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EDITOR'S LETTER

Ride the wave with Cruise Adviser



Happy new year and welcome to the January/February issue of CRUISE ADVISER, the leading cruise publication for the travel trade. In this issue we'll be considering all things wave: the best offers, incentives and competitions to take away those January blues and provide you with vital information during the busiest time of the year. This month also sees us launch our brand-new Ex-UK Departures Guide, published in association with Choosing Cruising. You will find this supplement in the pack with this issue

of CRUISE ADVISER, but if you don't have it, email info@cruise-adviser.com to request a copy – we'll be happy to send you one. With more than 800 UK departures this year – leaving the ports of Southampton, Aberdeen, Hull, Bristol, London Tilbury and more – there are plenty of options for those who want to cruise, but don't necessarily want to fly.

For the cover feature this month, we visit the Caribbean – taking in the likes of Antigua, St Kitts, the Dominican Republic and Guadeloupe – with P&O Cruises (p38). As we also find on p44 – with expert opinion from Clia's Andy Harmer and a useful map of those ports of call still affected by last year's hurricane season – the region is very much open for business.

As ever, we've got an InFocus piece – this time with AmaWaterways (p46) – our Ports of Call feature – this time, Copenhagen (p28) – plus all the latest cruise news (staring p10). For some light relief, there's a crossword and a quiz (p58). We hope you enjoy reading – and best of luck during wave. 🌊



CRUISE ADVISER is brought to you by Waterfront Publishing



Publisher Sam Ballard
sam@cruise-adviser.com

Publisher Anthony Pearce
anthony@cruise-adviser.com

Head of sales Simon Leeming
simon@cruise-adviser.com
020 3865 9337

Sales executive Bryan Johnson
bryan@cruise-adviser.com
020 3865 9338

Art director Jensen Brianson
Designer Matthew Coles
Sub-editor Nathaniel Cramp

CRUISE ADVISER
Waterfront Publishing,
Arch 462, Kingsland Viaduct,
83 Rivington Street,
London, EC2A 3AY

info@cruise-adviser.com
020 3865 9360

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cruise-adviser.com
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THIS MONTH

WHAT WE LEARNT



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Plus, keep an eye on our social channels for opportunities to win even more prizes throughout this period.



CUNARD



The zipline on board the brand new MSC Seaside, p34

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Our handy guide shows you how to sell no-fly cruises in a few simple steps



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Why agents no longer need to rely on catching the wave

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at the time of booking. Cabins may be located anywhere on the ship and twin beds could have either two single beds or one double bed, further terms and conditions apply. Saga's cruises are exclusively for the over 50s (but a travelling companion can be 40+). NHA-SC8428.



CLIA

Cruise industry celebrates travel agents at Clia Forum

Clia announces winners of Cruise Excellence Awards and Generation Cruise plans

Phil Nuttall, World Travel Holdings and Carol Kirkham were among the big winners at this year's Clia UK & Ireland Cruise Excellence Awards.

Midcounties Co-op won the high street agent of the year while Carol Kirkham, owner of Kirkham Travel, won the cruise manager of the year. Sam Griffiths, of cruise.co.uk won the cruise advocate of the year award.

World Travel Holdings took home the online travel agent of the year award and travel agent business of the year award. Adele Foster won the inaugural travel agent advisory council chairs award. Phil Nuttall, of Travel Village, and Michelle Russell, of

Royal Caribbean, won the outstanding contribution to cruise award.

The rising star award was won by Cruise Direction, founded by Paul Frost, formerly of Jetline. The Travel Network Group won the cruise innovation award.

Janet Whittingham of Travel Councillors won the river cruise ambassador of the year.

It was also announced that there will be a special award dedicated to the late John Honeywell at the Cruise Journalism Awards. Clia also revealed that it now has 4,183 agency members, with 10,767 users signed up to the website. Overall travel agent members

have completed 87,839 modules.

During the Cruise Forum, held earlier in the day, Stuart Leven, the chairman of Clia and Royal Caribbean executive said the industry needed to be better at vocalising the good work it was doing on environmental issues. The cruise industry represents 0.1 per cent of global emissions – out of shipping's total of 2 per cent. However, it is often seen as being worse because the size of some cruise ships makes for a more arresting picture.

Clia has also revealed that its Wave campaign will be #GetSetSail while next year's Cruise Conference will be on "Generation Cruise".

Location > Lababia, Papua New Guinea

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MSC CRUISES

MSC to increase ex-UK capacity

MSC Magnifica to be replaced in 2019

MSC Cruises, the Mediterranean-style cruise line, is to increase its ex-UK capacity in 2019 by replacing MSC Magnifica with MSC Preziosa, a much larger ship.

Preziosa, which launched in 2013, is capable of holding about 4,345 passengers almost 750 more than Magnifica, which launched in 2010.

The company also announced that four ships would be calling at the UK in 2018: Magnifica, Meraviglia,




Preziosa and Orchestra. The company has said that it is aiming to become the biggest international cruise brand in the UK within five years.

Speaking at the launch of MSC Seaside, Antonio Paradiso, UK managing director, said that more than a thousand travel agents had been on board MSC's ships in 2017, with 300 on board MSC Meraviglia, despite the ship only launching five months earlier.

The company also had both Ricky Martin and Andrea Bocelli perform at the launch of MSC Seaside in Miami.

The line will also be launching a new programme for travel agents called Masters of the Sea.

MSC is to release one ship a year until 2023, as part of a multibillion pound investment plans. 

See p34 for more on MSC and the launch of MSC Seaside

SILVERSEA


Veteran Peter Shanks joins Silversea

Silversea Cruises has appointed industry veteran Peter Shanks as managing director, UK and Ireland.

Based in the London office, Shanks will report to Silversea CEO Roberto Martinoli.

He previously spent 12 years at Carnival Corporation, most recently as president and managing director of Cunard. For the last three years he has been development director at Imagine Cruising.

His long career in the travel industry also includes serving as chairman of Clia UK.


"Peter is the leading expert on the British and Irish markets," said Silversea Chairman Manfredi Lefebvre d'Ovidio. "I'm thrilled that he is joining Silversea." 

NCL

NCL introduces 'cruise only' fare

Norwegian Cruise Line is introducing a 'cruise only' fare to help its product appear within the search results of online travel agencies.

NCL launched its premium all-inclusive fare in April 2017, but the new Just Cruise price, launched on December 1, will be the best available at the time of booking and won't include the added extras such as drinks, but will include 24-hour dining and access to the line's entertainment programme.


The new fares will run on a limited number of departures. Travel agents wanting to book customers using the new Just Cruise prices will be able to do so through their usual sales channels. 

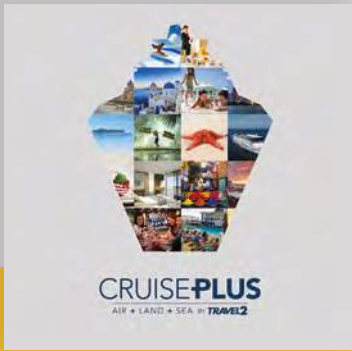
AGENTS

Agents make huge £52,000 booking

Tracey Wilkes and Charlotte Barnett, two travel agents at Travel Trail in Tenbury Wells in Worcestershire, have sold a Cruise & Maritime Voyages world cruise worth an incredible £52,000.

After selling the Grand Round the World Cruise, which departs from Tilbury in January 2019, Wilkes said: "I have been in the industry for 21 years and this is the best booking I have ever had to handle with my colleague Charlotte Barnett.

"The gentleman – who is a good, regular customer – called and said he wanted to book a CMV world cruise that he had seen advertised. I was a little nervous at pressing the keyboard to confirm this wonderful booking!" 

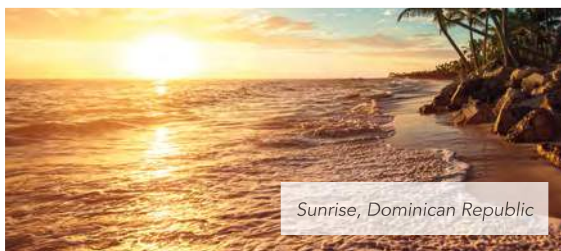


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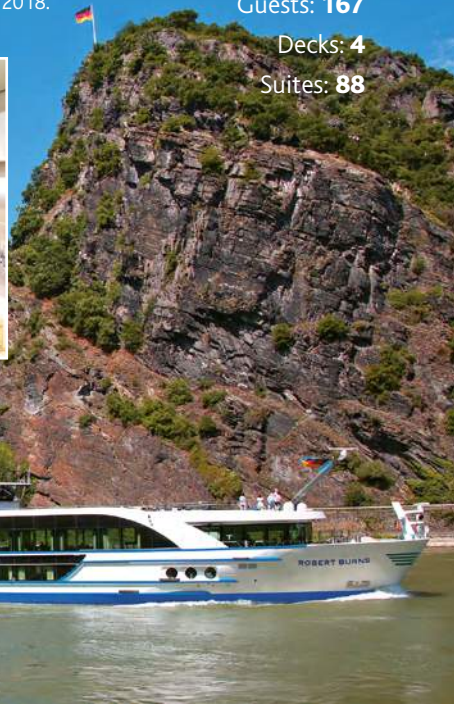


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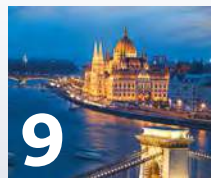
6 Our optional drinks with meals package is now available to pre-book for 2018 itineraries.



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TUI

Tui profits up by 12 per cent

The company owns Marella Cruises, Tui Cruises and Hapag-Lloyd

Tui, Europe's largest travel company, has revealed that its profits rose by 12 per cent following on from strong demand for its cruise lines and own-brand holidays.

In the 12 months to September 30, the company's turnover increased by 11.7 per cent to €18.5 billion, while profits were €1.1 billion.

Tui owns the newly rebranded Marella Cruises in the UK as well as the mainly German-speaking Tui Cruises and Hapag-Lloyd.

However, the company also reported that it had faced subdued




bookings in the Caribbean following on from last September's devastating hurricanes.

"Year-on-year bookings and selling price for winter 2017-18 reflect the very strong start in prior year trading – when bookings were up 19 per cent, including Marella Cruises – and impact of currency inflation," the company said.

The success story of cruise managed to offset the company's turbulent aviation results, which

suffered after flight crews called in sick during industrial action, resulting in cancellations. The issues cost the company about €39 million overall.

The company will be launching two new ships in 2018 – the Mein Schiff 1 for Tui Cruises and the Marella Explorer. Hapag Lloyd will be getting two new ships in 2019.


Bosses also said that they would be maintaining their presence on the high street, albeit with a push towards more digital bookings. 

ABTA

Abta to hold new-to-cruise conference

Abta is to hold a cruise conference aimed at helping travel agents attract more first time cruise passengers at a new event that is officially supported by Clia.

Speakers at the Attracting First Time Cruisers event will include Stuart Leven, managing director and vice president EMEA Royal Caribbean International, Jo Rzymowska, vice president and managing director for Celebrity, and Alex White, vice president of sales and distribution for P&O Cruises.

The event will take place at the UK Chamber of Shipping offices in London Bridge on March 14. Ticket prices for Abta members and Abta partners start at £245 plus VAT. 

CARNIVAL


Carnival names its new Vista-class ship Panorama

Carnival Cruise Line has revealed that its new vessel will be named Carnival Panorama. The Vista-class ship will join Carnival Vista, which launched in 2016, and Carnival Horizon, which will debut in 2018.

"Carnival Panorama is the perfect name to reflect the design inspiration of our Vista-class ships providing more venues and opportunities to connect with the sea," Christine Duffy, president of Carnival Cruise Line, said. "Carnival Panorama will offer a wide variety of fun indoor and outdoor experiences along with exciting one-of-a-kind features that will provide our guests with a lifetime of wonderful holiday memories," she added.

