

# cruise

## TRADE NEWS

# MAKEOVER QUEEN

A look at Cunard's remastered QM2

## DESTINATION FOCUS

Australasia

## NEW TO CRUISE

River cruising



**PLUS**

Pull-out and keep at a  
glance guide to  
Carnival Vista - pages 26-27





# Minerva heads east

## WINTER 2017/18 CRUISES NOW AVAILABLE

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& COMPLIMENTARY EXTRAS  
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SINGAPORE • MALAYSIA

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### More classic cultural cruises sailing in winter 2017/18

|             |                                                    |
|-------------|----------------------------------------------------|
| 27 Oct 2017 | Passage Through the Red Sea and Suez Canal 14 days |
| 9 Nov 2017  | Pearls of the Persian Gulf 12 days                 |
| 20 Nov 2017 | Spices of India 16 days                            |
| 5 Dec 2017  | Colours of India and Indochina 15 days             |
| 19 Dec 2017 | Festive Indonesia 17 days                          |
| 4 Jan 2018  | Vietnamese Vistas 15 days                          |
| 18 Jan 2018 | Sailing the South China Sea 17 days                |
| 3 Feb 2018  | Oriental Wonders 16 days                           |
| 18 Feb 2018 | Images of India and Arabia 15 days                 |
| 4 Mar 2018  | Red Sea Odyssey 17 days                            |
| 20 Mar 2018 | Mediterranean Icons and the Corinth Canal 15 days  |
| 3 Apr 2018  | Springtime in the Mediterranean 15 days            |
| 17 Apr 2018 | European Connoisseur 13 days                       |

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## WINTER 2017/18 CRUISES NOW AVAILABLE

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### More discovery cruises sailing in winter 2017/18

|             |                                                  |
|-------------|--------------------------------------------------|
| 29 Nov 2017 | MOUNT TEIDE TO TABLE MOUNTAIN 22 days            |
| 3 Jan 2018  | DISCOVER THE MAL D'AFRIQUE 15 days               |
| 17 Jan 2018 | MAGICAL MAURITIUS, MALD VES & SEYCHELLES 16 days |
| 1 Feb 2018  | EXOTIC IND A & ARAB A 15 days                    |
| 15 Feb 2018 | ARAB AN NIGHTS & GREC AN DAYS 18 days            |

REGIONAL FLIGHTS AVAILABLE  
Subject to availability and a supplement

Twin occupancy fares are calculated per person based on two people sharing a twin occupancy cabin. Single occupancy fares are calculated per person based on one person occupying a twin occupancy cabin unless stated as a specific single cabin. All offer fares, which are valid until 31st October 2016, are subject to limited availability by cabin grade, may be withdrawn or amended without notice and are correct as of 9th August 2016. Latest fares and availability will be confirmed at the time of booking. Prices are per person based on two people sharing a twin occupancy cabin. Single supplements may apply. For further information please contact our agency sales team at AgencySales@ath.co.uk or call on 01858 588 406. All offers have limited availability. Swan Hellenic Launch offer: \*Save up to 20%\* applies to Balcony Suites only. Save 10% applies to Inside cabins only, save 15% PLUS free parking at the airport applies to Outside cabins only and save 20% PLUS 100 mile chauffeur service applies to Balcony Suites only. Outside cabins only receive complimentary parking at UK departure airport. Balcony Suites only receive Chauffeur service up to 100 miles from departure airport. For passengers living further away, excess mileage charges will apply. †No single supplement applies to all cabin grades, including the extras, and has strictly limited availability. All offers are available for a limited time only, are subject to limited availability and can be withdrawn or amended at any time. Fares featured are based on the lowest twin occupancy inside cabin category currently available. All new bookings must be made by 31st October 2016 and no retrospective discounts can be applied. From 1st November on Standard Fares complimentary chauffeur service only applies to Superior Balcony Suites and above (categories A-C), travelling within 75 miles of Portsmouth or your departure airport. For passengers living further away, excess mileage charges will apply. Voyages of Discovery Launch offer: \*\*Save up to 20%\* applies to Balcony Cabins only. Save 10% on Inside cabins, save 15% on Outside cabins and save 20% on Balcony cabins. Selected Balcony cabin bookings (BS, BSS & OS plus JS) receive complimentary chauffeur service up to 100 miles from the UK departure port or airport. †No single supplement applies to OSB & OSV cabins and have strictly limited availability. All offers must be booked by 31st October 2016. Selected Outside cabin bookings (OSP, OSV & ODX) receive complimentary chauffeur service up to 75 miles from the UK departure port or airport. †No single supplement applies to OSP & OSV cabins and have strictly limited availability. All offers must be booked by 31st October 2016.



## editor's letter



**H**ow was your summer? At the time of writing the sun is still shining and there's positivity around bookings with news from our association columnists - at CLIA and ABTA - that overall, bookings through ABTA Members for summer 2016 are tracking 5% up year on year. The cruise markets in Asia and the Middle East are doing especially well, with cruise tourism in Asia growing at an impressive pace (p48).

The river cruise market also continues to grow, and our new to cruise feature focuses on this sector and how you can attract clients to book river cruises. Meanwhile, we take a closer look at the remastering of Cunard's QM2 in an interview with Alex White, vice president of sales for Carnival UK, (p32).

The warm weather won't last much longer, however, so, as the autumn leaves start to fall and the nights close in, let's brighten things up with some fun events. Why not give yourself a pat on the back and enter the Rising Stars Awards recognizing excellence in the cruise industry? Agents can also enter the Wave Awards in the Best Individual Cruise Consultant category and get involved in the Cruise Challenge cruise gameshow - a first of its kind in the industry. More details on pages 16 and 17.

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

Published by Real Response Media, St. Marks Studios, 14 Chillingworth Road, Islington, London N7 8QJ

All Enquires t 020 8444 2554  
issn 059-9986

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## CONTRIBUTORS



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A former newspaper journalist, Jeannine is now a travel writer and winner of the 2015 CLIA award for the Best Regional Newspaper Feature.



**GILLY PICKUP**  
is an author and journalist who contributes to a number of national and regional newspapers and magazines, mainly writing about cruising and travel.



## DISNEY FANTASY GOES DUTCH

DISNEY CRUISE LINE is offering two new cruises to the southern Caribbean on Disney Fantasy next June. The 10 and 11-night voyages sail from Cape Canaveral in Florida and include calls at the Dutch islands of Aruba and Curaçao, as well as Barbados, Martinique, St Kitts, the island of Tortola (pictured) and Castaway Cay, Disney's private island in the Bahamas.  
0800 171 2317 | [disneycruiseline.co.uk](http://disneycruiseline.co.uk)



Disney Fantasy in the Caribbean

## ICE FEARS PROMPT REGENT TO CANCEL NEXT SUMMER'S 30-NIGHT ARCTIC CRUISE

REGENT SEVEN SEAS CRUISES has cancelled next summer's 30-night voyage through the legendary Northwest Passage, the Arctic sea route between Northern Canada and Greenland.

The company blamed warnings of excessive pack ice in July for the decision, adding it would be too disruptive to postpone departure until August as advised.

Instead Seven Seas Navigator will sail a 29-day voyage from San Francisco to Montréal via Central America, the Panama Canal and the US East Coast. The cruise departs July 20 2017 and costs from £6,829 per person including flights.

It can be split into two shorter cruises – an 18-night voyage from San Francisco to Miami and an 11-night itinerary from Miami to Montréal departing August 7.

Regent's announcement came as Crystal Cruises' Serenity became the first luxury cruise line to send a ship that was not built for expedition cruising through the passage. Its cruise departed in August and will be repeated in August 2017.

Passengers booked on Regent's cancelled cruise will receive a \$1,000 future cruise credit to put towards any 2016 or 2017 Regent sailing.

02380 682280 | [rssc.com](http://rssc.com)

## SINGLES SELL LIKE HOT CAKES ON COLUMBUS WORLD CRUISE

Solo travellers have snapped up the single cabins on Cruise and Maritime Voyages' world cruise departing January 2018. One month after the cruise went on sale, CMV was reporting limited availability in all categories of single cabins. A total of 150 rooms have been designated as singles with a low 25% supplement.

The 121-night voyage on Columbus, a former P&O Cruises' ship joining CMV next June, departs from Tilbury on January 5 2018. Prices start from £11,029 per person for a twin share and £12,029 per person for a single cabin.

0844 998 3943 | [cruiseandmaritime.com](http://cruiseandmaritime.com)



Single success for Columbus



**3** water slides on MSC Cruises' new Meraviglia-class ship

**62** cruise lines are now members of CLIA. French America Line is the latest to join

**7** to 11 nights in the Caribbean in the new Celebrity summer programme

## NEWS BRIEFS

# IN A CLASS OF HER OWN

MSC CRUISES' new Meraviglia-class ship has been floated out at the STX France shipyard. The vessel, which launches in June next year, will hold 5,714 passengers when full, and will have an indoor promenade, three water slides and Cirque du Soleil shows in a purpose-built Carousel Lounge. The first in her class, she will be joined by sister ship MSC Bellissima in spring 2019. 0203 426 3010 | [msccruises.co.uk](http://msccruises.co.uk)



MSC Meraviglia

## EUROPE'S LOSS IS THE CARIBBEAN'S GAIN AS CELEBRITY CHANGES ITS SUMMER PLANS

CELEBRITY CRUISES is offering summer cruising in the Caribbean next year for the first time since 2010. The cruise line has cancelled next year's Mediterranean programme on Celebrity Eclipse to make way for the change. It comes after deadly terrorist attacks in France, Belgium and Turkey that have put Americans off cruising in Europe.

Celebrity Equinox will be sailing seven to 11-night cruises to the Eastern, Western and Southern Caribbean from Miami. From £839 per person cruise-only for one week departing June 11.

An 11-night Jazz Fest voyage departing April 24 spends three days in New Orleans and costs from £1,199 per person cruise-only.

A new children's summer camp on Equinox will offer cooking classes and marine biology lessons, while adults can try their hand at blending wine in a new venue rolling out to all Celebrity ships by the end of this year, or join in with rum and reggae parties on the top-deck lawn.

0800 441 4054 | [cruisingpower.co.uk](http://cruisingpower.co.uk)

## SWAN IS BACK IN ASIA FOR 17/18

SWAN HELLENIC is returning to Asia in winter 2017/18. Highlights include a voyage around the Gulf that calls at Dubai, Bahrain and Abu Dhabi's Sir Bani Yas Island nature reserve, and a Christmas cruise from Singapore to Indonesia accompanied by BBC Coast presenter professor Mark Horton.



Minerva

FRENCH AMERICA LINE, a new river cruise line, has joined CLIA. The new arrival takes the total membership of Cruise Lines International Association to 62 cruise lines. The company launched this year and will be offering cruises on the Mississippi on the 150-passenger Louisiane starting September 30 2016.

AZAMARA CLUB CRUISES is offering double cabin upgrades on selected European departures booked by November 30. It means passengers can pay for an inside cabin and be able to travel in a balcony cabin. Those booking at least 10 months in advance will be rewarded with up to \$1,000 to spend on excursions.

OCEANIA CRUISES' executive culinary director Jacques Pepin is accompanying a 10-day voyage from Southampton to Copenhagen on Marina departing June 2 2017. During the cruise, passengers will be treated to special menus, culinary lectures and demonstrations.

NORWEGIAN CRUISE LINE has shortened its 2017 ex-UK programme to offer more departures from Hamburg. There is now just one European Capitals cruise, down from 11, but there are also four voyages to the Norwegian fjords and a new round-Britain itinerary departing May 22.



## SCENIC HITS 30 AND COOKS UP A TREAT

It was party time for SCENIC'S managing director UK Chris Townson and brand manager Nichola Absalom (pictured) as they celebrated the company's 30th birthday with an 80s-themed bash. Earlier in the summer, Scenic's four-star sister, Emerald Waterways, celebrated its third birthday. Emerald now has four vessels, with another three entering service next year.

This winter the company is refitting the three river boats it operates in France with a cooking school where passengers can learn to make regional dishes using ingredients sourced from local markets.

Scenic Diamond cruises the Garonne, Gironde and Dordogne Rivers from Bordeaux, while Scenic Emerald and Sapphire sail the Rhône between Lyon and Avignon.

Scenic is not the only one raising the culinary bar to attract foodies. AmaWaterways has a new tasting menu in its Chef's Table restaurant that comprises three appetisers, three main courses and three desserts.

From 2017, Avalon Waterways will be serving Avalon Fresh dishes at lunch and dinner cooked using local produce sourced from small farms and producers. Crystal Cruises is offering passengers on its new river voyages one included meal at a choice of Michelin-starred restaurants in Vienna or Budapest. **0808 102 1234 | [scenic.co.uk](http://scenic.co.uk); 0808 256 8422 | [amawaterways.co.uk](http://amawaterways.co.uk); 0800 668 1801 | [avaloncruises.co.uk](http://avaloncruises.co.uk); 020 7399 7604 | [crystalcruises.co.uk](http://crystalcruises.co.uk)**



## OPEN FOR BUSINESS

AMAWATERWAYS' new managing director Stuart Perl (seated) has promised agents would be the key focus as he opened the river cruise line's first UK office. Joining him in the venture are, from left, sales and marketing executive Georgia Mae Tarrant; national accounts manager Simon McDermott; sales manager North England, Scotland and Ireland Amanda Elgie; head of relationship marketing and PR Hiedi Hutchinson; and commercial and marketing manager Augustus Lonsdale. **0800 520 2252 | [amawaterways.co.uk](http://amawaterways.co.uk)**

### JOGGING, CANOEING, WILDLIFE SPOTTING... KEEP ACTIVE WITH AVALON

A jogging tour around Vienna, wildlife-spotting in Danube-Ipoly National Park in Hungary and canoeing are among activities on Avalon Waterways' new Active Discovery cruises launching on the Danube next year.

