

cruise

TRADE NEWS

THE GUEST EXPERIENCE

**YOUR
ESSENTIAL
GUIDE
TO SELLING
THE ULTIMATE
CRUISE HOLIDAY**

 **PONANT**
YACHT CRUISES & EXPEDITIONS

Next level cruising

Who's doing what to
raise the bar in customer
service standards



**Ideas and inspiration
to boost your business**



STYLE & SUBSTANCE

SILVERSEA DISTINCTIONS

- Owned and operated by one family – the Lefebvre's of Rome
- Sail to more destinations than any other cruise line – over 900 destinations spanning all seven continents
- Nine intimate ships for just 100 - 608 guests
- Spacious, ocean-view suites
- Butler service on all ships for all suites
- Low single supplements starting at 25%
- Silversea's all-inclusive lifestyle:
 - Beverages including wines, beers and spirits
 - Fine dining – no assigned times, no assigned tables – and room service
 - WiFi throughout the ship*
 - Onboard gratuities

WORKING WITH SILVERSEA

- Dedicated trade support team
- UK-based reservation team
- High earning potential
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- Online booking tool – 24/7 access to live availability and bookings
- Host regular ship visits and fam trips

For more information or for reservations please call 0207 340 0700
Visit: Silversea.com | Email: salesuk@silversea.com

*One hour free WiFi per day for all guests. Unlimited free WiFi for guests sailing in select suite categories.



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Welcome to the Cruise Trade News Guest Experience supplement which PONANT is proud to be sponsoring.

Established in 1988 by Jean Emmanuel Sauvée and a dozen officers from the French Merchant Navy, PONANT is the world leader in luxury expeditions and the only French-owned cruise line.

2018 marks our 30th anniversary as a cruise company and the arrival of the first two of our new Explorer class ships. These sister ships will boast the world's only multi-sensorial underwater lounge, the Blue Eye, allowing passengers to see, hear and feel the underwater world!

Ponant has renewed its commitment to the UK cruise market. We have a fixed presence, a toll-free call centre, multiple UK port departures, a selection of English only cruises in 2019 and a reinvigorated UK marketing campaign. I hope you find this guide useful.

Stephen Winter, International sales director, PONANT



The guest experience is at the heart of your client's cruise holiday; it's what they will ask about during the booking process – it is also what keeps them coming back as repeat customers.

As well as revealing the latest innovations in this exciting space, we talk to the cruise lines to find out what they are investing in to improve things further.

Whether you specialise in booking ocean or river cruises, we explain how to sell the guest experience, with tips from the experts.

Well curated excursions are integral to ensuring happy, satisfied customers – we focus on 10 of the most popular. Finally, our trends section will get you up to speed on what's new in on board shopping, wellness, entertainment, food and drink and technology.

Rebecca Barnes, editor, Cruise Trade News

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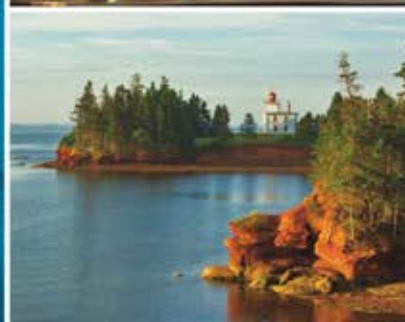
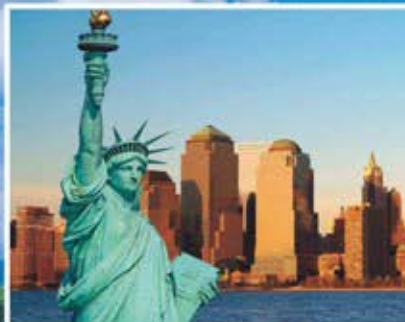
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WORLD'S BEST MORE THAN
ANY OTHER CRUISE LINE,
HOTEL OR RESORT IN HISTORY.





INTRODUCING THE NEW CRYSTAL®. THE WORLD'S BEST IS NOW EVEN BETTER.

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

PROVINCIAL PASTIMES

VOYAGE OCS180913-12

MONTRÉAL TO NEW YORK CITY | 12 NIGHTS | 13 SEPTEMBER 2018



Itinerary Highlights:

Montréal (overnight), Québec City, Charlottetown, Magdalen Islands, Halifax, Bar Harbor, Portland, Boston, Newport, New York

CRYSTAL SYMPHONY Cruise Only Fares

Deluxe Stateroom
(E2 Grade)

from £3,441 per person

Verandah Stateroom
(B2 Grade)

from £4,725 per person

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22 years



20 years



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CRUISES

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Fares are per person, cruise only in UK sterling based on double occupancy in an outside stateroom 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 7601 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. ©2017 Crystal Cruises, LLC. Ships' registry: The Bahamas.

Your news

ESCORTED TOURS

Taking in the scenery

Luxury river brand Scenic is to roll out all of its escorted tour products to UK agents, following recent successes.

Late in 2017, Scenic began the process of introducing its touring products to the trade with Egypt and Jordan itineraries. This proved very popular, with 60 per cent of sales made through the travel trade so far. Angela Sloan, head of UK sales, said: "Travel agents continue to be passionate ambassadors for Scenic, promoting and selling our river cruises and ocean cruising. We are very excited to be expanding into touring."

Scenic is also offering six itineraries across Canada, America and South America. Passengers will also be able to enrich their experience with helicopter flights over the Great Barrier Reef, listening to stories from New Zealand's indigenous Māori and much more.

For more information, contact agencysales@scenic.co.uk.



Scenic is moving into touring

ENTERTAINMENT

Sport on screen

Passengers on board Princess Cruises' Sapphire Princess need not miss this summer's major sporting events. The ship will screen big competitions such as the 2018 FIFA World Cup and the Wimbledon Championships – as well as international and club rugby – around its bars and in its top-deck cinema. The 2,670-guest vessel will sail on a series of voyages to the Mediterranean and northern Europe between May and October, including a 14-night Baltic Heritage Cruise, round trip from Southampton, departing on 7 July 2018, and calling at Bruges, Copenhagen, Stockholm, St Petersburg and Berlin.



Catch the tennis on Sapphire Princess

KIDS

Young explorers



Youngsters can become explorers with Celebrity

A new academy to inspire curious young minds takes to the sea, as juniors on board nine Celebrity Cruises ships will be able to join the Anturus Explorer academy. Activities include making weather stations, wind-powered cars or a ship, creating a shelter and camping out on real grass. Kids might even craft a mini-airplane and test it out in a wind tunnel!

Sam Otter, sales and marketing director at Celebrity,

said: "Children who join their families on cruise holidays are embracing what it means to be an explorer and an adventurer. Our new academy will inspire our young guests to find out more about the world around them, and to embrace their curiosity."

For a bespoke programme, the youth teams on board can even change the range of topics to suit the interests of their younger guests.

