

cruise

TRADE NEWS

GUIDE TO LUXURY CRUISING

**CASUAL
ELEGANCE
RULES THE
WAVES**

**YOUR
ESSENTIAL
GUIDE**
TO ALL-INCLUSIVE
OCEAN &
RIVER CRUISES

**A SEA OF EXPERTS'
IDEAS TO ENTICE YOUR
DISCERNING CLIENTS**

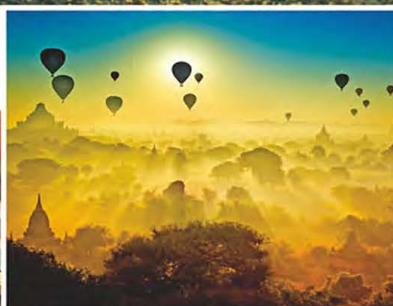
In association with



**CRYSTAL
RIVER CRUISES™**

ALL EXCLUSIVE™

THE WORLD'S BEST IS NOW EVEN BETTER



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

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



CRYSTAL®
CRUISES



23 years



20 years

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

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

020 7399 7601 www.crystalcruises.co.uk

©2016 Crystal Cruises, LLC. Ships' registry: The Bahamas.





ISSUE 67 | MAY 2017
WWW.CRUISETRADENEWS.COM

PUBLISHER

Andrew Say
andrew.say@realresponsemedia.com

CONTRIBUTING EDITOR

Lesley Bellew
lesley.bellew@cpandd.co.uk

ART EDITOR

Patrick Myles

SUB EDITOR

Vaughan O'Grady
vaughan.ogradey@realresponsemedia.com

GROUP PRODUCTION MANAGER

Stuart White
stuart.white@realresponsemedia.com

MANAGING DIRECTOR

Chris Pitchford
chris.pitchford@realresponsemedia.com

For subscriptions and enquiries:
020 8444 2554
info@cruisetradenews.com

Reproduction is not permitted without the express written consent of the editor. All efforts are made to ensure that factual accuracy is correct at the time of publication.

Printed by Stones Ashford Limited
Queens Road, Ashford TN24 8HH
All additional photography: Shutterstock

Follow us on
Facebook at Cruise Trade News
and Twitter at @cruisetradenews



cruise
TRADE NEWS

PUBLISHED BY

Real
RESPONSE MEDIA

St Mark's Studios, 14 Chilworth Road,
Islington, London N7 8QJ

ALL ENQUIRIES +44 (0) 20 8444 2554

LUXURY CRUISING – IT'S ALL ABOUT CHOICE



Lesley Bellew
Contributing Editor

Luxury cruising can be an unknown quantity to some travel agents but it isn't complicated and can definitely be a huge source of revenue – so our Guide to Luxury Cruising provides the latest information about this important sector of the cruise industry.

Of course, luxury is all about choice and Andy Harmer, senior vice president of the Cruise Lines Association Europe (CLIA), offers his Top 10 selling tips, while cruise expert Edwina Lonsdale observes how discerning cruise guests' wishes continue to evolve.

Our **Who Includes What** guide provides an at-a-glance view across the breadth of all-inclusive cruises, highlighting everything from wifi to drinks packages offered by ocean and river cruise lines.

Luxury cruises are not just about pillow menus and butlers either and agents' knowledge can help clients choose from a myriad of options – from cruise style to far-flung adventure programmes – so read on for inspiration!

It is also good to remind clients that luxury cruising is affordable. Passengers are always looking for ways to make their money go further and all-inclusive luxury cruises, featuring fine dining, drinks and gratuities offer fantastic value for money.

While it's important to retain clients, **Cruise Trade News** understands agents want to attract new customers and we hope this guide sparks the imagination and offers inspiring tools for the trade. Here's to the wonderful world of luxury cruising choice!



Helen Beck

Vice President, International Sales and Marketing, Crystal Cruises

Welcome to the Cruise Trade News Guide to Luxury Cruising: Crystal is delighted to be the sponsor of what I know will be a really useful piece for you to use. Luxury cruising is growing considerably with exciting new ships launching all the time – most recently, Silver Muse and Seven Seas Explorer – and with more on order for 2018, 2019 and beyond, including the Crystal Exclusive Class ships from 2022, there has never been a better time to work with the ultra-luxury cruise lines. I hope you find this guide informative, interesting and a useful tool in learning about the luxury sector and what each of us has to offer your guests.

contents

6 DREAM DESTINATIONS

Clients can choose from dream ports of call and overnights on Crystal Symphony this winter.

8-11 TOP 10 SELLING LUXURY TIPS

Andy Harmer of the Cruise Lines International Association (CLIA) reveals how to sell luxury cruises.

14 LUXURY CRUISE NEWS

Tempt clients with the latest cruise programmes featuring wellness, warmth and wildlife.

15-17 WHAT THE BUTLER SEWED

When Uniworld promises that 'nothing is too much trouble' it really means it!

18-19 FOUR PILLARS OF EXCELLENCE

Crystal Cruises' four pillars of excellence ensure guests enjoy the ultimate holiday.

21 FROM OVER THE POND

Luxury travel firm Tauck is establishing itself in the UK market, with itineraries featuring exclusive access tours and bespoke family sailings.

22 FORGET THE FAWNING

Cruise expert Edwina Lonsdale considers how the industry has had to constantly re-evaluate and innovate.

24-25 WHO INCLUDES WHAT

Our at-a-glance table highlights what is included in the price of luxury ocean and river cruises.

26-27 ADVENTURE IN THE COMFORT ZONE

Exploring the world's most remote region – Antarctica – in Zodiacs and kayaks.



NO-ONE KNOWS LUXURY LIKE REGENT SEVEN SEAS CRUISES®

Regent Seven Seas Cruises® is the most inclusive, ultra-luxury cruise experience. As well as free flights and transfers, on board your guests will want for nothing – fine dining, premium wines and spirits, and free unlimited shore excursions in every port of call.

Regent believes in the power of partnership and together we will take your guests on extraordinary journeys aboard our fleet of four all-suite, all-balcony* ships to every corner of the globe including Europe, the Caribbean, Alaska, Asia, the Pacific Islands, Africa, South America, and more.

