

# CRUISE ADVISER

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APRIL 2017

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A TITAN  
CRUISE  
See page 54

## ENDS OF THE EARTH

Adam Coulter explores Chile's rugged wilderness

JO RZYMOWSKA ON CELEBRITY EDGE  
HOW TO MAKE A £100,000 BOOKING  
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ED'S LETTER

# Destination, destination, destination

**CRUISE ADVISER**



With the frequent launch of new ships, it's sometimes easy to focus on hardware and neglect the destination. At CRUISE ADVISER, we believe that

cruise should be recognised as what it is: an incredible way to see some of the world's greatest destinations. The ship may bring customers back, but it's the destination that gets them booking in the first place. It's why, with our covers, we like to focus on the amazing options available more often than the ships themselves. This month, it's Chilean Patagonia, a region of truly remarkable beauty and great adventure.

Like the fjords of Norway and Alaska, it's a perfect area to explore by ship, as *Cruise Critic's* Adam Coulter writes in

his illuminating and inspiring feature, which starts on p26.

A little closer to home, we take an in-depth look at the "queen of Europe's rivers", the Danube (p18) and the incredible towns and cities that line it, plus we check in with Silversea's Lisa McAuley on p14 and Celebrity Cruises' Jo Rzymowska on p22. This month's How to Sell section – which runs from p32 to p44 – takes a closer look at luxury cruises: Azamara Club Cruises is the subject of our InFocus (p34), while we examine the debate around all-inclusive cruises on p32. Our Grand Designs feature looks at some of the most beautiful spaces on luxury ships.

Don't forget to enter our competition on p54 to win a fam trip with Titan. As ever, get in touch to share your thoughts and suggestions at [info@cruise-adviser.com](mailto:info@cruise-adviser.com).

We hope you enjoy reading. **CA**



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## THIS MONTH

### WHAT WE LEARNT



#### A RIVER RUNS THROUGH IT

The Danube snakes through 10 countries – more than any other river in the world



#### CHILE IS ONLY FOUR HOURS BEHIND THE UK

Just one of the revelations from Adam Coulter's voyage to the very southernmost tip of South America



#### CELEBRITY SOLSTICE HAS A TWO-STOREY WINE TOWER

The ship's designer Adam D Tihany has also created incredible interiors on Holland America Line's Koningsdam



The atrium on Regent Seven Seas Explorer, p38

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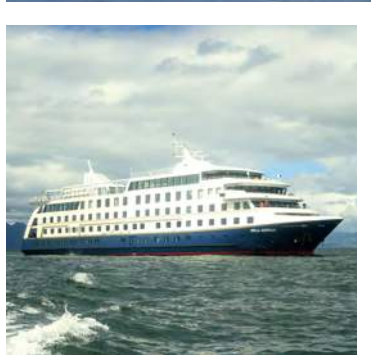
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*What are your thoughts on the new-look CRUISE ADVISER? Share them with us by emailing [info@cruise-adviser.com](mailto:info@cruise-adviser.com)*

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## TV RATINGS BOOM

# Channel 5 programme boosts bookings for featured lines

MSC, Holland America Line and Uniworld report boost in interest on the back of mini-series depicting the benefits of taking Caribbean, Alaskan and river cruises

The Channel 5 series *Cruising with Jane McDonald* has led to a direct rise in enquiries and bookings for MSC, Holland America and Uniworld – three of the companies featured in the programme.

“For us, it was staggering,” Steve Williams, sales director of MSC, told CRUISE ADVISER. “Divina, the ship that Jane sailed on, was our top-selling vessel for a full two weeks. It was destination driven and made people want to pick up the phone and book a Caribbean cruise.


“It was also great to see our key partners acting on the exposure, too. Broadway Travel were proactive and

ran an advert in *The Sun* highlighting Caribbean cruises.”

Channel 5 confirmed that the programme, which aired at 9pm on Friday nights, averaged “a solid two million/ 8.4 per cent share, making *Cruising with Jane McDonald* the most successful commission of the year so far”.

Holland America, which featured as part of an Alaskan cruise special, has seen treble the number of brochure requests they normally have. The number of passengers booked and confirmed on the week following the programme was up by more than 170 per cent year on year.

The line added that the programme had an “incredible” impact on social media, with Holland America trending fourth on Twitter. They had seen an “huge increase” in search and impressions for Holland America and Alaska since the programme aired.

David Chidley, national sales manager for Uniworld said the luxury river line had 40,000 individuals looking at its UK website in the four days after the show aired. There were 1,000 requests for quotes and brochures on the Monday morning following the programme, he added. 

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## FAM TRIP COMPETITION



To enter the competition please see details on page 54  
MS Serenade 1 FAM trip - October 2017



For more details please visit  
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†Excludes Scottish islands and Sark, where vehicle access is restricted. Terms and conditions apply on some offers. Deadline for FAM trip entries is 30th April 2017. Winner will be picked at random. Minimum age is 21. Prize is non transferable. One FAM trip place available.

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## CLIA UK &amp; IRELAND

# UK industry hits new passenger high



## Ocean and river cruise hits a combined total of two million passengers for the first time, Clia reports

The UK cruise industry has hit a combined passenger total of two million for the first time, Clia UK & Ireland has revealed.

The association confirmed that 1.9 million passengers took an ocean cruise in 2016, while 166,900 passengers took a river cruise.

Andy Harmer, SVP membership & director, Clia UK & Ireland, said: "The past year was an impressive one for the UK and Ireland cruise industry. The increase in passenger figures is a testament to the industry's resilience to economic and political change and further demonstrates the value that a cruise holiday offers."

In 2015 ocean cruise was at 1.789 million passengers, while river clocked up 150,000. The new figures represent a nine and 11 per cent rise for ocean and river respectively.

"Cruise lines are continuing to invest in new ships and new onboard and ashore experiences. Customers are becoming increasingly aware of

the incredible experiences on offer, and this all points to continued growth for the UK and Irish cruise market in the year ahead," he added.

Clia also confirmed that, because of cruise line investment, total global capacity is set to increase by at least a third over the next 10 years. Although that figure doesn't take into account ship retirements.

With the river industry, growth was driven by waterways outside Europe, which grew by 15 per cent, compared to a 10 per cent growth for European rivers. This is despite a continued decline in cruises on the Nile.

Commenting on the river industry specifically, Harmer added: "We have seen significant investment by companies in new, innovative ships with greater amenities and a wide variety of excursions. This, coupled with an ever-increasing choice and diversity of itineraries, has led to more UK passengers opting for a river cruise holiday." <sup>CA</sup>

## TITAN

## Titan launches new river ship Serenade I

Titan Travel has launched the river ship Serenade I following an extensive refurbishment, inviting agent partners and media on a cruise between Cologne and Amsterdam. The company has acquired the vessel on an exclusive charter.

The four-star, 136-passenger ship, which will sail the Danube and Rhine, comes with Titan's "VIP door-to-door service". It has been tailored to appeal to the British market. Serenade I will run cruises from Amsterdam to Constanța in Romania. Itineraries include the Dutch tulip garden Keukenhof, the castles of the Rhine and an Eastern European Odyssey to the Black Sea coast. The latter, a 17-day cruise from Budapest to the Black Sea and back to Vienna, has prices starting at £3,249pp including home pick-up, flights, shore excursions, beer and wine with dinner and 47 meals. See p54 to win a fam trip place. <sup>CA</sup>

## VIRGIN

## Virgin Voyages cuts steel on first ship in new fleet

Virgin Voyages has cut the steel on "ship one", the first vessel in Sir Richard Branson's cruise venture.

Tom McAlpin, the line's CEO and president, said: "Today is the moment when our intrepid, romantic and irresistible vision for Virgin Voyages starts to become tangible."

The mid-sized vessel will launch in 2020, followed by two sister ships. Ship one will hold 2,700 guests and 1,150 crew.

Virgin also announced that Roman and Williams, Concrete Amsterdam and Design Research Studio would all be part of the design team. <sup>CA</sup>

## ROYAL CARIBBEAN

# World's largest Symphony

New ship is due to be delivered in April 2018

Royal Caribbean International has announced that Symphony of the Seas, the fourth in the record-breaking Oasis-class, will be the world's largest ship.

The company released the name of the ship, which will be delivered in April 2018, and said that it has broken ground on the PortMiami Terminal A, where the ship will home-port.

The vessel will have 28 more staterooms than Harmony of the Seas



and, at 230,000GT, will be 3,000GT larger (see p48 for more on this).

It will feature new innovations, which are yet to be announced, as well as the standard Oasis-class features.

Symphony will spend its inaugural summer season in the Mediterranean. It will then arrive to Miami in early November to begin seven-night Eastern and Western Caribbean itineraries, from the state-of-the-art Terminal A.

The new terminal, dubbed the 'Crown of Miami,' will feature a 16,000 square metre terminal building, which is scheduled for completion in time for the arrival of Symphony and its sister ship, Allure of the Seas.

It is anticipated that Royal Caribbean Cruises will generate at least 1.8 million passenger moves at PortMiami, representing 30 per cent of the port's projected passenger traffic. **CA**

## HOLLAND AMERICA

### ReadySetSail promotion is announced

Holland America Line has announced its ReadySetSail promotion, which gives passengers the chance to save on 2017 and 2018 cruises booked before June 1.

The offer gives passengers the chance for onboard credit, pre-paid gratuities and other incentives.

A 12-night Mediterranean cruise on Westerdam, departing on June 4, would get passengers between \$100 and \$300 per stateroom on board spend and pre-paid gratuities worth \$325 per stateroom.

Lynn Narraway, Holland America Line's managing director UK & Ireland, said: "Our spending money offer will enable our guests to explore fascinating destinations." **CA**

## CELEBRITY

### New Edge class innovations revealed

Celebrity Cruises has revealed more details about its new Edge class of ships, the first of which will launch in 2018.