INDUSTRY NEWS

Travel on TV



Catch Princess Cruises on TV

Cruise is back on the airwaves with *The Cruise*, an ITV documentary featuring Princess Cruises, which aired its first episode on 11 January 2018. The six-part documentary set on board the 3,600-guest Royal Princess, follows crew and guests as they cruise around the Mediterranean. Tony Roberts, Princess Cruises' vice president UK and Europe, said: "It gives viewers a sneak peek behind the scenes to show the hard work of the 1,400-strong crew." Two more series are due to air later this year, taking in visits to Alaska and the Caribbean. In addition, Marella Cruises launched its first ever TV advert in January 2018. The 10-second advert was shown on TV channels and Sky. This was the first time the company has had a cruise advert on television.

NEW ITINERARIES

Out of the box

Voyages to Antiquity's new winter 2018/19 sailings will feature its 'most eclectic speakers yet'. Guest lecturers, selected to complement the destinations that VtA will travel to throughout winter on its ship MV Aegean Odyssey, will include a retired diplomat, a Shakespearean, an ornithologist and a diamond prospector. Former British ambassador to Burma, and current president of the Britain-Burma Society, Robert A. E. Gordon, Dr David Crilly, who launched the Cambridge Shakespeare Festival, and Oxford University lecturer and diamond prospector Joe Cartwright will be among those speaking throughout the programme.



Eclectic discussion on board Aegean Odyssey

ENTERTAINMENT

Award-winning songs on the seas

Grammy award-winning Carly Rae Jepsen is to perform for the first time on a cruise ship. The multi-platinum singer, who has sold more than 20 million records worldwide, will sing on Carnival Splendor in February 2018. The concert marks the first time the cruise line has collaborated with Universal Music. Passengers will be able to view the concert while at sea during a week-long Mexican Riviera cruise that operates round-trip from Long Beach, California. The voyage features a day-long call at Puerto Vallarta and two days at Cabo San Lucas.

Jepsen broke onto the music scene in 2012 with her smash hit *Call Me Maybe*. She said: "I've performed all over the world and on Broadway, I've never performed on a cruise ship before. I'm really looking forward to a night with my fans in a unique venue."



Carly Rae Jepsen sets sail in February

WORDS: BEENA NADEEM

Q&A

AMANDA DARRINGTON

sales director, UK & Ireland
Royal Caribbean



What's new in the amenities and entertainment space?

We are always pushing the boundaries of what is possible, whether that be wowing guests with our robotic bartenders or thrilling them with Ultimate Abyss – the tallest slide at sea. Independence of the Seas will undergo a multimillion-pound makeover before returning to the UK in May and incredible features will be added. These include an all-improved ice rink, a revamped theatre, a laser tag arena, and a trampoline bungee zone. Meanwhile, Symphony of the Seas will feature several new shows, including a new aqua show with high-flying diving and acrobatics.

How important is hospitality?

One thing that keeps our guests coming back again and again is our friendly and personal service. Our Gold Anchor Service ensures our crew make every guest's holiday even more memorable – whether it's a server who remembers the name of a guest's daughter's teddy bear, or a bartender who remembers the extra olive. No matter where they are – the pool, the dining room, the spa or their stateroom – guests will be wowed!

How important is good design?

All of our ships are an architectural marvel and with each new ship, and our ship revitalisation programme, we aim to further develop the design to accommodate guests' needs and evolve the holiday experience. For example, one innovative design element

"Our newest ships reflect our desire to enhance the guest experience and push the boundaries of what's possible"

is the digital Wayfinding system which enables guests to easily navigate the ship. The distinct neighbourhood concept on board our Oasis class of ships is another unique design element, with the seven areas offering a wide array of experiences that complement holidaymakers' varying personal styles, preferences and moods.

What new things are you implementing in the excursions space?

With our 2019-2020 deployment incorporating four new ports of call in Europe, guests can now explore these destinations, with our tailored shore excursions. They range from a guided tour of the world's best preserved medieval city and UNESCO World Heritage site – Visby, Sweden – to exploring national parks, waterfalls and Roman-era history in Zadar, Croatia, and from tasting the local cuisine in the fishing village of Portofino on the Italian Riviera to discovering Porto, Portugal, the country's second largest city, famed for its breathtaking scenery and history.

How important is technology to the guest experience?

In daily life we are using technology more and more, so it's no surprise that when people holiday they want innovative technology so they can keep in touch with friends and family back home, share their holiday highlights and have an enhanced experience. Our entire fleet of ships has VOOM – the fastest internet at sea – enabling guests to stay connected while on holiday. However, last year we announced an unprecedented wave of digital innovations that will transform our cruise ships, banishing check-in lines at ports, equipping crew members to anticipate guests' needs, enabling giant cruise ships to sail through the water on a fuel-saving curtain of air, and enriching every guest's holiday experience.

What are the key things we will see in 2018/19 when it comes to enhancing the guest experience?

When Symphony of the Seas sets sail in the spring, she will redefine family and adventure travel. The ship will bring together the award-winning and acclaimed features only found on Royal Caribbean ships, with new experiences including delicious dining concepts, family activities, and the most dynamic suite in family travel: the Ultimate Family Suite. The guest experience will be further enhanced by a redesigned check-in experience that eliminates lines and bypasses the counter. The new process will leverage a combination of facial recognition, barcodes and beacons to make boarding faster.

What are some of the things you're most proud of when it comes to enhancing the guest experience?

For nearly 50 years, Royal Caribbean has been the trailblazer for innovation and imagination in the industry. We are the pioneer of many firsts at sea, offering a playground of incredible experiences on 24 of the world's most innovative and spectacular ships and visiting over 249 destinations around the world. Our newest ships always reflect Royal Caribbean's desire to enhance the guest experience and push the boundaries of what's possible.



Experience The Ponant Moment

10:45 am

62° 56' 27.35" S

60° 33' 19.35" W



PONANT, World Leader in Luxury Expedition Cruising

PONANT can take you to such legendary destinations as Antarctica, Spitzbergen, the North West Passage, Iceland, Greenland, the Baffin Sea, Alaska, Kamchatka, the Amazon, the Great Barrier Reef, the Kimberley, New Zealand & New Caledonia, the Seychelles... and more! Onboard our intimate small ships experience our discreet service, friendly bilingual staff, refined gastronomy and unique itineraries inaccessible to larger ships.

Experience the Ponant Moment with cruises that combine luxury, relaxation and discovery.

Discover the Treasures of the World by sea with PONANT.

Contact your local travel agent
or call our UK call center at **0800 980 4027**

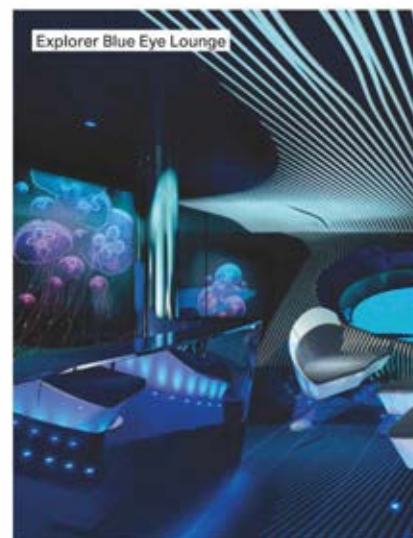
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World leaders in luxury expeditions

Cruising the world in refined elegance, **PONANT** combines a modern fleet with outstanding service and itineraries



With a fleet of ultra-modern mid-sized yachts, each PONANT ship possesses character as well as luxury and conviviality. Their smaller capacity means that passengers maintain their privacy and enjoy the unique feeling of sailing aboard a private yacht.

