

cruise

TRADE NEWS

WIN

- A FESTIVE CRUISE
- SHOPPING VOUCHERS

The luxe life

6-star sailings with Crystal Cruises

**Big ship,
little ship**
New launches
for 2018

Women in cruise
Focus on: Canada

- THE UK CRUISE AWARDS 2018
- YOUR BUSINESS: KEEP THE CONVERSION GOING
- HOW TO SELL THE DANUBE
- MUST-BOOK ITINERARIES IN SOUTH AMERICA

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(☾) = Overnight stay



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MARCH 2018



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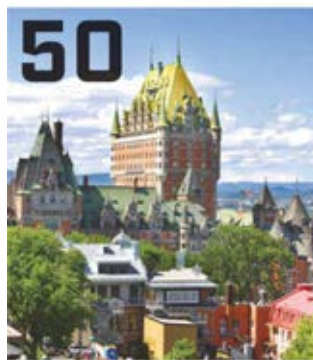
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Have you heard about Saga's Easter incentives?

Eggciting news! Every Saga holiday you book this March includes the chance to win a **yummy chocolate hamper** in our weekly prize draw. You could also bag **up to £500 in shopping vouchers** at the end of the month.

From sun-kissed getaways in Spain, Greece and Croatia, and inspiring tours of Japan, Canada and India, to unforgettable cruises by river and sea, we offer amazing value in over 150 countries. So for your chance to win, simply book with Saga.

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shopping vouchers
this month

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chocolate hamper
up for grabs
each week!*



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*Every Saga holiday or cruise booked between March 1 and 31, 2018 gains you entry into our weekly prize draw for a chocolate hamper. To enter, simply email incentives@saga.co.uk putting the booking reference in the subject line. At the end of the month, all bookings will be automatically entered into a prize draw to win £500 in shopping vouchers (second prize: £200; third prize £100). For terms and conditions visit saga-trade/incentives. Saga Holidays are for anyone aged 50+. A travel companion may be 40+. NHA-SC9371.

Letter

New ships, new sales...



If your clients are looking for **shiny new ships** on which to spend their hard-earned time this year, they're in luck. And so are you for that matter, as there are **new launches** on the horizon to suit all tastes and budgets. So get ready to **inspire and be inspired**; for a snapshot of what's to come, turn to page 25.

Women currently make up around 60 per cent of the cruise industry, although there is still an **absence of females** at board level. For more on this, turn to page 31. Talking of inspirational females, our **business columnist** Debbie Dale explains how to **keep the conversion going** during quiet times on page 28.

Nobody knows luxury better than Crystal Cruises. On page 20 we talk **6-star cruising** with Helen Beck, Crystal's VP of international sales and marketing, while on page 48 we highlight six of the best **luxury cruise lines** to sell to your more discerning clients.

Destinations in focus this issue include Canada, South America and Antarctica, and the popular Danube river, which is seeing **year-on-year passenger increases**.

A major event in the **cruise calendar**, the UK Cruise Awards is injected with stories of **success and achievement**; check out the pictures on page 42.

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

Rebecca Barnes
Editor
@rebeccaCTN

OCEAN SHIPS

Royal's family suite sells out

The Ultimate Family Suite on Royal Caribbean's forthcoming new ship *Symphony of the Seas* is already sold out for 2018.

Featuring a chalk room, a LEGO wall, gaming tables and a slide that connects the kids' bedroom to the living area, not only has the suite received unprecedented levels of interest – it sold for a whopping \$90,000 over the Christmas season for just one week – it is also filling up rapidly for 2019.

Royal Caribbean has been so taken aback with the success of the suite that it is planning to include it on all future Oasis-class ships – perhaps even retrofitting it to previous ships.



PARAGON PIXELS

NEW SHIPS

Norwegian Bliss celebrates float out

Norwegian Bliss, the third ship in Norwegian Cruise Line's Breakaway Plus class, emerged from the Meyer Werft building dock in Papenburg, Germany on 17 February. A major milestone in the vessel's construction, the ship will remain in the shipyard port for the final phase of construction until its conveyance down the River Ems towards the North Sea, which is scheduled for mid-March.

Norwegian Bliss measures 1,082 feet in length by 136 feet wide, and accommodates approximately 4,000 guests. The signature hull artwork

has been designed by marine life artist and conservationist Wyland, and features a humpback whale and her calf.

The first cruise ship custom-built for the ultimate Alaska cruise experience, including the 180-degree Observation Lounge where guests can enjoy Norwegian's most expansive views at sea, it will also be the first Norwegian Cruise Line ship to debut in Seattle.

Norwegian Bliss will sail into Seattle for her official christening on 30 May, with summer cruises to Alaska beginning 2 June.



NEW SHIPS

P&O confirms second next-generation ship

P&O Cruises has confirmed its second next-generation cruise ship, which is due to be delivered in 2022.

The new ship will trump its sister ship, due for delivery in 2020, to become the largest cruise ship to be built specifically for the British

marketplace – accommodating approximately 5,200 guests.

The ship will be built by Meyer Werft at its shipyard in Papenburg, Germany, and will feature the company's 'green cruising' design as one of the first generation of cruise ships to be powered by Liquefied

Natural Gas – an advanced low emission fuel.

Paul Ludlow, P&O's senior vice president, said: "The first of our new ships will go on sale in September and we will be announcing key elements of the design and build this year. In four years' time, when her sister ship is launched, we will see an even greater rise in the popularity of cruising across all demographics and age ranges, including millennials and Generation X-ers. Many of them have already learned to appreciate cruising by going on cruises with their families while growing up."

Carnival UK president Josh Weinstein added that the two ships prove "real and tangible evidence of our absolute optimism for future growth".



P&O's new vessel is looking shipshape

INDUSTRY NEWS

CLIA conference to focus on technology



CLIA UK & Ireland has announced that cruise technology will be the sub-theme of its 12th annual conference, taking place in Southampton from 23-25 May.

Specific conference sessions and speakers will have a tech theme, encompassing all angles of the industry including ship design, new on-board

initiatives, and updates on investments in technology from cruise lines.

Andy Harmer, senior vice president membership and UK & Ireland, said: "Technology will be running as a sub-theme of the conference, alongside the main #GenerationCruise focus.

"The cruise industry is often taking the lead in

the introduction of new technology to enhance the holiday experience and it is being widely rolled out by a number of cruise lines and across fleets. Sessions at the conference will look at how technology is impacting ship design and the experience on board, plus how technology can be used to engage a new cruise customer."



APT has made two new appointments to its sales team. New trade marketing manager **Laura Picton** previously held marketing and brand roles at Park Resorts and Bourne Leisure. **Emma Birkett** has been appointed inside sales executive. Birkett joins from Carnival UK, where she has worked since 2008.



CroisiEurope has appointed **John Fair** as UK sales director, reporting into international sales director Michel Grimm. Fair previously worked at Cosmos Tours and Cruises as product and commercial director; for the last 18 months he has been working on consultancy projects.



New appointments at Scenic include **Hans Heger**, general manager operations, who assumes responsibility for all operations relating to the Scenic Eclipse fleet. Operations manager **Sonja Altmann** will oversee shore-based guest operations.



Lucy Hone is now Uniworld's sales manager south. Hone, who has previously worked for Scenic, Emerald Waterways, Hurtigruten and Norwegian, will support the brand's existing trade partners in the UK's southern counties, as well as developing new relationships for Uniworld and U by Uniworld.

PONANT ship close to completion



Le Lapérouse, the first ship in PONANT's new Explorers series, is entering the final stages of its construction. The new luxury expedition cruise ship has arrived in Norway, where construction will continue in the Vard shipyard.

Le Lapérouse will be the first of the four expedition ships, the PONANT

Explorers, to launch in June, followed by Le Champlain, set for delivery this autumn. Le Bougainville and Le Dumont-d'Urville will be operational in 2019.

The new ship will be designed with a number of environmentally friendly features, earning "clean ship" status from Bureau Veritas. It will also allow PONANT

to offer a number of new itineraries in tropical and sub-tropical regions.

Other ship highlights include an innovative underwater lounge, Blue Eye, designed in collaboration with the architect Jacques Rougerie, that will allow passengers to see, hear and feel the underwater world.

REFURBS

Paradise's new look

Carnival Paradise is undergoing an extensive, multi-million-dollar refurbishment that will include a new water park, 38 new cabins and 98 balconies to existing staterooms—and plenty of eating and drinking options.

Following a month-long dry dock in Freeport, The Bahamas, the ship will resume its year-round schedule of four-to-eight-day cruises from 26 March 2018.

New features will include Guy's Burger Joint. Developed in partnership with Food Network's Guy Fieri, it will serve handcrafted burgers and fresh-cut fries amidst a décor that celebrates the chef's Californian roots. The RedFrog Rum Bar will be a poolside watering hole offering Caribbean rum-based frozen drinks and beers, including Carnival's own private label draught brew, ThirstyFrog Red. Blueguana Cantina will be a complimentary poolside Mexican eatery serving burritos and tacos on homemade tortillas. Meanwhile Blueguana Tequila Bar will be an outdoor bar with a Mexican-themed atmosphere.



For children, Camp Ocean will offer a marine-inspired play area designed for kids aged 2 to 11 that showcases the wonders of the sea through engaging interiors and more than 200 ocean-themed activities.

The ship's new stateroom enhancements include 38 new cabins: two Grand Vista suites offering floor-to-ceiling windows, 22 junior suites, two scenic ocean view cabins and 12 interior accommodations. Additionally, private verandas have been added to 98 existing staterooms, creating new 230-square-foot balcony staterooms.

WaterWorks Aqua Park will be located on Verandah Deck. The all-ages water park will feature an enclosed 300-foot-long 'Twister' water slide, two 82-foot-long racing slides and a splash zone for kids.

Carnival Paradise's schedule includes four-day cruises to Cozumel and five-day cruises to Cozumel or Mahogany Bay (Roatan), Grand Cayman or Key West. The ship also sails to Cuba with four-day cruises visiting Havana, five-day cruises calling at Havana and Cozumel or Key West, and eight-day voyages to Havana, Key West and Grand Cayman.

PARTNERSHIPS

Viking's charity partner

Viking has chosen disability sports charity the Lord's Taverners as its charity partner for 2018. Viking will work alongside the charity on initiatives to raise vital funds, giving disadvantaged and disabled young people the chance to engage in sport and recreational activities in their communities.

Viking's MD, Wendy Atkin-Smith, said: "We're delighted to be supporting the Lord's Taverners charity, and to be a part of the

wonderful work they do in giving young people a sporting chance. It's a really worthwhile cause which gives opportunities to young people with disabilities the chance to strive in the sports they are most passionate about."

Jenny Wade, regional sales manager, North, will be running in the London Marathon on 22 April to raise funds for the charity; to sponsor her, visit mydonate.bt.com/fundraisers/jennywade1



PARTNERSHIPS

Minke whale tagged in Antarctica



A collaboration between polar expedition cruise specialist, One Ocean Expeditions (OOE) and California Ocean Alliance (Nationally Accredited World Class Ocean Research) has led to the first successful suction cup video tagging of a minke whale in the Southern Ocean, Antarctica.

Known for their elusive behaviour and short surfacing times, minke whales are a challenge to tag with suction cup technology and have previously only been tracked by LIMPET satellite location beacons, embedded in the superficial layer of surface skin.

"These shared values between One Ocean Expeditions and our research group at the California Ocean Alliance make for a potent and effective collaboration," said

Dr. Ari Friedlaender, director at California Ocean Alliance and resident whale biologist with One Ocean Expeditions. "Without this singular focus, we could not succeed, we could not learn, and we could not protect places like the Antarctic."

Friedlaender's team attached non-invasive suction cup camera tags with 3D motion sensors, provided by WWF-Australia, to the minke whales. These tags fell off 24-48 hours later. Upon retrieving the devices, the researchers were able to study the recordings, which showed the feeding behaviour of the whales. The analysis of the data captured will allow researchers to develop measures to protect polar ecosystems and whale habitats worldwide.

GETTING SOCIAL

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

@MatthewPGormley
Another fascinating series that made me realise all I want in life is to go on another cruise **#TheCruise**

@RebeccaCTN
Congrats to Carol Smith from @Freedom_trvlgrp who is now in receipt of her #cruisechallenge prize of a #marellacruises European cruise for two! @TUIUK

@SilverTravelAd
Great read from Jane Atkins MD of @Shearings Holidays in @cruisetradenews on the river Cruise Market

@WorldofCruising
Not long to wait now! @CruiseNorwegian latest ship #Bliss floats out of dock as we get closer to its inaugural sailing season in **#Alaska #cruise #news**



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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

Passage to Eastern Europe

11 days, 7 guided tours
Departing March to November 2019

From £1,845pp

Grand European Tour

15 days, 12 guided tours
Departing March to November 2019

From £2,845pp

Châteaux, Rivers & Wine

8 days, 7 guided tours
Departing March to November 2019

From £1,445pp

Waterways of the Tsars

13 days, 10 guided tours
Departing May to October 2019

From £2,795pp

Lyon & Provence

8 days, 7 guided tours
Departing March to November 2019

From £1,645pp

Imperial Jewels of China

15 days, 11 guided tours
Departing March to November 2019

From £2,795pp

Magnificent Mekong

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Kiev to the Black Sea

11 days, 11 guided tours
Departing May to September 2019

From £2,895pp

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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 March 2018. Single supplements apply. *Portugal's River of Gold is only available to fly from London, Birmingham and Edinburgh. Kiev to the Black Sea is only available to fly from London. 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.



REFURBS

Mariner drydock will complete Regent Seven Seas fleet refurbishment

After a 20-day drydock in April 2018 at Chantier Naval de Marseille, Seven Seas Mariner, the world's first all-suite, all-balcony cruise ship, will re-emerge with fresh culinary experiences (including a new speciality restaurant), new suite designs and completely renewed modern guest spaces – notably a new mosaic-tiled pool. The makeover completes a \$125 million fleet-wide refurbishment programme.