WHY YOUR GUESTS WILL LOVE TO SAIL WITH REGENT

- 1 **FREE return flights and transfers**
With flights and transfers included (and no low-cost carriers) travelling with Regent is hassle-free for you and for your guests.
- 2 **With everything included, your guests can leave their wallet at home**
 - a. FREE Unlimited Drinks including Fine Wines and Premium Spirits
 - b. FREE Speciality Dining and In-Suite Dining
 - c. FREE Wifi Onboard
 - d. FREE Pre-Paid Gratuities and Service Charges
- 3 **FREE Unlimited Shore Excursions**
From wine-tasting in Provence, to private tours of the Hermitage Museum, or glacier hikes and whale watching in Alaska, your guests can choose from unlimited FREE shore excursions in every port.
- 4 **FREE 3-Night Hosted Land Programmes**
Available on select sailings, and including accommodation, transfers, hosting and tours included, your guests could embark on an African safari, visit the temples of Angkor Wat, or conquer the Great Wall of China before or after they sail.
- 5 **Intimate ships carrying 490-750 guests**
Regent ships are just big enough to offer your guests an excellent choice of restaurants, lounges and entertainment facilities, but small enough to access intimate ports that larger ships simply cannot reach.
- 6 **Luxurious All-Suite, All-Balcony* Accommodation**
Not a cabin or porthole in sight. Think marble bathrooms with dual washbasins, walk-in wardrobes and separate sitting areas.
- 7 **Attentive, personalised service**
With Regent, your guests will feel like a person, not a number. Imagine being welcomed aboard by the Captain, baristas that remember their coffee order, or the waiter knowing exactly where they like to sit.

*10% Suites on Navigator have large picture windows

AT A GLANCE...

60

Average Number of **FREE Shore Excursions** on a 7-Night Cruise

51,909 ft²

Total **Balcony Space** Onboard
Seven Seas Explorer*

£1,000

Average **Commission Paid** for a
Regent Cruise

WHY YOU WILL LOVE WORKING WITH REGENT

- Speak to a friendly, dedicated, local Sales Team.
- Advice and assistance with marketing plans and sales strategies.
- Marketing collateral including templates for advertising, direct mail, e-shots and brochures.
- In-depth product training for you and your team.
- Sales Events for your clients.
- To top it all off we provide you with the **HIGHEST EARNING POTENTIAL** in the industry as you earn commission on the full, all-inclusive cruise package.
- Also any repeat bookings that are made on board are automatically referred back to the original booking agent, and we pay commission on that too!



Seven Seas Voyager

Tonnage - 42,000
60 tonnes : 1 guest



Medium Sized Ship

Tonnage - 62,000
45 tonnes : 1 guest



Large Ship

Tonnage - 107,000
33 tonnes : 1 Guest



† = 100 passengers ‡ = 100 staff

Regent is also an industry-leader for customer satisfaction ratings. With more than 60% of guests rebooking a Regent Cruise, there has never been a better time to start selling a Regent Seven Seas Cruises® holiday.

FOR MORE INFORMATION AND TO ORDER YOUR WELCOME PACK
& TRAINING GUIDE VISIT RSSC.COM/CTN



[Facebook.com/groups/regenttrade](https://www.facebook.com/groups/regenttrade)



[@RegentUK](https://twitter.com/RegentUK)

GOODBYE TO WINTER CLOUDS

CRYSTAL CRUISES
FEATURES THREE
SPECIAL SAILINGS THIS
WINTER INCLUDING THE
OPPORTUNITY TO WATCH
THE ABU DHABI GRAND
PRIX, BASK IN THE BEAUTY
OF THE INDIAN OCEAN
OR SPEND CHRISTMAS
SAILING ALONG THE SOUTH
AFRICAN COAST



Cape Town: Could this be the world's best Christmas destination?



Powder white sands in the Seychelles



The Indian Ocean, the Middle East and the South African coast are alluring destinations and Crystal Symphony is featuring three wonderful itineraries with overnight moorings so guests can immerse themselves in the destinations.

The voyages include sailing through the Middle East to the Indian Ocean with a highlight overnight call in Abu Dhabi for the Grand Prix; a cruise from Port Louis, in the Indian Ocean, to Cape Town and a round-trip from Cape Town which includes calls to Richards Bay, Durban and Port Elizabeth.

For those who like to get away for the festive season, the Cape Town round-trip on December 22 offers what could be the 'World's Best Christmas' says Elaine Gillard, senior sales & marketing manager for Crystal in the UK.

The three itineraries are:

Dubai to Port Louis

This 17-night cruise starts begins with an overnight stay in Dubai on November 22 and makes a maiden call to Doha, in Qatar. The cruise also features an overnight stay in Abu Dhabi, plus calls to the Seychelles and Nosy Be and Maroantsetra in Madagascar, before ending with another overnight call in Port Louis, Mauritius. Cruise-only price from £3,140pp

Port Louis to Cape Town

There's an overnight stay in Port Louis at the beginning of this 13-night cruise which starts on December 9. Ports include St-Denis, Taolanaro, Maputo, Richards Bay, Durban and Port Elizabeth before finishing with an overnight in Cape Town. Cruise only prices from £2,809pp.

Cape Town round-trip

This 16-night cruise starts with an overnight mooring in Cape Town on

December 22 and visits Maputo, Richards Bay, Durban, East London, Port Elizabeth, Walvis Bay and Luderitz before returning to Cape Town. Cruise only prices from £3,807pp.

All prices are based on accommodation in a deluxe stateroom with picture window. All meals and soft drinks, most alcoholic beverages, port taxes and gratuities are included.

Elaine Gillard said: "Cruising can provide a great-value option for families looking to go away together at Christmas time, as well as offering all ages as little or as much as they want to do.

"And this year, Crystal Symphony will be cruising the South African coast round-trip from Cape Town on a brand new itinerary for Christmas – perfect for those looking for something different.