On board, everyone lives at their own pace. Crew members are available, attentive, and accessible. Your customers will experience the relaxed and elegant French way of life.

Between traditional villages and ports of call with a rich historical heritage, passengers enjoy enriching experiences and authentic encounters in the company of expert guides and lecturers.

Whether sailing in the Mediterranean, Caribbean, the Black Sea, the Aegean Sea, the Adriatic, Northern Europe or Latin America, your clients will discover a panorama of cultures and history with emphasis on UNESCO World Heritage sites.

Luxury expedition cruises

Our expedition cruises combine exploration with comfort, adventure with refinement. On polar or tropical expeditions, from the

Antarctic to Papua New Guinea, PONANT takes its passengers as close as possible to unspoiled nature and to ancestral cultures, far from the usual maritime routes.

The fleet is designed and certified for extreme regions, and their smaller size enables sailing in hard-to-access areas: the polar regions, the Malay Archipelago, the Amazon River... The privileged discovery of preserved sites.

Polar specialists with proven experience over 20 years, PONANT are true experts in polar cruises. Unique and fascinating itineraries are on offer within the polar seas, in the Arctic and Antarctica.

The experienced team of polar experts, captains and ice pilots are experts in sailing in extreme conditions. Naturalists, guides and lecturers are skilled scientists who know how to share their experience and passion with passengers. Meanwhile, experienced Zodiac® pilots offer small group excursions in total safety, allowing guests to get closer to nature.

Exceptional destinations and itineraries

Exceptional sites combining dreams and authenticity, new cultures and rich experiences as close as possible to nature:

these are the privileges that the size and technical prowess of our yachts allow us to achieve.

PONANT offers more than 200 cruises per year, more than 100 countries, 400 ports and 100 itineraries.

Captains and expedition leaders even make unscheduled stops to let passengers enjoy the surprises of nature.

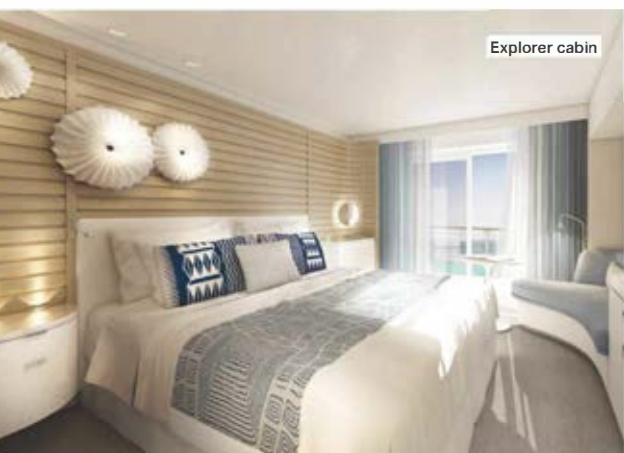
Who is a PONANT cruise for?

Customers looking for upmarket refinement:

- Service worthy of the leading luxury hotels
- Top-of-the-range cruises: small-scale ships, an "all-inclusive" formula, cabins with sea views and balconies
- Each morning a new port of call, a new landscape, without having to unpack a suitcase

Customers looking for a different type of cruise:

- Original itineraries, far from the tourist hordes and an air of exclusivity
- The youngest, most modern fleet in the world
- A unique travel experience: yacht cruising, as if on a private yacht
- A spirit of adventure and discovery with the expedition cruises



Explorer cabin



Explorer Blue Eye Lounge


Explorer Marina
Submersible Miniport

TAKE 5... NEW SHIPS

Launching in June, Le Lapérouse will be the first of four expedition ships, the PONANT EXPLORERS, followed by Le Champlain in autumn 2018. Le Bougainville and Le Dumont-d'Urville will be operational in 2019. 131 metres long and with 92 staterooms, the PONANT EXPLORERS will be able to reach the most inaccessible sites, where others do not venture. The ships will offer an even wider selection of destinations, including tropical and sub-tropical regions. These sisterships will boast the exclusive concept of a multi-sensorial underwater lounge, known as Blue Eye, designed in collaboration with architect Jacques Rougerie. This world first will allow passengers to see, hear and feel the underwater world. Launching in 2021, the 135-cabin PONANT Icebreaker, is a next-generation icebreaker – the first of its kind in the world. Powered by Liquefied Natural Gas, it is also the first ever PC2 Polar Class luxury cruise ship.

Customers who want to enjoy a thematic cruise:

- Golf (The Caribbean, Mediterranean)
- Diving (The Caribbean, Mediterranean, Polynesia)
- Music (Mediterranean, Northern Europe & The Baltics, Adriatic)
- Fine food and wine (Northern Europe, Mediterranean, Adriatic)

Customers looking for a tailor-made, trouble-free trip:

- Transfers, both private or group
- Home transfers on request
- Pre- and post-cruise packages
- Cruise and flight packages in partnership with the most reputable airlines

Respect for the environment

PONANT is committed to protecting and respecting the environment. We sail in sensitive areas and it is vital to respect the marine life and the places where we land.

This comes naturally to our teams and crew, all of whom are passionate about the ocean and nature. Our ships are certified "clean ships" and our operations and supply chains comply with environmental regulations.

Our MDO diesel engines are lighter and produce less pollution.

The guest experience

On board, guests will enjoy inspired, refined and varied cuisine, prepared by talented French chefs who know how to get the very best out of local flavours. To complement, a meticulous selection of wines will be presented by expert sommeliers.

There are two restaurants on board: a gastronomic/panoramic restaurant and a grill restaurant opening onto the exterior for a more relaxed style of dining. A baker and a pastry chef prepare fresh bread and pastries on board every day.

Service is discreet and attentive, and free 24-hour room service is also available.

Leisure activities include a beauty and fitness area, hair salon, gym, PONANT Yacht Spa with hammam, balneotherapy and massages, pool and sun deck. There is also a leisure area with library, board games, and internet zone with WiFi, as well as a theatre, children's area and outdoor bar with view over the pool deck. ⚓

COMING SOON...

Launching in 2019, PONANT

Quintessential Collection voyages are designed for travellers who wish to engage with the world in order to better understand it. These English-only voyages include exceptional activities ashore, relevant to the theme of the cruise, that encourage like-minded travellers to embrace the local culture. We believe that travel approached in this way has the power to transform us, enrich our minds, and inspire our spirits.

Itineraries include Voyage to Green & Gentle Lands, Sicilian Food & Wine Experience, and Antarctica: Exploring the White Continent.