The ship will then reposition to the Pacific Northwest to take travellers on a fully immersive, luxury Alaska experience.

"We are delighted to relaunch the refurbished Seven Seas Mariner for what will be an unforgettable 2018 Alaska season," said Jason Montague, president and chief executive officer of Regent Seven Seas Cruises.

"Seven Seas Mariner will have been elevated to the highest standards of elegance, and guests will enjoy the highly personalised service delivered by every member of the staff and crew. Once Seven Seas Mariner completes her refurbishment, Regent's fleet will definitively be the most luxurious at sea."

A makeover for Mariner



NEW SHIPS

Scenic expands expedition fleet



Scenic is to expand its expedition fleet. The announcement came after founder and chairman Glen Moroney said there had been 'unprecedented interest' in Scenic Eclipse.

Launching in 2020, Scenic Eclipse II will embark on her maiden voyage from Athens to Lisbon before the debut sailing season, which will include the European and Russian Arctic – regions, which the cruise line said are well suited to its expedition ships.

Building will start in Croatia, where Eclipse is already under construction. Scenic Eclipse

II will include 114 all-veranda suites, nine restaurants, eight lounges and bars, a spa, a fitness area, indoor and outdoor pools, helicopters and a submarine.

Angela Sloan, head of sales UK, said: "We have been overwhelmed with the response through travel agents for Scenic Eclipse, and can only expect even greater things from Scenic Eclipse II. These incredible yachts will venture to beautiful and unique locations, which could not previously be accessed; it is an exciting and innovative new product."

IN BRIEF

New CMV sailings

Cruise and Maritime Voyages has launched its 2019 programme, which features four sailings on Marco Polo around the British Isles that include Cardiff as a port of call. Prices lead in at £225pp for a three-night Easter break departing from Bristol, sailing to Ringaskiddy in Ireland for a visit to Cork before heading on to the Isles of Scilly and docking in Cardiff, its final destination.

Experts on board

Aqua Expeditions has enhanced its 2018 programme of sailings on board Aria Amazon and Aria Mekong, with new hosted departures featuring experts in gastronomy and conservation as well as the founder of Aqua Expeditions, Francesco Galli Zugaro.

Two for Titan

Titan is chartering a second river cruise vessel from Select Voyages for 2019, following the success of its exclusive charter of Serenade 1. The operator will be offering a series of cruises on the Danube on the four-star, 180-passenger ship Bellejour, while Serenade 1 will sail along the Rhine. Travel agents will receive copies of the new Titan 2019 River Cruise brochure in April, along with an opportunity to win a place on the first Bellejour fam trip and a £10 lifestyle voucher for every booking.

See the world in luxury

Crystal Serenity will be embarking on a 2020 world cruise that will visit 47 cities in 23 countries. The 105-day Epic Empires and Idyllic Isles cruise will be Crystal's 25th world cruise and will be available in seven focused segments of 13 to 18 days, as well as the full voyage. Bookings will open first to current 2018 World Cruise guests, priority wait list guests and Crystal Society members before going on general sale on 1 May.

HERE'S A REWARD YOU'LL APP-RECIATE...

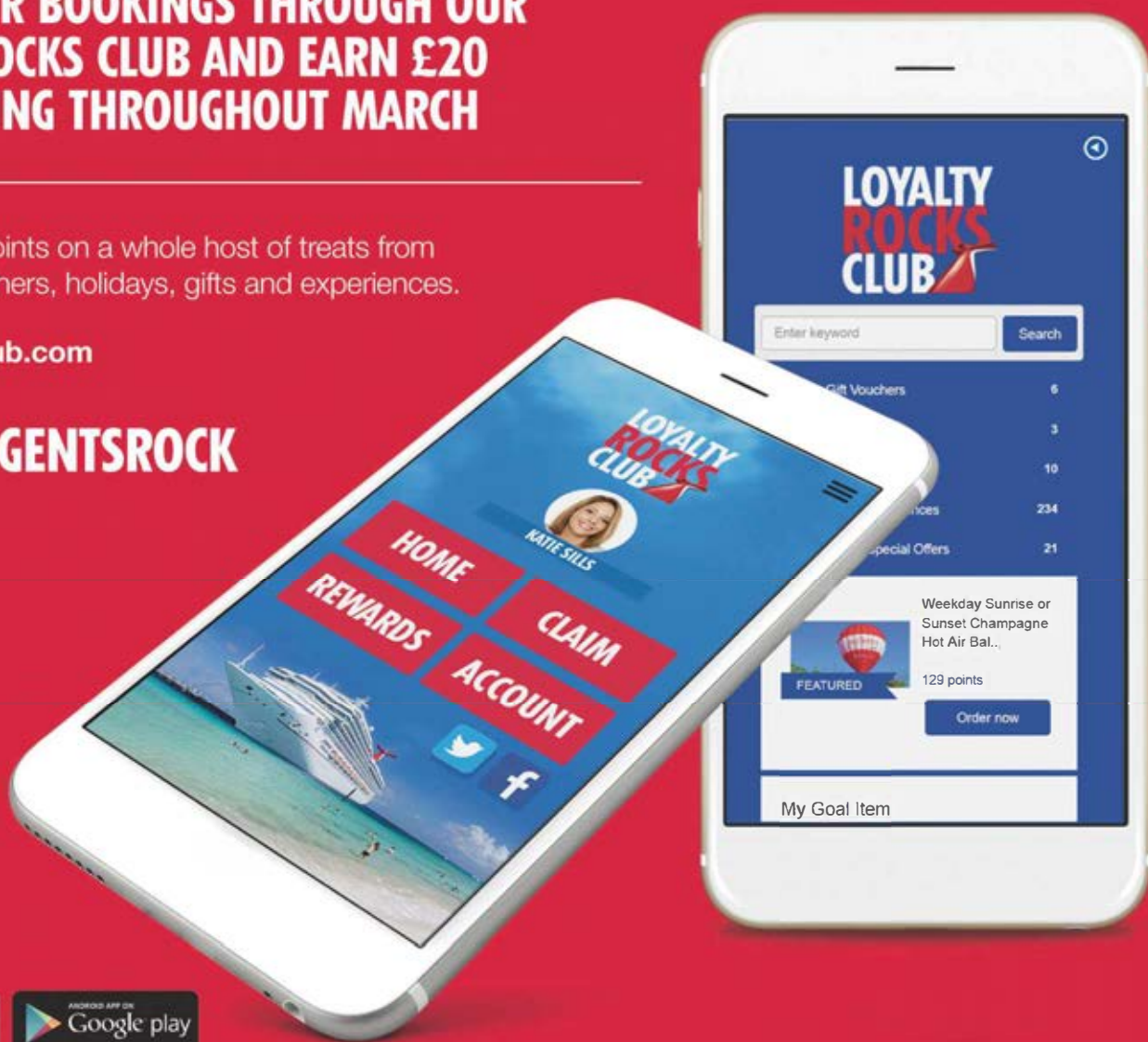
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Terms & Conditions: Full Loyalty Rocks Club Terms and Conditions apply, these can be found on our website (www.loyaltyrockclub.com). Carnival Cruise Line reserves the right to increase and decrease points awarded through the incentive scheme without notice at any time. The claim must be submitted by the end of each month in order for correct points to be allocated. Bookings submitted through Loyalty Rocks Club from 1st March 2018 until 31st March 2018 will earn 20 points per booking, which equals £20 per booking through the Loyalty Rocks Club scheme.

**TRAVEL
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 **Carnival**

Movers & Shakers

If you only have five minutes to read the magazine, you'll want to check out our hot picks this month...



1

1. CRUISE CHAMPION

Carol Smith from Essex, a personal travel advisor for Freedom Personal Travel Advisors, has won a Marella cruise following her attendance at one of last year's Cruise Challenge events. Carol visited the Cruise Trade News offices to collect her prize – an all-inclusive 8-night European Experience cruise for two on Marella Discovery – from editor Rebecca. Cruise Challenge events take place throughout the year at various regional locations and are free to attend. For more information visit thecruisechallenge.com

2. SWEET SYMPHONY

We had such a blast at Royal Caribbean's Symphony of the Seas brilliant interactive pop-up event last month. Designed to emulate the fun you'll have on board the new ship, we slid into ball pools, hopped over love hearts and sang 'The Champs' 'Tequila' while feasting on guacamole and nachos. Our editor and features editor even made it into the Evening Standard newspaper!



2



3

3. CLUB TROPICANA

Spotted on eBay – this too-cool-for-school vintage Carnival Cruise Lines 'Tropicale' sweatshirt. Grab yourself a piece of cruise history for the Horizon launch this year, and you'll be the coolest guest on board.



4

4. SOUNDTRACK TO SAIL

When CTN attended the preview of Ocean Liners: Speed and Style at the V&A, this Music for Ocean Liners CD caught our eye – it's the perfect accompaniment to your next fam cruise. Two hours of dance music, jazz and cabaret songs have been sourced to complement the exhibition, plus there's a booklet giving an overview of the era. £15; available from vam.ac.uk/shop/



5

5. CHAMPAGNE AND CRUISING

We love this Instagram image (right) taken by the team at WOWCruise in Cardiff. The brand new WOWCruise interactive cruise experience centre comes complete with free bubbly and some great reading material on hand for inspiration.





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How important is wellness?

Health and wellbeing is becoming a bigger part of the nation's psyche. We ask cruise companies how important it is to offer wellness to guests

Karen Doyle

General manager, supplier management & ancillary revenue, Marella Cruises



Wellness has always played a key role within the cruise industry and continues to do so as we look towards the future. Marella Cruises offers holidaymakers a variety of on-board activities, all of which help our customers fully unwind. As health and wellness becomes more topical, we're delighted to have partnered with the UK's first true health spa, Champneys, on board Marella Explorer. We pride ourselves on offering holidaymakers a relaxing home from home that they can come back to after a day of exploring, and the spa will offer the ultimate in relaxation with its treatments, salon and wellness centre.

Is there a hot topic that you'd like us to discuss?
Let us know by tweeting @cruisetradenews or email rebecca.barnes@realresponsemedia.com

Bernard Carter

Senior vice president & managing director, EMEA, Oceania Cruises



We are living in a time of heightened self-awareness. Over recent years we have also seen the rise of a much clearer understanding of what is, and what is not good for us. Most importantly we are heeding long-taught wisdom when it comes to wellness in general – from the need to find time to relax, as well as exercise, to the need to treat our bodies with respect, knowing that if we look after our bodies they will in turn look after us. At Oceania Cruises we have embraced this shift in awareness, along with the needs of our guests, with whom we regularly engage, and for this reason we launched several initiatives in 2017, including the most expansive vegan menu at sea. We have also introduced complimentary fitness classes, from yoga to boot camp sessions, and Wellness Tours Inspired by Canyon Ranch, which have proved to be extremely popular.

Jamie Loizou

Director of sales, marketing and digital, AmaWaterways



The average age of a cruiser has been dropping and people are becoming more health-conscious. Therefore enhancing cruising with wellness is simply catering to the changing wants and needs of the guest – and all good companies should put the guest at the centre of what they do. We were the first to offer bicycles on board and our new wellness programme includes morning stretches, jogging, yoga, cardio/core strengthening, resistance band workouts and circuit training. Our activities are complemented by discussions on healthy eating and relaxation techniques. Alongside this we incorporate healthy food options.

"Enhancing cruising with wellness is simply catering to the changing wants and needs of the guest"

Regent

SEVEN SEAS CRUISES*

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What's in it for you?

Royal Caribbean hits the road with scratch cards

Royal Caribbean International's sales team will be hitting the road this month, visiting agents across the UK and Ireland to give away 2,000 scratch cards. To get their hands on a scratch card, agents

simply need to answer correctly a question about the cruise line's One Big Sale campaign. Once they have the scratch card, they have the chance to win up to £100.

OFFER



INCENTIVE

Win a festive sailing

Viking Cruises' sales managers in the north and south are currently distributing scratch cards to agents and at roadshows, with some great prizes up for grabs. The biggest prize is a Christmas cruise for two, though entrants can win anything from lunch on one of Viking's ocean ships when in the UK to a £25 Love to Shop voucher, a cuddly Erik the Viking, a bottle of prosecco, cookbooks and more. Agents simply need to scratch out the silver panel to see if they've won anything. The competition expires on 31 March 2018. One prize per scratch card.



INCENTIVE

Carnival gets to the point with latest Loyalty Rocks incentive



Carnival Cruise Line is offering agents the chance to get their hands on some cash incentives as part of its Loyalty Rocks Club campaign.

Throughout March, agents can earn 20 points per booking, which has a value equivalent to £20 and can be exchanged for a variety of prizes.

Agents also have the chance to win a weekly prize of £20/20 points when they play Carnival Cruise Line's new game, Decktris, which is available on the Loyalty Rocks Club app. The app can be downloaded from 7 March from the Apple Store and Google Play.

Agents can play Decktris up to five times every day. Each Friday throughout March, 50 agents will be entered into a prize draw.



Silversea's selling suite additions

Silversea has launched new additions to the Silversea Selling Suite, designed to help agents learn more about the luxury cruise line and sell more sailings, as well as to reward loyalty.

The suite includes five new platforms, including Silversea Agent Rewards, giving agents the opportunity to claim points when they book an eligible cruise and redeem these points for either Amazon or Love2Shop voucher codes.

MarketingCentral allows consultants the chance to customise Silversea's brand-approved marketing materials with their own contact information and logos.

The platform also includes the Silversea Cruises UK Travel Agent Centre, a new Facebook page especially for agents.

Travel Agent Resources features downloadable literature including manuals and deck plans.

