Cruises

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Sales INSPIRATION

Sell five, sail free

Incentive

AmaWaterways is offering a free river cruise to agents who sell five cruises during 2020.

The river line's latest incentive is valid on new bookings made until 31 December this year.

Agents who qualify will win a complimentary seven-night luxury European cruise of their choice for two people in a category E stateroom. The cruise is bookable within 60 days of departure and subject to availability.

They will enjoy full board, wine, beer and soft drinks with meals, some excursions and selected activities.

AmaWaterways sales, marketing and digital director Jamie Loizou said: "To experience our wonderful ships is incredibly important for agents in developing their river cruise business."



A cruise with AmaWaterways is up for grabs

See the CTN website for more incentives

Visit cruisetradenews.com for even more great incentives and offers, all designed to help agents maximise their cruise holiday sales. From luxury river cruises to shopping vouchers, this is the chance to win big this month.

Newmarket offers up fam incentive

In support of its new Premium Inclusive European River Cruise 2020 brochure, Newmarket Holidays is offering agents a cash incentive and a chance to win a five-night fam trip on the Danube.

Agents will receive £25 for themselves on all premium A-Rosa bookings made until 29 February 2020 (inclusive). In addition, agents will be entered into the Danube river cruise prize draw. Love2Shop vouchers of £25 are also available.

The new brochure features 44 sailings across the A-Rosa fleet, plus multi-generational cruises designed for families, as well as 2020 festive season sailings.



Incentive

On offer from Newmarket is the chance to win a place on a Danube fam trip

This month's star prizes, incentives & fam trip offers



Win a cruise with Crystal

Crystal Cruises has announced an appreciation incentive to thank travel agents for their support.

For each new booking made on selected voyages in 2020, agents will automatically be entered into a draw to win one of 30 complimentary cruises for two.

The incentive spans the duration of the current 'book now savings' window – until 4 March 2020 – and includes *Crystal*

Symphony's sailing on 19 August from Amsterdam to Barcelona.

The qualifying sailings on *Crystal Serenity* include seven-night cruises between Rome and Venice, departing 31 May, Rome to Monte Carlo, departing 31 July, Barcelona to Monte Carlo, departing 9 August, Monte Carlo to Rome, departing 16 August, and Rome to Barcelona, departing 23 August.



Azamara offers big savings

As part of Azamara's Wave offer, guests booking until 31 March 2020 will be able to enjoy a 40 per cent discount on 125 sailings.

With sailings on all three of its ships, *Azamara Journey*, *Azamara Quest* and *Azamara Pursuit*, guests can immerse themselves in local cultures, with shore excursions ranging from exploration into the world of Basque cuisine with a traditional *pintxo* cooking class in Bilbao, Spain, or a percussion workshop with the local community in Salvador de Bahia, Brazil.

The cruise line also has a book-with-confidence guarantee, allowing guests to change a sale voyage for free before the end of 2020, or before the final payment, whichever is sooner.

For a list of all applicable sailings, visit [azamara.co.uk](https://www.azamara.co.uk)



Fit for 2020

Celebrity Cruises is allowing guests to make additional savings on fitness and wellness cruises for 2020 with a sale and a new sail-your-way pricing structure.

For bookings before 3 March 2020, sailings from Southampton and Dublin on *Celebrity Apex*, *Celebrity Silhouette* and *Celebrity Reflection* will be eligible for savings of up to £200 per stateroom.

The pricing structure is available for guests staying in

inside to AquaClass staterooms and allows them to choose from one of three packages – Sail All Included, inclusive of four perks, Sail Plus, with two perks, and Sail, a sailing-only package.

Example voyages include the 1 May 2020 departure of *Celebrity Silhouette* from Southampton for a Spain and France cruise.

Prices start from £1,029pp for an upgraded Oceanview stateroom.



Knowledge is power

Viking is about more than just wonderful ships
and fascinating destinations – this is a line dedicated
to inspiring its guests

The river cruise market is booming. From the European favourites – think the Rhine, Danube and the like – to emerging markets in Russia, Asia and what some term exotic destinations, there are now more itineraries than ever before.

The benefits of a river cruise are well known: getting into the heart of a city, mingling with the local community, partaking in wellness activities, either on board or ashore. However, the recent success in the sector now requires constant innovation in an effort to stay ahead of the rest.

Such innovation has many aspects – new ships – some designed with just one river in mind – adventurous itineraries, guest lectures, specially curated excursions and behind-the-scenes access to world-class institutions and home visits. Enter Viking.

The line has announced the launch of four new ships that are being custom built to navigate the Seine in the heart of Paris. The ships, which are inspired by the design of the award-winning Viking Longships, will debut this year and as of May 2020 will sail Viking's eight-day Paris and the Heart of Normandy itinerary.



Giverny offers guests the chance to see the garden that inspired Monet



Restaurants on board will offer the usual range of culinary delights

The 168-guest *Viking Fjorgyn*, *Viking Kari*, *Viking Radgrid* and *Viking Skaga* will usher in a new era of cruising on the Seine, “opening doors” into a world of history, art and culture, according to Viking chairman Torstein Hagen.

“We have always had a strong vision for how to help guests explore the world in comfort,” Hagen explains. “For 23 years, we have led the industry in defining what modern river cruising looks like for experienced travellers.

“We continue to lead because we focus on the destination and we continue to innovate for our guests, offering them new and different opportunities for learning,” he adds.

Magical France

Such an opportunity can be found on the Paris and the Heart of Normandy voyage. The cruise celebrates history, art and food, and includes

one-of-a-kind experiences that delve deep into French culture and history.

For starters, guests can explore Giverny and visit the picturesque gardens and farmhouse where celebrated artist Claude Monet lived and worked. Alternatively, they can go all the way back to the time of Joan of Arc in Rouen, or pay their respects at Normandy’s American Military Cemetery and Second World War beaches.

There are extensive pre and post options for guests to choose from: agents can entice clients with a three-night stay, post cruise, exploring the Loire Valley, complete with guided tours of its most famous cathedrals; or a three-night pre voyage stay in the French capital, which of course oozes charm and romance.

At no extra cost, guests can also take advantage of Viking’s shore excursions, many of which are included in the cruise fare. They can take a walk through the provincial town of Vernon, or visit La Roche-Guyon, which is overlooked by an imposing chateau carved into the white cliffs. Those with a penchant for fitness can also take a leisurely bike ride through Monet’s garden – all this and so much more is available to Viking’s clients.

The line’s UK head of sales, Neil Barclay, looks forward to the developments: “There has never been a better time for agents to book their guests on to a 2021 Viking river cruise.

“With added capacity and a wide choice of departure dates, guests can relax in the knowledge that they will be getting the right itinerary, a selection of dates to suit their requirements and a choice of staterooms.

“Suites and verandas are generally the first to go, as they offer great views of everyday life during the sailing.

“Demand for our Paris itinerary has grown. The introduction of these new ships, which feature customised hulls and engines specifically built to navigate the Seine – along with the central docking locations – makes the Paris and Heart of Normandy cruise a must-do, even for those seasoned Paris travellers,” he adds. 📍

Dining with panoramic views is a draw for anyone looking for glimpses of French life



2021 Viking river cruises now on sale



Rhine Getaway from **£1,495pp**

8 days, 6 guided tours
Departing March to December 2021

Amsterdam • Kinderdijk • Cologne • Koblenz & Rüdesheim
Speyer • Strasbourg • Breisach • Basel



Romantic Danube from **£1,595pp**

8 days, 6 guided tours
Departing April to December 2021

Budapest • Vienna • Krems • Passau • Regensburg



Paris & the Heart of Normandy from **£1,945pp**

8 days, 7 guided tours
Departing March to December 2021

Paris • Giverny • Rouen • Normandy Beaches • Les Andelys
Mantes-la-Joli • Paris



Portugal's River of Gold from **£2,195pp**

10 days, 8 guided tours
Departing April to November 2021

Lisbon • Porto • Régua • Barca d'Alva • Salamanca
Pinhão • Régua • Porto



Passage to Eastern Europe from **£2,245pp**

11 days, 7 guided tours
Departing March to November 2021

Budapest • Kalocsa • Vukovar • Belgrade • Golubac • Vidin
Russe • Bucharest



Waterways of the Tsars from **£3,095pp**

13 days, 10 guided tours
Departing May to October 2021

St Petersburg • Mandrogy • Kizhi • Kuzino • Yaroslavl
Uglich • Moscow

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 www.madefortrade.co.uk

Prices correct at time of going to print but are subject to availability and change. From prices are per person and based on two people sharing the lowest grade stateroom available, departing on selected dates in 2021. Single supplements apply. Please note on selected cruises a visa may be required and is at the passengers own expense. Gratuities included on board ship only. For more information please visit vikingcruises.co.uk/terms-conditions or call us.