Happy holidays

Cruise lines put a great deal of thought into the guest experience. The goal? To win loyalty and gain repeat business. It's no surprise, therefore, that making people happy is extremely important



"Crystal Cruises takes great pride in its on-board guest experience, having earned more "World's Best" awards than any other cruise line in history. On board the all-inclusive Crystal Symphony and Crystal Serenity you'll find abundant space, a stimulating and indulgent environment, spacious and contemporary staterooms and plenty of sports and fitness opportunities. The specialty restaurant features menus by Nobu Matsuhisa, and Crystal has the only floating spa designed according to feng shui principles. There is also Crystal's renowned Creative Learning Institute, Broadway-style entertainment and a programme of shore excursions."

Elaine Gillard, senior sales and marketing manager, Crystal Cruises

Sell it:

- Crystal provides fantastic value – compare Crystal to premium lines and we measure up extremely well.
- Book early to ensure guests get their preferred stateroom.

"Voyages to Antiquity is designed for travellers who want to understand more about the history, culture and natural wonders of the ancient world. We offer small ship cruising and outstanding itineraries; the intensive nature of our excursion programme means guests can be active and engaged. Our guest speaker programme focuses specifically on upcoming destinations to give an in-depth understanding. Agents can sign up to vtaexpert.com for online training modules. There are also a range of selling tools including cruise-specific videos, cruise guides, an image library and new virtual ship tours."

Michelle Daniels, head of commercial, Voyages to Antiquity

Sell it:

- This cruise line offers the ideal experience for culture vultures.
- Low single supplements for solo travellers, as well as many single cabins.



"Our aim at MSC is to ensure that we meet our guests' needs. To that end, we use technology to enhance the customer experience and provide exceptional entertainment such as the two Cirque du Soleil shows exclusively on MSC Meraviglia. For families, we have larger cabins that sleep up to five or interconnecting cabins. There is also the MSC Yacht Club for those seeking a luxury experience; it includes a private pool area, restaurant, bar and lounge, and butler."

Antonio Paradiso, MD, UK and Ireland, MSC Cruises

Sell it:

- At MSC Cruises we pride ourselves on providing a variety of choice, including price point.
- After considering travel agent and guest feedback, our newest ships have larger spas, kids' areas and yacht clubs – all of which is a big incentive to sell us.

"**P&O Cruises** is passionate about providing a superb guest experience in on-board entertainment and dining, including creating game-changing shows and Strictly Come Dancing-themed cruises (returning in 2018). Our partnerships with the Food Heroes provide opportunities for unique culinary experiences including hosted dinners, hosted shore excursions and menus which reflect contemporary British tastes. Travel agents play a key role in ensuring that the right guests are on the right ship for them, at the right time, to the right place. P&O wants agents to know that when they send guests on one of our cruises they have quality assurance. We'd also like to see travel agents continue to make the right recommendations knowing that those guests will come back again and again."

Paul Ludlow, senior vice president, P&O Cruises

Sell it:

- P&O cruises appeal to British tastes, particularly entertainment and dining.
- With eight ships and over 250 destinations, there is something for everyone and every taste.



"**Fred. Olsen** customers are interested in the authentic and immersive aspect of our itineraries which is one of the key elements of our brand, along with friendly service and great-quality food. We are improving the 'sea days on board' experience by adding more scenic cruising. We have also made significant investment into cabins and public areas throughout the fleet. Since increasing the number of fly-cruises, Fred. Olsen is focusing promotional activity on these cruises – we recommend that agents stay in touch with customers and push our offers to retain customer loyalty."

Clare Ward, director of sales and marketing, Fred. Olsen

Sell it:

- Check out the new exotic fly-cruise itineraries.
- Five-night 'taster' cruises from each of our five UK ports.

"Cruise is the perfect holiday option for a multigenerational trip away. There is something for everyone, from adults-only areas, luxury lounges and restaurants to suit all tastes, to every level of activity – and kids' and teens' clubs to keep youngsters entertained. Our Haven® complexes are very popular with multigenerational groups – a large proportion of our guests that are staying in the Haven are travelling with large family groups. In the Haven® they benefit from the larger villas and suites and luxury of a small-ship experience, all within the walls of a larger ship and the features that come with resort-style cruising. Now with **Norwegian's** Premium All Inclusive (automatically added into the price), many of the costs are taken care of upfront."

Nick Wilkinson, vice president and MD UK and Ireland, \ Norwegian Cruise Line

Sell it:

- NCL focuses on multi-generational cruising.
- Premium All-Inclusive is the USP.



"Agents selling **Celebrity Edge** are selling a revolutionary product. Customers can look forward to game-changing features such as staying in staterooms and suites designed by interior designer Kelly Hoppen MBE – plus the never-before-seen Infinite Balconies which allow guests to be more connected than ever with the ocean. The Magic Carpet is another real selling point; the multifunctional platform will move between decks and transform depending on where it is. But the tech doesn't stop there. Guests can play with the stateroom automation to control everything from lighting and temperature to how they'd like to be woken in the morning."

Claire Stirrup, director of sales, UK & Ireland, Celebrity Cruises

Sell it:

- Celebrity Cruises offers the utmost in modern luxury and, through this concept, shows its dedication to clients.
- Though there are exciting announcements still to come, agents need to be selling Celebrity Edge now.



How to sell the Ocean Cruise Experience

Julie Nunes, Silversea regional sales manager, North East England, gives us the lowdown on the high life on the ocean wave

How do you suggest agents sell the ultra-luxury ocean cruise guest experience?

The key is in making the guest aware of the value of a luxury cruise and helping them understand what they will get for their money – such as fine dining, butler service, champagne, premium spirits and gratuities. Silversea is a good option for intimate small ship cruising. Our smallest ship carries 100 passengers; the largest carries only 608 passengers. We're aware ours is an expensive, niche product that may be a challenge to sell; therefore we encourage agents to begin by asking clients whether they have considered a Silversea cruise. We believe the most effective way to sell us is by educating – and helping the customer realise our product may not be out of reach financially.

Tip: If a person is thinking of a tailor-made multi-centre holiday why not suggest a cruise instead? There are no internal flights, no packing and unpacking and the price point may be similar. Plus, with ultra-luxury, there is a butler to pack and unpack for you.

How do you support agents who are selling your cruises?

We have an eight-strong sales team and a dedicated trainer working with agents. We also have a dedicated expedition sales manager who will travel to agencies for training and to organise events. And, importantly, we offer ship visits for agents during the summer months at both Tower Bridge and Leith. There are six Silversea Academy Training Modules on silverseacademy.com which can be done in an agent's own time – 30 minutes per module.

What are you doing to enhance the guest experience on shore?

We have launched the Couture Collection, which will allow guests to travel to remote places – possibly even uncharted territory. For instance they could experience wild bull mustering in Australia's outback by helicopter. This collection will be of the highest calibre of quality, at a high price point and, depending on the experience,



"Our Couture Collection will allow guests to travel to remote places – possibly even uncharted territory"

offered to between four and 20 guests. One seven-night pre-cruise experience which we anticipate great interest in is titled "Walking in the Footsteps of Giants," and includes two days of gorilla trekking, seeing the wildebeest migration and staying in an exclusive luxury tented camp in the Serengeti. All transfers will be private.

What are you doing to improve amenities and entertainment?