Trainer Luke Clarke will be running Webinar Wednesdays, which will help to improve agents' knowledge, from destinations and life on board to how best to sell and what's selling well.

These new additions aim to complement the existing tools in the suite, which include the Silversea Academy, the Advocates scheme, a ship visit programme and FAM trips. silverseaagentrewards.com/



SELLING SUITE

EVERYTHING YOU NEED TO CRUISE THROUGH A SALE

OFFER

A twist on training

Thirty one-day training places are up for grabs, courtesy of Carnival. The day will include key product training and news updates and will be led by Luke Smith, head of international sales, and Lucy Zvinakevicius, sales operations supervisor for international sales. Agents will also have the chance to take part in a three-hour cookery class during which they will work in teams to produce Asian dishes, competing head-to-head. Teams will have a chance to eat what they've created, with the winners receiving a bottle of prosecco. Taking place at the Radisson Blu Edwardian Mercer Hotel in London from 9.30am to 1pm, the class is one of Carnival's agent rewards being rolled out on 21 March.



madefortrade.co.uk

Clear Cut

We talk to **Helen Beck**, VP international sales & marketing, Crystal Cruises, about ship upgrades, world-class cuisine and the true definition of luxury

We are very excited about the Evolution of Luxury upgrades which took place on Crystal Symphony last year and which we roll out on Crystal Serenity in November this year. We listened to the views of our key stakeholders and guests and the main feedback was requests for additional suites, for us to implement an open seating dining concept and to upgrade our WiFi offering. In order to accommodate the 40 new Seabreeze Suites, we reduced our capacity, and we'll do the same on Serenity later this year. The new accommodation boasts the same square footage as existing Penthouses and Penthouse Suites, while Seabreeze Penthouses are paired by shared entryways. Upon completion of Crystal Symphony's dry dock, all guests now enjoy unlimited complimentary WiFi.

Our world-class culinary experience also enjoyed an evolution, with a new open seating concept, allowing guests to dine at their leisure. While the design and menu of global selections have evolved, the classic elegance, Michelin-level cuisine and superlative service remain. Waterside has emerged in place of the former Crystal Dining Room, reflecting the chic décor and sophisticated ambiance found in the restaurants aboard Crystal River Cruises. Moving into the former Lido Café space are Marketplace by day and Churrascaria by night, both featuring an open kitchen concept with dishes to order. Marketplace continues to serve buffet-style breakfast and lunch options, and converts into Churrascaria, a casual dinner venue serving Brazilian-inspired tapas, ceviche, salads and grilled meats presented by "gauchos" on sword-like skewers. Silk Kitchen & Bar offers full-service modern Chinese-inspired fare with family-style plates ideal for sharing. Silk Road and The Sushi Bar, the speciality dining venues by famed Master Chef Nobu Matsuhisa, have been rebranded as Umi Uma & Sushi Bar. The venue serves the inspired cuisine of Nobu, prepared by his personally trained chefs, and remains the only Nobu restaurant at sea.

Our new river ships accommodate just 106 guests served by a crew of 68, giving us the highest crew-to-guest ratio of any European river company. All of our suites are above the water line with panoramic balcony windows and feature a king-sized bed, with most suites also enjoying a walk-in closet and double sink vanities. As with our Ocean ships, we offer open dining for our guests, with our Waterside restaurant menu featuring a range of international and regional dishes from wherever we are sailing. We have spacious, luxurious motor coaches which we use for our complimentary airport transfers as well as for the Crystal Complimentary Adventures.



We cut the first piece of steel for Crystal Endeavor earlier this year. Set to debut in 2020, Crystal Endeavor will be the largest, most spacious purpose-built Polar Class ship, featuring Crystal's celebrated service and hospitality, all-suite, butler-serviced accommodations, and unmatched choices in the world's most remote destinations.

There are many factors contributing to the success of Crystal Esprit, including the elegant yet casual on-board atmosphere, the high crew-to-guest ratio, our amazing Michelin-inspired cuisine, the availability of water toys from our high-tech marina or the choice of complimentary shore excursions.

Our guests are loving their time on board Esprit, whether it is sailing with us in the Adriatic or the West Indies.

In 2019, we are very proud to offer 65 worldwide ocean voyages. Crystal Serenity starts the year off with a world cruise from Hawaii and Australia to the wilds of Africa before finishing in Monte Carlo, followed by an expanded Mediterranean and Northern Europe season. Crystal Symphony explores the east coast of South America, visiting destinations such as Rio de Janeiro and Buenos Aires before sailing via New Zealand and Australia to Asia. We are introducing some new Far East routes as well as a fascinating itinerary exploring Japan, then on to Petropavlovsk and crossing the International Dateline en route to Alaska.

Crystal River Cruises continues to offer the best in European river cruising, with a variety of 7, 10, 11, 14 and 16-night itineraries on the Rhine, Main and Danube. We are delighted to introduce a brand-new 10-day 'Enchanting Moselle' itinerary aboard Crystal Bach, which features five new ports of call along one of the most breathtaking stretches of river in Europe.

Luxury has a multitude of meanings, but the delivery boils down to a handful of key attributes – listening, learning and anticipating. I love hearing guests relate how their bartender only served them once, and the next time they visited his bar he was already preparing their drink, or how the Trident Grill waiter remembers their favourite ice cream flavour from when they last sailed. Of course, if guests have sailed with us before, then we already have what we need to ensure that their suite is set up with their preferred beverages and snacks, and their butler will likely have already booked their table in one of our speciality restaurants at their preferred dining time. What luxury means to each of us is definitely individual, and I am proud to say that Crystal has redefined the way the world views luxury travel. ⚓

Crystal Symphony



Nobody does
luxury better

Nobu Matsuhisa



Nobu's black cod
with miso



Crystal Endeavor

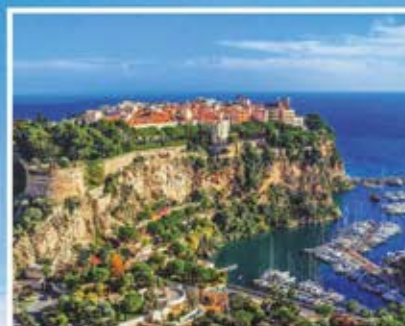


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Big Ship, Little Ship...

Whether you sell mega ships or boutique trips, you need to check out the vessels entering the market this year



Viking Orion

Accommodating 930 guests, Viking Orion, formerly known as Viking Spirit, is the fifth of eight ocean cruise ships planned for the Viking fleet. Named after the constellation and in honour of godmother – and NASA astronaut – Dr Anna Fisher's contributions to NASA's Orion exploration vehicle project, the modern Scandi design epitomises understated elegance. Among the ship's

many highlights are: all-veranda staterooms; two pools (one with a retractable roof and one infinity pool); LivNordic Spa; The Culture Curriculum, which connects guests to their destinations, and an array of dining choices, from the regional-inspired Kitchen Table to Manfredi's Italian.

Book it: Viking Orion will debut in July 2018 and spend her maiden year sailing itineraries in the Mediterranean.

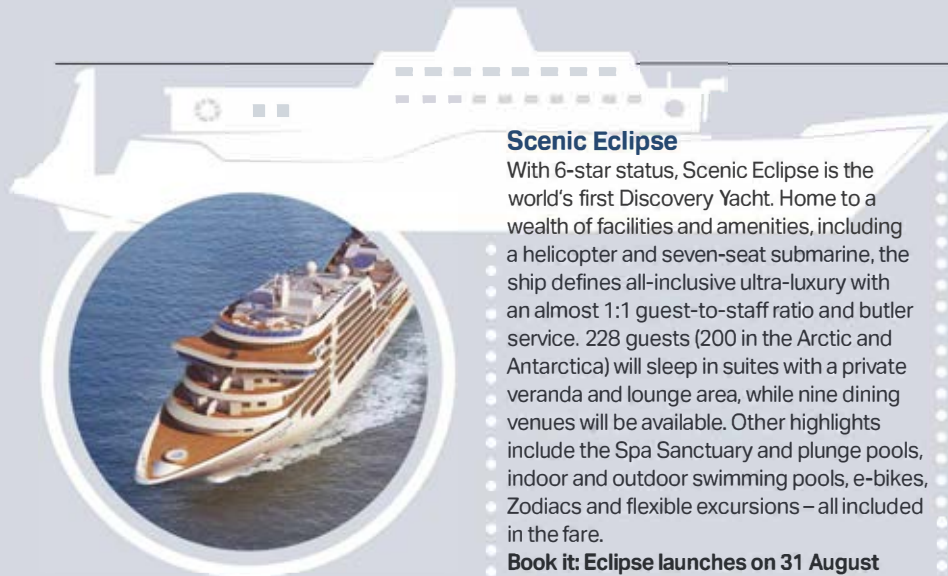


Marella Explorer

Offering all-inclusive as standard, Marella Explorer features 962 cabins and a wide choice of dining and premium entertainment – along with the first Champneys spa at sea, which includes a wellness centre and relaxation room. The feature bar, Indigo, offers ocean views from prime position at the top of the ship. Ten dining venues include the

ever-popular Surf & Turf, new addition Umi Sushi, a showcase sushi counter, and The Mediterranean, a dining area featuring a glass roof inspired by open-air terraces and local tavernas. It will house two inclusive restaurants – a pizzeria and tapas restaurant – plus the Hot Stone Grill at an additional cost.

Book it: Marella Explorer will be based in Palma from May 2018.



Scenic Eclipse

With 6-star status, Scenic Eclipse is the world's first Discovery Yacht. Home to a wealth of facilities and amenities, including a helicopter and seven-seat submarine, the ship defines all-inclusive ultra-luxury with an almost 1:1 guest-to-staff ratio and butler service. 228 guests (200 in the Arctic and Antarctica) will sleep in suites with a private veranda and lounge area, while nine dining venues will be available. Other highlights include the Spa Sanctuary and plunge pools, indoor and outdoor swimming pools, e-bikes, Zodiacs and flexible excursions – all included in the fare.

Book it: Eclipse launches on 31 August 2018; her maiden voyage will be from Athens to Venice.



Ponant Le Laperouse

With 92 staterooms and spacious suites, the atmosphere on board Ponant's Le Laperouse is exclusive and intimate. The pool deck features panoramic views and an outdoor bar and lounge, while a hydraulic platform with adjustable height provides easier boarding than on any other cruise ship, easier Zodiac embarkation and disembarkation, and access to the sea. The panoramic restaurant opens onto the outside and can accommodate all passengers in a single sitting. The star attraction, however, is the underwater lounge, Blue Eye, which will allow passengers to see, hear and feel the underwater world.

Book it: Le Laperouse will start sailing in June 2018.



Seabourn Ovation

With 300 suites or 600 guests (based on double occupancy), Seabourn Ovation is scheduled to join the ultra-luxury line's fleet in May 2018. The designers' vision was to give the feel of a luxury yacht, with sleek furniture and fittings for a 'soft and sexy' look, while keeping the modern design elements, innovation and understated elegance that Seabourn is known for. The ship will be configured with one additional deck and new expanded public areas, while every suite will feature a private veranda.

Book it: Seabourn Ovation will embark on an 11-day inaugural voyage, departing on 5 May 2018, from Venice to Barcelona.



Norwegian Bliss

The ultimate family cruise ship, accommodating 4,000 guests, Norwegian Bliss will be custom-built with impressive facilities and original dining concepts. Facilities include the largest at-sea Go-Kart race track at nearly 1000 feet, an open-air laser tag course, an Aqua Park with two water slides, and a Kids' Aqua Park and Splash Academy. Entertainment includes the musical Jersey Boys, which will headline on the ship's main stage. Other features include a social area for solo travellers, Starbucks (in a nod to the ship's home port of Seattle), and Beatles-themed venue The Cavern Club.

Book it: Norwegian Bliss will sail the Caribbean in late 2018, with select voyages to the Mexican Riviera from June 2018.

Carnival Horizon

Launching in spring 2018, the 3,960-guest Carnival Horizon features on-board innovations including a bike-ride-in-the-sky attraction called SkyRide, an IMAX Theatre and dining aplenty. Horizon will also be the first ship to feature a Dr. Seuss-themed WaterWorks park. Accommodation includes spa cabins with privileges at the Cloud 9 Spa, and tropical-inspired Havana staterooms and suites with exclusive daytime access to a Cuban-themed bar and pool. Horizon will also feature the cruise line's first-ever teppanyaki dining venue; Bonsai Teppanyaki combines ancient Japanese cooking techniques with performance art for a culinary and visual feast.

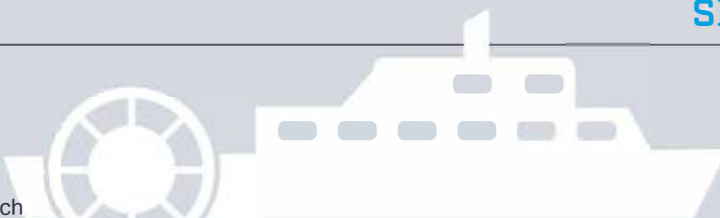
Book it: From 22 September 2018, Carnival Horizon will offer a year-round schedule of six- and eight-day Caribbean cruises out of Miami.



AmaWaterways AmaLea

AmaLea is inspired by luxury yachts and accommodates 158 passengers. Most cabins feature twin balconies – both a French and outside balcony – while additional amenities include entertainment on demand, free high-speed internet access and unlimited WiFi. On board there's also a massage and hair salon, a gift shop and a specialty coffee station. On the sun deck, guests can enjoy a dip in the heated pool and drinks at the swim-up bar. Cuisine is locally-inspired and there's a variety of dining venues, including The Chef's Table, which features a tasting menu created in front of the diners.

Book it: AmaLea will start sailing from 25 March 2018.



