

ASEAN



CRUISE NEWS

July 2015

Official newsletter of the ASEAN Cruise Working Group

WHY CRUISE NEEDS YOU



ASIA'S TRAVEL AGENTS are about to be courted by the world's biggest cruise lines, with training, family trips on ships and double-digit commission opportunities.

Cruise Lines International Association (CLIA) Southeast Asia is open for business, after supplanting the Asian Cruise Association.

CLIA is the global body representing the world's biggest

ship operators, and it is gearing up to persuade the travel industry to take full advantage of the enormous growth opportunities as the cruise sector takes off.

Ann Sherry, Chair of CLIA's Southeast Asia organisation, talked to *ASEAN Cruise News'* *The Asia Cruise Year Book* about plans to offer training and other opportunities to travel agents.

[READ MORE](#)

HIGHLIGHTS INSIDE

[THE SHIPS IN ASIA'S FLEET](#)

The big ships that will cruise Asia's waters in 2015.



[THEMED CRUISES](#)

We've found seven of the best.

[WHO ARE YOUR CLIENTS?](#)

Princess Cruises and Costa Cruises know exactly which customers you should be targeting in the industry.

[20 TIPS TO SELLING CRUISE](#)

Have you heard of these secrets to success?

[COUNTRY REPORT](#)

Culture-filled Cambodia

[15 MINUTES WITH...](#)

ASEAN Cruise News chats to Norwegian Cruise Lines' Harry Sommer



CHAN'S 50TH

Last month, Singapore's Chan Brothers celebrated its 50th anniversary with a charter on Royal Caribbean's *Legend of the Seas*. See the photos at www.facebook.com/ChanBrothersTravelSG.

GOLDEN DEAL

Passengers who book Pandaw's 10-night The Golden Land cruise by July 31 could save up to 30 per cent – and the single supplement will be waived on select sailings! From \$2859.15, visit pandaw.com.



OUT OF ASIA

The most popular destinations for long-haul cruisers who sail out of Asia are Europe (60 per cent), Alaska/Canada/New England (20 per cent) and Caribbean/Western US/Hawaii (14 per cent).

ASIA CRUISE YEARBOOK
An essential reference for cruise professionals and travel agents.
Buy your digital copy online for just US\$9.95
aseancruising.com

JUST US\$9.95!
FIRST EDITION OUT NOW

CRUISE LINE PROFILES • DESTINATIONS • PORT REVIEWS • HOW-TO-SELL ADVICE • ASIAN PASSENGER PROFILES

ASEAN

CRUISE NEWS

July 2015

Official newsletter of the ASEAN Cruise Working Group



15 MINUTES WITH HARRY SOMMER

CURRENTLY EXECUTIVE

VICE President of International Business Development for Norwegian Cruise Line, he previously served as Chief Marketing Officer and Senior Vice President Finance of Prestige Cruise Holdings Inc. at Oceania Cruises Inc.

Q Are you finding a growing following in Asia? And are you planning any campaigns and agent training there?

A Absolutely! We view Asia as a market having huge growth potential for the cruise industry and the three Norwegian Cruise Line Holdings brands.

[READ MORE](#)

SUBSCRIBE FOR MORE
ASEANCRUISING.COM

THE SHIPS IN THE ASIAN FLEET

THE NEXT 12 months will see many big ships cruise Asia's waters. We take a look at the vessels that will be based near you, and the onboard offerings set to entice guests.

SuperStar Gemini
(homeporting in Singapore from July to October, 2015)
SuperStar Gemini can carry up to 1530 passengers. There's a lot to entice guests out of their cabins, including Star Club

casino with gaming tables and slot machines, a mahjong room, a bright karaoke lounge and the intimate, cosy show lounge Stardust, offering many cabaret performances. The ship has six restaurants including an Asian 24-hour specialty restaurant Blue Lagoon. Other eateries have a mix of Chinese and Western cuisine offering a la carte and buffets. The ship has four bars – two by the pool...