The 2,918-guest Celebrity Edge includes a Rooftop Garden and a Magic Carpet platform. The interiors have been designed by designer Kelly Hoppen and architect Tom Wright.

"Celebrity Edge is one of the most exciting, innovative and transformational ships I have ever been involved with," said Richard D Fain, chairman and CEO, Royal Caribbean Cruises Ltd.

The Magic Carpet – a cantilevered platform on the starboard side of Celebrity Edge – is capable of scaling four decks of the ship depending on the time of day. On deck 16 it becomes



a speciality restaurant, on Deck 14 it becomes an open-air expansion of the pool area, on Deck 5 it creates an al-fresco dining area for a different speciality dining area while on Deck 2 it serves as a luxury embarkation station.

See interview on p21 for more on Celebrity Cruises. **CA**

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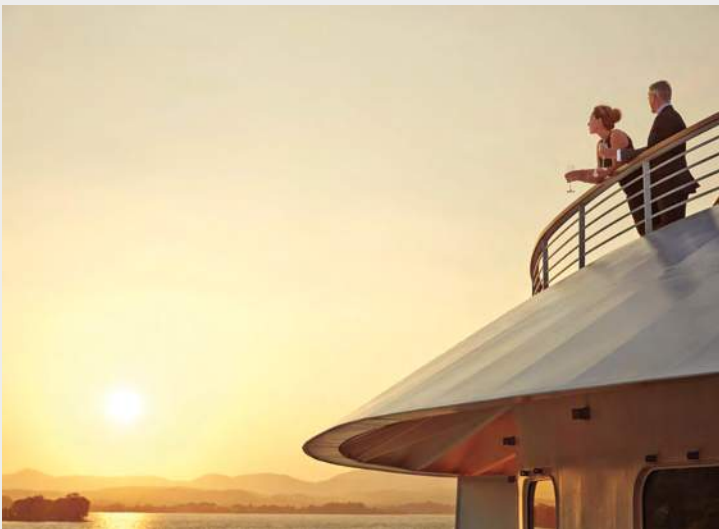
Seabourn will appeal to your luxury clientele, even if they have not

previously cruised. The experiences is like staying at an ultra-luxury boutique resort – which just happens to visit their choice of incredible destinations!

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- Tipping is neither required nor expected
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  - Our partnership with world-renowned chef Thomas Keller, brings his award-winning American and French cuisine to Seabourn, further enhancing our already celebrated dining options
  - Regional cuisines and wines are celebrated in menus and special events
  - Shopping with the chef – enjoy an insider's look at unique regional markets with an expert Seabourn chef as your guide, in select ports
  - Unlimited complimentary caviar on request
- Complimentary welcome champagne and in-suite bar stocked with guest's preferences
- The Spa at Seabourn – the highest rated spa at sea
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Seabourn Quest in the Antarctic

delightfully entertaining diversions to the conversation

- Entertainment includes An Evening with Sir Tim Rice, which debuted on Seabourn Encore and features the music and stories behind his incredible shows

“At Seabourn we value our agent partners and it’s our aim to ensure you are equipped with as many resources as possible to sell our ultra-luxury brand”

Lynn Narraway  
Managing Director, UK & Ireland



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# Lisa McAuley

Silversea's UK commercial director on why there's still room in the luxury market for their new flagship

At Silversea we are proud to launch our ultra luxury new flagship, Silver Muse, in April this year. The addition of Silver Muse will expand Silversea's fleet to nine ships, and will once again significantly raise the bar in the ultra-luxury cruise market with a wealth of enhancements to the onboard experience, while satisfying the uncompromising requirements for comfort, service and quality of the world's most discerning travellers.

Silver Muse adds to these hallmarks by providing guests with an evolution of a product that feels both familiar, yet innovative and modern.

The culinary offering on board adds to the complete luxury experience of Silver Muse, comprising eight restaurants serving a wide range of culinary concepts and offering an unsurpassed dining quality at

sea. Silver Muse features a seafood and grill eatery, Atlantide, and the Asian-fusion Indochine, along with Japanese-inspired Kaiseki and informal Italian bistro Spaccanapoli. Guests can also choose to dine at the intimate Silver Note, grill their own fresh select cuts of meat or fish at Hot Rocks, visit La Terrazza or indulge in a dinner at La Dame – the only Relais & Chateaux restaurant at sea.

To those who believe that there is an over-saturation of the luxury market, I would say that there is luxury and then there is ultra – all inclusive – luxury. Silversea differentiates itself from many other cruise brands by offering a complete luxury experience.

Our forward bookings are strong across the fleet and the industry is performing well. Guests demand the ultimate experience when booking a

luxury travel cruise and Silver Muse will not only meet but surpass guest expectations. Onboard gadgets are not the way forward for most guests, many of whom look to the future wanting a more bespoke and tailored service that offers an unforgettable experience.

When it comes to enticing new customers to the world of luxury cruise agents can highlight the distinctive selling point of Silversea offering complete all-inclusive luxury across the entire fleet on every voyage.

A notable point for agents looking at selling Silver Muse is the fact that the new ship will call at 34 countries, 130 ports and a remarkable 52 Unesco World Heritage Sites in 2017 alone – an unrivalled cultural experience.

Thirteen European ports of call alone boast Unesco sites, including





Photos courtesy of Silversea Cruises




the Cinque Terre in Liguria, the historic centre of Rome, the archaeological site of Olympia and the Tower of Belém in Lisbon.

Following the Mediterranean tour, Silver Muse will make its first ever transatlantic crossing, with North American Unesco highlights including the historic district of Old Quebec in Canada and the iconic Statue of Liberty in New York City. Even while on the move, Silver Muse's Unesco adventures don't stop as it is due to pass through the Panama Canal on October 18.

On arrival in South America, World Heritage Sites at the ancient Chilean port in Valparaíso and the Carioca Landscapes of Rio de Janeiro are certain to delight, with an intoxicating kaleidoscope of colour thrilling the senses with man-made and natural wonders.

Silver Muse will offer all-suite accommodation, with the highest number of large suites (Silver, Royal, Grand and Owner's) in the fleet, and greatest number of connecting suites for families and friends. Silver Muse offers a welcoming blend of

spaciousness, luxury and comfort, where guests can feel immediately at home. Suites range from the Classic Veranda Suite, with 36 square metres of luxurious living space, to the two-bedroom Owner's Suite, a stylish apartment suite offering both space and comfort at 129 square metres.

Of special note is the increased number of Silver Suites, with 34 now available across three top decks, and the addition of new two-bedroom Silver Suite configurations, each measuring 104 square metres. 



# SILVER MUSE<sup>SM</sup>

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All renderings are intended as a general reference. Features, materials, finishes and layout may be different than shown.



PORTS OF CALL

# Danube

The second longest river in Europe passes through some incredible scenery and several historic cities

No river in the world passes through more countries (10) or capitals (four) than the Danube. Beginning in the Black Forest, Germany, at the confluence of the Brigach and Breg rivers, it flows 1,914km east through Vienna, Bratislava, Budapest and Belgrade before eventually spilling into the Black Sea. Lower Danube cruises call at Bucharest, too.

It's no surprise to learn that a river that boasts such diversity is Europe's most popular, save for the Rhine. It means it's a bread-and-butter offering for cruise lines that operate on the continent, with customers able to choose from three, four and five-star cruise lines, over a range of itineraries. The most popular holidays are east or westbound cruises between Passau (or Nuremberg) and Budapest, but increasingly there's the option to start in the Hungarian capital and head east through Serbia and Bulgaria to Romania, while the Rhine-Main-Danube Canal has also provided the opportunity to combine cruises from Amsterdam down to Budapest, or,

for those with the luxury of time and money, 22 and 23-day cruises all the way from the Dutch capital down to Bucharest (see, for example, Avalon's Iconic rivers of Europe).

Napoleon dubbed the Danube the "Queen of Europe's rivers", and the likes of Vienna and Budapest certainly boast regal charm. The Austrian capital is among Europe's grandest, a mix of incredible buildings and royal gardens, coffee houses and high culture, while Budapest, with its elevated castle and spectacular Chain Bridge, is one of the great cities in the world to enjoy from the river.

Many cruises, particularly with luxury lines, will host special evening events in Vienna, where Gluck, Mozart, Haydn, Salieri and Beethoven all once lived and worked. For example, Scenic offers a private concert of Viennese classical music at the opulent Palais Liechtenstein, while Crystal offers guests a private tour of the Belvedere Palace, housing works by Gustav Klimt, Oskar Kokoschka and Egon Schiele.





Bratislava may not have the sophistication of its Danube neighbours, but with its cobblestone streets, cheap brasseries and excellent pubs, it's a great place to spend a day. Further east is Belgrade, the White City. Its critics may remark that it's more grey than white, and there's certainly a fair share of brutalist communist architecture to be seen – but from the impressive Kalemegdan Fortress to its cosy restaurants and buzzing nightlife, it's a fascinating destination, capable of holding your attention for longer than many cruises will allow. A trip to the Nikola Tesla Museum, a homage to the city's most famous son, is well worth it.

Bucharest, an hour from Oltenita, is where Parisian-style streets and communist blocks meet in a fascinating mix. Its iconic landmark is the massive, Soviet-era Palatul Parlamentului government building (pictured) – the palaces of parliament – which has 1,100 rooms. At 365,000 square metres, it's the world's fourth largest building (after the likes of the Pentagon) and, apparently, at 4,098,500,000kg, the heaviest.

What is often overlooked, given the river's four capitals (and honorary fifth), is its towns and villages. The Wachau Valley, a beautiful 40km stretch through Lower Austria between Melk and Krems, is perhaps the highlight of any Danube cruise.



