




# Cruise Incentive Agency

The Best Things in Life at Sea.

## Welcome to the First Issue of the “CIA Informer”.

### Did You Know?

- Over the next two years 16 new cruise ships will enter service creating an additional 40,600 beds.
- In 2006, 1,250,000 Brits will take a cruise—a 15.7% increase over 2005.
- In 2006 the Queen Mary 2 will lose her title of the “World’s Largest Cruise Ship” to Royal Caribbean International’s Freedom of the Seas at 160,000 tons.

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We are delighted to bring you the first edition of our newsletter that we hope you will find to be helpful. Our aim of it is to bring you new ideas for operating programmes at sea, and get you to consider an event at sea—it’s no different from organising one on land—except that these hotels move!

So what is the Cruise Incentive Agency about?

With cruising becoming the fastest growing market in the travel industry, a cruise is something you should consider for any programme.

With over 250 cruise ships sailing the world’s oceans, it can be a daunting prospect

to find the right ship for a specific group. The range of choice is immense - from 2 Star to 5 Star Plus, and accommodating anything from 50 to 3,600 guests, so it’s a time-consuming exercise for whoever is charged with the task. Our role is to take that hassle off your hands.

We are a unique company and we guarantee to save you valuable time by sourcing the right cruise ship that matches your clients’ profile—be it for a group or full ship charter. We offer a service that no search engine can provide and we will respond to you within 24 hours.

The Cruise Incentive Agency is headed up by Graham Andrew, who has over 18 years experience in the cruise industry, primarily in the charter and incentive markets, holding key positions with P&O Cruises, Royal Viking Line, Cunard & Seabourn, SeaDream Yacht Club and Silversea Cruises.



Graham Andrew

## Choose to Cruise

Mention the word “Cruise” and most people think of a ship full of old dowdy Duchesses and Major Generals sitting in steamer chairs.

This is so far from the truth. Cruising has revolutionised itself and today’s ships cater for all markets, from those looking for a totally casual laid back experience to those who

want exciting new destinations and activities from white water rafting to hot air ballooning.

Cruising represents excellent value for money. You just unpack once and see a variety of different places and cultures.

On a cruise all your meals and entertainment are included, and on some ships, all drinks

are included.

Isn’t it time that you considered cruising versus a land based resort?





## The Yachts of Seabourn 7 Night Caribbean & 4 Night Mediterranean Cruises

In November and December 2006 the luxurious *Seabourn Pride* will be offering a variety of 7 night cruises round trip from **Barbados**.

Carrying only 204 guests maximum in all suite accommodation, the ship is ideal for chartering.

We are able to offer a fantastic charter rate based on a full ship charter of only **\$2,400 per person**, all inclusive.

With Seabourn, all port taxes

and gratuities are included together with wine with meals, open bars throughout the ship and a fully stocked in-suite mini bar with your personal choice of wines and spirits.

If you are planning further ahead then there are two wonderful opportunities for **4 night cruises from Monte Carlo** in May/June 2007.

And if you are looking for just a one night programme to reward your clients or employees

there is, for example, a one night charter in Monte Carlo 15–16 June 2007.

Call us now for a full proposal and to find out why the Yachts of Seabourn offer the ultimate



## If the Crown Fits

*“Hebridean Princess has been exclusively chartered by Her Majesty the Queen”*

What do you do when it's your 80th Birthday, you've decommissioned your own yacht and you want to entertain 48 close friends for the event?

Simple—charter *Hebridean Princess*. And that is exactly what Her Majesty the Queen has done for August this year.

Hebridean Island Cruises operate 2 ships, *Hebridean Princess* and the larger *Hebridean Princess* that carry's 80 guests.

There are some great itineraries on offer ranging from **3 to 7** nights.

As the ships are small, they are able to access some of the most intimate ports in the world.

Destinations range from Scotland to the Mediterranean.

In October 2006 *Hebridean Spirit* will offer a 3 and 4 night cruise round trip from Venice—ideal if you are looking for something not too far from

home.

If you are looking for a ship that offers a true Country House Hotel experience, then these ships are for you.



## P-Pick up a Penguin

Not quite literally, but if you are looking for something totally different then consider a cruise around Patagonia, Tierra del Fuego and Cape Horn.

*Via Australis* and *Mare Australis* are sister ships that sail the most Southern waters of South America. Carrying 128 guests they are ideal for something out of the ordinary.

There is a choice of **3 and 4 night** cruises between **Ushuaia** and **Punta Arenas**.

Ports include Wulaia Bay (Cape Horn), Günter Plushow Glacier, Magdalena Island and Pia Glacier.

Not only will you marvel at the wildlife—Penguins, Elephant Seals, Southern Dolphins, Condors, Caiquens, Cormorants and Sea Lions—

but the scenery will take you breath away.

These are ideal cruises for those looking for a more active type of adventure. Call us for more details.





## The Great Barrier Reef with Orion Expedition Cruises

Founded in early 2004, Australian owned and operated, Orion Expedition Cruises has developed voyages to encourage her privileged 100 guests to become a part of the region they are discovering.

Orion is a purpose built vessel designed to access the inaccessible, all in 5-star luxury. The ship combines the best and the latest in design with maritime and environmental technology, comfort and casual elegance. From the ice-strengthened hull to the chilled

champagne and superb cuisine, this is expedition cruising at its finest.