The nine-day cruises, between Linz in Austria and Budapest in Hungary, are designed to encourage younger people to try river cruising by offering more active shore excursions.

Other options include a guided bike ride around the grand Ringstrasse in Vienna, and a farm visit in Durnstein. From £2,483 per person departing October 16 including flights, UK and overseas transfers, and a selection of activities.

**0800 668 1843 | [avaloncruises.co.uk](http://avaloncruises.co.uk)**



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**020 7399 7601** [www.crystalcruises.co.uk](http://www.crystalcruises.co.uk)

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2

new luxury hotel  
barges for Belmond's  
Afloat in France brand

2

new five-star ice-class  
expedition ships  
on Hapag-Lloyd's  
shopping list

## BELMOND BRINGS COLOUR TO THE CANALS

BELMOND is building two new luxury hotel barges for its Afloat in France brand. Belmond Pivoine (peony) will cruise the River Marne and Canal Lateral de Marne between Meaux and Châlons-en-Champagne; Belmond Lilas (lilac) will cruise the Canal de la Marne au Rhin between Strasbourg and Arzviller. Each barge holds up to eight passengers and will be designed to reflect the colours of the flowers they are named after. From €5,200 per person for six nights excluding flights, based on an eight-passenger charter.

0845 0772 222 | belmond.com



Belmond luxury on its way downriver

## KEELS LAID FOR CRYSTAL RIVER DUO

Construction of CRYSTAL CRUISES' first new river boats has started at the Werften shipyard in Wismar, Germany.

Crystal Bach and Crystal Mahler will each hold 110 passengers and sail the Rhine, Main and Danube. They are due to enter service in summer 2017, one year after the company entered the river cruise sector with Crystal Mozart, a 1987-built vessel rebuilt to Crystal's six-star standards.

Mozart is based on the Danube and features a pop-up bar on the sun deck, a large spa and an indoor pool. Passengers can join included excursions or borrow electric bikes.

Crystal will add two more river boats in 2018, but instead of sailing in France, as originally planned, these will now also sail the Rhine, Main and Danube to meet demand for these waterways.

020 7399 7604 | crystalcruises.co.uk

## APT RETURNS TO RUSSIA

APT is returning to Russia two years after pulling its programme of river cruises between St Petersburg and Moscow.

The company is offering two 11-night cruise-and-stay holidays under its four-star Travelmarvel brand that combine a river cruise with a three-night stay in each city. The itinerary includes a Russian language lesson, a vodka tasting and a tour of the Hermitage.

An eight-day Douro Discovery cruise next year includes wine tasting and lessons in Portuguese cookery and language.

0800 046 3002 | aptouring.co.uk

# AdventureNEWS

## HAPAG-LLOYD CRUISES ORDERS LUXE DUO FOR GROWING EXPEDITION MARKET

Hamburg-based HAPAG-LLOYD CRUISES, a subsidiary of TUI Group, has ordered two new five-star ice-class expedition ships for an undisclosed sum.

The vessels will be built in Norway for delivery in April and October 2019. Each will hold 240 people, have three restaurants and a water sports marina and carry a fleet of zodiacs for shore landings.

One will be dedicated to German-speaking markets, while the other will be designated 'international' to cater for British and American passengers as well.

Hapag-Lloyd Cruises currently charters the expedition cruise ship Hanseatic for the 'international' market. A spokeswoman said that the contract expires in 2018 and it is not clear yet if it will be renewed.

The order comes as more cruise lines look to tap into the luxury expedition market. Hurtigruten has ordered two new expedition ships to be delivered in summer 2018 and summer 2019, and has options for another two vessels. Scenic and Crystal Cruises are each building ice-strengthened luxury yachts capable of sailing in polar waters.

0800 0513 829 | hl-cruises.com

Cecilie Skog leads the welcome for Spitsbergen



## GODMOTHER ROLE FOR NORWEGIAN EXPLORER

Norwegian explorer Cecilie Skog took on the role of godmother as HURTIGRUTEN welcomed the 335-passenger Spitsbergen to its fleet at a ceremony in Svolvær, in the Lofoten Islands. The ship is currently sailing Norwegian coastal voyages between Bergen and Kirkenes. Its summer 2017 schedule features expedition cruises in Norway, Iceland, Greenland and Arctic Canada.

0203 131 6309 | hurtigruten.co.uk



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# TOOLS of the TRADE

Here we reveal the latest cruise training opportunities, incentives and fam trip offers

AmaCerto, Bratislava

## SELL 5 SAIL FREE WITH AMAWATERWAYS



AMAWATERWAYS is offering travel agents and homeworkers the chance to sail for free on one of their European river cruise ships. All agents have to do is make five bookings between now and the end of September and a cabin for seven nights on one of their European sailings will be free for themselves and a partner to enjoy. To claim the cabin email the booking references to [agency.sales@amawaterways.co.uk](mailto:agency.sales@amawaterways.co.uk) [amawaterways.co.uk](http://amawaterways.co.uk) | 0808 256 8422

## CLIA STARTS 'PLAN A CRUISE MONTH' AND ANNOUNCES 2017 CONFERENCE DATES

CRUISE LINES INTERNATIONAL ASSOCIATION (CLIA) is to launch Plan a Cruise Month this October.

The month-long campaign, running from October 1-31, is aimed at travel agents, cruise lines, industry partners and consumers. Although the campaign will address a wide range of audiences, all activity will have one common objective: to create awareness of cruise holidays. In advance of the October 1 start date, the CLIA team is to embark on a nationwide tour of the UK, in what CLIA has coined the Cruise Relay, taking place from September 23-30.

Andy Harmer, CLIA Europe VP operations, and Adele Foster, events and training manager, will travel the the UK, from Kirkwall to Portsmouth, visiting ten locations. The eight-day tour will host a series of agent events including events in Southampton and Leeds.

### CRUISE RELAY SCHEDULE:

- Friday September 23  
Port of Dover at 10am
- Monday September 26  
The Scottish Port of Kirkwall at midday  
Ullapool Harbour Trust at 3pm

- Tuesday September 27  
Media lunch, Edinburgh
- Wednesday September 28  
Port of Tyne at 9.30am
- Thursday September 29  
ABP Southampton at 9am  
Bristol Port at 2pm
- Friday September 30  
Portsmouth International Port at 11.30am  
Liverpool Cruise Port at midday

Agents can follow the Cruise Relay via CLIA's social media platforms (Twitter - @ukcruising and @discovercruises) and the hashtag #CruiseMonth.

For more information about cruising and all Plan a Cruise Month activities, visit [cruising.org/PlanACruiseMonth](http://cruising.org/PlanACruiseMonth)

Meanwhile, the association has announced dates for its 2017 CLIA Conference. It will take place on Wednesday 24, Thursday 25 and Friday 26 May in Southampton and will showcase Cunard's newly remastered Queen Mary 2 together with Royal Caribbean International's Navigator of the Seas. [cruiseexperts.org/new-to-cruise/plan-a-cruise-month/](http://cruiseexperts.org/new-to-cruise/plan-a-cruise-month/)

## WIN LOVE2SHOP VOUCHERS WITH VTA

VOYAGES TO ANTIQUITY is giving agents the chance to win up to £70 worth of Love2Shop vouchers for bookings made throughout August and September by completing the 'Voyages to Antiquity Expert' online training course and confirming a new 2017 booking. Any new agent signing up to VTAExpert (at [vtaexpert.com](http://vtaexpert.com)) will automatically get a £10 Love2Shop voucher.

Agents that sign up to the VTAExpert course and then complete the online training and graduate as a 'Luminary' before the end of September will automatically receive a further £10 Love2Shop voucher

Any Luminary agent who made a new 2017 booking during August and until the end of September 2016 will automatically receive a £50 Love2Shop voucher for every booking.

All Love2Shop vouchers will be sent after September 30 2016. New 2017 bookings must fall between May 3 and November 9 2017. Register at [vtaexpert.com/voyagestoantiquity.com/](http://vtaexpert.com/voyagestoantiquity.com/) 01865 302550



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3 winners will be chosen  
at random on 31st October!



# TOOLS of the TRADE

## SCENIC AND EMERALD WATERWAYS INTRODUCE NEW UNLIMITED AGENT REWARDS SCHEME

Sister river cruise companies SCENIC and EMERALD WATERWAYS have launched a dual-branded rewards scheme incentivising agents who book cruises from either brand.

The new River Rewards initiative offers UK agents the opportunity to redeem points against a collection of luxury gifts and experiences.

Agents earn points for making river cruise bookings, and 'bonus' points for going above and beyond with training, social activity and more, plus the opportunity to 'double up' when they support selected dates or itineraries. Prizes range from Jamie Oliver kitchen goodies to the latest tech including

Fitbit and GoPro brands, complimentary river cruises and big name fashion, beauty and fragrance products.

Angela Sloan, national sales manager for Scenic and Emerald Waterways, said: "We've linked the luxury of both of our river cruise brands with a range of indulgent gifts that will appeal to all agents. It's uncapped, we cover the taxes, and the potential is there to earn some truly incredible gifts and experiences."

The scheme runs quarterly; points can be accumulated and cashed at the end of every three months. The full choice of prizes and reward levels can be viewed at the newly-created [riverrewards.cruises](http://riverrewards.cruises) website.

## TRIP OF A LIFETIME OPPORTUNITY WITH SILVERSEA EXPEDITIONS

SILVERSEA EXPEDITIONS is inviting 15 tour operator expedition specialist agents on a selection of its voyages. The agents will experience a full-length voyage and take part in a programme of activities and excursions.

The first specialists boarded Silver Galapagos on July 16 for a round-trip voyage from Baltra in the Galápagos Islands. Later this year, others will experience Southeast Asia on board Silver Discoverer, including a rare visit to Camp Leakey in Indonesia, where they will have the chance to experience encounters with orangutans hosted by wildlife expert Dr Biruté Galdikas. Another trip will take a group of agents to South America, following the Humboldt Current from Guayaquil to Valparaíso on board Silver Explorer on a voyage which includes a complimentary flight over the Nazca Lines and into the Atacama Desert.

Akvile Marozaitė, Silversea's regional sales manager – Expeditions, UK & Ireland, said: "We are delighted to give agents across the country the opportunity to experience Silversea Expeditions as our special guests. We hope to further develop our relationships with agents and allow them to become more familiar with the expedition product."

[Silversea.com](http://Silversea.com) | 0844 770 9050



Agents are invited to sail with Silversea

## A FUN WAY TO GET TO KNOW PAUL GAUGUIN CRUISES

PAUL GAUGUIN CRUISES has joined Online Travel Training to launch a new training programme aimed at agents selling its Tahiti, South Pacific and Fiji itineraries.

There are three modules focusing on the M/S Paul Gauguin, destinations and itineraries and selling tips.

Agents can also meet the team, order brochures and learn about the latest incentives and offers.

Once agents have completed all three modules, they will receive a certificate – and a bar of chocolate!

Commenting on the launch, Elaine Gillard, senior sales and marketing manager for Paul Gauguin Cruises in the UK, said: "Paul Gauguin Cruises is a niche product so it's important that we give agents as much information and support as possible to help them make a sale. The training modules provide a fun way to gain knowledge of the product and the confidence to sell it."

[paulgauguintraining.co.uk](http://paulgauguintraining.co.uk)  
020 7399 7668 | [sales@cruiseportfolio.co.uk](mailto:sales@cruiseportfolio.co.uk)

## comment

### WILKINSON'S WORLD

Nick Wilkinson  
general  
manager,  
NE MEA  
Norwegian  
Cruise Line



## KEEP UP THE PACE!

Whenever I pen this column I reflect on how our industry has changed, and it doesn't look like the pace will slow down any time soon. With this in mind, it is important that travel partners too keep up with the acceleration.

Going the extra mile makes all the difference – and there are plenty of opportunities out there to develop best practice and consistently push the boundaries of change.

Field-based teams are out and about across the country offering face-to-face, interactive, sales, product and marketing training that is specifically customised to meet the needs of the travel trade; accessing their expertise is a great opportunity to arm yourself with the tools to grow your business.

Webinars are also a great way to learn from the experts about various topics, from sales tools to specific product showcases. These are often communicated through agent portals and industry communications, so why not sign up next time and see the difference they can make?

When it comes to differentiating products it can be difficult to separate the wood from the trees. One way that lines are combating this is through offering increased opportunities for experiential and immersive training. Fam trips and ship visits help agents understand the USPs of products and which customers they are best suited for. Of course, we understand that it is not always easy to leave the office, so send one person from your company to report back and share knowledge.

You should also look ahead to 2017 to plan your personal development. We will be bringing Norwegian Jade to sail out of Southampton for the first time since 2010 and during her British Isles itinerary will be calling at many UK and Irish ports – providing many opportunities to learn about the ship and the brand.