Enjoy it all, it's all included

Inspiring destinations. Exciting excursions. Beautiful ships. Fabulous food. Warm service. Worldwide awards. A Viking river cruise is defined by all these things, and something else too. Great value for money. From onboard gratuities to onshore excursions, there are a host of 'extras' that won't cost a penny more. We call it Viking Value. Your clients will call it brilliant.

Every Viking river cruise includes:

- Return flights from the UK, including flights from selected regional airports
- A choice of staterooms and suites
- Onboard meals
- Quality wine, beer and soft drinks with lunch and dinner on board
- Onboard Wi-Fi (connection speed may vary)
- Expert guided excursions
- Tea, coffee, snacks and bottled water on board
- Onboard enrichment programme
- Onboard gratuities

2021 eight-day river cruises from £1,495pp

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Let us take your customers to the hidden gems of the Mediterranean, where **we'll stay late in port so you can experience first-hand how the cities come to life after the sun goes down.**

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For further details please visit: **ClubAzamara.co.uk**

*Cruise must be booked before 31st March 2020 ('Offer Period'). 40% discount applies to select sailings departing on or after 14th April 2020 until 21st November 2021. Prices are subject to availability and change without notice, capacity controlled, and may be withdrawn at any time. Refer to Azamara.co.uk/2020Sale for complete terms and conditions. ©2020 RCL Cruises Ltd t/a Azamara.

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Customer Rating based on
independent verified reviews.

In my VIEW

Interior design firm YSA Design is working to improve sustainable ship design. Here, its chairman, **Trond Sigurdson**, explains how



Wherever one stands on environmental issues, there is no disputing that it is getting warmer out there. On average, the past five years (2014-2019) have been the warmest recorded in the 139 years since the US National Oceanic and Atmospheric Administration started counting.

Melting glaciers, rising sea levels and coastal communities under threat shape attitudes, and the consciousness change is now a key business driver in cruise. With expedition ships pushing further into the most vulnerable areas of the world, energy saving, emissions reduction, waste management and even materials chosen for use now influence guest booking choices.

Of course, environmental responsibility is a core value for YSA Design, but it is important to understand what this means today in relation to our cruise ship clients, shipyards and subcontractors.

While not a naval architecture or marine engineering company itself, YSA Design was one of the first design companies to work with owners and shipyards on integrating liquefied natural gas power in a cruise ship. Again, with CO₂ emissions banned in Norwegian World Heritage fjords from 2026, a challenging part of the work focuses on interior spaces that best fit hybrid propulsion solutions, including battery power.

But it goes beyond adapting to the work of others. For example, in line with what customers expect, our choice of materials favours lower carbon footprint methods, avoids any involving toxic emissions and prefers recyclable products.

“In line with what customers expect, our choice of materials favours lower carbon footprint methods”

Guest benefits

We are also proactive in our approach. Proposals include the deployment of photovoltaic technology on ships to capture energy that would otherwise be lost. In a recent project, we suggested covering penthouse suite roofs with solar panels, with a view to asking premium guests to pay a moderate supplement for lower carbon accommodation, on the same basis that some agree to offset air miles.

We certainly believe that environmental sensitivities are as significant a brand issue for cruise companies as they are for airlines. It is now a matter of routine for YSA Design to convert bike-work in the gym into phone charging power, for example.

But environmental benefits can also be experienced by guests, whether they notice them or not. We are making proposals to improve air quality in ship interiors, using technology that replaces fixed rate ventilation with more efficient sensor-based and active air cleaning.

In short, YSA Design's role in sustainable design is more and more that of the integrator, with critical awareness of interiors to meet brand needs and imperatives set by naval architects, marine engineers, shipyards and contractors. 🌱



By 2026 Norway's treasured fjords should be free of CO₂ emissions

”
In conversation with...

AmaWaterways

Courageous decisions are sometimes needed. For luxury operator AmaWaterways that came in the form of a revolutionary ship. **Gary Peters** joins Jamie Loizou to dissect where the line goes from here

Many live by the mantra go big, or go home – do things to the fullest; be extravagant. Believe in the mission and defeat the naysayers. Can such a mission statement be applied to the river cruise

business? Well, yes, actually.

“*AmaMagna* has widened the appeal, not only for us but for the river cruise market in general,” explains AmaWaterways’ sales, marketing & digital director, Jamie Loizou.

“It is more akin to an ocean ship, like a boutique ocean ship, purely because of the space in the public areas, the number of restaurants, the size of the staterooms and the suites.”

AmaMagna – the fascinating 196-passenger double-width ship christened in July 2019 and launched year for the Danube – is the embodiment



“We’ve seen a lot of people come over to *AmaMagna* from luxury ocean cruising”

JAMIE LOIZOU



Space is everything on AmaWaterways’ *AmaMagna*

of the mantra. Who said river ships can’t be different?

“Those people who have been cruising in ultra-luxury on the oceans can comfortably take a step into river cruising. Actually, once they do, they’ll realise that river cruising is very different from the ocean experience,” Loizou continues. “We’ve seen a lot of people come over to *AmaMagna* from luxury ocean cruising.”

New on the Nile

The investment has paid off. Those late nights and the unquestionable risk that comes when launching a new project have been safely satisfied.

“The feedback we’ve had from the ship has been fantastic,” adds Loizou.

As for a second ship in the same mould, such a decision is in the hands of AmaWaterways’ co-founder and president, Rudi Schreiner, and the

company’s executive vice-president and co-owner, Kristin Karst.

What has been confirmed is a new ship for the Nile, as demand increases for this celebrated destination following an uncertain couple of years. The new-build vessel, officially unveiled at the 2019 CLIA river cruise conference in Amsterdam, will carry between 66 and 70 passengers and will set sail in 2021.

Loizou says: “Egypt has always been one of those places that’s on people’s lists to visit. I don’t think that yearning to go there ever went away. There are beautiful antiquities there – the pyramids, you’ve got wonderful museums in Cairo, and the Valley of the Kings – so much to see.

“There’s always the need to try and find new destinations because we have people that have cruised four, five, six times with us, so there’s a need not only to create new itineraries in Europe but also to look further afield, and that’s why



we've got our Mekong programme, our Africa programme, and so on."

Again, it underlines the growing confidence in, and demand for, destinations aside from the European heavyweights that – although they still dominate in pure passenger numbers – are more and more acting as stepping stones to far-flung adventures.

Become a champion

The other side of the coin, however, is the seldom-discussed pressure that growth in passenger numbers and expansion into new destinations place on travel agents.

It's often stated that agents need to become experts to clinch their sales, but with cruising as whole moving into the mainstream holiday market, such a task is becoming harder by the day.

"I was a travel agent for nearly 10 years so I've been on the other side of the fence. There's no doubt being a travel agent is an incredibly difficult job," says Loizou. "Many not only sell river or ocean, of course, but also a lot of other types of travel.

"I understand what it's like when people are pumping out information. It's the responsibility of the cruise line to make sure the information is provided in a relevant way. Also, don't just talk in

The Nile is back on the river cruise map



AmaMagna offers guests facilities that they previously encountered only on ocean ships

cruise jargon, but talk about who the product is suitable for.

"At the CLIA river cruise conference I spoke about having a river cruise champion within every business; someone who can take all of that information and distil it down and say, 'Right, okay, this is what the team needs to know'."

AmaWaterways' answer is an interactive training programme, the AmaAcademy, with new marketing material and incentives.

An online system is the "way to ensure we spread our net in terms of education", says Loizou. "We're a family business and to learn more about the personalities and ships is really, really important for travel agents. As we develop and innovate, we need to tell our agents about that."

But is that, for want of a better word, digestible – replacing reams of paper information with scrolling through endless web pages and training portals?

"Yes, people want things that are snappy – they don't want to read reams and reams. We want things that are more succinct," says Loizou. "I'm sure platforms like WhatsApp will become more relevant. If we can make sure we manage them correctly, then absolutely it's something that can be an additional channel."

As for another go big, or go home mission, there's the famed 250,000 guest target, put forth by AmaWaterways MD and Loizou's colleague, Stuart Perl.

"It's definitely achievable," says Loizou. "I'm just waiting for the half-million figure to be thrown up." 📌

The width of the new ship allows for a showstopper dining room





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6

OF THE BEST

Celebration cruises

Whether it's a honeymoon, family reunion or milestone birthday, there is nowhere better to celebrate than on a ship.