The Zagara Spa has been added on both Silver Muse and Silver Cloud. Clients will now be able to create their own, bespoke spa experience. We have added a mood room with personalised video, smells, lighting, oils, and herbal teas. On Silver Muse, we have developed a different approach to dining as a concept. Our two main venues are Atlantide, a steak and seafood restaurant with beef sourced from

Argentina, and Indochine, an Asian-fusion restaurant. These venues offer flexible seating – tables of two and up to ten – so like-minded guests can dine together. 'Dine Around' is a new concept where guests can pre-order from the restaurant and be served in their suite. We also have a new signature show being developed for our classic fleet. Grand Amore, an opera with both traditional and popular music, will be rolling out fleet-wide over the next few months. The backing tracks are pre-recorded by the Royal Philharmonic orchestra.

TOP TIPS FOR SELLING OCEAN CRUISES

- It is important to know your customers' budget parameters – whether they might prefer a luxury or adventure cruise, a mass-market offering, or something more cultural.
- Be sure to find out if your clients might like the immersion of a pre / post-cruise stay. This may be a commissionable add-on.
- Do your clients shy away from air travel? They might prefer sailing from a local UK port, which is convenient and easy.

How to sell the River Cruise Experience

We quiz **Gabrielle Alam**, UK head of sales and marketing, CroisiEurope



How does CroisiEurope support its agents? Any specific tips for selling the river cruise guest experience?

Selling river cruises is not only about the cost but about value for money and meeting clients' expectations. Agents can sell our all-inclusive product with confidence and should also push truly unique options such as our paddlewheel ships on the Elbe and Loire rivers. Our most important tool for agents is our CroisiEurope Agency Portal: croisieurope.co.uk/european-travel-agents-and-trade-partners. This is a B2B extranet portal that gives 24/7 access to live inventory and a great deal of information, including commission levels, offers and additional descriptions of destinations. Importantly, options can be held for up to eight days, which is useful for converting enquiries into sales, especially in high-demand times. We have a twice-a-year training webinar in conjunction with, and via, the CLIA portal. Ultimately, we plan to have dedicated training modules on our own portal.

Tip: Agents can pre-book clients' shore excursions – which is additional commission.

How do you keep customers coming back? Wherever we take our guests, our

exceptional personalised service, charming accommodation and friendly atmosphere of conviviality on board always prevails.

What is happening on board your ships to enhance the guest experience?

On-board amenities are constantly improving and now include complimentary WiFi access with VOX audio headsets for excursions. On-board entertainment comprises a resident musician who entertains guests in the lounge, plus a variety of cultural performances to bring the customs, cultures, and tastes of a destination to life. This includes local entertainers and carefully chosen local artisans. The crew do a thorough job of communicating, with daily print publications – including mini-newspapers available at breakfast – maps of local port cities, assorted recipes and information sheets distributed at presentations, and on-screen activities to help plan for the following day.

What itineraries is CroisiEurope developing to attract customers?

Themed cruises are currently very popular, with these itineraries including an event such as a Rhine-in-Flames or attendance at the once-in-a-decade Oberammergau passion

play in 2020 while on a Danube Cruise. Gourmet and epicurean-focused cruises continue to enjoy strong demand. Grape harvest cruises in many parts of France and Germany, craft beer-themed cruises in Belgium and wine tasting / oenological cruises are accompanied by resident expert sommeliers. Musical cruises appeal to lovers of jazz and classical music, where expert art directors, select artists and string quartets travel with the cruise. We also have new destinations coming up: safari cruises on the Zambezi River and cruises on the St. Lawrence River in Canada.

What is the biggest change to happen in river cruising?

Our guests are much more interested in being active than ever before. For those in search of a more active cruise, we have put together cruise and bike itineraries through France for 2018. Following the Slow Travel trend, we have three different itineraries that let guests explore the Bordeaux region, Loire Valley and Rhône Valley, while we provide bikes and technical support along the way.

Are there new developments on the excursion front to meet passenger demand for authentic and immersive experiences?

We are expanding the types of activities on offer, and have launched new excursion packages for each cruise itinerary: Active Discovery Packages. Guests can discover new, energetic, unusual and original excursions. Unusual tours, sights off the beaten path, local product tasting, helicopter rides and bike tours are among the many experiences hand-picked for passengers.

TOP TIPS FOR SELLING RIVER CRUISES

- Are customers seeking something different? Encourage them to be adventurous and try an exotic river cruise such as the Mekong.
- Are your clients worried that a river cruise will be too sedentary? More and more cruise lines are adding hiking, biking and even helicopter rides to their excursions.
- Do your clients dislike air travel? They might prefer sailing from a local UK port.

WORDS: LYNN HOUGHTON

10 of the best... shore excursions

Great excursions can vary from husky rides to cart rides and from trying local brews to sampling local cuisine. Often excellent value for money, they also offer once-in-a-lifetime immersive experiences



Venice can be explored with Voyages to Antiquity

1. Hurtigruten: Northern Lights cruises to the Norwegian fjords

USP: Hurtigruten guarantees that you will see Northern Lights on one of its 12-night cruises or it will provide you with a seven-night cruise gratis.

Northern Lights cruises and excursions are increasing in popularity and Hurtigruten has seen its husky excursion sales increase year on year due to this incredible solar phenomenon – and the interest in a traditional mode of transport. A dog sledding ride is also an incredible way to see the frozen forests and Arctic skies. The Aurora Borealis is created by solar flares passing over the atmosphere – this natural occurrence is most visible during the polar night when colours of neon green and purple can be seen.

2. Scenic: Footsteps of the Vikings Bergen to Scottish Islands and Reykjavik, Iceland

USP: An included tour of Kirkwall explores Neolithic historical sites and can be done by kayak or on foot.

You need to know Norway to understand Scottish tradition, which is why this cruise begins in Bergen before sailing to the Shetland Islands, which are bustling hubs for archaeology, arts and Gaelic heritage. Kirkwall, the capital of Orkney, has both Viking heritage and Scottish traditions. Uncover Neolithic history and visit the World Heritage-listed Ring of Brodgar, taste local brews at Highland Park Distillery and Orkney Brewery, witness local artisans or take a walking tour to visit St Magnus Cathedral.

3. Ponant Cruises: The iconic Kimberley region in Western Australia

USP: The remote, haunting scenery of the vast Kimberley region can be discovered on three different excursions.

Excursions aren't always included free of charge, but these are. When docked in Wyndham, guests can choose to either fly over the Bungle Bungle mountain range from Kununurra, or discover the El Questro, which includes an all-encompassing journey through Emma Gorge and Zebedee Thermal Springs, ending the day with the Chamberlain River Cruise. There is also the Ord River Experience navigating between Kununurra and Lake Argyle to see wildlife and stunning landscapes. *Please note: places are on a first-come first-served basis.*



4. Voyages to Antiquity: Ancient Greece and Dalmatian Coast Cruise

USP: A private, included cocktail event organised exclusively for Voyage to Antiquity guests.

On this tour in Venice, guests are taken to the Scuola Grande di San Giovanni Evangelista. One of the five Scuola Grande (or Great Schools) of Venice, it is notable for housing a relic of the true cross and paintings commissioned from several famous Venetian artists. After the guided tour, cocktails will be served before guests proceed to the large hall, known as the Sala delle Colonne (or Hall of Columns). This was intended as a place where brothers and pilgrims gathered and is part of the original 14th-century building.