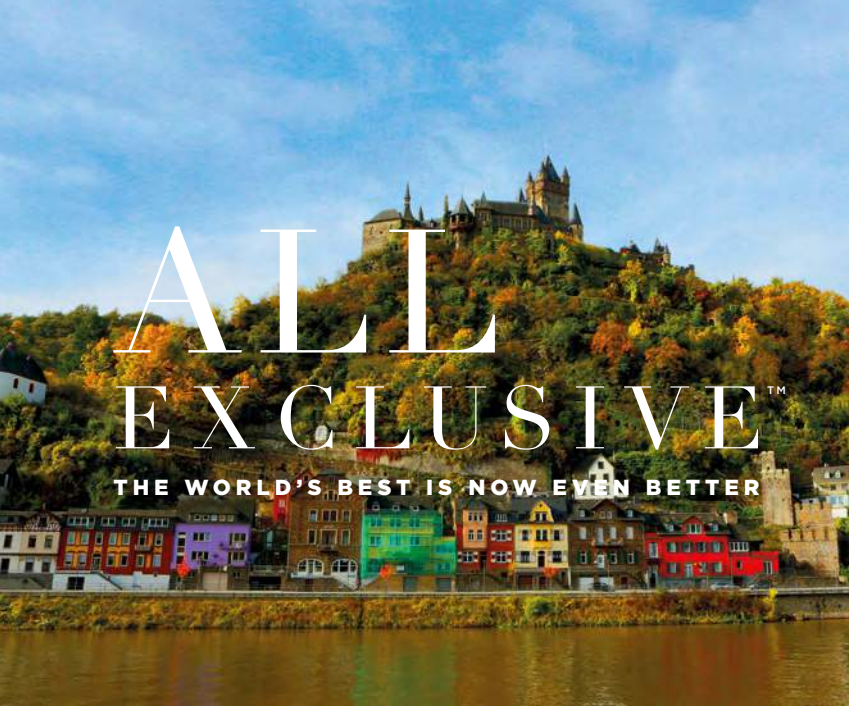
Carnival Panorama will enter service in November 2019.



The UK team has also marked the first birthday of its Carnival Rocks travel agent loyalty club. The sales team celebrated recently by visiting key accounts including USAirtours (Carnival's Bella Greenwood is pictured above with Daniel Russell and Robert Comer) to play games and give away prizes, including iMax tickets and £50 worth of Loyalty Rock Club points. 

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RIVER CRUISE

Riviera Travel gets new investor



Private equity firm Silverfleet Capital acquires majority stake in operator for undisclosed sum


Riviera has confirmed that Silverfleet Capital, a private equity firm, has acquired a majority stake in the operator for an undisclosed sum. It was previously reported that the interest in Riviera Travel would attract investment in the region of £250 million.

David Clemson, CEO of Riviera Travel said: "I am immensely proud of what we have achieved over the last few years, in particular the growth in sales via the trade and of course being named the Which? Travel Brand of the Year. I look forward to leading the business through its next phase of growth supported by Silverfleet Capital.

"We will continue to evolve our escorted tours and river cruises and build on our unique quality and value proposition, not to mention high levels of repeat business, making this a huge opportunity for our travel agent partners."

Gareth Whiley, Partner at Silverfleet Capital with responsibility for Silverfleet's investments in the Retail, Leisure and Consumer sector added: "Riviera Travel is a high quality, well established business with a strong brand and value proposition. Silverfleet has long been attracted to the travel sector and the growing demographic that Riviera Travel serves. We are excited by the prospect of working closely with the highly experienced management team and using our knowledge of the sector to help Riviera Travel develop its brand and customer base."

In 2014 Michael Wright, the company's founder, sold a majority stake in the company to Phoenix Equity Partners for about £120 million. Wright was ranked 36 on 2017's Sunday Times Rich List.

The company, which is based in Burton-on-Trent, 118,000 passengers every year on its cruises and tours. 


TRAVEL AGENTS

Barrhead cruise bookings rise £10m

Barrhead Travel's cruise bookings have risen by £10 million, including a rise of 30% for its river programme. Luxury cruise bookings rose by 11 per cent.

Barrhead also recently announced that it was chartering a flight from Glasgow to Genoa for an MSC sailing.

"As the cruise industry continues to innovate, more and more of our customers are choosing to take to the seas to explore new destinations and enjoy unique on-board experiences," Catriona Parsons, Barrhead's cruise director, said.


"Since the introduction of our net rates for river cruise, we have been able to offer options with better flexibility and added value for our customers. With our river cruise division accelerating, we will consider adding charter flights exclusively for river cruise departures to complement our current charter offering." 

VIKING CRUISES

Viking orders four new ships to take fleet to 10

Viking Cruises has announced that it is to expand its ocean fleet by four ships, to 10 – as it continues its aim of becoming the largest small ship cruise line in the world.

In a statement the cruise line said: "Following the agreement signed last April between Fincantieri and Viking Cruises, the contracts for the construction of the seventh and eighth ships have become effective and, furthermore, the company has exercised the option for the ninth and the tenth unit."

Viking Cruises currently has four ocean ships in operation. The next six will be delivered in 2018, 2019, 2021, two in 2022 and in 2023. 

For more cruise news see cruise-adviser.com

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Norwegian Cruise Line has long been an innovator, changing the face of holidays at sea. And in 2017 it took innovation to new levels, bringing the popular trend of all-inclusive holidays to the premium global cruise sector – another first for Norwegian. Premium All Inclusive, the exciting new way to cruise, rolled out in the UK 2017 to great acclaim from both the travel trade and guests. They appreciate the added value and the enhanced feeling of freedom and relaxation they experience when, what once were extras, are now taken care of.



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Norwegian Cruise Line's revolutionary Freestyle Dining takes cruise cuisine to new heights and there's a fabulous choice of restaurants covered by the Premium All Inclusive fare.

Included – award-winning entertainment

If you've been to London's West End lately you'll know just how much it can cost to see a Broadway musical or a big show. But that's not the case with Premium All Inclusive aboard Norwegian's ships. Their award-winning entertainment is really spectacular and pretty much all of it is included in the fare.

Included – service charges & gratuities

With Premium All Inclusive service charge and gratuities are included on all-inclusive services, like drinks at the bar, dining and stateroom stewards. It's a real plus-point when selling Norwegian to your customers.

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photo by Steve McCurry

Steve McCurry

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The background of the advertisement is a photograph of a workshop. On the left, a red Fiat car is covered in colorful, hand-painted murals. In the center, a large wooden beam, also decorated with intricate patterns, leans against a wall. The wall is covered with several framed photographs. In the foreground, a wooden table holds various painting supplies like brushes and palettes. The overall atmosphere is one of traditional craftsmanship and artistic expression.

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FAM TRIPS / INCENTIVES

All the wave offers you need to know about this year



Amadeus River Cruises

The Austrian river cruise line is offering 10 per cent early booking discount across all 2018 departures, bookable until February 28.

Azamara Club Cruises

The luxury line is offering 50 per cent off a second guest and free wi-fi on a selection of 2018 and 2019 voyages. The offer applies to new bookings made before February 28.

Celebrity Cruises

Celebrity has teamed up with some of the familiar faces from *Love Island*, for its campaign. The best-performing agents will get to meet them when they hit the road in April – top sellers could win £500.

Cruise & Maritime Voyages

The ex-UK specialist is giving you the chance to save up to 40 per cent on 2018 cruises (from January 1 to October 31) and are having an extra New Year Sale until January 31.

Emerald Waterways

The river cruise line is giving you the opportunity to save up to £1,000 per person on 2018 European cruises, plus a £200 per person discount on balcony suites until January 31.

Fred Olsen Cruise Line

The smaller-ship line is giving guests the chance to choose between free drinks or free tours on select sailings as part of its wave campaign.

Hurtigruten

The long-running Norwegian line is offering a classic round voyage from £1,158pp when sailing between April 1 and September 30. The deal – which means a £200 saving – is valid until March 31.

Marella Cruises

The Tui-owned line – recently rebranded from Thomson Cruises – is offering £100 off all sailings.

MSC Cruises

The line is offering a complimentary all-inclusive package on Fantastica-experience bookings until February 28.

Norwegian Cruise Line

Book a Premium All Inclusive worldwide cruise of five days or longer before January 31 and

Princess Cruises adds drinks package

Princess Cruises is to offer a new fully commissionable fare that includes drinks.

The new option will be to support the company's longest ever ex-UK season in 2019, in which Sapphire Princess will be based out of Southampton along with Crown Princess and Pacific Princess, which will also offer cruises from British ports. Agents who book a guest on one of the new fares will be paid a full commission, rather than guests choosing to take out a drinks package while on board. **CA**

customers will receive up to \$500 per stateroom on board spend.

Royal Caribbean International

Book before March 5 for Buy One Get One Half Price fares, plus 25 per cent off third and fourth guests on selected sailings departing between April 1, 2018 and December 31, 2018.

Scenic

Save up to 40 per cent on 2018 Europe river cruising, plus get free door-to-door chauffeur transfers on bookings made before February 15.

Uniworld

The river cruise line is offering 30 per cent off until February 15. Flights or Eurostar are included. **CA**





NEW HIRES

Cunard appoints Gary Anslow as new UK sales director



Cunard has appointed Gary Anslow as UK sales director as its new commercial division takes shape.

Anslow is a former sales director for Cosmos where he oversaw the Avalon Waterways brands. He was most recently at Monarch Holidays.

The news comes after Cunard announced it was creating its own dedicated sales team, splitting from P&O Cruises.

David Rousham, vice-president of UK sales, said: "Following a rigorous process, we are delighted to welcome Gary to the team.

"His wealth of travel experience and strong leadership qualities are going to be invaluable as we build our dedicated sales team.

"This is going to be an exciting year for Cunard as we focus on our ambitious plans for the future." ^{CA}

Ed Bonner joins Quark Expeditions

Quark Expeditions has appointed Ed Bonner as vice president of product ahead of the launch of the line's new ship, World Explorer.

Bonner was executive vice president, leisure at Worldview Travel.

Quark president Andrew White said: "Ed is an outstanding business leader with extensive experience.

"His wealth of knowledge will be invaluable as we enter our next phase of growth."

New director for Abercrombie & Kent

Abercrombie & Kent has named Ross Pakes as product director.

Pakes replaces product and commercial director Charlie Bateson.

Managing director Kerry Golds said: "Charlie has been an integral member of the team for almost four years. He will be sorely missed.

"However, we're delighted that Ross is able to step into the position. Not only is he passionate about our business, but he holds years of experience along with strong relationships in the industry." ^{CA}

G Adventures names Rachel Coffey as UK and Ireland sales director; promotes Stu Darnley to UK national sales manager

Rachel Coffey has been named by G Adventures as the UK and Ireland sales director.

The appointment of the former Virgin Atlantic head of business readiness comes as it was announced that Stu Darnley is to be promoted to the newly created position of UK national sales manager.

Managing director Brian Young said: "Rachel Coffey is a natural leader and she comes to G Adventures with a wide range of experience

in travel industry sales and management.

"Most importantly, she has a huge passion for G Adventures' style of travel, and what we stand for in terms of giving back to the places and people we visit.

"Stu Darnley is a G Adventures success story, having worked his way up from our reservations team – the Boombox – to become a global purpose specialist in the outside sales team."

Coffey added: "I have travelled with G Adventures nine times in the past five years, and during my travels I was struck by the strong sense of purpose and mission for travel to be a force for good.

"I'm excited to get out on the road with my team and meet all the wonderful agents who sell our tours, and to empower them to engage more of their customers to choose G Adventures and have a life-changing experience just like I did." ^{CA}



REPORT

“A small part of the problem...”

Clia Europe’s **David Dingle** says cruise gets too much blame for overcrowding in places like Venice, while the wider industry is not doing enough to tackle it



David Dingle, Clia Europe’s deputy chairman, has said that the wider tourism industry is “not playing its part” when it comes to tackling overcrowding in the likes of Barcelona, Venice and Dubrovnik.

Speaking at a roundtable event in London, the industry veteran, who is also chairman of Carnival UK, said that, while cruise is a “high visibility industry”, it represents less than five per cent of tourism in these port cities, echoing comments made by the Venetian cruise port authorities.