Melissa Moody explains

1 New year, new cruise

Even though 2020 has just begun, it's not too early to plan the 2021 celebrations. Guests can join P&O Cruises for a five-night Western Europe jaunt, departing Southampton on 29 December. With a glass of bubbly in hand and dancing shoes on, guests will discover that this voyage helps bring in the New Year in style. Prices start from £751pp.

2 Reunite with the masses

A family reunion is probably one of the hardest celebrations to organise. There are disagreements over the venue, the date is non-agreeable and nowhere has something for the whole family to enjoy. However, a cruise will take the stress away. MSC Cruises' *MSC Divina* includes a 4D theatre, movies under the stars and an arcade, plus kids under 11 sail for free when sharing a cabin with two paying passengers. Prices start at £419pp for a five-night Mediterranean cruise, departing 11 April 2020.

3 Honeymoon at sea
Guests can start their lives as a married couple on a luxurious honeymoon cruise, where the journey is just as memorable as the destination. The Caribbean is a classic choice for honeymooners looking for idyllic beaches and crystal-clear waters in a laid-back atmosphere. An 11-day Ultimate Southern Caribbean cruise calls at some of the most iconic islands, such as St Lucia and Barbados. Prices start from £1,599pp on Celebrity Cruises' *Celebrity Equinox*, departing 23 August 2020.



4

4 The perfect excuse
Age is just a number, except when it comes to milestone birthdays. Then it's an excuse to celebrate in style.

Cunard's transatlantic round trip on the iconic *Queen Mary 2* is like no other. Guests can immerse themselves in a world free of traffic and screens, sipping cocktails and eating mouthwatering food before exploring the many sights of New York. A 14-night round trip from Southampton departing 7 June 2020 begins at £1,879pp.

5 Add a bit of romance
Whether it's five years or 50, a wedding anniversary is the perfect reason for a cruise. Shearings Holidays features an Anniversary Waltz on the Rhine & Moselle voyage where guests are welcomed on board with a bottle of sparkling wine in their cabin. Departing 9 June 2020 on *MV Virginia* for 10 days, guests will also receive special wedding anniversary glasses to take home and attend a special drinks reception and celebratory gala dinner. Prices start from £899pp.

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6 Tie the knot
Princess Cruises goes the extra mile with its wedding voyages, with a dedicated Tie the Knot team on hand to ensure the day is one to remember. The couple can say 'I do' on one of its ships or ashore during a port call. The line has reception and honeymoon packages, with the captain doing the honours of hosting the event if it's on board. A 10-day Hawaiian itinerary on *Pacific Princess* departs 16 September 2020, with prices starting at £1,299pp. ①

6



Fast Facts

Next month the second ship in Celebrity Cruises' Edge Series will be officially unveiled.

Celebrity Apex, sister to *Celebrity Edge*, will make Southampton its home for its five first sailings, starting with a four-night cruise on 1 April. *Celebrity Apex* will feature many of the innovations found on *Edge*, including the Magic Carpet, the Resort area and the Grand Plaza. *Celebrity Apex* will offer *Edge*-class staterooms with an infinite balcony and twin-level villas with outdoor plunge pools, as well as world-class culinary venues, seven of which will be new speciality restaurants.

.....

2,908
GUESTS

129,500
GROSS TONNAGE

2020
YEAR BUILT

29
CULINARY VENUES

7
SPECIALITY RESTAURANTS

Celebrity Apex



Accommodation

Whether it's an interior room or an *Edge*-class suite, all staterooms on *Apex* are luxurious and smart. The stylish design creates light and airy spaces, rivalling that of any luxury hotel room.



Cuisine

Great food comes as standard with Celebrity Cruises. Every one of the 29 visionary restaurants and bars has been designed to enchant, delight and inspire, from the interactive Le Petit Chef to the exclusive Blu Restaurant.



Retreat Lounge

The Retreat Lounge, like the Sundeck, is an exclusive venue for suite-class guests, providing a welcoming private paradise in which to relax, cool down and enjoy the voyage.



Retreat Sundeck

This chic enclave has the feel of a high-end resort, allowing suite-class guests to unwind after a long day exploring, sipping cocktails or enjoying other treats as they soak up the sun.



Eden

Undoubtedly one of the main hubs on board, the sinful, playful Eden comprises three levels of sensory experiences, complete with stunning ocean views and the Eden Café, the Library of Plants above the Eden Bar and the Eden Restaurant.



Magic Carpet

As with *Celebrity Edge*, *Apex* features the spectacular innovation known as the Magic Carpet. This floating platform, roughly the same size as a tennis court, opens to several decks and is transformed into a new venue depending where it is on the ship.



Explore SINGAPORE

With year-round warm weather in the heart of Southeast Asia, Singapore is the perfect cruise-and-stay destination

Considered the melting pot of Asia, Singapore's rich mix of culture and heritage allows cruisers to explore a diverse and stimulating range of offerings that fulfil individual passions and inspire new possibilities.

Countless cruise lines sail to its warm waters and in 2019 it was named by industry trade body Cruise Lines International Association (CLIA) as one of the hottest places to visit in 2020. What's more, ABTA has listed Singapore among the top 12 destinations for 2020.

A blend of Malay, Indian, Chinese, Arab and British cultures makes it perfect for experience-hungry guests, allowing them to uncover a trove of delights, making it a perfect start and end to cruise holidays in Southeast Asia.

A dream destination

The cruise terminal is a stone's throw from the heart of the city and is easily accessed by the public transportation system – the mass rapid transit rail system (MRT), buses and taxis. As a base to explore the modern city, itineraries offer something for every traveller.

The city state's calendar of events presents visitors with ample opportunities to participate and indulge in the unique world within Singapore. Explorers wishing to transport themselves into a tropical garden paradise



Singapore is a bustling metropolis, with something for everyone

can visit the UNESCO-listed Singapore Botanic Gardens, or walk among the dramatic Supertrees at the famed Gardens by the Bay.

Alternatively, action-seekers can marvel at the Singapore Grand Prix in September; collectors can find a treasure trove of local designers from Haji Lane to Design Orchard, and children will be clamouring to visit Sentosa Island.

A perfect way for guests to explore Singapore's culture is to take one of the many Passion Tours. These encourage people not just to appreciate their surroundings but to celebrate the vibrant culture at their fingertips.

With tours for everyone, from thrill-seekers and foodies to socialisers, the possibilities are endless. Guests can also hop on a bike along the bay to soak up the atmosphere.

The two-hour Marina Bay Night Tour caters for those who are keen to admire Singapore's picturesque Marina Bay on a bike adventure after sunset, while the Made in Singapore tour examines the island's history. Visitors can also discover how it grew from a small trading port to the bustling city in the garden that passengers discover today.



Chicken rice is a staple of the street-food culture

Flavour for everyone

From visiting Singapore's historical landmarks to learning about customs and soaking up the buzz at trendy nightlife enclaves, guests of all ages can immerse themselves in the culture, particularly on pre and post-tours.

Visitors can also learn how to cook like a local with the Flavours of Singapore tour, making local favourites and desserts such *ondeh ondeh* and *kueh dadar*.

The city boasts 44 Michelin-starred restaurants, including world-renowned



A lush paradise can be found at the Botanic Gardens

Selling TIPS

Diverse range of tours to suit all ages and fitness levels

• Year-round warm weather

• Excellent connectivity to major cities across Asia

• Host of diverse and world-renowned attractions

Les Amis and *Odette*. Equally impressive is the unique 'hawker' street-food culture, with centres that span the country, offering dishes such as chicken rice, fish head curry or rojak and satay.

The Singapore Tourism Board can support agents in marketing packages with a minimum-stay period in Singapore via the Cruise Development Fund.

For further enquiries, please contact maria_pangoli@stb.gov.sg.



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To find out more about what Singapore has to offer, visit visitsingapore.com

Win at selling

FAMILY FUN

Finding a holiday suitable for the whole family doesn't need to be an arduous process, as MSC Cruises' director of sales, **Steve Williams**, explains

More and more families are moving away from the traditional fly-and-flop holiday with the kids in favour of authentic experiences they can share together. Likewise, the smallest travellers are now interested in returning from holiday with fun stories they can share with friends.

MSC Cruises has continued to up its family offering with every new ship, elevating the experience with new technologies and innovative facilities and activities for all ages.