"We think this trip will offer our guests the world's best Christmas!" ●

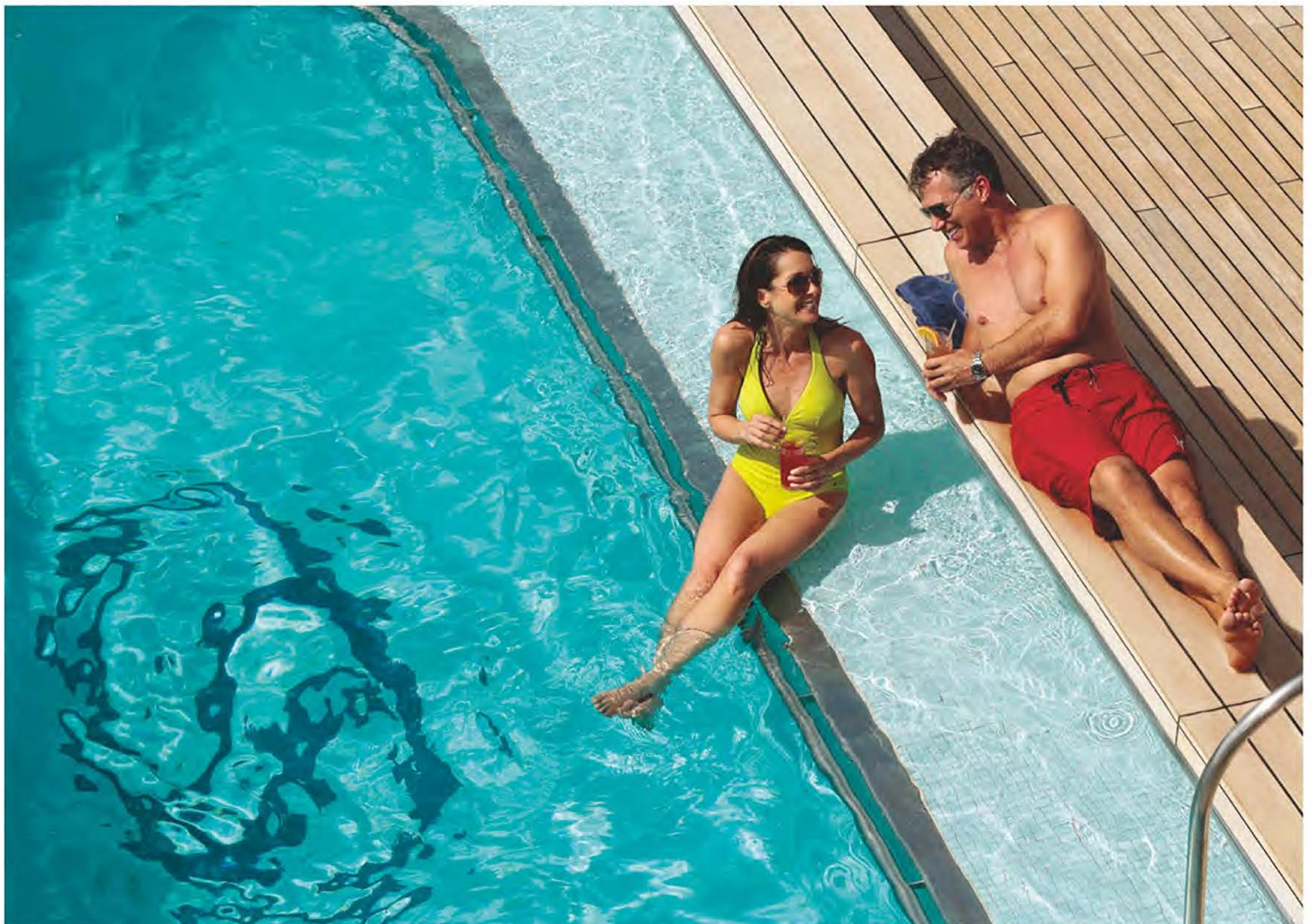


Crystal Symphony calls into Abu Dhabi for the Grand Prix



TOP 10 LUXURY CRUISE SELLING TIPS

CRUISE PASSENGERS' DEMAND FOR SMALL AND EXCLUSIVE SHIPS, PRIVATE ACCESS TOURS AND ADVENTURE ARE THE HOT TOPICS FOR 2017-18 – AND CRUISE LINES ARE CREATING EVER MORE ENTICING EXPERIENCES FOR THE DISCERNING TRAVELLER. WITH A WEALTH OF CRUISE VESSELS TO CHOOSE FROM, IT CAN BE TRICKY TO NAVIGATE THE BEST WAY TO SELL, SO HERE, **ANDY HARMER**, SENIOR VICE PRESIDENT MEMBERSHIP & DIRECTOR OF THE CRUISE LINES INTERNATIONAL ASSOCIATION UK & IRELAND (CLIA), OFFERS HIS TOP 10 TIPS FOR SELLING A LUXURY CRUISE. THANKS ANDY!



Tropics & Exotics

2018 - 2019 COLLECTION

ASIA & AFRICA • CARIBBEAN, PANAMA CANAL & MEXICO • SOUTH AMERICA
SOUTH PACIFIC & AUSTRALIA • TRANSOCEANIC VOYAGES

NOW OPEN FOR RESERVATIONS

Available Now

"Tropics & Exotics" 2018 - 2019 Collection and
Around the World 2019



Contact AgencySales@OceaniaCruises.com for more
information or to order brochures

Savour the World with the Finest Cuisine at Sea™



Includes:

Airfare* and
unlimited Internet

and choose from:

FREE Shore Excursions

FREE Beverage Package

FREE Shipboard Credit

**Life
CHOICE***

Early Booking Exclusive:

50% Off Deposits

valid until 30th June 2017

Tropics & Exotics Collection Highlights

- 75 itineraries, 53 of them brand new including 10 new South Pacific, Australia & New Zealand voyages, 12 new Asia & Africa journeys, 23 new Caribbean sailings
- 24 Extended Journeys that range from 17 to 59 days offer the ultimate explorations of the Americas, Caribbean, Asia, Africa and Australia
- Discover 6 new ports of call: Acajutla, El Salvador; Esmeraldas, Ecuador; Hamilton Island, Australia; Miyako-jima, Japan; Macelo, Brazil; Puerto Princesa, Philippines



**OCEANIA
CRUISES®**
Your World. Your Way.®

CALL RESERVATIONS ON 0345 505 1920
or VISIT OCEANIACRUISES.COM/AGENT

ABTA
ABTA No Y495X

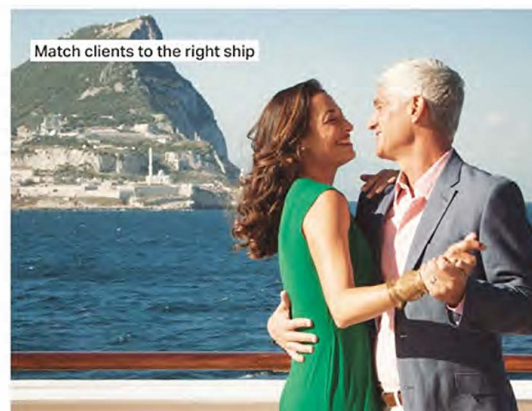


1 Find out as much as you can!
Customers have different needs and wants, and luxury buyers are just the same. They may want to celebrate a special occasion, be completely pampered, or explore certain places in complete comfort.



Complete luxury – butler service on Uniworld

2 Know your products!
There are many luxury cruise providers, and many ships to choose from – if you know what is important to your customer it is easier to match them to the right ship, itinerary and cruise holiday.



Match clients to the right ship

3 Consider all luxury options!
Remember, many larger ships also have premium cabins and suites, or even a whole section of the ship. This may be the best of both worlds for some customers.