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Exceptional value cruising holidays from Britain's leading independent cruise line

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- Cruises from a choice of eleven UK ports
- New! Sailings from Newport, Cardiff, Bristol and Dublin
- *Magellan's* Round the World Cruise 2017
- Cruising holidays to Australasia and New Zealand with free flight offer
- New! Two Multi-Generational cruises on *Columbus*
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- Just 25% single supplement on *Magellan* & *Columbus*

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up to  
**30%**

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**BUY ONE**  
Get One  
**FREE!**



## Worldwide Cruises Winter 2017/18

- Festive breaks
- Christmas and New Year cruises
- Amazon, West Indies & Azores
- Land of the Northern Lights
- *Columbus* Round the World Cruise 2018
- Voyage service to Australia & New Zealand
- Spring 2018 cruise preview - *Magellan* and *Marco Polo* from London Tilbury and Bristol

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\*Applies to sales achieved over £5k for 2015/16 cruises. Subject to availability. Terms & Conditions apply. Offered for sale in the UK by South Quay Travel & Leisure Ltd trading as Cruise & Maritime Voyages. ABTA V9945. ATOL 4619. Calls cost 7p per minute plus your telephone company's access charge.





Following the announcement earlier this year that six new regional sales managers will be joining the team, Celebrity Cruises has announced two more regional sales manager appointments: **Rachel Mould** (pictured left) in the North East and **Mandy Burrie** in Ireland. Both appointments are part of further enhancements to the UK and Ireland regional sales manager team. They will report in to Claire Stirrup, head of sales for Celebrity Cruises. [cruisingpower.co.uk](http://cruisingpower.co.uk)



MSC Cruises has announced the appointment of **Steve Williams** to the newly-created role of director of sales for MSC Cruises' UK and Irish operations. Williams joins from Royal Caribbean International, where he was head of sales. He will start his new role later this year. He will manage the existing sales team and account managers whilst reporting into managing director Antonio Paradiso. [msccruises.com](http://msccruises.com)



Royal Caribbean has announced a new senior leadership role and team structure for its sales team in Ireland. **Jennifer Callister** has been promoted into the new position of Head of Ireland. She reports directly into sales director for UK&I, Ben Bouldin, and is on his UK&I sales leadership team.

Based in Dublin, but working mainly on the road, Callister has worked for the cruise line as national account manager for four years and was previously with British Midland International. [royalcaribbean.co.uk](http://royalcaribbean.co.uk)



Star Clippers UK has appointed **Alison Jared** as new regional sales manager to develop and manage trade relationships in the North of England, Scotland, Northern Ireland and Eire.

She reports to Danielle Dudley, UK sales manager, and joins colleagues Rosanna King, sales executive, and Emma Moody, sales support executive, on the Star Clippers' UK sales team. She has worked in travel for the past 20 years. [starclippers.co.uk](http://starclippers.co.uk)



Uniworld Boutique River Cruise Collection has announced the appointment of **Ellen Bettridge** as president and chief executive officer. Bettridge succeeds Guy Young, who is being promoted and will take on two new roles at TTC (The Travel Corporation), Uniworld's parent company.

She will be responsible for managing and overseeing the company's global business, including operations and financial performance, product development, the guest experience, service enrichment and onboard/onshore programming.

Bettridge will also focus on growing and expanding Uniworld's business, as well as furthering its leadership and innovation in the river cruise industry.

She joins from Azamara Club Cruises. [uniworld.com](http://uniworld.com)



**Stuart Leven**  
managing  
director,  
Royal Caribbean  
International  
UK & Ireland



### THE SCIENCE OF MICROBUBBLES

I'm the first to admit there are times when I'm full of hot air. A radio DJ in a former life, I have a tendency to wax lyrical about things that pique my interest.

But currently it's cold air that's pumping me up – cold air lubrication, to be precise. It's one of our newest ship innovations that's helping us take an industry-leading position on environmental stewardship.

For those who aren't already familiar with the concept, air lubrication systems are fitted as part of a ship's hull configuration and trap billions of micro-bubbles in a layer along the bottom as a way to reduce resistance between ship and seawater.

These micro-bubbles are generated by heating, then cooling, water to avoid releasing it as steam and essentially enable ships to ride on a bed of air-conditioned air, allowing for a smoother and more efficient sail.

Since implementing the technology on our Quantum Class ships and Harmony of the Seas, we've cut carbon dioxide emissions by approximately 20%, as well as reduced net fuel consumption by 7-8%.

The bubbles also help to prevent non-indigenous marine species attaching themselves to hulls and being transferred to other ecosystems as ships move from port to port.

Employing these sorts of advanced technologies forms a key part of our commitment to the health of the environment. We've recently announced a five-year partnership with World Wildlife Foundation (WWF) which will help us ensure the long-term health of our oceans.

Ultimately, it's the responsibility of all organisations across the cruise and travel industry to improve their environmental footprint so that our extraordinary world can be preserved and enjoyed for generations to come.





## EUROPE & RUSSIA 2017

### BOOK FOR BUBBLY!

To celebrate the launch of our 2017 Europe & Russia brochure, for **every booking made between 08 Sep and 31 Oct 2016\*** you will receive a **bottle of champagne and a Uniworld Champagne cooler!**

#### EARLY BOOKING OFFERS

BOOK BY **31 JAN 2017** AND **SAVE UP TO £2,300 PER COUPLE\***

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\*Free bottle of champagne and Uniworld Champagne cooler applies to new bookings booked through the trade and departing in 2017 only. Must be booked and deposited by 31 Oct 2016. Agent must be over 18-years of age. Exclusions apply. \*Maximum saving of £2,300 per couple is based on the Ultimate European Journey in a Suite, twin share. Must be booked and deposit paid by 31 Jan 2017. For full terms and conditions, visit [www.uniworld.com](http://www.uniworld.com)

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# WAVE AWARDS 2017



# CRUISE TRADE NEWS EVENTS

**W**e're gearing up for the Wave Awards 2017 – and building on the success of the inaugural event last year. Next year's ceremony will take place on February 16 and you, the travel agent, are recognised in a number of categories that specifically acknowledge your hard work.

There are four key judging sectors but for agents it's the Industry categories that matter. Here you will find Best Cruise Agent, Best Online Cruise Agent and Best Individual Cruise Consultant, a special award free to enter for all agents that will be presented to an individual who has made a unique or outstanding contribution within the cruise holiday sector. Nominations apply to anyone in the sector and nominees can be experienced senior personnel or younger entrants. Individuals and organisations are welcome to get in touch directly with their nominations. The judges may also nominate candidates they feel qualify for this award.

Lee Ashton of Thomson Holidays Bolton Superstore, who won the Best Individual Cruise Consultant award last year, told us: "I was thrilled to be a winner at the Wave

Awards. It was a great evening – and the perfect opportunity to network with other agents and travel experts in the cruise sector. I encourage anyone considering entering – or nominating someone – to go for it."

All entries will be judged by an independent and multi-disciplined panel of cruise travel experts, separate from the independently judged public voting awards. All entries must be submitted by October 30, 2016.

## ENTER

Enter online at [thewaveawards.com](http://thewaveawards.com)

## VENUE & DATE

The Wave Awards 2017 will once

Hotel in Kensington, London on February 16.



## SECTORS AND CATEGORIES

There are four key judging sectors, broken down into sector-specific categories:

### THE SECTORS

Cruise Line  
Ports & Destinations  
On Board  
Industry

### THE CATEGORIES

(Independently judged)

#### Cruise Line Categories

Best Ocean Cruise Line  
Best River Cruise Line  
Best Luxury Cruise Line  
Best Premium Cruise Line  
Best Specialist Cruise Line  
Best Family Cruise Line  
Best Value-for-money Cruise Line  
Best New Ship Launch  
(Ocean or River)

#### On Board Categories

Best for Accommodation  
Best for Wellbeing & Spas  
Best for Enrichment  
Best for Cuisine  
Best for Entertainment  
Best for Children or Teenagers

#### Ports & Destinations Categories

Best UK Departure Port  
Best Destination (Country or Port)  
Best UK Attraction or Excursion  
Best International Attraction or Excursion

#### Industry Categories

Best Cruise Agent  
Best Online Cruise Agent  
Best Individual Cruise Agent  
Best Digital or Web-based Service or Platform  
Best Advertising, Marketing or PR Campaign

Best Escorted & Specialist Tour Operator  
Best Transfer Service  
Best for Environment and Sustainability

#### Passenger Favourites

(Public Voting Categories)  
Favourite Ocean Cruise Line  
Favourite River Cruise Line  
Favourite Luxury or Premium Cruise Line  
Favourite Specialist Cruise Line  
Favourite Cruise Destination  
Favourite Cruise Agent  
Favourite Airline



#### JUDGES CONFIRMED FOR 2017 SO FAR ARE:

- **Andy Harmer** (non-voting Chair) - vice president operations, CLIA Europe
- **Juliet Archer**, managing director, Blue Water Holidays (Cruise Agency of the
- **Lesley Bellew**, editor, Cruise Ports & Destinations magazine
- **Claire Brighton**, senior commercial manager, Advantage Travel Partnership
- **Simone Clark**, managing director, Iglu.com
- **Joseph Grimley**, head of agency sales, Riviera Travel
- **Giles Hawke**, CEO, Cosmos Tours & Avalon Waterways
- **Caroline Hendrie**, cruise writer, The Mail on Sunday
- **John Honeywell**, editor-at-large, World of Cruising magazine
- **Louise Robinson**, editor, World of Cruising magazine
- **Jill Sayles**, editor, Cruise Trade News magazine
- **Nikki White**, head of destinations and sustainability, ABTA
- **Sally Winfield**, chief executive officer, Accord Marketing
- **Erin Johnson**, marketing director, UK & Ireland, Carnival Cruise Lines.

The eligibility period for work submitted to the 2017 awards is September 1, 2015 to October 30, 2016.

#### SPONSORS

There's a great list of sponsors supporting the event so far, including headline sponsor Saga Cruises; Uniworld Boutique River Cruises; Titan Travel; Azamara Club Cruises; Fred Olsen Cruise Lines; Accord Marketing; AmaWaterways; Falkland Islands Tourist Board; Carnival Cruise Lines; Thomson Cruises.

**For more sponsorship opportunities contact:**  
[peter.grant@worldofcruisingmagazine.com](mailto:peter.grant@worldofcruisingmagazine.com)



## GET INVOLVED IN TWO NEW AND EXCITING CRUISE TRADE NEWS EVENTS

Cruise Trade News is launching two exciting events for travel agents: **Rising Stars** and **The Cruise Challenge**



WHERE EXTRAORDINARY HAPPENS

### ARE YOU A RISING STAR?

Rising Stars will recognise the most innovative and talented people in the cruise holidays sector. This event will identify the cruise industry's stars of the future in all relevant areas, including sales, marketing, operations, management and digital, as well, of course, as travel agents. These people are the leaders of tomorrow – the under-35s whose hard work and dedication to the cruise business is already being recognised by their bosses, colleagues and rivals.

We are seeking out these individuals and want to reward them for their current contribution and their role in the future success of the cruise sector.

So if you consider yourself to be one of these people, or know someone who is, send in your nominations. The judges will look at each nominee and how and whether he or she meets four key attributes: dynamism, initiative, creativity and effectiveness. There will be a number of categories to enter.

Among the judges will be Stuart Leven, managing director, UK & Ireland, Royal Caribbean International; Kathryn Beadle, managing director, Uniworld Boutique River Cruises; Bernard

Carter, managing director, UK & Europe, Oceania Cruises.

The awards come with full backing from Royal Caribbean International to ensure a high quality of criteria is met.

Stuart Leven, managing director UK & Ireland, Royal Caribbean International said:

"The Rising Stars Awards offer a unique opportunity to shine a light on all those who are playing their part in changing the face of cruising, be it helping to dispel outdated perceptions or actively attracting people to try a cruise for the first time.

As headline sponsor, we are extremely pleased to be helping to recognise the hidden heroes who, every day, are making a difference to the future of our industry – from innovative designers to extraordinary front line travel agents, creative marketers to fresh-thinking sales support teams – and they deserve to be celebrated.

So if you know someone who is doing an extraordinary job and challenging the norm, we encourage you to nominate them for a Rising Stars Award to showcase their exceptional work in helping create an incredible cruise experience for holidaymakers."

The nomination process closes on **October 30** and The Rising Stars ceremony will be held on Dec 2 at a venue in London.

**To enter visit:** [cruisetradenews.co.uk/rising-stars](http://cruisetradenews.co.uk/rising-stars).

### THE CRUISE CHALLENGE

The Cruise Challenge is an agent roadshow – with a difference: it's based around a game show! Anyone who takes part will learn, play and win in a fun environment designed to increase their cruise sales knowledge. There will be various events in the UK this year: Bristol - Sept 28 at the M-shed, Princess Wharf; Leeds - Oct 19 at the The Studio Leeds; Birmingham – Oct 25 at The Studio Leeds; London – Nov 2 at The Hellenic Centre.

To get involved visit: [thecruisechallenge.com](http://thecruisechallenge.com)

To learn more about the events, and to get involved, visit: [thecruisechallenge.com](http://thecruisechallenge.com)







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

**A:** Since I started my new role at the beginning of June I've been incredibly impressed by the company ethos. Silversea is a confident, market-leading brand that is constantly evolving whilst acknowledging its heritage; this makes it an exciting and stimulating place to be.