At MSC, the kids' facilities include an Aqua Park, swimming pools and water slides, as well as kids' clubs for ages 0 to 17 – offering the ultimate in independent fun. Innovative activities like Fun Time Dinner, Happy Dinners and Kids Around the Clock let everyone do



“A family cruise provides fun and learning for all”

things their own way, even at mealtimes, late at night and during shore excursions.

Children are free to explore a social life of their own, meeting new friends from around the world in a safe environment, while grown-ups can relax knowing that the kids are cared for and enjoying the time of their lives.

What's more, as holidaymakers become more tech savvy, MSC Cruises has introduced high-tech gaming attractions such as a Virtual World, 4D Cinema, bowling alley and F1 Simulator, all designed to bring out the big kid in everyone. All of this is housed in the futuristic Sportsplex.

Dive in for fun

It's worthwhile suggesting to clients they purchase a Fun Pass in advance so they can enjoy a 20 per cent discount and an extra £70 Fun Pass credit for free.

Now that more families are taking multi-generational breaks, it's key to remind clients that they

have the opportunity to split up and indulge in their favourite hobbies independently, or enjoy some family time.

They can explore amazing destinations with the MSC Family Explorer Club – interactive excursions, led by enthusiastic tour guides to make sure children and parents not only learn and discover together, but do so at a pace they both enjoy. Every tour features an iconic historical character, symbolic of the city, who plays the protagonist in the missions, games and riddles set during each tour for parents and kids to solve together.

And fun for the whole family doesn't have to cost a fortune. With a number of packages available, free kids' clubs and activities, and gratuities and food and drink included, families can enjoy a week long break for less than £500pp. ①

Selling TIPS

Explain the ease of cruising as a family – little ones can see a number of destinations

•

Showcase the variety of different activities available, in port and on board

•

Highlight everything that's included in the booking and reiterate value for money

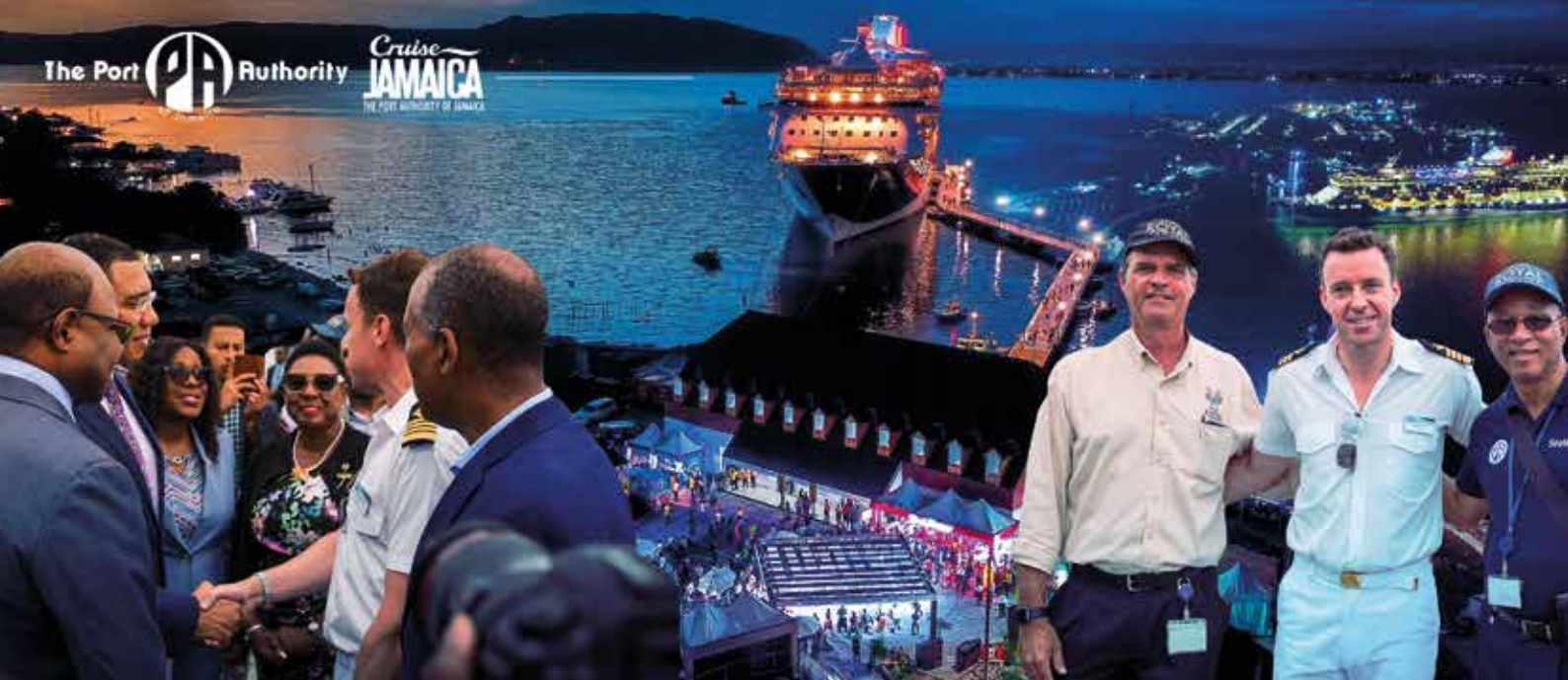


Games like bubble soccer in the MSC Sportsplex will prove a hit for all ages

Thank You!
MARELLA CRUISES
DISCOVERY 2^S HISTORIC 1ST CALL



The Port Authority  Cruise JAMAICA
THE PORT AUTHORITY OF JAMAICA



Winning streak

In this regular series of articles, we profile the winners of the latest Cruise Stars Awards



Victoria Snelgar

Business Manager,
Sales Partnerships
CUNARD

How did you feel about winning the overall cruise line star and cruise line management star awards?

I was very shocked and couldn't quite believe it. It was amazing to feel recognised for my efforts over the past couple of years at Cunard. However, it's important to mention those I work with, as they also deserve a piece of the recognition. I wouldn't have achieved half the things I have without them.

What do you think were the main factors that contributed to your win?

I have been very fortunate to have experienced and worked across a range of cruise lines and departments, including sales operations, events management, people leadership roles, project management and sales. I have been involved in various projects around the business, including leading the Shine Rewards Club programme for Cunard.

What tips can you pass on to others in your position?

Always work hard and put yourself forward, not only for areas of interest

but also areas of development – throw yourself in at the deep end. It's important to vocalise your passion and ambition.

What has been your best experience in the cruise industry?

I have been lucky in going on our fam trips with our travel agent partners, including to places such as Spain, France and Northern Europe. My highlight was experiencing the Princess Grill facilities on board *Queen Victoria*, alongside 16 agents.

What innovations would you like to see introduced in the industry?

The industry has some fantastic incentive programmes already, such as the Shine Rewards Club. However, to further this and engage with the trade, I believe fam trips and specialist brand events are useful tools for our partners not only to learn about the product but also to immerse themselves in what it is like to sail and enjoy a holiday with us. It would be great to get even more agents on our ships in 2020.

What's your dream cruise destination you want to visit?

I have seen some fantastic destinations during my time in travel. However, top of my list is definitely Alaska. I would love to go on the Rocky Mountaineer train.

“I believe fam trips and brand events are useful for our partners to learn what it is like to enjoy our holidays”



Alaska is at the very top of Victoria's destination list

Which on-board amenity do you enjoy the most?

The choices are endless, but my particular favourite is the theatre. I used to dance when younger, throughout my childhood, so I really enjoy watching the West End-style theatre productions.

How do you see your career progressing in the future?