Offer premium suites



Suggest a chance of adventure

4 Are they more adventurous?
Remember that many people like to explore places off the beaten track – and to do so in style! Check out the luxury expedition providers for a possible solution.



Tauck's newly refurbished river cruise ship Sapphire is like a five-star hotel

5 Is a river cruise holiday the answer?
Many of the river cruise operators operate in the luxury sector – with incredible ships and amenities, often all-inclusive drinks and excursions, and visiting some fantastic destinations with exclusive after-hours tours.

6 Make it bespoke!
Many luxury buyers are looking for experiences that are created just for them – so be confident in offering private shore excursions, higher grade cabins, private transfers and so on.



Find out what is important to your customer

7 Add on where you can!
Remember, holidays start from the moment you close the front door – so offer to make your clients' holiday extra special with airport lounges, upgraded flights, great hotels in embarkation ports and so on.



Guests can take a speedboat to idyllic Princess Margaret Beach on Bequia from the island of St Vincent



Make it bespoke with a private transfer

8 First-hand knowledge is key.
Take advantage of CLIA events and ship visits, or the events and visits offered by the cruise lines themselves – and get to really know the available products, new developments and opportunities. It is much easier to sell a ship if you have visited it or sailed on it.



Remember some clients are treating themselves for that one big holiday

9 Do not be afraid of price.
Many of us are not luxury buyers and so often see high cruise prices as something we are reluctant to offer to customers. You do not have to pay yourself – so offer the cruise and be ready to listen to their feedback.

10 Not all luxury buyers are always luxury buyers!
Some people looking for a holiday may have saved for that one holiday for years, or be treating themselves to celebrate a certain anniversary or special birthday. Never assume. Be open-minded and treat all customers as potential cruisers!



Keep abreast of new cruise products



CASUAL ELEGANCE RULES

Clients looking for a cruise experience that exudes casual elegance may find SeaDream Yacht Club's 2018 itineraries to their taste.

Sailing into small harbours, the twin 112-guest mega-yachts SeaDream I and SeaDream II visit the Caribbean for winter warmth and the Mediterranean for summer sun.

There's a guest-to-staff ratio of 1:1 and the yachts give guests access to water sports, with equipment that includes wave runners, kayaks and stand-up paddleboards.

Both yachts explore the turquoise waters of the Leeward & Windward Islands, the US Virgin Islands, the British Virgin Islands and the Grenadines from January to April and November to December 2018. From May to October 2018, the intimate harbours of Kotor, Capri and Calvi are on the itinerary, as well as classic ports such as St Tropez, Monte Carlo and Barcelona.

Nine dedicated Wine Voyages, escorted by wine director Ida Donheim, are another attractive theme for clients to consider. Donheim is a seasoned sommelier and chef, with previous experience as chef at Heston Blumenthal's three Michelin star restaurant The Fat Duck, at Bray, near Maidenhead.

Visit seadream.com or call 0800 783 1373.

SeaDream I and SeaDream II are also available for private charter.

NURTURE AND NOURISH

Regent Seven Seas Cruises has introduced a new holistic well-being programme to nurture the body and nourish the soul.

On Mediterranean sailings aboard Seven Seas Voyager this summer, guests will enjoy a wellness-themed excursion from a selection of more than 10 options, which include:

- Marseilles, France: a Tai Chi class in the courtyard of the Pharo Palace, which overlooks the Med.
- Sorrento, Italy: guests can immerse themselves in the restorative hydrothermal pools of

the Stufe di Nerone Baths.

- Athens, Greece: swim and snorkel in the hydrothermal, mineral waters of Vouliagmeni Lake and continue to Faskomilia Hill for a spiritual Yoga session.

To complete the experience, guests then select one of five, 50-minute Canyon Ranch spa services: World of Relief Body Buff, Tangle Me Up Wrap, Ocean Scrub, Sole Rejuvenation, and Vitamin Infusion Facial.

There is a supplement of £232 per guest per port experience and spa pairing.

Visit RSSC.com

NEW GALAPAGOS EXPEDITIONS

Two new seven-night Galapagos itineraries have been launched by Silversea Expeditions.

The 100-guest Silver Galapagos will operate alternate itineraries from Baltra and San Cristóbal.

Conrad Combrink, Silversea's vice president of expedition planning & strategic development, said: "The Galapagos Islands are undoubtedly a bucket-list destination for nature-lovers, and our new itineraries

showcase the impressive flora and fauna unique to the region.

"For the first time, Silver Galapagos will circumnavigate iconic Kicker Rock and Daphne Major, both spectacular settings for spotting an array of exotic birds.

"Another new destination, Las Bachas Beach, is one of the main nesting sites for sea turtles on Santa Cruz Island."

Prices start from £5,085.

Visit silversea.com/ships/silver-galapagos



Sail into Cuba with Oceania

OPEN THE DOOR TO CUBA'S SOUL

Havana is the door to Cuba's soul – a capital city with a larger-than-life culture, sultry rhythms and weathered beauty.

To see the capital in style, Oceania Cruises has added further itineraries to its programme – offering 20 sailings to Cuba from March 2018.

Guests can take a relaxing stroll along the evocative Malecón and get lost among the Baroque facades and colonial cobblestone alleys of Old Havana.

There's a visit to the world-class Cuban art collection at Museo Nacional de Bellas Artes and tours to old cigar factories to see how the world-famous cigars are made.

Choose from seven or nine-night round-trips from Miami on 684-guest ship Sirena.

Visit oceaniacruises.com

BEYOND BELIEF



Even by the extraordinary standards of the Galapagos Islands, the elaborate mating dance of the blue-footed booby is a remarkable sight to behold. Just as remarkably, your clients can witness it close-up; all the wildlife on the islands allow them to draw remarkably near. It's an incomparable experience – as is reflecting on it at the end of the day in the comfort of their ocean-view suite.

For more information please call 0207 340 0700 or visit silversea.com/expeditions



Voyage Beyond Expectation

 **SILVERSEA**
EXPEDITIONS



HEBRIDEAN ISLAND CRUISES

CELEBRATING
30
SEASONS
1989 - 2018



The unique and elegant way to cruise The Highlands and Islands of Scotland
England, Northern Ireland, Eire, Wales, Isle of Man, The Channel Islands, The Isles of Scilly
Northern France, Belgium and Norway



The word unique is greatly overused these days, but Hebridean Island Cruises is undoubtedly one of a kind. The majority of Hebridean guests are repeat travellers and their trust and confidence not easily won. The company works hard to ensure that a Hebridean cruise is the most relaxing, stress-free and therapeutic experience you will ever enjoy - until of course, you find yourself back on board for a subsequent visit.