CroisiEurope MS Elbe Princesse II

With its sleek, contemporary design, MS Elbe Princesse II features open spaces, large picture windows and modern interior tones. A spacious restaurant, panoramic lounge at the stern, patio and sun deck will provide excellent amenities for river cruise lovers. The ship accommodates 90 passengers in 45 outward-facing cabins with French balconies on the upper deck.

Book it: MS Elbe Princesse II will cruise between Berlin and Prague at the beginning of April 2018.



Riviera Travel MS Douro Splendour

The MS Douro Splendour accommodates 126 guests, with a ratio of four guests per crew member. Its design has been tailor-made to a high spec to fit the unique size limitations of the Douro's locks, and offers the facilities and services of a five-star hotel, with chic furnishings, a sun deck with swimming pool, floor-to-ceiling windows and a spa and wellness area with a fitness room.

Book it: MS Douro Splendour launches on 9 August 2018.



Celebrity Edge

The hype is about to become reality: unless you've been living on a remote desert island, there's nobody in cruise land that hasn't heard about the Magic Carpet, the world-first cantilevered floating platform and one of the many highlights of Celebrity Cruise's innovative new ship, Edge. With an outward-facing design and passenger capacity of 2,900, Celebrity Edge will also feature the Kelly Hoppen-designed Edge Staterooms with Infinite Verandas; a rooftop garden hosting movies and live bands; and Eden, an entertainment and dining space where passengers can chill, play or party.

Book it: The ship will homeport in Fort Lauderdale, Florida, and make its first sailing on 21 November 2018.

Royal Caribbean Symphony of the Seas

With facial recognition check-in and beacons to make boarding fast and stress-free, this 16-deck mega ship will soon be able to claim the title of the largest cruise ship in the world, accommodating a maximum of 6,680 passengers. The Boardwalk neighbourhood will provide entertainment for all ages, while signature offerings include The Ultimate Abyss, with the tallest slide at sea; Johnny Rockets diner; and the Aqua Theatre, which will feature aquatic acrobatics. The two-level Ultimate Family Suite features a slide from the kids' bedroom to the living room below, a LEGO wall, and 3D cinema room complete with popcorn machine and video games.

Book it: Setting sail in April 2018 for an inaugural season in the Mediterranean. ⚓



Keep the conversion going

Keen to improve your conversion rates?
Debbie Dale explains how to turn every potential enquiry into a sale

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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.

At this time of year I am often asked by businesses: "How can we keep the conversion going when things slow down or winter fatigue kicks in?"

We have to think about the customers here. In some instances there is not a lot to do – those occasions when clients have practically made up their minds before they come to you and are ready to book. I call them 'the decided.' But there are also many that haven't. These customers are 'the shoppers'.

Most shoppers do want to be converted. They are not time-wasting; they genuinely want something. They just haven't (for whatever reason) made up their mind 100 per cent.

However, sometimes we do think they are wasting our time and we may get frustrated that they are not being as decisive as we want them to be. Remember that, as well as our sales process, there is a buying process, and unless we view and appreciate both, we are closing ourselves off to possible opportunities.

When we are busy and have enquiries piling up, the shoppers tend to be pushed to the back, or the bottom of our list. However, if you try to ensure that you get in touch with them with a gentle nudge, a reminder of what they want and the fact that you can book it, you may find that they then surprise you by coming back as a fully-fledged decided. In fact following up not only helps your conversion rates, but can also influence your customer's opinion of what they may see as fantastic service.

The decided can make us feel a little like order-takers. They know it, we have it, and we book it. However, please don't dismiss the shoppers. They are just not completely in the zone yet, and although you don't want to spend too much time chasing someone, they can convert with a little bit of help from YOU, their knowledgeable, personable enabler.

They also make the job more interesting, while allowing you to share knowledge, make suggestions and find a wonderful holiday for someone.

Match your way of selling to the customer's buying process...

- 1** Be assured. A buyer needs confidence in a seller; without it there's no trust – and therefore no decision.
- 2** Meet and greet beautifully. Whether phone, email or face-to-face, the greeting must be friendly and professional.
- 3** Question and qualify. If you don't find out needs and wants, how can you deliver the right result? The customer trusts you more if you ask – and if you listen. Keep them focused to help them get to decided status.
- 4** Match the wants, the benefits, and the detail with your customer, getting buy-in throughout. And don't forget to ask them for their opinion – what do they think? – along with your positive affirmations. Then asking for the business should be a natural process.
- 5** Use any positive words and phrases that they have shared with you. People buy from those they like and who they think are like them. There must be a 'close', and if you don't ask, you won't get. However, in some instances a simple statement of fact can often be enough if you have built a rapport. For example, "I can book that for you now."

These tips can all help your customer become more focused on being a member of 'the decided'. Sometimes, the only incentive needed may be a simple summary of what they have asked for, a personal recommendation from you – or a reminder that you can book for them.

Otherwise, those 'shoppers' may stay undecided and not what we are aiming for – buyers! ⚓

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Women in cruise

In celebration of International Women's Day, we take a look at the opportunities for female industry professionals

In the month that celebrates the social, economic and cultural achievement of women, it seems fitting to focus on an industry where a sizable chunk of employees are female. Yet, despite making

up around 60 per cent* of the cruise and tour operators, women form less than a quarter of those at board level. We ask some senior industry figures for their take on progress to date...

WOMEN IN TOUR OPERATORS AND CRUISE INDUSTRIES NUMBERED JUST 12% IN 2005, A FIGURE THAT IS NOW CLOSER TO 26% (2015)**



Sally-Anne Beasley
director passenger services
Europe, sales & marketing,
Norwegian Cruise Line UK

"We are seeing more women in senior roles, which is the case across all travel sectors, not just in cruise. While there are still more men in senior roles, this should not hinder women to progress and having the attitude that they can succeed. At Norwegian Cruise Line I have always felt fully supported; our HR team are incredibly encouraging on future development. We also have a mentorship programme and are provided with fantastic advice and guidance. One of the core values at NCL is 'family first', which is important to women in senior roles with families, but also in encouraging women to feel comfortable that having children won't set back their career. Something fantastic worth noting is that we are seeing more female captains on board ships in the cruise industry."



Lynn Narraway
UK managing director,
Holland America Line
& Seabourn

"There are a lot of women in the cruise industry with many at senior levels. Look at Carnival's Christine Duffy, and Princess's Jan Swartz, while Celebrity has a record number of senior women. I think it's important we get into schools and talk about opportunities in travel and acknowledge there are lots of highly qualified women who work in the travel industry. There are also lots of senior level women who work in less obvious sectors like finance and law (within the cruise industry)."

Debbie Dale
consultant and career
development expert,
Debbie Dale Development



"There are more women in senior positions in this sector than any other in the industry. However, where the majority of 'workers' are women, this isn't reflected past middle management level. Women have become well thought of as patient, good listeners, troubleshooters and empathetic – people trust us and buy from us, so at entry level, we are sought after. In terms of recruiting for the top jobs, you have to be known to get in there. We come from an environment where men dominate at board level – they tend to socialise with one another. And [men] are far more likely to tell you how good they are or what they've achieved. There are plenty of women with phenomenal talent but not the confidence to put themselves out there – we need to work with them to build their confidence."

Jo Phillips
VP talent & culture,
Carnival UK



"We recognised that we needed to increase the level of female representation at a more senior level. We partnered with our employee-led female network group, Athena, to ensure we provide gender-balanced opportunities for development in business, while unleashing women's full potential. Some of the strategies that we have put in place include ensuring 50:50 gender split recruitment shortlists for our senior roles and gender-balanced interview panels where possible. We are becoming more flexible, where individuals can better balance the needs of their home life. We have been running unconscious bias sessions with individuals across all levels of the organisation, helping people to recognise their own bias and how this may be impacting on their recruitment or promotion decisions. We are coaching our senior women and using them as role models."

*THE STATUS OF WOMEN IN THE UK TRAVEL AND TOURISM INDUSTRY REPORT, 2016 **ASSOCIATION OF WOMEN TRAVEL EXECUTIVES



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Lucia Rowe
head of A-ROSA
UK

"I grew into a senior position very early upon leaving university. I became a cruise director and had to manage men at senior level who were twice my age. Being a woman hasn't put me at a disadvantage. You have to show you have lots of confidence, and that you're not intimidated working with lots of men. Having worked in Switzerland, England, Austria, Germany, France and the US, cultures are very different. In France and the US, they have their own regulations and rules about this kind of thing. In Switzerland, it's very egalitarian and about work-life balance, with many more women in managerial roles. The UK is by far the most forward-thinking, free-spirited environment. I think we invest more in equality and do a lot more to promote this."

Edwina Lonsdale
managing director,
Mundy Cruising



"The travel market has so many women – it's a field dominated by females. I would say that this is because they're more likely to be empathetic, can multitask and pay close attention to detail. However, many are in retail, which is poorly paid. When women do want to be more ambitious, there are no huge barriers in the way – it's such a well-connected industry, they can network – although some may prefer a better work-life balance, where they find their fulfilment. Mundy Cruising's senior team here are mostly women."



Chris Townson
managing director,
Uniworld

"Our global team, headed up by our female chief executive Ellen Bettridge, is a family of outstanding professionals representing different genders, ethnicities, religious backgrounds and sexual orientation. Out of Uniworld's 13 key senior members of staff, seven are female."



Jo Rzymowska
vice president & managing
director, Celebrity Cruises UK
& Ireland & Asia

"There are many women in the industry, up to middle management, but when it comes to senior-level women in the travel industry, it's not equal – we need a greater ethnicity mix too – after all, not all our customers are caucasian men. I'm proud to say we have a strong diversity and inclusion programme within the RCL umbrella: it's one of the reasons I've been here as long as I have. As a gay woman, it's important for a company to have that in their DNA and important to us culturally. It frustrates me when people say there isn't an issue – 'there's plenty of senior women, we're very inclusive' – yes we are, but half of those at senior level should be women. If we carry on doing what we're doing we will not ensure that there's greater diversity on ethnicity, gender and sexual orientation at senior leadership level."

Carnival Horizon

Carnival Horizon is set to be a veritable playground on the ocean, with fun, food and fantastic accommodation for all the family. Boarding from spring 2018...



SERENITY

Carnival Horizon's 'Serenity' area is an adults-only outdoor retreat designed as an oasis for relaxation, tranquility and comfort, while providing attentive service and outstanding ocean vistas.



WATERWORKS

Carnival Horizon will be the first to feature Dr. Seuss WaterWorks, a vibrant water park inspired by the whimsical world and words of the legendary children's author.

BONSAI TEPPANYAKI

Carnival Cruise Line's first teppanyaki dining venue will combine ancient Japanese cooking techniques with modern performance art to create a feast that is both culinary and entertaining.



FAST FACTS

1,062
Feet long

15
Decks

3,960
Guests

1,980
Staterooms



SMOKEHOUSE/BREWHOUSE

A brand-new full-service barbecue venue created in partnership with food network star Guy Fieri combines a smoked-on-board barbecue with a selection of craft beers brewed at a brewery located within the restaurant.



IMAX

With a screen spanning from floor to ceiling and wall to wall, moviegoers receive the most immersive movie experience at sea, designed to take guests beyond the edge of their seats.

WHERE

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Sungei Buloh Wetland Reserve is the perfect getaway for a breath of fresh air. In this diverse ecosystem, you'll find Subaraj Rajathurai seeking inspiration for his many nature tours. Discover Sungei Buloh's extensive network of trails or take a leisurely stroll through the many gardens within the city. Easily immerse yourself in Singapore's natural habitats and numerous parks with explorers like Subaraj. Wander through the concrete and the jungle at VisitSingapore.com



Wave Awards 2018

Congratulations to all the winners! For full coverage of the event, check out the April issue of Cruise Trade News

PUBLIC VOTE

- Favourite Cruise Blogger:
Emma Le Teace, Cruising Isn't Just for Old People
- Favourite Cruise Agent:
Bolsover Cruise Club
- Favourite Destination: **Jamaica**
- Favourite Luxury or Premium Cruise Line:
Cunard
- Favourite Specialist Cruise Line:
Cruise & Maritime Voyages
- Favourite River Cruise Line:
Viking River Cruises
- Favourite Ocean Cruise Line:
P&O Cruises

INDUSTRY

- Best Advertising, PR or Marketing Campaign: **Barrhead Travel**
- Best Transfer Service: **Titan Travel**
- Best Use of Technology:
InterCruises Shoreside & Port Services
- Best Digital or Web-Based Platform or Service: **ROL Cruises**
- Best Escorted & Specialist Tour Operator:
Wendy Wu Tours



ON BOARD

- Best for Entertainment: **Marella Cruises**
- Best for Cuisine: **Oceania Cruises**
- Best for Accommodation:
Regent Seven Seas Cruises
- Best for Wellbeing/Spas:
Viking Ocean Cruises
- Best for Enrichment:
Voyages to Antiquity

PORTS & DESTINATIONS

- Best UK & Ireland Departure Port:
ABP Southampton
- Best Excursion: **Tauck – Rendezvous on the Seine**
- Best Destination (Port or Country):
Singapore





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everyone who voted
our ocean ships Best
for Wellbeing/Spas at
the Wave awards

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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 on selected departure dates in 2018-2020. Prices valid until 30 April 2018. Single supplements 100%. For more information, please visit vikingcruises.co.uk/terms-conditions or call us.