I want to progress with the business and to experience (and deliver) some of the work streams within the different functions, such as guest experience, brand and planning, to broaden my skill set and my understanding of the full ship operation. 📍



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Example fares:

QUEEN ELIZABETH

Alaska, including Glacier Bay

10 nights

21 – 31 Jul 2020 ♦ Q022

→ **Vancouver, Canada** ♦
Cruising in Inside Passage ♦
Juneau, USA ^{LE} ♦ Skagway, USA ♦
Hubbard Glacier ♦ Glacier Bay ♦
Sitka, USA ^{PA} ♦ Ketchikan, USA ♦ Sea Day ♦
Victoria, Canada ^{LE} ♦ **Vancouver, Canada** →

Cunard Fares from £1,399pp
Includes a complimentary upgrade to an Oceanview stateroom and \$150pp complimentary money to spend on board

QUEEN ELIZABETH

Alaska, including Glacier Bay

10 nights

29 Aug – 8 Sep 2020 ♦ Q026N

→ **Vancouver, Canada** ♦
Cruising in Inside Passage ♦ Juneau, USA ^A ♦
Sitka, USA ^{PA} ♦ *Hubbard Glacier* ♦
Icy Strait Point, USA ^{PA} ♦ *Glacier Bay* ♦
Ketchikan, USA ♦ Sea Day ♦
Victoria, Canada ^{LE} ♦ **Vancouver, Canada** →

Cunard Fares from £1,399pp
Includes a complimentary upgrade to an Oceanview stateroom and \$150pp complimentary money to spend on board

QUEEN ELIZABETH

Alaska, including Glacier Bay

12 nights

21 Jun – 3 Jul 2021 ♦ Q119

→ **Vancouver, Canada** ♦
Cruising in Inside Passage ♦
Ketchikan, USA ^A ♦ Juneau, USA ^{PA} ♦
Hubbard Glacier ♦ Glacier Bay ♦
Skagway, USA ♦ Sitka, USA ^A ♦ Sea Day ♦
Victoria, Canada ♦ **Vancouver, Canada** →

Cunard Fares from £1,499pp
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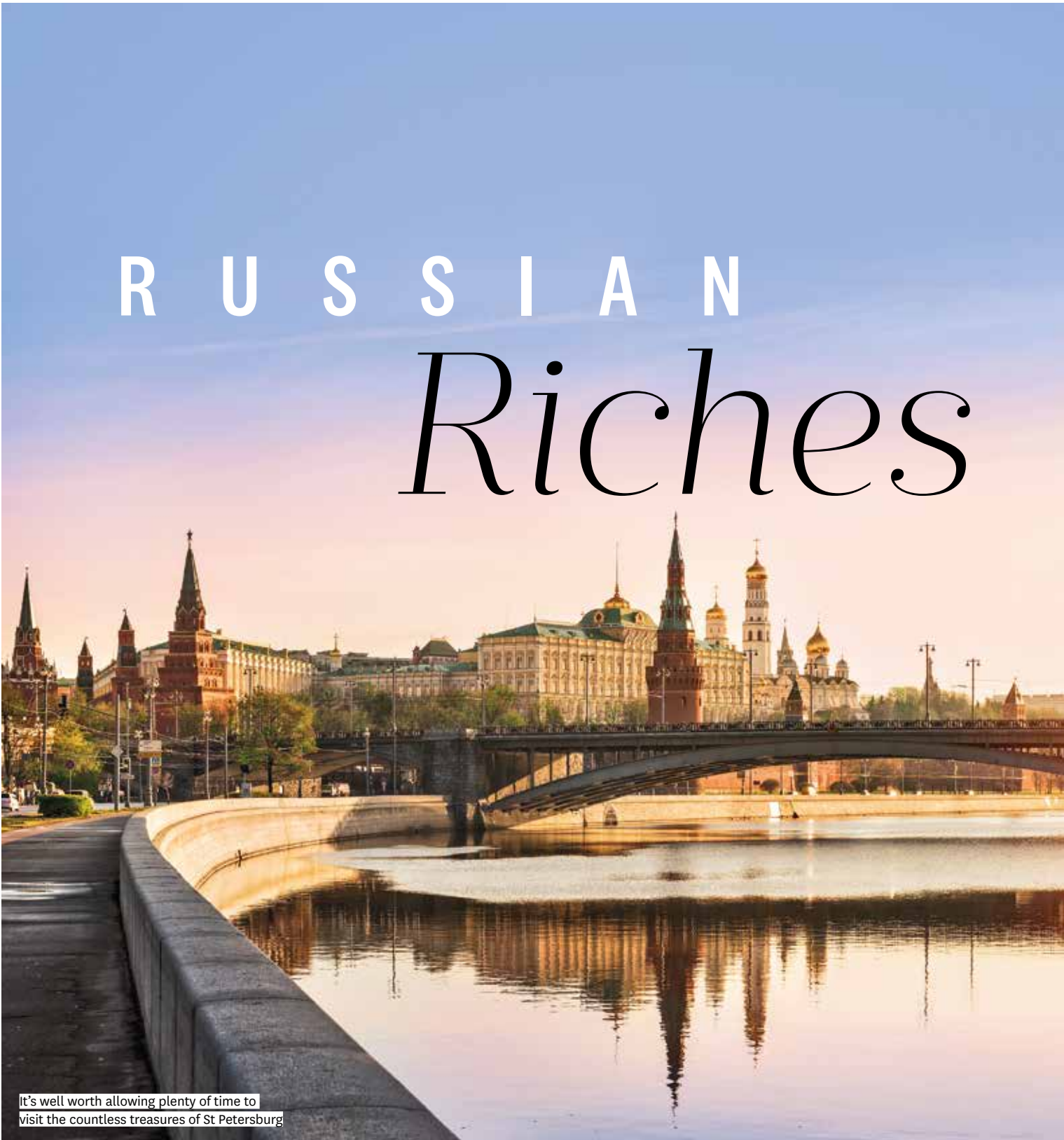
^A = Anchor Port ^{PA} = Possible Anchor Port ^{LE} = Late Evening Departure → = Pre- and/or Post-cruise flight
Destinations in bold denote the embarkation and disembarkation ports. Destinations in italics are Cruise By/Transit Only.



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Visit shinerewardsclub.com for more information and full terms and conditions.

*Available on voyages of 7 nights or more, booked between 18 December 2019 and 2 March 2020, excludes 2021 Full World Voyages, Early Saver and Saver fares.



R U S S I A N

Riches

It's well worth allowing plenty of time to
visit the countless treasures of St Petersburg

River cruises are an easy way for clients to dip into the world's largest country and send postcards signed – of course – from Russia with love, writes **Jeannine Williamson**



The astonishing Moscow subway is more like an art gallery than a public travel system

Winston Churchill famously described Russia as “a riddle wrapped in a mystery inside an enigma”, and until relatively recently the country remained shrouded in secrecy.

It's also a charismatic destination immortalised in films and books including *Doctor Zhivago* and *War And Peace*, and its network of rivers, lakes and canals provides an unforgettable journey through this enormous country.

The popularity of Russian river cruises has grown significantly in recent years, and the mighty Volga and interconnecting waterways take visitors deep into the heart of Russia on larger-than-average ships.

The majority of itineraries sail between Moscow and St Petersburg, with overnight stays at each end of the itineraries, either on board or in hotels. Shore excursions take in world-famous sights including Moscow's Red Square with dazzling onion-domed St Basil's Cathedral and the breath-taking Hermitage in St Petersburg, one of the world's largest museums. With its 1,057

rooms and a staggering three million exhibits, a guided tour is the best way of seeing the highlights. These include works by Michelangelo, Leonardo da Vinci and Vincent van Gogh.

A more unusual excursion takes passengers underground to the Moscow metro system. Built by Stalin in 1932, it has to be seen to be believed. The spotlessly clean stations resemble art galleries with elaborate chandeliers, bronze statues and huge, gold-framed murals.

The chance to take part in Russian lessons, vodka tasting and Russian doll-painting workshops are included in many river cruises, while cultural enrichment includes optional visits to ballets and classical concerts.

A landmark year

This year marks a significant milestone for Russian river cruises with Vodohod, one of the best-kept river cruising secrets, entering the UK market last month. The largest Russian river cruise company, it has been operating for more than 15 years and boasts a fleet of 26 vessels – 11 dedicated to international and English-speaking guests – rated from three to five stars.

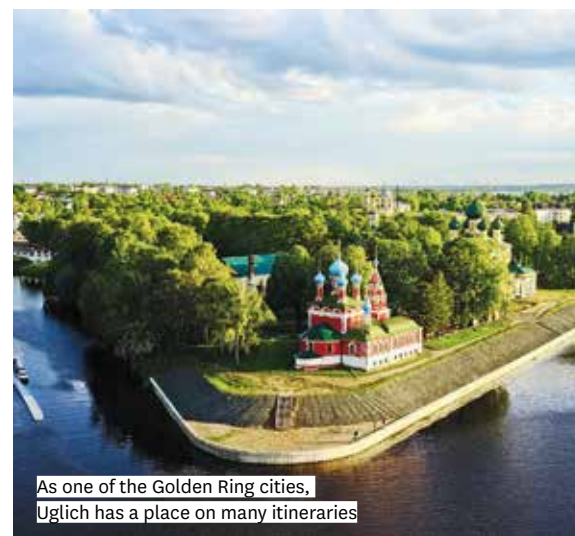
The line's international marketing director, Mario Bounas, explains: “A combination of rich history, cultural intrigue and natural wonders make Russia a must-visit destination for anyone seeking a unique and truly off-the-beaten-track travel experience.