Recently, ships of 100,000 GT or more were banned from sailing past St Mark’s Square in the Italian city, following protests by locals and a warning from Unesco. Overcrowding has become a major issue in the city – but cruise appears to be taking the brunt of the blame.

“We, as an industry, are very aware of overcrowding, and where it exists, and we are very conscious that we can play a part in [tackling] it,” Dingle said. “We are only a small part of the problem, and we want to be a much greater part of the solution.”

But he added: “I think it’s unfair if we relatively disadvantage ourselves because the wider industry is not playing its part.”

He said that it is “about getting our arms around the whole issue, well beyond what might be perceived as being a cruise issue”.

Dingle added that the cruise industry was liaising with governmental, local and port authorities in cities such as Venice, Dubrovnik and Barcelona, where overcrowding has become an issue.

“All of us in the tourism industry recognise that overcrowding is something that really needs tackling. We don’t want to stop people travelling and seeing all the wonderful places in the world, but we have to do this in a very responsible manner,” he said.

“Whatever the cruise industry does, it’s not going to be the total solution,” he added. “That’s an issue for the wider tourism industry and the local authorities to work with organisations and sectors, such as ours, to be able to improve that.”

Dingle said the cruise industry is “doing what it can” to improve “the management of cruises. There is a lot that we’re looking at; thinking about how we can work as an industry to smooth out cruise calls. Even, in some situations, does one ship have a morning call [and] another ship have an evening call?”

Dingle added that “visibility” was a key issue for cruises. “We noticed that the vast majority of cruise ship buses drop guests in the same place, so you get this great cluster of tourists, so it might seem like a lot,” he said. “We can think about how we might disperse them around the city, and how we offer shore excursions to take people further afield, so that the impact on local residents is not felt.

“But we are still preserving that incredibly valuable tourism income that goes into those areas,” he said.

Venice Cruise Terminal has said it will divert ships around the back of the city, down the Malamocco–Marghera channel, yet No Big Ships says it “opposes any dredging and excavations in our lagoon”.



Explore the amazing Amazon rainforest

eWaterways are delighted to introduce the intimate Manatee Amazon Explorer, which offers incredible exploration cruises on the Rio Napo in Ecuador

Twenty five years ago, Raúl García, or 'El Capi' as everybody knows him, made a commitment to achieve conservationist actions based on travel experiences that show guests how to enjoy the Amazon without exploiting or destroying its biodiversity. Throughout his company's 25 years of operation the aim has been to develop three corporate values of responsibility, reliability and respect.

The new Manatee Amazon Explorer river motor yacht launched in July 2017 and has been specially built for cruises in the Ecuadorian rainforest on the Rio Napo. Designed for adventure, yet featuring all of the modern and sophisticated amenities

of a floating hotel, the vessel accommodates up to 30 guests in excellent levels of comfort.

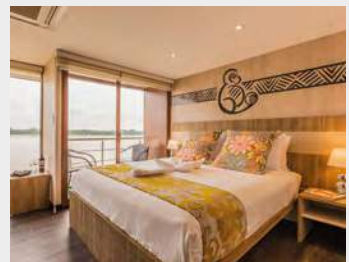
All cabins are contemporary in style and feature large picture windows that provide guests with spectacular views of the Amazon. The panoramic terrace is an ideal place for marvelling at the impressive array of flora and fauna of this region while the convivial bar and lounge area caters for easy socialising. If you want to get even closer to nature, you also have the option to enjoy one or two nights camping under the stars in the rainforest on an optional Glamping Excursion.

The amazing Amazon rainforest awaits your discovery on this five-day

voyage. You will discover the Cuyabeno Wildlife Reserve, Yasuni National Park (the largest in Ecuador) and the Limoncocha Biological Reserve and have the chance to join canoe expeditions, walks in the rainforest and meet indigenous peoples.

For clients who have been there and done that, but are still inspired by the opportunity to get up close to one of the world's most biologically diverse regions, then Ecuador and the Manatee Amazon Explorer are the perfect match.

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PORTS OF CALL

Copenhagen

The Danish capital is not only effortlessly cultured and cool, it also makes for the perfect cruise destination

For a while you couldn't move for hygge, the Danish concept of coziness that has inspired countless stocking-filler books and escorted tours to Denmark. The country took the top spot on the United Nations' World Happiness Report in 2013, 2014 and 2016, coming a respectable third in the 2015 report and second this year, while its capital, Copenhagen, was named by *Monocle* magazine as the Most Liveable City in the World in 2013 and 2014, and has made the list every year since – so it's not hard to see why the Scandinavian country has managed to turn a feel-good abstract idea into such a lucrative export.

Even after just few hours in Copenhagen, you can get a sense of why this is such a special, enjoyable city. It's the sort of place you can immediately picture yourself living. It's relatively small and – when compared to other major cities – quiet. It's full of culture, the people are friendly, effortlessly cool and the streets are clean – a great place to wander through.

It's also a major turnaround cruise port for round-trips to the Norwegian fjords, Scandinavia and Russia, and

welcomes cruise lines from Cruise & Maritime Voyages to Norwegian Cruise Line. Holland America Line's Zuiderdam runs round-trips from the port in summer, including a 24-night Jewels of the Baltic, fjords and Highlands cruise, which calls at Tallinn, Belfast, Dublin and Invergordon (Inverness).

“Copenhagen is an amazingly scenic destination incorporated into the Holland America Line northern European itineraries, and the grand architecture and artistic culture gives it a real fairy-tale charm. Apart from the beautifully cobbled streets and turret-lined skies, the city has a real modern edge, which attracts visitors all over the world who want to experience the highlights of the Nordic countries,” says Lynn Narraway, UK managing director of Holland America.

“The Danish cuisine and design are particular stand out points, and the museums, cafés and galleries are also great for exploring. Copenhagen is a harbour city surrounded by water where the port is truly at the heart of the region, so it's the perfect place to arrive by cruise.”





For a capital city, there are relatively few major sites: Nyhavn – the pretty and colourful harbour front – is a must, but any visit there is more about enjoying the city, rather than ticking off a list of attractions. The Little Mermaid is perhaps the best-known tourist site, but if we're honest it's not worth the time, unless you're walking past anyway. Tivoli Gardens, which opened in 1843, is the second-oldest operating amusement park in the world and, while it's pricy (much like the rest of the city), it's definitely well worth a visit.

"Copenhagen is the preferred cruise destination in Northern Europe and offers plenty of things to do and see for cruise guests," says Hildur Juliusdottir from CruiseCopenhagen. "The relatively small size of the city, coupled with modern and efficient public transportation, means that everything is within easy reach and cruise guests can get much more out of a one-day excursion compared to other popular cruise destinations in the world."

The food market on the city's Paper Island (Papirøen) and the numerous bars and restaurants in its trendy Meatpacking District (found in Vesterbro) are great examples of the city's Scandi cool and excellent food scene. Best known is Noma, a two-Michelin-star restaurant run by chef René Redzepi,



which in 2010, 2011, 2012 and 2014 was named the Best Restaurant in the World by *Restaurant* magazine. Trying to get a table isn't exactly easy, nor is affording the pricy but life-affirming reinvention of Nordic cuisine on offer, but Redzepi's influence on the city's restaurant scene (and the wider culinary world) is enormous. So large, in fact, there's even an alumni section on the Noma website: for example,

Christian Puglisi, former sous chef at Noma, is now founder and head chef of Restaurant Relae and owner of Manfreds & Vin; while Matt and Julie Orlando, former head chef and waiter at Noma, now run Amass, both in Copenhagen, to name just a few.

For those who like their cities to be sophisticated, cool and cultured – but without the crowds – Copenhagen is the place. ☺

THREE COPENHAGEN CRUISES

24 nights in the Baltic



Holland America Line – MS Zuiderdam
Copenhagen (round-trip), May 10, 2018
From £3,149pp

This amazing Jewels of the Baltic, fjords & Highlands starts and ends in the Danish capital and includes calls at Tallinn, Stockholm and Dublin.

10 nights to Iceland



Disney Cruises – Disney Magic
Copenhagen-Dover,
August 16, 2018
From £5,480pp

This cruise to England includes calls at Kristiansand, Stavanger and Alesund in Norway and an overnight in Reykjavik before Invergoron and Dover.

32 nights to Russia



Oceania Cruises – Nautica
Copenhagen-Southampton,
July 23, 2019
From £8,259pp

This amazing 32-night cruise ends on the south coast after taking in the Baltics, Iceland and the fjords plus two overnights in St Petersburg.



FIVE MINUTES WITH...

Royal Caribbean International

We check in with **Amanda Darrington**, sales director for UK and Ireland, to find out more about Royal Caribbean's wave deals and the return of Independence of the Seas

How important is wave?

Last year's wave was a really interesting time for us: we found that 49 per cent of passengers who booked during that period were under 50 years old, so five years under the industry average. Of those bookings, 31 per cent were families – a big increase year-on-year. We also saw an increase on new-to-cruise guests, including new-to-cruise families. That's absolutely perfect for us. When we think about the actual family demographic we attract, we're thinking about how they travel: they want something for the whole family to enjoy. It's shore excursions, West End theatre, restaurants – all those elements. It doesn't matter how old you are, there will be something appropriate for you.

How well has AirWaves done?

We launched the new booking platform in November and the idea is that agents can book cruises, flights, hotels and transfers all in one place. We ran our trial with 350 agents and this pilot group took 2,000 bookings. The national rollout was on November 23, and we've had

17,000 searches carried out on there already. Fifty per cent of bookings made have been fly-cruise packages, which is exactly what it's designed to do. On average, it's taking less than 10 seconds for an agent to get prices for a cruise, flight, hotel and a transfer. We've now trained 7,000 agents across the UK and Ireland – and we've got more training to come. It's up to us to now get more agents exposed to it.

What's new with My Club Royal?

We've relaunched My Club Royal, which is now a one-stop portal for agents to access bookings, training, rewards and sales materials, including AirWaves. We've put everything in one place. If you want to interact with Royal Caribbean, then go to My Club Royal and we will be able to give you everything you need. We've obviously still got the Club rewards, which has been an industry-leading incentives programme for a while now. At the end of last year, we had 15 lucky agents on our Welcome to Miami trip, which included a four-night stay at a luxury hotel and a visit on Harmony of the Seas. That's how we like to reward our most loyal

agents. Club Royal now has more than 12,000 agents. We're always trying to innovative and be creative and make sure we stay ahead of the rest of the industry.

What can you tell us about Symphony of the Seas?

It will be the world's largest ship and will be its spending first summer season in the Mediterranean, before repositioning to Miami in November. It will arrive in Barcelona in April next year. It allows us to bring the idea of what Royal Caribbean looks like in the modern world to the UK customer.

And then there's Independence back in the UK...

It's our most popular ship for UK guests, and is coming back, revitalised after a makeover. There'll be fish and chips, the Playmakers sports bar, plus the Splashaway Bay with waterslides!

Book before March 5 2018 for Buy One Get One Half Price fares, plus 25 per cent off third and fourth guests on selected sailings of six nights or more departing between April 1, 2018 and December 31, 2018 across the fleet.





Exclusive voyage to Franz Josef Land

An expedition to this remote and rarely visited archipelago in the Russian high Arctic requires special permission. Just one ship operator can take you there – Poseidon Expeditions

Strictly off-limits for visitors since before the Cold War – even for Russian citizens – Franz Josef Land has been seen by only a small number of travellers. The scenic, geographic and wildlife treasures that abound on this formerly secretive archipelago of more than 190 islands lay undiscovered and unappreciated for many years. Even today, travelling to the isolated archipelago requires a special permit.

So, what is so special about a voyage to Franz Josef Land?

Unique polar ecosystem

In recent years, this remote archipelago has been designated a nature sanctuary, and is included in the Russian Arctic National Park system. Boasting primeval landscapes of incomparable beauty, isolation and tranquility, this pristine polar environment supports a fragile but vibrant Arctic ecosystem. Polar bears, walrus, endangered bowhead whales and other Arctic wildlife can be spotted around the archipelago. Collectors of geographical extremes

may note that Cape Fligely on Rudolf Island is the northernmost point of land in the Eastern Hemisphere.