5. Amawaterways: Captivating Rhine itinerary

USP: One of the most loved and popular excursions on any Rhine River Cruise.

Enjoy an authentic taste of local specialty coffee in the beautiful city of Rudesheim which is a favourite port of call on the Rhine River. Guests will visit Rudesheimer Schloss, where they will enjoy the iconic Rudesheimer Coffee, ceremoniously made with Alsbach Brandy, coffee and whipped cream. In the same town, Siegfried's Mechanical Music Museum will charm guests with its remarkable and quirky collection of self-playing musical instruments and music boxes.

6. Azamara Club Cruises: Azamazing Evening

Greek Isles to Italy itinerary

USP: A private classical concert for Azamara guests in a unique and ancient historic setting.

Enjoy the experience of a 12-piece string orchestra at the Odeon Amphitheatre in Ephesus in Turkey. Constructed in the second century by a wealthy Ephesian husband and wife, it served as both the venue for Roman senate meetings and a concert hall for performances. Semi-circular seating for 1,500 surrounds a stage area where an orchestra of twelve plays the timeless music of Bach, Mozart, Brahms and others.

7. Carnival Cruises: Mexican Riviera

Pacific Beach horseback adventure, Cabo San Lucas

USP: Explore the unique terrain of Baja California on horseback, see unmatched views of the Pacific Ocean and observe migrating whales.

Horseback riding is a great way to enjoy the tranquility of the desert with its

bleak scenery and beautiful landscapes. Participants receive an orientation on horse riding, with each person assigned a horse adequate to his or her skill level. They will then have a glimpse into Baja's contrasting terrain, seeing cactus over 20 ft. high, wild animals and exotic desert flora. From January to March, migrating whales swim close to shore.

8. Belmond: Oreacella cruise on the Ayeyarwaddy River in Myanmar (Burma)

Traditional horse and cart through Old Bagan

USP: One of the most popular excursions in Myanmar (Burma) is through the mystical, temple-strewn archaeological site of Bagan.

Guests travel in time-honoured style on this included excursion. Bagan is a valley covered in temples of all sizes and shapes. On this tour, guests travel in their own horse and cart through Old Bagan. A local driver will take a leisurely, scenic route through the heart of the archaeological zone, passing many ancient pagodas with plentiful photo opportunities.

9. Arosa River Cruises: Rhône River Mediterranean

Jeep tour through the Camargue

USP: Seeing the black bulls, horses and flamingos of the marshy Camargue by jeep gives an up-close perspective.

The Camargue in the south of France is one of the last areas along the Mediterranean coast where it is possible to find unspoiled nature and vast open spaces. Once your client leaves the main roads during the jeep tour, the adventure begins. See wild horses and black bulls up close, as well as flamingos standing in shallow lakes. There is also a visit to the quaint village of Les Saintes-Maries-de-la-Mer.

10. Princess Cruises: Iceland and British Isles on Pacific Princess

Best of Akureyri, Iceland

USP: This is a different take on the popular 'Golden Circle' tour.

Guests will travel to Fnjoskadalur Valley en route to Namaskard and Dimmuborgir, enjoying views of volcanic landscape and lava formations. Upon arrival at Namaskard, mud pools let out a roar and vapours are emitted from sulphurous pits. There is then a visit to the Godafoss Waterfall. In the year 1000, lawspeaker Thorgeir Thorkelsson made Christianity the official religion of Iceland and threw his statues of the Norse gods into the waterfall. Returning to Akureyri, guests will stop for a panoramic view of the town and harbour.

What's new

Want to know the latest trends in the on-board guest experience? We have the lowdown on what's new – and how to sell it



What's new in Retail

What better time to hit the shops than when you're on board a cruise ship?
Just advise your customers to take an extra suitcase...



The Pandora boutique

Top transaction

Carnival is transforming the shipboard shopping experience with renovated spaces and items from some of the world's best-known retailers, including Victoria's Secret (22 ships), Swarovski (25 ships), Pandora (10 ships) and Tag Heuer (24 ships). Carnival Horizon, debuting in spring 2018, will

offer two decks of shops, boutiques and displays.

Where is it? Across the fleet, as well as new ship Carnival Horizon.

Sell it: Carnival has made significant investments in digital marketing across the fleet, directing guests to retail events and upcoming deals during their cruise.



Michael Kors on Reflection

Luxury line-up

As you would expect from the 'modern luxury' cruise line, elegant marbled walkways and arcades house some of the world's finest boutiques on **Celebrity Cruises** ships. Brands include Calvin Klein, Bvlgari, Breitling, Omega, Kate Spade, Prada, Chanel and a Michael Kors boutique on Celebrity Reflection.

Where is it? Across the fleet – Celebrity Reflection was the first ship at sea to offer Kate Spade.

Sell it: At the Innovations store, guests can purchase cutting-edge technology from laptops to iPads. And don't forget, shopping on board is duty free.



Kate Spade on board Oasis of the Seas

Royal retailing

With the 'best boutiques at sea', the Royal Esplanade on **Royal Caribbean's** Quantum of the Seas features the Regalia boutique with Cartier watches, a special edition Tag Heuer watch and items from Hublot. Meanwhile, Oasis of the Seas features gems from Tiffany & Co and handbags from Kate Spade.

Where is it? Across the fleet, in particular Quantum of the Seas, Ovation of the Seas and Oasis of the Seas.

Sell it: Big brands and exclusive items can be found, with new initiatives pushing the retail boundaries on a regular basis.

Sea-tail therapy

The shops on shiny new **MSC** ship Seaside are situated across four decks surrounding the breathtaking atrium.

There are 12 shopping areas in total, selling over 300 top brands including Armani, Ralph Lauren, Guess, Tommy Hilfiger, Swarovski, Tag Heuer and Tissot, with many brands selling exclusive ranges for MSC Cruises.

Where is it? MSC Seaside.

Sell it: Fragrances, make-up and skincare products all have a Best Price Guarantee. Shopping addict guests can also seek advice from the trained beauty specialist on brands including Estee Lauder, Chanel, Dior, Marc Jacobs, and Hugo Boss.



What's new in Entertainment

From race tracks to raucous parties, we take a look at what's making waves in on-board entertainment



Information immersion

Three **Holland America** ships are transforming its 'Crow's Nests' (lounge areas) into Explorations Central (aka EXC), a physical space filled with digital technology, books, documentaries, interactive maps, and digital storytelling on food, drinks and arts. There's even a virtual bridge (which shows all the workings of the ship in real time) to enhance the experience. The EXC features in-depth destinations and port information, allowing passengers to hone in on specifics and explore

their journey in depth. It is complemented by a bank of experts who provide anything from guidance to lessons on how to play the steel drums in Trinidad.

Where is it? EXC digital offerings are on Nieuw Amsterdam, Westerdam and Zuiderdam and will be on Eurodam and Oosterdam in April 2018.

Sell it: The ships offer a veritable feast of information and experiences to imbibe, and enrich a passenger's cruising experience.