#### WHAT DO YOU LIKE BEST ABOUT THE CRUISE INDUSTRY?

**A:** I've always worked in the travel industry, but what I've found in my short time in the cruise sector is that it is a very close-knit community. Everyone has the common goal of promoting the benefits of cruising – albeit with different customer propositions. I'm really enjoying being part of such an exciting and fast-growing industry.

#### HOW IS YOUR COMPANY DIFFERENT TO OTHER CRUISE LINES?

**A:** Our teams have a passion for the highest standards of cruising excellence, with a sense of pride that stems from being part of a family-owned business. Our guests benefit from an unrivalled list of destinations across seven continents within our Classic and Expedition fleets. We genuinely have something for everyone.

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

**A:** I am really excited to help forge even closer links with the trade. Their talent and expertise play a huge role in the success of the Silversea brand, and I am looking forward to meeting as many teams as possible over the next twelve months. I'm also keenly monitoring the progress of our new flagship Silver Muse, which makes



#### CV

JUNE 2016-  
TO DATE

**Silversea**  
head of  
trade sales &  
partnerships

MAY 2015 - MAY  
2016

**Avis Budget  
Group**  
head of  
travel sales &  
international  
strategic  
accounts

2006 - 2015

**Avis Budget  
Group**  
international  
leisure sales  
manager

2000 - 2006

**Avis Europe**  
key accounts  
manager

1990 - 2000

**Thomas Cook**  
branch manager

her maiden voyage in April next year, raising the bar even higher in terms of Silversea ultra-luxury comfort and style while maintaining the small ship intimacy for which Silversea is renowned.

#### HOW HAS THE CRUISE MARKET CHANGED IN THE LAST 10 YEARS?

**A:** Although I am a relative newcomer to the cruise market, I've been in the wider travel industry for well over a decade and have watched the cruise sector go from strength to strength. I've seen a lot more positive messaging about the benefits of cruising making it through to the travelling public, with fresh thinking about who cruises, where they visit and what they can experience on board.

#### WHAT IS THE TARGET MARKET OF YOUR COMPANY?

**A:** One of Silversea's core strengths is the diversity of its destinations and experiences while maintaining its hallmarks of quality, service and world-class hospitality. Our small luxury ships offer enormous opportunities to suit all tastes, enabling guests to explore over 800 fascinating destinations on an all-inclusive basis.

#### HOW MUCH PERCENTAGE OF GROWTH ARE YOU TARGETING FROM UK & IRELAND CUSTOMERS EACH YEAR?

**A:** The UK and Ireland are very important markets for Silversea, and I am delighted that they continue to perform very strongly across both the Classic and Expedition fleet.

#### HOW DOES THE COMPANY WORK WITH THE TRAVEL TRADE?

**A:** We have a strong network of regional representatives and trade contacts across the UK and Ireland. This close relationship results in a better understanding of local needs and demands, which in turn allows us to better serve our guests on board. I am regularly on the road meeting with the trade, listening to what teams are saying and feeding this back to my colleagues.

#### WHY SHOULD AGENTS SELL CRUISE RATHER THAN A LAND HOLIDAY?

**A:** Cruising represents amazing value for money, particularly for those who like to discover new destinations. The ability to experience diverse ports of call knowing that you have your ultra-luxury Silversea suite to come home to makes exploring new places even more special.

## TOP THREE SALES TIPS FOR TRAVEL AGENTS SELLING CRUISE

**1** Break down the price to a daily rate – cruising represents really exceptional value when you highlight what is included, especially on all-inclusive operators like Silversea.

**2** Emphasise the varied itineraries. Prospective customers may be surprised to learn that Silversea voyages include Bangladesh, Madagascar and Antarctica.

**3** Complete any training courses or other educational initiatives that may be on offer to you. Knowledge of the product will help tailor the right cruise for your customer.



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WORLD OF



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Getting home –  
with less stress



# WANT TO SELL MORE CRUISES?

THE DELIGHT IS IN THE DETAIL AND THE DIFFERENCE...

**T**here is no doubt about it: The travel industry has been through a tough few years and this year is no different. Global economic problems, international terrorism and the issues surrounding the UK's decision to leave the European Union all place pressures on travel agents and their margins.

The cruise industry has remained buoyant, however, but the competition between agents has increased considerably. So what can you do as a travel agent to ensure you are one step ahead of your competitors?

The key isn't to be cheaper. It's about being different and taking care of the details.

Working in the cruise and travel industry, I think sometimes some of us forget just how big a decision booking a cruise is for most people.

Whether they are first-time cruisers or more experienced travellers, the fact is that a cruise represents a significant financial investment from which they want to maximise their pleasure. Confronted with a plethora of agents all offering similar deals and offers, it can be overwhelming for many people to choose just where to book their cruise.



Karl Lapage, managing  
director, Ports Direct

First of all ask yourself: Why should they use your business? Put yourself in the position of someone looking to book a cruise. Why should they choose to use you? Because you offer the best prices? Unbeatable customer service? Really look after your customers?

These may very well all be true but to be honest, these are the sort of statements that nearly all travel agents make. This means your potential customers will struggle to differentiate you from all of your rivals. The key therefore isn't just to be better, it's to be different.

Being different means that you stand out from your competitors instead of blending in with them. It gives you a strong and identifiable personal brand as an agent and makes you not just another travel agency but one that stands out and provides solutions.

Unlike cheaper package holidays, which may be booked solely on price by many people, a cruise is different; people will be just as interested in making the cruise the best it can be as they are in issues such as price. That is where you can be different and really offer that personal touch. That means two things for you as an agent:

1. You can use your skills as an agent to maximise your customer's cruise experience by offering a range of bespoke add-ons/services that look after their needs
2. You can maximise the revenue you make from the sale(s).

Think of things like: how are they going to get to and from their cruise? Taking away the stresses and strains of making their own way to and from the port not only makes your customer's holiday experience that little bit more memorable, it can also be a lucrative source of income, as every booking with ourselves at Ports Direct earns a commission. As well as luxury port transfers, for the more budget-conscious cruisers there is also a shared door-to-door option.

Looking after the finer details such as this doesn't just make you more money; it sets you apart from the competition.



# FEEL LIKE HAVING SATISFIED CUSTOMERS?

Norwegian Cruise Line offers your customers unparalleled freedom to design their holiday the way they like. With more choice of what to see and do, they'll discover the world their way. Cruising with NCL means your customers can plan their day the way they want. From premium dining and spectacular entertainment to a wide range of accommodation, your guests are free to enjoy a cruise that is just right for them.

## Feel Free with Norwegian Cruise Line.



### FEEL FREE

Make it a reality with Norwegian Cruise Line. Aboard our stunning fleet of modern cruise ships, your customers are free to plan their days according to their own schedule. It's everything a great holiday should be.



### CHOICES TO MAKE THEIR MOUTH WATER

Eat when, where and with whom you wish – no other cruise line can offer up to 28 dining options aboard one ship, our restaurant choices on all ships include everything from tapas to teppanyaki. Your customers have as many as nine fantastic dining options included in their cruise fare to a savoury array of speciality restaurants created for those extra-special nights out. What are they hungry for?



### AMAZING ENTERTAINMENT EVERY NIGHT

And when the sun goes down the lights come up on the very best live entertainment throughout the ship. Whatever their style – intimate cabaret, lavish stage show, comedy or one-of-a-kind, headline acts like Burn The Floor or Legends in Concert® tribute show, every night is a magical night out.



### DISCOVER 5 SHIPS IN EUROPE

Norwegian has been awarded the coveted title of 'Europe's Leading Cruise Line' for eight consecutive years at the World Travel Awards. Your customers will discover why Norwegian's European cruises are critically acclaimed while sailing aboard one of our stylish, contemporary ships. With cruises to some of the most desirable destinations in the Mediterranean, you'll find the perfect cruise for them.



## NORWEGIAN FJORDS FROM SOUTHAMPTON

NORWEGIAN JADE • 9-NIGHT CRUISE

2017 UK Departures: Jun 2, 11\*



from only **£839 p.p.\***

based on 02 Jun sailing



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from only **£889 p.p.\***

based on 16 May sailing

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# ENVIRONMENTALLY FRIENDLY CRUISES

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ECO-CONSCIOUS CLIENTS



## 1 UNIWORLD

The boutique river cruise line balances luxury standards with caring for the environment by buying locally and reducing and recycling waste on a daily basis. Chefs visit local markets and the line buys other produce from organic wineries and small, family-run businesses. In partnership with the Travel Foundation, the line is also spearheading the Sustainable River Cruising project – the first of its kind – an initiative that focuses on minimising the impact of Uniworld's ships and the river cruising industry at large.

0808 168 9110 | [uniworld.com/uk](http://uniworld.com/uk)



## 2 ECOVENTURA

Ecoventura was the first company in Galapagos to offset carbon emissions from its expedition yachts that operate seven-night itineraries in the National Park, which is renowned for its wildlife. The line has won a raft of green credentials, in addition to sponsoring 12 annual scholarships for conservation and eco-related subjects. Sold through UK operators including Sunvil, its latest 20-passenger vessel MV Origin was launched in February. Its sustainable features include reusable plastic bottles, a water treatment system and ecological toilets.

1 305 262 6264 | [ecoventura.com](http://ecoventura.com)





### 3 **HURTIGRUTEN**

The Norwegian explorer company champions high levels of environmental awareness ashore and at sea. The Hurtigruten Foundation was formed last year to support local initiatives such as Clean Up Svalbard, where passengers are invited to help clear waste washed up on the beaches. Onboard auctions raise funds for global habitat restoration projects, such as an initiative to protect albatross in South Georgia and the maintenance of an Antarctic research station. The line's waste oil is reused on land as heating fuel.

**0203 553 2516 | hurtigruten.co.uk**



### 4 **FATHOM**

Carnival's new brand offers 'social impact travel'. Passengers can work alongside locals and become involved in community schemes such as helping to teach English, planting trees and clean drinking water projects. Using the former P&O vessel Adonia, fathom sails from Miami to the Dominican Republic, where two million islanders have no access to piped water. It recently made history by becoming the first US line permitted to sail to Cuba. Cosmos Tours & Cruises is the first UK tour operator to package fathom.

**1 855 932 8466 | fathom.org**



### 5 **AMADEUS**

Family-run Amadeus River Cruises is an Austrian-owned line with a fleet of nine vessels, recently boosted by the addition of the Amadeus Silver II. The owners care passionately about the landscapes and rivers, and eco-minded clients will be interested to know that Amadeus is the only river cruise line in Europe to hold the Green Globe certification for sustainable travel. The award requires companies to demonstrate energy and water-saving measures, plus ongoing ecological awareness in everyday routines.

**01252 714477 | amadeusrivercruises.co.uk**



### 6 **STAR CLIPPERS**

The thrill of sailing on a beautiful tall ship with the wind filling the sails is eco-friendly cruising at its finest. Star Clippers has three ships that recreate the 19th century golden age of sail, with a new flagship – the 300-passenger Flying Clipper – currently under construction. Sailing in the Mediterranean, Caribbean and Asia, the ships rely exclusively on sail power around 25% to 35% of the time – and often more. Onboard activities include traditional pursuits such as knot-tying classes and climbing the mast.

**0845 200 6145 | starclippers.co.uk**



# ENVIRONMENTALLY FRIENDLY CRUISES

THESE LINES TICK THE BOXES FOR ECO-CONSCIOUS CLIENTS



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0845 200 6145 | [starclippers.co.uk](http://starclippers.co.uk)



## LAND

CLASSIC  
CHILE**ITINERARY:**

12-night, 13-day Classic Chile tour by  
Abercrombie & Kent

**NUMBER OF NIGHTS:**

12 nights

**NUMBER OF DESTINATIONS  
VISITED:**

5 including the capital city Santiago, a day trip to the charming, romantic city of Valparaíso, the Atacama desert, the Casablanca Valley in Chile's verdurous wine country and Torres del Paine National Park. Hotel stays are at The Singular Santiago, Alto Atacama Desert Lodge and Spa, La Casona at Matetic and The Singular Patagonia.

**INTERNATIONAL FLIGHTS:**

included in the price.

**INTERNAL FLIGHTS:**

included in the price.

**TRANSFERS FROM HOTELS  
AND AIRPORTS:**

included in the price.

**INCLUDED MEALS:**

breakfast, lunch and dinner included on seven days with breakfast included on the other six days.

**ENTERTAINMENT:**

as this tour is tailored to the needs of the client, the overall cost may vary if clients want to add on other experiences.

**WATER SPORTS:**

N/A

**PRIVATE BEACHES:**

N/A

**ADDITIONAL CHARGES:**

lunch and evening meals on six days. Horse riding.

**TOTAL:**

The 12-night, 13-day Classic Chile tour leads in at £5,180 per person based on two people sharing, with departure dates of December 1 and 8, 2016. The price includes international and internal flights, hotel and airport transfers, breakfast, lunch and dinner on seven days with breakfast included on the other six days.



Casablanca valley  
vineyard

## CHILE

THIS TIME WE COMPARE SIMILAR LAND AND WATER  
HOLIDAYS IN CHILE FROM ABERCROMBIE & KENT



Colorful buildings on the hills of Valparaíso



Hotel Alto Atacama Desert Lodge and Spa, San Pedro de Atacama

## EXPERIENCE AWARD-WINNING

*Luxury Boutique River Cruising*

2017 EUROPE & RUSSIA OUT NOW

SAVE UP TO £2,300 PER COUPLE | BOOK BY 31 JAN 2017





These two tours from Abercrombie & Kent offer travellers the opportunity to see the South American country of Chile from two very different perspectives.

