

# pax

MAGAZINE

*The Travel Agent Next Door's founder*

## FLEMMING FRIISDAHL

**STANDING BEHIND AGENTS**

**AWARDS OF EXCELLENCE  
WINNERS, 2017**

**NEW MICE FEATURE  
EVENTS 101**

**CRUISE INDUSTRY  
2018 GUIDE**

*DESTINATIONS TO DISCOVER*

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# Letter from the publisher

## Many changes to your PAX magazine in 2018!

In your hands you're holding the 38th issue of **PAX magazine**, the very first issue of 2018. You'll notice that the design has changed significantly. Indeed, after more than three years, we thought that some adjustments were necessary. We hope that you like it!

This month, don't miss our report on the winners of the most prestigious competition in the travel industry in Canada, organized by LogiMonde media: the **2017 Awards of Excellence**, which is an in-house contest, held without sponsors. This year, the competition was again a great success with a significant increase in the number of nominees. Congratulations to all the 2017 nominees and winners!

In this issue, you'll also notice the addition of a new section: a **MICE** column, an important new feature of the magazine. The rise of digital media and its growing significance are among the reasons that agencies need to rethink their business strategies, if they wish to maintain their revenues and remain relevant. Because of this, many businesses are seeing the value of adding group services - **MICE**.

**PAX** stays on top of new trends, and that's why we've added a section to help travel professionals organize groups for different events including weddings, conferences, seminars, and more.

This year, you'll also find several important guides that will be indispensable for your work. We begin on a strong note this month with a complete **2018 guide to ocean cruising**, including a detailed list of all ships per company. At a total of 22 pages, it should prove a valuable resource for you to use as a reference.

Let's not forget the subject of this month's cover story, The Travel Agent Next Door's founder Flemming Friisdahl. We sat down with the well-known personality and industry executive for an enlightening conversation about his career in travel, his dedication to travel agents, and what lies ahead for the company. I'm sure you'll be as intrigued by the interview as I was.

I leave you to read your **PAX magazine**. Don't hesitate to provide us with feedback – this helps us to improve!

See you again in March,

*Miquette Chissem*  
President





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Flemming Friisdahl, founder of The Travel Agent Next Door

Text **Fergal McAlinden**

Photos **Massimiliano Galassi**

Special thanks to Sunny Joseph, hotel manager, and the team at Fairmont Royal York (100 Front St W, Toronto, ON) for providing the location for this month's Business Meeting photoshoot.



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CRYSTAL





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February 2018, No 38

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# BUSINESS MEETING

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# GETTING

# IT RIGHT

*The Travel Agent Next Door founder **Flemming Friisdahl** sits down with PAX to reflect on the growth of his host agency, his passion for dealing with agents – and the rise and rise of the home-based industry*

By **Fergal McAlinden** | Photos by **Massimiliano Galassi**

**S**itting with The Travel Agent Next Door (TTAND) founder and president Flemming Friisdahl in the plush, ornate surroundings of the Fairmont Royal York Hotel, a stone's throw from the company offices in downtown Toronto, I wonder whether the well-known industry executive ever has a chance to sit back and take stock after a whirlwind few years since starting the business in May 2014.

"I sometimes forget that we're now 26 staff in our company – and it's a fair-sized company – but to me, we're still that little guy trying to just go up the hill," Friisdahl tells me. "We've actually grown consistently the same every year since we've started."

It's been a steady rise for the company since opening its doors, with its roster of travel professionals growing to approximately 480 primary and associate agents; for Friisdahl, though, the number of agents under TTAND's

purview is of secondary importance to another crucial measure of success.

"We don't want to be Canada's largest home-based agency based on travel consultants," he emphasizes. "We want to be Canada's largest home-based agency based on sales per agent. It's a very different statistic."

That strident focus on the welfare and prosperity of its network is one of the main reasons Friisdahl prefers to describe TTAND's agents as customers and business partners first, and family second. It's not that the company doesn't value its close relationship and camaraderie with its agent network; rather, Friisdahl simply feels that the word doesn't accurately convey the depth of its commitment to its Canada-wide team of travel agents.

"It isn't about what I want, but what my customer wants," he comments. "If you always remember who your customer is,

you're going to have more chance of being successful.

"That's why we say the word customer. You look at a customer different than you look at a family member... [if] you're my customer, that means I'm going to be a little bit sharper. I'm going to be a little more attentive. It means I'm going to make sure I get what you need to make you successful. It means I'm going to listen to what you want. Without my customer, I don't have a business. That's how I look at it.

