



Cruise Incentive Agency

The Best Things in Life at Sea.

Welcome to the CIA Informer

Did You Know?

- Legend of the Seas was christened with the worlds largest bottle of Champagne. It was "Sovereign" size and equivalent to 34 bottles.
- Since QE2's Maiden Voyage in 1969, she has sailed more than 4 million nautical miles, and carried nearly 2 million passengers.
- In 1903 the Lucania became the first liner to acquire wireless equipment, which enabled her to keep in touch with both sides of the Atlantic Ocean at the same time.

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Welcome to the latest edition of the CIA Informer.

From this issue you will see that there are more and more new cruise ships coming on to the market, thereby confirming the Line's trust that the cruise market is the fastest growing sector in travel.

Now is the time for you to start looking at cruising and to start putting forward the concept to your clients.

As the world seems to become a smaller place, and many people feel they have been there and done that, a cruise offers something totally different.

Cruise ships sail the world and more lines are catering

to the incentive market by offering shorter cruises.

The destination list is endless; from the Antarctic to South America, cruises around Vietnam, the islands of the South Pacific to name but a few.

If you are looking for something closer to home there are some great itineraries in the Mediterranean and even 2 night sailings round trip from Southampton.

Over the years, the overall cost of a cruise has come down significantly. 20 years ago a 9 night Caribbean fly cruise package cost around £1,200 per person - today you can get some for under £600.

At the end of the day a cruise offers excellent value for money and as the old cliché goes - You relax, whilst they move the scenery.



The best way to see the Panama Canal

NEW TWINS FOR SEABOURN

Seabourn Cruise Line has announced that they will build two new, ultra luxury ships, for delivery in spring 2009 and 2010. The sister ships will be built at a cost of \$250 million.

Both of the 32,000 ton ships will accommodate all guests in 225 luxurious suites, ninety percent of which will offer private verandas. Combined, the two vessels will more than

double Seabourn's current fleet capacity of 624 berths.

The order represents Seabourn's confidence in the luxury segment of the cruising market, which has shown significant and consistent revenue growth in recent years, with robust future potential. This new generation of yacht-like ships will secure its position at

the top of the cruise industry pyramid for many years to come.

The ships will have some exciting new features that the larger hulls will allow.





NOMADE YACHTING WITH BORA BORA CRUISES

For something completely off the beaten track, Bora Bora Cruises offer superb **6 night** sailings around French Polynesia from Bora Bora.

Sailing every Monday the *Tu Moana* and *Ti'a Moana* will take you on an ultimate voyage of discovery.

Carrying only 50 lucky guests each, Polynesian influence and style is found throughout the guest areas. Exclusive art punctuates the decor and guests will delight in the discovery of the various sculptures, paintings,

sketches and old photographs that are tastefully spread out through the yachts. Appreciate floral pieces, escape to a quiet corner of the library, chill out in one of the spacious lounges, take a dip in one of the outside Jacuzzis or sunbathe on the top level sundeck..

Cuisine onboard combines fresh food with French and Polynesian ingredients, flavours and cooking. Dine in or outdoors, onboard or on private "motu" islets.

Onboard the *Tu Moana* and *Ti'a Moana*, forget the rigors of

protocol: casual during the day and elegant-casual in the evening.

Contact us for more details



Beautifully appointed cabins, all with an outstanding view.

PEARL SEAS CRUISES

"Choose from a variety of 7 night cruises along the Eastern Seaboard"



Pearl Seas Cruises is a new company that are building two luxury ships, one carrying 165 guests, which will enter service in **July 2008** and another that will accommodate 210 guests in 2009.

Both of the ships will be designed to the highest standards and will feature all suite accommodation, nearly all of which will have their own private balcony.

The majority of the suites are an amazing 460 sq. feet with

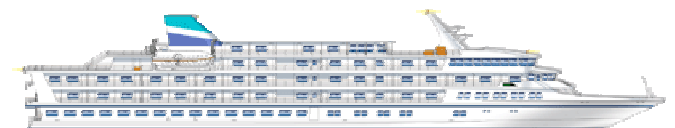
flat screen TV's and DVD players.

There will be a choice of bars and several lounges together with a restaurant with surrounding windows offering panoramic views, that can accommodate all guests in a single seating.