“Russia has the potential to become the next go-to river cruise destination,

with a huge river network and supporting infrastructure. We have undertaken an ambitious revitalisation of the existing fleet and within three years every international ship will have undergone a comprehensive refurbishment.”

Additionally, in May Vodohod will unveil the *Mustai Karim*, the first-ever brand new five-star Russian-built river ship, which will sail on the Volga, and has also announced a pioneering wilderness journey through Siberia along the Yenisei on the five-star *Maxim Gorky*. This exciting trip into rugged landscapes will include a helicopter journey to meet local tribes who have never encountered visitors from the west.

“Our immediate focus is to build relationships with the UK trade,” says Bounas. “The long-term focus is to open



As one of the Golden Ring cities, Uglich has a place on many itineraries



Probably the most famous building in Russia: St Basil's Cathedral, Moscow

up Russia by offering cruises on rivers and lakes that are currently not open to international travellers. The Yenisei is our first initiative. Watch this space for announcements of new rivers.”

In addition to the UK-based sales and marketing support team and a newly launched English website, Vodohod is offering competitive commission levels and fam opportunities.

The traditional view

Meanwhile, Riviera Travel has expanded its Russia product with A Russian Odyssey aboard the *MS Rossia*. Head of river cruises Katja Hildebrandt says: “Our Russian river cruises have proved a

huge success with our customers since we launched in 2018. One of the biggest draws is being able to see the contrasts between the big cities like Moscow and St Petersburg and the more traditional life in Kizhi and Uglich.

“We know our customers really appreciate the convenience of seeing this vast and varied country from the comfort of a well-appointed river cruise ship where even the time spent travelling is a treat.”

For the first time, Titan Travel is selling Uniworld's Imperial Waterways of Russia tour in 2020, which takes passengers from Moscow to St Petersburg, with stops including the Golden Ring cities of Uglich and Yaroslavl. These cities were the seats of power in medieval Russia and played a pivotal role in its history and in the formation of the Russian Orthodox Church. The itinerary combines Uniworld's all-inclusive cruising with Titan's stress-free VIP home pick-up service.

Last word goes to CLIA UK & Ireland director Andy Harmer: “With its marvellous cities and world-class museums, historical towns and scenic waterways, a Russian river cruise has so much to offer. Although passenger numbers in this region have remained steady over the past decade, customer interest in exploring this vast country is certainly growing.



A cruise on the Russian waterways can take visitors into little-known territory

Selling TIPS

Fully escorted travel throughout the voyage

• Local insight into an intriguing destination

• An easy way to experience Russia's greatest cities

• Regional food and drink, but Western-style cuisine also provided

“A Russian river cruise has great appeal to repeat guests who have already ticked off the main European rivers such as the Rhine, Danube and Douro, and are expanding their sights to less travelled regions,” he continues.

“When selling this type of cruise, agents should focus on the varied itineraries, from overnight stays in the big cities of Moscow and St Petersburg to the easy access to remote towns that are lesser known.”

Vodka sampling aside, by the end of a river cruise clients will have had a chance to immerse themselves in all things Russia and return home with a real taste of this enthralling country. ❶

Sell it

Riviera Travel has an 11-night Russian Odyssey cruise departing 9 August 2020 on *MS Rossia*. Prices from £2,299pp including flights. 01283 744307

➔ rivieratravel.co.uk

Vodohod has a 10-night Into the Wild Yenisei Expedition departing 20 July 2020 on *Maxim Gorky*, from approximately £4,600pp, including airport transfers. 0800 029 1600

➔ vodohod.co.uk

Titan Travel's 11-night Imperial Waterways of Russia cruise departs 20 May 2020 on *River Victoria*, from £4,799pp including flights and Titan's VIP door-to-door travel service. 0800 988 5800

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There are many stories to tell while sailing
along the Snake and Columbia rivers on
American Song, as **Dave Monk** discovers

They don't call them rapids for nothing, especially while skimming over them in a jet boat. As bursts of spray drench my face, I cling on at the back of the craft as its three 450-horsepower engines churn through the swirling waters of the Snake River in the northwestern US.

We are following the route taken by pioneers, traders, hunters and native American tribes – but at a speed they can only have imagined.

A day later we are back on the Snake, but in the far more comfortable surroundings of *American Song*, the first of five modern riverboats being launched by American Cruise Lines.

This is our home as we sail from Richland, Washington state, to Portland, Oregon, along the Snake and Columbia rivers on the trail first followed by intrepid explorers Lewis and Clark, who mapped the newly expanded United States in the early 19th century.

This incredible journey of nearly two-and-a-half years is vividly brought to life during talks by historian Todd Weber, who uses his wit, knowledge and own collection of replica artefacts to entertain the 184 passengers on board.

In the Wild West

As the only two Britons on this particular cruise, my wife Mandy and I are definitely in the minority, but treated like visiting celebrities by the mainly older

Americans, many of whom are loyal repeat customers.

After a few days on holiday in Seattle, we make our way to Lewiston, Idaho, before crossing the border to neighbouring Clarkston – already the names of the expedition leaders are appearing on the landscape – where passengers have the option to spend two nights in a hotel before boarding the ship.

Usually, the 11-day cruise starts from Clarkston but as we're travelling there is a little problem with a dam, which means we are bussed to the first stop at Richland to join the ship. As soon as we are on the river, it's like stepping into the Wild West, sailing past towering brown cliffs and scrubland with the odd building dotted along the top.

On an excursion to Pendleton, we take a 90-minute underground tour through cellars where prospectors would gamble and meet pretty women at a price.

A completely different aspect of the time is presented at the nearby



Portland, Oregon, is the starting point for some cruises



American Song will have two more sisters this year



A sundeck allows guests to make the most of bright weather

Selling TIPS

Ideal for those with an interest in US history

- Talk up the classic American dining options
- Complimentary excursions in all ports of call

Tamástslikt museum of native American history, which documents the subjugation and elimination of many of the people who originally inhabited the land as the US spread west.

This story is then reinforced back on board in the evening by performances from three members of the Nez Perce tribe – or Nimiipuu, as they prefer to be called – who use songs, music and words to convey their pride in the past and the horrors that were visited on their ancestors, as well as the way they live now.

Wonder in every corner

Everywhere *American Song* stops, there is the opportunity to join a complimentary excursion or a shuttle into the nearest town. At The Dalles in Oregon, for example, we take a short coach ride to the Cascade Cliffs Winery, which grows Italian grapes in the sheltered land between the river and the mountains.

This is followed over subsequent days by a visit to the impressive Multnomah Falls and a spectacular train ride to view the summit of Mount Hood, before we sail to Portland.

In Astoria there's a chance to visit Fort Clatsop, where Lewis and Clark spent the winter of 1805, and Camp Disappointment with its interpretive centre about their journey. Finally, in Kalama, Washington, guests can take a 90-minute scenic ride to the Mount St Helens observatory and view the volcano that exploded in 1980, laying waste to hundreds of square miles.

True American style

American Song has a four-storey atrium and three main lounges. Unlike some other river ships, there is no spa, but there is a small gym, two self-service laundrettes and a putting green.

Main meals are served in the dining room, with no set seating among the tables of four or six, but guests are asked to choose their lunch and dinner options in the morning to make life easier for the kitchen and to cut down on food waste.

This being America, dinner is served between 5.30 and 7.30pm. The chefs aim to use local food, with cheese, fish, beef, fruits and vegetables sourced locally from Oregon and Washington. It's all delicious, with big American portions.

American Song, which celebrates its first anniversary while we are on board, has a sister ship, *American Harmony*, which made its debut on the Mississippi last August. An additional two sisters – *American Jazz* and *American Melody* – are due to be launched later this year.

As we sail between colourful sunrises and sunsets, through giant locks and alongside snaking freight trains blaring their horns into the distance, we are left with a new wonder of the Wild West and the pioneers who made this land their home. Of course, this admiration is mixed with sorrow and respect for the native tribes forced off their land.

This was once the final frontier. On *American Song*, guests sense this adventure, all while enjoying the comforts of 21st-century travel. 📍

Details

● Seven-day Columbia and Snake River cruise on *American Song*, departing Portland, Oregon, on 9 November 2020. Prices from £5,599pp.



Multnomah Falls is just one of the trips available

TRENDY *travel*

Rocky Mountaineer makes for a classic cruise-and-ride combo

Cruises paired with land-based itineraries are a winning combination for clients and agents alike, writes **Jeannine Williamson**

Cruise-and-stay holidays are one of the hottest new travel trends this year, giving seasoned cruisers the opportunity to add an extra dimension to their sailing and encourage new-to-cruise clients to step aboard for the first time.