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Stockholm – Bergen

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Bergen – London (Tilbury)

From £4,295pp

Alaska & the Inside Passage

11 days, 7 guided tours

Vancouver – Seward

From £4,815pp

Best Escorted & Specialist Tour
Operator: Wendy Wu Tours



AGENT

- Individual Award for Best Cruise Agent: **Poppy Outram – Bolsover Cruise Club**
- Best Online Cruise Travel Agent: **Iglu Cruise**
- Best Cruise Travel Agent: **World Travel Holdings**

CRUISE LINE

- Best New Ship Launch: **Seabourn Encore**
- Best Family Cruise Line: **MSC Cruises**
- Best Value-for-Money Cruise Line: **Saga Cruises**
- Best for Solo Travellers: **Fred. Olsen Cruise Lines**

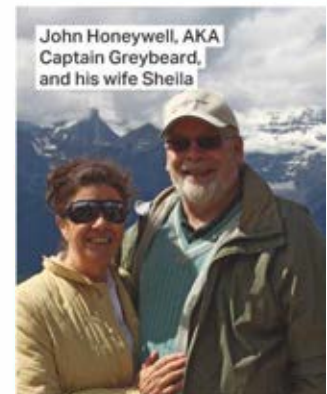
- Best Specialist Cruise Line: **Star Clippers**
- Best Premium Cruise Line: **Holland America Line**
- Best Adventure/Expedition Cruise Line: **Hapag-Lloyd Cruises**
- Best Luxury River Cruise Line: **Uniworld Boutique River Cruise Collection**
- Best Luxury Ocean Cruise Line: **Crystal Cruises**
- Best River Cruise Line: **Avalon Waterways**
- Best Ocean Cruise Line: **Royal Caribbean Cruise Line**



Individual Award for Best
Cruise Agent: Poppy Outram
– Bolsover Cruise Club



Best Family Cruise Line:
MSC Cruises



John Honeywell, AKA
Captain Greybeard,
and his wife Sheila

For news of a special inaugural award dedicated to our late friend and colleague John Honeywell, see the April issue of Cruise Trade News. ⚓



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NEW FIVE-STAR SHIPS FOR 2019



MS DYLAN THOMAS

The all-suite MS Dylan Thomas is the sister ship of the much-admired MS Emily Brontë. Measuring 135 metres in length, it is Swiss-operated and carries up to 167 guests.

MS GEORGE ELIOT

The brand new MS George Eliot measures 110 metres in length, carries up to 132 guests and offers the warm ambience and personal service of a boutique hotel.



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Bulk supplies of the new 2018/19 agent river cruise brochure will be sent to you automatically by Trade-Gate W/C 5th March 2018.



Call: 01283 744307

Visit: www.rivieratravel.co.uk/agents

Email: agencysales@rivieratravel.co.uk

Riviera Travel booking terms and conditions apply. Prices correct as of 26.02.18. MS Dylan Thomas and MS George Eliot ship images are an artist's impression.





Philip Schofield takes to the stage



Simone Clarke accepting her award from Trevor Dupont and Iain Baillie



Masked entertainment

THE UK CRUISE AWARDS 2018

The Royal Exchange in the City of London was the venue for the fourth UK Cruise Awards, giving the creme de la creme of the industry a chance to dress up, network and, most importantly, be recognised for their efforts. Celebrating the successes of agents working with six Carnival Corporation brands – Carnival, Cunard, P&O, Princess Cruises, Holland America Line and Seabourn – more than 250 agents and sales teams, travel press and even a celeb or two attended the masked ball, which was co-hosted by presenter Mark Durden-Smith and Princess Cruises ambassador Phillip Schofield. Each brand presented two awards for Partnership Achievement and Outstanding Contribution. Additional honours were presented for Outstanding Achievement, which went to Iglu senior vice president Simone Clark, and Shining Star, which was awarded to Claire Brighton, senior commercial manager at Advantage Travel Partnership.



The guests had a ball



Paula Lacey, Claire Brighton, John Sullivan - Advantage Travel



Claire Brighton accepting her award from Philip Schofield



The winners



Nasser Gerab and Nigel Simpson of Travel Brands



Team Kuoni



The Travel Network team

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Q&A

PAUL LUDLOW

Senior vice president,
P&O Cruises



HOW LONG HAVE YOU WORKED IN YOUR CURRENT JOB AND WHAT ATTRACTED YOU TO THE ROLE?

I joined 16 years ago in the multi-branded sales team, where I worked my way up through the business in a number of roles. Previously, I was UK managing director of Princess Cruises, where I had the opportunity to lead a great team. When the opportunity arose to join P&O Cruises it was, as they say, an offer I could not refuse. It is a company which has such a rich heritage, the strongest momentum and a forward-looking approach.

WHAT DO YOU LIKE BEST ABOUT THE CRUISE INDUSTRY?

It's the fastest-growing sector of the travel market and the industry is moving at such a pace. Every day there are new innovations and stories to feel excited by.

HOW IS YOUR COMPANY DIFFERENT TO OTHER CRUISE LINES?

We are always finding unique ways to tell our story and inspire guests. We do this through relationships with some of the UK's top chefs such as Marco Pierre White. These chefs are at the top of their field, thus enhancing our on-board dining experiences. Also, as the only holiday company to partner with Strictly Come Dancing, one of the country's best loved shows, we offer those money-can't-buy, up-close-and-personal experiences, such as one-to-one dance classes or hosted dinners with the dancers.

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



Seeing our new ship, which is yet to be named, take shape, and building the excitement with new guest experiences, as well as refining the signature elements across our current fleet.

IF AGENTS SELL ONLY ONE P&O CRUISES ITINERARY THIS YEAR, WHICH ONE SHOULD THAT BE?

We are excited to be offering Dubai & Arabian Gulf cruises for the first time ever. The popularity of this region is soaring and these itineraries offer a mix of destinations, experiences and unique cultures complemented by a choice of unusual tours including camel racing and dune rides.

HOW WOULD YOU DESCRIBE YOUR TYPICAL CUSTOMER?

P&O Cruises is British through and through. We recognise that British guests want the security of a home away from home, personal service, the feeling of anticipation, incredible adventures ashore, relaxation and friendships – all coming together to create lasting memories.

TELL US ONE THING ABOUT YOUR LIFE OUTSIDE OF P&O CRUISES THAT PEOPLE MAY NOT KNOW ABOUT

I live by the sea and love the water and sea air. This really is my perfect job.

WHAT IS THE BIGGEST CHALLENGE FACING CRUISE SALES?

We have to dispel the myths about cruising and show we offer a holiday tailored for almost anyone and any occasion, while telling the story of modern cruising and communicating the experience in a way that stirs emotion and gets people excited.

HOW DOES THE COMPANY WORK WITH THE TRADE?

It is critical that agents can talk confidently about what differentiates each cruise to help guests understand what is right for them. Agents can help them to pick the right ship, destination and brand. The job of the sales team is to provide the tools to do this and understand its importance through training and events. Our recently launched P&O Cruises Shine Rewards Club is aimed at talking to frontline agents, giving them incentives to book P&O Cruises and earn points for prizes; we have already seen over 8,500 sign-ups.

TOP THREE TIPS FOR AGENTS SELLING CRUISE...

1 Listen to guests' holiday requirements – focus on asking questions and narrowing down all the choices on offer, so that a guest is matched to the right ship and destination at the right time of year.

2 Sign up to P&O Cruises' new Shine Rewards Club. Once registered, every interaction with the brand, from making cruise bookings to engaging with events and completing training, gives you the opportunity to benefit.

3 Get educated through our training modules on completecruisesolution.com. Learn or test your knowledge on ships, dining, entertainment, shore excursions and destinations; each module ends with a quiz.

Here's to us!

We're proud to be recognised as

Best River Cruise Line



Why we're the Best River Cruise line.



Open-air balconies with seating area and a bed facing the stunning views.



Included sightseeing in every port of call.



Private VIP home pick-up service to and from the airport.



Staterooms 30% bigger than the average on Europe's rivers.



Full board à la carte dining, with wine and beer included at lunch and dinner.



Gratuities, return flights, transfers and WiFi included in the price.



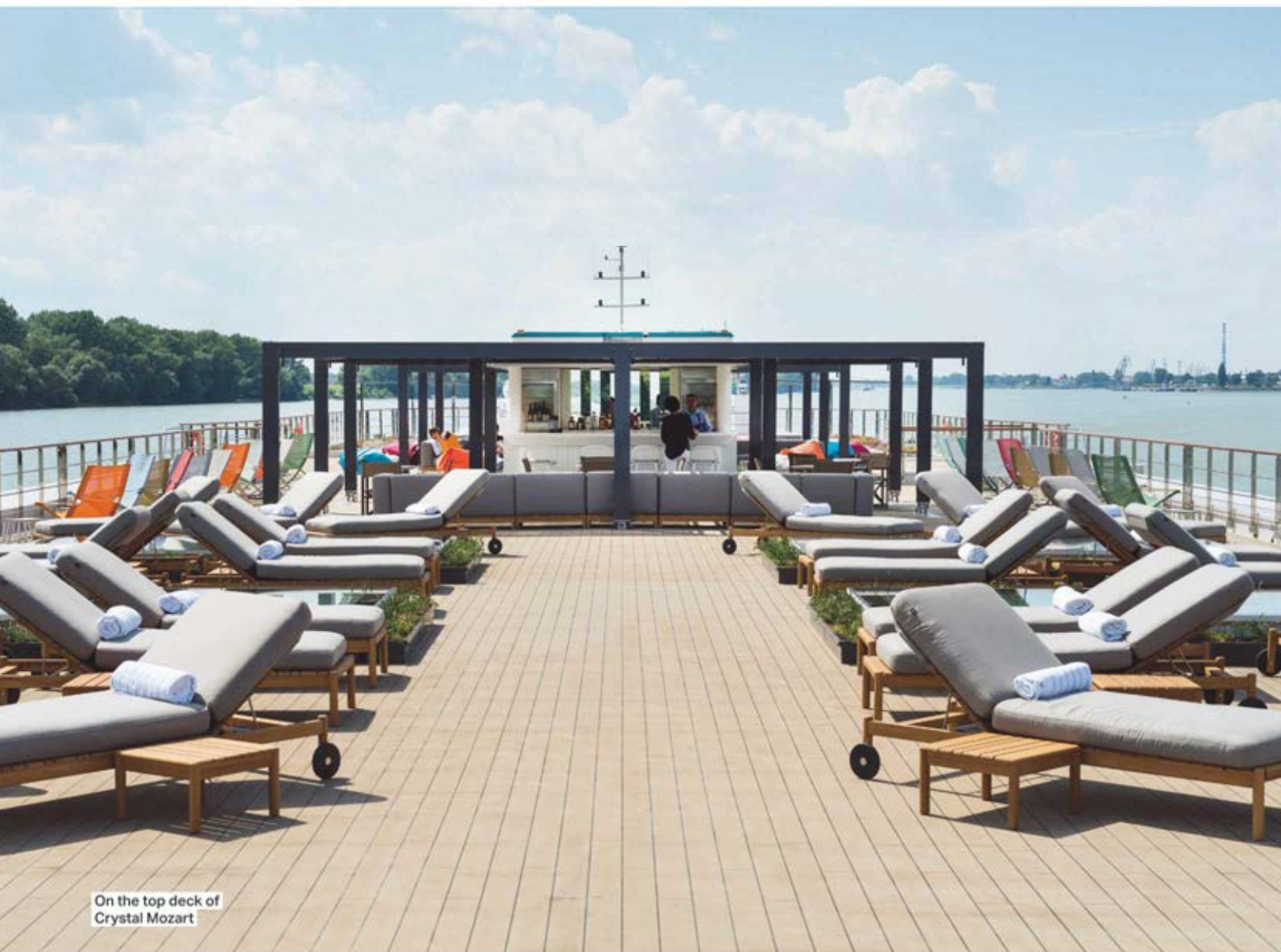
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Your World

15 PAGES
OF MARKETABLE
ITINERARIES,
SHIP REVIEWS &
DESTINATION
INSPIRATION



On the top deck of
Crystal Mozart

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6 of the best... luxury cruise lines

IF YOUR CLIENT IS LOOKING FOR A TOUCH OF EXCLUSIVITY, OUR
ROUND-UP OF LUXURY LEADERS WILL ENABLE THEM TO CRUISE
THE WORLD IN COMFORT AND STYLE

Crystal Cruises

Journey through indigo-blue waters to picturesque villages and dramatic landscapes with the cruise line that has earned more than its fair share of 'World's Best' awards. Aboard its two all-inclusive, ultra-luxurious ships you'll find spacious staterooms, a variety of restaurants, including one featuring menus by Nobu Matsuhisa, the only floating spa designed according to feng shui principles, the line's renowned Creative Learning Institute, and a diverse programme of shore excursions. Crystal sails to all seven continents, providing holidays of five to 100+ days that bridge the best of land and sea.

Book it: crystalcruises.co.uk

Seabourn

Seabourn says it is about 'continually storytelling to our luxury traveller', both on board and on shore. For example, its partnership with UNESCO means enhanced visits to World Heritage Sites, while shows are created by Sir Tim Rice, food by Michelin Chef Thomas Keller and interior design by Adam D Tihany. It also brings guests closer to nature through Ventures by Seabourn – kayak and Zodiac adventures which finish with champagne back on deck. Not only is this the youngest fleet of ultra-luxury ships in the world, but their intimate size allows them to visit ports that larger ships cannot access.

Book it: seabourn.com



The atrium on Regent Seven Seas Explorer

Silversea

There's little better than basking in the Caribbean on one of Silversea's luxury ships, where both adventure and relaxation are there for the taking. While at sea, guests can enjoy wine tastings, enrichment lectures and language and dance classes, or chill with a cocktail on the pool deck. Excursions aplenty can include anything from an eco-trek to horseriding. All suites come complete with private butler service, client's choice of beverages (in-suite and throughout the ship), on-board entertainment, complimentary transportation into town in most ports, WiFi and on-board gratuities.

Book it: silversea.com



Hapag-Lloyd

With its concept of contemporary yet informal cruising, Hapag-Lloyds' intimate ships offer a good amount of space per passenger, a range of dining venues and cuisine, and attentive, friendly yet unobtrusive personal service. These 'boutique resorts at sea' feature all-suite accommodation and immerse passengers in a stylish lifestyle experience, cruising to fascinating and interesting regions of the world. Children are often welcome on board, too.