The inaugural season of the first ship starts in July 2008

and she will operate a variety of cruises along the Eastern Seaboard visiting a variety of ports along the St. Lawrence, Nova Scotia and Newfoundland.

In the winter the ship will position down to the Caribbean and offer a choice of **7 night** sailings round trip from either St. Thomas and St. Martin.



QUEEN VICTORIA FLOAT OUT

On 15 January the Queen Victoria was officially floated out from her dry dock where she is being constructed.

The 90,000-ton Queen Victoria will not only be a classic ocean liner, offering the very best of Cunard's heritage and traditions, along with all modern day luxuries, but will also feature some exciting innovations. These will include the first traditional West End-style private viewing boxes at sea in the Royal Court Theatre; the first floating museum, Cunard, housing Cunard artefacts and memorabilia and the first two-storey, 'spiral staircased' library at sea. The ship will also feature the

line's celebrated luxury Grills accommodation and dining, further enhanced on Queen Victoria with exclusive deck terraces and an al fresco dining option.

From the outside, her distinctive black and red livery will hint at what differentiates a Cunard liner from a standard cruise ship. This will be most evident in the ship's adherence to liner traditions of the past, with elegant public rooms, many on a grand scale, featuring rich wood panelling, intricate mosaics and gleaming chandeliers. There will also be a grand, colonial-style conservatory complete with a retractable glass roof.

Queen Victoria will enter service later this year in December. Following a three month world cruise she will then undertake a variety of cruises.

We will bring you details of these once they are announced.



The Royal Court Theatre

SHORT CRUISES

More and more cruise lines are beginning to offer shorter cruises ranging from 2 - 5 nights.

The Caribbean and West Coast of America have traditionally been the main focus of many lines for short sailings, however, this is now occurring in the Mediterranean on almost a year round basis, plus also cruises out of the UK.

Royal Caribbean International and Costa Cruises are very prominent in the Mediterranean operating a variety of cruises either round trip Barcelona or round trip Savona.

Departures are quite frequent and an example of a **5 night** programme departing Savona with Costa Cruises is as follows:

26 Sep - **Savona**, 27 Sep - **Ajaccio**, 28 Sep - **Tunis**, 29 Sep - **Valletta**, 30 Sep - **Naples**, 1 Oct - **Savona**.

Five different ports of call, each with their own individual character.

If you are looking for something further afield, Royal Caribbean offer a lovely **4 night** cruise to the Bahamas.

Sailing from **Fort Lauderdale**

on 6 Dec and visiting RCI's Private Island **Cococays, Key West** and a relaxing day at sea, this is a perfect short programme.

There's a wide variety of other itineraries and departure points from the USA, not just from Florida but also Los Angeles and New Orleans to name but a few.

Call us now for some fantastic rates - you won't believe how little they cost!



Ajaccio in Corsica is a very popular port



Royal Caribbean's Enchantment of the Seas

ROUND TRIP UK CRUISES

British cruise operators have also become savvy to the fact that short cruises are popular in the MICE market, and P&O Cruises and Fred Olsen Cruise Line have taken the lead in this.

This Autumn, P&O offers a choice of 6 cruises round trip from Southampton ranging from **2 - 3 nights**.

Rates are extremely attractive at around **£260 per person** for a 2 night cruise based on a couple sharing an outside twin

cabin.

Bear in mind that this includes all of your meals and entertainment, so represents excellent value for money.

If you are looking for something different for a **Christmas Party**, then why not take a **2 night cruise** aboard the **Aurora**, departing **14 December** from Southampton and visiting Zeebrugge giving you the opportunity to visit the **Christmas Markets of Bruges**.

Aurora has everything you would expect from a great resort. With two main restaurants and 24 hour Bistro, 12 bars, Swimming Pool with retractable Skydome, Theatre, Casino, spa, hair and beauty salon and golf simulator to name but a few of the facilities on offer.

"Take a 2 or 3 night cruise round trip from Southampton"



The Beautiful City of Bruges

NEW! 5 Night Cruises, Round Trip Shanghai

If you are looking for something totally different, then take advantage of the **Costa Allegra** and her new **5 night** sailings round trip from **Shanghai**.

In September and October of this year there is a choice of itineraries featuring **Nagasaki** and **Kagoshima** in Japan and **Cheju** in South Korea.

