



Cruise Incentive Agency

The Best Things in Life at Sea.

Welcome to the CIA Informer

Welcome to the latest edition of the CIA Informer.

Don't Delay – Book Today!

The message has never been stronger. The cruise industry has seen a radical change over the past two years in booking patterns. As the lines announce itineraries up to two years in advance, passengers are being offered incentives to book early. As with the airlines now, the further in advance you book, the cheaper the fare and as the sailing date approaches so the fares increase.

For the MICE market this is taking its toll. Post 9/11 you could easily find space for either a group or char-

ter on a sailing within 12 months, however with this strong FIT demand, this is resulting in many lines not being able to accommodate requests.

Already for 2008 some of the “boutique” ships are unable to accept charter requests, and if they are, you have to fit in with the date and itineraries that are already published.

If you are planning a charter for 2009 **now** is the time to start moving things forward. The lines are beginning to plan for 2009 and if you get in quickly, they can often build their itineraries around your request, therefore giving you the dates you want, starting and finishing the cruise

from ports that you want (within reason).

Contact us now with your brief.

Did You Know?

- The Pacific Ocean has a tide of 22 feet and the Atlantic Ocean has a tide of only 8 inches.
- A whole county in Iowa raises all its beef cattle for Carnival Cruise Line.
- The longest bar aboard any cruise ship is on the *AIDAcara* at 195 feet.
- The United States Line's *Manhattan* in 1931 was the first ship to have a cocktail named after it.

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A World First – A Floating Convention Centre

This is not just a cruise ship, but a floating Convention Centre/Hotel. Plans have been announced to build a mega ship that will offer a designated 6,000 sq. ft. conventional hall and a 2,000 seat theatre.

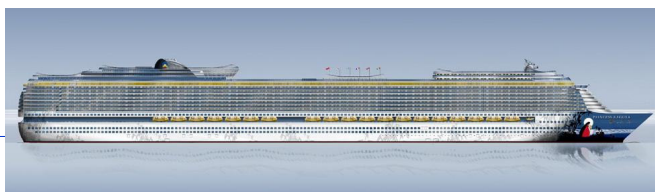
The “urban cruise ship” called the *Princess Kaguya* will weigh in at a colossal 370,000

tons with a length of 500 metres and 20 decks high, she will have a capacity for 8,400 passengers and 4,000 crew. Onboard facilities in addition to the convention space will include 45 restaurants, shopping malls and casinos.

The concept is to hold sporting events, exhibitions and trade

shows on the ship whilst she is in port. Up to 10,000 visitors can be on the ship in port.

The project has been conceived by Tokyo based Japan Contents Network and the ship is planned to enter service late 2011.





All Suite accommodation, most with a Private Veranda

SILVERSEA CRUISES. EVERY DESIRE FULFILLED.

Silversea Cruises has consistently been awarded the accolade of Worlds Best Small Cruise Line, so a cruise aboard one of their ships will certainly deliver an outstanding programme.

With four ships, **Silver Cloud** and **Silver Wind** (294 guests) and **Silver Shadow** and **Silver Whisper** (388 guests), you literally have the world to choose from in terms of destination. The ships are constantly circumnavigating the globe and you can sail in the Mediterranean, Baltic, the Far & Middle East, South America,

the Caribbean and Alaska.

No other experience offers a truly all-inclusive fare that covers virtually every travel need including all gratuities, taxes and beverages – including an in-suite bar set up with complimentary spirits and Champagne.

Each of the beautifully appointed suites has a full marble bathroom and over 80% of the suites has its own private teak veranda – a perfect retreat to enjoy a sundowner.

The main Restaurant onboard can accommodate all guests in

a leisurely single sitting and the main show lounge on each of the ships can comfortably seat all guests.

In 2008 there are a wide variety of itineraries to choose from ranging from 6 to 9 nights.

And looking further ahead, Silversea have just announced the order for **one new ship**, with an option for a second. The new ship will be online for the fourth quarter 2009 and will be larger than her siblings at 36,000 tons and carrying 540 guests.

“Sail under a moonlit sky, with the sails fluttering overhead”



Enjoy an array of watersports from the ships marina

WINDSTAR CRUISES - 180° FROM ORDINARY.

What started as an idea to bring together the freedom of sailing with the luxury of a resort has developed into the ultimate getaway for adventure seekers and self described escapists.

Today Windstar Cruises heads on a new course following the sale from the Carnival Corporation to Ambassadors International.

Windstar have three ships in their fleet - the **Wind Spirit** & **Wind Star** each carrying just 148 guests and the larger **Wind Surf** carrying 312 guests.

All three ships operate in the Mediterranean during the summer months and the Carib-

bean in the winter, with many sailings round trip from Barbados.

Activities onboard are there for the taking, never imposed, and always refined. Ambitious adventurers can water-ski, windsurf or hike a nearby mountain. Those who prefer more contemplative activities can rediscover the simplicity of a good book, cool drink or a quiet corner beneath the sails.

The water sports platform that lowers from the ships stern can also offer guests the chance to kayak, sail, snorkel and “Banana” boating - all included in the price. Scuba diving is also available for a

fee.

On the Wind Spirit and Wind Star the main restaurant can accommodate everyone in a single leisurely sitting and whilst drinks are not included, Windstar offer a variety of drinks packages available for both groups and full ship charters.

Contact us now for further information or for a charter or group proposal.