A range of new land extensions are being introduced by cruise lines, and stand-alone land itineraries including trips on famous-name trains such as the Venice Simplon-Orient-Express and Rocky Mountaineer can easily be paired with a cruise, enabling agents to boost commission by selling longer holidays.

“A key emerging trend apparent in CLIA’s recently published 2020 State of the Cruise Industry Outlook report was cruise-and-stay holidays,” says CLIA UK

& Ireland director Andy Harmer.

“The report revealed that more travellers are spending time around cruise ports before or after their cruise. In fact, 65 per cent of passengers now extend their holiday by a few extra days at embarkation or disembarkation ports.

“As such, lines are increasingly expanding their tour selections to offer guests a more in-depth, and sometimes longer, land-based travel experience, offering options that allow guests to truly immerse themselves in the destination.”

Tours of a lifetime

Coinciding with the recent launch of its new ship, *Greg Mortimer*, Aurora Expeditions has expanded its range of treks in Patagonia to include four itineraries for the 2020 Antarctic season.

In Argentina and Patagonia, these



Princess clients can add a visit to the Denali Wilderness Lodge

nine-night, expert-led small group treks mix walks through spectacular scenery with comfortable lodgings in local towns. Highlights include visiting the Los Glaciares National Park and a sunrise walk in Torres del Paine National Park.

Now offering more than 1,700 land programmes – the largest in the industry – last year Azamara Club Cruises became Azamara to reinforce its commitment to destination immersion beyond cruising. Options include a trip to Chile’s salt flats



and a journey to Atacama Desert, one of the most arid locations on earth.

Guests can also experience glamping in a deluxe Airstream camper on the salt flats, followed by a luxurious stay at the Atacama Desert Resort, which offers village visits and desert hiking.

Azamara president and CEO Larry Pimentel says: "Our land programme complements the brand's immersive voyages and further enhances its commitment to bringing guests closer to the heart of a destination. This is just the beginning; we expect our land programme to grow even more as we continue to augment our services."

Silversea has more than 12 new land programmes for 2020, either exclusive or designed to connect guests to local culture, away from large touristy areas.

This trend includes the Hunter Valley Wine Experience, available as a

four-night pre-cruise land programme or a three-night post-cruise tour, on select voyages that start or end in Sydney.

Elsewhere, Princess Cruises' Alaska sailings for spring and summer 2021 are now on sale. Agents can enhance the cruise experience by recommending a stay at the line's five wilderness lodges in riverside locations near national parks.

More than 21 cruise-tour options are available. Exclusive experiences include visiting a treehouse, the first of its kind in Alaska, at Denali Princess Wilderness Lodge, which offers panoramic views and themed activities. Princess Cruises also offers a rail service between the ship and the Denali National Park area.

As the line's vice-president UK & Europe, Tony Roberts, says: "Princess Cruises has cemented its place as the number one cruise line in the region. Having eight ships based here in 2021 gives us the opportunity to introduce even more guests to this stunning destination."

To the Highlands

Adventure travel specialist G Adventures has introduced a new Scottish land-based itinerary as an optional extra to three of its Norwegian expedition sailings for 2020.

The three-day tour includes two days in Edinburgh and one in the Highlands, and is available on the 15-night Explore the Norwegian Fjords and Scottish Highlands, 15-night Cruise the Norwegian Fjords with Scottish Highlands and 17-night Norwegian Arctic and Scottish Highlands Encompassed itineraries.

"In the past 12 months we have seen a rise in requests from travellers seeking hotel nights before or after their Norway expedition departure, to allow them to explore Scotland," says G Adventures' vice-president of product, Yves Marceau.

"We have created the three-day Scottish itinerary for those who want to explore historic Edinburgh and the beautiful Scottish Highlands as part of their wider expedition adventure in 2020."

Classic train tours, such as Rovos Rail in South Africa and the Indian Pacific Australia, are a perfect match with cruises, and a perennially popular pairing is an Alaska sailing plus Rocky Mountaineer.

The operator's regional sales director EMEA, Steve Harris, says the pairing creates "an epic experience", adding: "For many people, visiting Western Canada is the trip of a lifetime and combining Rocky Mountaineer with an Alaska cruise is the ultimate vacation."

"It couldn't be simpler to do this for a client; an agent can offer one of Rocky Mountaineer's rail and sail packages cruising with Holland America Line, such as the 12-night First Passage to the West Classic with Alaska Cruise."

"Alternatively, there are a range of cruise lines that offer a Rocky Mountaineer trip as an extension to their itineraries, including Cunard, Seabourn, Regent Seven Seas Cruises and Viking Ocean Cruises," adds Harris. 📍

ITINERARIES

Rocky Mountaineer

● A 12-night First Passage to the West Classic with Alaska cruise itinerary with two days aboard the train, five nights' hotel accommodation and a seven-night sailing with Holland America Line, departing 1 May 2020. Prices from £3,455pp, cruise only. 0011 800 088 5541;

📍 rockymountaineer.com

Silversea

● A three-night Hunter Valley Wine Experience post-cruise programme from £3,270pp, available on cruises including the 16-night Bali to Sydney sailing departing 3 December 2020, from £5,940pp, including flights. 0844 251 0837;

📍 silversea.com

Princess Cruises

● A 14-night Connoisseur itinerary combining a seven-night Alaska cruise with an eight-night stay divided between four lodges, departing 21 May 2020. Prices from £3,173pp, cruise only. 0344 338 8661;

📍 princess.com

Selling TIPS

Introduction to cruising for clients who usually take land-based holidays

• Provides an added dimension to all destinations

• Stress-free package combining all travel arrangements and flights

• Options to suit all clients including luxury trains and wilderness lodges

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- | Esztergom | Budapest
- | Bratislava | Melk | Passau
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Prices from

- | Window Cabin £1,475pp
- | Juliette Balcony Cabin £1,999pp



Paris, Normandy & the Delights of the Seine

- | A-ROSA VIVA
- | 8-day River Cruise
- | Available Apr – Sep 2020

Cruise Itinerary

- | Flight/rail from the UK
- | Paris | Les Andelys
- | Caudebec-en-Caux
- | Rouen | Vernon | Paris | St Denis
- | Return to the UK by air/rail

Prices from

- | Window Cabin £1,495pp
- | Juliette Balcony Cabin £2,145pp



The Rhône, Burgundy & Provence

- | A-ROSA STELLA
- | 8-day River Cruise
- | Available May – Oct 2020

Cruise Itinerary

- | Flight/rail from the UK | Lyon
- | Chalon-sur-Saône | Mâcon
- | Lyon | Avignon | Arles
- | La Voulte-sur-Rhône | Lyon
- | Return to the UK by air/rail

Prices from

- | Window Cabin £1,659pp
- | Juliette Balcony Cabin £2,209pp

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DESTINATION SPECIAL

Dream of Disney

Cruise Plus by Travel 2 has created a new 10-night family package, the Disneyland Paris and Seine Experience.

The package, part of its partnership with A-Rosa River Cruises, includes a seven-night round-trip river cruise from Paris on *A-Rosa Viva* along the Seine, with children travelling free. Ports of call include Les Andelys, Caudebec-en-Caux and Rouen. Available between April and October 2020, it is priced from £1,069pp based on a family of four travelling on the 15 October departure. It includes return flights, three nights at the four-star Vienna House Magic Circus Hotel in Paris and a three-day/two park Disneyland Paris Hopper ticket.

All dreams can come true at Disneyland Paris



44 Hotlist

The latest news from the around the globe, with voyages down the Amazon, Panama adventures and expert guides to taking good pictures

46 Canada & the Arctic Circle

Canada, gateway to the north, but with so much to offer – such as the unique wildlife



HOTLIST

All the latest updates on the world's most exciting ports of call



The Amazon is on the destination list for CMV in 2021

Amazonian adventure

Cruise & Maritime Voyages has introduced its revised itineraries for *Marco Polo* in 2021, including a trip down the Amazon.

With prices starting at £2,999pp, the 42-night trip will depart from Bristol Avonmouth on 5 January 2021 and give guests the chance to discover the lush vegetation and wildlife of the Amazon jungle, with stops in Cape Verde and the West Indies.

Other itineraries for the ship include a search for the Northern Lights in February and March 2021. Departing from London Tilbury on either 18 February or 5 March, *Marco Polo* will spend 15 nights cruising along Norway's remarkable coastline. It will visit Tromsø and Alta, two ports that hold the record for the highest number of sightings of the Northern Lights. Prices from £999pp.



