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TRADE NEWS

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have either two single beds or one double bed, further terms and conditions apply. Saga's cruises are exclusively for the over 50s (but a travelling companion can be 40+).
NHA-SC8530

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Bella Greenwood, senior account manager – international sales for Carnival Cruise Line



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Letter

2018 – we're ready for you...



Whatever sector of the industry you work in, the arrival of a **new year** often brings with it a **renewed focus** on doing more and achieving more. And if your comments in our feature on page 26 are anything to go by, it's set to be an amazing 2018! **Inspired?** We hope so!

This year we will welcome a veritable roll call of shiny **new ships**, including the elegant MSC Seaside. We were lucky enough to be invited to join in the **launch celebrations** in Italy – see and read more on page 39.

Also in this issue, we're taking an in-depth look at some of the world's most **popular destinations**, including North America (page 50), the Adriatic and Aegean (page 52), and – for river cruising – the Rhine (page 56).

Meanwhile, **the Caribbean** is very much open for business and Royal Caribbean's Adventure of the Seas is one of the **best equipped ships** to sail on in these waters; find out more in our review on page 61.

All in all, plenty to inspire a fresh crop of **sales resolutions** and give your business a helping hand!

We hope the coming year is a success, but if you'd like to be featured in the pages of Cruise Trade News and enjoy a little **free publicity** at the same time, don't hesitate to get in touch.

A stylized, handwritten signature in black ink that reads 'Rebecca'.

Rebecca Barnes
Editor

@RebeccaCTN

SALES NEWS

TUI's cruise profits

TUI's latest financial statement has shown a 12 per cent growth for 2017 – which it puts down to its cruise and hotel operations.

Recent figures for 2017 (based on a financial year running between October 2016 and 30 September 2017) show a third consecutive year of double-digit earnings growth. Cruises and hotels were highlighted by TUI as the key drivers to growth, with around 56 per cent delivered from these subsidiaries.

"Our successful strategic realignment is reflected in our set of results. Thanks to the strong growth of our hotel and cruise brands, TUI now delivers stronger margins and is less seasonal. Our business profile is now much more evenly structured across the entire year. The clear focus on investments in high-margin hotels and ships was the core of the strategy for the new TUI following the merger in 2014," said TUI chief executive Fritz Joussen. He added: "We are investing in modern cruise ships, and pay an attractive dividend to our shareholders. We are seeking to continue this path."



NEW SHIPS

Beside the MSC Seaside



Ricky Martin and Andrea Bocelli helped to officially launch MSC's Seaside during its naming ceremony in Miami in December 2017. As part of the traditional naming ceremony, MSC entertained guests, Miami authorities, global media, and key partners from across the travel industry. Headlining the event was

Ricky Martin, whom, said MSC, "encompassed the international spirit of MSC Cruises and the city of Miami".

Also taking to the stage was world-famous tenor, Andrea Bocelli, who in the past has performed to four US presidents, three popes, the British royal family and several prime

ministers. Master of ceremonies for the evening was American TV host, Mario Lopez. Actress Sophia Loren christened the ship with a ribbon-cutting and officially named the vessel.

Inspired by the architecture and lifestyle of Miami, the state-of-the-art ship will include a spa and MSC yacht club.

NEW ITINERARIES



A night at the opera

European Waterways is reintroducing a seven-night Opera Cruise for 2018. The 20-passenger La Bella Vita hotel barge will take guests on a cruise on the Po Valley and the Bianco Canal, starting in Venice. The night prior to the cruise, passengers will stay in a four-star hotel in Verona, with dinner and premium seats for Georges Bizet's opera Carmen, showing at the Roman amphitheatre Arena di Verona. From £3,265pp, including an open bar and gourmet meals, departing between 24 June and 26 August, 2018. A ten per cent commission applies to travel agent bookings.



Luxury British cruise line Cunard has appointed **Gary Anslow** as sales director for the UK. His appointment follows the announcement that there is to be a dedicated, separate sales team for Cunard to strengthen links with the travel trade and solidify brand distinction.



Peter Shanks has joined ultra-luxury cruise company Silversea as managing director UK and Ireland. He will be responsible for continuing the strong growth in his regional markets. He will be based in London, and report to chief executive Roberto Martinoli.



Holland America Line and Seabourn's **Lucy Harris** has been promoted to senior business development representative. In her new role, she will continue to support business development manager Bekkie Skipp in the North and Scotland.



Royal Caribbean has appointed **Stuart Byron** as insights director, tasked with turning data into insight to inform the business. Said associate VP and managing director, UK & Ireland, Ben Bouldin: "Stuart has unparalleled experience in developing commercial solutions and translating campaigns into sales results."

OCEAN CRUISES

Cunard hosts Hollywood

Hollywood's first movie premiere to be held on a cruise ship was hosted by an all-celebrity cast featuring Hugh Jackman, Zendaya and Zac Efron.

Luxury cruise liner Cunard partnered with 20th Century Fox to host the world premiere of *The Greatest Showman* on the Queen Mary 2, while the ship was docked in New York.

The premiere featured a celebrity cast from the film, alongside senior staff from the Carnival Corporation, including chief executive Arnold Donald and senior vice president, Simon Palethorpe. Also appearing in the film, singer Rebecca Ferguson, and Oscar and Tony-winning musical duo Benj Pasek and Justin Paul walked the red carpet on board Cunard's flagship ocean liner just before the film was shown in the ship's Illuminations theatre.



Hollywood-on-sea on the Queen Mary 2

NEW ITINERARIES

Princess goes to Alaska

Alaska awaits a very big visitor...

Princess' 3,600-passenger ship, The Royal Princess, will head to Alaska in 2019, marking the highest passenger capacity liner to have visited the region. It will be one of seven ships sailing to Alaska from May to September 2019. Nearly all of

the itineraries visit Glacier Bay National Park, and range from seven to 12 nights. Land tours can be added to the start or end of the trips, and include anything from a seven-night Voyage of the Glaciers cruise between Vancouver and Whittier

to two four-night sailings on Golden Princess. One five-night sailing on Island Princess is also available. Princess Cruises is also allowing a reduced deposit (50 per cent off) for all booked cruises for North America, Asia and Australia.

BOOSTING INCOME WITH CRUISING EXCURSIONS

By Simonne Fairbanks, COO, cruisingexcursions.com



This month new legislation comes into force forbidding payment card surcharges. Stepping up the sale of ancillary products to

boost revenue with commission will help agents cover the loss of revenue.

Cruisingexcursions.com pays up to 16% commission. The average agent sale is around £350 per reservation, which means the commission is nearly £60 – it really mounts up!

Selling excursions couldn't be simpler; virtually everyone who buys a cruise from you will go on at least one shore excursion, usually more.

Top Tips for Selling

You can increase commission by knowing our product, upselling if appropriate and giving personalised service. Instead of one excursion, suggest a 'Port Package' of, say, three excursions in three ports. You will save your customer money in the long run – and you'll earn more! Our website cruisingexcursions.com has a dedicated trade department on hand to deliver training requirements, either in person or via webinars.

Port Spotlight: St Petersburg

We've seen a huge increase in bookings for St Petersburg excursions. Nobody can walk off ship and do their own thing here; you have to book a tour in advance.

Top sellers include our two-day St Petersburg tour, which includes all the main sites. We also offer evening excursions such as the ballet, folk shows and river cruises. We include tourist visas with all St Petersburg shore excursions.

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NEW PORTS

Cowes to become new port of call

Cowes: port potential



Cowes is working towards becoming a new port of call for the Northern European luxury cruise market. The Isle of Wight's Harbour Commission is working with tourist organisation Visit Isle of Wight (VIW) to promote the potential port, which VIW said was encouraged by the rising demand from the cruise ship market. Potential visitors would be able to catch the world-famous attractions such as Queen Victoria's Osborne House, used in the setting for the film Victoria

and Abdul. Every year, a number of small and medium-sized cruise ships on Northern European itineraries are welcomed to the Isle of Wight. Harbour master captain Stuart McIntosh said: "We are excited at the prospect of welcoming more visiting cruise ships to Cowes, one of the world's most famous sailing destinations." Cowes is ideally located on the central south coast of the UK and is a cost-effective stopover port for European and UK cruise itineraries.

INDUSTRY NEWS

Silverfleet's stake in Riviera

Capital investment firm Silverfleet Capital has bought a majority stake in cruise and escort tour company Riviera.

The pan-European private equity firm entered into a binding contract to acquire a majority stake in the company, which operates tours for the over-55s market.

Riviera provides European tour holidays, river and ocean cruises, city breaks, and long-haul tours with varied itineraries. It currently attracts over 118,000 customers per year.

The conditions of the deal have not been released, though Riviera said investment will be used 'to accelerate its growth trajectory by focusing on developing the direct-to-consumer channel' by investing in new ships; expanding its US customer base; and using its brand to help develop new holidays and experiences.



NEW SHIPS

Holland America's new launch

Holland America Line is launching a new 99,500-tonne Pinnacle Class ship, Nieuw Statendam, in November 2018.

Holland America Line held the ship's coin ceremony in early December 2017 at the famous Fincantieri Marghera shipyard in Italy; to bring good fortune, a Dutch guilder was welded to the forward mast of the ship.

It becomes the second Pinnacle Class ship for the Holland America Line, joining ms Koningsdam, which launched in April 2016. A third Pinnacle Class ship will set sail in 2021.

The ship will carry 2,660 guests and features grand, light-filled spaces with interiors inspired by the curves of musical instruments.



GETTING SOCIAL

What you've been talking about this month...



@CruiseNorwegian

We wanna know...what's your fave slide to ride? Reply below! #CruiseNorwegian



@MadsRoastPR

Nice Q&A in this month's @cruisetradenews with @lucica75 of @arosacruises. Thanks @RebeccaCTN



@amawaterways River cruising isn't all castles and cathedrals.

Sometimes it's about sampling the regional specialties like Kolsch beer in Cologne (: @travelbybecky↑↑↑↑



Carnival Cruise Line

By now, you've probably heard the news. Yes. We've canned real Caribbean island air and brought it back to the mainland. Check out how we did it here!

Book by 28 February 2018 to take advantage of these great deals



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Fascination's refurb

Carnival Fascination is to undergo a two-week multi-million-dollar dry dock refurbishment prior to its sailing from San Juan in February 2018. New spaces will include a variety of food and beverage innovations, including Guy's Burger Joint, developed by Food Network star Guy Fieri, the cocktail pharmacy-themed Alchemy Bar and the poolside RedFrog Rum Bar.

Carnival Fascination is currently being chartered to Federal Emergency Management

Agency to house relief workers in St. Croix.

"We can't wait for our guests to experience these exciting new features aboard Carnival Fascination when she returns to her year-round homeport of San Juan early next year," said Christine Duffy, president of Carnival Cruise Line, adding that other Carnival ships began visiting San Juan as a port of call on 30 November 2017. Fascination's year-round schedule encompasses week-long sailings to five Caribbean islands.



PRINCESS CRUISES' TOP FIVE BEST-SELLING COCKTAILS OF THE YEAR...

1

24K Gold Margarita
(Cointreau, Grand Marnier, tequila and citrus)



2

Pina Colada



3

Mojito



4

007 Grey Goose Martini



5

Ultimate Mai Tai



IN BRIEF

Boracay on the up

Philippine island Boracay is on its way to becoming an international cruise destination, according to its Department of Tourism. Aside from the arrival of two MS World Dream ships in December 2017, bringing 10,000 tourists, 13 other ships have docked off the island's most popular beach destinations, bringing in more than 17,000 tourists. This year, Boracay is expected to attract 18 cruise liners and more than 50,000 passengers.

Dubai to be cruise hub

Dubai's Tourism Department is ramping up efforts to enhance the Emirate's position as the 'Cruise Hub of the Region'. Dubai Tourism's latest promotional drive was aimed at attracting more cruise tourists, specifically from Europe and India.

Priceless booking

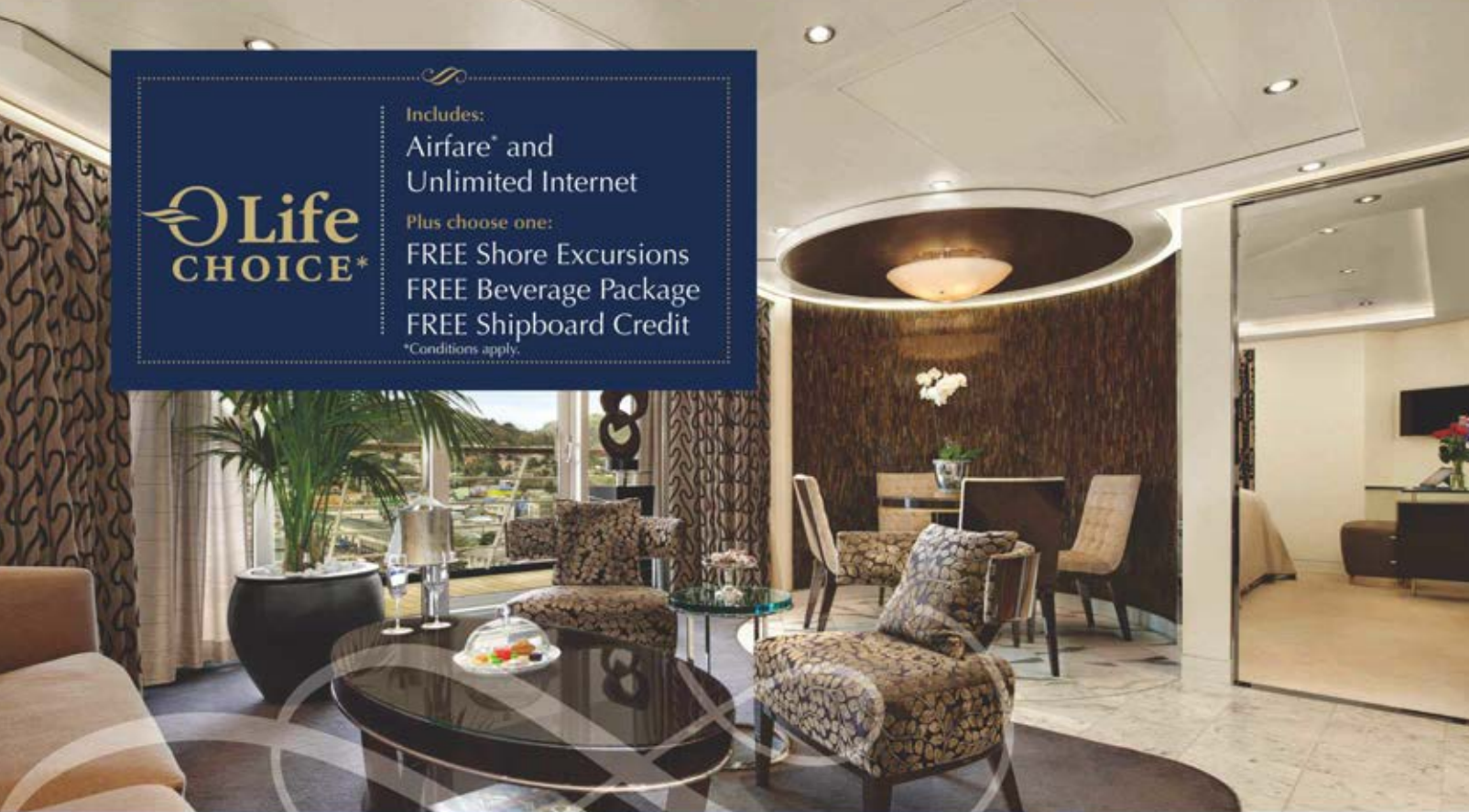
CMV travel agents have booked a £52,000 world cruise. Tracey Wilkes and Charlotte Barnett at Travel Trail in Worcestershire, saw their combined booking for a 'Grand Round the World Cruise 2019' resulting in the huge sum. Tracey Wilkes, who has been in the travel industry for 21 years, said: "I was a little nervous at pressing the keyboard to confirm this wonderful booking."