The area, a Unesco World Heritage Site benefits from a microclimate, which has been cultivated to produce award-winning wines (Riesling in particular) and even apricots. With its neat vineyards, interspersed by farmhouses, stretching up and over steep banks, you'd be forgiven for thinking it was Italy. There are even sandy banks on the Danube here.

Many cruises stop at Dürnstein, where Richard the Lionheart was held captive by Duke Leopold V in the 12th century. The castle in which he was imprisoned is now in ruins, but the village – home to no more than 900 people – is enchanting. Melk, as pretty

as it is, would be nothing without its Benedictine abbey built in extravagant baroque style on a hilltop that overlooks the town – its library, with its frescoed ceiling and hidden passageways, and the ornate Church of the Abbey are particular highlights. Like so many other Danube stops, the town is a just a short walk from the ship.

Sleepy Passau, meanwhile, is positively charming. Found on the confluence of three rivers – the Danube, Inn and Ilz – it is everything you'd expect from a Bavarian town (a spectacular church, pretty terracotta-roofed house) and, of course, great beer halls. 🇨🇦

## THREE ALTERNATIVE DANUBE CRUISES

### 15 nights from Amsterdam



**Viking River Cruises**  
Amsterdam-Budapest, August 18, 2017  
From £3,345

This cruise, which either starts or ends in the Dutch capital, takes in the Rhine as well as the Danube. It also stops at the pretty town Krems at the end of the Wachau Valley in Austria.

### 10 days to Romania



**Avalon Waterways**  
Budapest-Bucharest, August 16, 2017  
From £2,898

This eastbound cruise with Avalon Waterways takes in the lesser known Lower Danube, including the imposing Iron Gates Gorge and the underground tombs on Pécs, Hungary.

### Eight days to Nuremberg



**AmaWaterways**  
Budapest-Nuremberg, August 17, 2017  
From £1,545

Heading west from Budapest to Germany, this classic Danube cruise includes a call at Regensburg. Its glorious medieval centre is a Unesco World Heritage Site.



## INTERVIEW

# Redefining modern luxury

**Anthony Pearce** talks to Jo Rzymowska, vice president and managing director of **Celebrity Cruises**, about how the line's new innovations will raise the bar

Celebrity Cruises recently announced details of their new Edge class of ships which feature a number of innovations and brand partnerships that look set to raise the bar for the luxury cruise market even further. Vice president and managing director UK, Ireland and Asia, Jo Rzymowska, explains how the company is adapting and forging its own identity in an ever-changing market.

**CRUISE ADVISER: The luxury cruise market is quickly expanding – how does Celebrity differentiate itself?**

**Jo Rzymowska:** We recently announced details of our Edge class ships which will take modern luxury cruising to a whole new level. Celebrity Edge was designed in 3-D and the incredible suites and staterooms, designed by Kelly Hoppen, set a new standard for ship design [see pictures]. We also work with partners to bring modern luxury experiences to

life for our guests. This includes a recent partnership with ITV's *The Wine Show* – the experts Joe Fattorini and Amelia Singer will be joining two of our sailings later this year to give guests interactive wine tasting experiences and will deliver a programme of shore excursions.

**The same could be said for another growing market – expedition cruise.**

We do offer some expedition-style cruises in the Galápagos and, this year, we launched our two new ships that sail the region – Celebrity Xperience and Celebrity Xploration.

**How do you find new destinations, or new ways to do old ones?**

We have the help of our Destination Expert, Ben Fogle, who works with us to find new ways to enjoy destinations with his programme of Great Adventure shore excursions. We give our guests rich

in-destination experiences to help them uncover the local culture and history. To allow agents to offer truly immersive holidays to their customers, we are continually enhancing our offering of cultural experiences across the globe.

**What is 'modern luxury'?**

We have invested heavily in developing a modern luxury holiday experience for our guests. Every aspect of the cruise has been designed to the highest standard to ensure we continually deliver this. From our Suite Class offering, to Celebrity Exclusives shore excursions offering truly unforgettable experiences and our VIP air charter service, Jet Set Sail, from Stansted airport. Each aspect helps to define a modern luxury experience. Our Canyon Ranch Spa at Sea offers our guests incredible service and relaxation along with the Persian Garden thermal area onboard. We have the largest and





rarest collection of wine at sea and offer fine dining at a number of our speciality restaurants.

Our Suite Class was designed for guests wanting the ultimate no-expense-spared holiday experience and continues to be extremely popular. The benefits include a private butler, exclusive access to the restaurant Luminae and luxury Bulgari products.

#### **How will the Edge class differ from Celebrity's other offerings?**

Across our fleet we have introduced the Celebrity Distinction which is our commitment to offering our guests fresh, enticing and unique holiday experiences that are truly memorable. The Edge class is the latest stage in the evolution of this and we are continually investing in our offer to ensure it is delivered across key areas including service, the destinations we sail to and our dining.

Part of this evolution is an increase in our accommodation – this includes 918 Infinite Balcony staterooms which seamlessly blend indoor and outdoor and provide more space for our guests at the touch of a button. Likewise, we have more than doubled the amount of Suites and introduced The Retreat, created by Kelly Hoppen, a private space featuring a private pool on

The Retreat Sundeck and The Retreat Lounge which also boasts personal butler service and the exclusive Suite Class restaurant Luminae @ The Retreat.

The Rooftop Garden, designed by architect Tom Wright, has a resident horticulturist and is the perfect place to relax throughout the day. At night, it turns into the home of live music and the A Taste of Film experience.

The ship will also feature the world's first Magic Carpet, which not only differs to our other offerings but to anything ever before seen on a cruise ship. The amazing engineering behind the Magic Carpet, which is cantilevered from the side of the ship, allows it to scale the ship throughout the day and evening positioning at four of the decks transforming into a different experience at each deck from a restaurant to an extension to the main pool area.

#### **What will Kelly Hoppen bring?**

We have been so excited throughout the design process and evolution of Celebrity Edge to work with an A-list designer of Kelly Hoppen's calibre.


Her interpretation of modern luxury has resulted in a design that has set a new standard for cruise ships. Her passion for this project has been inspirational and we're confident our guests will appreciate her iconic style.

#### **How do you engage with the trade?**

Our sales team are constantly on the road visiting our trade partners to update them on what's new and what great offers are available with Celebrity Cruises. Our hard-working team create a number of selling guides for our agents throughout the year based on current campaigns and the same will be available for Celebrity Edge. Likewise, training modules will also be available on Cruising for Excellence online.

Our Celebrity Rewards programme allows agents to earn points on every booking they make. These can be converted into luxury gifts, or even a cruise holiday or cash. During March, we had butlers delivering prizes to our top 110 selling agents throughout the UK and Ireland. Ten agents won a whopping 1,000 Celebrity Rewards points and the top 100 agents won 500 Celebrity Rewards points. The support we receive from our trade partners is phenomenal and they are key in driving us forward.

#### **What should agents who want to find out more about Celebrity Cruises do?**

Agents can speak to the Celebrity Cruises sales manager for their region or visit [cruisingpower.co.uk](http://cruisingpower.co.uk) where they can download the latest selling guides, view the current offers and find out how to win more Celebrity Rewards. 



## THREE CELEBRITY CRUISES

### Seven nights in the Caribbean



**Celebrity Edge**  
Fort Lauderdale, Florida (round-trip),  
December 23, 2018  
From £1,369pp

This Christmas-time voyage is the inaugural sailing of Celebrity Edge, which is one not to be missed. Balcony staterooms are available from £1939pp.

### Seven nights in the Galápagos



**Celebrity Xperience**  
Baltra, Galápagos (round-trip),  
April 17, 2018  
From £4,119pp

The 48-guest Celebrity Xperience is part of Celebrity's expedition fleet that explores the incredible landscapes and endemic wildlife of the Galápagos.

### Seven nights to the fjords



**Celebrity Silhouette**  
Southampton (round-trip),  
April 30, 2018  
From £899pp

This very reasonably priced no-fly cruise from the south coast heads to the majestic Norwegian fjords. Book now and get free drinks, too.

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*earn*

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CHILE

# Voyage to the ends of the Earth

Adam Coulter takes an expedition cruise with Australis  
through the Chilean fjords to Cape Horn and Glacier Alley



The wind was blowing at a fairly mild 100kph (with occasional gusts to 120kph), as we reached the top of Cape Horn. Although it wasn't quite knocking us over, we did have to fight it as we headed to the rocky promontory overlooking the point at which the Pacific and Atlantic oceans meet.

Unlike at the Cape of Good Hope, you can't actually see where the two bodies of water come together, but the knowledge you have made it to the end of the world and you're looking out at the roughest sea in the world (the infamous Drake Passage) and just 1,000km away lies Antarctica, was good enough for me.

Australis is the only line that makes this landing on Cape Horn on a regular basis (weather permitting). It operates one ship, the 200-passenger Stella Australis, from October to April departing from Punta Arenas, Chile, and Ushuaia, Argentina. A sister ship, Ventus Australis, is currently being built and launches in January next year. It will offer the same itinerary: four and seven-day cruises through the Chilean fjords.

The whole cruise builds up to this point, but there are so many spectacular sights along the way (of which, more later). Landing is not guaranteed: you only know if you're going to get off the ship at 7am that day as the weather around here is so changeable (Australis say they achieve it eight out of 10 times). Even then you only get a short window: on our trip, stragglers were being rounded up and hurried off as the weather turned and the swell became dangerously high.

Cape Horn is not in fact the southernmost point in the world, that honour rests with the Diego Ramirez islands which lie another 65 miles or so south west of here. However, it is the final island that makes up the Tierra del Fuego archipelago and, back in the day, rounding it meant you had successfully steered your way around South America and were on your way to calmer waters and the riches of the west coast of America.