"I don't want anybody to think that I don't understand my place," he continues. "My place is to do [everything] possible to help that agent succeed. I have one job: get the best deals, the best marketing, the best tools in the industry; and so, to me, our travel agents are our business partners, and our customers. That's very important to me – we talk about it often." →



Owning and operating a host agency was an entirely natural progression for the Danish-born Friisdahl, given the prominent role that agents have played throughout his career. His lengthy tenure at Thomas Cook, where he served as vice-president, Western Canada and later vice-president,

national sales and marketing, provided a first-hand insight into the valuable work and endeavour that agents brought to the table.

"When I was doing the job at Thomas Cook... I saw the quality of the agents," he says. "I would have gone to [agencies'] conferences for ten years, a long time, and you saw the quality grow and grow and grow."

It was this experience and aptitude for working with agents that spurred Friisdahl's decision to launch TTAND. "I thought, 'what do I really love doing?'" he remembers. "I love taking care of travel agents. That's where the whole idea came – 'why don't I start my own home-based business?'"

It's little surprise, given the importance it places upon developing the knowledge and skill set of its employees, that TTAND takes its agent training and support seriously – very seriously. "We do 30-35 hours of online training; [then] agents must come to our office and spend five days with us in the office training; and then they have two years where they have a Certified Travel Counsellor (CTC), one of our staff, that's there to support them for two years," Friisdahl says, "to make sure they're being mentored, to help them.

"One of the biggest compliments we get is from suppliers saying that the quality of agents at TTAND is second to none."

What's the secret behind the calibre of TTAND's agents? For Friisdahl, professionalism is the name of the game.

"We do our conference, and we don't have spouses along with that," he notes. "Why? Because it's not a vacation. These are travel professionals. Our agents actually voted on this: 'Do we bring a spouse, don't we?' Our first two conferences, something like 70-80 per cent said that they don't want spouses there. They're there to work, they're there to learn."

Soliciting input and feedback from agents is also a key tenet of Friisdahl's philosophy – from deciding which month to switch the company's I.T. system, to choosing the best time to stage its annual conference, to partaking in surveys on the company's preferred and approved suppliers.

In many ways, it exemplifies another core pillar of Friisdahl's approach to business: an eagerness to consider a full spectrum of opinions in pursuit of a goal.

"This is a saying that I use all the time: it's not about being right, it's about getting it right," he explains. "When you go with that philosophy, it's not about me sitting with a table full of either my agents or my staff, and me being right. It's about making sure that we get it right. That's a big belief for us."

For the home-based agency model in Canada, meanwhile, Friisdahl foresees a healthy future. "When we started, about 25 per cent of agents [in Canada] were home-based," he says. "Today, close to 35 per cent of all agents are home-based. It's expected in the U.S. that there's close to 55 or 60 per cent of agents that are home-based.

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# TRUSTING IN TECH

TTAND's investment in its technology and support systems is an aspect of its ideology that Friisdahl believes is crucial to the success of its agents. "I believe that if we don't have the same skin in the game that the agent does... if I don't invest every dime I get from them to help them grow their sales – then we're not doing what we're supposed to as a company," he explains.

The company recently launched its new extranet, featuring detailed supplier info and a new search engine for agents, with comprehensive training conducted through its Learning Library – including a range of mandatory interactive courses.



**“ONE OF THE BIGGEST COMPLIMENTS WE GET IS FROM SUPPLIERS SAYING THAT THE QUALITY OF AGENTS AT TTAND IS SECOND TO NONE.”**

Same with the U.K. If you keep that up, the home-based business is going to keep growing... it'll keep getting better and better, and stronger and stronger.”

The flourishing industry is one of the main reasons that placing the agent front and centre remains integral to TTAND's philosophy, permeating through every level of the company – including Friisdahl himself.

“I call every single one of our primary agents,” he says. “I will spend about eight, nine hours calling every single one of our [primary] agents every six months. Why is that important? Because even if I get their voicemail, they know that I'm thinking about them, and they know that they can reach out to me.”

That personal touch reflects Friisdahl's oft-repeated mantra that TTAND only wins when its agents win. “Every two weeks, I go through every sale, and if an agent had a great day, I send them a personal note,” he says. “Why? Because that's what you do for a customer.