Each fully-inclusive cruise is carefully planned by Hebridean's highly experienced researchers, whose brief is to capture the cultural essence and historical significance of each port of call.

After exploring ashore the comfort and homeliness of *Hebridean Princess*, welcomes you back as though to your own home and that is how Hebridean, and more importantly its guests, like to think of this elegant little ship.

Hebridean believes that it is simply not possible to look after large numbers of people properly and give them the really personal service that differentiates an extraordinary holiday from a merely good one. That is why on *Hebridean Princess* you will find only 50 like-minded guests and no fewer than 38 crew to look after you.

Purpose-built for Scotland's Western Isles and launched by Hebridean Island Cruises as a cruise ship in 1989. *Hebridean Princess* sails mainly from her

home port of Oban and as the smallest luxury cruise ship afloat, effortlessly accesses the remotest islands, lochs and bays beyond the reach of larger vessels.

Perfectly complementing the wildly beautiful Scottish scenery through which she cruises, *Hebridean Princess* offers the unrivalled comfort and refined service of a floating country house and is where guests immerse themselves in the halcyon days of cruising. The welcome on board is always warm with the congenial atmosphere of a country house party, where old friends meet up, new acquaintances are quickly made and the unaccompanied need never feel alone.

No cruise on board *Hebridean Princess* would be complete without the specially selected guides or guest speakers, contributing their particular spheres of expertise and interest to enrich your stay on board and make your holiday experience even more special.



To request either a 2017 or 2018 *Hebridean Princess* Cruise Directory please call 01756 704704 or visit www.hebridean.co.uk



WHAT THE BUTLER SEWED

BY LESLEY BELLEW

WHEN UNIWORLD SAYS NOTHING IS TOO MUCH TROUBLE, IT MEANS EVERY WORD



Butlers Tibor, right, and Bosko on River Beatrice

There weren't just raindrops on roses or whiskers on kittens during our visit to Mirabel Park, where Julie Andrews and the Von Trapp children skipped around the fountains in Salzburg.

The heavens had opened and the only Sound of Music was stair rods smashing the rosebushes into a pulp. Bedraggled cats had slunk into the safety.

It was that sort of day. Wet.

We were already out of tissues after distributing them to passengers on Uniworld's Enchanting Danube river cruise, when they found it all too emotional as they listened to Elisabeth Von Trapp, the granddaughter of Maria and Baron Von Trapp, sing during a private concert in the ornate Mirabel Chapel.

After a rendition of My Favourite Things, some of the audience were welling up, but once Elisabeth got to Climb Every Mountain the tears were flowing freely.

Elisabeth, a trained musician, kept the mood buoyant with charming stories about her family and their music but her soulful voice tipped several guests over the edge during Edelweiss, and huge sobs accompanied her final song.

In Mirabel Chapel, Elisabeth Von Trapp's soulful voice tipped guests over the edge during a rendition of Edelweiss and huge sobs accompanied her final song

Here in Salzburg we were overdosing on the Sound of Music and the Sound of Mozart (what a double!) but, soaked from head to toe after walking from Mirabel Park to Mozart's House, we headed to a traditional Austrian coffee house to dry off and tuck into sachertorte (chocolate cake with an apricot jam filling) and coffee where the Salzburg literati hang out.

Café Bazar, in Schwarzstraße 3, has been a meeting place for artists, poets and thinkers since the 1880s, so after our cultural morning it was the perfect haunt.

Marlene Dietrich, among others, had graced the premises, as well as celebrities from the Salzburg Festival, such as Max Reinhardt.

With rainy views over the River Salzach, we chatted to locals who were also drying out and joined them in looking at newspapers held on traditional sticks that are made to hang on a rack after they had been read.

Back on board our river cruise ship, River Beatrice, my daughter Amy took off her favourite but soggy canvas shoes and declared them 'fit for the bin'. She placed them in the shoe tray and off we went to dinner humming Do-Re-Mi.

We loved our stateroom on River Beatrice; it had a

Salzburg on the enchanting Danube

We hang out in Cafe Bazar, which has been a meeting place for Salzburg's artists, poets and thinkers since the 1880s



Another stop for cake in Vienna



River Beatrice graces the Danube



The Volksgarten People's Garden in Vienna

The generous handcrafted Savoir of England bed with Egyptian white cotton bedding and bouncy pillows made for a good night's sleep after our busy days eating cake in Salzburg, Vienna and Budapest

feminine touch, with a soft colour scheme of white and stone. There was plenty of light from the sliding patio doors, lots of mirrors with bevelled edges – always a nice touch – plus ample wardrobe space, including full-length hanging space, which can sometimes be lacking.

The white marble shower-room, complete with fluffy white towels and Hermes and L'Occitane amenities, even had a subtle blue nightlight, such is Uniworld's attention to detail.

The handcrafted Savoir of England bed with Egyptian white cotton bedding and bouncy pillows made for a good night's sleep after our busy days eating cake in Salzburg, Vienna and Budapest.

The mini-bar was stocked to our personal requirements and three crystal decanters were always full of whisky, vodka and brandy. Fresh fruit, sweets and biscuits were replenished every day and the Nespresso coffee machine and kettle for tea made us Brits very happy.

Our charming butler Tibor always ensured our stateroom was immaculate and our clothes were

laundered so beautifully that we returned home smarter than when we arrived.

Oh yes: back to Amy's shoes. They had disappeared so we presumed they'd gone in the rubbish sack. No such thing. Tibor knocked on the door to apologise for the delay in returning the shoes because he was still repairing them.

Amy was surprised but delighted. The shoes had dried out and Tibor was now sewing them up. If that is not service, we decided, we don't know what is.

This is not a way of saying 'take your old shoes or handbag with a broken strap on a Uniworld cruise' – but do let your clients know that, when Uniworld says nothing is too much trouble, it means every word.

Lesley Bellew travelled on the Enchanting Danube cruise with Titan Travel. A similar seven-night sailing is offered on SS Maria Theresa on November 12, 2017. Prices from £2,249 including Titan's door-to-door chauffeur service. Visit titantravel.co.uk/destinations/europe/enchanting-danube

TITAN PARTNERS WITH RIVER CRUISE OPERATORS

Titan's first Luxury River Cruises brochure features partnerships with five river cruise operators.

Scenic is a new partnership, while Titan has maintained its association with Uniworld and has expanded the number of river cruises offered with AmaWaterways.

The Spirit of Chartwell, also known as the 'Royal Barge' from the Diamond Jubilee Thames Pageant, is exclusively chartered by Titan to sail on the River Douro, while the MS Volga Dream offers comfort and elegance, sailing between Moscow and St Petersburg.