Kids sail free on Pandaw

Under-18s will be able to cruise for free on selected Southeast Asia Sailings offered by Pandaw River Expeditions. Children are offered a free cabin on selected sailing dates throughout the 2018 school holidays when travelling with two full-paying adults. The offer is included on three itineraries: The Classic Mekong, The Mandalay Pagan Packet on the Irrawaddy and The Chindwin in Burma, with departures available in July, August, September and October 2018.



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OCEANIA CRUISES®



Why is sustainability important to the cruise industry?

We discuss why sustainability is important for the cruise industry to take the lead in protecting the future of their planet

Tom Strang

senior vice president of maritime affairs, Carnival Corporation



Part of our DNA is to make sure customers have a good experience and this means protecting the environment. Without those pristine locations, we wouldn't have a product to sell in the future. Our own policies go beyond what's expected and needed - and that comes from having a happy workforce on board, through to considering the places we visit and have an impact on. Sustainability can mean reducing the amount of waste products and we have invested significantly in technology to reduce and control our emissions; we recycle at ports and ensure the terms and conditions of communities we visit are equitable - and we invest in those communities if we can. The days where it's not part of corporate responsibility are long gone. And there's a lot more scrutiny these days.

The cruise industry is heavily regulated, and we have our own Hess (Health, Environmental Safety and Security) policy, which describes our commitments. We have taken steps to reduce our emissions and in the future, will use LNG on

Amanda Darrington

sales director, Royal Caribbean International



We work with the communities we visit and we were one of the most ethical companies in 2016/17, out of 130 companies (2017 World's Most Ethical Company by Ethisphere around the world). Sustainability is at the heart of what we do. We've had partnerships including with the WWF to look after the long-term health of Orca whales. We gave \$5 billion to a conference to support this. We also have a full time environmental officer on board each of our ships, who's in charge of environmental commitment and waste management. Environmental health depends on clean fuels too, and we have commitments around this. We have

Is there a hot topic that you'd like us to discuss?
Let us know by tweeting
[@cruisetradenews](https://twitter.com/cruisetradenews) or
email rebecca.barnes@realresponsemedia.com

Andy Harmer

director at CLIA UK and Ireland



Cruise line members are investing \$1 billion in environmental technology, including technologies pioneered by the cruise industry around air emissions, wastewater treatment, solar panels and technologies using LNG as alternative fuel.

Reduction of air emissions can be through exhaust gas cleaning systems (EGCS), which offer an innovative alternative to the use of low sulphur fuels and reduce the level of sulphur oxides in a ship's exhaust by up to 98 per cent.

Many cruise lines operate Advanced Wastewater Treatment Systems (AWTS), to treat wastewater beyond the requirements of most waste treatment facilities of coastal cities.

Some cruise lines use solar energy to power certain ships' equipment and cruise liners are now adapting to using liquefied natural gas (LNG); eliminating soot particles and sulphur oxides, to reduce fuel consumption and CO2 emissions. To date, seven cruise lines have announced plans to build up to 16 LNG-propelled cruise ships, with the first one expected in service in 2019.



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Cruise Challenge winners in Birmingham

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What's in it for you?

Golden opportunity

INCENTIVE

The new year's diet may have to be put on hold thanks to MSC's new choctastic incentive, #mscchoctacular, which runs between 2 January and 28 February. The giveaway will see MSC's sales team doling out thousands of MSC-branded chocolate bars to agents. Ten lucky winners will find special bars containing golden tickets to join MSC for Seaview christening celebrations in Rome in June 2018. A further 100 silver ticket winners will be showered with a host of prizes. To be in with a chance to win, agents need to book a training session with their local regional sales manager. Throughout 2018, MSC is also running an agent engagement programme which will allow over 2,000 agents to visit its ships for the day.

To apply for a visit contact
tradesupportuk@msccruises.co.uk



Every booking claimed through Carnival Cruise Line's Loyalty Rocks Club will earn agents 15 points (worth £15), with the top 20 bookers winning a trip to Ibiza in conjunction with the San Antonio-based Ibiza Rocks Hotel. Part of its WAVE incentive, it will run until 28 February 2018. Winners will travel in June

2018, with return flights, overseas transfers and three nights' accommodation paid for, as well as exclusive access to the hotel's two sun pool parties. During the same week, Carnival will also host its Travel Agents Rock Awards to recognise the dedication of its trade partners.

Loyalty rocks in Ibiza

INCENTIVE

Agents must claim their reward within the month of booking. To register, go to loyaltyrocksclub.redpoints.co.uk

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

Shopping and sounds



Saga is currently offering agents £100 of shopping vouchers applicable to all ocean cruise bookings for any departure date. All bookings will then go into a draw for the chance to win Ed Sheeran tickets. Agents can find more information about the incentive on Saga's Trade website: travel.saga.co.uk/saga-trade.aspx

The offer runs until 31 January, and agents need to claim within four weeks of the booking by contacting incentives@saga.co.uk



Scratch and win

Royal Caribbean is offering agents £20 per booking on all 2018 sailings booked until the end of January. Meanwhile, the sales team will be hitting the road throughout February 2018 with 1,500 scratch cards – worth up to £100 each – to give away to agents across the UK and Ireland.



For more details, visit rewards.myclubroyal.co.uk

Loved up

Agents who achieve the most sales (by volume or growth) are in with a chance of meeting the celebrities from TV's Love Island, who will hit the road with the Celebrity Cruises sales team in April 2018. The cast, which includes Jamie Jewitt, Marcel Somerville and Gabby Allen, will meet the top selling agents as part of Celebrity's #CelebrityLovesAgents commitment. As well as the intimate thank you from a Love Islander, star agents will also win £500 worth of Celebrity Rewards points. Claire Stirrup, sales director, Celebrity Cruises UK and Ireland, said: "We make no secret of loving our agent partners, and we have ramped up the affection this year."



Messages about the campaign from the Love Islanders, along with how to win, will feature on Celebrity Cruises' agent-dedicated Facebook page until March 2018. facebook.com/CelebrityTravelAgents/

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Paul Gauguin
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Fares are per person based on double occupancy in a lead-in stateroom and include return economy class flights from London, one night pre-cruise hotel stay in LA, day-room facilities post cruise in Tahiti & LA, all overseas transfers and port taxes. Fare based on 4 May 2018 departure. Single occupancy fares are available on request. Fares are valid until 3 March 2018 only. Applicable to new bookings only. All itineraries, fares and offers are subject to change and availability and can be withdrawn at any time. For full terms & conditions, please visit www.pgcruiises.com.

Q&A

OSCAR ABELLO

Vice president, product planning & revenue management, Paul Gauguin Cruises



How long have you worked in your current job and what attracted you to the role?

I started with Paul Gauguin Cruises in 2008, which afforded me the opportunity to continue working with a great ship and destination I am passionate about. Expanding my role to include international sales further enhanced the appeal, allowing me to work with trusted partners to help promote the cruises we offer year-round in Tahiti, French Polynesia and the South Pacific.

WHAT DO YOU LIKE BEST ABOUT THE CRUISE INDUSTRY?

The industry is growing and being embraced by more and more markets and areas of the world. It provides a great way to visit a variety of destinations with ease and at great value. Along with this change is the plethora of offerings for all sectors of the market. This dynamic industry provides varying products for everyone, and I like the challenge this presents in terms of identifying and matching the guests to the product, and the education and training required to do so.

HOW IS YOUR COMPANY DIFFERENT TO OTHER CRUISE LINES?

Our company is unique in that we are a luxury cruise product that is year-round in one destination. We are at home in French Polynesia and embrace the fact we are there. While we provide world-class service and cuisine, we offer a product that is not just passing through an area. The ship, with its size, scale, expansive deck space and watersports marina, was designed to sail in these magnificent



lagoons. From our Tahitian singers and dancers, Les Gauguines and Les Gauguins, who are permanently on board as entertainers, and social staff who bring the warmth and charm of the Polynesian people on board, to the private beach in Bora Bora available to our guests, the call at our private-island Motu Mahana, and the local entertainers that also come on board, we offer authentic experiences throughout the cruise.

WHAT ARE YOU LOOKING FORWARD TO MOST ABOUT YOUR JOB OVER THE NEXT 12 MONTHS?

I am looking forward to continued growth in the international sector for

Paul Gauguin Cruises, working with our partners to enhance knowledge about this magnificent destination in general and our product specifically.

WHAT IS THE BIGGEST CHALLENGE FACING CRUISE SALES?

With the wide variety of offerings, the biggest challenge to cruise sales is being able to convey the differentiation of a product. It is important to understand the client and ensure that they consider options for their expectations. Too often there are preconceived notions about what a cruise is like – but not all cruises are the same and there are options out there that enhance the guest experience on board, as well as with the destination. In the case of French Polynesia, one challenge is considering a cruise in comparison to the overwater bungalow experience. These are not mutually exclusive. We offer a variety of options for pre- and post-hotel programmes, while still experiencing a variety of islands on luxurious, floating and portable overwater accommodation.

HOW DOES PAUL GAUGUIN CRUISES WORK WITH THE TRADE?

We are committed to our trade partners and have great relationships with them. These representatives share the same ideals and commitment. Our partnerships also allow local markets to have access to fares in their local currencies and real-time response to enquiries without requiring time zone considerations – along with local support for questions, training and promotions.

TOP THREE TIPS FOR AGENTS SELLING CRUISE...

1 Understand the cruise product and match the experience with the guests' expectations. In some cases, like French Polynesia, consider the way an experience might be delivered at the destination.

2 There are ships out there for everyone. However, you need to be prepared to respond to obstacles or myths about cruising including age of guests, size of ship, activities, cost etc.

3 Understand and appreciate the value that cruising provides – the inclusions and overall value are important to convey. If someone is looking to celebrate an occasion, do not hesitate to suggest options that might work for them.

Cruise Champions



Travel 2 is a 100 per cent trade only tour operator and thus we are incredibly grateful for the support from our agent partners. It spurs us on to do better and inspires us to grow our relationships. Rewarding agents has always been at the forefront of everything we do as a business. Our pricing is strong, we continue to invest in our training and we have a huge array of incentives to support agents during the busy start of the year period.

Our agent partners like the security of booking their more complex itineraries such as cruise and stay trips with us, as this gives them the security and best range of flight and hotel options that they may not get elsewhere.

The Cruise Plus product offering from Travel 2 now includes a total of 34 cruise partners. We choose our partners by looking at market trends and listening to feedback from our agents as to which products they would like to see. When new products come into the market, we always look to try and bring these on board for Cruise Plus.

We have an extensive range of internal training programmes covering everything from the specifics of cruise products, land and touring elements to basic geography training. At induction, our staff undergo 10 weeks of intensive training and the average tenure for Cruise Plus staff is 12 years. We

also ensure that our staff attends a minimum of 1 cruise FAM trip per year, as well as regular ship visits so they can experience the products first hand. We work in conjunction with our cruise partners and hold regular training sessions throughout the year. This is especially important as cruise is a continually evolving market; each new ship is bigger and better than the one before with new innovations and 'first's at sea' so it's important our staff know the KSP's of each partner.

When it comes to areas of growth, we have seen a steady change in the stateroom types being booked, with more demand for higher grade balcony and suite staterooms over the lower grade Interior staterooms. Cruisers seem to be recognising the benefit of having a little bit more cabin space or the convenience of their own private balcony. Luxury cruising also continues to see growth for Cruise Plus, as well as the ever popular 'All Inclusive' cruising with drinks packages and gratuities included.

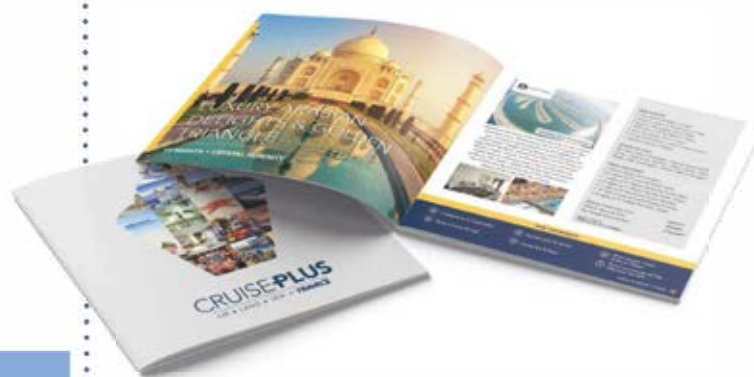
Cruise continues to go from strength to strength for Cruise Plus. Stand out destinations in 2017 include Australasia, which has experienced 36 per cent year-on-year growth, and South America, which is up 86 per cent. Thanks to its combination of ocean and river cruise holidays, Europe has also performed strongly, with a 34 per cent increase in 2017 ●

We chat to **Nicola Payne**, Travel 2's product and commercial manager – cruise, about destination hotspots, targeted training and why agents are so crucial to the success of the business





"Australasia has experienced 36 per cent year-on-year growth"



Travel 2 has introduced a new mini brochure dedicated to cruise itineraries, designed to help agents capitalise on the rising appetite for holidays at sea.