The 12-day Classic Chile tour takes travellers on a land exploration of Chile, beginning with a two-day stay in the capital city of Santiago, which offers an exciting mix of European cultures, Andean vibes and stunning mountain views. The escorted tour then heads on to the charming city of Valparaíso, known for its street art and literary elite.

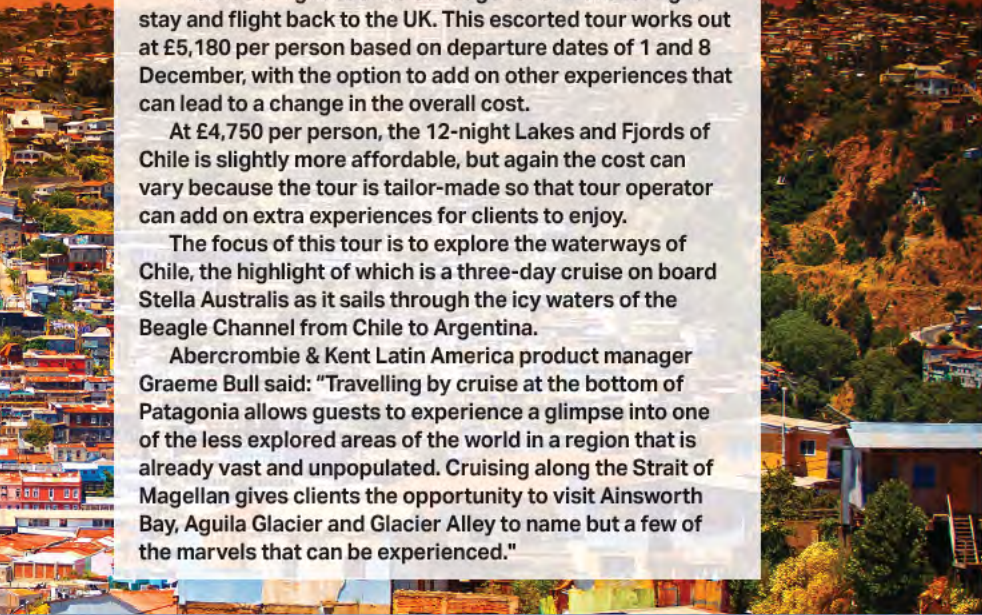
Three days in the surreal lunar landscape of the Atacama desert follows; it is claimed to be one of the world's best places for star-gazing. Then it's two nights in the Torres del Paine in a luxury lodge with the chance to explore the breathtaking landscape on foot, horseback, mountain bike or by boat.

Then it's a flight back to Santiago for a final overnight stay and flight back to the UK. This escorted tour works out at £5,180 per person based on departure dates of 1 and 8 December, with the option to add on other experiences that can lead to a change in the overall cost.

At £4,750 per person, the 12-night Lakes and Fjords of Chile is slightly more affordable, but again the cost can vary because the tour is tailor-made so that tour operator can add on extra experiences for clients to enjoy.

The focus of this tour is to explore the waterways of Chile, the highlight of which is a three-day cruise on board Stella Australis as it sails through the icy waters of the Beagle Channel from Chile to Argentina.

Abercrombie & Kent Latin America product manager Graeme Bull said: "Travelling by cruise at the bottom of Patagonia allows guests to experience a glimpse into one of the less explored areas of the world in a region that is already vast and unpopulated. Cruising along the Strait of Magellan gives clients the opportunity to visit Ainsworth Bay, Agüila Glacier and Glacier Alley to name but a few of the marvels that can be experienced."



Even the cows can enjoy some amazing views...



**UNIWORLD**  
BOUTIQUE RIVER CRUISE COLLECTION®

## LAKES & FJORDS OF CHILE

**WATER**

### ITINERARY:

12-night, 13-day Lakes and Fjords of Chile by Abercrombie & Kent

### NUMBER OF DESTINATIONS VISITED:

10, including Santiago, the Lake District destinations of Puerto Montt, Puerto Varas and Lake Llanquihue, Chiloé, the Beagle Channel, Cape Horn National Park, Wulaia Bay, Ushuaia, the gateway town to Argentina, and the Argentine capital Buenos Aires.

### INTERNATIONAL FLIGHTS:

included in the price.

### INTERNAL FLIGHTS:

included in the price.

### TRANSFERS FROM HOTELS AND AIRPORTS:

included in the price.

### INCLUDED MEALS:

breakfast included every day. Lunch and dinner also included on the three-day voyage on board Stella Australis as it navigates the Beagle Channel from Chile to Argentina.

### ENTERTAINMENT:

the Tango Show at Esquina Carlos Gardel in Buenos Aires is included in the price. However, as this tour is tailored to the needs of the client, the overall cost may vary if clients want to add on other experiences.

### WATER SPORTS:

N/A

### PRIVATE BEACHES:

N/A

### ADDITIONAL CHARGES:

lunch and evening meals on nine days

### TOTAL:

The 12-night, 13-day Lakes and Fjords of Chile tour leads in at £4,750 per person, based on two sharing, including international flights and internal flights, hotel and airport transfers, and breakfast, lunch and dinner on board the four-day cruise on Stella Australis as it sails the Beagle Channel from Chile to Argentina, with breakfast included on all of the other days.

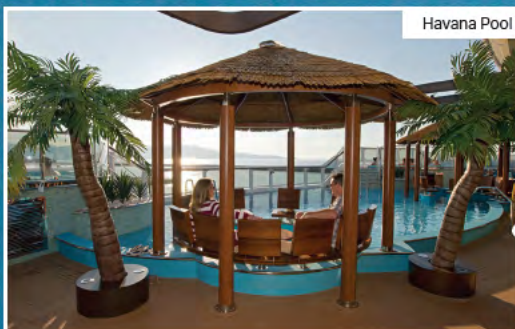


Puerto Montt port at sunset



# CARNIVAL VISTA

Carnival Vista debuted on May 1 this year and has been operating a summer schedule of Mediterranean cruises. The ship will reposition to New York offering two 11-day voyages in November 2016 before launching year-round six- and eight-day Caribbean cruises from Miami later that month.



Havana Pool

## OUTDOOR SPACES/RECREATION AREAS

- Carnival Waterworks (water park)
- Kaleid-o-Slide (tube slide)
- Twister Waterslide (enclosed spiral slide)
- PowerDrencher (tipping bucket)
- SplashZone (splash park)
- Havana Pool (resort area)
- Serenity (adults-only retreat)
- The Lanai (wrap-around promenade)
- Carnival's Seaside Theatre (outdoor LED screen)
- Beach Pool (main lido swimming pool)
- Tides Pool (aft pool)
- Cloud 9 spa



Havana Bar

## ENTERTAINMENT

- Liquid (main show lounge/dance club)
- Redfrog Pub and Brewery
- Carnival Multiplex (IMAX theatre/thrill theatre)
- Limelight Lounge/Punchliner Comedy Club
- Ocean Plaza (Piazza/Inside and Lanai)
- Piano Bar 88 • Alchemy Bar (promenade bar)
- Sports Bar • Havana Bar (Latin-themed nightclub)
- The Library Bar (library/Inside and Lanai)
- Vista Bar (lobby bar)
- Redfrog Rum Bar (poolside bar)
- Blueiguana Tequila Bar (poolside bar)





# FAST FACTS

**3,934**

Guest capacity

**15**

Passenger decks

**1,450**

Onboard crew

**1,062**

Feet long

**133,500**

Gross Tonnage



Ji Ji Asian Kitchen

## DINING VENUES

- Pizzeria del Capitano • Guy's Burger Joint
- Blueguana Cantina 36 • Comfort Kitchen
- Carnival Deli • Dessert Station
- Reflections Restaurant Room
- Horizons Dining Room • Cucina del Capitano
- The Chef's Table • Cherry On Top
- Fahrenheit 555 • Ji Ji Asian Kitchen
- Java Blue Café • Shake Spot
- The Taste Bar • Seafood Shack
- Bonsai Sushi • Fat Jimmy's C-Side BBQ

Family cabin



## STATEROOMS & SUITES

- 2 junior suites (obstructed standard balcony)
- 4 Havana Cabana suites (patio cabana and lanai)
- 6 Cloud 9 Spa suites (large balcony)
- 8 ocean view balcony grand suites
- 16 family harbour suites (large cove balcony)
- 20 ocean view and interior upper/lower staterooms
- 23 ocean view with patio cabana and lana
- 38 ocean suites (large balcony)
- 66 ocean view ocean suites
- 264 ocean view staterooms
- 732 interior staterooms
- 854 ocean view balcony staterooms (65 modified for wheelchair users)

Suspended Ropes Course



## SPORTSQUARE

(Outdoor Recreation Area)

- Sky Ride (suspended open-air cycling experience)
- Suspended Ropes Course
- The Clubhouse at SportSquare • Mini Bowling
- Ping Pong • Sports video games
- Arcade basketball • 9-hole Mini Golf (two-level)
- Basketball/Volleyball/Soccer multi-purpose area
- Jogging Track • Outdoor Fitness Area

**And back home again!**

t: 0843 0843 003





# Adventurous cruises, *star* quality and value

There's still time for your customers to join these fantastic value cruises, which include a chauffeur to the port, selected drinks on board and much more! Aboard Saga's small, welcoming ships, they'll enjoy spacious comfortable accommodation, sumptuous cuisine, superb amenities and superlative service – but hurry, we expect cabins to sell out fast!

## Saga's cruises include all this:

- Nationwide return shared chauffeur to the port for all April-December 2017 cruises or free parking
  - Optional travel insurance provided by Cigna Insurance Services (Europe) Limited and additional cancellation rights, or a reduction if not required
  - Tips to all on-board staff
  - Free Wi-Fi internet
  - Daily afternoon tea
- ... and much more!



ABTA  
W8164 / W8179

**£A reduction of £53 applies to Bright Lights in Norway and a reduction of £40 applies to Magic of the Fjords if you do not need the optional travel insurance and additional cancellation rights - call for details.** Fares are per person based on two people sharing the lowest available Inside cabin, were correct at the time of going to print and are subject to availability and change. \*On all our cruises we set aside a number of cabins within each grade at a discounted fare, with the highest discount of 35% available on selected grades. These cabins are sold on a first come, first served basis and as they're sold, the discount reduces. **Up to £150 per person On Board Credit** on Magic of the Fjords: As a newcomer to Saga Cruising, book any Standard Inside cabin and receive **£50** per person On Board Credit, **£100** per person for Standard Outside cabins and **£150** per person for Superior Outside cabins and Suites. The applicable amount will be credited to your on-board account and any unused credit is non-refundable and non-transferable. By Saga Cruising we mean any cruise aboard Saga Rose, Saga Ruby, Saga Sapphire, Saga Pearl, Saga Pearl II, Spirit of Adventure and Quest for Adventure. Offer cannot be combined with any other offer and is applicable to new bookings only (for any existing booking disadvantaged by the offer, the Price Promise applies). Cabins at the offer fares are limited and Saga reserves the right to extend, reduce or withdraw the offer at any time without notice. Please call for further details of how our discounts work, all offer information and for details of the cabin guide and deck plans. Please note: **Land by launch or tender.** Unless stated as included, all excursions mentioned are optional, at an additional cost and are subject to availability and change. Some of the highlights detailed may only be seen on optional excursions or by exploring independently. On our Bright Lights in Norway cruise we cannot guarantee the appearance of the Northern Lights, which is a natural phenomenon, but the cruise will take you to the best spot at the best time of year for sighting them. You'll be provided with an Arctic Jacket so that you can enjoy all the activities and excursions on offer. Terms and Conditions: To claim your vouchers and enter the draw to win a 7-night FAM trip to the Canary Islands departing in December, 2016, simply email [incentives@saga.co.uk](mailto:incentives@saga.co.uk) with booking details. Applicable to bookings confirmed by October 31, 2016. For full details visit [saga.co.uk/agents](http://saga.co.uk/agents). Terms and conditions apply. Saga holidays are for anyone aged 50+. A travel companion may be 40+. NHA-CC2735





## Bright Lights in Norway

February 14, 2018 ■ 15 nights aboard Saga Pearl II

**SAVE** up to **30%** off the full fares\*

### INCLUDED EXCURSION

worth up to £150 per person

15 nights from **£2,422**

Including optional travel insurance provided by Cigna Insurance Services (Europe) Limited or a reduction of £53 if not required<sup>9</sup>

**INCLUDING...** A Northern Lights excursion worth up to £150 ■ Complimentary Arctic jacket ■ **Return chauffeur service to the port, or free car parking** ■ Optional travel insurance and additional cancellation rights, or a reduction if not required<sup>9</sup> ■ A choice of wines at lunch and dinner ■ All gratuities on board ■ 24-hour room service ■ Complimentary Wi-Fi

Seek out Norway's mesmerising Northern Lights and enjoy a host of active winter experiences such as skiing in Narvik, a husky-sled ride and sleeping overnight in a cosy Arctic pod! You can also look forward to visiting the bustling fishing town of Kålvåg, which is a new port for Saga.

