

**ASEAN**

# CRUISE NEWS

Official newsletter of the ASEAN Cruise Working Group

## ASEAN CRUISE NEWS SPEAKS TO STB AND ROYAL CAB ON DEAL



**IT HAS BEEN HAILED** as the forerunner of collaborative efforts to boost cruise in Southeast Asia – a multi-million dollar deal that ties Singapore Tourism Board (STB) and Changi Airport Group with one of the world’s largest cruise carriers. Royal Caribbean’s Corporate Communications Manager, Singapore & SE Asia, Chin Ying Duan told us where new passengers would be coming

from. “Within Asia they include India, Indonesia, Malaysia, the Philippines, China, Hong Kong, Japan, Korea and Taiwan, and outside of Asia it’s Australia, Europe (mainly the UK) and North America,” she said. Ms Annie Chang, Director (Cruise), Singapore Tourism Board, said partnerships like this are critical in developing a regional cruise industry.

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Asians spend big on cruises

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Indonesia’s port is one of the most popular

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Tourism board looks at pushing river cruising

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First time since 2001

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**COSTA WINS BIG**  
Best Cruise Line award

**MAKE THE MOST OF YOUR CRUISE FAMILY**  
Peter Kollar’s tips on learning about your ship



### **COSTA CRUISES WINS AT CRUISE AWARDS**

Costa Cruises has won the Best Cruise Line Awards in Jeju Korea. The awards are organised by the Asia Cruise Forum and this is the inaugural awards ceremony.

### **NORWEGIAN CRUISE LINES RETURNS**

One of the most popular cruise lines, Norwegian will return to Singapore - the first time since 2001. The line will start its sailings from October 2016.



### **CUNARD PLANS WORLD CRUISE**

Luxury line Cunard announced all three Queens will be embarking on a world tour which will include calls in Asia. The Queens will be sailing from January 2017.



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## PORT REPORT: BENOA

**BENOA IS ONE** of Indonesia's most popular ports in South East Asia.

Cruise lines like Princess Cruises, Royal Caribbean, Crystal Cruises, Holland America Lines, Celebrity Cruises and Azamara Club Cruises call at Benoa.

Benoa is just a few kilometres away from some of the most famous cultural centres in Indonesia.

For adventurers, there is also plenty of water sports activities available including great surfing on the East Coast.

Benoa is perfect for cruisers of all ages as well as couples, surfers, shoppers and art lovers.

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## SHOP TILL YOU DROP ONBOARD YOUR CRUISE

**A NEW REPORT REVEALS** that the Asian cruise market has become one of Asia's fastest growing duty-free and travel retail sectors.

In a report called Asian Cruise Travellers Duty & Tax Free Retail 2015 released by Counter Intelligence Retail, it showed that around 84 per cent were aware of Duty/Tax Free opportunities on their trip, 79 per cent of Asian cruise travellers visited Duty/TaxFree stores during their trip and 73 purchased from retailers.

Out of the 73 per cent of cruisers that purchase goods on their ships, almost half (46 per cent) buy fashion/accessories. And with the number of cruisers increasing significantly in South East Asia and China

and many of these passengers looking for luxury goods, CiR said "As a result, tour operators have not only expanded passenger capacity, but also tailored services to incorporate high-end shopping to meet the high retail expectations of the Asian cruiser."

The Princess Cruises Holiday Shopping Study surveyed 1,000 people late last year and found that 60 per cent indulged in retail therapy at least three times a trip with a further 15 per cent shopping every day.

Royal Caribbean Cruises, which includes Celebrity Cruises, Azamara Club Cruises and Royal Caribbean International, agrees that shoppers "love a good bout of duty-free shopping onboard".



**CRYSTAL CRUISES** has released the first details of what passengers can expect onboard the new Crystal Esprit to launch at the end of the year. The 62-passenger yacht will sail the line's first immersive, adventure-focused cruises, with seven-day itineraries calling at the Seychelles, Adriatic Coast, Oman, Abu Dhabi and Dubai. Alongside the two-person submarine, fleet of Zodiacs, 12-passenger superyacht tender, waterskis, wakeboards, jetskis, kayaks, fishing gear and snorkelling equipment, guests will be able to participate.



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## HOW TO MAKE THE MOST OF YOUR CRUISE FAMIL

Travel Agents work hard, so when the opportunity comes up for a cruise famil, it generally is time to let the hair down and enjoy what the cruise product is all about – de-stressing. But many times this “I’m free from work” outlook leads to a heavy sail-away party, leaving the agent a little too relaxed and loquacious after an overindulgent tipple or three.

### Evaluation form

It starts BEFORE the cruise, by setting up an evaluation form you can use over and over again on different cruise products, and hopefully after time you can develop a real database of;

- \* Onboard experiences
- \* Condition of the ships (rooms, bars, lounges, etc.)
- \* Efficiency of the program (entertainment, dining, etc.)
- \* Crew service

Oh, and don’t forget, if you don’t watch shows normally on a cruise, fine... go see one anyway. You need to EXPERIENCE it all.

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## LAOS DEVELOPS RIVER TOURISM

**LAOS IS PUSHING** ahead with plans to develop its tourism industry, including the river cruise sector, to capitalise on the expected surge of holiday makers in the ASEAN region.

This was disclosed by the Lao Ministry of Information, Culture and Tourism, Vice Minister Chaleune Warinthrasak who said that government and the private sector must work together to develop, natural, cultural and heritage tourism ahead of the ASEAN Economic Community (AEC) launch later this year.

Speaking at the 16th Lanith

Symposium held in Vientianne on July 31, he told about 70 tourism delegates: “To compete in the AEC, we need to aim for quality tourists by increasing marketing and promotion and our efforts in human capital development. The government and private sector will also continue to engage in product development.”

ASEAN Secretariat representative Eddy Kresmedi agreed that Laos must work with the private sector to develop new tourism products and regional packages.

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## TRAVEL SHORTS



### THE ASEAN TOURISM ASSOCIATION

(ASEANTA) is working on a strategic proposal to promote ASEAN countries as a single entity – similar to the EEC - and to make it easier for foreign visitors to cross the region’s borders.



**TRANSIT** passengers at Singapore’s Changi Airport can now hop on a free city tour to explore Gardens by the Bay, Chinatown or Kampong Glam. This an initiative between STB, Changi Airport and Singapore Airlines.



**THE RIVER CRUISE** company Pandaw has launched four new voyages to Myanmar’s Deep South. The sailings will depart in February and March 2016 onboard the MY Dreenc which refitted and upgraded in 2012.

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HERE, ONE WORD SAYS IT ALL.

**WOW**

Royal Caribbean INTERNATIONAL  
DESTINATION WOW