Reaching it felt like a huge privilege; the seas around here are littered with countless shipwrecks that have attempted the journey. At the promontory, there is a poignant tribute

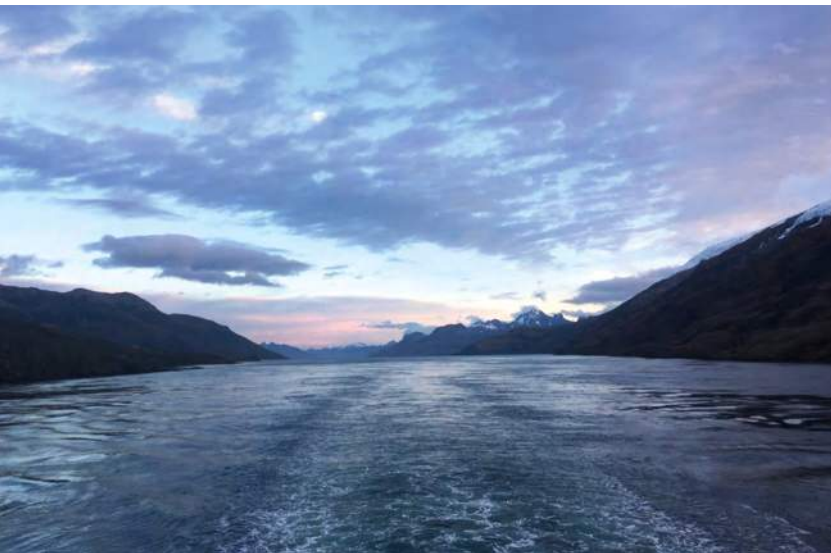


## ABOUT THE AUTHOR



Adam Coulter is the managing editor of Cruise Critic in the UK. He has been writing about cruise for seven years, taking his first cruise in 1997. He has been fortunate to cruise to some of the most beautiful places in the world, including the Galápagos Islands, the Norwegian fjords, Cuba and recently the Chilean fjords.





to all those lost lives in the form of a sculpture of a wandering albatross.

We reach the beach at the base of the cliff by zodiac. The two barmen who served me the night before stand waist-deep in the freezing sea (in full drysuits), ready to steady the boat as we clamber ashore. There are 164-steps to the summit, reached via a precarious-looking wooden staircase. At the top, we are met by an unfeasibly young Chilean naval captain in full uniform, who calls this place home for a year.

He shakes every one of our hands and, in limited English, welcomes us to Cape Horn. I ask him what life is like here. “Durante la temporada esta bastante ocupada,” he replies, essentially saying it gets pretty busy during the cruise season. Stella Australis calls here twice a week, and sometimes other cruise and cargo ships will also call in. But, from April, the weather closes in and he and his family will welcome just one naval ship a month until he reaches the end of his term in October.

It’s a huge honour to be selected to man this highly-strategic outpost. Applicants have to go through a series of mental and academic tests and must have a family. There are 10 stations in total, right across the Tierra del Fuego archipelago, but this is the one that carries the most kudos: Argentina and Chile still dispute the water border.

There is so little in the way of human habitation in Tierra del Fuego that spotting these tiny stations became a kind of game onboard. Passengers would sit in the top-floor Darwin Lounge, looking out for dolphins or whales, admiring the spectacular scenery, when someone would say: “Look, a lighthouse!” and we would imagine what life might be like there for a whole year.

Australis organises at least one shore excursion a day and all involve a zodiac ride to a beach, but there are no wet landings (the crew always bring along a metal walkway). The only one in which you don’t get off is at Tucker’s Islets, home to a breeding penguin colony of about 4,000 birds. The penguins are here seasonally, chicks and adults, heading off to a specific beach in Brazil on one day in April until the weather warms up again in October.

## Pia Glacier

Apart from Cape Horn, the hike alongside Pia Glacier is the most memorable excursion. Pia is a tidewater glacier, which means it ends at the sea and during summer months is likely to calve and form icebergs. The ship moors at a safe distance and we board the zodiacs to make our way through the ice. The glacier looms up, all shades of icy blue, as we make land. We're not climbing the glacier itself, but a hill beside it for a better view. We pause at a rest stop, the view opening out below us. We can see right up the valley to the top of Pia, where it flows into another valley; Pia Fjord and another glacier opposite. At that moment, the air is split with a cracking sound as part of the glacier simply slices off and slides into the sea. We scramble for our cameras, but just catch the aftermath of the wave, and the brilliant, dazzling white of the newly-exposed glacier.

The weather is turning again, it's biting cold and the wind is picking up. I've got at least five layers on, but it's beginning to reach my skin. Javier, our guide, is in no rush to get back to the ship, however, insisting on standing on the most exposed section of rock, lower down, but with a better view of the glacier. Minutes pass and I'm thinking to myself: "What are we



**FLY BA DIRECT TO CHILE**

British Airways operates a Boeing 787-9 Dreamliner from Heathrow to Santiago four times a week, departing at 10pm and arriving into Santiago at 9.40am the following morning. The 14-hour 40-minute trip is the airline's longest direct flight. The aircraft is in a four-cabin configuration. Club World features flatbeds and fares starting at £3,015. World Traveller Plus fares start from £1,512 return. Economy fares start at £950. See [ba.com](http://ba.com).



## CAN SANTIAGO BECOME A LONG WEEKEND DESTINATION?

Nothing prepares you for the descent into Santiago; the plane first flies over the Andes, then swings back round, giving you a second breathtaking view, as you start your descent. The mountains are jagged and barren – there's no vegetation at all – and encircle the city. On a clear day, they can provide you with an iconic view – snow-capped and giving the city a stunning backdrop – but today, sadly, they're not visible, shrouded in smoke from forest fires. During my brief (two-day) visit to Santiago, Chile had been experiencing its worst forest fires in living memory, exacerbating an already bad smog problem.

Santiago doesn't have the fame or reputation of other South

American cities, such as Buenos Aires or Rio de Janeiro, and is regarded more of a stopping off point before heading north to the Atacama Desert, or south to Patagonia. However, the advent of direct flights from the UK on British Airways four times a week has brought the Chilean capital a lot closer and could quite easily be sold as a long-haul short break. In fact, one tour operator – Last Frontiers – has launched the 'ultimate long weekend' trip to take advantage of Santiago's four-hour time difference with the UK, which includes BA flights, accommodation, a city tour and a cookery class for £1,295.

Down on the ground the city is vibrant, bustling and decidedly

modern; if you're used to the chaos of most Latin American capitals, then you (or your client) will find this city a refreshing change. The city is divided up into zones, or barrios, each with its own unique character: bustling Bellavista, famous for its street art and nightlife; hip Lastarria, for design hotels and trendy shops; upmarket Barrio Londres-Paris, full of squares, cafés and cobbled streets and the boho-chic of Barrio Brasil, where Santiago's growing culinary reputation can be sampled.

To get your bearings take the funicular to the top of the hill in the Bellavista area, Cerro San Cristobal, where you can see the whole city spread out and – on a clear and smog-free day – the Andes behind.



doing here?" Cold and fed up I turn to leave and, inevitably, at that moment, another calving. I miss the photo opp, but at least I see it again.

It's not all about hiking and trekking. Part of the pleasure of this trip is just staring out of your picture window at the jaw-dropping scenery. On one memorable afternoon the ship passes through Glacier Alley, the narrowest part of the journey. Each glacier is named after a country – France, UK, Germany, Italy, etc – and we have all of these nationalities represented on board. Australis makes the afternoon really special, inviting everyone up to the top deck and serving national food and drink as we pass each glacier, to much cheering (and drinking).

This encapsulates the Australis experience – every single detail has been thought through to ensure an unforgettable, but all too short, cruise to the ends of the Earth. <sup>CA</sup>



## THREE MORE CRUISES TO CHILE

22 nights from Vancouver



**Holland America Line - Zaandam**  
Vancouver-Valparaiso (Santiago),  
September 24, 2017  
From £1,799pp

This incredible cruise traverses the entire coast of North and South America, via Mexico, Ecuador and Peru.

15 nights from Valparaiso



**Celebrity Cruises - Celebrity Infinity**  
Valparaiso (Santiago)-Buenos Aires,  
December 8, 2017  
From £1,249pp

Journeys through Chilean fjords before heading into Uruguay and on to Argentina, with a stay in Buenos Aires.

17 days from Los Angeles



**Princess Cruises - Emerald Princess**  
Los Angeles-Valparaiso (Santiago),  
December 3, 2017  
From €1,182pp

Calling at five countries, this cruise is a great chance see Central America before finishing up in Chile.







# All-inclusive luxury

There isn't always a direct link between high price and luxury, sometimes the latter is in the details. Over the next few pages we look at how to sell luxury cruise, including a profile of Azamara Club Cruises, some of the latest design innovations and advice on making those big-money bookings. To begin, **Sam Ballard** looks into the surprisingly affordable luxury of all-inclusive cruise.





When it comes to the cruise industry, many people would like to split it between the haves and the have nots. There's the ultra-luxury lines that include everything from drinks to shore excursions, and then there's the rest. However, like life, the industry is simply not that binary. There are multiple shades and varying elements involved. One line might offer drinks but not shore excursions, while another might offer shore excursions but not drinks – who's to say that one is more luxurious than the other? Labels are an easy way to categorise the industry, but they are lazy and simply do not tell the whole story.

Regent Seven Seas Cruises is often the line cited as being the most all-inclusive in the industry. The company points to the sheer scale of what's been paid for before guests even step on board as proof of its position as one of the most luxurious lines in the business. Interestingly, Regent also says that, because their passengers pay for less on board, there is value in what they're offering.