“For me, it's important that they know that their sales are not just a number; it actually makes a difference to how successful we are as a company.” ●



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## **FINDING** A BALANCE

The ever-enthusiastic Friisdahl divides his time between Vancouver and Toronto – an exertion that he says is perhaps easier now that his oldest child with wife Rhonda (who he met while working in Egypt, and currently serves as TTAND's vice-president, talent development) is 28 and their twins, 24. Despite his gruelling work schedule, the TTAND owner enjoys finding the time to relax outside the office. “If you were to ask me, ‘Where would you spend a week?’” he laughs, “it would be in my home.”



## Slow Down TO WIN

By Cheryl Gregory

**A**re you moving fast, fast, fast, at the speed of life? Do you feel relief when you check off one more thing from your list? Do you sometimes feel you are rushing through your sales conversations?

Maybe you take shortcuts, and make assumptions and judgements. Maybe you push the product you like, because you know it so well, and it is popular.

If you are not closing as much business as you think you should, you have probably sped past the vital step of connecting and building trust with your clients. And that means lost business for you.

Here, I am going to share one very important skill to master to gain clients' trust, and help them decide to buy from you:

### Acknowledgement

Acknowledgement demonstrates that you understand your client. It fulfills their basic human need to be heard, appreciated, and respected.

The primitive part of the brain releases oxytocin that makes them feel good when acknowledged. They want to deal with you; they trust you; they like you. It is a chemical catalyst that triggers emotions, or feelings.

Here are three elements you can combine to help demonstrate acknowledgement:



### VERBAL

1. Thank them for calling, coming in, or emailing you. They have chosen you as their agent. Basic manners go a long way. You are expressing appreciation to them right from the get-go.
2. If they are a returning client, acknowledge it. "Thanks for coming back," or "it's great to see you again." Something that demonstrates you remember them. People like to be remembered.
3. Using their name is a super bonus. It's a huge compliment that you remember them.
4. Your warm and friendly tone of voice reflects how you feel. Speaking in monotone, or being abrupt, just won't cut it.



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## NON-VERBAL

- 1. Make eye contact and smile.** In fact, smiling shows on the phone almost as effectively as in person.
- 2. Put aside your work.** Don't make them wait while you finish what you are doing. Make them feel that they are the most important thing.
- 3. Pay attention to your body language.** If you are face-to-face, stand up and offer to shake hands. Gesture to them to have a seat.
- 4. Keep your hands at waist height, palms open and visible.** The primitive brain translates this as non-threatening; they relax and begin to trust you.
- 5. If you are seated, keep hands on top of the desk, palms visible.** Clenched hands or palms flat on your desk may signal a threat to them. The primitive brain thinks, "Are you hiding a weapon?" or "Are you about to pounce on me?".
- 6. Open arms at a slight angle.** Their primitive brain relaxes and trusts, thinking, "If you are not carrying a weapon and your body is open and exposed, then you are vulnerable, and therefore, not threatening. You are a friend, not a foe."
- 7. Nodding your head** while you discuss their needs signals that you understand them.
- 8. Tilting your head slightly to one side** signals that you are listening to them.

Take time to slow down and acknowledge your clients to discover what they are feeling. It is the key to building trust. Using verbal, non-verbal, and empathy skills, you open up the possibility of clients trusting you more. In turn, closing a sale and repeat business becomes easier. ●

---

## EMPATHY (AND OTHER FEELING EMOTIONS)

- 1. Using acknowledgement 'bridges'** not only tells them you hear what they are saying, but also that you feel what they are feeling.
- 2. These bridges help extend your sales conversation,** so you can gain more information about their needs, and the priority of their needs.
- 3. You subtly control the conversation.** At no point can they derail the conversation when you have acknowledgement bridges.
- 4. Here is the bridge:** you start with the acknowledgement statement that indicates that you understand them. Immediately after, ask them a question that allows them to expand their points. Listen for more details to help you sell more effectively. You can:
  - **Take the needs discussion deeper.** "That sounds interesting. Tell me more."
  - **Manage objections more effectively.** "I'm glad you brought that up. What experience did you have that made you feel this way?"
  - **Important note:** remember to ask open-ended questions.