Star Clippers is offering photo-ops in Thailand

Picture perfect in Asia

Star Clippers is giving guests the chance to explore Asia behind a lens with its themed sailings for 2020.

Its three tall ships will venture into Thailand, Malaysia and Indonesia where guests will work with professional photographers on the ship and land to

maximise photo-worthy opportunities.

Prices start from £1,195pp, cruise only, for a seven-night sailing from Phuket to Singapore on *Star Clipper*, departing 28 March 2020.

Other destinations include the Mediterranean and the Caribbean, featuring 10 new yoga and meditation sailings.

Cruising in Panama

Pearl Sea Cruises has unveiled a new seven-night Panama Canal cruise.

In the newly refreshed itinerary, guests will travel along the length of the canal, cruising between the Atlantic and Pacific oceans in complete comfort aboard *Pearl Mist*, the line's all-private-balcony, 210-passenger ship.

Starting in Cartagena in December 2020, *Pearl Mist* makes stops in San Blas Islands, Gatun Lake, Panama Canal, and the Las Perlas Archipelago and Panama City, where guests can explore the Casco Viejo, the city built in 1674 and accented with French and Spanish architecture. Prices start from approximately £3,560pp, departing 1 December 2020.



Panama sailings are on the Pearl schedule

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

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Meet the sponsors





A trip into Canada's interior makes for a classic pairing with a West Coast cruise...

WILD *at heart*

A cruise to explore Canada's gorgeous coasts and glitzy cities is best paired with adventurous sailings into the heart of the fauna-packed Arctic Circle, says **Heidi Fuller-Love**

ITINERARIES

Silversea

● Silversea's 24-day Northwest Passage voyage departs Kangerlussuaq on 24 August 2020, calling at Sisimiut, Ilulissat, Umanuaq, Cape York, Pond Inlet, Dundas Harbour, Devon Island, Resolute, Gjoa Haven, Jenny Lind Island, and Cambridge Bay, among others. Prices from £25,920pp for a veranda suite.

Cunard

● Cunard's seven-night cruise departs New York on 11 September 2020, calling at Nova Scotia and Quebec, among others. Prices start from £1,599pp.

Princess Cruises

● Princess Cruises' 13-day Canada and Colonial America cruise departs Quebec City on 22 October 2020, calling at Charlottetown, Halifax, Saint John, Portland, Boston, Newport, New York and Fort Lauderdale. Prices from £944pp for an interior cabin.

Holland America Line

● Holland America Line's seven-day Glacier Discovery cruise departs Anchorage on 6 September 2020, calling at Glacier Bay, Haines, Juneau, Ketchikan and Vancouver. Prices from £876pp for an inside cabin.

Quark Expeditions

● Quark Expeditions' 11-night Canada Remote Arctic Expeditions itinerary departs Toronto on 22 August 2021. From the Northwest Passage, potential landing sites include Croker Bay, Coburg Island and Ellesmere Island. Prices from £9,174pp for a twin/double Explorer suite.



...while the East Coast has its own moment of glory late in the year

There's no doubt that cruising is the ideal way to discover Canada. That in itself is enough to tempt many, but the icing on the cake is that this thrilling country is also the departure point for voyages of discovery to the Arctic Circle's towering glaciers and delightful wildlife.

Canada's western coastline – better known as the BC Coast – is dotted with some 40,000 islands, including Vancouver, which is renowned for its historic neighbourhoods and food scene, and the Queen Charlotte Islands – now known as Haida Gwaii – where passengers can discover centuries-old totem poles and get up close and personal with seals, whales and other wildlife.

Other highlights of a Canadian cruise include Montreal, with its fabulously ornate 19th-century cathedral and French-influenced gourmet food scene, and Quebec City on the St Lawrence River, where the fortified UNESCO-classed old town dates back to the 17th century. River line CroisiEurope has recently unveiled itineraries on the St Lawrence River, sailing on its new ship, *La Belle Des Océans*.

Elsewhere, Carnival senior vice-president of sales & trade marketing Adolfo Perez says: "Passengers often find that this is a great alternative sailing to the Caribbean."

"It's a wonderful chance to visit a region that has rich history and culture, along with a diversity of culinary experiences. Best of all, guests can enjoy it all from the comfort of their cabin."

The midnight sun

The Canada cruise season runs from May to October, but most ships sail between August and October when passengers can enjoy the vivid colours of the foliage in the fall, while Arctic Circle cruises tend to sail between May and September when the days are warmer and there is more chance of spotting breaching whales, polar bears and the mysterious Arctic native, the narwhal.



The wildlife alone is reason enough to sail to the region

Selling TIPS

Know the priorities

“Do clients want to cruise the largest fjord in the world, spot incredible wildlife in its natural habitat or see unforgettable icebergs? Find out what they want to see to know where to send them,” says Silversea’s Danny Giles.

Sell the novelty

“If an agent has clients who are looking for something fresh, suggest they start here [in the Arctic Circle] instead of thinking of Europe or the Mediterranean,” says Seabourn’s director of global public relations, Brian Badura.

Book early

“Book as far in advance as possible, as most of our guests secure their Canada cruises way ahead of sailing,” says Princess Cruises’ vice-president UK & Europe, Tony Roberts.

“The Arctic is closer than most people realise. In just three and a half hours you can be well inside the Arctic Circle and this means that the Arctic cruise is for everyone – from five or 95 – as long as they embrace the surroundings,” explains Silversea Expeditions UK & Ireland sales manager Danny Giles.

The Arctic Circle is also known as the Land of the Midnight Sun, and for good reason. The sun never sets during the polar summer due to the seasonal tilt of the earth. Of course, this phenomenon is a big advantage for passengers – it gives them more daylight hours for exploring.

Pure nature

Ports of call on an Arctic itinerary include the wonderful wilds of Baffin Island, fifth largest atoll in the world – which is home to the Arctic Inuit. There’s also the spectacularly beautiful Ilulissat Icefjord in Greenland, where passengers can join an excursion to marvel at the massive 40-mile long Jakobshavn Glacier, said to have been the source of the fateful iceberg that sank the Titanic.

Giles adds: “The Arctic is the one of the most remote places on earth. However,



The proximity of Norway offers UK guests access to the Arctic

the biggest draw is the abundance of wildlife – the polar bear, walrus, reindeer, fox and bearded seal. Guests will have the chance to get up close to the wildlife, as well as the magnificent glaciers, by Zodiac.”

As adventure cruising becomes more and more popular, some itineraries also take in Iceland and Greenland.

Head of destination experience and itinerary planning for Fred Olsen, Martin Lister, adds: “We are seeing an increased interest in exploration-type cruises, showing that more guests are looking to push the boundaries of their holidays and to reach more remote destinations.”

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Industry insider

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



Agents honoured

The classy Andaz Hotel in London's Liverpool Street hosted Celebrity Cruises' latest edition of its agent appreciation awards – a day dedicated to rewarding trade partners. Among the awards were top cruise specialist, won by Iglu, and top consortia UK, won by The Travel Network Group. A brilliant afternoon was rounded off with performances from the Hype group, one of Celebrity's latest entertainment offerings.



An evening with celebs

Press gathered at LSO St Luke's in London when P&O Cruises revealed music legend Gary Barlow as its new brand ambassador. The Take That star, TV presenter Fearnie Cotton and P&O Cruises' president, Paul Ludlow, discussed Gary's new role, before he delighted the audience with some of his hits, from *Rule The World* to *Back For Good*. After Gary's performance, Blur's Alex James as DJ had the crowd dancing the night away, champagne in hand. Oh, what a night.



Rise and shine

Australis celebrated the 500th anniversary of the discovery of the Strait of Magellan with an early briefing at Mews of Mayfair, central London. Treated to breakfast, journalists, including CTN's Melissa Moody (pictured above), heard about the line's themed cruises to Cape Horn and Patagonia, which will include musical pieces and live songs that would have been played back in 1520 during the original voyage to the Strait.

Viking ventures into expedition

Travel agents and journalists from around the world (including *World of Cruising* editor Vicky Mayer, left) met in Los Angeles to celebrate the launch of Viking's Expedition cruises. Over dinner at the glittering ceremony, chairman Torstein Hagen told the audience that Viking had always wanted to launch into the expedition market and that its two new purpose-built ships, *Viking Octantis* and *Viking Polaris*, will give guests the chance to cruise in Viking style to the Arctic, Antarctica and North America's Great Lakes from 2022 onwards.



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