RCI - WAY MORE THAN A CRUISE.

Royal Caribbean International have recently announced their 2008 deployment, and Joy of Joys, there is an amazing selection of 4 and 5 night cruises in the Mediterranean in May and June.

The impressive **Navigator of the Seas** will be sailing the following routes, both round trip from Barcelona.

4 nights

Day 1 – Barcelona
Day 2 – Palma de Mallorca
Day 3 – Ibiza
Day 4 – Cruising the Med
Day 5 – Barcelona

5 nights

Day 1 – Barcelona
Day 2 – Cannes
Day 3 – Livorno
Day 4 – Civitavecchia
Day 5 – Cruising the Med
Day 6 - Barcelona

Navigator of the Seas is truly a unique ship offering not just an array of bars and restaurants, but also boasts a rock climbing wall, an in-line skating track and an ice rink.

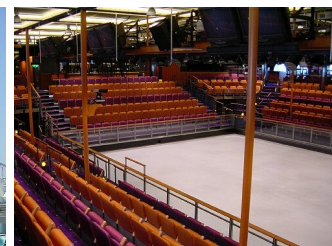
If work is the order of the day then there is a full conference centre onboard that can ac-

commodate meetings for up to 900 delegates.

Contact us now for some exceptional rates.



One of the three swimming pools onboard



Studio B Ice Rink

HAPAG LLOYD. GLOBETROTTING IN STYLE.

Hapag Lloyd is not a name well known in the UK, however it is synonymous in Germany for luxury cruising.

In 1891 Albert Ballin had the vision of offering sea passages not merely as journeys from one port to another, but as pleasure trips with no other purpose than to entertain his guests. His vision paid off and Hapag became a major force in the cruise business, with some of the world's largest and most beautiful vessels, including a Blue Ribband winner.

Today Hapag Lloyd operates a deluxe fleet of four ships. The Flagship **Europa** is one of the highest rated ships today. She carries only 408 guests and sails the world. In 2008 there are some lovely **4 night cruises** from Hamburg in July and a 6 night cruise in May from Naples to Nice.

The other ships of the fleet are the **Columbus** (420 guests), **Hanseatic** (184 guests) and **Bremen** (164 guests). These ships are "Exploration" ships and offer their guests exciting itineraries in South America,



"Europa is the highest rated ship in the world by Berlitz"

the Gambia River, the Arctic, Alaska, Polynesia and Antarctica to name but a few.

Contact us now for further details.



HONG KONG AHoy!

Hong Kong has always been an inspirational destination with its vibrancy and culture, and now you can experience cruises round trip from Hong Kong.

Royal Caribbean have scheduled a variety of 3 and 5 night cruises in February and March 2008.

These exciting cruises are perfect to combine with a land programme in Hong Kong and you will have the opportunity to visit places such as Kaohsiung and Taipei in Taiwan, Hanoi and Hue in

Vietnam, Okinawa in Japan and Sanya in China.

Rhapsody of the Seas, which will operate these sailings, has much to offer her guests including two swimming pools (one with a retractable glass roof), a grand restaurant spread over two decks, a rock climbing wall and an 18 hole miniature golf course. There is also a conference centre for up to 126 delegates.



Rhapsody of the Seas



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Pause for Thought

"Imagination is everything. It's a preview of life's coming attractions." Albert Einstein



Sailing Dreams

If you want the most romantic, exhilarating, inspiring, soul-refreshing time of your life, take a voyage aboard **Sea Cloud** or **Sea Cloud II**. Both of these beautiful windjammers have been given a Five Star rating by Berlitz and offer their guests a truly unique experience.

Carrying just 64 and 94 guests they are ideal for charter. Aboard Sea Cloud you will step back in time to the golden age of sail. Watching sailors balancing high up in the rigging and setting the sails is an unforgettable experience unmatched by any other sea voyage. They are the only square rigged cruisers in the world to be sailed by hand. They are shining beauties of the seas with a positively majestic appearance.

Surrounded by nostalgic luxury and pampered by a crew eager to meet your every wish, they enjoy the exquisite fare served by a restaurant renowned for its high quality international style and regional specialties fresh from the markets of the areas of the voyage.

A cruise on either of these two classic windjammers will certainly take your breath away.



RIVER CRUISING

If the brief is for a multi centre European programme, then why not consider a river cruise?



River cruising is becoming increasingly popular and is the perfect way to see some of Europe's finest Cities. Sailing on the grandest rivers such as the Danube, Rhine, Rhône and Elbe to name but a few, you can enjoy time in some beautiful cities in Poland, Germany, Austria, the Czech Republic,

Slovakia, France and Switzerland.

There is a wide choice of luxury river yachts to choose from and **Peter Deilmann** and **Sea Cloud River Cruises** have some of the finest vessels navigating the rivers. Elegant wood panelling, finest marble and luxuriously and tastefully appointed cabins takes you back to a bygone era.

Accommodation onboard is very comfortable and the vessels are very much "floating country houses". Carrying from 79 – 200 guests they are ideal for intimate groups and charters.

The main advantage of

river cruising is that the vessels dock right in the heart of the city or town, so there are no lengthy transfers; guests just simply walk off and are right in the centre of things. You really are at one with the country and its people as your vessel glides along renowned rivers that have shaped the culture of nations.

Unpacking only once and visiting different cities without flying, make sure you take time to enjoy the scenery as you sail along.