**Calling at...** Portsmouth, England • Bergen, Norway • Tromsø, Norway • Alta, Norway • Narvik, Norway • Kålvåg, Norway • Portsmouth, England. **Cruise code:** P2193.

## Magic of the Fjords

July 7, 2017 ■ 8 nights aboard Saga Sapphire

8 nights from **£1,771**

Including optional travel insurance provided by Cigna Insurance Services (Europe) Limited or a reduction of £40 if not required<sup>9</sup>

**Up to £150 per person**  
**On Board Credit<sup>^</sup>**

**INCLUDING...** **Return chauffeur service to the port, or free car parking** ■ Optional travel insurance and additional cancellation rights, or a reduction if not required<sup>9</sup> ■ A choice of wines at lunch and dinner ■ All gratuities on board ■ 24-hour room service ■ Complimentary Wi-Fi

Discover the unrivalled natural beauty of Norway with its majestic fjords, snow-dusted mountains and quaint villages. This scenic cruise reveals why this beautiful country is a top cruise destination and allows plenty of time ashore to fully explore each port and learn more about the culture and rich maritime history of the region.

**Calling at...** Dover, England • Bergen, Norway • Geiranger J., Norway • Olden, Norway • Jondal J., Norway • Stavanger, Norway • Dover, England. **Cruise code:** SA322.

Call **FREE** on **0800 074 8021** or visit [saga.co.uk/agents](http://saga.co.uk/agents)  
Become a Saga Expert at [sagaexperts.com](http://sagaexperts.com)

Find us on Facebook – Saga Trade Team





# Hallo Europa 2

JILL SAYLES WENT ON BOARD HAPAG-LLOYD'S EUROPA 2 FOR A TRIP AROUND THE MEDITERRANEAN TO CHECK IT OUT FOR THE UK MARKET

## FAST FACTS

**Built 2013**

**5-star-plus**

**Decks 11**

**Tonnage  
42,830**

**Crew 370**

**Onboard  
languages  
German/  
English**

**Zodiac  
excursion  
boats 12**

**Tenders 4**

**Lifts 4**

EUROPA 2 in Santorini



Main pool

Day beds at the stern



## SALES TIPS

**1.** As well as targeting regular ultra luxury cruisers, also consider clients who enjoy a 5 star plus land holiday/island based experience.

**2.** EUROPA 2 is excellent for families - family apartments, professional care, kids clubs, family excursions. Children under 11 years travel free (when sharing with parents/guardians)

**3.** EUROPA 2 is a casually elegant cruise experience. No formal nights, no fixed dining times, gentlemen not required to wear a tie.

**4.** EUROPA 2 has more space per passenger than any other ship resulting in no queues, no overcrowding, quick disembarkations and embarkations.

## SELL IT

**SAMPLE ITINERARY**  
EUX1711 (7 nights)  
departing Limassol/  
Cyprus on May  
27, 2017 sailing to  
Piraeus, featuring  
Santorini - from  
£3,050 per person  
cruise-only

**+49 4030703070**  
(English-speaking  
reservations)  
**www.hl-cruises.com**

**P**reparing for my trip, I'd only heard positive comments about the EUROPA 2, however, when selling luxury cruises, Hapag Lloyd's ship may not be on the UK travel agents' radar given that it's a German company predominantly selling to that market, with only a small representation in the UK. Mike Flanagan manages the company's UK sales and Michael Steffi its international sales. I went on board to get the lowdown to see if it really is a good sell for the UK client.

The EUROPA 2 is a modern and casual 5-star-plus luxury ship, which does away with cruise traditions such as the captain's dinner and timed dining.

With maximum 516 guests, it claims to have the greatest space per passenger on a cruise ship in the world.

The majority of staff are German who all spoke a high standard of English during my stay. Announcements were kept to minimum and were in German and English.

### SUITES

My Ocean Suite was comfortable and spacious with a generously-sized veranda and it featured a whirlpool bath. A large window from the bathroom offered lots of light and views through the living area to the ocean.

All suites have Champagne and fruit as a welcome gift, mini bar with soft drinks, beer and water refilled every day, Nespresso machine, TV flatscreen, and tablet computer, 150 classic and recent film releases.

The suite categories are as follows: 2 Owner Suites, 2 Grand Penthouse Suites, 16 Grand Ocean Suites, 24 Penthouse Suites, 59 Ocean Suites, 141 Veranda Suites, 7 Family Apartments.

### 7 RESTAURANTS

The model is that there are no official gala evenings or captain's dinners, plus no ties. All restaurants are included in the price and 50 per cent of the tables are for two people only. You can eat wherever you want - booking in advance is only required at Tarragon and Serenissima restaurants - and you can stay at table the whole evening. I found this a welcome change.

The restaurants are as follows: The Restaurant Weltmeere serving modern classics; Tarragon has a French 'savoir-vivre' menu; Serenissima cooks up Italian specialities; the Elements restaurant offers Asian food; the Sakura sushi Japanese; the Yacht Club offers alfresco dining serves grilled dishes and a BBQ; the Grande Reserve serves a great deal of high quality wines.

I tried all restaurants and the food throughout was of a high standard. I Particularly enjoyed breakfasts and the grill/BBQ offerings at the Yacht Club as well as the excellent Italian food and accompanying Italian wine at Serenissima.

Breakfast, lunch, dinner are all included.

### 6 BARS

The bars include Sansibar which was remodelled one year ago, located aft on deck 8 with an indoor and outdoor space. This bar was my favourite due to its relaxed atmosphere and contemporary feel.

There's also a Piano Bar, Jazz Club, Herrenzimmer with the largest collection of gin at sea, the Belvedere, and Pool Bar. As a general rule, drinks are not included other than in

your suite.

### SPA

There are 8 treatment rooms at the Personal SPA with treatments such as the Thalgo "Hydra Performance" Repair Treatment - 60 minutes, €103 - or the Thalgo OceaMask - Divine Pampering for Him - 50 mins, €85.

For further relaxation, there's also the whirlpool, an outside area and a large sauna and hairdresser.

### FITNESS AREA

The 210msq fitness studio has a gym and group training sessions. There are two golf simulators and two PGA golf professionals on board for lessons and golf excursions if required.

### ENTERTAINMENT/FACILITIES

A refreshing change was the fact that there were hardly any in-suite announcements or gatherings to discuss the next day's activities. A daily programme is delivered to your suite each evening from which you can get all the information you need.

A two-story theatre has an LED screen with modern stage technology. I watched an interesting cabaret show with acts explained in English, German and French.

There's also an auditorium with 3D cinema, a Jazz club, DJ at the Sansibar and a captain's welcome evening.

Elsewhere there's a jewellers and boutique shop offering popular luxury brands, an art gallery and a library. The ship also has the only Miele-approved culinary school at sea. Wifi is at an extra cost.

### SUN DECKS & POOLS

The ship has plenty of space to enjoy the sunshine comprising two sun decks. The Promenade Deck 9 has a 15-metre pool and retractable roof. There's a jacuzzi on deck 11. Relaxing on a double sunbed at the stern of the ship while sailing or enjoying the views when in port was a favourite pastime of mine as well as swimming in the main pool.

### CHILDREN'S CLUB

Children are welcome on board and facilities include various clubs for them. Children up to 11 years old cruise free and there's a designated kid's pool hour each day, plus special excursions and kid's buffet. There were only a few families with children on board during my stay and I found having the special pool hour worked well.

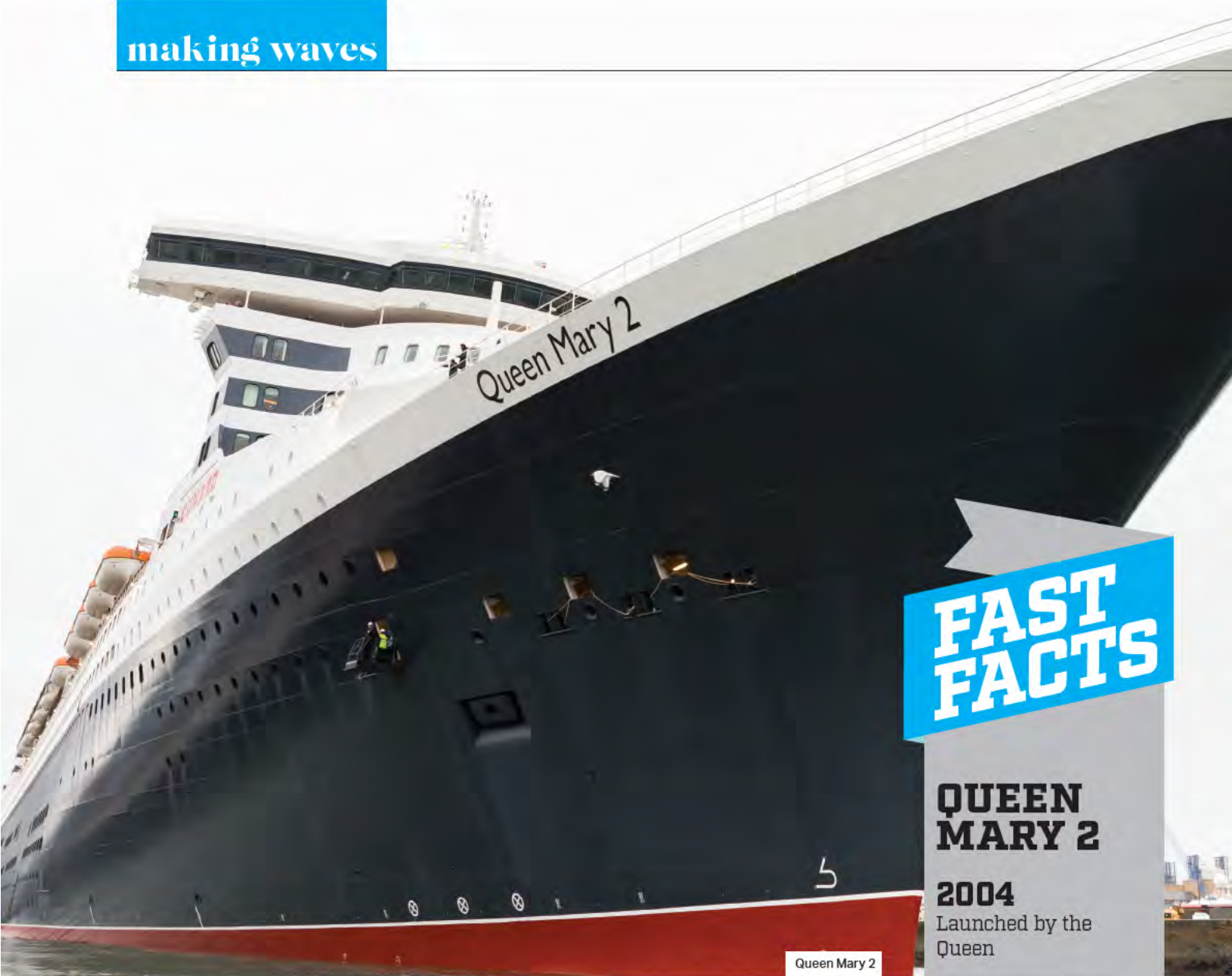
### EXCURSIONS

My trip was from Athens, Greece to Civitavecchia port, Rome, Italy with stops on the way including Santorini and Zakynthos, Greece; Catania and Palermo, Sicily. All tenders were regular and a private transfer to Rome from just outside the cruise terminal was comfortable.

### CONCLUSION

It is a cruise that definitely suits the UK market. There are no language or cultural barriers. It's also ideal for the younger cruiser because of its contemporary, modern, laid-back vibe, while also appealing to multi-generational families or couples wanting luxury with no unnecessary interruptions.





Queen Mary 2

## FAST FACTS

### QUEEN MARY 2

**2004**

Launched by the Queen

**2016**

£90 million  
"re-mastering"

**12** passenger decks

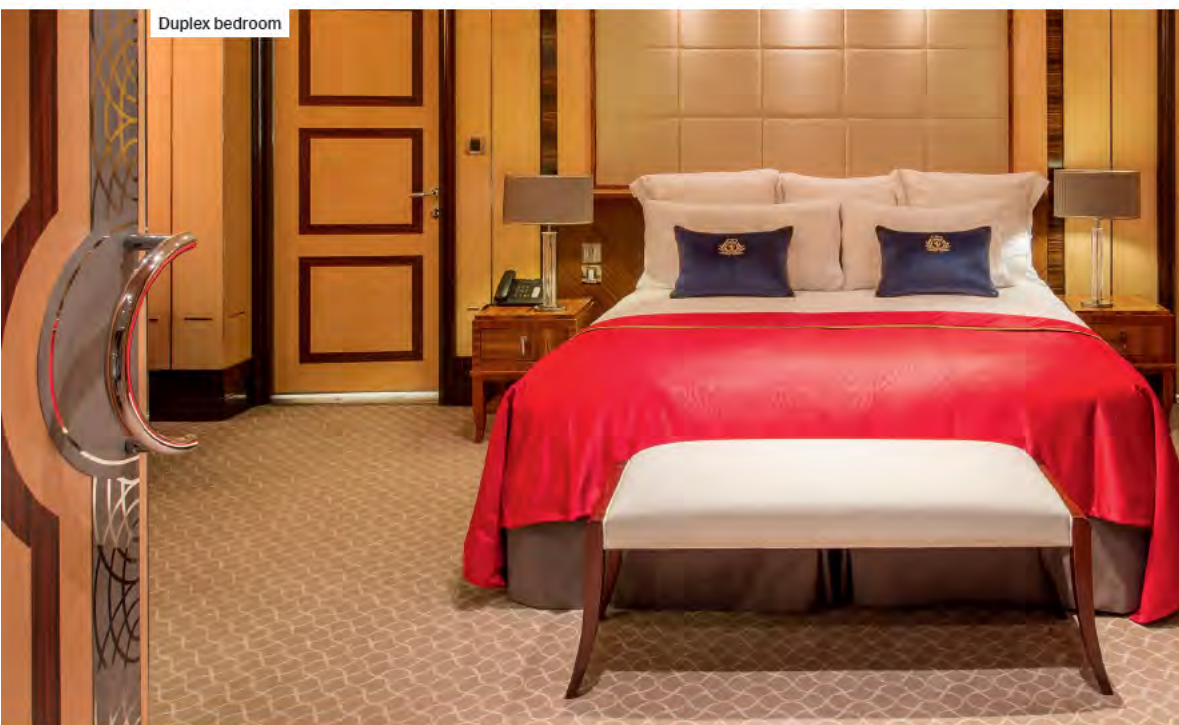
**1,360** cabins

**2,705** passengers

**1,254** crew

**1,132** feet long

**134.5** feet wide



Duplex bedroom



# A MAKEOVER FIT FOR A QUEEN



Alex White

CUNARD LINE FLAGSHIP QUEEN MARY 2 HAS BEEN GIVEN A £90 MILLION MAKEOVER – THE BIGGEST AND MOST EXPENSIVE RE-FIT IN THE COMPANY'S LONG HISTORY. NOW ALEX WHITE, VICE PRESIDENT OF SALES FOR CARNIVAL UK, HAS TO GET THE MESSAGE ACROSS.