Book it: hl-cruises.com

Regent Seven Seas

Regent Seven Seas Cruises is the world's most inclusive luxury experience, with a four-ship fleet (a fifth ship is due in 2020) visiting more than 450 destinations around the world. The cruise line is truly all-inclusive, with the largest collection of free, unlimited shore excursions in every port. Fares also include all-suite accommodation, flights, unlimited internet access, highly personalised service, exquisite cuisine, fine wines and spirits, gratuities and more.

Book it: rssc.com

Scenic

Scenic's all-inclusive promise means that flights, transfers, complimentary drinks all day every day, a private butler service, six dining venues and on-board tipping are all included. 84 per cent of suites have a balcony, while e-bikes (electronically assisted bicycles) are free for guests to use when ashore. Scenic Enrich offers unprecedented access to Europe's cultural hotspots and events, while Scenic Freechoice on the river ships offers 143 excursion options to guests, all at no additional cost.

Book it: scenic.co.uk

Focus on: Canada



Halifax, Nova Scotia – just a small part of Canada's stunning coastline

With the world's longest coastline, a plethora of stunning natural sights and shore excursions to suit all tastes, a Canadian cruise ticks all the boxes

Experiencing a surge of interest after celebrating its 150th birthday in 2017, Canada, the land of French-influenced gastronomy, spectacular scenery, amazing sea life and maple syrup, is also the world's second largest country, crossing six time zones and boasting 42 national parks.

Best of all for cruise lovers, this stunning country also has the world's longest coastline and the St Lawrence River, which is the globe's longest estuary.

Despite all the superlatives, Canada's ports are generally on the small side: think quaint fishing villages, picturesque bays, and cities where life seems to move at a slower pace than next door in the USA.

This is a country where shore excursions include plenty of opportunities to paddle, hike, spot wildlife – including whales in the Bay of Fundy – or try white-water rafting along a plethora of fast-flowing rivers.

Main ports of call include Montreal, whose newly refurbished cruise terminal is just a short walk from the city's historic old

town, and Quebec City on the mighty St. Lawrence River, with its charming cobbled streets and main square, which is said to be the birthplace of French civilization in North America.

Halifax, capital of Nova Scotia, is another popular port of call. Passengers disembarking at the terminal close to Pier 21 – home of the city's historical immigration museum – are greeted by the 78th Highlanders, who serenade their arrival with bagpipes. Other ports of call include Saint John, New Brunswick, gateway for the Bay of Fundy, where ships dock at the Marco Polo cruise terminal close to downtown. Highlights here include shore excursions to visit Saint John's unique reversing falls where the rapids of the Saint John River change direction when the tide is high.

Itineraries out of Canada generally leave from Quebec and Montreal, and most include port calls across the water in New England. Another popular itinerary sails from New York to Quebec City, exploring New England's Atlantic coast, visiting Canada's

maritime provinces and cruising along the St Lawrence River.

Best for leaf peepers

Why? Fred. Olsen's 26-night Black Watch cruise heads for Canada in the autumn, when the country is decked in autumnal splendour. Leaf peepers will have plenty of photo opportunities as they hike through the dense forests of Prince Edward Island, following the historic Confederation Trail, before heading for Saguenay, gateway to the stunning Saguenay Fjord National Park, where highlights include spectacular scenery, historic villages and award-winning cheese.

When? The best cruise months are September and October when the forests are a blaze of colour.

Book it: Fred. Olsen has 26-night cruises departing from Liverpool on 26 September 2018, with stopovers at ten ports, including Nova Scotia's capital Halifax, and the City of Montreal.

Cruise & Maritime Voyages also has 30-night round-trip departures from Tilbury,

on 5 September 2018, visiting 12 ports, including Saint John – North America's oldest European city – and the remote island of Cap-aux-Meules.

Best for families

Why? Younger children, who could get bored on longer cruises, will love this trip on **Norwegian Cruises'** Norwegian Dawn. Norwegian's Freestyle Cruising concept ensures plenty of on-board entertainment for all the family, and kid-friendly cruise highlights include port calls at Quebec City, home of the second-biggest indoor amusement park in North America, and Sydney, where they can explore The Fortress of Louisbourg, which is North America's largest historic reconstruction. **When?** The summer months, when school's out, the sun's warm and the skies are blue. **Book it:** Norwegian has a seven-night Canada and New England cruise departing from Quebec City on 19 October 2018, with stopovers at four ports and terminating in the New England city of Boston.

Royal Caribbean also has a seven-night Canada and New England round-trip cruise departing from New Jersey on 1 June 2018 and visiting four ports, including Saint John and Halifax.

Best for nature lovers

Why? This 11-day cruise is packed with nature-watching opportunities and wilderness encounters, including shore excursions to Halifax's Peggy's Cove and the reversing falls in Saint John, as well as port calls to the remote Magdalen Islands and whale-watching trips to the Bay of Fundy.

When? Passengers who want the best whale-watching opportunities should travel between July and September.

Book it: Royal Caribbean has an eleven-night Canada and New England cruise with departures from Montreal on 17 September 2018 and stopovers at ten ports. The cruise terminates in New York.

Holland America Lines' seven-day Canada and New England Discovery cruise with departures from Montreal on 14 July 2018, calls at six ports, including Halifax and Charlottetown. ⚓

SELL IT

EXTEND A STAY

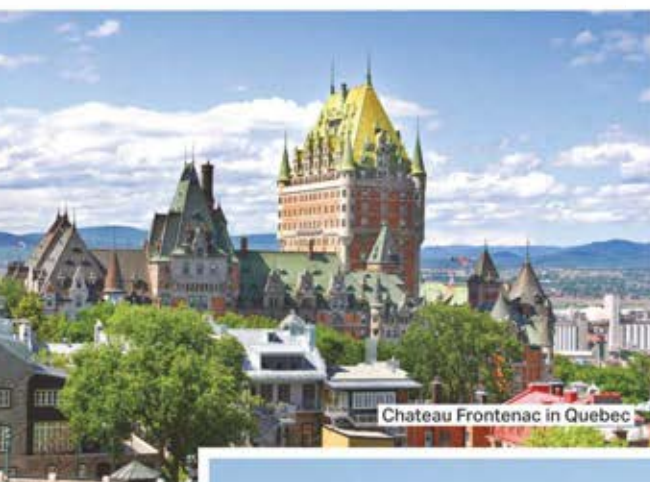
With opportunities to cross the country to Vancouver and join a cruise to Alaska, or head across the water and enjoy a luxury train tour with Rocky Mountaineer, there are plenty of possibilities for pre- or post-cruise extensions.

SELL SHORE EXCURSIONS

From white-water rafting along the St Lawrence River near Montreal to places linked with the Titanic in Quebec – such as the church where the victims' memorial service was held – there are dozens of enthralling shore excursions available.

APPEAL TO ALL AGES

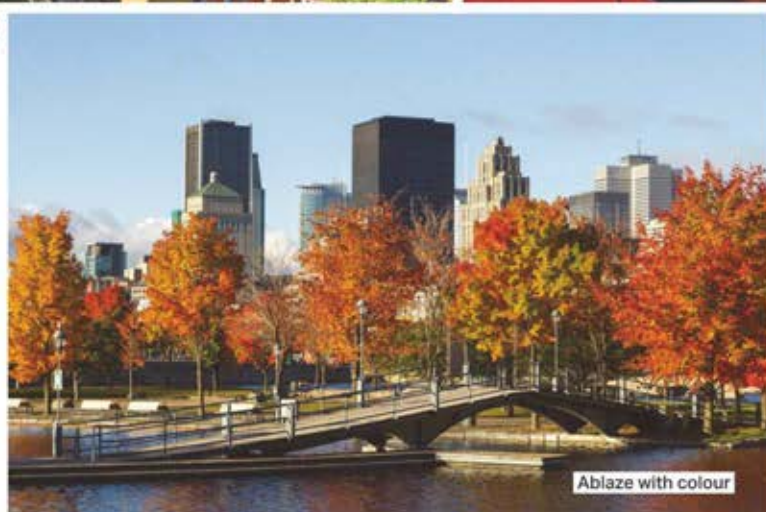
With new port facilities and an exciting range of shore excursions, Canada has become a destination with lots to offer for all ages and activity levels.



Chateau Frontenac in Quebec



The Quebec Winter Carnival



Ablaze with colour

NEED TO KNOW

The Canada cruise season runs from May to October, with the greatest number of ships sailing in August and September.

Clients joining a cruise that combines Canada and New England will need to obtain both the Canadian eTA and the US ESTA.

A Voyage of Ice and Fire

With fascinating capital cities, history, adventure and wildlife, a South America and Antarctica cruise will bring out the adventurer in anyone

Fans of Game of Thrones could be forgiven for thinking the author George R.R. Martin got the idea for his best-selling book, *A Song of Ice and Fire*, which inspired the epic TV series, while on a cruise around South America and Antarctica.

The area known as the Land of Fire (Tierra del Fuego) spans Chile and Argentina, then leads into Antarctica, where the landscape magically morphs into a world of ice.

Over centuries, explorers have battled the elements and crossed dangerous seas to trade their wares in this part of the world. Many wars have been fought and many peoples conquered, and the comings and goings have left an indelible mark on the whole region.

No wonder, then, that there's a South American cruise for everyone, with ports of call including cities (such as Rio de Janeiro and Buenos Aires) and wildlife galore (from blue-footed boobies and giant tortoises in the Galapagos to king penguins in South Georgia, as well as plenty for history buffs.

A cruise to Antarctica, meanwhile, attracts a growing number of adventure travellers, with ports of call such as the former Argentine penal colony Ushuaia at the southernmost tip of South America, which is gateway to the Beagle Channel and Cape Horn.

Adventure cruising

Many cruises are accompanied by world-renowned experts, so passengers can learn about the area's



history and nature, while other cruises have a theme, such as photography.

Silversea has introduced its new My Photo Academy on sailings to Antarctica on board Silver Cloud, where passengers can practice their art amid mesmerising landscapes and amazing wildlife.

Conrad Combrink, Silversea's senior vice president, strategic development expeditions and experiences, said: "Our new photography programme is a perfect fit for the immersive

expeditions we offer in Antarctica.

"Voyaging to the bottom of the Earth is a once-in-a-lifetime experience, full of magical moments that we hope to help our guests capture in beautiful images."

The appeal of South America and Antarctica can only grow, according to Andy Harmer, senior vice-president membership and director for CLIA UK & Ireland.

"The evolution of a cruise holiday as a truly experience-led travel choice can't be ignored," he said. "Customers are looking for 'sight-do', rather than 'sight-see' holidays and, as such, moves towards off-the-beaten-track cruise destinations, such as the Galapagos and Antarctica, are becoming more popular than ever."

He added: "Adventure, or 'expedition' cruising used to mean forgoing comfort and glamour in a bid to see some of the globe's most far-flung, unusual and exotic destinations. This is no longer the case – and even the most remote corners of the globe can be explored in comfort." ➤

Rio de Janeiro

SALES TIPS

1

If major South American cities are big draws for clients, suggest an itinerary where the ship ports overnight in places like Lima, Rio or Buenos Aires.

2

Boost income by booking a pre- or post-cruise land tour or hotel stay.

3

Carnival in Rio is on many people's bucket list and some cruises are timed to coincide with this world-renowned event.

4

Approach a local photography, art or nature group with members that may be interested in the area's wildlife and spectacular scenery and suggest making a group booking.

5

For thrill-seekers who want to travel in style and comfort, a cruise taking in Antarctica is perfect.



THE FAB FJORDS

Niche operator One Ocean Expeditions (OOE) is expanding into South America next year, following the introduction of a new ship – RCGS Resolute – to the fleet this coming November. Itineraries include a 13-night Chilean Fjords voyage, departing 31 March 2019. Prices start at £5,000pp in a twin cabin. Discounts of £1,073pp apply to bookings by 30 April.

oneoceanexpeditions.com

PERFECT PASSAGE

Abercrombie & Kent is offering a 12-day Classic Antarctica cruise on luxury ship Le Lyrial, accompanied by an ornithologist, marine biologist and geologist. The voyage includes Ushuaia and the Drake Passage. Cruise-only prices start at £10,732pp, including pre-cruise accommodation in Buenos Aires, flights and airport transfers. There is a discount of £2,147pp for bookings made by 31 March.

abercrombiekent.com

ISLAND LIFE

Metropolitan Touring is offering alternative trip lengths around the Galapagos Islands on board new ship Santa Cruz II. A six-night option for guests seeking slightly longer journeys takes in Española and North Seymour, while a four-night itinerary includes Isabela and Fernandina islands. Activities include boat excursions, kayaking and stargazing. Prices from £2,725pp for four nights, cruise only.