Most historically significant places in the High Arctic

Travelling to Franz Josef Land is like stepping onto the pages of an explorer's journal. Since its discovery in 1873 by the Austro-Hungarian North Pole Expedition, Franz Josef Land has been the setting of some of the most remarkable tales of exploration and survival of the

late 19th and early 20th century. Historical relics and the remains of makeshift dwellings offer striking testimony to the incredible struggles of early explorers such as Fridtjof Nansen, Frederick George Jackson, Julius von Payer and other polar explorers.

Unrivalled location for kayaking and photography

If visitors to these islands are few, then kayakers who have taken advantage of these waters are far fewer still. This is a shame, as Franz Josef Land offers some amazing opportunities.

A variety of ice features and the possibility of encountering seals and walrus make this an exciting place to be a kayaker.





Paddling adventures here are real and unscripted as guests explore rugged coastlines and hidden coves in this remote Arctic wilderness.

Franz Josef Land also offers an abundance of unique photo opportunities. A land of contrasts, it boasts lush tundra oases amid vast polar deserts, bird cliffs in sight of glaciers, and sea ice any time of year.

This enchanting place also has geological features such as the stone spheres of Champ Island, *above*.

Convenient sailing to the wildest region of the Arctic

Though the landscapes are as wild, raw and unforgiving as the first explorers found them, times have changed, and Franz Josef Land visitors need not fear such misadventures today. The guests are travelling aboard the small luxury expedition ship *Sea Spirit*, where comfort, gracious hospitality and sophisticated ambience are the perfect complements to the Polar wilderness outside. Guests aboard the 114-passenger, ice-class vessel are led by an experienced team of naturalists and polar specialists.

Making the voyage even more convenient for travellers is Poseidon's unique ability to offer a direct maritime routing to Franz Josef Land from Longyearbyen in the Norwegian territory of Svalbard. No

other company offers this time- and distance-saving feature. Just three years ago, the *Sea Spirit* made history as the first non-Russian, foreign-flag vessel to enter Franz Josef Land territorial waters without first stopping in a Russian port. Through this unprecedented cooperation with the Russian authorities, Poseidon Expeditions is able to provide its guests with a unique polar experience that was previously unattainable. Cruises are for 14 or 15 days and prices start at £6,836 per person.

Contact *Alexandra Prokopyeva* on sales@poseidonexpeditions.com or 020 3808 7787, or visit poseidonexpeditions.com



POSEIDON IN FIGURES

1999 date of foundation

6 offices worldwide: USA, Germany, Russia, China, Cyprus, Argentina

1:8 staff to passenger ratio – one of the best in the industry

2 polar travel associations (IAATO and AECO) that it's a member of

1 attempt at landing, compared to the several that larger ships need



MSC CRUISES

MSC stands up to the UK market

From comedy to cream teas, **Jeannine Williamson** hears how the Italian-owned line is looking to attract more British customers on a series of ex-UK cruises as she attends the delivery ceremony of their brand new ship MSC Seaside





Stand-up comedy and British creature comforts – including full English breakfast and afternoon tea – are among the ‘tweaks’ to tempt UK passengers aboard an ever-increasing number of MSC Cruises ships.

As the Swiss-based and Italian-owned family line continues to grow apace, MSC is confident that it has plenty of USPs to make it stand out from the cruising crowd – features that 1,100 agents have discovered on ship visits this year, and which more will get to see in 2018 when MSC Magnifica sails on 23 ex-Southampton cruises between April and October.

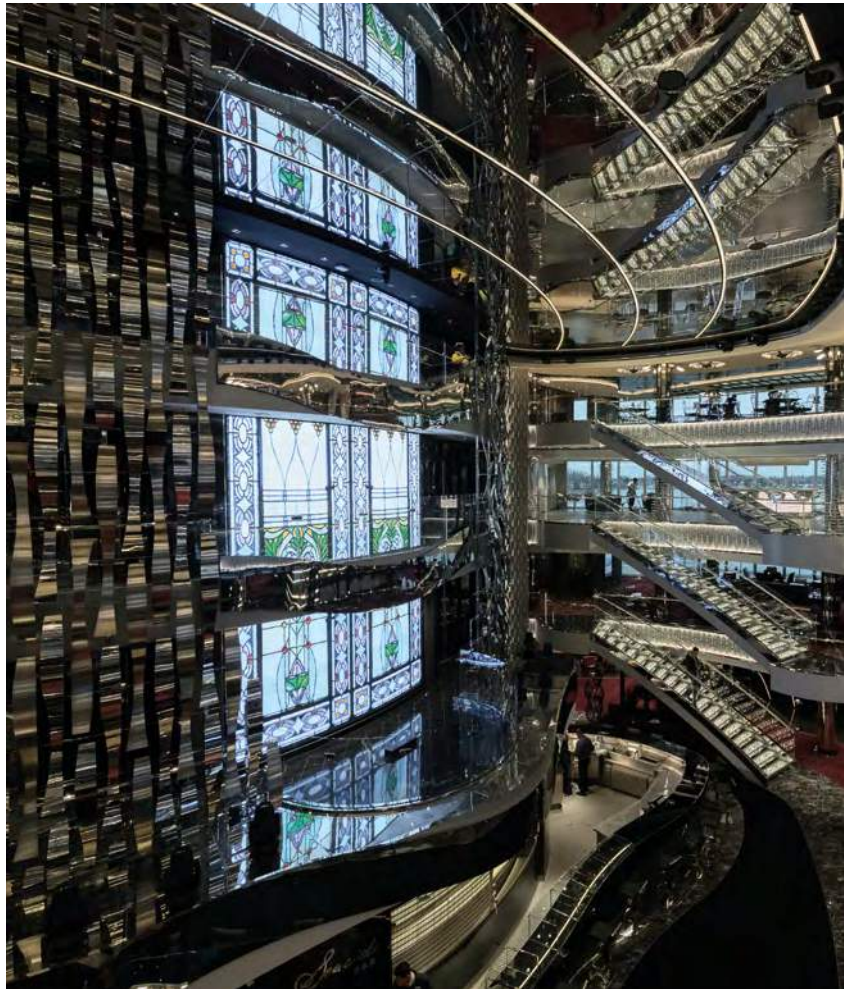
“There is a cruise line for everyone,” explained Antonio Paradiso, managing director of MSC in the UK, at the delivery ceremony for the 4,132-passenger MSC Seaside, the largest ship ever built at Italy’s Fincantieri shipyard. “There are more than 20 cruise lines out there, but we love a bit of competition and believe we offer something different in terms of destinations and experience.”

Seaside is the 14th addition to the fleet and the first Seaside-class ship. There are ten more ships being built as part of MSC’s unprecedented €9 billion expansion that will see a ship a year launched through to 2026, with six coming into service before 2020. These include two Seaside Evo ships – a further evolution of the Seaside vessels – which were revealed in a surprise announcement at the Seaside delivery ceremony.

Paradiso said that while remaining true to its heritage, MSC had itself evolved into an international line resulting in more UK passengers.

“We can’t deny our Mediterranean roots and see this as a unique selling point,” he said. “The Brits love warm climates and the Med remains the first destination for the British market followed by the Caribbean. A total of 65 per cent of our business is in the Med and we have more ships based there than any other line.”

With a younger demographic than many other cruise lines – the average age of passengers is 45 – MSC is out to target new-to-cruise business, such as couples who enjoy going to upmarket land-based resorts. MSC’s



fantastic children’s facilities also reflect the love of families and multi-generational groups prevalent in Mediterranean countries.

“We know that customers pick the destination first and then the main driver is the ships,” continued Paradiso. “We have moved from a European flavour to an international feeling of glamour and elegance that starts from the minute you walk on board. We offer a huge choice of options along with something different on every ship. Seaside is the first ship of a new generation and marks our fifth class of ship. We wanted to do something different with Seaside with features that bring guests closer to the sea, making the ship perfect for warm climates like the Mediterranean and Caribbean.

Seaside also features the first French bistro in the fleet.”

The line is gearing up for its biggest ever number of ex-UK sailings, which will see Magnifica equipped with kettles and Yorkshire Tea in every cabin and a food offering that includes full English breakfast and afternoon tea with scones. There will also be an English cruise director and hotel director and a British comedian.

Comedy, which at one time never featured on MSC ships, and English-speaking shows are among fleet-wide developments to attract the UK market. For the first time ever, Seaside offers improvised comedy shows in partnership with the American BeerProv company, along with seven Broadway-style productions in the main theatre.



Paradiso said the line had made significant strides in penetrating the UK market, which now represents around 10 per cent of passengers.

“MSC is the number one cruise line in Europe, but when I started two years ago it had a very small presence in the UK and really was a well-kept secret,” he said. “We put in a team of regional sales managers and now cover the whole of the country, including Northern Ireland. When I began a lot of the work was about dispelling misconceptions about the brand, such as it was full of Italians, the only language spoken was Italian and all the food was Italian.

“We embarked on an agent training programme and are getting more agents on board as that is the best way for them to see the product. We used to be a European player but now we are a global player. At one time around 35 per cent of passengers were Italian, but that is now 15 per cent as other nationalities including the British sail with MSC.” ^{CA}

THREE MSC CRUISES

Seven nights in the Caribbean



MSC Seaside
Miami (round-trip), February 3
From £449pp

Escape for some winter sun on a seven-night voyage to the Bahamas, the US Virgin Islands and Antigua on MSC's new flagship.

10 nights in northern Europe



MSC Magnifica
Southampton (round-trip), June 4
From £799pp

A 10-night voyage from the UK with ports of call in Le Havre, Invergordon, South Queensferry, Port of Tyne, Amsterdam and Hamburg.

Seven nights from Dubai



MSC Splendida
Dubai (round-trip), February 24
From £679pp

Yacht Club luxury on a seven-night Emirates voyage visiting Abu Dhabi, Sir Bani Yas island, Muscat and Khasab in Oman.





CARIBBEAN

Paradise is still open for business

Following the recent hurricanes, bookings for cruises in the Caribbean have dipped. **Sam Ballard** boards P&O Cruises' Azura in Barbados and finds a region that is positively booming, and one that is still incomparable to any other cruise destination on Earth



The Caribbean is open for business. Haven't you heard? The world's most popular cruise destination has held the top spot in passengers' hearts ever since holidays by water have been popular, and it's unlikely to change any time soon. The region – roughly split between the Eastern and Western Caribbean – is a collection of 7,000 paradise islands, most of which have fascinating colonial histories, as well as some of the most pristine (and deserted) beaches you are ever likely to see. It doesn't hurt that many of the islands are a stone's throw away from the United States, the world's biggest cruise market, either.

However, following overblown reports about the nature of the hurricanes that affected the region last summer (Carnival Corporation said that only five islands out of 47 that they visit were affected) – there has been a dip in passenger numbers. We were invited to see the region for ourselves by P&O, on board Azura.

Our two-week cruise sees us start in Barbados and call at Antigua, St Kitts, the Dominican Republic, Guadalupe, St Lucia, Martinique, Grenada and St Vincent. It's a tough job but someone has to do it.

Azura, which was launched in 2010, is capable of holding about 3,500 passengers and offers guests a host of home-from-home comforts while on board. Gala meals are designed by Marco Pierre White, there's a wine bar (The Glass House) where the bottles are chosen by TV wine expert Olly Smith and a sports bar where Premier League football is shown around the clock – select games are also shown on SeaScreen, the ship's big outdoor screen. Entertainment is distinctly British, too, with ballroom dancers offering lessons in the atrium, *Opportunity Knocks* veterans delighting audiences and the theatre company performing nostalgic musicals such as *Dusty* (Springfield), music of the sixties in *My Generation* and *Walk Like a Man* (Frankie Valli and The Four Seasons).