The new 44-page brochure has been created in response to a 31 per cent increase in cruise revenue this year for Travel 2, and the number of cruise passengers rising by 15 per cent for the trade-only specialist.

Featuring 20 worldwide itineraries and offers across 17 different cruise lines, Travel 2 hopes the new brochure will prove a handy reference guide for agents looking to help their clients expand their holiday horizons for 2018 and beyond.

Stand out destinations for the worldwide operator's cruise programme this year include Australasia, which has experienced 36 per cent year-on-year growth, and South America, which is up 86 per cent. Thanks to its combination of ocean and river cruise holidays, Europe has also performed strongly, with a 34 per cent increase in 2017.

Travel 2's new cruise mini brochure will land with travel agents from mid-December and be promoted until the end of March 2018.

To encourage agents to embrace the new selling tool, Travel 2's popular 'Every Day's a Pay Day' incentive is also continuing, with agents getting

the chance to earn up to £200 per booking – including all cruises in the new mini brochure – on their T2 Rewards card throughout January and February, over and above what an agent can earn with T2 Rewards.

Highlights of the new bespoke cruise and tour itineraries featuring in the Cruise Plus mini brochure include:

- The 17-night Buenos Aires, Iguassu Falls and the Antarctic Frozen Continent sailing with Hurtigruten
- New for 2018, this itinerary combines South American touring elements in Buenos Aires and Iguassu Falls with expedition cruising to Antarctica. Prices start from £5,749 per person.
- The 18-night Luxury South America & Machu Picchu Pursuit with Azamara Club Cruises
- The cruise and stay itinerary includes luxury touring elements and a train journey on the iconic Belmond train – The Hiram Bingham. Prices start from £4,899 per person.
- The 19-night Sri Lanka & Indian Ocean Delights with Fred. Olsen Cruises
- This is a brand new itinerary for Cruise Plus with five nights of touring in Sri Lanka combined with an Indian Ocean Cruise. Prices start from £3,199 per person.

Call Cruise Plus on 0800 0224 301



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- 5 night cruise on board Sun Princess
- **FREE Hong Kong Island Tour**

Ports of Call: Hong Kong, China – Nha Trang, Vietnam – Ho Chi Minh City, Vietnam – Singapore

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Price based on 01 Oct 18 cruise departure.
Single supplements available on request.
Ask about 2019/20 departures.

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✈ Includes return flights

- 3 nights at 4* Clinton South Beach Hotel, Miami
- 7 night cruise on board Celebrity EquinoxSM
- **FREE Upgrade from Oceanview to Balcony stateroom**
- **FREE Drinks package**

Ports of Call: Miami, USA – Key West, USA – George Town, Cayman Islands – Cozumel, Mexico – Puerto Costa Maya, Mexico – Miami, USA

Departs: Jan 18 – Apr 19.
Price based on 02 Jun 18 cruise departure.
Itineraries vary dependant on departure date.

Balcony from
£1,569^{PP}

10 NIGHTS VANCOUVER AND ALASKA HIGHLIGHTS WITH HOLLAND AMERICA LINE

✈ Includes return flights

- 3 nights at 4* Pinnacle Hotel at the Pier, Vancouver
- 7 night cruise on board ms Nieuw Amsterdam
- **FREE Admission to Grouse Mountain**

Ports of Call: Vancouver, Canada – Inside Passage (scenic cruising) – Tracy Arm Inlet, USA – Juneau, USA – Skagway, USA – Glacier Bay, USA – Ketchikan, USA – Inside Passage (scenic cruising) – Vancouver, Canada

Departs: May-Sep 18.
Price based on 26 May 18 cruise departure.

Interior from
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19 NIGHTS SRI LANKA & INDIAN OCEAN DELIGHTS WITH FRED. OLSEN CRUISE LINES

✈ Includes return flights & transfers

- 2 nights at 5* Galadari Hotel, Colombo
- 1 night at 4* Topaz Hotel, Kandy
- 2 nights at 4* Paradise Resort & Spa Hotel, Dambulla
- 14 night cruise on board Boudicca
- **FREE Drinks package**

Ports of Call: Colombo, Sri Lanka – Uligamu, Maldives – Male, North Male Atoll, Maldives – Victoria, Mahé, Seychelles – Praslin Island, Seychelles (2 nights) – Port Reunion, Reunion – Port Louis, Mauritius (overnight)

Departs: Oct-Dec 18.
Price based on 18 Oct 18 cruise departure.
Itinerary and hotel varies dependent upon departure date.
On selected dates cruise operates in reverse.

Interior from
£3,099^{PP}



WIN 1 OF 2 £500 T2 REWARDS!

on qualifying Cruise Plus bookings!*

*Terms and conditions apply: <http://content.travel2.com/terms/cruiseplusrwards18.html>

Crystal Bach



Entering service in August 2017, Crystal Cruises' Crystal Bach's many assets include 53 guest suites with butler service, bedside iPads, an indoor pool and the stunning Crystal Life Spa. Add to that a 1.55 guest-to-crew ratio – the highest in river cruising – and clients looking for a luxury, 'all exclusive' river cruise can't fail to be seduced...



Luxury canal barging in France

A canal barge cruise is the ideal way to combine comfort and travelling. Experience life in the very slow lane, cruising the regions of Alsace, Burgundy, Provence, Upper Loire, Champagne & the Canal Saint Martin in Paris.

HIGHLIGHTS

Incredible places - Irresistible prices

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- Drinks & excursions included
- 11 Cabins with ensuite bathrooms
- Stylish décor, Jacuzzi & bicycles on board
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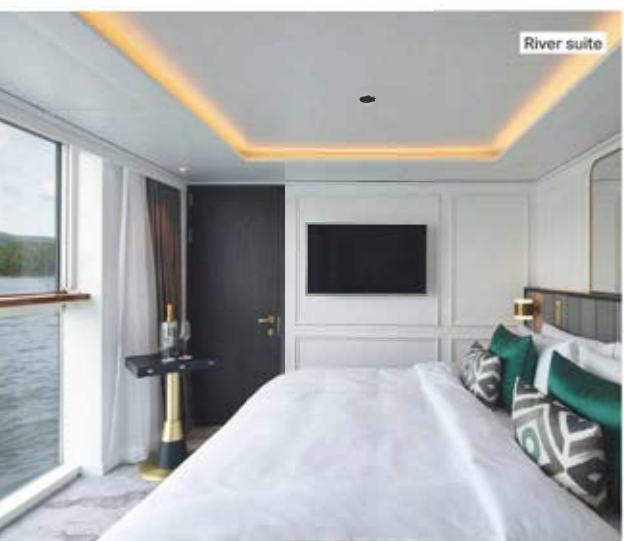





Swimming pool



A long look at the Waterside restaurant...



River suite



...and a closer look at the Waterside restaurant



Palm Court seating and bar

Cruise year resolutions

Thinking about your business strategy for 2018? Want to know what your peers and clients will be focusing on? Read on for an insight...

"We have seen sales grow by 80% year on year"



Lucia Rowe,
head of A-ROSA

How was 2017 for you?

Last year was the **best yet** for the UK market – we have seen **sales grow by 80 per cent** year on year, and much of this can be attributed to our new tour operator partnerships, such as the one we have with Cosmos. At A-ROSA, we offer **something a little different** from other cruise lines, with a **unique family offering** and spas on board, and it is clear that this is something the UK customer is now looking for.



What's the plan for 2018?

There is **so much exciting stuff** in the pipeline. Our partnership with Shearings commences as the first customers take to our ships with itineraries and rivers that have all been selling well. We will be focusing more on **the family market** with our 'kids cruise free' offer and kids' clubs that are unique to us – plus, **watch this space** for a new destination launch. Our aim is to continue to grow the brand presence by **developing relationships with agents** and tour operators, and to remain faithful to our promise that **we won't promote direct** in the UK – only via our trade partners.

Scott Anderson,
general manager, The Luxury Cruise Co

How was 2017 for you?

2017 was a **great year for luxury cruising** – sales are up 32 per cent year-on-year with new ships like Silver Muse, Seven Seas Explorer and Silver Cloud Expeditions all attracting attention. We have also seen **an increase of 29 per cent** in our average cruise booking value as our clients are booking higher grades of suites, longer voyages and more expedition sailings.

What's the plan for 2018?

We aim to continue to grow our expedition business as **the quality of existing tonnage** and new builds coming into the market is exceptional, while also serving our loyal clients on more traditional luxury cruise ships. Another focus will be to continue to grow our river cruise business which also saw **excellent growth in 2017**.



Jane Atkins, MD, Shearings Holidays

How was 2017 for you?

Shearings Holidays' river cruise programme **performed well** for us in 2017. Offering a choice of transport including coach, rail or air options means that we now **appeal to a wider audience** and can offer short breaks and longer-stay holidays at affordable prices.



"The river cruise market continues to grow at a pace"



What's the plan for 2018?

This year will be hugely exciting for us as **the river cruise market continues to grow** at a pace. We have partnered with A-ROSA river cruises to offer our customer base something a little different and **sales are currently performing well**. We have an extensive range of ships and rivers and this is an area where we see **great opportunity** to increase our market presence. With the growing trend towards cross-generation travel, we believe there is plenty of opportunity to capitalise here.

"It's refreshing to be in an industry where the focus is on sector growth"



Rob Swales, cruise specialist, Go Cruise

How was 2017 for you?

2017 was a **great year** for me as I joined the GoCruise family, as a North Yorkshire-based franchisee. Being new to the industry, my year was a blur of setting-up, learning, networking, conference attending, showing, advertising, database building, attending seminars, viewing webinars, the odd farm trip and plenty of ship visits, all while trying to get the odd sale! It has been **an exciting journey** to attain the level of product and industry knowledge needed to be a professional cruise seller. Having franchise and CLIA resource has been invaluable in enabling me to gain competence, and **it's refreshing to be in an industry** where the main focus is on sector growth and bespoke service rather than simply price competition.

GOAL

What's the plan for 2018?

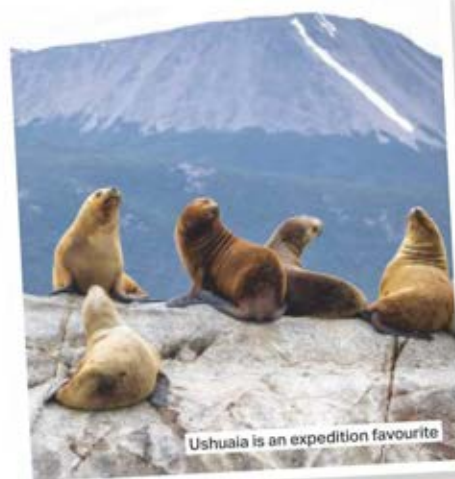
It's all about **building on these foundations** to develop and consolidate the business. This includes doing more of the same, but also mainly deciding the direction going forward, whether I develop as a **geographic generalist** or a **web-based specialist**. I'm still looking to gain as much **product knowledge and experience** as possible, but am most looking forward to helping clients design and build their own 'perfect voyages'.

Jonathan Goldsmith, Latin American and Polar product manager, Audley Travel



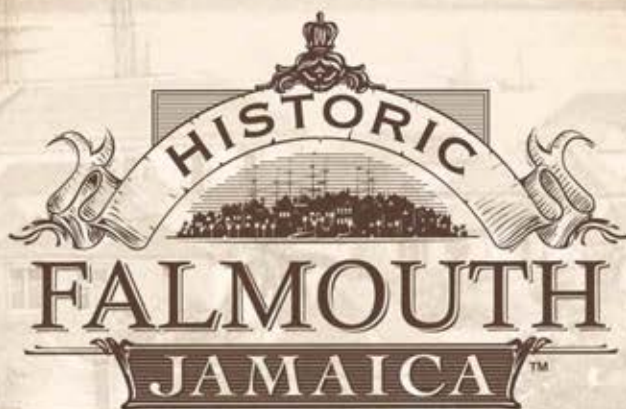
How was 2017 for you?

2017 was a **fantastic year** for Audley Travel's Latin American and Polar team. Expedition cruising within these regions has really moved on in recent years, becoming central to many of our itineraries.



What's the plan for 2018?

New and refurbished ships will provide travellers with experiences that have not existed until now. The new 200-berth Ventus Australis is launching in January and is scheduled to sail itineraries between Ushuaia in Argentina and Punta Arenas in Chile via Cape Horn. These itineraries will take clients to the 'utmost end of the earth' on modern expedition cruise ships and allow them to **explore places that few people visit**. Meanwhile, Silverseas' Silver Cloud offers **the best of luxury cruising** together with a true expedition ship that can get deep into Antarctica. We expect to see plenty of clients taking up these **amazing new opportunities**.



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"We want to work closely with our partner lines to provide exciting new opportunities"



Juliet Archer, MD, Blue Water Holidays

How was 2017 for you?

2017 was a fantastic year with **record sales** across all types of cruise. River cruises continued to sell incredibly well, with the Danube proving ever-popular and more customers opting to travel by rail. **Small ship cruising is very strong**, with tall ship sailing, megayacht cruises and expedition voyages all selling well. **Antarctica** has been a key destination, probably due to the success of Blue Planet and the launch of several **exciting new ships** in the area.



What's the plan for 2018?

In 2018 we want to capitalise on a very successful 2017 by **working closely with our partner cruise lines** to provide exciting new cruise opportunities for our customers. **Repeat business is key** to our growth and we have planned more mailings, emails and cruise events to talk to our customers in an engaging, relevant way. We are also working on **website improvements** to ensure that we continue to attract new customers.

Simone Clark, senior vice president, global supply, Iglu

How was 2017 for you?

2017 saw a **complete change in the booking patterns** for cruise holidays. The previous year there was excess capacity in the Mediterranean, particularly with American ships; following some of the terrorist events in Europe, many Americans didn't travel. This led to cheap late holidays all through the summer and we even saw a big drop in price with luxury cruise brands. There was a **reduction in Med deployment** so less capacity and also extra demand due to Americans travelling again to Europe. Events in Eastern Med meant that Spanish hotel holidays were limited and extremely expensive, making **non-cruisers** look to cruise as a good value alternative to a holiday in Spain and Italy. The year finished with a **difficult Caribbean season** due to the hurricanes, seeing late low prices here.