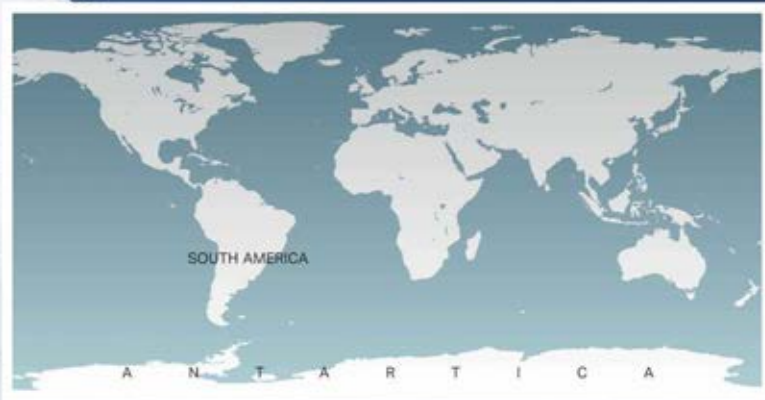
metropolitan-touring.com

FIT FOR ROYALTY

Princess Cruises will operate a Royal Class ship for the first time in South America next year, when Royal Princess sails from Chile to Los Angeles. The 16-night cruise takes in Santiago and La Serena in Chile, Pisco and Lima (overnight) in Peru, and then LA via Costa Rica, Nicaragua and Mexico. Prices start at £2,959pp, including return flights and transfers, in March 2019.

princesscruises.co.uk

Breathtaking Antarctica



DISCOVER COLOMBIA

Colombia's two oldest cities, Santa Maria and Cartagena, are included in Marella Cruises' new seven-night Pride of Panama round-trip cruise from Jamaica on Marella Discovery 2. Ports also include Puerto Limon in Costa Rica and Colon in Panama. Prices start at £1,205pp, including flights, in December 2018 and March 2019.

tui.co.uk/cruise

DANCE AWAY

Crystal Cruises has a 10-day Sizzling Samba & Tango programme from Rio de Janeiro to Buenos Aires on Crystal Symphony, departing 24 January 2019. Guests are promised culturally immersive stays in the Brazilian and Argentine cities as well as natural sights such as colonies of fur seals and sea lions in Uruguay. Prices start at £3,135pp, cruise only.

crystalcruises.co.uk

AMAZING AMAZON

Avalon Waterways has a 10-night river cruise on the Amazon on board luxury small ship Delfin III, taking in the Peruvian rainforest, Machu Picchu and other Inca highlights as well as the chance to visit local communities and spot pink dolphins. Prices start at £5,380 per person including flights, with departures in June, September and October 2018.

avaloncruises.co.uk

WHITE CHRISTMAS

Aurora Expeditions has Christmas and New Year sailings in Antarctica for 2018/2019 and has launched polar-skiing and snowshoeing options on selected voyages. Also new is the option to fly direct between Punta Arenas and King George Island, boarding the ship in Antarctica. Prices on the Polar Pioneer start at £7,900pp for 12 days, excluding flights.

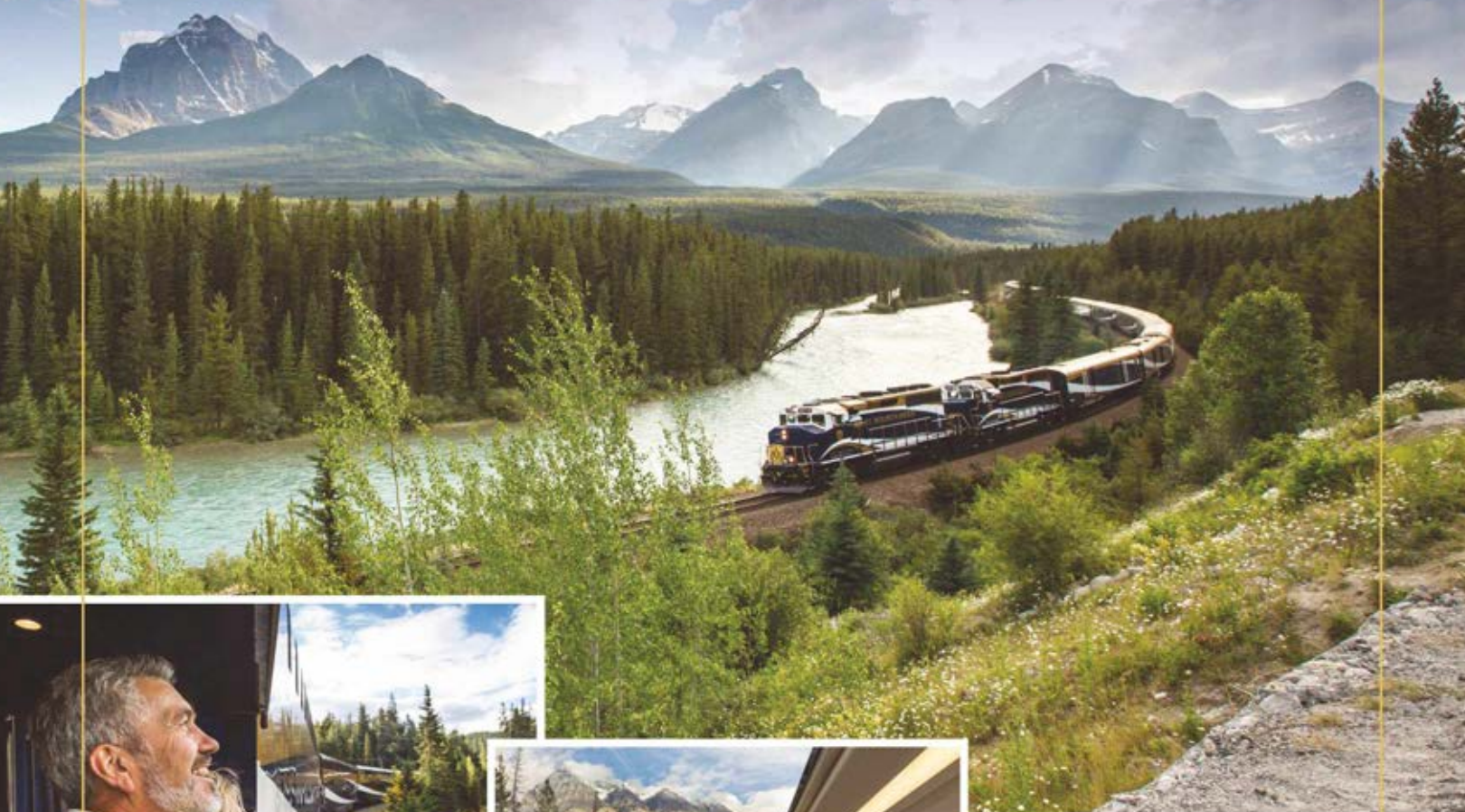
auroraexpeditions.co.uk ⚓



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ALL ABOARD AMAZING

Discovering the Danube

Flowing through four capital cities – Vienna,
Bratislava, Budapest and Belgrade – the
beautiful Blue Danube is big on sights
and experiences



Parliament building,
Budapest

With new ships, more itineraries and cruises geared towards solo travellers and millennials, the Danube has even more to offer this year. Europe accounts for nearly 90 per cent of all river cruises sold in the UK, and the Danube, along with the Rhine and the Rhone, is one of the big three.

Andy Harmer, SVP membership & director, CLIA UK & Ireland, said: "The Danube is still seeing year-on-year increases, with passenger numbers up more than 14 per cent in 2016, a trend which is expected to continue as both newcomers and repeat river cruisers try out new exciting itineraries, land excursion options and new-generation ships."

New ships

As the new river cruise season gets underway, **Amadeus River Cruises** is set to make a splash with Amadeus Queen, the first vessel in its 15-strong fleet to feature an indoor

swimming pool with a retractable roof. The 162-passenger ship launches in April, and itineraries include seven-night Danube cruises and a 14-night Amsterdam to Budapest sailing.

Crystal Ravel, debuting in May, is the fifth vessel to join the luxury line's river cruise arm. The 106-passenger all-suite ship will sail on six-night Vienna to Budapest cruises and 13-night Basel to Vienna itineraries. Facilities include butler service in every stateroom, farm-to-table and Michelin-inspired cuisine in four venues, a spa and a fitness centre.

Helen Beck, Crystal's VP of international sales and marketing, said: "The continuing popularity of river cruises supports our decision to enter the market in 2016. The overwhelmingly positive reception to the renovated Crystal Mozart and her two newly built sister ships launched in 2017 further endorses our investment in growing the range of experiences offered by the river cruise industry."

This year **Uniworld** unveils a new take on river cruising with U by Uniworld for 21-to-45-year-olds. The renamed and refurbished 'A' vessel offers seven-night cruises between Budapest and Regensburg, plus four-night Budapest round-trip cruises. **Tauck** is also revealing the newly transformed Treasures. The redesign has seen passenger capacity drop from 118 to 98, with 70 per cent of cabins now measuring 225 square feet, and enlarged public areas.

Increased itineraries

Shearings Holidays has added two new itineraries aboard the good-value four-star Serenade, one of its three ships on the Danube. Agents can offer clients the flexibility of coach, air and rail options for the nine-night Flavours of the Danube cruise, from £1,224pp, and 11-night Danube Symphony, from £1,404pp.

Matthew Herbert, Shearings' product and yield director, said: "This awe-inspiring waterway provides the ➤

SALES TIPS

1

There's plenty of choice – from short taster cruises to 14-night voyages and sailings to the lesser-known Danube Delta.

2

Holidays are available to suit all tastes and budgets, plus there are flexible options for air, rail or coach travel.

3

Themed itineraries including Christmas market and special interest sailings should attract first-time river cruisers.

4

This is one of the most scenic rivers in Europe, with culture-rich ports of call.

5

Menus feature regional food and drink to provide an authentic taste of the region.

perfect location for a European river cruise. Whether you are a first-timer wanting lots to do and see or an experienced river cruiser wanting to delve deeper into some of the cities, there is so much to see and experience along the way."

New to Uniworld are the all-inclusive Enchanting Danube & Munich and Enchanting Danube & Prague itineraries, both nine nights and leading in at £2,699pp. Sailing aboard the opulent boutique vessel Maria Theresa, the first cruise includes VIP access to sights such as King Ludwig's spectacular castle in Munich, and the second cruise features two nights in the buzzy Czech capital Prague.

Scenic is launching a new six-night Budapest to Regensburg Christmas market itinerary, and for 2019 sister brand **Emerald** has two new cruises: the seven-night Classic Danube from Munich to Vienna, and the seven-night downstream Lower Danube Waltz from Vienna to lesser-explored areas of eastern Europe, including Croatia and Serbia.

Also for 2019, **APT** is adding a new 'Signature Experience' excursion to its 15-day Magnificent Europe Amsterdam to Budapest cruise, leading in at £2,595pp and with door-to-door private transfers. Passengers will follow in the footsteps of Elisabeth of Bavaria with a private reception, a train ride on the Grand Empress steam train and a VIP tour of the royal Godollo Palace. And due to a sell-out this year, in 2019 APT is increasing the number of seven-night Balkan cruises from Budapest

to the remote Danube Delta, which agents can also sell as a 14-night voyage.

Angela Waite, APT's head of sales and commercial, commented: "Danube river cruising is one of our most popular holidays, and for agents it offers the opportunity to sell to a wide cross-section of clients. First-time river cruisers love the Upper Danube through Germany, Austria, Slovakia and Hungary because it gives them the option of trialling the travel format close to home and takes in some of Europe's most incredible sights. We've also seen huge interest in our Lower Danube cruises from Hungary to Croatia, Serbia, Romania and Bulgaria and recommend agents offer this to repeat cruisers as a new option."

For clients looking for a themed itinerary, **Avalon** has doubled its wine and beer appreciation cruises, where passengers visit historic breweries, attend special tasting sessions and learn about brewing techniques during on-board lectures. A new itinerary is the nine-night Danube Dreams, from Prague to Budapest, with a tour and tasting at Passau's Aldersbach Brewery and a food and beer pairing dinner in Linz.

Ideal for first-time clients are the **River Cruise Line's** five-night taster sailings aboard the four-star Serenity, taking in the capitals of Vienna, Budapest and Bratislava. And for solo travellers **Riviera Travel** has a new seven-night full-board cruise departing 1 November from £1,899pp. ⚓

SELL IT

AMADEUS RIVER CRUISES' seven-night Danube Rhapsody round-trip Passau itinerary aboard Amadeus Queen departs 28 July. From £1,924pp, including flights.

0800 035 6411
amadeus-rivercruises.co.uk

SCENIC'S new seven-night Budapest to Nuremberg Christmas market cruise, departing 9 and 16 December 2018, leads in at £1,620pp, including private door-to-door transfers.

0808 271 8269
scenic.co.uk

THE RIVER CRUISE LINE'S five-night Taste of the Danube cruise departs 20 June. From £895pp, with flights.

01858 438 330
rivercruiseline.co.uk



Amadeus Queen inside pool area



Beer and pretzels



A suite on Tauck MS Treasures



The elegant Crystal Bach

Explore the mysterious Danube

Discover the treasures of Prague, Budapest and Vienna.

Blue Danube Discovery

13 days • Budapest to Prague

2 nights in Budapest, 7 nights on board, 3 nights in Prague



Budapest

Guided sightseeing including Fisherman's Bastion and Matthias Church in the vast hilltop complex.

Vienna

See the lavish Hofburg Imperial Palace and neo-renaissance Vienna Opera House on a guided sightseeing tour.

Prague

Visit the Hradcany Castle grounds and the Old Town's astronomical clock.



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avaloncruises.co.uk/agent-login



We are a member of ABTA and our flight-inclusive holidays are protected by the ATOL scheme. Open-air balcony suites from £2,799pp available on Blue Danube Discovery departing 30 October 2018. VIP private home pick-up service is available if your customers live within 100 miles of their departure point. All meals are included on board the cruise. Hotel nights before and after may not include meals; details of included meals can be found online at www.avaloncruises.co.uk. All pricing and offers are subject to availability and may be withdrawn at any time. Correct at time of print (28 February 2018).



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Under African skies

Boudicca offers an intimate, British-themed cruise experience while sailing in the warm, welcoming waters of the southern ocean

In an age where ships are getting bigger and more reliant on sensational, on-board gimmickry, the ships of Fred.

Olsen are a welcome contrast. The line operates a quartet of stylish, intimate ships with an emphasis on good food and service, paired with a wealth of destinations and an award-winning series of shore excursions that are regularly cited as offering the best value in the industry.

Boudicca is a key member of this stellar line-up. With a capacity of just over 800

passengers, she's a retro lover's dream.