Scenic's fleet of 'Space-Ships' boasts the most spacious suites of any European vessel. Each suite has a sun lounge that transforms the balcony, and a butler service for all guests. The eight-day Gems of the Danube cruise starts from £1,949, including flights and a saving of up to £200, based on October 4, 2018 departure on Scenic Jewel or Scenic Amber.

Uniworld's 14-day India's Golden Triangle and the Sacred Ganges cruise starts from £7,799, based on September 28, 2018 departure, including flights, five nights in hotels and a seven-night all-inclusive cruise on Ganges Voyager II.

Titan's range of river cruises aboard AmaWaterways includes the 18-day Charms of the Mekong river cruise on AmaDara. Prices from £4,749, including flights, based on October 26, 2018 departure.

For details call 0800 988 5873 or visit titantravel.co.uk



Four pillars of excellence

SERVICE, QUALITY, SPACE AND CHOICE: EVERY AREA OF THE CRYSTAL EXPERIENCE ENSURES GUESTS ENJOY THE VERY BEST ULTRA-LUXURIOUS HOLIDAY AT SEA.

WELCOME TO THE NEW CRYSTAL



Far left: Guests can spend time on deck to exercise or simply enjoy the sea air and views

Left: Crystal's ships offer beautiful surroundings for relaxation and socialising

Main image: Getting close to nature in Milford Sound, New Zealand

Crystal Cruises is the world's most awarded luxury cruise line, having earned more "World's Best" accolades than any other cruise line, hotel or resort in history. The luxurious Crystal Cruises fleet offers endless choices, a huge array of facilities and activities and the ability to make a cruise exactly as you want it to be.

Working to four distinct pillars of excellence – Service, Space, Quality and Choice – every area of the Crystal experience ensures our guests the very best ultra-luxurious holiday at sea.

SERVICE

Our staff and crew are without doubt, what maintain Crystal as the most awarded cruise line in the world and that's because they are hired for their attitude first and foremost. They want to be with us and to serve our guests to the very highest standard, and this in turn ensures Crystal has one of the lowest staff turnovers in the cruise industry.

SPACE

Crystal's two mid-size ships, Crystal Symphony and Crystal Serenity, already have one of the highest guest space ratios afloat, meaning that every guest has ample space to relax and enjoy their cruise. And in 2022, with the launch of the new Crystal Exclusive class ships, we will take guest space up another level. The new ships will be 100,000 gross tonnes and still carry just 1000 guests – that's a whopping 100 gross tonnes per passenger – an industry first!

QUALITY

Our All-Inclusive cruising includes fine wines, premium spirits, champagne and beers throughout the ship; speciality dining in the most exquisite of restaurants; complimentary soft drinks, bottled water and speciality coffees, and pre-paid gratuities for all housekeeping, bar and dining staff as well as butler service in our penthouses.

On-board you can relax in a range

of luxurious staterooms and penthouses where your every need is catered for. Take for example Crystal's PURE rooms – allergy sufferers can enjoy a holiday from their discomfort in our hypoallergenic staterooms. Each room has undergone PURE's seven-step air and surface purification process to remove allergens and reduce the risk of common irritants. Among the many steps to maintain this, a state-of-the-art medical grade air purifier will continue to filter out 99.9% of all impurities and dust.

CHOICE

Choice is the buzz word for Crystal in literally every aspect of your cruise.

Your days can be filled (if you wish) with endless enrichment and entertainment including wine tasting seminars; hands-on cooking classes with celebrity guest chefs; art classes with Odyssey Art at Sea; Bridge classes with ACBL instructors and Crystal Visions



Enrichment lectures featuring world renowned politicians, sports personalities and Hollywood royalty to name but a few.

And we don't stop at enriching your mind; your body can also be pampered at The Crystal Spa which offers an exotic Elemis Spa Therapy menu, or how about a complimentary fitness class including Pilates and yoga in the state of the art fitness centre, have expert instruction from Crystal Cruises own certified PGA golf pros, enjoy a game on the full size paddle tennis courts or take a stroll around the teak promenade deck!

Award-winning Broadway-style entertainment awaits you each evening too; enjoy recent release films in the surround sound Hollywood Theatre accompanied by freshly popped popcorn; close up magic from members of the Magic Castle and the opportunity of a flutter in the Resorts World at Sea Casino.

Sample up to seven evening dining

options including speciality restaurants Silk Road and the Sushi Bar which feature the cuisine of renowned restaurateur Nobu Matsuhisa, and Prego with the delicious flavours of Northern Italy to tempt you.

And the choices don't end when you step ashore – our ships travel the world, cruising every ocean and visiting every continent. More overnights in port allow for further exploration, especially in your embarkation and debark destinations where you usually see nothing other than the airport!

Crystal's curated collection of more than 2,000 Crystal Adventures® shore excursions provides you with enriching insight and privileged access to the world's most fascinating destinations, both popular and undiscovered, but you can also be as independent as you like too, with port maps and a complimentary shuttle in most ports on offer.

Add to this, outstanding first class

service from our attentive crew; elegant and sumptuous ships; and some 57 different itineraries visiting numerous ports throughout the world and it is understandable why Crystal guests return again and again.

And over the last 18 months, Crystal has introduced new ships – effectively establishing three brand new classes of cruising in Ocean, River and Yachting. Crystal Esprit, a delightful little yacht sails with just 62 passengers around the islands of the West Indies year round, while Crystal Mozart, the Queen of the Danube, sails this mighty European river giving guests more intimate access to the heart of Europe.

2017 and beyond brings more yachts to both river and ocean with the launches of Crystal Bach and Crystal Mahler this summer; Crystal Ravel and Crystal Debussy in 2018, and Crystal Endeavor, our first polar-class yacht in 2019.

Welcome to the new Crystal. ●



The original Transatlantic lie flat seats



CUNARD

QUEEN MARY 2

THINKING BIG ON SMALLER SHIPS

TAUCK GROWS PARTNERSHIP WITH PONTANT TO FEATURE ICELAND AND CUBA, AND RAMPS UP EUROPEAN RIVER ITINERARIES WITH EXCLUSIVE EXCURSIONS

Tauck celebrates its 25th small ship ocean cruising anniversary next year with plans to grow its cruising capacity and introduce a new itinerary in Cuba.

An expanded partnership with French-owned cruise line Ponant will see the introduction of four new luxury cruise yachts in 2018 and 2019.

"Tauck Small Ship Cruising is our first product to sell out each year, so by adding new destinations and expanding our capacity with Ponant, we're able to provide more choice and availability to better serve current and growing demand," said Tauck president Jennifer Tombaugh.