"We have shown with our cruise comparisons that, once onboard costs are taken into account, guests can end up spending more on a non-all-inclusive line than with Regent's all-inclusive, ultra-luxury proposition," says Regent's head of sales Paul Beale.

"It's also important to consider the fact that with an all-inclusive, ultra-luxury line the guest will have a no-hassle cruising experience, where they don't need to compromise or worry about the rising onboard account – they can eat in all the speciality restaurants, have that extra cocktail or two, or take a shore excursion in every port. Plus, Regent's all-inclusive, luxury cruise product benefits the travel agent as well as the customer, because we pay commission on the whole all-inclusive cruise and not just the cruise fare."

While there is an obvious case for all-inclusive cruises, mainly the ease once on board but also, as Beale mentions, the potential of higher commissions, is it everything it's cracked up to be?

Riviera Travel's cruise programme is a case in point. The line, which offers high-end cruises for significantly less than its rivals, cuts out the extras, meaning that passengers themselves can tailor the experience to suit their own tastes.

"At Riviera Travel we believe all-inclusive drinks aren't necessarily good value on a river cruise," explains Joseph Grimley, the company's head of trade sales. "Over the years we have listened to our customers. They realise the all-inclusive drinks are

not 'free' and they just pay extra in their cruise ticket price. So we have decided to introduce an optional drinks package for 2018, which includes unlimited house wine, beers and soft drinks with lunch and dinner. At £99 per week it's really up to the individual client whether this represents good value or not."

Sticking with the river cruise industry, CroisiEurope, the French river cruise line, includes beers, wines and basic spirits throughout the cruise – not just during mealtimes like the majority of river lines. However, despite alcohol being included, the line isn't an ultra-luxury proposition. According to the company's website "you won't find extravagance and fuss at CroisiEurope" – but the addition of included booze certainly adds a luxury element to the experience.


Head of sales and marketing UK, Gabrielle Alam, explains: "CroisiEurope is renowned for offering fabulous value for money which is one of the reasons our guests book with us again and again. In 2014 we took the decision to introduce an all-inclusive offering in order to make our cruises even better value. This way, our guests know the true cost of their holiday and aren't hit with an unexpected and unwelcome bar bill at the end of their cruise."



The overriding point here is that different cruises will suit different clients. If you have an elderly couple who aren't going to have much more than a glass of wine with their evening meal, then do they need to spend extra on an all-inclusive cruise?

There are fantastic options available – that cost less – but don't include alcohol, such as Viking, Oceania and Holland America. If your clients aren't going to want to get off the ship much, is it worth offering a cruise that has excursions thrown in? Don't assume that there is a direct relationship between price and the level of luxury. The industry just isn't that easy to decipher.

The best way to get a steer is to understand the individual brands, rather than the brackets they have been labelled with. Once you know what's included and what their price point is then you will be better placed to recommend a line to your customer based on their needs and budget.

Remember it's much better to get your client on board the cruise line that suits them rather than the one at the top end of their budget. Send them on the right cruise and they will book again and again. A repeat booker means better commission than a customer who takes one trip on the wrong cruise and decides it's not for them after all. 

## THREE ALL-INCLUSIVE CRUISES

### Seven nights in the Med



**Regent Seven Seas Cruises – Seven Seas Explorer**  
Rome (Civitavecchia)-Monte Carlo, October 21, 2017  
From £3,979pp

A trip to some of Europe's most glamorous destinations on what the company claims to be the most luxurious ship in the world.

### Eight days in Spain and Portugal



**CroisiEurope – La Belle de Cadix**  
Seville-Lisbon, June 29, 2017  
From £1,162pp

This eight-day break includes three-days in Seville before heading out across southwest Spain and Portugal – with a two-day break in Lisbon thrown in. The perfect place to take advantage of the line's generous drink policy.

### 13 days on the Ganges



**Uniworld – Ganges Voyager II**  
New Delhi-Kolkata, January 12, 2018  
From £6,899pp

Uniworld's Ganges cruise is arguably the most luxurious way to see India. Sailing on the famous river while in the height of post-colonial comfort is a dream for most travellers. With everything thrown in too, of course.

# Azamara

**Sam Ballard** meets Richard Twynam, UK managing director of Azamara Club Cruises, who explains why increasing capacity isn't always the way forward

"In the UK, 2016 was our best year ever. In 2017 we're off to an absolute flyer. We're in the best position we've ever been," explains Richard Twynam, UK managing director of Azamara Club Cruises.

"We've gone from being able to offer 500 shore excursions to having more than 1,200 on our books – with an existing two-ship fleet. That was a huge undertaking, and on top of all that we offer an AzAmazing experience in each destination, in more than 70 countries worldwide. The numbers back that up."

He's not wrong. Consider the current cruise climate where a majority

of Azamara's competitors (Oceania and Viking, as well as ultra-luxury brands such as Crystal, Seabourn and Silversea) have all boosted their fleets. Some with innovations, additions or budgets which have turned heads both in and outside of the industry.

Looking at Azamara's success through this prism only serves to magnify the success of what Twynam describes as the "second smallest cruise line in the world".


"You need to be careful about using new ships as a measure of success," he adds. "Our CEO [Larry Pimentel] is on record as saying it's too fast, too quick.

"The fact that our competitors have some additional tonnage allows me to tell a destination story, which puts us so far ahead of how we deliver experiential travel. Our two ships have both been upgraded – you'd think they were brand new. Do I want new capacity? Of course I do, 100 per cent. But only when the time is right. Unfortunately, and it is regrettable, but there have been cruise lines that have failed. There are some serious headwinds out there. So for us to be so well sold this year and talking our own destination game puts us in a very good place."



When it comes to destinations, Azamara puts itself ahead of the pack. Recent announcements have included 12 “country intensive voyages” in 2018 (including Japan, Mexico and Costa Rica), hyper-local food and drink offerings on board, deployments up until 2019 and a new agent programme to support its “cruise and connect” initiative. The monthly trade events will be held up and down the UK, from Scotland to Cambridge, each one with a theme. Cruise Global, Eco Local was held at Kew Gardens at the end of February, while there will be Cruise Global, Eat Local, Walk Local and Stay Local events held throughout the year.

“Each month we’ll host about 12 local agents. They don’t have to have made a booking and we’ll get some that we know and some that we might not and ask them to have this experience with us for the day. That allows us to tell them our destination story. To tell them about Cruise Global, Connect Local and give agents more awareness.”

For Twynam, the programme is built to bolster its involvement in Club Royal, the programme that gives cash rewards to individual agents per booking. However, these events are far more individually tailored, far more in tune with Azamara’s messaging and identifying factors. Far more like Azamara itself. 



## THREE AZAMARA CRUISES

### 10 nights in Costa Rica



#### Azamara Quest

Caldera (round-trip), January 15, 2018  
From £1,906pp

This incredible voyage is one of Azamara’s most exciting country specific voyages. Featuring multiple stops in destinations such as Golfito, Quepos and Papagayo, all while enjoying luxurious hospitality.

### 17 nights via Oman



#### Azamara Journey

Dubai-Piraeus (Athens), April 26, 2018  
From £2,976pp

Arguably the best example of Azamara’s new initiative, Cruise Global Stay Local, gives guests the opportunity to stay in Bedouin tents in a desert night camp. Not what you thought you’d be doing on a cruise!

### Seven nights to Cuba



#### Azamara Quest

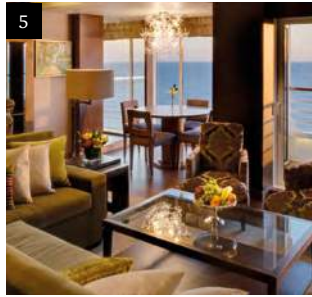
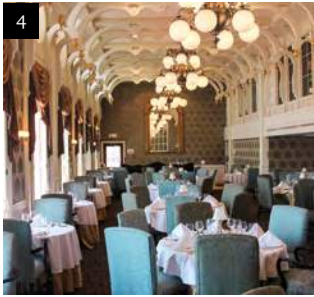
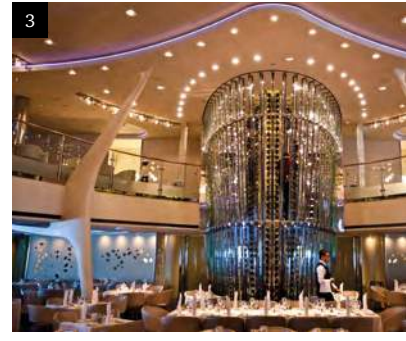
Miami (round-trip), November 20, 2017  
From £1,399

Azamara will be embarking on its maiden call to Havana in November. Sailing out of Miami, the cruise includes an overnight in the beautiful capital city of Cuba – which is just starting to open up to tourism.

## GRAND DESIGNS

# “That’s when the magic happens...”

Why design sets the stage for a unique luxury experience, plus a look at some of the best



What defines the luxury experience? Fine dining, great wines and exceptional service are a given, but the hardware has to be there, too. The luxury customer, particularly those who are more accustomed to four and five-star hotels than ships, expect to

be wowed not just by the experience, but the décor.

Much of the high-end market is attempting to capture this new to cruise, familiar to luxury holiday market, and part of that is building ever more beautiful ships.

Regent Seven Seas Explorer and Seabourn Encore have both redefined the luxury experience, while the river ship Crystal Mozart and Crystal Esprit, a yacht, are works of art.