Described as the latest in the quest to build the perfect expedition vessel, all Orion's state-rooms feature ocean views and offer internet access, flat-screen TV, DVD/CD, a choice of twin and queen sized beds, a sitting area and marble bathrooms. Other on board amenities include a health spa with gymnasium, sauna, sun deck Jacuzzi and a stern marina platform.

Orion offers a range of included and optional shoreside expeditions designed to enhance the destination exploration for your guests. From Mal-lard sea plane flights and out-back 4WD tours, to snorkelling over pristine coral formations, there are many unique opportunities for guests to visit areas of Australia that even most Australians don't get to see.



Typical cabin on the Orion



### Get onboard now

In November 2006 Orion will be offering some exclusive cruises round trip from Cairns along the Great Barrier Reef and the Cruise Incentive Agency is delighted to bring you details of these sailings.

Choose from three dates, 4–11 November, 2–9 December and 9–16 December.

The Great Barrier Reef is the world's largest living organism, and stretches along 2,500km of coastline to the very tip of Australia. World Heritage listed, this part of the world is

spectacular no matter how you look at it - but the experience is all the more enriching when you sail one of Orion's adventurous itineraries.

During your cruise you will visit Hinchinbrook Island, Hardy Reef, Hayman Island, Percy Isles, Creal Reef, Willis Islet and Lizard Island. Something that the neighbours will definitely not have seen!

To find out about rates for these cruises, contact Graham

Andrew on + 44 (0) 20 8641 7056.



*"The Great Barrier Reef is the world's largest living organism, and stretches along 2,500km of the Australian coastline."*

## World of Sport

Ships of any shape or size are ideal for chartering at major sporting events.

The Olympics and Ryder Cup have often been host to some of the world's most famous ships as floating hotels.

If sport is your theme, then have you considered the **Cricket World Cup** or **Monaco Grand Prix for 2007?**

At this time it is still possible to

charter a ship for use during these events.

We can source ships for the Cricket World Cup in the Caribbean in March/April and also for the Monaco Grand Prix.

If you have a client who is a sponsor of the Grand Prix then it can even be possible to get your ship alongside in the harbour rather than anchored outside.

And if you are ahead of the game, 2012 will present some great charter opportunities when the Olympics are staged in London. Plenty of berthing opportunities are available along the Thames and you can also sail the ships to Portland for the sailing events.



Your own private vantage point for the Monaco Grand Prix

## The Best Things in Life at Sea.

The Cruise Incentive Agency

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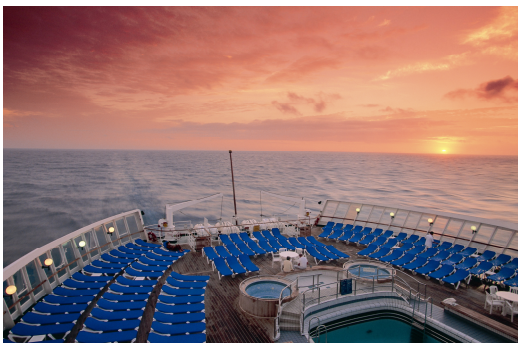
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### Pause for Thought

***"Why spend your life looking forward to a cruise, when you could be looking back on one...."***



## Crystal Cruises reaps the Awards

For the 10th consecutive year, Crystal Cruises have been awarded the "World's Best Large Cruise Ship" by Travel & Leisure Magazine and Condé Nast Traveller Magazine.

Crystal operate two ships; *Crystal Symphony* carrying 940 guests and *Crystal Serenity* carrying 1,080 guests.

The ships offer extremely spacious accommodations and a wide variety of dining options, which work ideally for groups.



Many of the cabins onboard Crystal have their own private balcony and all cabins have a full bathroom and luxury amenities. There is even a "Pillow Menu" where you can choose from soft, fluffy down to therapeutic and hypo-allergenic pillows which compliment your feather mattress topper.

Crystal Cruises offer a wide variety of cruises in the Mediterranean, the Baltic, the Mexican Riviera round trip from Los Angeles and the Caribbean, and there are plenty of 7 night itineraries to choose from.

Call us for more details and ideas.



## SeaDream Yacht Club charts new waters in South America

SeaDream Yacht Club modified its programme of previously announced South America sailings in 2006/2007 by adding two cruises roundtrip from Buenos Aires in addition to eight cruises between **Buenos Aires and Rio de Janeiro**.

The change separates 10 of SeaDream's **9 night voyages** into two offerings: the 'South America Riviera Collection,' which includes cities like Rio de Janeiro and Buenos Aires as well as resorts like Buzios, and the new 'South America Adventure Collection,' which will focus on wildlife viewing and ecotourism.

The routes include an exploration of the Paraná River (with boat trips, fishing and bird watching; Nueva Palmira (for Carmelo), Uruguay (for horse riding, mountain biking, kayak-

ing, hiking); Colonia de Sacramento, Uruguay (a UNESCO World Heritage Site); Montevideo, Uruguay (two full days, with a charter flight to Iguaçu Falls); and Punta del Este, Uruguay (overnight in a prime yachting resort for sea lion viewing, beaches, shopping, nightlife). Prices include the Iguaçu Falls excursion.

*SeaDream I* has a maximum capacity for 110 guests and is fully inclusive with all port taxes and gratuities included, together with wine with lunch and dinner and an open bar throughout the yacht.

The cruises operate from 23 November 2006 – 21 February 2007.

SeaDream I & II are the highest rated "small ships" by the Berlitz Guide to Cruising.

For further details on these unique cruises or other SeaDream opportunities for either groups or full yacht charter, contact the Cruise Incentive Agency.