**Cheryl Gregory**

*Cheryl Gregory is an author, coach, past president of a travel company and international speaker.*



# NORWEGIAN'S TEAM CANADA SUPPORTS THE CANADIAN TRADE



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CRUISE INDUSTRY

# THE CRUISE GUIDE

## 2018

**Part 1:** the cruise industry in 2017 and what's ahead for 2018 - key interviews with cruise line executives.

**Part 2:** the 12 biggest ships in the world, new ocean ships in 2018-19, the world's largest cruise lines.

**Part 3:** a complete list of ocean cruise lines with ship names and information.

By Kathleen Chartray, Uguette Chiasson, André Désiront, Christine Hogg, Fergal McAlinden, Benoit Schmutz and Marie-Eve Vallières





## PART 1: THE CRUISE INDUSTRY IN 2017 AND WHAT'S AHEAD FOR 2018

### AMAWATERWAYS

#### Kristin Karst

Executive Vice-President  
and Co-Owner



#### How could 2017 be best described for the company?

2017 has been an AMA-zing year! 2016 was a record year for AmaWaterways and we are very happy to report that 2017 looks even better. We are likely to finish at double-digit growth when comparing year-over-year. Our travel partners delivered steady monthly bookings throughout the year with a slight increase in last-minute reservations when compared to previous years. From an operational perspective, we have also been very fortunate that Mother Nature has been kind with us on the European rivers this year.

#### How do you expect the cruise sector to evolve in 2018?

Wellness and culinary programs are the top subjects with our travel agency partners and their clients, and we have certainly seen a surge in early reservations for our 2018 Wine Cruises. Another bright spot is the French river cruises which are attracting a lot of multigenerational groups who

prefer to book well in advance. Our operations teams are busy adding more hiking and biking options to our complimentary shore excursions and we are rolling out our new Wellness Program on six ships in 2018. Our growth continues as planned with one new ship, *AmaLea*, on the Danube in 2018 with three more ships launching in 2019.

#### What are you most looking forward to from your company in 2018?

AmaWaterways is a family company with owners directly involved with every aspect of the business. This hands-on approach facilitates quick decision-making and ensures all our people in the offices and onboard our ships bring a certain sparkle to the services delivered to our travel agent partners and our guests. Our teams are passionate about innovation and guest satisfaction so I would have to say that in 2018, I am looking forward to 'more' – more innovation, more passion, more fun, more engagement with our travel partners and more wonderful feedback from our guests onboard.

### AVALON WATERWAYS

#### Stéphanie Bishop

Managing Director, Globus  
family of brands



#### How could 2017 be best described for the company?

At Avalon we are always evolving and 'tweaking' the product based on customer input. This year we launched our first Active Discovery on the Danube cruises, which offer clients the chance, in each port of call, to participate in an activity such as a guided run, an immersion such as meeting a vintner, and a classic historic/cultural tour, all included in the cruise price. And they've been incredibly well received! Plus our cruises including the Normandy Landing Beaches sold well, as did all our themed cruises. Lastly, this was the year we had Jann Arden, an Avalon godmother, escort a cruise: needless to say, a sellout!

#### How do you expect the cruise sector to evolve in 2018?

We're very pleased to see that 2018 is shaping up to be another strong year. The booking window

for river cruises remains so long – typically nine to 12 months out - that it's easy for us to get a feel for the entire 2018 year. Our early launch is clearly paying off for us! Also, we'll be launching a new ship on the Mekong, the *Avalon Saigon*. Another trend we are seeing is significantly more interest in charters: with capacities of 128 or 166 in Europe (just 36 in Southeast Asia), Avalon ships are ideal for group and incentive travel.

#### What are you most looking forward to from your company in 2018?

So far we are seeing strong bookings on our second series of Active Discovery cruises, this time on the Rhine. We're also looking forward to promoting our three new itineraries in Southeast Asia on the Mekong and Irrawaddy Rivers as well as relaunching, after an absence of a few years, five-star cruises in Egypt. All in all it's looking like it's going to be a great year!



# THE CRUISE GUIDE 2018

## CARNIVAL CRUISE LINE

### Adolfo Pérez

Vice-President, Sales and Trade Marketing



#### How could 2017 be best described for the company?

This was a year when so much came together after all of the close listening we did in 2016, not only with our guests but also the agent community as a whole. From our CEO Christine Duffy, to myself and our BDMs across North America, 2016 and part of 2017 were spent talking to our guests and partners about what we could do to continually improve. From there, dozens of investments and enhancements were made both in terms of ship renovation and innovation to travel agent programs and resources. We've introduced numerous agent-positive initiatives including increased commission-earning opportunities, additional sales support for agents and investments in training and marketing programs this year as part of our 'Travel Agents Rock' program.

#### How do you expect the cruise sector to evolve in 2018?

We've seen quite a rise in the number of independent agents selling cruises. With the growth of this sector, I think we'll see interesting trends occur

in terms of the demographics of cruise travellers as well. From new cruisers, to those who may not have experienced our brand previously, I believe independent agents will make an impact on the types of passengers we welcome onboard. Their unique niche continues to evolve and 2018 will show the evolution and strength of their reach.