Adam D Tihany, the design mastermind behind Encore, parts of

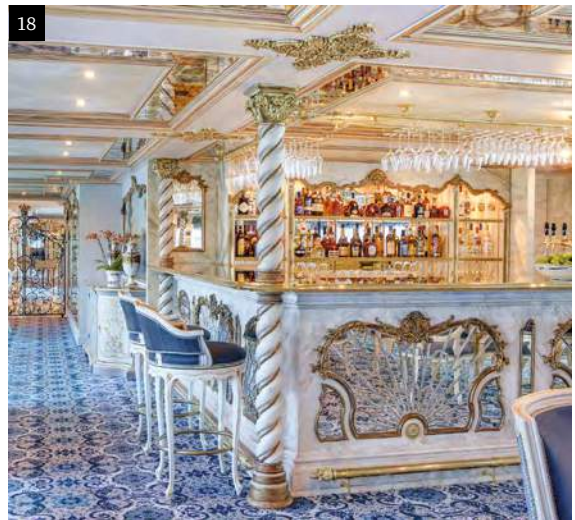


Holland America Line's Koningsdam and more, believes that a ship's appearance transcends mere aesthetics. "Design sets the stage for a unique and memorable experience," he tells CRUISE ADVISER. "It is a great balance between creating a space that

is comfortable and one where guests can continuously discover and delight in nuances of the design.

"In the case of Seabourn Encore, we wanted guests to move easily through each space, the curving lines conjuring images of a private yacht

along the way," he adds. "These days, people demand good design – it is part of the luxury experience. When guests feel comfortable and can connect to their surroundings in a way that feels personal, that's when the magic happens." ▶



1. The atrium of Azamara Club Cruises' Azamara Quest; 2. Oceania Cruises' main dining room on Riviera; 3. The Adam D Tihany-designed wine tower on Celebrity Cruises' Solstice-class ships; 4. The JM White Dining Room on American Queen; 5. The living room of the Crystal Penthouse

on Crystal Symphony; 6. The stunning atrium on Cunard's flagship, Queen Mary 2; 7. The Britannia restaurant, also on Queen Mary 2; 8. The beautiful pool deck on Oceania Cruises' Riviera; 9. The main dining room on Holland America Line's Koningsdam, another design by Adam

D Tihany; 10. Crystal Esprit's marina platform; 11. Hapag-Lloyd's Europa 2, regarded as one of the most beautiful cruise ships at sea; 12. The elegant Tarragon restaurant on Europa 2; 13. Although Viking Cruises doesn't promote itself as luxury line, its ocean ships are among the





most beautiful we've seen. Across their fleet, the pool area is below a retractable roof; 14. A staircase on Seabourn Encore, one of the new standard-bearers of luxury cruise; 15. The impressive atrium of Silversea's Silver Spirit; 16. Ponant's yacht-like Le Boreal – one of the most beautiful

pool areas on any ship; 17. The Wintergarden area on Viking Cruises' Viking Sky; 18. Uniworld's ornate designs – as on the SS Maria Theresa – are among the most impressive anywhere in the cruise industry; 19. The incredible piazza style atrium on Royal Princess;

20. The beautiful pool deck on Seabourn Encore; 21. Regent Seven Seas Explorer's low-light Pacific Rim restaurant; 22. The spacious atrium on Riviera Travel's Jane Austen river ship; 23. The palatial atrium on Regent Seven Seas Explorer; 24. The opulent SS Maria Theresa again

ULTRA-LUXURY

# How to make a £100,000 booking



Agents and ultra-luxury cruise lines share the secrets of big money bookings. It's all about attention to detail, expert product knowledge and tango lessons

When it comes to securing those big money bookings, nothing speaks to a customer more than attention to detail. If a well-heeled client is about to spend £100,000 on a cruise, they're going to need a pretty good reason to book it with you.

What is it that you, as an agent, can offer wealthy travellers that stops them going direct to the cruise line, or even to a competitor? What can you do to make that jump to the big leagues, where big bookings are the order of the day?

"Concierge attention to detail is the key to building relationships," explains Ryan Johnston, director of sales and service at Six Star Cruises, the luxury division of World Travel Holdings UK. The company advertises just eight

luxury cruise lines on its website, giving staff more of an opportunity to get to know each of the brands that they do sell inside out. For Johnston himself, the method has paid off. His most lucrative sale ever was a £121,356 booking to send a couple away on Crystal Symphony. The 37-night cruise was a combination of three itineraries (Alaska, Pacific Northwest and Hawaii) all in a Crystal Penthouse suite. Not a bad bit of business, but the key was giving the customer something special – and also daring to offer them an option that they hadn't thought about before.

"This was a new customer," Johnston adds. "We had received a recommendation from a current customer, no financial incentive was

needed, we did however allocate the enquiry to our Crystal Cruise expert to ensure we had the best possible chance of securing the business. The customers are generally experts on the product and are well-travelled individuals, it is therefore critical that the concierge team are knowledgeable about every aspect of the itinerary, cruise ship and destinations – this is the only way to add true value."

There are two crucial points to be made here. The first is that recommendations are an incredible source of business for all agents. However, for those specialising in luxury cruises they are crucial. Is there a way of incentivising your current customer base to increase recommendations?





Don't assume that wealthy individuals don't appreciate good value – or know a deal when they see one. The second point is that, if you have the resources, it is better to specialise in fewer products (like Six Star's Crystal Cruises expert) than get surface level knowledge for a wider array of products.

"A luxury customer expects exceptional service as a prerequisite so we have to be experts to offer a reason to book with Six Star," Johnston says.

For Scott Anderson, of the Luxury Cruise Company, it all comes down to tailoring packages to suit individual customers' needs. For instance, when he made a £97,000 booking on Silversea Expeditions (for a group of six, calling at called the Falkland Islands, South Georgia and the Antarctic Peninsula) he added pre-cruise hotels, flights and even private tours in Buenos Aires.

"You need to know your products inside out," he explains. "And the subtle differences between the luxury cruise brands; what they offer, what they don't offer, the onboard experience and ambiance, service levels, dining options, décor on board – we've even been asked about the colours of the cushions on the in-suite sofa!

"Luxury clients are very discerning and sometimes demanding, so you need



the knowledge to be able to answer their questions. Don't forget to upsell the flights and accommodation to the higher suites – who wouldn't want the Owners' Suite?

"With the £97,000 booking I think it was the tango classes that might have clinched the deal!" he adds.

For the cruise lines themselves, the ultra-luxury sector is one that harbours the closest relationships. These are companies where there are far fewer bookings – especially in comparison to the mainstream lines – however, those bookings are far more lucrative.

"Luxury travellers rely upon 'trusted' advisers who can offer them expertise and knowledge about their next

travel experience," Lynn Narraway, Seabourn's managing director UK & Ireland, says.

"The travel agent needs to know their clients and their preferences, offering a personal concierge service that lasts from the initial call right through to the 'welcome home' at the end of the holiday. Cruise is the perfect holiday to offer a luxury client since you, our travel partners, can rely on the six-star service being consistent throughout the guests' holiday.

"Travel professionals are essential to our business, and I personally believe that every travel agent has the potential to make at least one luxury cruise booking." <sup>CA</sup>

## THREE DECADENT SAILINGS

### 112-night world cruise



**Crystal Cruises – Crystal Serenity**  
Los Angeles-Rome (Civitavecchia),  
January 23, 2018  
\$305,850 per person

A once in a lifetime kind of affair. The Crystal Penthouse with Veranda is the best way to take on the mammoth cruise, with a personal workout area to help keep the weight off!

### 121-night world cruise



**Silversea – Silver Whisper**  
Los Angeles-Rome (Civitavecchia),  
January 6, 2018  
From £114,050pp

Silversea's 121-night world cruise starts in LA and works its way across the Pacific Ocean, through Australia, Asia and the Middle East before getting into Europe. All while in Silver Whisper's Royal Suite.

### 134 nights around the world



**Cunard – Queen Mary 2**  
New York (round-trip), January 3, 2018  
From £50,999pp

A mammoth 134-nights on Cunard's 2018 world cruise will take passengers on a round-trip from New York and call at pretty much everywhere. All while staying in the opulent Queens Grill.



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**NEW CREW**

## Erin Johnson joins Silversea as new head of marketing



Erin Johnson is to join Silversea as head of marketing after 15 years at Carnival Corporation, where she most recently held the position of marketing director at Carnival Cruise Lines.

Johnson has replaced Natalie Sexton who recently left the line to become group marketing manager at Malmaison & Hotel Du Vin Group in January.

The appointment follows the slimming down of Carnival

Cruise Lines' UK-based marketing team. Marketing supervisor Charlotte Mendoza left the company last year.

Lisa McAuley, Silversea managing director, UK & Ireland said: "We are very proud to be welcoming Erin and her wealth of knowledge and expertise to Silversea. This appointment further strengthens our top team within the all-important UK and Irish market in what promises to be a very busy year."

## AmaWaterways add to marketing team with the appointment of Silvia Andreotti

AmaWaterways has announced the appointment of Silvia Andreotti as head of marketing. Andreotti joins the AmaWaterways team in Guildford, Surrey after three years as marketing manager for the NCL holding group in Brazil.

"I am delighted to be joining the AmaWaterways family at this exciting time of growth for the brand," said Andreotti. "River cruise has grown so much in the UK over the past few years and I feel that there is still so

much more to achieve, specifically in how we communicate to the trade and reach out to potential new customers."

AmaWaterways' sales, marketing and digital director, Jamie Loizou, said: "Silvia will be a huge asset to our marketing team. Her experience, vision and passion will ensure that we continue to offer our trade partners the very best support possible in order to help grow their passenger numbers."

## APT Touring announces expansion of sales team

APT Touring has promoted Angela Waite to the newly created role of head of sales and commercial, while Jessica Shelton-Agar, who left the company after four years in June 2016, has returned in the newly created role of national sales manager. "Elevating and expanding Angela's remit and bringing Jessica back into the fold enables us to further dedicate ourselves to supporting our trade partners," said VP of sales and marketing, Nicole De Wilde.