What's the plan for 2018?

We are planning on a **very busy start** to the year, as people wise up to **the need to book early** in order to secure a cruise holiday in the peak months. Cruise lines are still finalising their campaigns, but I think it'll be a very busy season. There are **lots more new ships** entering the market, with Royal Caribbean, MSC and Princess launching ships early in the year, plus there are **more ships than ever in Southampton**. Towards the end of the year the new P&O Cruises ship will also go on sale, bringing **huge growth** to the British market.



"Selling early is important for many of our cruise partners"



Sarah Wikevand, commercial, marketing and media director, ROL Cruise

How was 2017 for you?

We saw cruise lines continuing to work on **increasing their prices and yield**; we supported them by emphasising the value and what is included. It was also a fantastic achievement to be **the very first cruise company** to be included in the Transport Edition of The Parliamentary Review. To showcase **the positive aspects** of the cruise travel sector in such an esteemed publication was a real honour. 2017 was indeed a strong year for ROL Cruise.



What's the plan for 2018?

January typically brings with it a **real focus on market pricing** and discounting an already great-value product. However, we are aiming for a **strong start to the year** with far-out bookings; selling early is important for many of our cruise partners. This year, we will continue our **holistic marketing approach** across core print newspapers, direct marketing, digital, social, television advertising and events, all ensuring a strong marketing strategy for the year. With new cruise ship launches taking place this year, 2018 is already looking exciting for the industry! ⚓



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ALL ABOARD AMAZING

New wave of retail therapy

On-board shopping offers more choice than ever, allowing your clients to indulge in a little retail therapy while at sea

If you know your cruise clients are shopaholics, you can tempt them further by highlighting the array of designer boutiques that are opening across fleets.

Passengers who love to indulge in serious retail therapy may choose an itinerary to include Barcelona, Paris, Rome, New York or Dubai to get their fix,

although these days nobody needs to get off the ship to buy the latest luxury goods in glistening marble shopping malls.

Whether it's handbags and sunglasses or jewellery and watches, we are talking a shopping sensation at sea, giving passengers the opportunity to take home investment pieces and keepsakes, as well

as presents for family and friends.

You may also want to flag up that most ships offer duty-free shopping, with an average of 25 to 30 per cent off retail prices of spirits, tobacco and perfumes – so there are plenty of savings to be made for those who want to shop 'til they drop. Take a look at what's on offer...



Royal Caribbean International

'The best boutiques at sea' is the cruise line's slogan, with designer boutiques bursting with jewellery, fashion and beauty products.

The Royal Esplanade on Quantum of the Seas features the Regalia boutique with watches by Cartier, a special edition Royal Caribbean watch by TAG Heuer and signature items from Hublot. Chanel and Kiehl's skin and haircare ranges are also tempting treats for female guests.

Ovation of the Seas adds Bulgari to the shopping delights, while for handbags and

sunglasses Michael Kors is a 'must-have' label which is sold across the cruise line, along with beauty products by Tom Ford and Bobbi Brown.

Oasis of the Seas features jeweller Tiffany & Co and handbag designer Kate Spade. Lisa Bauer, senior vice president, hotel operations, said: "We are consistently pushing the envelope with the retail selection offered on our cruise ships, and with Oasis of the Seas we sought to fully transform the shopping experience at sea by introducing new brands and new concepts."

MSC Cruises

MSC Cruises has ramped up its shopping experiences and Meraviglia stocks brands including Salvatore Ferragamo, Bally and Omega in the Galleria, a two-deck promenade with an LED dome which makes for ultra-glamorous shopping at sea.

Clients can stop for a breather at chocolatier Jean-Philippe Maury's open kitchen, and watch chocolatiers create confections. The boutique serves hot chocolate to wash down macarons – which also make tasty takeaway treats.

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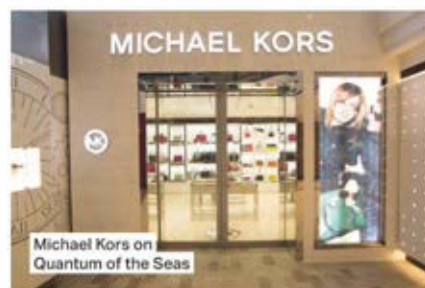
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"These days nobody needs to get off the ship to buy the latest luxury goods from glistening marble shopping malls"



P&O Cruises

Brands such as Pandora, ghd, Citizen, Clinique and Joules, alongside formal wear and limited edition merchandise, are available across the fleet. Remind your client that P&O Cruises offers a price match guarantee on all products, plus a one-year guarantee and UK-based after-sales care (T&Cs apply).

Crystal Cruises

Crystal Cruises features three shops on its fleet. Facets is a sophisticated outlet featuring jewellery and luxury watches, as well as an exciting selection of world-famous collectibles and gifts. It also features a private space for guests to consider high-end jewellery purchases.

Apropos is an upmarket boutique carrying high-end and formal fashions for men and women, with an impressive selection of designer accessories. Here passengers will also find fragrances and cosmetics from the best names in skincare.

Crystal Collection sells signature apparel, designer sunglasses, casual wear for men and gifts for adults and children.

Carnival Cruise Line

Shopping experiences are being transformed across the fleet with renovated retail spaces featuring some of the world's best-known brands – plus fun activities, special promotions, giveaways and in-store parties.

Brands include Victoria's Secret, Swarovski, TAG, Pandora, Invicta and Los Cincos Soles.

Carnival Horizon, set to debut in spring 2018, will set the bar even higher with two decks creating the cruise line's biggest variety of shops and boutiques. According to vice president of retail William Butler, the upgraded retail venues and expanded offerings are the result of months of intensive research and data gathering to customise on-board shopping options to match the preferences of Carnival guests.

He said: "We're committed to enhancing every aspect of our operations and our expanded retail offerings provide guests with an opportunity to enjoy 'retail therapy' and take home a unique and memorable keepsake from their holiday."

Princess Cruises

'World-class shopping at sea' is how Princess Cruises describes its retail offering. Leather goods from Gucci and Burberry and designer watches by Montblanc and Rado can be found on new ship Majestic Princess. There's also merchandise from Swarovski, Ray Ban, Oakley, Lancôme, Dior, Calvin Klein and Tissot, plus, on selected ships, Princess has partnered with EFFY Jewellery of New York.

Seabourn

Merchandise matches the season and destinations so passengers can buy

everything they need for life on board ship. For example, on Antarctica sailings there's essential gear for excursions, including jackets and tracking poles, plus souvenirs from plush penguin toys to diamond-set penguin pendants!

Designer brands include Hermes, Dior, Longines, Raymond Weil, Gucci, Ralph Lauren and Swarovski, while there are also plenty of imaginative gifts such as Molton Brown Signature Scents, which have been created using ingredients that grow along the coastlines where Seabourn ships sail.

Silversea

Boutiques on Silversea's luxury ships have been designed by Italian architect Tiziano Vudafieri and Saverio Studio to provide sophisticated spaces for creations from Damiani, Gucci and Swarovski.

Celebrity Cruises

Dazzling arcades on Solstice-class ships Silhouette, Equinox and Eclipse are home to TAG Heuer, Michael Kors, Bulgari and Omega.

Celebrity Reflection features Kate Spade, Prada and YSL, while boutiques on Celebrity Equinox also sell Prada and Armani. Swarovski jewellery sparkles on Celebrity Constellation, Summit, Infinity and Silhouette. Across the fleet, cutting-edge electronics from iPads to laptops are available in the Innovations Store.

The B

The first U by Uniworld ship – The B – features a matte black exterior and a cool interior design with open spaces and rooftop lounges, where guests can enjoy river views while sipping on cocktails. Travellers aged 21-45 can start cruising down the Seine from April 2018



BARS AND LOUNGES

Located on the rooftop, the Ice Bar has a club-like atmosphere. This is where live DJ sets and silent discos take place by night, and mixology and yoga classes in the day. Alternatively, the U Lounge is a great meeting point and hangout featuring a bar serving craft cocktails and world renowned wines.



ACCOMMODATION

Three room categories all have river views. Suites featuring French balconies are perfect for special occasion cruising and Balcony rooms are ideal for couples, while groups can enjoy Studio rooms that accommodate up to three guests. Solo travellers can take advantage of single rooms or special room share rates.



DINING

The ship's modern restaurant, Dine, focuses on farm-to-table food and is open for brunch and dinner. The venue has communal tables – for sharing a meal with new friends – as well as small tables, and features suspended rope lighting, and potted herbs at every table.



DAYTIME RELAXATION

The rooftop features cabanas and plenty of places to perch with a cocktail while watching the world pass by. There is also an on-board gym fitted with top-notch exercise machines, TRX Strength Bands and free weights, plus a spa.



ON-BOARD ACTIVITIES

On-board programming includes wine and paint classes, where passengers can sip on a glass of wine while painting the scenery before them; mixology classes; yoga on the top deck; silent disco parties; and chef's table cooking classes.



FAST FACTS

110m
metres long

11.4m
metres wide

120
passengers

61
Rooms

The holiday that brings families together



There's no better time for families to discover the many delights of a Celebrity cruise — especially when there's so much to do on board...

There's a reason more and more families are choosing to cruise with Celebrity Cruises. Actually, there are many reasons. Especially now. They are the only cruise line to offer a Camp at Sea, an exclusive-to-Celebrity Cruises® programme that's been designed to entertain, educate and inspire kids of all ages. Better still, adults love it too. The schedule of activities changes on every sailing – all based on the interests of participants. By partnering with world-famous companies like Xbox, Lonely Planet™ and Budsies®, they've created four categories (art, culinary, recreational and science-based S.T.E.M.) that cover more than 500 activities to engage every interest.

And when you engage every interest, whatever the age, you bring families together. The new Camp at Sea delights and excites with:

Art

3-11 year olds can tap into their creative side down at the Creation Station. The programme uses different materials for kids



to express themselves in different ways. Through a partnership with Budsies, children can have their one-of-a-kind creations turned into incredible stuffed souvenirs – a holiday keepsake like no other.

Culinary

Younger 'foodies' can tuck into a variety of culinary experiences that'll entertain and educate. From Build Your Own Cupcake to Baking With The Pizza Masters, and going behind the scenes to see where the chefs work their magic – this mouthwatering set of activities is sure to please everyone, tastebuds and all.

Recreational

These action-packed activities are perfect for bringing kids and families together. They've created a range of games and challenges to sharpen reflexes and teach the importance of teamwork. From modern twists on popular games to Xbox tournaments to Challenge Series Sessions – that will engage mind, body, and silliness.

S.T.E.M. (Science. Technology Engineering. Maths.)

A series of experiments, demonstrations, and everyday science that will amaze young minds. Through partnerships with Anturus Explorer Academy and Lonely Planet, Celebrity Cruises has created unique experiences that engage, entertain, and inform in ways that will keep all ages interested long after the holiday is over.

Camp at Sea is just one of many reasons why families favour a Celebrity Cruises® holiday. A great range of accommodation types is another. With interconnecting stateroom options, almost any size of room is possible (most of their ships have on average 60 to 80 connecting rooms with a variety of configurations). So Celebrity Cruises are the perfect choice for multi-generational families travelling together, but who want their own space. They're also perfect for families with a nanny, but of course they offer babysitter services too.

And then there's the mouthwatering choice of award-winning cuisine. Up to 13 globally inspired restaurants per ship that'll

take your customers on an exquisite epicurean trip through France, Italy, Japan... And then there's Qsine® – families love it for its ingenuity, fun, and fusion of flavours. Guests can view their menu on an iPad before diving into dishes like sushi lollipops, popcorn fish and chips, and lava crab. Or if families fancy a more interactive culinary experience there's the Lawn Club Grill, where they can enjoy making flat breads al fresco in the evening.

Of course, a family holiday isn't a family holiday without entertainment. Lots of, and all sorts of, entertainment. We've already talked about Camp at Sea and its extensive list of activities for all ages. But sometimes kids want to do their own thing. And that's why Celebrity Cruises have dedicated Kids' Clubs – for toddlers to young teens – all supervised by experienced youth staff. There are sports and social events, silent discos, gaming contests, pool parties and lots more. And the beauty of Kids' Clubs? Parents can indulge in some well-deserved 'me-time'. And there's plenty to entertain – almost too much! Broadway-style theatre, circus shows, comedy, magic, dance, live music... and after another exciting shore

excursion there's no better way to wind down and relax than at our blissfully indulgent Canyon Ranch SpaClub®.

Speaking of shore excursions, many are designed with families in mind. From family tour challenges to gondoliering in Venice and treasure hunting in Alaska, there's no better way to see the world – as a family.

And there's no better time for families to book a Celebrity Cruises holiday than now. They'll save 50% on the cruise fare for additional guests sharing an eligible stateroom on 2018-19 selected sailings booked before 15 March 2018. What's more, they'll also get a free Classic Drinks Package for two*.

With a choice of over 300 destinations across seven continents, the only challenge is choosing where to go. On a Celebrity Cruises holiday any kind of family getaway, almost anywhere in the world, is possible – we'd like to recommend our 14-night Scandinavia & Russia Cruise sailing from Southampton on 4 August 2018, where a family of four can book a Balcony stateroom from £1599pp** on our multi-award-winning Celebrity Silhouette®. **For more details visit cruisingpower.co.uk**



*Terms and conditions apply
**Based on family of 4 sharing the same stateroom category 2C and inclusive of savings. Gratuities are not included.

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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 7604 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.