The vibrant city of Shanghai is

the perfect gateway to explore these ports. In Kagoshima one of the best places to see the city (and the active volcano across the bay) is from the ferris wheel on top of 'Amu Plaza' The wheel has two completely transparent gondola which

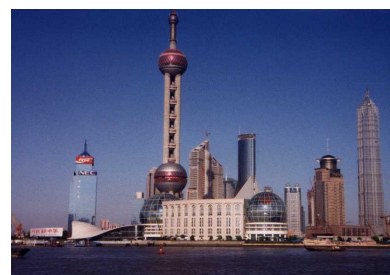
give a 360 degree view from 91m above the ground.

In Nagasaki explore the parks including the Peace Park with its famous statue.

Contact us now for further details on these cruises.



Statue of Peace, Nagasaki



The Shanghai Skyline

The Best Things in Life at Sea.

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Pause for Thought

"Snowflakes are one of nature's most fragile things, but just look what they can do when they stick together." Vista M Kelly



The M/Y Savarona

The privately owned Motor Yacht Savarona first entered service in 1931 and has been lovingly restored by her current owner.

Savarona accommodates only **34 guests** in 17 staterooms. The suites are each beautifully appointed and range from 387 sq. feet to 1,163 sq. feet.

Onboard the yacht you will find everything you need, including a fitness centre, movie theatre, medical centre and a full Turkish Bath.

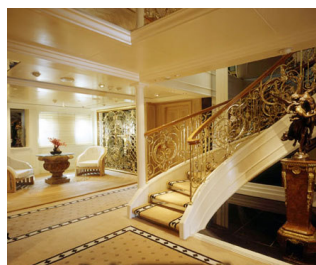
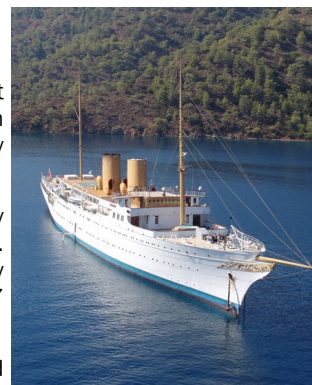
Savarona sails on **7 night** itineraries from May through to September between **Istanbul** and **Bodrum**, and Bodrum and **Antalya**.

On this exclusive yacht everything you would expect is included in the price including all meals, wine at lunch and dinner, drinks in the bar, but there are some other things that you'll unexpectedly find included in the fare. **Also included** are all shore excursions in the ports, transfers to and from the yacht, laundry services, hair styling and manicures in the Beauty Salon and massages in the Hamam.

And now, the most exciting bit. Prices start at only **£3,345*** per person. All you have to add on are the flights and that's it! With only 17 staterooms Savarona is the perfect yacht to charter for that programme that will have your client's talking about for years to come.

Contact us now for more details.

*Price based on US\$ converted at \$1.96/£1 for a sailing in May or September 2007 in a 387 sq. ft. stateroom.



Win a Pair of Maui Jim Sunglasses!



Not just polarized, but PolarizedPlus2®. Maui Jim is the fastest growing polarized sunglass company in the world. Ideal for golfing, driving, fishing, skiing, and pure fashion - a must have for anyone.

Maui Jim offers a turnkey programme if you are seeking a corporate or incentive gift. Offering customized cases, price levels for any budget, and a custom fitting program. Just tell them the group size, date & location, and we do the rest.

For your chance to win a pair, just answer the following questions:

Name two sports for which Maui Jim Sunglasses are ideal:

1.....

2.....

Send your answers to:

istanhope@mauijim.com

Quoting The Cruise Incentive Agency Reader offer by 31st March 2007.

And listing your name, company and contact number.

Read more about Maui Jim at www.mauijim.com



Spirit of Adventure

Part of the Saga Group, the newly refurbished **Spirit of Adventure** offers a choice of exciting "Discovery" cruises from the Far East to Antarctica to the Mediterranean.

Carrying only 352 guests the ship offers single seating dining and a choice of bars and lounges - there's even an outdoor cinema!

A minimalist approach to cabin décor and furnishings creates an uncluttered feel and maximise space. Standard cabins feature light, fresh colour schemes, while deluxe cabins feature classic wood panelling. For all grades, the nautical theme is picked up with crisp, white bed linen offset by navy-blue piping. Suites are furnished in calming neutral shades

with chocolate accents.

The ship is ideal for charter at very favourable rates.



Al Fresco dining is an option