Desert Queen

The uplifting Broadway musical *Priscilla Queen of the Desert* has been a huge success globally – and now it's available on the ocean. The musical follows the fabulous journey of three 'divas' who take their show to the Australian outback. It's a tale of madness, love and friendship, including a dazzling array of over 500 costumes, 200 headdresses and a hit parade of dance numbers from the 70s and 80s.

Where is it: Catch the show on NCL's **Norwegian Epic**.

Sell it: Heart-warming, uplifting and funny, with its array of outrageous Tony and Oscar-award winning costumes, the musical provides lashings of feel-good entertainment.

Floating tunes

Music festival cruises are increasingly gaining traction – perfect if your younger cruise clients are hardcore partygoers. Back for its second year, party cruise **Anchored** is billed as the first festival at sea in Europe and attracts clubbers and non-cruising crowds in one. This party paradise features 24-hour bars and cocktail stations, top DJs playing well past sunset, champagne sprays and pool parties.

Where is it? Cruising from 7 to 12 June, **Anchored** takes place in



conjunction with Royal Caribbean and is hosted by Forever Cruises. Stops include Barcelona, Cannes, Palma and Ibiza.

Sell it: **Anchored** provides the very best of nightlife that you'd find in Ibiza, along with the glamour of cruising.

A race on board

Norwegian Bliss' karting racetrack is the latest addition to a monumental list of on-board amenities and activities, which already includes skydiving, a 20,000-square foot Observation Lounge and open-air laser tag. On the biggest competitive race track at sea – at nearly 1,000 feet – passengers can race around the twists and turns with four-speed settings accommodating novice, intermediate and advanced drivers, and reaching up to 30 miles per hour (with a special turbo boost). The cars are silent, so as not to disturb others.

Where is it? **Norwegian Bliss** will make its debut in June 2018.

Sell it: The ship is a veritable playground on the sea: hot tubs, a pool and Aqua park, free-fall slides, laser quest and a 1,000ft track with karts that can race up to 40km an hour.



What's new in Wellness

If your clients are into being pampered (and let's face it, who isn't?), you'll need to know who's doing what in the spa and wellness space



Champneys spa on Marella Explorer

Stellar spa

Marella Cruises has teamed up with arguably the most famous name in the UK spa industry, **Champneys**, to create a luxury, state-of-the-art Ocean Spa, which will feature a full treatment menu, as well as a salon, wellness centre and relaxation room with panoramic views.

Where is it? The latest ship in the fleet, **Marella Explorer**, which begins

sailing in May 2018.

Sell it: The exclusive on-board treatment available only on **Marella Explorer** is the **Champneys Ocean Spa Luxury Face and Body**. Using products containing sea minerals, it includes slow, rhythmical movements on the scalp, face and body, working with the rhythm of the sea to provide a wave-like effect.

Fitness with finesse

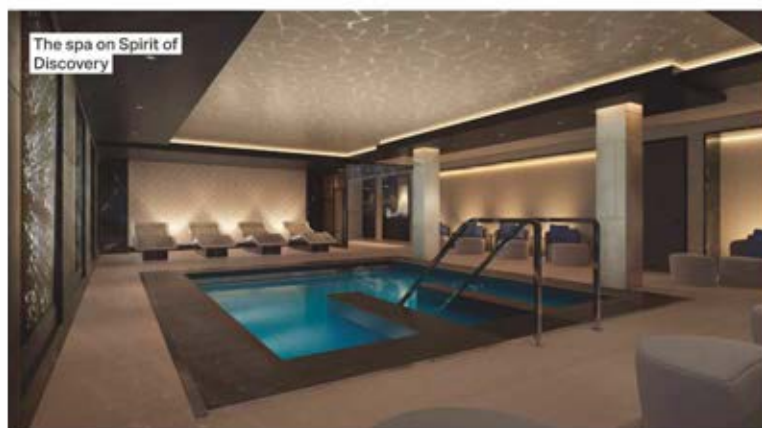
With one of the most comprehensive fitness and wellness offerings at sea, **Crystal Cruises** offers an extensive collection of programmes that are designed to help guests maintain their fitness regime on board. Cruisers can also kick-start their fitness journey from scratch with wellness seminars including Slimming and Nutrition, Back & Joint Care, Introduction to Pilates, and Detox for Weight Loss.

Where is it? **Crystal Serenity** and **Crystal Symphony**.

Sell it: Guests can not only enjoy a fabulously luxurious cruise but also improve their fitness at the same time.



Chill out on Crystal



The spa on Spirit of Discovery

Mind and body

Saga takes wellness seriously, and current on-board spa facilities include a pool, gym, relaxation zones and a range of treatments. However, rumours are that new ship **Spirit of Discovery** will see the wellness theme running through the entire ship,

not just the spa, from pilates on the top deck to video exercise on demand in the gym area. **Where is it?** **Spirit of Discovery** launches in 2019, and with the rest of the ship designed like a chic boutique hotel, we can hardly wait to see the design of the spa.

Sell it: Guests will also

be able to create their own personal wellness programme with the wellness team if they wish. Meanwhile, a 30-minute spell in the infrared sauna on **Spirit of Discovery** is reputed to release the same amount of endorphins as a 30-minute workout – result...

Water wellness

Following a successful pilot in 2017, **AmaWaterways** is expanding its wellness programme this year. The Wellness Programme includes morning stretches, jogging, yoga, core strengthening, resistance band workouts and circuit training – all complemented by talks with a focus on healthy eating and relaxation.

Where is it? The new programme is on six of **AmaWaterways'** 20 ships including **AmaCerto**, **AmaPrima**, **AmaSonata**, **AmaDante**, **AmaDolce** and **AmaLyra**, on which the pilot was initially conducted.

Sell it: For a total wellness experience, guests can choose healthy food options, hydration stations, vitamin shots, gluten-free, low sodium and vegetarian options.



What's new in Technology

As connectivity and state-of-the-art tech only enhance the guest experience, it's no surprise that cruise lines are investing heavily in both



The nifty Ocean Medallion

Give them a medal

Part of **Princess'** plans to unveil transformative technology was to turn its ships into smart ships. Instead of relying on an app, it developed a 'medallion' – a real-time device that can be carried around. It enables passengers to enter their cabin without a key card, pay for food and drinks and locate travel companions. Medallion's operating system is Ocean Compass, an online profile that passengers can pre-programme and amend while travelling. Those who check in with Medallion can bypass queues and book a disembarkation slot.

Where is it? There will be a phased implementation during spring 2018 on various ships.

Sell it: Guests can avoid embarkation queues and get personalised service.

Me-time

MSC's customer-centric technologies include wearable, connected devices which enable crew and parents to locate and monitor their children. **MSC Me** also includes a digital way finder – which provides advice, guidance and information on what's on. It can also help guests to find their way around the 300+ metre ship to a precision of within five metres. The

Magic carpet ride

The Magic Carpet will be a highlight of **Celebrity Edge** – the world's first ship to be entirely designed in 3D – and is expected to be a trailblazer for things to come. The world's first cantilevered floating platform to hang off the side of a ship, the Magic Carpet will move up to heights of 13 storeys above sea level – and down to become an extension to various decks and onto private plunge pools in the Edge Villas. The platform will also act as a lounge-like embarkation area to Deck 16, a restaurant and a poolside extension. At the bottom of Deck 2, it floats a hair's width above the ocean surface.