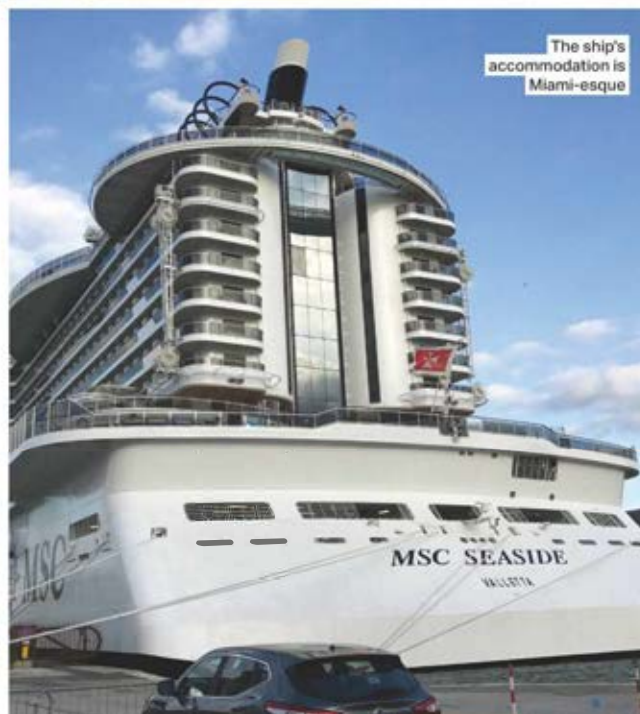
The Aurea Spa



Divine dining in the Seashore restaurant

MSC SEASIDE LAUNCH CELEBRATIONS

Miami cool fused with Italian glamour in Trieste recently, as Cruise Trade News jetted to the port city for the launch celebrations of MSC Seaside, the 4,132-guest ship 'that follows the sun.' Featuring design highlights including a four-deck atrium, the 'Bridge of Sighs' which sits 130ft above the ocean and signature Swarovski crystal staircases, Seaside combines contemporary style with extensive facilities. There's something to suit all ages and tastes, including the longest zipline at sea, an impressive spa and an entertainment centre that takes some beating; we spent an adrenalin-pumping half an hour zapping zombies and werewolves in the 5D cinema. After pre-dinner drinks at the champagne bar on deck 7, we headed for the Seashore restaurant for a delicious meal, followed by cocktails and dancing in the Garage club, complete with vintage-car-cum-DJ booth. To top off an incredible night, fireworks lit up the chilly night sky, before the ship prepared to sail to its sunnier homeport of Miami the following day.



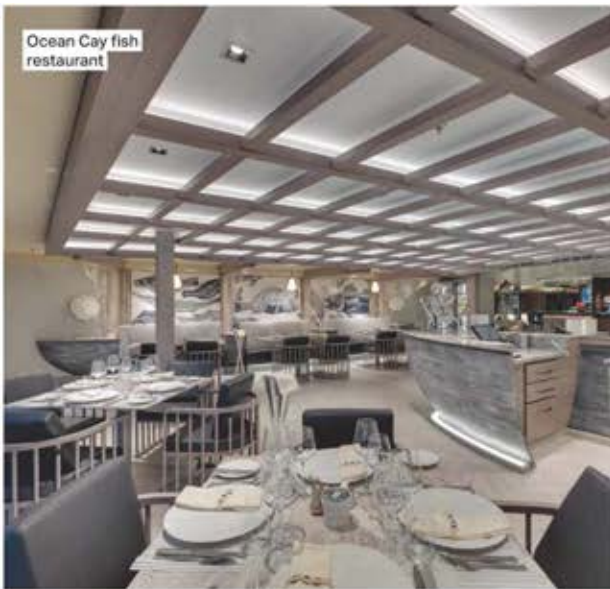
The ship's accommodation is Miami-esque



Forest Aquaventure and Adventure Park



The exhilarating 5D cinema



Ocean Cay fish restaurant



The Atrium



Cheers! From left to right; Cruise Trade Newe editor Rebecca with journalists Dave Monk and Fran Marcellin, MSC PR manager Natalie Billington, and journalists Jeannine Williamson and Adam Coulter



The Garage Club



The ship boasts the longest zipline at sea



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Koningsdam

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Departs: 12 May*, 29 Jun,
16 Aug, 3 Oct 2018

Fly Cruise from
£1,699
per person

Oosterdam

Civitavecchia (Rome), Naples, Santorini (Greece), Rhodes, Iraklion (Crete), Piraeus (Athens), Nafplion, Cephalonia, Corfu, Kotor (Montenegro), Venice (overnight).

Fly/cruise fares from: Inside Stateroom **£1,699**
Ocean View Stateroom **£1,699** Verandah Stateroom **£2,399**
Signature Suite **£2,799** Neptune Suite **£3,599**

- **FREE** Air from London and Regional Airports
- **FREE** Upgrade Inside to Ocean View
- **Up to US\$400** onboard spend per stateroom
- **Overnight stay in Venice**

*Lead fare based on 12/05/18

7 NIGHT NORSE LEGENDS

Departs: 3 Jun*, 1, 29 Jul,
26 Aug 2018

Fly Cruise from
£1,109
per person

Koningsdam

Amsterdam, Eidfjord, cruising Hardangerfjord, Alesund, Geiranger, cruising Geirangerfjord, Bergen, Amsterdam.

Fly/cruise fares from: Inside Stateroom **£1,109**
Ocean View Stateroom **£1,499** Verandah Stateroom **£1,499**
Vista Suite **£1,899** Signature Suite **£2,799** Neptune Suite **£2,999**

- **FREE** Air from London and Regional Airports
- **FREE** Upgrade Ocean view to Verandah
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*Lead fare based on 3/6/18

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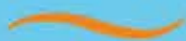
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*Terms & Conditions: On board credit is valid for new bookings from 7 December 2017 to 03 April 2018. OBC : US\$ 50 for a Studio, US\$ 100 for an Inside or Oceanview, US\$ 150 for a Balcony Stateroom or Mini Suite, US\$ 250 for a Suite and US\$ 500 for higher categories. On board credit amount based on category, is per stateroom, in U.S. Dollars, and will be applied to the 1st and 2nd guest in the stateroom. On board Credit has no cash value and is not transferable. It may not be used toward on board service charges or pre-purchased activities. Offers are not applicable to categories IX, OX, BX, MX (Just Cruise Categories). Only applicable for 5+ night sailings. Offers are for New Individual FIT Reservations only. Offers are not applicable to group reservations. Offers and combinability with other promotional offers is subject to change at any time per Norwegian Cruise Line's discretion. Other restrictions may apply. On-board credit offer is per stateroom, based on stateroom category booked, in U.S. Dollars and will be applied to the 1st and 2nd guest on the reservation. Offer is only applicable for new individual FIT reservations. Subject to availability. Errors and omissions excepted. Terms and conditions of Norwegian Cruise Line apply. For full terms and conditions see www.ncl.co.uk. NCL (Bahamas) Ltd. | UK Office | 4th Floor | Mountbatten House | Southampton | SO15 2JU | U.K. ©2018 NCL Corporation Ltd. Ship's Registry: Bahamas and USA. 6707.15.1.18



THE CRUISE CHALLENGE

The Cruise Challenge has been created especially for agents. Designed to increase cruise know-how in a fun environment, the free event combines networking, informative presentations, food and drink, and the best part – the Challenge, a fun board game complete with super-sized dice and a hilarious gameshow host!

From Bristol to Birmingham, the Cruise Challenge roadshow roams far and wide, so agents across the country have the chance to learn about cruise lines while winning some great prizes, including Elemis beauty and grooming products, champagne, special sponsor prizes and even a cruise.

If you fancy getting involved in a **FREE Cruise Challenge event**, visit thecruisechallenge.com to register. If you're booking for your team or for more than one person, call us on **020 8742 4077**.







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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 2019. Prices valid until 31 January 2018. Single supplements apply. *Portugal's River of Gold is only available to fly from London, Birmingham, Edinburgh and Manchester. Kiev to the Black Sea is only available to fly from London. **Restrictions apply. Please note on selected cruises a visa may be required and is at the passengers own expense. For more information please visit vikingcruises.co.uk/terms-conditions or call us.



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10 days, 8 guided tours
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From £1,345pp

Elegant Elbe

10 days, 7 guided tours
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From £2,095pp

Rhine Getaway

8 days, 6 guided tours
Departing March to December 2019
From £1,195pp

Romantic Danube

8 days, 6 guided tours
Departing April to December 2019
From £1,095pp

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From £1,845pp

Grand European Tour

15 days, 12 guided tours
Departing April to November 2019
From £2,845pp

Châteaux, Rivers & Wine

8 days, 7 guided tours
Departing March to November 2019
From £1,295pp

Waterways of the Tsars

13 days, 10 guided tours
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From £2,795pp

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12 days, 11 guided tours
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From £5,295pp

Imperial Jewels of China

15 days, 11 guided tours
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From £2,795pp

Magnificent Mekong

17 days, 14 guided tours
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From £3,535pp

Kiev to the Black Sea

11 days, 11 guided tours
Departing May to September 2019
From £2,895pp



Nail those business goals

It's time to think about the year ahead and your work ambitions for 2018
– smart business resolutions will be easier to keep

I'm sure you will all be saying – and hearing – "Happy New Year!" for the next few weeks, but may I sincerely wish you all a happy and positive 2018 – and a prosperous one.

This is the year our businesses need to focus on increase. It's time to get our nose to the grindstone and concentrate on selling. After all, it's what Januarys are for!

Over 2017 my team and I spent a lot of time coaching people to commit to their own action plan. There's a good reason for this. When the chips are down – and especially when there is negativity – it's good to focus on what you really want to achieve. So think about your business year ahead and get your objectives down on paper in order to fully commit to them.

I'm not talking about New Year's resolutions; I'm talking about real goals. And by goals I don't mean wishes or wants. My team and I deliver training to businesses and ask them to really commit to strategically focused business goals.

Whether you are a business owner, a manager or a sales associate, setting goals should be something that you do for yourself – something that also has a positive impact on the business.

So before you get busy with the first month of the year, why not set yourself some goals to fully focus on what you really want to achieve? And one more thing: make them smart.

What does that mean? Let me spell it out...

Your goals should be:

Specific: what is that you want to achieve? Be clear about the desired outcome of your goals

Measurable: how will you measure your success and know that you have really achieved what you set out to do?

Achievable: you have to know you can reach a goal – but make sure it's pushing you to do more

Realistic: consider your market, your position, the economy and your customers

Time-bound: when is your deadline to review your success?

Once you know what it is that you are striving for, GO FOR IT! Remember, monitoring your progress is essential. It allows you to either adjust the outcome if you are not on track, or celebrate success if you are.

Commit to your goals, publish them, talk about them, ensure your colleagues share your vision and you CAN succeed. Here's to a happy and successful – and prosperous – 2018. ⚓



Debbie Dale provides consultancy, training and coaching for businesses, and has designed award-winning online training solutions for ACE (Association of Cruise Experts, now CLIA), Norwegian Cruise Lines and Hurtigruten.

Your World

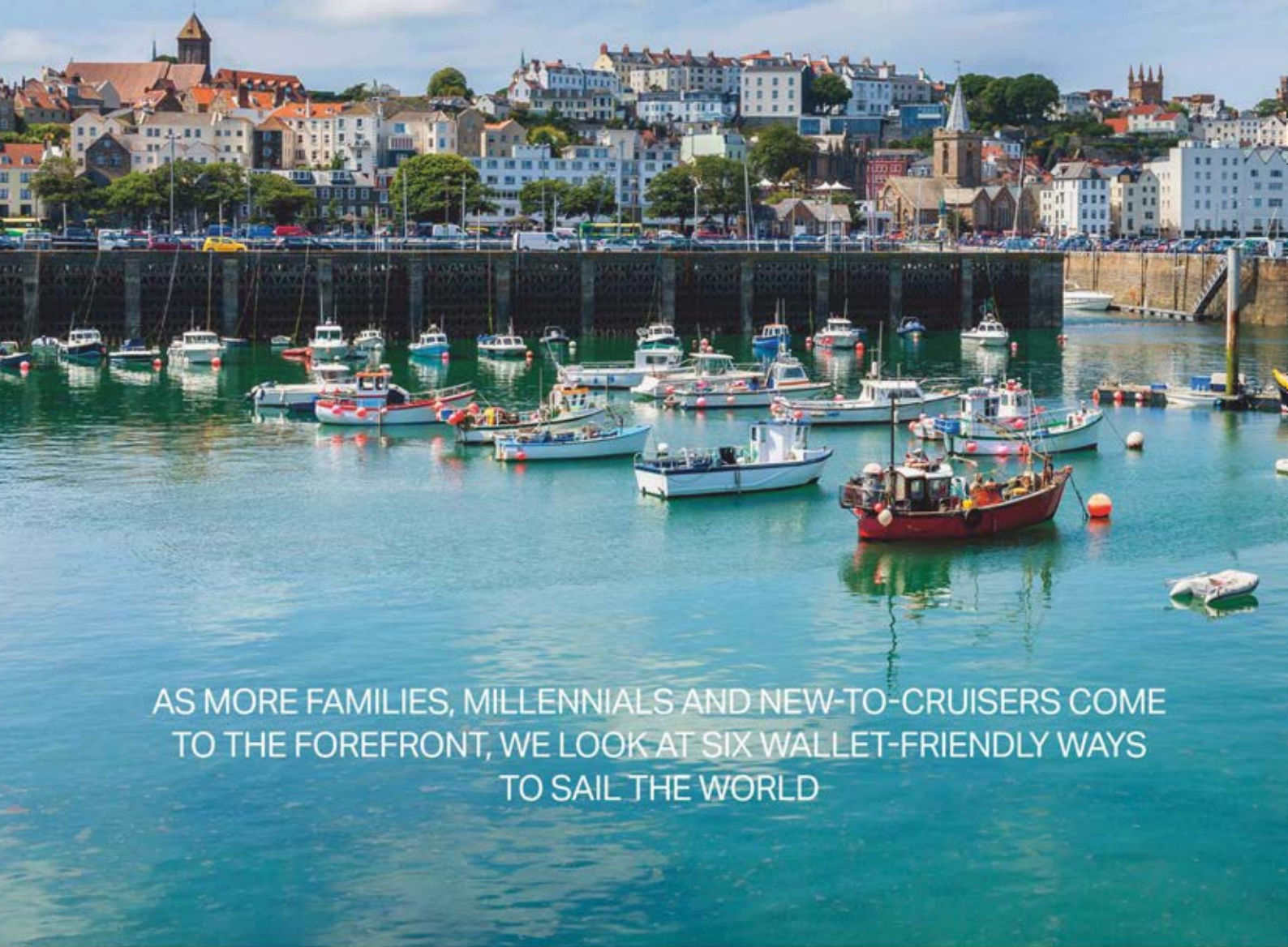
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SALES INCENTIVES
AND CAREER
INSPIRATION



Celebrity Cruises
sailing in Santorini

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6 of the best... budget cruises



AS MORE FAMILIES, MILLENNIALS AND NEW-TO-CRUISERS COME TO THE FOREFRONT, WE LOOK AT SIX WALLET-FRIENDLY WAYS TO SAIL THE WORLD

1. Grand Prix glitz

One of the best-known cruise companies for value, P&O Cruises has often been a staple for affordable cruise holidays – with more than 250 destinations, it represents value for money and plenty of choice. The Fly Med Monaco Grand Prix itinerary is just £749 per person for seven nights; departing on 24 May 2018, the price includes flights from selected UK airports, kids' clubs, full-board meals and entertainment on board. Ports include Malta, Ajaccio, Villefranche, Livorno and Rome. There are also a few firsts for P&O for summer 2018, including Oceana's new classic destinations such as Dubrovnik and Venice.