Our Caribbean adventure begins in Bridgetown, the capital of Barbados. After touching down in our chartered flight, a fleet of buses pick us up right off the scorching tarmac. Our



Clockwise from above: St Lucia's famous Pitons; P&O Cruises' Azura; the St Kitts Scenic Railway; a quiet beach in Martinique





suitcases are sent directly to our cabin, meaning there's no need for a nervous wait around the luggage carousel. Instead, we're whisked away to begin our holiday.

Bridgetown itself is bursting with brightly coloured houses and crumbling colonial buildings. We walk into town and enjoy a local Banks beer to cool down by the marina. We're just out of the Caribbean's traditional hurricane season (which runs roughly from June to November) but there isn't a cloud in the sky. It's our first port of call and it's easy to see why the Caribbean is so popular: everyone is smiling (why wouldn't they be?), the sun is shining and the beer is cold. If this is what Caribbean cruising is all about then we're well on board.

Things only get better from there. We lounge on a deserted beach in Antigua and watch locals taking their horses into the sea to cool down. In St Kitts we take an excursion and board the iconic St Kitts Scenic Railway around the island. The old line was built 100 years ago to transport sugar cane, but now takes tourists on a tour of the lush lands around Mount Liamuiga (which used to be called Mount Misery). We pass by school yards full of kids who wave frantically as the open-sided train slowly passes through villages and small towns – not to mention over some precarious bridges. It's a great way to see the country – with a rum punch in hand.

Early on in the cruise we book places in the Retreat (deck 16, forward) – the ship's VIP lounge area – to guarantee us a bit of luxury on the four sea days, as well as any other lazy moments we might have. Sitting just above the ship's massive gym and spa, it's a great spot and really shows off the versatility of P&O's product.

The food on board is also a real



treat. From the beautiful Oriental dining room – which is full of dark wood and brilliant service – to Atul Koccher's Sindhu (£20pp) where we eat gourmet samosas and a rich beef tenderloin curry. Eric Lanlard's afternoon tea (£15pp) is another indulgence – from the more traditional sandwiches and cakes to the wacky edible perfume.

In Guadeloupe and Martinique – which both remain part of France – we drink in jardin bars surrounded by locals and, in the latter, jump on a ferry to check out a beach on the other side of the cove. While on board a flying fish skids past.

We tour St Lucia with our own guide who takes us to the Caribbean's only "drive-in volcano" where we bathe in mud and mineral water at the Sulphur Springs. We're promised that we'll feel 10 years younger after going in and, while to feel the full effect may take a few more tries, it's true that we leave feeling suitably pampered. We pick up some spiced rum from a roadside shop that we're also told has healing properties. It seems like the St Lucians do medicine in their own very unique way.

In Grenada, we learn about the country's Marxist revolution in the late 1970s and US invasion in 1983. Fort George – which towers above the cruise terminal – still has bullet holes in its fortifications and a plaque dedicated to the prime minister and senior members of the cabinet who were executed.

From there we look around the House of Chocolate and learn about a sweeter side of Grenada's history. The country is one of the few in the world that uses its own ingredients all the way from "bean to bar". Our guide even brags that Grenada's cocoa beans are so good that they're used to sweeten the chocolate from other countries. We walk away with a bar of Jouvey ginger chocolate.

In the afternoon, we go out with EcoDive, a local dive school, to snorkel around the world's first underwater sculpture park. The pieces – most of which were created by British artist Jason deCaires Taylor – are incredible. There are rings of children holding hands, a writer at his



Clockwise from above: Horses cool down on the beach in Antigua; Amber Cove in the Dominican Republic; Barbados; enjoying the Sulphur Springs in St Lucia; waving flags at the sailaway party





desk and even a statue of Christ. The sculptures have become artificial reefs and have now taken on a life of their own as they morph with the marine world. It's like being in our very own episode of *Blue Planet*. Although we're glad that we chose to swim in the safe cove and not go out to see sharks like the group before us...

As our time in the Caribbean draws to an end, it is hard to draw parallels to what it offers as a cruise destination. Nowhere else on Earth can realistically compete. We have sailed from paradise island to paradise island all of which offer dozens of pristine beaches (as well as beach bars), not to mention fascinating colonial history and natural wonders, from hikes through rainforests to mountain climbing. And there's a good deal of sun, too.

From what we've seen there has truly never been a better time to send your clients on that paradise holiday to the Caribbean. ^{CA}



THREE CARIBBEAN CRUISES

14 nights from Barbados



P&O Cruises - Azura
Barbados (round-trip),
November 16, 2018
From £1,329

With a number of ports - including Antigua, St Lucia and Crenada - this cruise takes guests around some of the eastern Caribbean's gems.

Seven days from San Juan



SeaDream - SeaDream II
San Juan-St Thomas,
November 10, 2018
From £2,845pp

This cruise on board the mega-yacht SeaDream II departs from San Juan and calls at a number of small ports, including Culebrita Island.

70 nights from Bristol



Cruise & Maritime Voyages - Marco Polo
Bristol (round-trip), January 6, 2019
From £5,989pp

This incredible 70-night no-fly ex-UK sailing takes guests around South America as well as the Caribbean - before dropping them back in Bristol.

Back to the islands – an update on cruises to the Caribbean

Now that the devastating hurricane season has blown over, we assess the damage, with a map from **P&O Cruises** and an expert view from Clia's **Andy Harmer**

There is a misconception about the Caribbean that needs to be corrected. While there is no denying that Hurricanes Irma and Maria inflicted major damage on the region last September, the extent to which the region as a whole was affected has been greatly exaggerated.

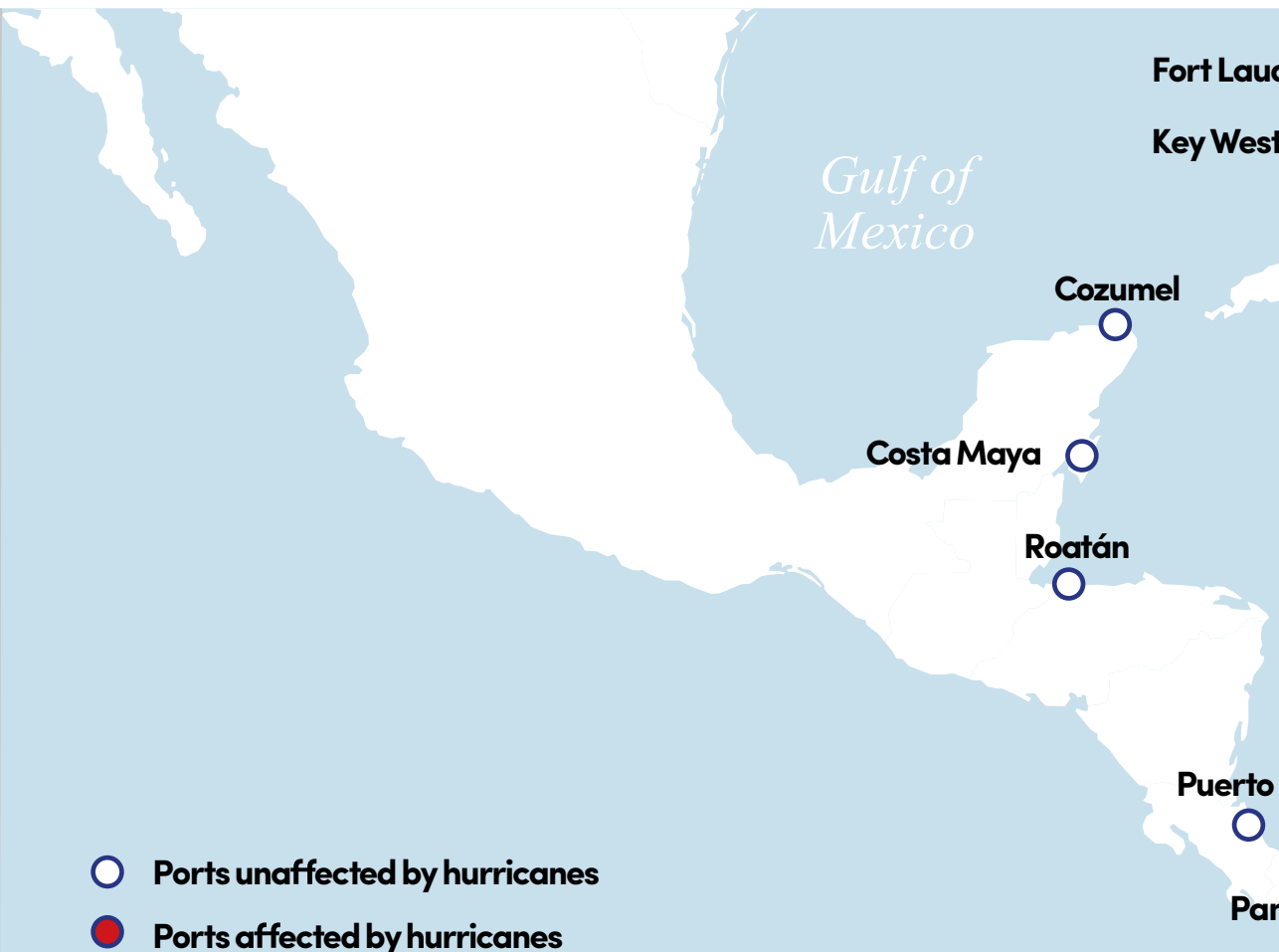
Given that the area covered by the Caribbean is almost three million square kilometres, it is

hardly surprising to discover that most of the islands were nowhere near the path of the storms. As P&O's map below illustrates, a vast swathe of the islands were either not affected, or are now back open for business.

Agents need to get this 'open for business' message across. We asked **Andy Harmer**, SVP membership and director of Clia UK & Ireland for an expert opinion.

"More than 146,000 Brits chose to take a Caribbean cruise in 2016. This comes as no surprise given the huge appeal of the incredible white sand beaches and crystal clear waters, not to mention each island's own distinct and vibrant character that all adds to the charm of this truly idyllic part of the world.

"Sadly, however, with hurricane season hitting the region in September, a number of the islands and their inhabitants were tragically