Where is it? Passengers can enjoy the high-tech platform on **Celebrity Edge** from December 2018.



Magical views on the Magic Carpet

app also features facial recognition, allowing crew to identify passengers, make requests and purchases, and deliver orders. Meanwhile, wristbands open doors without keys. The future is robot entertainment, a voice-activated digital concierge and hologram butlers.

Where is it? **MSC Seaside**.

Sell it: Offering parents peace of mind at their fingertips.



The real deal

Virtual reality is set to feature highly on **Royal Caribbean's** tech agenda. With its new smartphone app, guests are able to preview ports and excursions from their own staterooms and even change what the walls of their staterooms look like – from a starry sky to a bustling cafe scene. The app also includes a facial-recognition function, which recognises passengers upon arrival, thus eliminating check-in lines. In the future, Royal Caribbean says it hopes to make dining more interesting by equipping passengers with virtual reality goggles, making eating a meal a whole new experience. It is also trialling self-driving shuttles (**Navya**) that would take guests from the port to the main part of a resort.

Where is it?

The app is to be rolled out to every Royal Caribbean ship over the next two years. VR headsets and self-driving shuttles are yet to be perfected.

Sell it: All sorts of intriguing experiences from practical to quirky, while providing technological solutions to customer frustrations.



MSC is fully embracing technology

What's new in Food & Drink

The food and drink offering plays a big part in your client's enjoyment of their cruise holiday. Find out what's cooking on your favourite ships

Divine dining

In 2018 and 2019, **Silversea** is serving up a menu of Enriched Voyages featuring enhanced on-board enrichment with a culinary or wine theme, including five sailings developed in partnership with The Peninsula Hotels. The Asian Collection offers a culinary exploration of this enchanting continent, with guest chefs from The Peninsula Hotels sharing their expertise with guests. Culinary Voyages feature guided market-to-plate excursions, special menus, cooking demonstrations and dinners highlighting regional specialities. Wine Voyages feature world-class vintners and guests will enjoy special tastings and private tours to renowned vineyards and wineries.

Where is it? There are a number of itineraries and ships to choose from; visit silversea.com/



asian-collection.html; silversea.com/culinary-cruises.html; silversea.com/wine-voyages.html

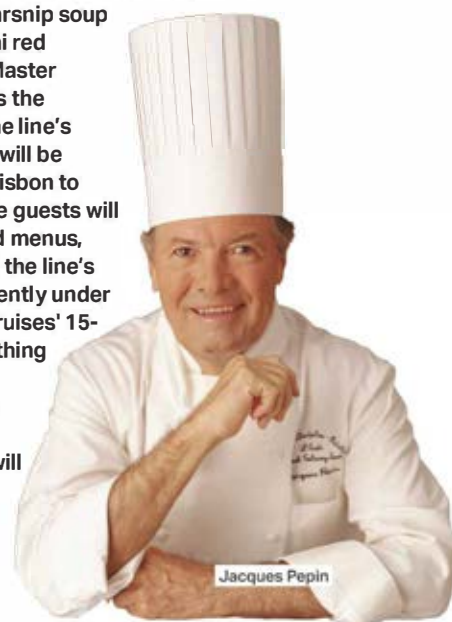
Sell it: "Our culinary and wine-enriched voyages are a wonderful way to blend together fascinating destinations with a generous serving of cooking events and demonstrations designed to entertain and enlighten," said Rudi Scholdis, Silversea's culinary director.

Vegan bonanza

2017 saw **Oceania Cruises** launch the cruise industry's most expansive vegan menu. The menu features over 250 vegan dishes including involtini stuffed with tofu, spinach, and capers; truffle-flavoured parsnip soup with chopped tarragon; and Thai red vegan curry with jasmine rice. Master Chef Jacques Pépin spearheads the on-board culinary offering as the line's executive culinary director and will be hosting a culinary cruise from Lisbon to Rome in September 2018, where guests will be treated to specially designed menus, lectures and demos. The rest of the line's culinary plans for 2018 are currently under wraps, but given it is Oceania Cruises' 15-year anniversary in 2018, something special is sure to be cooking.

Where is it? The vegan menu is available on all ships, while the Jacques Pépin culinary cruise will be on Riviera.

Sell it: There are also cold-pressed raw juice and vegan smoothie bars on both Marina and Riviera ships.



Jacques Pépin



Chef's table - an exclusive experience

Top table

The Chef's Table, a VIP dining experience specially created and hosted by the ship's executive chef, will be available for guests to book for an additional cost on CMV ships.

The experience includes a private sparkling wine cocktail and canapés reception, a tour of the galley in operational mode and a nine-course menu accompanied with specially selected wines. The executive chef remains with the guests throughout the meal, describing the ingredients and techniques used to produce each of the courses.

Where is it? On Columbus, Magellan and Marco Polo.

Sell it: The exclusive Chef's Table experience can be reserved on board at an additional cost of £49.99 per person, subject to availability.

Craft creations

Four craft beers will be brewed aboard **Carnival Horizon** when it sets sail. Created by expert brewmaster Colin Presby, they will be offered at Guy's Pig & Anchor Bar-B-Que Smokehouse/Brewhouse dining concept. Names are inspired by the barbecue offerings at Smokehouse/Brewhouse. The beers will include ParchedPig Smoked Porter, featuring notes of molasses and hickory smoke; ParchedPig Farmhouse Ale, a blonde beer with mild spice notes; ParchedPig Toasted Amber Ale which features notes of caramel and biscuit; and ParchedPig West Coast IPA, a hoppy, intense beer with an aroma of citrus and pine.

Where is it? Carnival Horizon, which debuts in Europe on 2 April 2018.

Sell it: The brewery features a variety of Fieri-designed favourites, all smoked 'low and slow' using rubs and spices. "Smokehouse/Brewhouse is a unique concept and we've created four craft beers that not only showcase different tastes and brewing styles but also serve as the ideal accompaniment to the venue's array of barbecue offerings," said Presby.

WORDS: REBECCA BARNES



Register now for the 2018 Cruise Challenge!

The Agent Roadshow with a difference

Learn, play, win.

The Cruise Challenge returns in 2018 with even more dates and locations.



Go online and book your place now

www.thecruisechallenge.com

Locations in 2018:

6th March	Cardiff
15th March	Ipswich
20th March	Southampton
10th May	Manchester
17th May	Glasgow
21st June	Bedford
28th June	London
31st October	Newcastle
6th November	Liverpool
8th November	Tonbridge
TBC	Nottingham
15th November	Guildford

Agent feedback from 2017 Cruise challenges

"The sponsors' talks were very informative. The fun element, makes the Cruise Challenge completely different to any other event I have been to"

"I thought it was absolutely brilliant. Much better than other events I have been to. Well DONE!"



cruise
TRADE NEWS