## Celebrity appoints new strategic account manager

Celebrity Cruises has appointed Zoe Edwards to the role of strategic account manager, following the recent promotion of Nicola McNeish to head of sales. Edwards will report to director of sales, Claire Stirrup. In her new role Edwards will work alongside McNeish to manage and deliver strategic support for the TCCT and TUI accounts. "It is an exciting time for Celebrity and we look forward to continuing to work with all our partners with an expert team in place," said Stirrup in a statement.

## Simone Clark to lead Iglu.com's expansion

Cruise specialist Iglu.com has promoted managing director Simone Clark to senior vice-president for global supply. In her new role, Clark will be responsible for leading Iglu's expansion into other markets. The company's chief executive, Richard Downs, said: "Iglu is very excited to be supporting its cruise line partners in their own expansions in Europe and Simone is ideally placed to lead this expansion."



## FAM TRIPS / INCENTIVES

# Princess Cruises unveils biggest ever ship visit programme



Princess Cruises has announced that it will be hosting agents on 23 separate visits across nine British ports in 2017.

The visits mean that Princess will host up to 800 agents in total between April 18 and September 22.

The day will involve a tour, three-course meal and free time to explore the ship. There will also be family days over the summer holidays where agents can bring their own children on board to experience the vessel.

The nine ports are Belfast, Dover, Dublin, Edinburgh, Falmouth, Glasgow, Invergoron, Liverpool and Southampton.

Rachel Poultney, director of sales, said: "We're so excited to host our biggest ever programme for agents and can't wait for them to join us on board. We wanted to give as many agents as possible the chance to experience a Princess ship so they can see first-hand what makes our guest service and activities so special."

## Amadeus hosts 50 agents in Amsterdam showcase

Amadeus River Cruises hosted 50 UK travel agents in Amsterdam as the company's UK GSA, Fred Travel, showcased the product.

The two nights, on Amadeus Silver II, saw agents experience the Amadeus product "as clients do", Brooke Daniels, the company's UK sales manager, told CRUISE ADVISER.

"We treated agents to gala dinners and sailed with them to Hoorn. It was a great opportunity to teach them more about the product and in particular give them the chance to appreciate the quality of our food. We'll be able to tell how successful the showcase was in the next couple of weeks, but feedback so far has been very positive," she added.

## Cosmos makes offer to Diamond customers

Cosmos Tours is offering a £50 rebooking discount to all Diamond Holidays customers after the company went bust. Anyone who was due to travel with Diamond will be able to book the cruise, tour or beach holiday of their choice. If they book a Panorama suite on Avalon Waterways they will receive £100 off.

## Silversea offers 25 per cent solo supplement

Silversea is offering a 25 per cent solo supplement on 2017 and 2018 Silver Cloud voyages to Antarctica. The company is also offering round-trip fares to Santiago for £999. "The region offers something for everyone and with our single supplement fares, customers travelling on their own can experience Antarctica much more readily," said Lisa McAuley, MD, UK and Ireland.

## Princess adds euro pricing to encourage Irish agents

Princess Cruises has launched euro pricing for travel agents in Ireland as part of its push for more bookings from the republic. Rachel Poultney, the company's director of sales, will become director of sales for UK and Ireland. Tony Roberts, vice president of Princess Cruises UK and Europe, said: "The introduction of the new euro pricing is the first step towards Princess' concerted effort to expand within the Irish market."

*Don't forget to enter our competition on p54 to win a complimentary place on a Titan Travel fam trip on board Serenade 1. For more on the latest fam trips and incentives visit [cruise-adviser.com](http://cruise-adviser.com)*



**JARGON BUSTER**

# Exactly how large is the world's largest cruise ship?

We explain why gross tonnage doesn't actually refer to a vessel's weight

With a gross tonnage of 226,963GT, *Harmony of the Seas* is currently the world's largest cruise ship. But what exactly does that mean? Examine the ship's specifications and you'll note that it is also 257,566NT and 20,236DWT. The latter, dead weight tonnage, is the measure of how much mass a ship can safely carry, but does not include the weight of the ship itself, while net tonnage (to cut a very long story short) is calculated by measuring a ship's internal volume. In shipping terms, tonnage – despite containing the word 'tonnes' (tons in American English) – does not refer to weight, but rather volume. This measurement was developed in order to be able to assess a ship's cargo carrying-capacity, and is continued today.

The weight is actually covered under displacement tonnage, which calculates the volume of water displaced by the ship and, in turn, the weight of the ship.

If it sounds confusing, it's because it is – but gross tonnage remains an often-



used phrase, which doesn't always tell us the full picture. For example, *Queen Mary 2* at 149,215GT is larger than *Britannia* (143,730GT) but carries 1,000 fewer passengers. Indeed, Cunard is a line that often points to its excellent guest-to-space ratio, which is calculated

by dividing gross tonnage by the number of guests, a more sensible measure. However, what really counts is how well the ship is designed and how well guests flow through it. There is no formula for calculating that, which is why fam trips are so important. <sup>CA</sup>

## THREE CRUISES ON SPACIOUS SHIPS

### 17 nights to Cape Town



**Cunard Line – Queen Mary 2**  
Southampton-Cape Town,  
January 10, 2018  
From £1,929pp

With a guest-to-space ratio of 49 (ie 49GT per guest), the iconic QM2 is a ship with space in abundance. This 17-night trip is a great way to enjoy it.

### Eight nights in the Med



**Regent Seven Seas Cruises – Explorer**  
Barcelona-Rome, November 4, 2017  
From £4,159pp

Regent claims that its newest ship, the *Seven Seas Explorer*, is the most luxurious ship ever built. With a guest-to-space ratio of 68, it is one of the most spacious ships at sea.

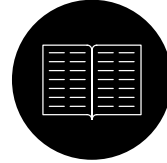
### 14 days in Alaska



**Seabourn – Seabourn Sojourn**  
Anchorage (Alaska)-Vancouver,  
July 7, 2017  
From £5,999

*Seabourn Sojourn*, *Seabourn Quest* and *Seabourn Odyssey* have a remarkable guest-to-space ratio of 70. See Alaska in comfort.





# DIRECTORY

Got a cruise query? Let us assist you. The CRUISE ADVISER directory provides you with the vital contact details for all major cruise lines operating in the UK – meaning trade sales support is never more than a phone call away

## CRUISE LINES!

Information missing or out of date?  
Email [info@cruise-adviser.com](mailto:info@cruise-adviser.com)

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N

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**One Ocean Expeditions**

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P

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### **Windstar Cruises**

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# WIN! Titan Travel fam trip on Serenade 1



Win a complimentary place on a Titan Travel fam trip on board Serenade 1 in October, 2017 – including flights, oversea transfers, the cruise, all food along with beer, wine and soft drinks with lunch and dinner.

To enter, answer the following question and send your answer to [info@cruise-adviser.com](mailto:info@cruise-adviser.com) with the subject line as 'April competition'.

**How many guests can Titan's exclusively chartered ship, Serenade 1, carry having been completely refurbished in 2017?**

*Terms and conditions apply, see [cruise-adviser.com/terms-conditions-titan](http://cruise-adviser.com/terms-conditions-titan)*

## QUIZ ANSWERS

1. Milan 2. Bombay 3. St John's Wood 4. Celebrity Edge 5. Berlin 6. Nottingham 7. Funchal 8. Symphony of the Seas 9. Paris 10. Cuba 11. Hull 12. Palise 13. Black Sea 14. South America 15. Thailand

# QUIZ

See bottom of page for answers

1. Which Italian city would you have to visit in order to view Leonardo da Vinci's *The Last Supper*?
2. What is the old name of Mumbai?
3. Abbey Road Studios are in what area of London?
4. What is the name of Celebrity Cruises' new class of ships?
5. The Brandenburg Gate can be found in which capital city?
6. Ye Olde Trip to Jerusalem, which claims to be Britain's oldest pub, is in which city?
7. What is the capital of Madeira?
8. What is the name of Royal Caribbean's new ship?
9. Le Marais is an area in what city?
10. The Adonia made history last year by becoming the first cruise ship in over 50 years to sail from Florida to where?
11. Which city has been named the UK City of Culture for 2017?
12. True or false: polar bears can be found in Antarctica.
13. What sea does the Danube river empty into?
14. Cape Horn is the southernmost point of which continent?
15. The Andaman Sea can be found to the west of which country?