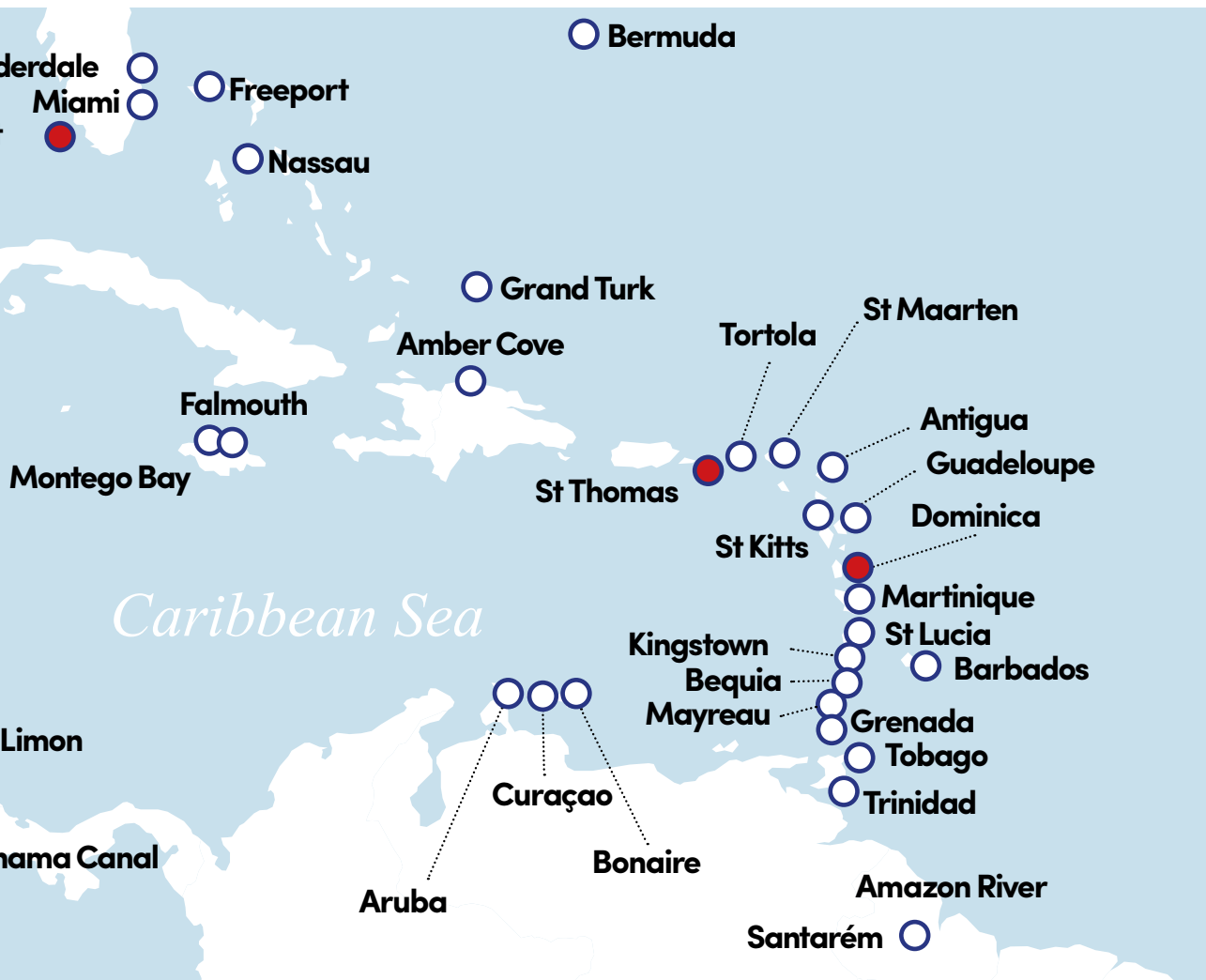
affected by the impact. As we are all too aware, tourism is a top driver for the islands' economic well-being and cruise passengers contribute enormously towards this each time they visit. For this reason, it's vital that we continue to support the Caribbean and, with so many of the islands open for business (nearly 100 ports – almost 90 per cent) and eager to provide visitors with the incredible holiday experiences that they've come to expect from the Caribbean – what better reason to start planning your next cruise holiday to the region?

“As an update on some of the main islands affected, Royal Caribbean International's scheduled cruises to San Juan, St Maarten, and St Thomas are now running again as normal, including visits from Oasis of the Seas, Allure of the Seas and Harmony

of the Seas. Carnival Cruise Line has now returned to all those destinations as well and has already resumed calls to San Juan at the end of November and St Thomas and St Maarten in early January. Likewise, Celebrity Cruises, Norwegian Cruise Line, Disney Cruise Line, Holland America Line and Crystal Cruises, among others, have all of their Caribbean itineraries running as scheduled.

“In addition, the Tortola Pier Park – the British Virgin Islands' major cruise destination – is also displaying its quick recovery, thanks to a restoration campaign letting the public know that the park's efforts will continue.

“The Caribbean is a truly magnificent destination offering a broad range of exciting holiday experiences, so let's all do our best to support of the islands at a time when it is most needed”.



INFOCUS

AmaWaterways

Anthony Pearce talks to Rudi Schreiner, co-owner of the river cruise line that is growing its UK presence and recently offered all agents a free sailing

In November 2017, at the Clia River Conference in Amsterdam, AmaWaterways promised every agent in the room a free sailing for two in 2018, just months after offering similar at Clia's cruise conference in summer. The cruise line, which was previously represented by Fred Olsen Travel in the UK, knows that, just over a year since going alone, it needs to grab travel agents' attention. And what better way to do it?

"It's really the only way to see the product," says Rudi Schreiner, president and co-owner of AmaWaterways. "Everyone can talk about luxury and this and that, but if you want to sell river cruises you need to get on board and experience it."

The line, which is well established in the US, is still finding its voice in the UK. But moves like this – as well as increasing commission to 50 per cent for cruises for a period at the end of last year – are certainly helping.

Schreiner, along with his wife and co-owner Kristin Karst, have built a formidable team in the UK.

The company opened its office in Guildford, Surrey in autumn 2016, headed up by river cruise veteran Stuart Perl, with the likes of Jamie Loizou (previously of Uniworld) and Augustus Lonsdale (previously Clia, UK & Ireland) joining the team.

And Schreiner says there are big plans for 2018 and beyond. "We are looking to increase [sales] by at least

50 per cent in the UK, but hopefully even more. We are more established in our brand here now, but we still need to get out there more," he says.

He explains that Fred Olsen Travel remain a preferred travel partner, and still do a lot of business for the line, but says that "it's good to have a presence in the UK and focus on this market".

"The trade wants to work directly with a cruise line," he says. "So, for agents, it's very important that we've taken that step, because we are focusing on trade, we are not focusing on consumer. Pretty much everything we do is trade focused."

In 2018, the cruise line has one new ship (AmaLea) arriving, with



Clockwise from above:
AmaLyra berthed in
Bratislava; the Chef's Table on
AmaViola; Dürnstein, Austria

three more following in 2019, including AmaMagna, which – at 22m – is double the width of other river ships. On board, the average stateroom will be an impressive 28 square metres, with the largest room a massive 66 square metres. It will sail on the Danube between Budapest and Vilshofen, just outside Passau, Germany. But despite the increase in size, the ship will only hold 36 more passengers – up from 160 to 196.

“You have double the deck space. The cabins, they are more like ocean staterooms. Plus, there are more public areas, more dining facilities, a big spa and probably five bars. There will also be a sports deck at the aft of the ship,” says Schreiner of the open-water sports platform that will come complete with a range of equipment.

With interconnecting state cabins, an addition to newer ships – which means families can cruise – and an emphasis on wellness, the line is targeting younger, more active guests.

“On every cruise we do guided biking tours, we have hiking, we do very active walking tours, we had a full-time fitness trainer on the AmaLyra in France; in 2018, we will have six ships with full-time trainers and, by 2019, we will have them on all European ships,” says Schreiner.

With a growing reputation in the UK market, expect to hear more from AmaWaterways in the future. **CA**



THREE AMAWATERWAYS CRUISES

Seven nights on the Danube



AmaCerto
Nuremberg-Budapest, April 7, 2018
From £1,478pp

Guests on this classic Danube cruise will be joined by a qualified Wellness Host who will lead stretches, yoga, cardio and core strengthening classes.

Seven nights in Portugal



AmaVida
Porto (round-trip), July 10, 2018
From £2,445

This cruise includes stops at vineyards with plenty of wine tasting along the beautiful Douro. Guests can add three nights in Lisbon for £520pp.

13 days in Africa



Zambezi Queen
Johannesburg (round-trip), April 1, 2018
From £9,227pp

Includes three nights in Johannesburg, a four-night safari cruise, two nights in Victoria Falls, and three nights in Greater Kruger National Park.



HOW TO SELL EX-UK CRUISES

There's something special about an ex-UK cruise – a gentle but exciting way to travel. As soon as you've breezed through check-in and dropped off your bags, you're on holiday, the port town you arrived in soon fading into the distance as you sail away. As our unique ex-UK listings prove (see the pull out with your copy of CRUISE ADVISER or email info@cruise-adviser.com to request a copy) there are more options than many might think – be it mini-cruises to Northern Europe, British Isles trips, holidays to the Mediterranean or incredible round-the-world journeys. And there are ships sailing from many different ports all around the UK. We've spoken to the experts – agents who specialise in selling ex-UK, customers who prefer not to fly and the cruise lines themselves – to bring you this ex-UK guide. We've given you a number of options based on what region you want to depart from and how long for.

Where are you sailing from?



South
of England
p49



North
of England
p50



Scotland
p51



South of England

Southampton is the undisputed king of ex-UK, but the south of England has many options, including Portsmouth, Dover, Tilbury and London. Here we have picked three options, based on the length of the cruise. Of course, these are just examples of the sort of holidays available: there are more than 800 cruises sailing from across the UK in 2018, ranging from one to more than 140 nights.

How long do you want to go away for?

Less than a week...

Who? Fred Olsen
From? Southampton
Where? River Seine
When? 28 November, 2018
How long? Two nights
How much? From £499pp

This round-trip cruise from Southampton on Braemar, Fred Olsen Cruise Line's smallest ship, is quite unusual in that it combines river and ocean cruise. The cruise includes two nights in Rouen, giving guests the chance to see the historic city's 14th century Gros-Horloge (below) and the Place du Vieux Marché, where Joan of Arc was burnt at the stake. Alternatively they can head to Paris, a two-hour drive or just an hour and 10 minutes by train.



Up to a fortnight...

Who? Crystal
From? Dover
Where? Monte Carlo
When? 29 July, 2018
How long? 14 days
How much? From £5,090pp

This ex-UK cruise to Monte Carlo on ultra-luxury line Crystal is the very definition of upmarket travel. Crystal Serenity is a beautiful ship, but the best part of this cruise is the number of overnights: two in Le Verdon/Bordeaux, one in Lisbon, another in Barcelona and then one in Monte Carlo. There are some incredible extra shore excursions, too, such as Médoc and St-Emilion by helicopter, plus a chance to visit vineyards along the way.



Even longer...

Who? CMV
From? London Tilbury
Where? Canada
When? 5 September, 2018
How long? 30 nights
How much? From £2,339pp

This spectacular four-week cruise on Cruise & Maritime Voyages' Marco Polo includes Newfoundland, Nova Scotia, Prince Edward Island, Îles de la Madeleine and Montréal, with an overnight stay in Québec on the St Lawrence River. This is a September cruise and Canada in autumn, as the leaves begin to change colour, is beautiful. After Nova Scotia, the cruise heads all the way back to London Tilbury via a call in Cobh, Ireland.





North of England

The north of England may not have as many sailings as the south, but that doesn't mean there aren't a wide range of cruises for those who don't want to fly or make the journey south. While most of the newest and largest ships sail out of Southampton, ex-UK specialists such as Cruise & Maritime Voyages and Fred Olsen Cruise Lines make use of ports including Liverpool, Newcastle and Hull.

How long do you want to go away for?

Less than a week...

Who? Fred Olsen
From? Liverpool
Where? Nowhere
When? 10 November, 2018
How long? Two nights
How much? From £199pp

This Fred Olsen Cruise Line sailing on board Black Watch departs from Liverpool's historic port and heads... nowhere. At least that's how it's officially sold. In reality, guests will disembark on the South Coast in Southampton, but this relaxing two-night sailing, which is designed to give customers a taster of the leisurely life on board, is perfect for those who haven't cruised before. At just £199pp, it's also pretty cheap.

Up to fortnight...

Who? Marella
From? Newcastle
Where? Baltic
When? 28 July, 2018
How long? 14 nights
How much? From £1,784pp

Departing from (and returning to) Newcastle on Marella Discovery, guests on this reasonably-priced cruise will get the chance to take in the beautiful, sophisticated Scandinavian cities of Oslo, Gothenburg, Stockholm and Helsinki, as well as Tallinn, the capital of Estonia. St Petersburg, though, is the blockbuster stop on any Baltic cruise, which is why the ship arrives early on day seven and departs in the evening of day eight.

Even longer...

Who? CMV
From? Hull
Where? Arctic and Greenland
When? 27 July, 2018
How long? 22 nights
How much? From £3,079pp

On this incredible 22-night adventure cruise from Hull guests are invited to experience the pristine wilderness of Greenland, the largest island in the world, which is home to fjords, mountains and icebergs – some of the most dramatic landscape you're ever likely to see. Marco Polo also makes calls at the Shetland and Faroe Islands as well as Iceland, including Reykjavik, the fascinating capital city. The cruise finishes in Harwich, Essex.





Scotland

Scottish ports feature more heavily on British Isles itineraries than English ports, which tend to simply be embarkation and disembarkation points. Glasgow, Edinburgh and parts of the highlands as well as several of the Scottish isles are accessible by cruise ship, and are unsurprisingly often included on cruises to the fjords or wider Scandinavian itineraries.

How long do you want to go away for?

Less than a week...