Book it: pocruises.com

2. Fab fjords

Who better to offer cruising in Norway than Norwegian-born Fred Olsen Cruises? Now in its fifth generation, this well-loved family cruise line offers a fleet of smaller, more intimate cruises departing from main UK ports. The recently refurbished Balmoral ship features a five-night cruise over the glassy waters of the fjords, and heads deep into Hardangerfjord – the country's second longest fjord. The Five Night Fjords itinerary also takes in the village of Eidfjord, cupped by mountainous landscapes, where passengers have a chance to kayak on the still waters. The cruise departs Newcastle on 3 May 2018 and prices are from £649 for an interior room, cruise only.

Book it: fredolsencruises.com

Visit Guernsey on a Princess cruise

3. The young ones

Princess Cruises combine a bounty of inclusivity in its price list. The new 2019 programme includes sailings across Europe, Alaska, Japan, Canada and New England, and the Caribbean. There's plenty included in the packages, such as kids' clubs – and more. Even finding something in the school holidays, especially peak times, needn't be impossible. Sapphire Princess leaves Southampton, then travels to Guernsey, onto Cherbourg in France and back to England on a France and Guernsey mini break cruise. Three days costs from £399 in October 2018, for an interior room.

Book it: princess.com

4. Half price France

CMV offers some huge discounts and special offers, such as its six-night European Cities & Rivers packages, where Magellan sails the River Seine to Rouen. Guests can follow in the footsteps of Joan of Arc to discover this 'city of a hundred spires', before sailing to Antwerp on the river Scheldt and finally Amsterdam, with its tree-lined canals and famous museums. This is a multi-generational cruise and children should be six months plus. Prices are 50 per cent off (from £759 to £369), with children an additional £99. Departures in October 2018.

Book it: cruiseandmaritime.com/specialoffers

5. Undiscovered delights

Marella Cruises is another UK favourite offering a range of packages, late deals and some inclusive extended stays. Its Undiscovered Spain itinerary visits Malaga, Roses, Tarragona, Ibiza Town, Almeria and Ceuta and back to Malaga over seven nights, departing on 10 June on the Marella Spirit. Prices are from £846 per person. Guests can add three nights on shore at Costa Del Sol for around £130. There's even a kids' pool and six bars to appeal to both adults and younger cruisers.

Book it: tui.co.uk/cruise/itineraries/Undiscovered-Spain-055839

6. Life's a beach

Many of MSC's cruises include child-friendly fares. Sail from Miami on the new for 2018 MSC Seaside for £1,586 for a family of four, in one of the ships' stylish balcony cabins. Stops include Nassau, British Virgin Islands and Antigua before Seaside returns to Miami. The price is cruise only for two adults and two children under 17, departing 26 May 2018.

Book it: msccruises.co.uk or call 020 3426 3010.



MSC Seaside sails to Miami



Rocky Mountaineer takes in some stunning scenery

Focus on: North America

Fringed by the Arctic, Pacific and Atlantic oceans, North America's 23 independent states offer cruise passengers a range of opportunities

Whether it's hip-and-happening cities such as San Francisco and New York, Canada's stunning icescapes and Frenchified heritage, or the Caribbean's tropical charms, the choices are endless. With major cruise lines, including **Cunard, Disney** and **Carnival**, providing a range of excellent cruise selections and the choice to extend a trip with rail or hire car options, whether your clients are seeking adventure, laid-back beach life, activities or teeming wildlife, a North America cruise ticks all the boxes.

Best for nature lovers: Alaska

Why? With its picturesque fjords, snow-topped glaciers, dense forests and abundant wildlife the 49th US state of Alaska offers a smorgasbord of exciting options for clients who want to get off the beaten track, while also having a chance to spot the celebrated aurora borealis (or Northern Lights).

When? Alaska is best visited in the warmer summer months, when there's more chance of spotting the local wildlife.

Book it: **Rocky Mountaineer** has a range of rail and cruise packages that offer clients the chance to take an epic train ride through the Canadian Rockies before joining a seven-night Alaska cruise with Holland America Line, departing from Seattle.

Silversea has seven-night departures from Vancouver visiting five ports, including the salmon capital, Ketchikan, and Juneau, famed for its gold mines. The cruise ends in Seward, which is the departure point for wildlife tours in the stunning Kenai Fjords National Park.

Best for culture lovers: Canada and New England

Why? Whether its Boston's historic sites, Scottish and Acadian heritage in Halifax, the French architecture and ambiance of Quebec, or Manhattan's world-class museums, culture-loving passengers will be

spoilt for choice on a New England-to-Canada cruise.

When? The cruise season runs from May to October. Leaf peepers will want to take this cruise in the fall when the region's glorious autumn foliage blazes with colour, while summer is the best time for clients who want to be sure of warmer weather.

Book it: **Viking Ocean Cruises'** 12-day Eastern Seaboard Explorer from Montreal to New York calls at seven world-class ports including Boston and Quebec City, and also includes a crossing of the Cape Cod canal. Passengers aboard **Celebrity Cruises'** newly refurbished Celebrity Summit ship can enjoy a 14-night Canada and New England cruise from Cape Liberty, which calls at Boston, Halifax and five other ports, and ends in Quebec City.

Best for families: Fort Lauderdale to the Caribbean

Why? With more children cruising each year, cruise lines are doing their best to



Viking Star in New York



North America is a great option for families



Alaska is ideal for nature lovers

NEED TO KNOW

Passengers who want to join cruises between Canada and the USA will need to obtain two travel authorisations: the Canadian eTA (cic.gc.ca) and the US ESTA (esta.us). The continent of North America comprises 23 independent countries. The largest (and also the world's largest island) is Greenland.

attract families by offering child-themed attractions on board ships, and one of the most kid-friendly destinations is the Caribbean. Fort Lauderdale, which has a brimming array of fun museums and interactive attractions, is the perfect departure point for Western Caribbean cruises taking in kid-loving Cozumel and Grand Cayman, or Eastern Caribbean cruises that include stopovers at a string of exotic islands with toddler-friendly beaches.

When? Balmy temperatures make this a year-round destination, but December to April are the driest months, and autumn, which is the hurricane season, tends to be cheaper.

Book it: **Carnival Cruises'** seven-day Western Caribbean cruise out of Fort Lauderdale stops over at Cozumel, Belize and Grand Cayman, while **Princess Cruises'** flagship the Royal Princess does a ten-day Eastern Caribbean cruise from Fort Lauderdale, calling at six ports, including St Kitts and Barbados.

Best for bright lights: San Francisco to Miami

Why? For a glittering array of different cultures you can't beat this itinerary, which takes passengers from the arty and historic attractions of vibrant San Francisco, via Mexico's party town Cabo San Lucas, to Acapulco, famed for its daring cliff divers, with a stop-off to visit the historic Panama canal. The cruise ends in Miami, where passengers can explore the historic art deco district or enjoy the city's casinos and nightlife.

When? The weather is warm here for most of the year, although there can be a few chilly days in winter and the sea can get a little rough during hurricane season.

Book it: For a luxury cruise experience, **Regent Seven Seas Cruises** has an 18-day departure from San Francisco calling at Los Angeles and nine other ports, while **Oceania Cruises'** Panama Canal cruise follows a similar route, but also stops off at Havana, Cuba. ⚓

SELL IT

Adrenalin-pumping activities, heritage sites, kid-friendly attractions... There's something for everyone on a North America cruise, with companies including Royal Caribbean and Disney offering themed cruises to suit all tastes - and budgets.

From browsing hippie-chic boutiques in San Francisco to reef diving in the Caribbean, or taking a food tour of restaurant-packed Montreal, there are plenty of world-class shore excursions on offer.

WORDS: HEIDI FULLER-LOVE

A tryst with the Adriatic and Aegean

Hypnotic beauty, a treasure trove of history and wondrous vineyards are just a few reasons why the Adriatic and Aegean are popular cruise destinations



The word for sea in Croatian translates as blue – and few places are bluer than the Dalmatian Coast. But the 80km stretch that forms the Adriatic is also a canvas for a variety of activities: its coastlines are made for walking, its villages for idling, and its glitzy marinas for drinking and dining.

Many a cruise company offers a dip into the Adriatic, from Azamara Club Cruises, which includes excursions to see the local glass blowers of Murano, to Viking Cruises, which offers a chance to kayak below Dubrovnik city's walls.

For those seeking 'new' Adriatic experiences, high season is worth avoiding. Niamh Walsh, editor at travel search platform HolidayPirates, said Dubrovnik "is still a natural beauty but has lost some of its charm due to the mass tourism [here]".

CroisiEurope's MS La Belle de l'Adriatique is small enough to moor

The beauty of Santorini

SALES TIPS

1

Croatia has kept its own currency and it's still value for money.

2

Croatia is attracting younger people, and offers a host of open-air festivals.

3

Game of Thrones is filmed in Dubrovnik, and tours are available.

4

The best time for a trip to the Adriatic in pleasant weather is September. August tends to get very hot.

5

In the Italian coastal towns, if you see the 'August Menu' in the same booklet as the 'September Menu', take a closer look. Some dishes may be half the price of the same meal a month earlier.

off islands such as Hvar, which gives visitors a chance to swim in the lakes and see the seven waterfalls of Krkar National Park, near Sibenik. Tourism firm Adriatic DMC says passengers are looking for authenticity. It offers river cruise excursions, including horse riding in the Fruska Gora National Park, a private cooking class in Belgrade and even a meal with local villagers.

The lesser-known 'fairy-tale' town of Alberobello is, according to HolidayPirates, "just a short drive from the Adriatic coast... all of the houses are whitewashed stone huts with cone-shaped roofs". A number of lesser-known islands and smaller ports are also worth a visit. The wooded island of Mljet, said managing director of Blue Water Holidays Juliet Archer, is "picturesque with salt lakes, and just a short hop from Dubrovnik". She also noted the opportunities "to taste local vintages at pretty Trstenik on the Peljesac

peninsula between Split and Dubrovnik".

Rail Discoveries provides a 10-day rail Dalmatian Coast cruise, which includes flights to Croatia, and combines rail, coach and cruise to Solta and Ciovo, including excursions to Plitvice Lakes and a sightseeing tour of lively Kotor in Montenegro.

The Aegean has a different feel from the Adriatic, despite being a geographical nudge to the east, and sweeps from Albania towards the Med and then back in a horseshoe towards the Aegean Sea. With it come the Greek and Anatolian peninsulas. Between the mainland is Greece and Turkey. To the south are Crete and Rhodes. There are also some 6,000 islands with ancient olive groves and sedentary villages.

The volcanic island of Santorini, with whitewashed villages perched on its cliffs, has seen tourism growth because of good-value cruises, as have the Cyclades islands.

For the CEO of Celestyal Cruises,

Kyriakos Anastassiadis, the best place has to be the volcanic island of Milos. He said: "It's a geographic marvel of culture and history, catacombs and amazing beaches... including the incredible Sarakiniko". He also recommended the harbour at Adhamas, ringed by a marble-paved esplanade.

Other ports include vibrant Mykonos, and smaller neighbour Delos, which boasts temples and ceremonial avenues of great carved lions. Then there's Kynthos, an island where the streets are too narrow to take cars. Also, worth selling to clients are the Dodecanese islands, between Crete and Turkey, which are close to the Greek capital, Athens.

For those on a second or third love affair with the Aegean, Blue Water Holidays' Archer recommended escaping to Greece's quieter islands, including "the car-free traditional fishing town of Hydra where rows of patient donkeys line the narrow streets".

SailAways from Voyages to Antiquity

Award-winning, expert-led cruises from just £995pp

Winner of award after award for its culturally immersive small-ship itineraries, Voyages to Antiquity bring to life the natural and historical wonders of the Mediterranean, Northern Europe, South Africa, India and Southeast Asia on a full calendar of expert-accompanied cruise adventures. The classically elegant, 350-passenger vessel *Aegean Odyssey* will be your home from home as you explore these fascinating and beautiful destinations.

SailAway Cruises make the perfect introduction to the Voyages to Antiquity experience. Shorter in duration and lower in price, they do not include pre- or post-cruise land tours, making them the perfect choice if time or holiday budget is limited.

But you still get to appreciate the included shore excursions, the superb amenities of *Aegean Odyssey* and the guest lecture programme.

Ancient Greece & Dalmatian Coast SailAway

8 May 2018 • 11 days • Prices from £1,850 per person

Athens • Nauplia • Olympia • Delphi • Corfu • Kotor
Dubrovnik • Split • Trieste • Venice

This unforgettable journey takes in the glory of Ancient Greece, Montenegro's breathtaking Kotor Bay, the spectacular Croatian cities of Dubrovnik and Split, and 'La Serenissima' herself, Venice, with a maiden stop in Trieste en route.



Cathedrals & Vineyards SailAway

10 June 2018 • 7 days • Prices from £1,295 per person

Seville • Lisbon • Oporto • Santiago de Compostela
Bordeaux

This glorious cruise features numerous highlights of Europe's Atlantic coast, from the grandeur of Seville and Lisbon to the iconic wines of Porto and Bordeaux, and the historic treasures of Honfleur and Santiago de Compostela.



Harbours & Gardens SailAway

17 June 2018 • 7 days • Prices from £995 per person

Bordeaux • Falmouth • Dartmouth • Honfleur • London

This exceptionally-priced mini-cruise takes you from the grand city of Bordeaux to London by way of Falmouth, gateway to the stunning Eden Project, the historic port of Dartmouth and picturesque Honfleur, which so entranced the Impressionists.