The ship has curved, stepped aft decks dressed in pristine teak, pools and hot tubs on two levels, and an upper deck Marquee Pool and Bar area sprinkled with sun loungers and sofas. Demisters are located here too, a very welcome boon on the hot, sunny South African itinerary I experienced on board.

In terms of cuisine, Boudicca offers food geared to the tastes of her predominantly British passengers. The Four Seasons >

Boudicca at sea



ITINERARY

CAPE TOWN, SOUTH AFRICA

The expansive open-air promenade of the Victoria and Alfred waterfront and the stunning backdrop of Table Mountain are the intro to the city. Stunning beaches such as Camps Bay fringe the shores and give a classy, cosmopolitan vibe.

PORT ELIZABETH, SOUTH AFRICA

Ideally placed for exotic forays into some of South Africa's premier game reserves. Go spotting the 'Big Five' from the comfort of a land rover, or check out the rolling surf and excellent restaurants along the waterfront at Summerstrand.

DURBAN, SOUTH AFRICA
Balmy, breeze-kissed beaches and a very definite Indian influence. Try the Bunny Chow, a half loaf hollowed out and filled with curry. Lots of art deco-style buildings along and just behind the waterfront give the feel of an African Miami.

RICHARDS' BAY, SOUTH AFRICA

The gateway to the Cape St. Lucia lake, where hippos and crocodiles can be counted in the hundreds. Further inland is the DumaZulu cultural village, where the actual Zulu residents show you how they live, work and preserve their culture.

MOSSEL BAY, SOUTH AFRICA

Go shark cage diving in one of the world's most pristine marine environments, or simply savour the bars and cafes on a waterfront very reminiscent of New England. You can learn to surf or go inland on safari, and check out the lions and giraffe in the hinterland.



Afternoon tea in the Observation Lounge



The Lido Lounge



Promenade, deck seven



restaurant operates in two sittings for dinner and is located on the main run of public rooms that span Deck Six. The adjacent Secret Garden café serves up much of the same food as the restaurant, but in an open seating, buffet-style format that typically runs for three hours each evening.

The Terrace Grill serves up a limited but delicious lunchtime menu with such favourites as fish and chips. At night, it morphs into a £20-a-head eatery, featuring a steak and seafood menu – with a side order of fresh sea air.

Fred. Olsen also offers a high tea several times per cruise, served in the upper deck horseshoe-shaped Observation Lounge and complete with live classical music. You can select from platters packed with scones, cakes and finger sandwiches, as well as several different kinds of tea. At £7.95 a head it's an elegant, special

experience that attracts brisk bookings. This is in addition to the free, quite substantial, afternoon tea that is served daily in the Secret Garden café.

Overall, the food is excellent, with outstanding service to match. An all-inclusive drinks package is available, but prices as a whole are very reasonable.

In terms of cabins, Boudicca scores highly for the single traveller. Many inside and outside cabins are devoted solely to those travelling alone. For couples, both inside and outside standard rooms have beds that can be set up as twins or doubles, and there is a large amount of wardrobe and drawer space.

During a refit a few years ago, terrace balconies were added to all cabins on Promenade Deck Seven. While these have no privacy from strollers walking past at any hour, the front screens are frosted over and thus afford a certain



SELLING HIGHLIGHTS

1

The large number of single cabins on Boudicca makes her a very attractive buy for passengers not wanting to pay an excessive single supplement. There are even some that come complete with balconies, too.

2

The intimate size of the ship makes her easy to get around for passengers, especially those with mobility problems. There's wheelchair access throughout the ship, and there are many comfortable lounging areas.

3

The all-British ambience of the ship provides a welcome sense of familiarity for passengers perhaps wary of the larger, more impersonal ships. And there are welcome touches, such as tea and coffee makers in all cabins.

4

Gentlemen dance hosts are available for single ladies on each sailing, providing company for those perhaps too shy to strike up conversations with others.

5

The shore tours package available on board is renowned as being among the best value in the entire cruise industry.

level of seclusion. High up at the top of the ship, a run of midship-sited suites offer expansive living, full balconies, and a series of extra perks such as in-suite dining and priority boarding. In short, there is quite literally something for everyone.

The exception to that rule is children. Boudicca is pretty much an adults-only ship, and the age group on board for most cruises leans towards the over 60s. Typically, this is Fred. Olsen's core market and any change to 'their' ships is pretty much anathema to them. If you think of these ships as a series of genteel, well-served country houses, then you have the essence of what a cruise aboard Boudicca is all about.

Entertainment follows the demographic flow, with cabaret-style shows after dinner, and live music from a series of talented duos, as well as individual piano players. Most late-night music is

served up in the aft-facing Lido Lounge on Deck Seven, and there's usually some disco music after midnight. But, in general, these are not party ships. The casino is small, and there are no one-armed bandits.

The staff add great charm, style and warmth, and go a long way to creating the air of intimacy and attention to detail that passengers treasure on board the ship. Innovation is not key here; a cruise on Boudicca is more about ease of access, comfortable surroundings, and fine food and service. Sail away parties take place from many ports, with live music and dancers on deck. These are always hugely popular.

Boudicca has the graceful lines of a ship from a different time. She's a finely crafted lady of a certain age, slightly quirky, but still blessed with impeccable manners. All in all, she's a delightful cruise experience. ⚓

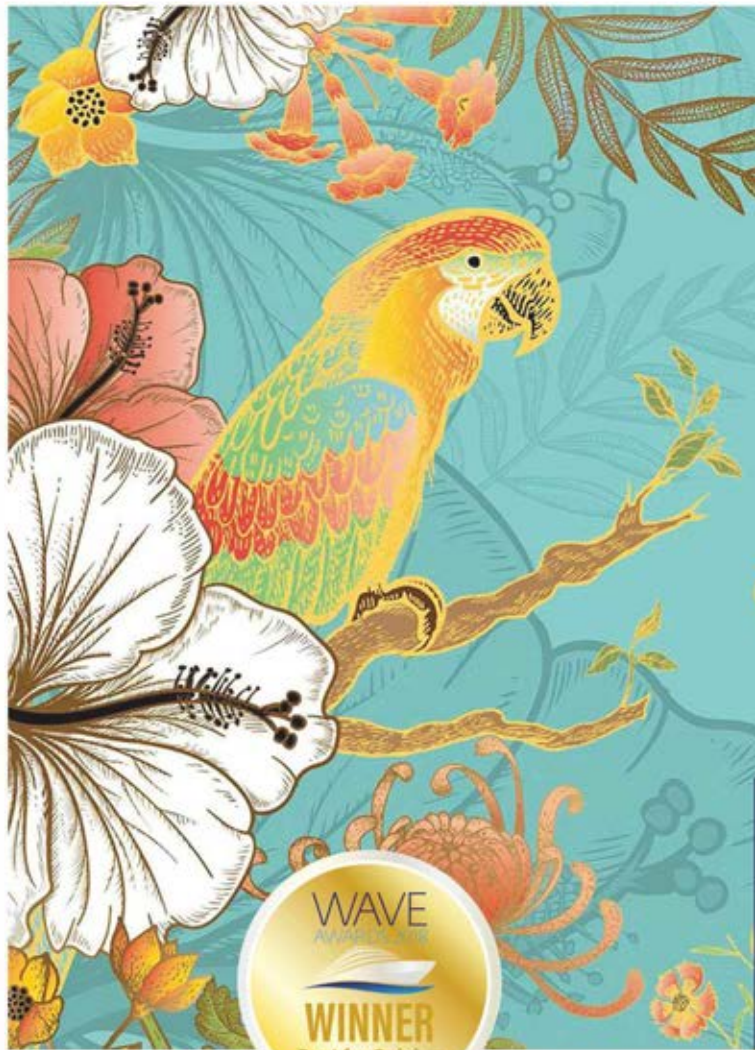
BOOK IT

A 14-night Indian Ocean Islands and Zanzibar fly/cruise aboard Boudicca departs round trip from Port Louis on 13 December 2018.

Cruise only is from £1,699pp in an inside cabin.

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Ocean Liners: Speed and Style

The champagne flowed and nostalgia was in the air at the preview of the V&A exhibition, *Ocean Liners: Speed and Style*, which showcases the golden age of ocean travel and the romance of cruising in days gone by. From vintage swimwear to a fragment from a door in the first-class lounge on the Titanic, the exhibition gives a fascinating glimpse into the cultural impact of the ocean liner from the mid-19th century to the late 20th century, and comes highly recommended.

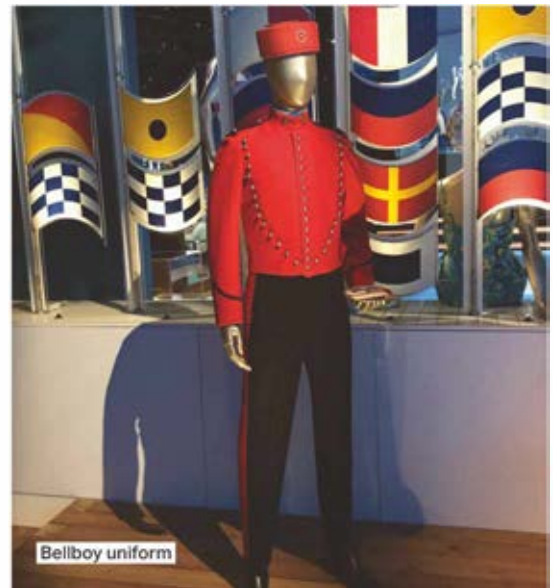
vam.ac.uk/exhibitions/ocean-liners-speed-style



Bubbly was served in classic champagne saucers



Traditional bathing suit designs



Bellboy uniform



Luggage owned by the Duke of Windsor, 1940s



Selection of vintage posters



"We always strive to create a home-from-home atmosphere"

Craig Fisher, guest relations manager, **Marella Discovery 2**, talks sushi, Sorrento and trouser splits ...

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

Marella Cruises has something for everyone. It's by far one of the friendliest cruise lines and delivers a really personal service to our guests on board. We always strive to create a home-from-home atmosphere. We are the only cruise line where you get that door-to-door service – from booking on our website or in store, then flying on one of our aeroplanes, then heading on board one of our ships – not forgetting the option to choose a stay in one of our hotels, all with one friendly company which is motivated to create the perfect holiday experience.

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

I'm going with Holly Willoughby; she's down to earth, fun and loved by the nation. Holly has a genuine smile which makes others smile, and that's what it's all about.

How long have you worked for your cruise line?

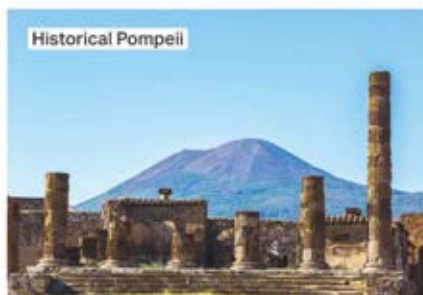
I've worked for Marella Cruises for five years. Starting as a dancer in 2012, I was one of 10 show team members on the Marella Celebration (formally Thomson Celebration) until 2014. I then changed my position and began the role in Destination Services. In 2016 I was promoted to my current position.

Which geographical area do you cover?

We cover lots of inspiring destinations – Western and Eastern Mediterranean, Caribbean, Central America, Canary Islands, Middle East, Northern Europe and the Fjords. Even more exciting is that we've recently announced we'll be heading to the Far East!

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

There is video evidence of this somewhere... When I was a dancer we were performing the song 'Fat Bottomed Girls' by Queen, and after a deep lunge my trousers split, showing everything. But like all professionals I just kept going.



What's the strangest question you have ever been asked about a cruise?

I have been asked (a lot): "So do the crew stay on board the ship?" Now I just explain that each night a helicopter comes and picks us all up and brings us back in the morning.

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

My first was Celebration, then Majesty, and I had a short stint on the Spirit. I've worked on Dream and most recently Marella Discovery 2. I'd have to admit my favourite is Marella Discovery 2; being part of the team who launched the ship, I feel a real connection.

Do you have a favourite on-board restaurant and why?

If I had to pick just one it's



Craig loves the sushi on Discovery 2

likely to be the Sushi Bar. I wasn't the biggest fan of sushi, but after trying it on board Marella Discovery 2 I was quickly hooked.

Which port would you definitely disembark in? What would you do there?

I'd probably choose Sorrento in Italy – there's something for everyone, from world-renowned historical sites like Pompeii and Herculaneum and stunning views on the Amalfi Coast to feeling like a celebrity in Capri or sitting back enjoying some pizza, and then heading for the best-tasting gelato ever!

And in which port would you opt to stay on board – and why?

Monaco, but only because I get jealous of all the yachts and upset when I can't afford to buy all the designer clothes.

Which cruise is on your bucket list?

I'd love to join Discovery for her trip to Asia. Having never been to Thailand, I'd love to see it!

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

I love to travel and am really interested in fashion, so I'd definitely still be travelling and possibly working in the fashion industry. ⚓



Craig had an accident performing to Queen

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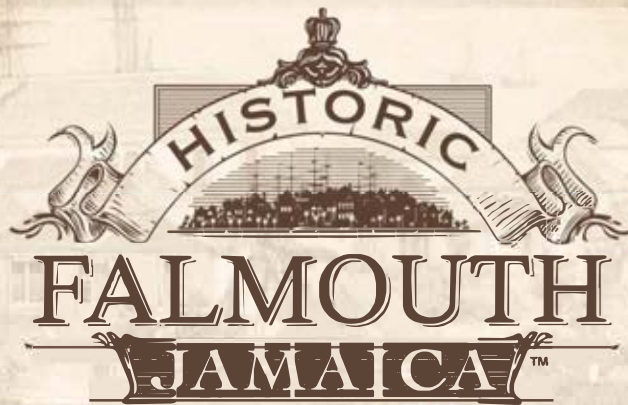
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