The first, *Le Lapérouse*, a mega-yacht with 92 staterooms and suites, will be launched on July 3, 2018 with a departure for the Iceland: Land of Fire & Ice cruise.

Tauck utilises five Ponant ships for 10 itineraries; 2018 will also see a new Cuba itinerary aboard the three-masted yacht, *Le Ponant*.

The 10-day journey, with departures on December 14, 23 and 28 explores the coastal gems between Havana and Santiago de Cuba and includes a two-night hotel stay in Havana.

SAPPHIRE SPARKLES ON THE SEINE

Tauck has been a firm favourite in the US luxury travel market for more than 90 years and is establishing itself in the British market.

Tauck's fleet of river ships includes the newly redesigned *Sapphire*, which sails a round trip from Paris along the Seine, with itineraries offering a full immersion into arts, history and culture, as well as four new 'Bridges' itineraries for families.

The 110-metre *Sapphire* is a pristine 98-guest vessel, which, after an extensive refurbishment, boasts new shower-rooms, quality carpets and soft furnishings throughout, as well as a new bistro, Arthur's,



for casual dining from 11am to 11pm plus a Continental breakfast for early risers.

The generous staterooms now include two sets of family suites on the Diamond Deck, each connecting a 300 sq ft Category 7 suite with a 183 sq ft Category 5 cabin.

'Cruising the Seine plus Versailles, Paris & London' is a 14-day trip packed with exclusive Tauck experiences, including the chance to meet Sir Winston Churchill's granddaughter, Celia Sandys, during a reception and dinner at London's Savoy Hotel.

The holiday starts with two nights at The Savoy, followed by a nine-night sailing on the Seine into Normandy and two nights at the Trianon Palace in Versailles. All daily excursions are expert-led and complemented by lively pre-tour 'discovery briefings'.

Exclusive events, such as a dinner with music in the baroque splendour of Chateau Bizy in Vernon, make for special memories. There's also early entry into Monet's garden at Giverny, where guests can walk in the gardens before other visitors arrive.

Price for the 14-day holiday from £4,545 departing June 11, July 19, August 20 and September 21, includes all meals, all drinks, tours, activities and airport transfers.

PICNIC UNDER THE EIFFEL TOWER!

Clients do not have to compromise luxury when travelling with their family.

'Family Fun Along The Seine: Paris to Normandy' is Tauck's newest family holiday – a fun river cruise that begins with two nights on the Left Bank at Pullman Paris Eiffel Tower.

Families enjoy a guided bicycle ride along the Seine, a Parisian picnic at the Eiffel Tower, an art-filled scavenger hunt and a guided tour in the Musée du Louvre in Paris.

During the cruise, activities include a hike from Les Andelys to Richard the Lionheart's Château Gaillard, a visit the D-Day beaches of Normandy and a bicycle tour of Marie Antoinette's farm at Versailles.

Prices from £2,995 for eight days departing on June 29, July 4, July 9 and July 14.

Visit tauck.co.uk

FORGET ALL THAT FAWNING

Edwina Lonsdale, managing director of Mundy Cruising, has watched the luxury cruise industry change over the decades and highlights how the desire for obsequious service has long gone, making way for a more relaxed environment with an intimate and casual feel.



When I was a youngster in the cruise industry, how we longed to find just one or two of those seriously wealthy (and seriously elderly) clients who might choose the exclusive ships of Norwegian America or Royal Viking Line, which boasted open seating dining and even – gasp – a private balcony...

Nowadays, things that were once in the sole domain of the luxury cruise market, such as suites with a verandah or butler service, have now become standard.

The luxury cruise market has had to constantly re-evaluate its clientele and innovate in its product delivery.

Identifying or defining the 'luxury consumer' is a challenge in itself, covering a multitude of tastes, ages and attitudes. The common perception has it that a

“Key to everything is personalised service which is discreet, intuitive and respectful, but not humble”

luxury cruiser is elderly, passive and sedentary, but nothing could be further from the truth.

While it is likely that any individual with the resources to take a high-end cruise will be over 50, today's 50-year-old is still (in his or her head) in their thirties, up for anything, with a range of interests and an aversion to obsequious service.

The luxury environment has become more low-key and casual, with state-of-the-art technology, with a distinctive and intimate feel. It offers a range of dining options, lots of intellectual stimulus, a variety of onboard activities (both physical

and mental), and adventurous, authentic experiences ashore.

Key to everything is a personalised service which is discreet, intuitive, respectful, but not humble, with high levels of recognition and an understanding of each individual's personal tastes.

Take a moment to look at your database and identify clients who are ready to embrace true luxury. A quick like-for-like comparison (what's included, size of accommodation, dining options and so forth) will enable you to make a case for deserting the suites on premium products for a comfortable entry level stateroom on one of the best ships in the world.

Your clients will thank you for it.

Founded in 1970, Mundy Cruising is the UK's original cruise specialist.

Visit mundycruises.co.uk



Our Private Paradise ...and Yours



TAHITI & THE SOCIETY ISLANDS

Onboard Paul Gauguin
10 nights fly/cruise

Departure dates
throughout 2017 & 2018

Itinerary:

- Papeete • Huahine
- Taha'a • Bora Bora (overnight)
- Moorea (overnight) • Papeete (overnight)

Fares from £4,425
per person fly/cruise



For further information or to make a
booking please call 020 7399 7691

www.pgcruiises.com



Paul Gauguin
CRUISES



ABTA
ABTA No V8548

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 11 November 2017 departure and must be booked by 30 June 2017. Single occupancy fares are available on request. Applicable to new bookings only. All itineraries, fares and offers are subject to change and availability and can be withdrawn at anytime. For full terms & conditions, please visit www.pgcruiises.com.

THE GREAT WHITE CONTINENT BECOMES A COMFORT ZONE!

BY LESLEY BELLEW

Antarctica is the most remote region in the world, 600 miles from the nearest civilisation, separated from the mainland of Ushuaia, in Argentina, by the infamous Drake Passage.

The Great White Continent is also the coldest region in the world – and the least visited: in 2016 there were 40,000 visitors, compared with around one million sailing in Alaska.

The lucky few guests who visit Antarctica no longer have to choose between expedition or scenic cruises – they can combine the two on Seabourn Quest, enjoying a choice of restaurants, a spa, entertainment and luxurious suites, as well as watching whales break the icy silence.

Onboard experts include geologists, scientists, naturalists, climatologists and marine biologists. Photographers and videographers give lectures and workshops on editing and assist guests with photography tips while watching wildlife.

On the 21-day Antarctica & Patagonia cruise, six days are spent in Antarctica and all guests enjoy a complimentary Zodiac landing daily.