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VOYAGES TO ANTIQUITY

Small-ship cruising at its best



5 STAR CRUISING

As the height of luxury cruising, **Seabourn's Wellness** package incorporates everything from yoga to detoxing and meditation (or clients can simply chill if they so desire), curated by wellness guru Dr Andrew Weil. The 14-day cruise on **Seabourn Odyssey** departs Athens on 6 October 2018 and takes in ports including Mykonos, Naxos, Valletta in Malta and Rhodes. From £5,698pp. seabourn.com

TWICE AS NICE

For beauty and tranquility, **Royal Caribbean** offers the best of Croatia and Greece in one value-for-money cruise. The Venice-to-Venice itinerary includes Split in Croatia, Athens and pretty Katakolon in Greece, meaning there's something for everyone. The six-night Croatia and Greece cruise is on **Rhapsody of the Seas** on 7 July 2018. From £697pp cruise only. royalcaribbean.co.uk

BEAUTIFUL BRAEMAR

Looking ahead to September 2019, **Fred.Olsen** will offer a 25-night package to Greece departing from Southampton, which includes a sail down the Corinth Canal in its ship **Braemar**. As well as the Corinth Canal, there's a visit to Crete's striking Byzantine-era churches, Mirabello Bay in Rhodes, and Syros, one of the lesser-known islands in the Cyclades. fredolsencruises.com

CELEBRITY SUMMER

Celebrity's 11-night **Amalfi Coast and Greek Isles** fly/cruise departs 9 September 2019 and costs from £1,959pp, including flights (based on two people sharing an interior stateroom). Clients will set sail from ancient Rome, before journeying to the Aegean to visit Santorini, Athens, Mykonos, Nafplio, Olympia and Capri. The price includes return flights from Gatwick and transfers. celebritycruises.co.uk



Historic Dubrovnik

CULTURAL CRUISING

Voyages to Antiquity's Aegean Experience cruise from Athens departs in April and October 2018, and features one of three new extended overland tours. This 13-day cruise includes a five-day pre-cruise itinerary and eight days on board **Aegean Odyssey**, which allows guests to experience some of the most important archaeological sites in ancient Greece, including Hydra and Santorini. From £2,745pp. voyagestoantiquity.com

INTREPID EXPLORERS

CroisiEurope offers a Croatia and Montenegro coastal cruise on **MS La Belle de l'Adriatique**. The eight-day cruise round trip from Dubrovnik visits Mljet, Korcula, Sibenik, Trogir, Split, Vis, Hvar and Kotor. Guests can opt for guided tours, a hike on Hvar, a buggy safari on Korcula or a bike tour of Vis. For active clients, there's a five-mile hike through Krka National Park to the waterfalls. Cruises leave in 2018 on 10 May and 2 August. croisieurope.co.uk

SUBLIME AT SEA

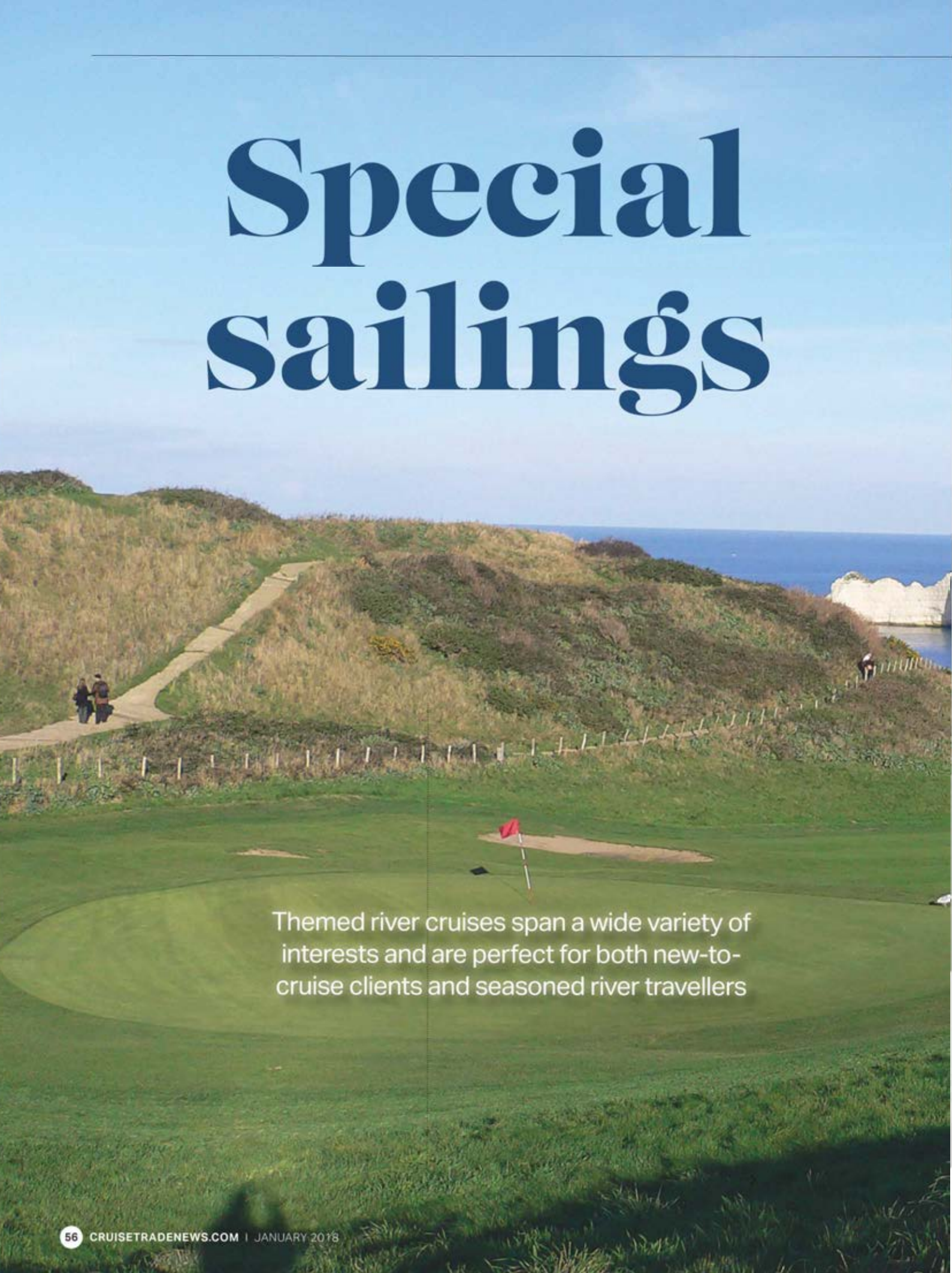
The 62-guest **Crystal Esprit** offers a butler service to those who like a little luxury on their cruise holiday. The ship sails to the Adriatic this summer from May through to September on two seven-night itineraries including Dubrovnik to Venice, overnight in Split, and Venice to Dubrovnik, taking in Vis and Hvar. Shore excursions include oyster and wine tasting in Dubrovnik and a concert in Split. crystalcruises.com

TAKE IT ALL IN

Saga's Lake Garda, the Adriatic and Greece cruise starts with a three-night stay near Lake Garda. Passengers then cruise from Venice to Naples, via Croatia, Greece, Malta and Sicily. After Northern Italy's Lake District, passengers follow in the wake of early Venetian explorers, whose influence can be seen around Croatia and the Greek Islands. Departures are from 14 June and cost £2,699pp for 15 nights. saga.co.uk



Special sailings



Themed river cruises span a wide variety of interests and are perfect for both new-to-cruise clients and seasoned river travellers

Golf, music, gardening, cycling, wartime history and wine appreciation are all part of the growing trend for themed itineraries on European river cruises. Providing clients with the opportunity to indulge in a hobby or interest, these special sailings have the added bonus of being set against an ever-changing panorama of sights, cities and beautiful scenery.

For 2018 there are more themed cruises than ever before, with some lines introducing them for the first time.

Amadeus River Cruises is debuting itineraries with on-board wine seminars and tastings, along with dedicated golf cruises on the Rhine, Danube, Seine and Rhone. A seven-night golf sailing in France, with games at four courses including Le Golf National, home of the 2018 Ryder Cup, and the services of golf

pro Frank Adamowicz, starts at £2,399pp.

Marcus Leskovar, executive vice president of Amadeus, said: "We are introducing our brand-new themed cruise collection to complement our already popular classical music and Christmas market programmes. The golf cruises especially are geared towards a more active audience and designed around people who might not have looked into river cruising before. These cruises provide agents with additional add-ons and passengers with the freedom of choice. Non-golfers can enjoy the cruise and regular shore excursion programme, while golfers have the opportunity to experience some of the finest European golf courses."

Avalon Waterways, which pioneered cruises for younger and energetic passengers in 2017 with the launch of Active Discovery itineraries on the

Danube, has extended its sailings to the Rhine for 2018. Offering hiking, biking, running tours, archery and cookery lessons, prices start from £2,359pp.

Giles Hawke, CEO of Cosmos and Avalon Waterways, explained: "We've seen a huge increase in the number of younger and young-at-heart passengers interested in cruising for the first time. Expanding into active river cruises demonstrates our commitment to developing new cruise products to suit all kinds of travellers, especially those who want the freedom to experience European waterways in their own unique way. We hope our growing portfolio makes it easier for agents to sell to a wider audience. We have also expanded our beer tasting cruises and doubled our wine appreciation cruises in 2018."

AmaWaterways has new Wellness Programme cruises featuring on-board >

SALES TIPS

1

Dutch tulip sailings start at three nights – an ideal recommendation for customers new to river cruising.

2

Active cruises always include regular excursions, so golf 'widows' and non-participants will never be left without anything to do.

3

Europe's cultural cities are the birthplaces of many famous composers, such as Mozart and Strauss, and particularly suited to music-themed cruises.

4

Most lines include drinks with lunch and dinner, providing wine lovers with the chance to sample regional varieties.

5

Switch-sell active cruises to younger clients who enjoy land-based city breaks.

Amadeus is debuting golf cruises in France

THERE'S MORE THAN ONE REASON
TO CHOOSE AMAWATERWAYS

10



10

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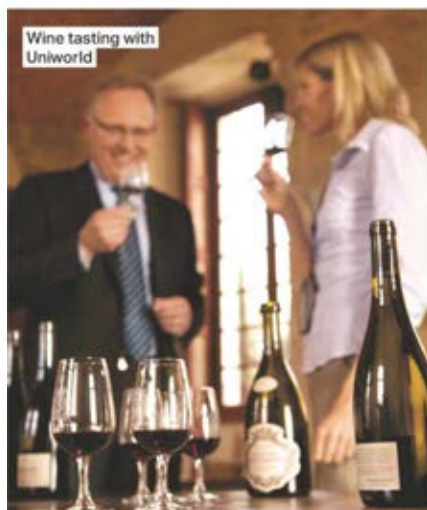
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Wine tasting with Uniworld



Jogging on an Avalon cruise



Avalon's Active Discovery itineraries are ideal for sporty clients



Tauck guests visit The Schonbrunn Palace and Gardens, Vienna



Charlie Dimmock



Tim Wonnacott

For 2018, there are more themed cruises than ever before, with some cruise lines introducing them for the first time

yoga, core strengthening, circuit training and stretching classes, plus morning jogs. There are also lectures with a focus on healthy eating and the option for gluten-free, low-sodium and vegetarian meals.

With its French heritage, **CroisiEurope** has always been well placed to offer gastronomic cruises and wine-themed sailings through Burgundy and other world-famous wine-growing regions. The line also offers cruise and bike or cruise and hike itineraries, where passengers have the option of using pedal power or walking to meet the ship as it sails further along the Danube, Rhine, Loire, Rhone, Saone and Gironde rivers. **Uniworld** has teamed up with active travel company Butterfield & Robinson for cycling tours on the Danube and Rhone, which are now available to the UK market for the first time, and has launched a new seven-night bike tour on the Rhine starting from £5,695pp.

"We partnered with Butterfield & Robinson to fulfil our shared desire to provide guests with unforgettable and unique travel experiences," said Ellen Bettridge, Uniworld's president and CEO. "In 2018, we continue to expand this partnership across more of Uniworld's most popular Rhine itineraries, pairing the best of river cruising with active exploration by bike."

For gentler pursuits, lines including Avalon and **Tauck** offer music-themed cruises. Others, such as the **River Cruise Line**, **Riviera Travel**, **Shearings**, **Viking**, and **Avalon**, offer springtime

sailings to take in the dazzling spectacle of the Dutch bulb fields and Keukenhof Gardens, the world's largest floral park. Celebrity gardener Charlie Dimmock will join the River Cruise Line's special green-fingered cruise through Holland and Belgium, departing 3 May and leading in from £929pp.

Tim Fleming, the River Cruise Line's business development manager, said: "Our springtime cruises are always popular with clients trying river cruising for the first time. Starting from Amsterdam, these short breaks are easy to get to and give a great introduction to the world of river cruising, plus an opportunity to visit the Keukenhof Gardens. We're delighted be working with Charlie Dimmock again in 2018 too, as the response to her cruise with us last year was fantastic."

Meanwhile, Uniworld's mouth-watering seven-night foodie cruises on the Seine, starting from £2,399pp, feature truffle hunting, chocolate tasting, cognac sampling and a tea party at the gastronomic centre run by Paul Bocuse, the ambassador of modern French cuisine.

For antique buffs, **Emerald Waterways** has an interesting new French sailing for 2018 with guest expert Tim Wonnacott. With the chance to shop for curios – and talks and Q&A sessions with Tim – the cruise, departing 16 June, is from £1,995pp.

So whether your clients want to tee off or enjoy a sumptuous teatime, cycle or listen to classical music, hike or learn about history, there's a themed cruise for them. ♣

SELL IT

SAGA'S seven-night Remembering the Great War cruise on French and Belgian waterways, departing 26 September, will visit battlefields, war cemeteries and other significant sites to mark the 100th anniversary of the end of the First World War. From £1,179pp including coach travel by Eurotunnel or ferry.
0800 656 9919 travel.saga.co.uk

TAUCK'S 11-night Musical Magic Along the Blue Danube itinerary departs on 24 May, 30 August and 4 October. From £4,985pp, including flights, transfers and tips. The package features a seven-night cruise with a land stay following in the footsteps of famous composers, and a private ballet performance in Vienna.
0800 810 8020 tauck.co.uk

THE RIVER CRUISE LINE'S three-night Delights of Amsterdam & the Dutch Bulbfields cruise, from £439pp, departs 21 April and includes coach travel, with the option to fly or travel by Eurostar.
01858 438330 rivercruiseline.co.uk



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*As voted in a survey of over 1,000 participants conducted between 21-23 June 2017. **Terms and conditions apply.