[READ MORE](#)



SEVEN OF THE BEST THEMED CRUISES

From card games to music, Asian cruisers are especially keen on themed journeys that include the chance to learn or experience a favourite pastime.

"Thematic cruises, including karaoke, vow renewal, educational and gourmet theme cruises, have garnered exceptional response," says Anthony Chan, Managing Director of Singapore-based Chan Brothers, which includes one of the region's largest cruise centres.

Here are some of the favourites...

[READ MORE](#)



RESEARCH BY PRINCESS and Costa Cruises has identified new trends among passenger age groups that can help agents identify the right ships for clients.

While multigenerational families and older couples are still the lines' most popular cruisers, agents are seeing the emergence of a new, younger middle-class.

Director of Southeast Asia for Princess Cruises, Farriek Tawfik, says the research is extremely valuable for travel agents.

[READ MORE](#)



SIGN UP TO OUR NEWSLETTER AND WIN A 4-NIGHT CRUISE

TO ENTER VISIT
WWW.ASEANCRUISING.COM/COMPETITION

CRUISE NEWS

July 2015

Official newsletter of the ASEAN Cruise Working Group



20 TIPS TO SELLING CRUISE

Jessie Hoo specialises in cruise and is a graduate of the Princess Academy training program. She works as a sales executive of New Shan Travel Service in Singapore, which has recently launched a cruise section on its website that allows clients to select their travel dates, departure ports, ship type as well as special offers and promotions. Here are her top 20 selling tips.

1. Know the value proposition of cruising, such as the all-inclusive cruise packages which offer a range of dining, accommodation, and entertainment options.
2. Be familiar with the layout of the ships such as deck plans, cabin categories and onboard offerings.
3. Be equipped with the knowledge to differentiate the cruise lines and their respective selling points.
4. Determine the demographics of your clientele, as well as their specific lifestyle and travel requirements, so that we can recommend the suitable cruise brands.

[READ MORE](#)

COUNTRY REPORT: CAMBODIA

LIKE NEIGHBOURING VIETNAM, Cambodia benefits economically from two types of cruise visitors – those who arrive via the ocean and those who fly in to cruise its rivers. However, it wasn't until the past 18 months that the country really began to benefit from the cruise boom.

According to the country's Ministry for Tourism, international visitors arriving via Cambodia's waterways declined between 2010 and 2013, falling from 81,144 to 75,053.

This turned around in 2014 when the country welcomed 96,950 cruise visitors; almost

30 per cent more than the previous year. The sector continues to climb in 2015, with cruise arrivals reaching 45,425 between January and March; up 40.4 per cent on the same period in 2013.

Cruise now makes up about three and a half per cent of the total tourism share – a considerable jump from less than two per cent two years ago.

These figures are expected to reach new heights by the end of 2015, as new ships launch on Cambodia's rivers and additional ocean vessels visit its shores.

[READ MORE](#)

TRAVEL SHORTS



EMERALD WATERWAYS has added the Mekong River to its itinerary. It will be selling six 2016 departures on Haimark's 68-passenger *Mekong Navigator*, which was launched in 2014. Visit www.emeraldwaterways.com.



AS OF July 1, Indonesia implemented its visa-free policy across 30 more countries, including the nine members of ASEAN, Hong Kong and Macau. The change is expected to increase tourism numbers by five per cent this year.



REGENT SEVEN Seas is 'Asianising' its ships. The first of its vessels to feature Asia-focused design elements and Asian restaurant Pacific Rim will be its new *Regent Seven Seas Explorer*, set to debut in July 2016. Visit www.rssc.com.au.

[BACK TO THE TOP >](#)
[SUBSCRIBE FOR MORE **ASEANCRUISING.COM**](#)

**JUST
US\$9.95!**
**FIRST EDITION
OUT NOW**

ASIA CRUISE YEARBOOK

An essential reference for cruise professionals and travel agents.

Buy your digital copy online for just US\$9.95

aseancruising.com

CRUISE LINE PROFILES • DESTINATIONS • PORT REVIEWS • HOW-TO-SELL ADVICE • ASIAN PASSENGER PROFILES