BY JOHN HONEYWELL

**T**here's hardly an inch of Queen Mary 2 that did not benefit from the ship's re-mastering. The hull was refreshed with 3,900 gallons of paint, 594,000 square feet of new carpets were laid and 4,000 new framed pictures were brought on board to decorate staterooms, restaurants and corridors.

The 're-mastering' added new balcony staterooms and – for the first time – cabins for solo travellers, as well as transforming many of the public areas and restaurants.

Out went the Todd English speciality restaurant and the Winter Garden – replaced with the modern cuisine of The Verandah, and a welcoming, Carinthia Lounge packed with comfortable sofas and an all-day snack servery.

There's extra accommodation for passengers – and their pets; the kennels, unique to QM2, have been extended and pets have a vintage Liverpool lamp post and a genuine New York fire hydrant for their convenience.

Queen Mary 2 is different in so many ways from other cruise ships. Not just because the scale of everything on board is bigger; not just because she spends much of the year undertaking crossings between the UK and the United States; and not just because she draws crowds everywhere she goes.

Now it's up to Alex White, who joined Carnival UK at the beginning of this year after three years as UK head of sales for Princess Cruises, to help get the message across to travel agents and their customers.

"Cunard is unique," he said. "The brand awareness in the UK is incredibly high; we are in a strong position because of our history so we have a good starting point. What makes Queen Mary 2 different in the luxury space that we operate in is that we offer luxury on a grand scale.

"Every voyage is a special occasion. It's an event rather than just another holiday. The sea days are just as important as the destinations we go to.

"It's about the bucket-list Transatlantic voyages during which our passengers can spend their days at sea however they want, whether it's learning or relaxing; improving mind, body and soul.

"The benefit of a large ocean liner is the choice that we can offer, together with our world-famous White Star service and food that would rank alongside any Michelin-starred restaurant on land.

"We are an international brand, with customers from North America as well as Australia, Europe and Asia, but we are British at heart and it's our sense of occasion and formality that attracts many of our American guests."

Since moving offices at Carnival House in Southampton and transferring from Princess to Carnival UK – which takes care of both Cunard Line and P&O Cruises – Alex has overseen a significant change in the company's sales structure.

The sales team is now 30 per cent larger and the business managers who work with travel agents have more autonomy. The team numbers 46, and there are five regional managers dealing with retail outlets, plus another four who are responsible for nationwide sales operations.

"It's not just account management, it's in sales support," said Alex. "We have a dedicated team whose goal is to make Cunard easy to deal with, whether you're an agency generating millions of pounds of sales or a newcomer looking to make your first Cunard booking."

He accepts there is still work to do on the company's on-line learning systems, and is keen to point out that action has been taken and appointments have been made to reduce call-waiting times.

"We did some research into why agents needed to call instead of making bookings online, and discovered that it is often in relation to upgrades and flights, so we need to give more training on these aspects. We have also been active on social media in addressing the problems and offering help to agents."

With the investments of 2016 behind him, Alex can now look forward to boosting sales further in 2017 and 2018. Next year is already looking stronger than 2016, and sales of world cruises the following year are already looking good. And there are all the new features of a re-mastered Queen Mary 2 to make your customers feel really special. What are you waiting for?





New Yo

# Queen Mary 2 returns, Remastered.



The morning of 23 June 2016 saw the culmination of years of extensive planning and meticulous design, of thousands of conversations with our guests and, finally, of over one million hours of labour in dry dock. This was the day Queen Mary 2 arrived in Southampton from Hamburg flanked by Queen Victoria and Queen Elizabeth. Our flagship had returned home, Remastered.

QUEEN MARY 2



## Suites and staterooms.

Our Queens Grill and Princess Grill suites have undergone a complete makeover with new curtains, sofas, chairs, lamps, soft furnishings, headboards and upgraded technology. Elegant textures throughout include specially commissioned carpets with design inspirations drawn from the rugs on the original Queen Mary.

For our Britannia guests we've heightened elegance and an extra level of choice too.

We've extended the Britannia Club concept with the addition of 30 more Britannia Club Balcony staterooms and introduced 15 single staterooms for the first time on our flagship.



Queens Grill Suite (Q5)

## Queens and Princess Grill.

The Queens Grill and Princess Grill restaurants benefited from elegant new décor that incorporates dramatic new window dressings, decorative lighting and feature wine cabinets. The cuisine itself continues to exceed expectations. Contemporary daily table d'hôte and à la carte menus blend specially created dishes and Cunard classics.



## Carinthia Lounge.

The Carinthia Lounge offers a stylish space for casual relaxation. During the day it serves as a tranquil retreat serving light breakfast and lunchtime options, speciality coffees and teas and a patisserie counter. It also hosts our traditional Champagne Afternoon Tea. In the evening guests can enjoy relaxed entertainment, premium wines and port dating from 1840.



## The Verandah.

The Verandah offers a celebration of fine, contemporary French cuisine with seasonal influences, served within a light and elegant dining room. The menus evoke the special personality and flavour of great French regional cooking. At dinner it also offers an acclaimed multiple course tasting menu.



## Kings Court.

Kings Court has been reconfigured to offer a totally redesigned central service area giving our talented chefs the opportunity to showcase their culinary expertise, from a hot and cold buffet throughout the day to speciality stations offering Italian, Indian, Pan Asian, Mexican and American Smokehouse menus on a rotating basis in the evenings.



Queens Grill



Carinthia Lounge



The Verandah



Kings Court



AUSTRALASIA ENCOMPASSES MYRIAD EXPERIENCES – FROM THE NATURAL WONDERS AND WIDE-OPEN SPACES OF AUSTRALIA AND NEW GUINEA'S MYSTERIOUS JUNGLES AND TRIBAL CULTURE, TO THE RUGGED ISLANDS AND MAJESTIC SCENERY OF NEW ZEALAND AND BALI'S GLORIOUS TEMPLES AND NEVER-ENDING BEACHES. IT'S HARDLY SURPRISING THAT AUSTRALASIA IS OFTEN PART OF A WORLD CRUISE ITINERARY, WITH A GROWING NUMBER OF SHIPS NOW SERVING THE REGION.

BY GILLY PICKUP

GOING DOWN

UNDER<sup>TO</sup>

Austr



Lion Rock, Piha Beach  
at Sunset, Auckland

# alasia >





# Sparkling September

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Terms and conditions: Valid for bookings made between 01-30 September 2016. You must be over 18 to enter. To claim, email [agentincentives@titantravel.co.uk](mailto:agentincentives@titantravel.co.uk). For the Pandora bracelet prize draw a winner will be chosen at random at the end of the campaign. No cash alternatives. Please drink responsibly. If you would prefer a non-alcoholic prize please contact the Titan agency sales team.



**I**t's true that many people consider a trip to Australasia a once-in-a-lifetime experience. Phil Evans, MD of Cruise Nation, said: "Due to the length of flights, and above average cost, it can be difficult to persuade holidaymakers to book repeat visits. However, there is so much to see and do in this region that to experience it all, repeat visits are a must. We recommend breaking up travel and lowering the cost by planning a multi-centre holiday which allows visitors to experience a multitude of sights and cultures for the price of just one holiday."

As far as world voyages go, several cruise lines include Australia and New Zealand in their itinerary. One of these is Fred. Olsen, with a round trip from Southampton on Black Watch, ideal for non-fliers. Travellers will see New Zealand's fjords and Waitomo's Glowworm Caves and have the chance to visit 'Middle Earth' where Lord of the Rings was filmed. Aquatically inclined passengers could snorkel off the Great Barrier Reef, listed as one of the Seven Natural Wonders of the World, while culture lovers should try a tour of Sydney's Opera House. Another round-the-world voyage ideal for flying phobics is with CMV's Magellan, which sets sail on January 5, 2017 from London Tilbury. Australasian stops include Auckland and Wellington in New Zealand and Sydney, Hamilton Island, Townsville, Cairns and Darwin in Australia.

New ship Seabourn Encore, launching December 2016, will be sailing round Australasia for her maiden season. Lynn Narraway, MD, Seabourn UK, said: "This gives us a wonderful opportunity to show Encore to our Australian consumers and travel agents. I am also delighted that, as this is Encore's maiden season and there is so much interest in her, bookings have got off to an amazing start."

Another ship visiting the Land Down Under for the first time in December 2016 is Europa 2. The ship drops anchor off the coast of Fiji and New Caledonia before sailing onwards to New Zealand and Australia, stopping in Auckland, Wellington, Adelaide, Melbourne, Brisbane, Hamilton Island and Sydney.

Celebrity Solstice meanwhile, sets sail in February 2017 on a 16-night Australia / New Zealand fly/cruise departing Sydney and calling at an interesting selection of ports including Tasmania and New Zealand's Doubtful Sound, Dunedin and Napier.

Bernard Carter, senior vice president & managing director, EMEA, Oceania Cruises, commented: "Whether circumnavigating Australia or traversing the North and South Islands of New Zealand, the region can provide both a tropical or cosmopolitan experience in equal measure. No wonder that more and more cruise lines are developing Australasian routes for their guests to enjoy."

Highlights of Norwegian Jewel's



Kangaroo Island, Australia



Europa 2



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Beaches with white sand and turquoise water in the national park on Komodo



#### Hapag Lloyd

offers an 18-night cruise departing Auckland, New Zealand on January 19, 2017 on Europa 2. Stops Brisbane, Hamilton Island, Cairns. From £7,800 pp cruise only in Veranda/Ocean Suite.  
**0800 0513 829**  
**hl-cruises.com**

#### Princess Cruises

offers a seven-night Southern Australian Explorer cruise departing Fremantle, Australia November 8, 2016 on Emerald Princess. Calls Margaret River, Melbourne and Sydney. From £698pp cruise only.  
**0843 374 2401**  
**princesscruises.com**

#### Regent Seven Seas Cruises

offers a 14-night Sydney to Auckland voyage on Seven Seas Voyager on January 12, 2017. Includes Melbourne, Burnie (Tasmania), Dunedin, Rotorua, Bay of Islands, Auckland. £8,209 pp rtn flights London, 2 excursions, all-inclusive on board.  
**02380 682280**  
**rssc.com**

inaugural Australasian itinerary, commencing October 3, 2017, include seven Sydney round-trips, a five night Sydney-Tasmania-Sydney cruise and a nine-night voyage departing December 14, 2017, which is due to call at burgeoning regional destinations Eden, Kangaroo Island and Tasmania's Burnie. It's another first for Emerald Princess when she sails to Australia in September 2016 for her autumn/winter season. Emerald, which launched in 2007, will also be the newest of the Princess fleet to sail around Australia.



**1.** It's a long way from the UK to Australia, so suggest to clients that they make the most of their time by adding on a tour either before or after their cruise. Places such as Abu Dhabi, Dubai and Hong Kong are ideal stop-off locations for a couple of days when travelling to Australasia.

**2.** Take shore excursions in capital cities when you can. For example, visit the Blue Mountains or Hunter Valley from Sydney or the Yarra Valley from Melbourne. Private operators are available if you research ahead.

**3.** Swot up on ports to make sure your clients understand you are the cruise expert, able to help organise their dream holiday. Check with the cruise line which visas are necessary.

**4.** Encourage clients to book as far in advance as possible to get the best deals and their preferred type of cabin. If travelling in a group there may be special group deals.

**5.** Remind your clients to take out comprehensive travel insurance before they travel and make sure their passport is current for at least six months after the date they return home.

New itineraries for Paul Gauguin Cruises include a 16-night Fiji to Bali voyage on the m/s Paul Gauguin departing April 29, 2017. Stops include Port Moresby in Papua New Guinea, Indonesia's Komodo Island and Bali.