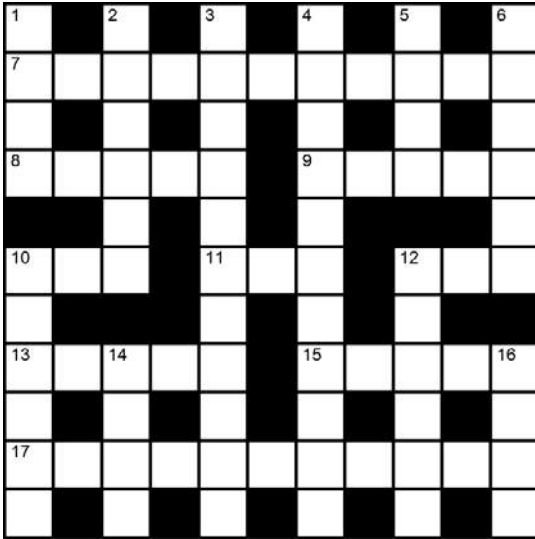
THINGS TO DO

# GAMESROOM

Each month we will bring you a selection of things to do on your lunch break or journey to the office

## CROSSWORD

See the next CRUISE ADVISER in May for the answer



### MARCH SOLUTION



### ACROSS

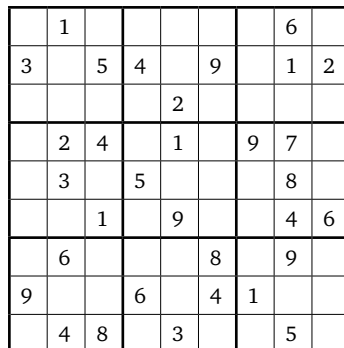
- 7. It causes dust bowls (4,7)
- 8. Somewhere to sail (5)
- 9. Name of a wartime Rose (5)
- 10. What many cruisers seek (3)
- 11. Health club (3)
- 12. Superior skill (3)
- 13. Overflowing with water (5)
- 15. Where dips may be taken (5)
- 17. Important for the time being (2,3,6)

### DOWN

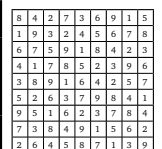
- 1. Capital once called Christiania (4)
- 2. Yield (4,2)
- 3. Court footwear (6,5)
- 4. South Coast port (11)
- 5. Shocking colour? (4)
- 6. Docked (2,4)
- 10. Caused by 10 Across (6)
- 12. Openly declared (6)
- 14. Four operators' group (1,1,1,1)
- 16. Goes hard (4)

## SUDOKU

See the next CRUISE ADVISER in May for the answers



### MARCH SOLUTION





RECIPE

# In the galley

An exclusive recipe from Saga's executive chef, George Streeter: Cornwall Caribbean Pot



**Monkfish, prawn, cassava and Grenadian nutmeg, serves 4**

**Ingredients**

- 4 tiger prawns, for garnish
- 250g tiger prawns
- 250g fresh Cornish monkfish, washed and diced slightly larger than the prawns
- 2 garlic cloves, crushed or chopped
- 500g cassava cut into large dice (take a few strips off for garnish)
- 2 onions, 1 sliced, 1 finely chopped
- 3 tablespoons olive oil
- 1 can of coconut milk
- 1 can of good quality tomato sauce
- 1 chopped green pepper
- Fresh chili pepper to taste
- 3 tablespoons vegetable oil
- 1 bay leaf
- 1 lime, juiced
- Salt
- Black pepper
- Nutmeg
- Cinnamon

**Method**

Wash and devein the prawns, mix with the monkfish, then season with salt, garlic, pepper, nutmeg and lime juice and leave to marinate only 30 minutes before cooking.

Take a saucepan with a bit of olive oil, sauté the diced onions until they start to colour, then add the cassava and a pinch of salt and cover with water, boil and simmer until just cooked.

Remove half of the cassava and put to one side, and keep warm to add to the dish later.

Remove water, add the coconut milk and cook until soft.

While that is cooking, heat the vegetable oil, add the sliced onions, peppers, chili and sauté until it starts to colour, add the fish and shrimp and fry until just cooked, then add to the potato, keeping warm.

Blend the cassava and coconut milk mixture; add the can of tomato sauce and cook for a few minutes. Season for flavour and correct for consistency.

Add the potato, cassava, prawns and fish which has been kept warm. Let it heat through gently for one minute – make sure it does not boil – and it's ready to serve.

For the garnish, deep fry or bake the cassava strips and peel and cook the four prawns.

Serve with cooked rice and red beans on the side. **CA**

## THREE CRUISES FOR FOODIES

### 18 nights to the Canaries



**Saga – Saga Pearl II**  
Southampton (round-trip).  
November 20, 2017  
From £2,469pp

This no-fly cruise from the south coast includes visits to historic Cadiz and Avilés. All meals on board – including 24-hour room service – are included.

### 10 days on the Danube



**Crystal – Crystal Mozart**  
Vienna (round-trip), July 10, 2018  
From \$4,725pp

This trip, which takes in Danube classics Durnstein, Passau and Budapest, is on Crystal's first river "yacht". It's double the width of typical European river ships.

### 15 nights across the Gulf



**Azamara Club Cruises – Azamara Journey**  
Dubai-Singapore, November 24, 2017  
From £2,754

This amazing voyage from Dubai via India and Sri Lanka takes in some of the world's most fascinating cuisine. The Prime C steakhouse is also on board.





## ON THE ROAD

# Jo McGawley, 43, Princess Cruises

We speak to the people who make your job easier.  
This month: Princess's retail business manager

## What does your job entail on a day-to-day basis?

I love my role at Princess because it's so diverse – I spend at least four days a week on the road visiting agents, holding Princess Academy training sessions or attending consumer and trade events. I also have regular meetings with the region's managers to set plans and targets in place so that we can support the teams at store level in the best possible way.

## How long have you worked in travel?

I have only worked in travel for four months. Prior to that I worked in property and advertising. However, over 12 months ago my husband and I were chosen to feature in Princess Cruises' online marketing campaign – they were searching for a couple who had never cruised before and I applied. The rest, as they say, is history! We were filmed on the beautiful Emerald Princess and I instantly fell in love with cruising, but, more than that, I fell in love

with Princess – so, although I've only worked in travel for a few months, it's like I've been with Princess longer.

## What's the best thing about being on the road?

Getting to see different people and places every day. I love going to towns I've not been to before and getting to know the north of England better. I'm building quite a list of places I want to re-visit with my husband, so I'd better tell him to start dusting off his wallet!

## What's the worst?

Forgetting to eat because I'm so busy and the pesky never-ending roadworks on the M62!

## Favourite place to visit?

I cover the northwest, Yorkshire and the northeast so I have some amazing agents in some amazing towns. To pick one would be impossible!

## What do you listen to in the car?

Radio 2 – I love Ken Bruce's PopMaster, but I'm not so fond



of Steve Wright, so I turn over to Absolute Radio for a bit of an '80s and '90s sing-along on the drive home!

## One thing you couldn't live without on the road?

Sat nav without a shadow of a doubt! Visiting so many new places without it would just be stressful.

## What's your favourite thing about working for Princess Cruises?

The people that work here. We have an amazing team and everyone really looks after each other. The feeling you get working for Princess is the same feeling that you get when you board one of our ships – it's like getting wrapped up in a hug.

## The biggest myth about about Princess Cruises?

That there isn't enough to do on board! With our amazing new Broadway style show *Magic To Do* (left), our partnership with the Discovery Channel, our daily *Princess Patter* newsletter filled with activities from quizzes to art auctions to our Festivals of the World parties – there is absolutely something for everyone!

## If agents want to find out more, what should they do?

Follow me on social media where I post daily updates and actively encourage agent participation! My Facebook page is 'Jo Princess Cruises' – or for more generic information our agents can visit our online Princess portal ([onesourcecruises.com](http://onesourcecruises.com)) where there are invaluable tools available to guide them through everything. 📍





**FINAL WORD**

# Cruise must call for APD change

Air Passenger Duty (APD) is a subject that we don't talk about much in the cruise industry, but 53 per cent of cruises include a flight. **Sam Ballard** argues that it's about time that we joined the chorus of voices calling for change

According to Clia, 949,000 Britons took a fly-cruise in 2015 – 53 per cent of the annual total. That's an awful lot of flights and an awful lot of tax that the industry generates for the British treasury.

In his first Budget, Philip Hammond, the chancellor of the exchequer, confirmed that he will proceed with the planned increases in APD inline with RPI. The revisions mean that, as of April 1, 2018, every passenger flying out of the UK will pay a minimum of £156 for flights of over 2,000 miles.

There are numerous problems with APD. Perhaps the most serious, however, is the one faced by regional airports such as Newcastle or Manchester, which are preparing to deal with the fallout from the decision to devolve APD laws in Scotland.

The SNP has said it is considering reducing, or even nullifying Air Departure Tax (its replacement for APD) leading Nick Jones, the chief executive of Newcastle Airport

to say that his airport could lose between 500,000 and 900,000 passengers per year to Scottish hubs if something isn't done.

The Association of British Travel Agents released a statement after Hammond's Budget, calling the planned rises "very disappointing".

They added: "The post Brexit world in which we now live is a very different one from where we were 12 months ago. Levying sky-high taxes on aviation sends out the worst possible message as we look to build our business relationships and connections outside of Europe.

"APD also represents an unjustifiably high economic burden on hard pressed family budgets and Abta urges the government to follow the lead of the Scottish government and make a firm commitment to halving this retrogressive tax."

Abta is right. Not only is APD an unnecessary burden, it is being exacerbated by allowing Scotland to

liberalise its laws – therefore making its own airports far more competitive than airports in the rest of the United Kingdom.

However, in a recent interview with the BBC, Gordon Dewar, Edinburgh Airport's chief executive, said that even if Scotland halved APD rates it would still be charging twice as much as other European airports.

This goes right to the heart of the issue. To put it bluntly: APD is out of control. In the same interview, Dewar said that "every other country has gone in the opposite to direction" to Britain's APD increase, with the exception of one: Norway, a country that boasts the fourth highest average wages in the world (the UK lags behind in a very distant 13th).

The cruise industry must unite behind airports and airlines in their condemnation of APD. If the tax continues to rise then half of the UK cruise industry is under serious threat.

It's time to make a stand. **CA**

## COMING NEXT TIME

### Singapore



We take an in-depth look at the Garden City and investigate why it has become such big business for those specialising in more exotic holidays.

### How to sell: river



The industry grew 11 per cent in 2016, reaffirming the theory that river's renaissance is continuing. We share some top tips for bigger sales.

### Women in travel



As an industry cruise is becoming more and more diverse when it comes to women in senior positions. We get their opinions on what more can be done.

# Are you speaking to your clients enough?



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- ✓ Get through to us quicker - Market leading call response rate on reservations
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- ✓ File copy brochures for home workers - email Agency Sales to request yours
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