Who? Hebridean Island Cruises
From? Oban
Where? Western Isles
When? 31 August, 2018
How long? Four nights
How much? From £3,400pp

This four-night, late-summer cruise from Oban on Hebridean Princess heads from the Hebrides to the beautiful Outer Isles of Barra, Eriskay and South Uist, exploring some of the UK's most remote, wild and unspoilt landscapes. Carrying just 50 guests, with a crew of 38, the ship is luxurious and intimate. Hebridean Island Cruises is also moving to work closer with the trade in 2018.

Up to a fortnight...

Who? Noble Caledonia
From? Aberdeen
Where? Norway
When? 21 June, 2018
How long? 12 nights
How much? From £4,995pp

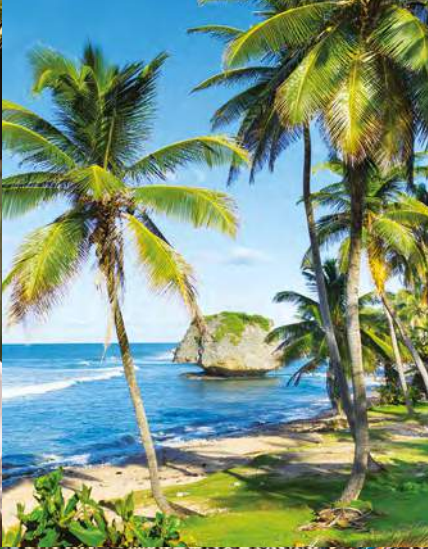
This 12-night sailing begins on the east coast of Scotland in Aberdeen heading to Kirkwall, capital of the Orkney Islands and onto the remote Shetland Islands, before heading north to the Norwegian fjords. As there's a flight home (to London Stansted), there is more chance to explore the region in depth, with calls at Haugesund, Rosendal, Flam, Alesund, Lofoten Islands and Trollfjorden, as well as the city of Bergen.

Even longer...

Who? Azamara Club Cruises
From? Edinburgh
Where? Scandinavia
When? 24 July, 2018
How long? 15 nights
How much? From £5,687pp

Azamara doesn't do many ex-UK sailings, so this is a great chance for British guests to get on board what is, rightly, a celebrated cruise line. The ship, Azamara Journey, is small and boutique, with an understated elegance. Leaving from Leith (Edinburgh), it heads north to the fjords, taking in Bergen and Geiranger – one of the most breathtaking destinations we've ever visited – and Tromsø, in the Arctic Circle, before finishing in Copenhagen.





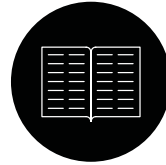
Explore our shores in 2-4 hours

Your time, your way!



**CRUISE
BARBADOS**

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Email info@cruise-adviser.com

A

A-Rosa

Lucia Rowe, head of sales UK and Ireland
078 4202 6013
l.rose@a-rosa.de

Amadeus River Cruises

Brooke Daniels, UK sales manager
080 0035 6411
brooke@fredrivercruises.co.uk

AmaWaterways

Jamie Loizou, sales, marketing and digital director
033 3305 3902
jamieloizou@amawaterways.com

American Cruise Lines

Susan Shultz, director of sales
+1 203 453 6800
susan@americancruiselines.com

American Queen Steamboat Company

Katrina Weston, general manager
01223 568 904
k.weston@aagsa.com

APT Touring

Kate Ashman, sales and commercial specialist
01494 736 147
agentclub@aptouring.co.uk

Atlas/Kompas

Predrag Krivokapic, president
+1 954 258 8531 / +385 9 1975 1735
kompas@kompas.net

Aurora Expeditions

Talia Schwartzman, sales executive
+61 2 9252 1033
agents@auroraexpeditions.co.uk

Avalon Waterways

Janet Parton, sales director
020 8315 4545
agencysales@avaloncruises.co.uk

Azamara Club Cruises

Lori Scanella, business support executive
01932 834 379
salesupport.uk@rccl.com

B

Belmond

Alexis Viols, director of sales – Road to Mandalay and Belmond Orcaella
+66 2 267 4881 2 Ext 19
alexis.viols@belmond.com
Tom Dumbrell, sales manager – Afloat in France
020 3117 1408
tom.dumbrell@belmond.com

C

Carnival Cruise Line

Luke Smith, head of UK & international sales
020 7378 4660
carnivalsalesuk@carnival.com

Celebrity Cruises

Isabelle Charlton / Victoria Shipp
01932 834 379 (option 2)
salesupport@rccl.com

Celestyal Cruises

Marios Polydorou, senior manager sales
+30 216 400 9631
m.polydorou@celestyalcruises.gr

Choosing Cruising

Robbie White, managing director
07740 368 379
robbie@choosingcruising.co.uk

Coral Expeditions

Jan Jepsen, UK and Europe representative
07702 714 150
jan@intouchrep.com

Cosmos

Janet Parton, sales director
020 8315 4545
agencysales@cosmos.co.uk

CroisiEurope

Gabrielle Alam, head of sales and marketing UK
020 8328 1281
resuk@croisieurope.com

Cruise & Maritime Voyages

Lisa Jacobs, head of trade sales
0844 414 6140
lisa.jacobs@cruiseandmaritime.com

Crystal Cruises

Mick Dupont, head of UK sales
020 7399 7602
mick@cruiseportfolio.co.uk

Cruising Excursions

Simonne Fairbanks, chief operating officer
0800 091 8274
traveltrade@cruisingexcursions.com

Cunard Line

Natasha Richardson, director of sales operations
023 8065 7259
natasha.richardson@carnivalukgroup.com

D

Disney Cruise Line

Juliet Holden, account executive
080 0171 2317

E

Emerald Waterways

Lewis Quigley, trade marketing executive
0161 233 1988
lewis.quigley@scenic.co.uk

European Waterways

Mark Robinson, sales and reservations manager
01753 598 555
sales@europeanwaterways.com

eWaterways

Emma Wild, head of sales
0808 168 1458
salesuk@ewaterways.com

F

Far Horizon

Brooke Daniels, UK sales manager
0800 035 3189
brooke@fredrivercruises.co.uk

Fred Olsen Cruise Lines

Becky Smith, trade support manager
01473 746 164
cruise.sales@fredolsen.co.uk

Fred Olsen River Cruises

Brooke Daniels, UK sales manager
0800 021 3172
brooke@fredrivercruises.co.uk

French America Line

Kevin Griffin, director
020 7723 2450
kcgriffin@frenchamericalline.com

G

G Adventures

Jerrine Barnett, new business development manager
07432 429 836 / 020 7243 9870 ext. 9948
jbarnett@gadventures.com

H

Hapag-Lloyd Cruises

Aishling McLoughlin, sales representative
UK & Ireland
07921 223 176
aishling.mcloughlin@hl-cruises.com

Hebridean Island Cruises

Lisa White, reservations manager
01756 704 704
lisa.white@hebridean.co.uk

Heritage Line

Emma Wild, head of sales
0808 168 1458
salesuk@ewaterways.com

Holland America Line

James Scott, business development representative
0344 338 8600
james.scott@hollandamerica.co.uk
Lucy Harris, business development representative
0344 338 8600
lucy.harris@hollandamerica.co.uk

Hurtigruten

Anthony Daniels, head of sales
020 8846 2666
anthony.daniels@hurtigruten.com

I

Intrepid Travel

Andrew Turner, head of industry sales
080 8274 5719
ukbdm@intrepidtravel.com

J

JTA Travel

Anna Perrott, sales and cruise manager
0121 508 5512
anna.perrott@jtatravel.co.uk

K

Katerina Line

Dea Baretincic, sales manager
+385 51 603 409
dea@katarina-line.hr

L

Latin Routes

Jessica Bain, director
020 8546 6222
info@latinroutes.co.uk

Leger Holidays

Ashley Dellow, head of retail sales
01709 385 811
retail.sales@leger.co.uk

Lindblad Expeditions

Jacinta McEvoy vice president global sales
+1 212 261 9000
jacintam@expeditions.com

M

The Majestic Line

Marie McGhee, sales manager
01369 707951
info@themajesticline.co.uk

Manatee Amazon Explorer

Emma Wild, head of sales
0808 168 1458
salesuk@ewaterways.com

Marella Cruises

Andrew Isherwood, commercial support team
020 3451 2762
commercial.support@tui.co.uk

MSC Cruises

Victoria Taylor, sales operations manager
020 7092 8182
ukinsidesales@msccruises.co.uk

N

Noble Caledonia

Agency sales
020 7752 0000
agencysales@noble-caledonia.co.uk

Norwegian Cruise Line

Jeremy McKenna, head of sales UK and Ireland
07408 805 216
jmckenna@ncl.com
Karen Kundi, partnership relations manager
023 8124 5242
kkundi@ncl.com

O

Oceania Cruises

Priti Mehta, head of sales UK and Ireland
023 8024 8604
pmehta@oceaniacruises.com

One Ocean Expeditions

Debra Taylor, new business development
07956 852 197
debra@toucanmoon.com

P

P&O Cruises

Natasha Richardson,
director of sales operations
023 8065 7259
natasha.richardson@carnivalukgroup.com

Pandaw

Marco Rosa, vice president sales and marketing
07973 876 967
marco@pandaw.com

Paul Gaugin

Mick Dupont, head of UK sales
020 7399 7602
mick@cruiseportfolio.co.uk

Pearl Seas Cruises

Susan Shultz, director of sales
+1 203 458 5280
susan.shultz@pearlseascruises.com

Ponant

Stephen Winter, international sales director
0800 980 4027
swinter@ponant.com

Poseidon Expeditions

Alexandra Prokopyeva, sales and marketing
020 3808 7787
sales@poseidonexpeditions.com

Ports Direct

Karl Lapage, managing director
0843 0843 003
karl@portsdirect.co.uk

Princess Cruises

Victoria Snelgar, sales operations manager
023 8065 6613
victoria.snelgar@princesscruises.co.uk

Pullmantur

Simon Chambers, operations manager
0800 021 3180
simon.chambers@fredholidays.co.uk

Q

Quark Expeditions

Pushparaj Shetty, senior distribution manager
+1 416 645 8248
push.shetty@quarkexpeditions.com

R

Regent Seven Seas Cruises

Caroline Moody, business development executive
023 8068 2283
agency-sales@rssc.com
Anna Salter, business development executive
023 8068 2283
agency-sales@rssc.com

Royal Caribbean International

Trade support team
01932 834 379
salesupport.uk@rccl.com

Riviera Travel

Darren Mussell, agency sales assistant manager
01283 744 307
agency-sales@rivieratravel.co.uk

S

Saga Travel

Sukina Fagg, national account manager
080 0074 8021
sukina.fagg@saga.co.uk

Scenic

Lewis Quigley, trade marketing executive
0161 233 1988
lewis.quigley@scenic.co.uk

Seabourn

James Scott, business development representative
0344 338 8610
james.scott@seabourn.co.uk
Lucy Harris, business development representative
0344 338 8610
lucy.harris@seabourn.co.uk

SeaCloud

Anja Ringel, vice president, international marketing and sales
+49 40 3095 9217
aringel@seacloud.com

SeaDream Yacht Club

Mark Schmitt, sales director
07904 068 407
mschmitt@seadream.com

Shearings

Michael Bowers, national sales manager
01942 823 449
sales.support@shearings.com

Silversea

Sales support
020 7340 0700
salesuk@silversea.com

Star Clippers

Danielle Dudley, UK sales manager
077 6585 2116
danielle@starclippers.co.uk

T

Tauck

Kathryn Coles, UK and Ireland sales manager
080 0810 8020
tauckreservations@tauck.co.uk

Titan Travel

Edwina Coppock, agency sales manager
012 9345 0726; 078 3465 2135
edwina.coppock@titantravel.co.uk

Travel2

Colin Currie, head of sales
07891 257 160
colin.currie@travel2.com

Travelsphere & Just You

Polly Poulton, national account manager
01858 588 406
polly.poulton@Travelsphere.co.uk