To ensure Seabourn's guests experience the very best of the region, expedition operations and planning manager Robin West has created itineraries for the Ventures by Seabourn programme.

Robin said: "Our guests do not have to give up comfort to explore Antarctica. We offer kayaking tours from the ship and guests often witness the most incredible wildlife.

"Last year, we were kayaking at Waterboat Point, near Paradise Bay, amid hundreds of high peaks and glaciers, when we saw a Weddell seal and a Crabeater seal, before a Leopard seal came alongside us, playing with the guests.

"We also saw fur seals – four types of seal in one trip – it was incredible.

"I said 'All we need now is a humpback whale to come along' and 10 minutes later, as we came out of

ADVENTURE IS A FAST-EXPANDING AREA OF THE LUXURY CRUISE MARKET – AND GONE ARE THE DAYS WHEN GUESTS HAD TO GIVE UP COMFORT. SEABOURN COMBINES SIX-STAR LUXURY WITH KAYAKING EXPEDITIONS FOR GUESTS TO WITNESS THE MAJESTIC LANDSCAPE OF ANTARCTICA

Seabourn Ventures allow guests to really explore



Guests can choose to stay on the ship or get close to wildlife



the harbour, a humpback came towards us and dived under our kayaks.

"We could see it as it went down and he gave us a wave with his big tail fluke.

"It doesn't happen often but the guests were so excited. To be at water level is such a different experience to viewing these mammals from a ship."

Robin added: "From Yankee Harbour, between Glacier Bluff and Spit Point, we were kayaking near a glacier when a humpback popped up between the kayakers.

"One of the guests filmed it next to her because with no engine noise the seals and mammals will come near to the kayakers.

"We find kayaking extends and enhances the excitement of visiting Antarctica."

Price from £9,999pp for the 21-night Ultimate Antarctica & Patagonia cruise departing November 29, 2017 on Seabourn Quest. ●

For details visit seabourn.co.uk

ABOUT KAYAKING

- Guests do not have to be athletes to go in the kayaks – they just need the agility to get in and out of a kayak
- In Antarctica, kayaking is not a race; guests paddle for as long as they wish, stopping to take photos
- Weatherproof garments are provided and a dry-bag for cameras
 - A rescue boat is always in attendance
- Guests are taken by Zodiac to the best places for kayaking
- Wildlife experts accompany guests to enhance the experience

HOW TO SELL SEABOURN ANTARCTICA

Sell to clients who wish to enjoy authentic nature experiences in ultra-luxury surroundings.

They may not have cruised before – but tell them that Seabourn is the ultimate way to see glaciers and wildlife up close.

Seabourn's Antarctica is almost all-inclusive. However, guests are encouraged to book incredible excursions or "Ventures" to make the most of the experience. Kayak tours are available at an extra cost

2018 Antarctica itineraries are already on sale – with pre-select air rates

To learn more visit seabournacademy.co.uk for online training (at your own pace) or email salesupport@seabourn.co.uk

WHO INCLUDES WHAT

		Flights	Transfers	Accommodation	Main meals	
OCEAN CRUISE LINES						
Crystal	www.crystalcruises.co.uk	 				
Cunard	www.cunard.co.uk					
Hapag-Lloyd Europa2	www.hl-cruises.com	 				
Hebridean Cruises	www.hebridean.co.uk					
Oceania Cruises	www.oceaniacruises.com	 	Optional			
Paul Gauguin Cruises	www.pgcrises.com	 				
Ponant	www.ponant.com		 Selected			
Regent Seven Seas Cruises	www.rssc.com					
Seabourn	www.seabourn.co.uk	 				
SeaDream Yacht Club	www.seadream.co.uk					
Silversea	www.silversea.com	 				
LAID-BACK CRUISING						
Star Clippers	www.starclippers.com	 				
Windstar Cruises	www.windstarcruises.com					
RIVER CRUISES						
AmaWaterways	www.amawaterways.co.uk					
Belmond	www.belmond.com	 				
Crystal	www.crystalcruises.co.uk	 				
European Waterways	www.gobarging.com					
Tauck	www.tauck.com	 				
Uniworld	www.uniworld.com					

✦ Included ✦ Flycruise or cruise-only prices available ✦ Transfers included when buying flycruise package

	Speciality dining	Alcoholic drinks	Soft drinks	Bottled water	Wine (or beer/ soft drinks) with meals	Gratuities	Shore excursions	Free Wifi
	✦	✦	✦	✦	✦	✦	✦ Selected on Esprit only	✦
	✦		✦ Most included			✦		
		✦	✦	✦	✦	✦	✦	✦
	✦		✦	✦	✦ OLife choice		✦ OLife choice	
	✦	✦	✦	✦	✦	✦		✦ Owners/ Grand suites
		✦	✦	✦	✦		✦	
	✦	✦	✦	✦	✦	✦	✦	✦
	✦	✦	✦	✦	✦	✦	✦ Selected	
		✦	✦	✦	✦	✦	✦	
	✦ Selected	✦	✦	✦	✦	✦	✦ Expedition cruises only	✦
			✦	✦			✦ One+ per cruise	
			✦					
	✦			✦	✦		✦	✦
	✦	✦	✦	✦	✦	✦	✦	✦
	✦	✦	✦	✦	✦	✦	✦	✦
		✦	✦	✦	✦		✦	✦
	✦	✦	✦	✦	✦	✦	✦	✦
	✦	✦	✦	✦	✦	✦	✦	✦ In Europe

ALL EXCLUSIVE™

THE WORLD'S BEST IS NOW EVEN BETTER



INTRODUCING CRYSTAL RIVER CRUISES™ THE WORLD'S BEST IS NOW EVEN BETTER.

From The World's Best Cruise Line™ comes an entirely new way to travel. Experience the unrivaled standard in all-inclusive luxury, while exploring the timeless waterways of Europe with unforgettable overnight stays aboard five spacious, all-suite river yachts. Indulge in ever-changing scenery and lush landscapes with uniquely curated shoreside discoveries designed to surprise, enrich and fascinate. And complimentary butler service in each and every suite will make you feel like royalty each and every day. Welcome to the new Crystal®, where all inclusive is All Exclusive.



**CRYSTAL
RIVER CRUISES™**



CRUISE CRITIC

Crystal Mozart
'Best New River Ship'

CRYSTAL CRUISES - VOTED
WORLD'S BEST MORE THAN ANY
OTHER CRUISE LINE, HOTEL OR
RESORT IN HISTORY

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

020 7399 7604 www.crystalcruises.co.uk

©2016 Crystal Cruises, LLC. Ships' registry: The Bahamas.