Dave Mills, product and commercial director at Iglu Cruise, said: "One of the main challenges when selling cruises to the region is any trip that combines a two-week cruise and a land stay can end up being very lengthy. We find one of the best ways to overcome this is to nail down exactly what the customer is looking for from the outset and how much time they can spend away. We would always recommend a multi-stop trip to help break up the length of stay and allow our customers to make the most of their time and the long-haul flight. In somewhere like Sydney we would also recommend at least five nights, which means the duration of the trip is extended. Activities such as wine and beer tasting in Hunter Valley and climbing the Harbour Bridge, are well worth the extra time on the ground."



Seabourn Encore



# TAKE ME TO THE RIVER

INTRODUCE YOUR CLIENTS TO THE FASTEST GROWING SECTOR OF THE CRUISE INDUSTRY

BY JEANNINE WILLIAMSON

**A**fifth successive year of growth has seen the UK river cruise market rise by 8% to top 150,000 passengers, and an ever-growing number of ships and itineraries means more sights and experiences are on offer to clients than ever before.

The Danube continues to be the star performer, with a 38% increase in passengers last year according to CLIA UK & Ireland's annual Cruise Review, bringing it closer to the Rhine as the most booked destination and making it ideal for first-time clients.

Big news – in every sense – is that Crystal Cruises has added river cruising to its luxury portfolio with the debut of the 154-passenger Crystal Mozart, which, at 395ft long and 75ft wide, is the largest vessel on the Danube. Sailing between Passau and Budapest, it's undergone a top-to-toe refurbishment and



Castle of Bratislava on the Right Bank of Danube River at Sunset





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Shearings Serenade



"Doing the agent training will give you the confidence to talk about river experiences, as many clients will be looking for guidance."

Uniworld Maria Theresa suite



paves the way for Crystal's four brand-new river ships currently under construction and being launched in 2017.

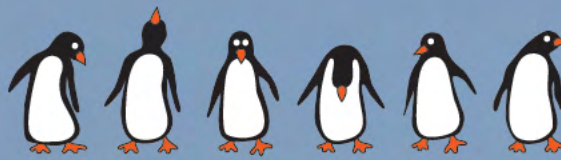
Mick Dupont, Crystal's head of UK sales, said: "It's the 'Queen of the Danube', with the highest guest-to-crew ratio on the river. Crystal river ships have the largest suites of any river company and all guests enjoy a Michelin star dining experience ashore included in the fare."

Uniworld, which operates a fleet of stylish boutique ships, recently launched its 2017 preview brochure featuring the new Joie de Vivre, which will sail on the popular Paris & Normandy cruise. Two new itineraries are the nine-night Rhine-Main Discovery & Munich, with two hotel nights in the Bavarian capital and the option to cycle in the picturesque Tauber Valley, and the 10-day Paris & Impressions of the Seine voyage which delves into France's artistic heritage.

While river cruising is very leisurely and traditionally appeals to mature and retired passengers, lines are introducing onboard features and active shore excursions that will attract younger clients. Emerald Waterways has beautiful indoor pools that turn into cinemas at night, German line A-Rosa boasts impressive spas, and many lines have







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Image © Tom Mason





Crystal Cruises offers a fully inclusive nine-night Danube round-trip from Vienna on Crystal Mozart, from £3,295pp cruise only for an April 2017 departure, including all meals, unlimited drinks, excursions, lunch or dinner in a Michelin restaurant and tips.  
**020 7399 7604 | crystalcruises.co.uk**

Uniworld's seven-night Paris and Normandy itinerary on Joie de Vivre is priced from £3,099pp for departures in May 2017, including flights, all meals, drinks, excursions and gratuities.  
**0808 168 9231 | uniworld.com/uk**

CroisiEurope offers a seven-night round trip cruise from £847pp, excluding flights and excursions. The price includes all meals and drinks, with the exception of Champagne and a small number of premium brands.  
**020 8328 1281 | croisieurope.co.uk**

**Other lines include:**  
A-Rosa  
Amadeus  
AmaWaterways  
European Waterways  
Scenic  
Riviera Travel  
Tauck  
The River Cruise Line  
Vantage Deluxe World Travel  
Viking River Cruises



CroisiEurope Gil Eanes, Douro

onboard bikes.

David Winterton, Emerald's UK brand manager, said: "Emerald is ideal for those new to cruising as we offer exceptional value, with everything included in the price. We also have new EmeraldACTIVE hiking and biking tours."

Avalon is launching Active Discovery cruises on the Danube next year, and head of UK product David Binns said: "The cruises will appeal to a younger customer keen to experience more of a destination by being far more active than the usual optional excursions on offer. The choice will include hiking, cycling or even canoeing. Authentic experiences include helping a farmer with his apricot harvest, conducting an orchestra or even composing your own waltz!"

Gabrielle Alam, director of UK sales for CroisiEurope, which operates a number of themed voyages, said agents should highlight the wealth of experiences available.

"Match clients' interests with niche river cruises, such as gourmet, fine arts, hiking cruises and festive cruises," she said. "Explain the kind of experience they can have and use photos and videos to do that. CroisiEurope's website is full of creative images and video clips."



Tips from Michael Bowers, national sales manager at Shearings Holidays, include having a map of the main rivers for easy reference to key destinations and highlights, such as the Dutch bulb fields in spring, port production on the Douro and the opportunity to see the capitals of Budapest, Bratislava and Vienna on the Danube.

"Doing the agent training will give you the confidence to talk about river experiences, as many clients will be looking for guidance," he said. "Potential river cruise customers will include long-time ocean cruisers looking for a new experience. We've also seen a growing number of groups taking allocations on the ships as it's a great way to travel with friends."

The final word goes to Daniel Howick, assistant travel manager at Midcounties Co-op, who said: "Many first-time river cruisers feel the price is expensive compared to traditional cruising. It is down to the agent to make customers aware that river cruises often include drinks, excursions and gratuities, which can really add up on ocean cruises. River cruises visits places ocean ships can't get to and have an intimate atmosphere, so you don't feel lost like you can on the larger cruise ships."



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THIS TIME OUR COLUMNISTS DISCUSS:

# Why the positives outweigh the negatives in recent travel trends

It's all  
CLIAANDY  
HARMERvice president operations,  
CLIA EuropeIndependent  
voiceMARK  
TANZERCEO,  
ABTA

At the ABTA Convention last year I presented on 'hot spots'

we could expect to see in the coming year – and with the holiday season in full swing, it's great to see the predicted trends becoming a reality.

Along with the recent opening up of Cuba, cruise lines throughout the world are rapidly expanding their destinations lists, especially targeting non-traditional areas.

In Asia, we have seen cruise tourism take off at double-digit rates – and not just in the number of ships now cruising to the region. It's also one of the strongest international source markets for many destinations.

As we all know, a cruise holiday is the ideal way to visit multiple destinations whilst only unpacking once. And I think this is one of the main reasons we have seen Asia grow in popularity, especially Vietnam, Taiwan and Singapore. The region as a whole is rich and vibrant in its colour and surroundings, offering a unique and once-in-a-lifetime experience.

**Asia as a whole is rich and vibrant in its colour and surroundings, offering a unique and once-in-a-lifetime experience**

Meanwhile in the Middle East, the success of this year's cruising season has been strengthened by the opening of the Zayed Port in Abu Dhabi, allowing for more cruise lines to call the port home. Cruise lines have created more experiential offerings to consumers, including camel riding, sandboarding, and an Arabian-themed torch-lit desert barbecue. This means your customers have the opportunity to enjoy an authentic holiday

experience while still enjoying the cruise luxuries.

Despite the appeal of a far-flung cruise holiday, the Mediterranean remains the most popular cruise region for

UK travellers, while the Canary Islands and Madeira have both seen their numbers rise among British travellers. Who can resist that all-year-round warmth?

Another trend we have seen is for cruise lines to offer a greater selection of all-inclusive packages, a move many of your customers may be keen to follow – but either way a cruise holiday offers the best value possible across the holiday spectrum.



The state of the market for overseas holidays is remarkably

positive, with bookings through ABTA members for summer 2016 tracking 5% up year on year. This is even more impressive when you consider that the Office of National Statistics also reported that overseas holidays increased by 9% in 2015.

These positive figures are being driven both by a return

in consumer confidence and other factors, such as low aviation fuel costs. However, the picture is not entirely rosy. Bookings to Tunisia are non-existent,

bookings to Egypt are down 70% and to Turkey down 30%. So, with overall bookings up, where are people going instead? Spain and Portugal have seen remarkable increases in visitor numbers. Long haul, especially to the countries around the Caribbean, has also seen significant increases, boosted by cuts in Air Passenger Duty on child fares which have made long-haul travel much more affordable for families.

**Cuts in Air Passenger Duty on child fares have made long-haul travel much more affordable for families**

The media narrative is that fear of terrorism is stopping people from travelling overseas. Clearly that is not the case, but we have seen a change in booking patterns and it does seem to be driving people towards tried and trusted destinations. Terrorist attacks have also been a grim fact of life this year. However, British holidaymakers have traditionally proven to be resilient travellers and this has continued, with most customers taking a

sensible, balanced view on risk.

Finally, we can't ignore the vote for Brexit. There are a number of travel-related benefits that accrue from our membership

of the EU such as EHIC cards, open skies agreements and capped mobile phone rates, but none of these will be affected until some time after we formally trigger the process for the UK to leave the EU. What we did see was an immediate fall in value in sterling. This does not seem to have put people off overseas travel, although I suspect it will further feed demand for all-inclusive holidays.

EDITOR'S  
VERDICT

Should we worry about Tunisia, Egypt and Turkey attracting fewer bookings? Or celebrate Asia and long-haul generally enjoying an upsurge in cruise tourism? As our columnists note, overall global bookings are on the up. The question is, will this mini-boom continue?



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# Why P&O and Cunard want you to persuade customers to book early

**T**he summer holidays are fading to a distant memory (it will be half-term before you know it) and the supermarket shelves are overflowing with the first Christmas treats – anyone for Quality Street, Celebrations, or Cadbury's Roses?

But while Sainsbury's, Tesco and Asda want us to start planning a mere three months ahead, the cruise lines are trying to get their customers to think much further into the future.

P&O Cruises is promising its biggest-ever discounts and asking for deposits of less than £30 per person to secure a summer 2018 cruise.

Reservations opened on September 19. New customers booking before November 30 can claim a 5% discount and will be required to put only 5% down – all of which means that a seven-night Mediterranean cruise could be theirs for £599 and a deposit of just £28.50.

Past guests get an even better deal – a 10% discount.

The P&O package includes 36 school holiday cruises at Easter, summer and the May and October half-terms. Seven new ports include Capri and Rapallo in Italy, Rovinj in Croatia, Kristiansund in Norway, and a trio of destinations in north-east Canada.

There will be plenty of themed cruises to choose from, including the Food Heroes and Strictly Come Dancing.

P&O Cruises' senior vice-president Paul Ludlow said: "This is the earliest we have ever launched our summer holiday collection. It's really great for those who like to book a holiday for next to nothing and then have time to save up for it."

Not to be outdone, Cunard has also unveiled its 2018 programme, with no fewer than 20 maiden ports of call – on sale from September 21.

Regions such as the Dalmatian coast are

prospering – at the expense of ports further east in the Mediterranean – and the smaller Baltic states and some off-the-beaten-track Norwegian ports are muscling in.

Cunard themes include a genealogy cruise in association with Ancestry.com during a westbound Transatlantic crossing, on Queen Mary 2, and a photography cruise on Queen Elizabeth to visit the Arctic Circle and the midnight sun.

Cunard director Angus Struthers makes no mention of fares or discounts in his introduction to 2018. "Our programme offers an incredible richness and variety with itineraries and events that appeal to all," he says. "Whether it's a two-night break or a 24-night voyage, the Queens of Cunard offer every single passenger luxury on a grand scale."

Royal Caribbean, meanwhile, says it is still finalising its 2018 itineraries. UK & Ireland managing director Stuart Leven says: "Our guests are booking their 2017 holidays in their droves and we are enjoying helping them find a truly extraordinary holiday for next year."

■ It's unlikely to happen with P&O or Cunard, but there is one risk with booking a holiday so far ahead. The ship might be switched to a completely different itinerary.

Celebrity and Holland America Line have both taken ships out of planned Mediterranean programmes in 2017 – no doubt as a result of the falling numbers of American passengers prepared to travel to Europe.

Celebrity Equinox has been switched to the Caribbean, although the company will still have four ships – Constellation, Eclipse, Reflection and Silhouette – in Europe. Oosterdam has been redeployed to Alaska.

Perhaps that's why Royal Caribbean, playing safe, is still keeping its 2018 customers waiting.

This year, CLIA has ramped up its big annual Cruise Week promotion aimed at getting travel agents to sell more cruises. The #CruiseMonth activities kick off on October 1, although a team – including Andy Harmer and Adele Foster – will be on the road from September 23 visiting agents around the country, from Dover to Kirkwall, Southampton to Liverpool.

Canny customers accustomed to picking the best time to book could be forgiven for holding off until the bargain deals get rolled out.

Which is probably why Fred. Olsen launched a free all-inclusive drinks package upgrade for summer 2017 cruises – for bookings made before September 30.

"There is one risk with booking a holiday so far ahead. The ship might be switched to a completely different itinerary."



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