U

Uniworld Boutique River Cruises

David Chidley, national sales manager
07408 855 544
dave.chidley@uniworld.com

V

Variety Cruises

Chris Lorenzo, managing director, Seafarer Cruises
020 8324 3114
info@seafarerholidays.co.uk

Victoria Cruises

Tom Antonucci, sales manager
+1 212 818 1680
tom@victoriacruises.co.uk

Viking Cruises

Andrew Schweitzer, regional sales manager (south)
07825 986 996
andrew.schweitzer@vikingcruises.com
Jenny Wade, regional sales manager (north)
07966 995 012
jenny.wade@vikingcruises.com

Volga Dream

Brooke Daniels, UK sales manager
0800 021 3186
brooke@fredrivercruises.co.uk

Voyages to Antiquity

Michelle Daniels, head of groups and partnerships
01865 302 2565
m.daniels@voyagestoantiquity.com

W

Wendy Wu Tours

Adam White, trade support and marketing executive
020 7939 9560
adam.white@wendywutours.co.uk

Windstar Cruises

Sales team (The Cruise Line)
0800 852 7248
windstarUK@cruiseline.co.uk



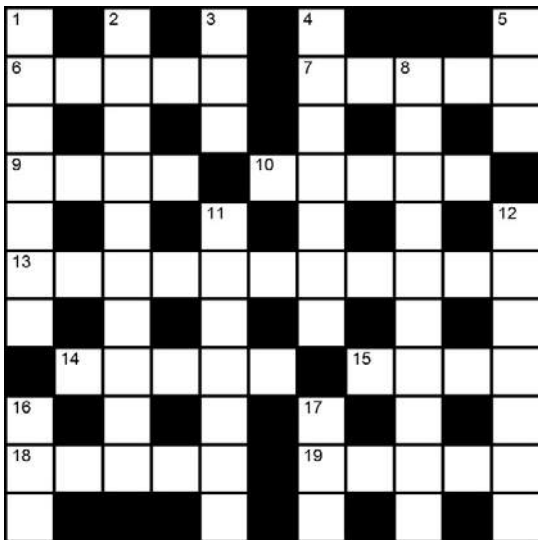
THINGS TO DO

GAMESROOM

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

CROSSWORD

See the next CRUISE ADVISER in March for the answers



DECEMBER SOLUTION



ACROSS

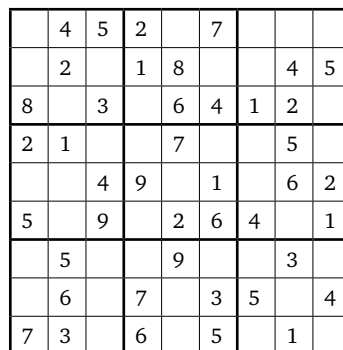
- 6. Main artery (5)
- 7. The beginning (5)
- 9. Recreational expedition (4)
- 10. Artificial silk (5)
- 13. Runs from Africa to Australia (6,5)
- 14. Resting place for a ship, or in one (5)
- 15. Piffle (4)
- 18. A suite, perhaps (5)
- 19. Slip (5)

DOWN

- 1. Marine mogul (7)
- 2. Site of nuclear explosion (6,4)
- 3. Badger (3)
- 4. Central figure in Spanish rings (7)
- 5. Outlaw (3)
- 8. Ship drivers (10)
- 11. Illusion (7)
- 12. Parks offshore (7)
- 16. Old type of TV screen (1-1-1)
- 17. Infusion (3)

SUDOKU

See the next CRUISE ADVISER in March for the answers



DECEMBER SOLUTION



QUIZ

See bottom of page for answers



1. Ocean liner the SS Constitution starred alongside Cary Grant and Deborah Kerr in what 1957 film?
2. What is the name of Copenhagen's picturesque harbour?
3. What is the name of the dramatically shaped mountains on St Lucia?
4. According to recent Spotify figures, what was their most streamed song of 2017?
5. What is the name of MSC's 14th ship?
6. Kimchi is a traditional side-dish from which southeast Asian country?
7. Who presents and narrates the TV documentary *Blue Planet II*?
8. And which band recorded the theme tune with composer Hans Zimmer?
9. Which actress plays Wonder Woman in the film *Justice League*?
10. Which actress plays Rey in the film *Star Wars: The Last Jedi*?
11. Until 1989, the country of Myanmar was known as what?
12. The longest bridge in the world is 165km long. In what country is it?
13. Jane Austen, Craig David, Chris Packham and Benny Hill have all called which south coast port home?
14. Which song was a number one hit for Rod Stewart in 1975?
15. What canal was constructed by Thomas Telford and links Inverness on Scotland's east coast with Fort William on the west?

QUIZ ANSWERS

1. *An Affair to Remember*. 2. Nyhavn. 3. The Pitons. 4. Ed Sheeran's *The Shape Of You*. 5. MSC Seaside. 6. Korea. 7. Sir David Attenborough. 8. Radiohead. 9. Gal Gadot. 10. Daisy Ridley. 11. Burma. 12. China. 13. Southampton. 14. Sailing. 15. Caledonian Canal.



RECIPE

In the galley

The best recipes to be found at sea. This month: Norwegian Cruise Line's kimchi fried rice



Ingredients (serves one)


2 tbsp garlic, thinly sliced, covered in olive oil
60g frozen green peas
60g snap peas, julienned
237g confit pork belly, end pieces
118g roasted pineapple
60g kimchi, diced
473g sushi grain rice, cooked, strained
2 tbsp low sodium soy sauce
3 tbsp kimchi base
1 tsp sesame seeds
1 egg
2 tbsp scallions, finely chopped
1 bottle canola oil (quantity will depend on the fryer used)

Method

Bring a small pot of water to the boil and poach the egg for five minutes. Remove from the pot and place in an ice bath to stop the cooking process.

In a large sauté pan, heat the garlic until golden brown. Then add the green peas and cook for two minutes, making sure to stir often. Add the pork belly and snap peas and sauté for two minutes. Then add the roasted pineapple and diced kimchi. Sauté for three minutes.

Once all ingredients are sautéed, add the sushi grain rice and cook for two minutes. Continuously mixing the rice with a spatula to ensure the heat is evenly distributed. Stir in the soy sauce and kimchi base, mixing all the ingredients well.

Cook for two more minutes and then plate. Finish by adding the poached egg in the centre of the rice. Garnish with the scallions and sesame seeds over the top. 

THREE CRUISES FOR FOODIES

Seven nights from Italy



Norwegian Cruise Line – Norwegian Epic
Rome (round-trip), July 4
From £1,129pp

France, Spain and Italy are home to some of the world's finest cuisine. This cruise starts and ends in Civitavecchia for Rome and takes in Livorno (for Florence/Pisa), Cannes and Barcelona.

Eight days in France



Uniworld - Joie de Vivre
Paris (round-trip), 2018
From £2,399pp

Part of Uniworld's Connoisseur Collection, this cruise gives guests the chance to visit the famous La Couronne restaurant and a Normandy apple orchard, all while enjoying the luxury of the Joie de Vivre.

16 days in Asia



Silversea - Silver Discoverer
Tokyo-Hong Kong, September 28
From £6,390pp

This incredible cruise allows guests to experience the cuisine of Tokyo - a city with 304 Michelin stars, more than anywhere else in the world. It also takes in Seoul and Shanghai.



ON THE ROAD

Karen Spencer, sales executive, MSC Cruises

We speak to the people who make your job easier.
This month: MSC Cruises' Karen Spencer



What does your job entail?

We are working very hard to promote the brand and empower more agents with MSC knowledge, as this is key to our success for the future. I visit agents to share excellent offers, conduct training and attend consumer events to make sure all our key messages get across to my region and potential cruisers, as well as helping my lovely northern angels out with any queries they may have. I also support with marketing, commercial queries and social media.

How long have you worked in the travel industry?

For 31 years! I worked for a retail travel agent for 27 years, then I joined MSC four years ago and I've not looked back since.

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

The people that I meet daily. Agents make me smile and I hope I make them smile, too! It's hard work, with

long hours, but spreading my love and passion for MSC across the north is the best job anyone could have.

What's the worst?

Some of the dodgy hotels that I have booked myself into over the years. A hotel in Hull had shutters and two thick doors to get through before you even got to your room, plus in reception it said the room rate was by the hour! It was lovely!

Favourite place to visit?

Goa. The people and the food are just amazing. After a hard year of non-stop work, it's always great to get that sun on your back in the winter months and Goa offers just this. Chilling on the beach, chatting to the locals and sharing a drink or two... or three is perfect!

What do you listen to when you are in the car?

It depends on what time of day. Early mornings are Radio 2, then later in the morning I have a bit of Radio 1, then on the way home I have silence! Weird, I know, but after chatting all day, it's sometimes nice to

have some peace and quiet and plot my next day. Plus it's a good time to catch up with my roadie chums and travel agents and find out how their days have been.

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

My knife and fork. You never know when you are going to get a chance to eat, so it's usually grab and go and eat in the car. I used to swing into McDonald's (and other well-known fast food outlets) but not any more. Healthy eating all the way for me!

What's your favourite thing about MSC?

There are way too many favourite things. We have an amazing product and our growth is due to be phenomenal over the next 11 years, with 13 brand new ships, so there are exciting times ahead. My team are amazing and fun to work with and we all share the same aspirations as to where we are taking MSC. After the team, it has to be our pizza! #bestpizzaatsea

Biggest myth about MSC?

English is the fifth language spoken... It is the first language spoken on board, so it means we win bingo first!

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

Follow us on social media. MSC Cruises Travel Agent page on Facebook has all of our key offers, plus competitions to win cruises and goodies. 🍷





FINAL WORD

Is it crucial to still ride the wave?



The shift in selling patterns means there is less focus on the traditional sales season, says **Sam Ballard**, but 2018 is still set to be one of the best in recent memory

At a recent travel industry event, I asked a couple of senior agents whether wave season was as crucial to them as many industry commentators would have you believe. Their answers surprised me: “Not really, no,” they all said, unanimously.

The reason, they explained, was that their businesses were no longer as reliant on a good January selling period as they had once been. There were now so many other sales opportunities throughout the year – from summer sales to Black Friday – that traditional selling patterns had significantly shifted.

That’s interesting for a number of reasons and backs up a point we covered earlier in the year, first highlighted in Abta’s *Holiday Habits Report 2017*. In it, Abta said that the number of Britons taking a holiday was 87 per cent – the highest it had been since 2011. Perhaps even more interesting was the fact that the


average number of holidays taken had risen to 3.8 per person. Foreign holidays had gone up from 1.4 to 1.7 per person, with almost 60 per cent of us now going abroad for a holiday.

Those numbers are approaching pre-financial crash levels. That, coupled with a levelling out of booking patterns, can only be good news for the travel agent community. After all, it means that your year will no longer be judged on whether or not your January was deemed a success.

One other statistic that came out of the report is worth highlighting here, too. While seven per cent of respondents had been on a cruise holiday in the last 12 months, double that amount (14 per cent) said that they were considering going on one in 2018. While there might not be as much of an emphasis on the wave period, the planets look like they are aligning to make this one of the

most promising times for cruise sales in recent memory, according to Abta’s statistics at least.

So, expect more of an interest from those elusive new-to-cruise customers. Abta and Clia are hosting their own new-to-cruise conference in London this March that will cover much of what’s involved in selling to that audience – including a look at millennials who might be more interested in cruise holidays than previous younger generations. The research all points to more people who might consider dipping their toe and trying a cruise holiday for the first time.

Remember the usual rules apply: there’s a cruise for everyone, but sell someone on the wrong cruise and the chances are that you will lose them forever. However, get it right and you will have a repeat customer making high-value bookings with you time and time again. 

COMING NEXT TIME

How to sell: family cruise



Looking to get more families on board? We explore the best options available for families of all sizes

Ports of call: Sorrento



Perched prettily on Italy’s Amalfi Coast, Sorrento is one of Europe’s most romantic destinations

CroisiEurope on the Elbe



Jeannine Williamson boards the company’s new paddle steamer for a unique itinerary

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10

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