A taste for adventure

A winter break on **Adventure of the Seas** combines the glitz, glamour and fun of a vast floating resort with the laid-back Caribbean lifestyle

A genuine milestone in the Caribbean's recovery from the September hurricanes was reached when Royal Caribbean's Adventure of the Seas resumed sailing from Puerto Rico's port of San Juan. I was aboard for one of those first sailings, a seven-night round trip that took in a quartet of undamaged Caribbean staples.

The week that followed passed in a blur of late night parties, top-end dining and dancing under the stars, sprinkled with a series of

fantastic shore experiences that, taken collectively, made one massive, salient point: the Caribbean is back – and how.

I lucked out with one of the upper deck balcony cabins. If the bathroom was sparse but functional (bring your own favourite toiletries) then the cove balcony was a real boon. More than enough space here for a full table, plus two good-sized chairs.

It gave me an option for some privacy and fresh air, a nice little breathing space on a full-on party boat with 3,300 passengers on >





A beach bar in Willemstad



Bonaire beach

ITINERARY

WILLEMSTAD, CURACAO:

Pastel-pretty gabled houses on a bustling, café-lined waterfront that leads on to pristine, near-deserted beaches and restaurants built out on stilts over surging ocean rollers. Check out the quirky, steam-powered Queen Emma pontoon bridge as it chugs open and shut to allow ships of all sizes to pass.

KRALENDIJK, BONAIRE:

Flocks of distant flamingos flit across a hinterland framed by cactus, mangrove swamps and small, multi-hued former slave huts. The salt pans near the coast give the island a pristine, Arctic-like quality. Paragliders and scuba divers can savour the warm breezes and exotic underwater coral world here.

ORANJESTAD, ARUBA:

Swathes of dusky sand at Eagle and Palm beaches are a sun worshipper's nirvana. The gnarled, ancient Divi Divi trees and arid rock formations that litter the coast give Aruba an almost lunar feel. A sunset catamaran ride along the floodlit coast presents another side of this small Dutch island.

BASSETERRE, ST. KITTS:

See the ornate green, Victorian-style clock in the town square of old Basseterre. Sample creole cuisine in one of the surrounding restaurants. Ride an open-air train through spectacular sugar cane fields, or head to South Friars Beach for some wonderful water sports and idyllic beach-lounging action.



Willemstad waterfront



A stiltwalker in St Kitts

board. You can upgrade to larger, more spacious suites on the upper decks, or take it down a notch with a larger number of standard ocean view and inside rooms.

In terms of entertainment, this ship has it all. There were two ice show spectaculars staged during our sea days, and a different, themed party or parade every night along the Royal Promenade. This is a 600ft-long, four-storey-high boulevard lined with bars, shops, cafes, and loads of outdoor seating. It's the beating heart of the ship. It buzzes with people at any hour of the day or night, and especially before and after dinner.

Elsewhere, there was a huge, triple-tiered, forward-facing theatre for lavish stage shows, a disco located in the 14-storey-high Viking Crown lounge that rocked through until the small hours, a buzzing, frantic casino and, of course, the popular Schooner Bar. Long a Royal Caribbean staple, this

nautically themed lounge doubles as the piano bar. On our cruise, it featured an outstanding singer belting out a whole roster of 70s soul classics.

Boleros, located aft on deck four, was a swanky, sizzling salsa venue, and hugely popular with the large contingent of Puerto Rican passengers on board. From live acoustic guitarists at the English-style pub to a classic big band show, the Adventure of the Seas served up mood music to suit every style and taste.

Peace and quiet were in pretty short supply, but this is essentially a small city on the ocean that just happens to wind up in some pretty spectacular places. And this huge ship kept us fed round the clock as well.

The main, three-storey-high dining room is pure theatre and, while all three levels serve the same menu, they operate in different ways. Flexible diners such as myself, taking advantage of the My



The Royal Promenade



Docked in Bonaire

SELLING HIGHLIGHTS

1

Adventure of the Seas is a great choice for multi-generational families, with a wide array of cabin accommodation, from standard insides to larger suites.

2

The ship offers a vast array of leisure options for families, from kids' clubs to babysitting services, and flexible dining options at no extra charge, meaning everyone gets to make the most of their free time on board the ship and ashore.

3

Non-alcoholic and alcoholic beverage packages are available for purchase both pre-cruise and on board, and allow passengers to budget more effectively. The same applies to the range of pre-bookable shore excursions.

4

The security offered by a big ship – passengers are checked off and back when they go ashore – creates a safe environment where people can relax without worrying.

5

Fast, efficient transfers ensure that the guesswork is taken out of getting to and from the ship, a vital consideration when travelling with young children and/or elderly, infirm relatives.

BOOK IT

Seven nights, cruise only, sailing from San Juan on 3 March 2018 on Adventure of the Seas costs from £524 per person, based on two people sharing an inside cabin. Note that this sailing will substitute the St. Kitts call for one at recently re-opened Phillipsburg, St. Maarten.
royalcaribbean.co.uk
 or 0844 493 4005.

WORDS: ANTHONY NICHOLAS

Time Dining option, could arrange a time and table size to suit ourselves daily, while those preferring the more traditional two-sitting arrangements for dinner availed themselves of the other two levels.

Service was good to outstanding, as on most big ships, but the food quality itself was fine overall. Those not wishing to dine here could have a more casual, informal dinner (with many of the same choices) in the upper deck, aft facing Windjammer Marketplace. Often crowded for breakfast and lunch, it was a far more relaxed affair for dinner.

For a supplement, Chops Grille offered cuts of prime beef served in hushed, handsome surroundings where the emphasis was firmly on quality as much as quantity. It's reservation only and, for a special occasion, well worth the money. I had a sublime filet mignon that, alone, would have cost a fortune in any mainland Manhattan steakhouse. The sides were a meal in themselves.

There's also an upper deck, retro 50s diner called Johnny Rockets. It's all polished chrome, red booths, burgers, milkshakes and 60s music and, at a one-off charge of \$6.95, it's open around the clock. Families in particular seemed to love it.

While Adventure of the Seas does not have the glut of dining options of some ships, there's more than enough variety, flexibility and value on here to make this a great ship for families and extended groups of friends. The same goes for the extensive, all-embracing range of accommodation touched on earlier.

The ship is a veritable aquatic theme park, with waterslides and pools for the kids, a flow rider for surfers of all skill levels, hot tubs galore and a Venetian-style, open-air solarium with a pool and hot tubs that is adult only. At night, this same area serves as a venue for themed, after-midnight pool parties to keep the vibe going until dawn. ⚓

Dinner is served...

Five-star cuisine is on the menu as our favourite celebrity chefs collaborate with your favourite cruise lines



Italian menu classics can be found on Anthem of the Seas

Who: Jamie Oliver

On board... Royal Caribbean Anthem of the Seas

He's just finished another successful TV series, all about simple, hearty suppers with five ingredients – so he's no stranger to good, honest food. Cheeky happy Jamie's Italian chain is a huge hit on land, and now it will take to the seas, bringing his loaded antipasti boards, pasta (including his signature prawn linguine) and rustic tastes that don't need a formal dinner jacket. The restaurant is one of nine speciality dining options on board the Anthem of the Seas.

royalcaribbean.com/anthemoftheseas/dining/restaurants/jamies-italian/



Guy Fieri's BBQ favourites

Who: Guy Fieri

On board... Carnival fleet and coming soon to Carnival Horizon

His spiky hair, goatee and passion for burgers have made him a firm favourite on the Food Network. Now you can build a burger like BBQ king Guy on board Carnival's ships, promising total family lunchtime fun! And it's not just burgers. Guy also has Guy's Pig & Anchor Bar-B-Que on the Carnival Dream, Breeze, Magic and Vista: an open-air extravaganza unlike any barbecue you've been to before. Well, it is at sea! Choose from classics like Big Daddy Mac n' Cheese or Blue Ribbon Chicken.

carnival.com/cruise-food/guys-pig-anchor-bbq



High-end sushi awaits on Crystal Cruises



Who: Nobuyuki 'Nobu' Matsuhisa
On board... Crystal Cruises

If you thought Nobu in London's Park Lane was only for celebrities like the Beckhams, think again. World-renowned master chef Matsuhisa brings his expertise to two restaurants for Crystal: Silk Road and The Sushi Bar. Nobu blends classically styled Japanese foods with Peruvian and European influences to make signature dishes such as Lobster with Truffle-Yuzu Sauce, Grilled Wagyu Beef and, for the grand finale, a bento box filled with chocolate soufflé cake, shiso syrup and sesame ice cream.

crystalcruises.com/cruises/cruise-guidebook/shipboard-life/dining

Who: James Martin and Marco Pierre White
On board... P&O Britannia

If you were wondering where James Martin would head next after hanging up his Saturday Kitchen apron, wonder no more, as the Yorkshire chef is heading to sea with P&O. As part of the line's Food Heroes Cruises concept, which runs on selected sailings in 2018, James will host masterclasses, Q&As and a dinner party while the ship sails the Caribbean.

Already the mastermind behind Ocean Grill on Arcadia and Adonia, Marco Pierre White will host a two-hour masterclass in Britannia's Cookery School on itineraries in the Caribbean, Norway, the Canary Islands, Spain and Portugal.

And if all that cooking makes you thirsty, you can also learn about wine with James Martin's Saturday Kitchen colleague, wine buff Olly Smith, or delve into Indian cookery magic with two-Michelin-starred Atul Kochhar.

pocruises.com/foodheroes/



Olly Smith, left, and James Martin are taking to the seas



Thomas Keller's menu has a farm-to-fork ethos



Who: Thomas Keller
On board... Seabourn

Like meat? Then Thomas Keller's chop house, with its farm-to-fork ethos, will really cut the mustard with your discerning clients. Known for his Michelin-starred restaurants Per Se, Bouchon and The French Laundry, US chef Keller has trained every member of The Grill team. The USP is mesmerising as well as mouthwatering: many dishes are prepared tableside. That includes de-boning a fresh sole or whipping up a bespoke salad dressing before your very eyes.

seabourn.com/dining





"Where else can you whizz around a track 150 foot above sea level and enjoy stunning views?"

Bella Greenwood, senior account manager – international sales for Carnival Cruise Line, talks dinosaurs, dining and deck parties...

Why is your cruise line the best of all cruise lines?

We offer a great combination of fun entertainment, world-class dining, activities for all ages and the chance for guests to come as they are, let their hair down and relax. We get everyone involved at our deck parties, so why not do the Cupid Shuffle with your fellow cruisers and the cruise director, who will ensure everyone – young and old – is having the best time? And where else can you whizz around a bicycle track 150 foot above sea level and enjoy stunning views?

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

I'm thinking James Corden. He's popular, fun, down to earth and makes people laugh.

How long have you worked for your cruise line?

Two and a half years. However, I've been working in the travel industry for over 16 years, so can use this knowledge when I am out and about helping agents.

Which geographical area do you cover?

I don't have an area as such. I could be in Manchester one day, Glasgow the next and then a few days in our London office. I look after accounts all around the UK where I believe I can make a difference. We also look after the international markets from our base in London, and New Zealand falls under my

remit, although I won't be visiting that area in a day!

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

I had a training session booked in Chester but arrived in Chesterfield as I'd booked the wrong train! Luckily the training manager saved the day by doing the presentation that I sent to him. Meanwhile, I was stranded in Chesterfield for a couple of hours with nothing to do.

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

Will my balcony cabin be below the waterline?!

How many of your cruise line's ships have you sailed on and do you have a favourite?

I have sailed on four so far and counting... I love Carnival Vista, as the cruise director Matt Mitchum, who was on board at the time, really knew how to bring the Carnival fun vibe to life for everyone on board. Plus, this ship has a really warm and friendly ambience, tantalising restaurants and an IMAX cinema showing blockbuster releases! I can't get wait to get on board Carnival Horizon, which launches in the spring.

Do you have a favourite on-board restaurant?

I love Cucina Del Capitano with its homemade pastas and Italian dishes. I always feel spoiled for choice and often leave this restaurant too full to even enjoy another cocktail! The waiting staff may even burst into song and dance! This restaurant has it all and offers a real Italian feast for all the senses.

Which port would you definitely disembark in and what would you do?

That would have to be Bermuda, mainly so I can revisit the beach where my husband got down on one knee and made his romantic sunset proposal... The island is also perfect



Bella loves Cucina Del Capitano's homemade pasta

for hiring a moped and exploring all the hidden gems and pink sand beaches!

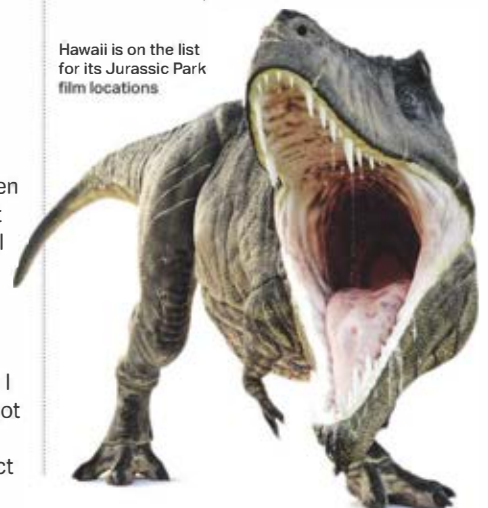
Which cruise is on your bucket list?

Definitely Hawaii, for the stunning scenery and the chance to satisfy my inner film geek by visiting the locations used in the film *Jurassic Park*, although hopefully I won't bump in to a T. rex!

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

I'd love to be a marine biologist studying sea creatures and their habitat. I'd concentrate my efforts on helping to rid our oceans of the deluge of plastic and rubbish that pose such a threat. ⚓

Hawaii is on the list for its Jurassic Park film locations



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20th March	Southampton
10th May	Manchester
17th May	Glasgow
21st June	Bedford
28th June	London
31st October	Newcastle
6th November	Liverpool
8th November	Tonbridge
13th November	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
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