#### What are you most looking forward to from your company in 2018?

Without a doubt, *Carnival Horizon*, the newest ship in our fleet set to debut in April. *Carnival Vista*, her sister ship, has been so well-received and we know *Carnival Horizon* will be as well. Following the ship's first four European departures this spring, she will reposition to the U.S. with a summer schedule of four-day Bermuda and eight-day Caribbean departures from New York City before shifting to Miami, and will kick off a year-round schedule of six- and eight-day Caribbean cruises beginning in September. Both New York and Miami offer such great proximity for Canadian travellers, so we know we'll be seeing many of your readers and their clients onboard!

## CELEBRITY CRUISES

### Ken Brooks

Director of Sales, Canada



#### How could 2017 be best described for the company?

2017 for Celebrity Cruises was a record year. We got our best per diems and our best load factors we've ever seen in the company's history. It's been a phenomenal year.

#### How do you expect the cruise sector to evolve in 2018?

I think it's going to be a good year, and we are working hard to overcome the Caribbean hurricanes. The financial mainstay of all these Caribbean islands is tourism. We're really working at warp speed to get the infrastructure in place to accommodate everybody.

#### What are you most looking forward to from your company in 2018?

2018, I believe, is going to be a very good year for Celebrity Cruises. We have a new category, a new

design of ship, called the *Edge* coming out in December of 2018. The advance bookings for that ship are better than our wildest expectations. In the Canadian market, we've added a lot of charter cities, new cities for us: we're now flying nonstop from Calgary and Edmonton to South Florida as well as Thunder Bay and Saskatoon and Regina, and we've just announced we're going back into Moncton for two charters out of Moncton, New Brunswick. Our Canadian charter program for 2018 is going to be pretty extensive. →

# THE CRUISE GUIDE 2018

## CELESTYAL CRUISES

### Leslie Peden

President, North America



#### How could 2017 be best described for the company?

2017 has been a banner year for Celestyal Cruises as we received four Cruisers' Choice Awards from Cruise Critic, and at the Greek Tourism Awards 2017 we took home Gold Awards for 'Tourism Season Expanding Initiatives - Greek Tourism Product Enrichment,' 'Guest Service Excellence' and 'Gastronomic Tourism'. In 2017 we also introduced the Celestyal Inclusive Experience on our cruises that maximizes cruise passengers' travel budgets. Our travel agent partners are also raving about the Celestyal Inclusive Experience as they earn commission not only on the cruise fare, but also on components such as the shore excursions and drinks package included in each booking.

#### How do you expect the cruise sector to evolve in 2018?

1.3 billion people go on vacation every year, but only 25 million of them take cruises. As the industry as a whole continues creating awareness and educating the marketplace about the benefits of cruising, we

expect [its popularity] will keep growing by leaps and bounds. In 2018 we expect to see a continued increase in passenger demand, given record travellers to Greece this year and projected for next.

#### What are you most looking forward to from your company in 2018?

The *Majesty* will return to our fleet after concluding its successful charter. The vessel will provide additional capacity to our three- and four-day Iconic cruises for our extended season that will run between March 30 and Nov. 9, 2018. Celestyal Cruises has also introduced its new seven-day Idyllic Aegean itinerary that *Celestyal Crystal* will perform from April 30 through Oct. 15, 2018. [This new] cruise is the perfect cruise vacation, combining calls and shore excursions at some of the top destinations in the Greek Isles and including overnights in both Mykonos and Santorini – offering travellers the perfect opportunity to experience the legendary nightlife of these celebrated islands.

## CRYSTAL CRUISES

### Carmen Corvos-Roig

Senior Vice-President,  
Marketing and Sales



#### How could 2017 be best described for the company?

2017 has been an exciting year of continued growth for Crystal and new global experiences for our guests. Still in the midst of one of the broadest brand expansions in the history of luxury travel, Crystal introduced two new-build river ships – *Crystal Bach* and *Crystal Mahler* – to the Crystal River Cruises fleet this summer, and also launched *Crystal Skye*, our fully custom B777, into the luxury charter market for Crystal AirCruises. *Crystal Symphony* has also just completed the most extensive dry dock redesign in her award-winning history. This year has been all about expansion and the evolution of our brand as we continue to provide the celebrated Crystal Experience to luxury travellers around the world.

#### How do you expect the cruise sector to evolve in 2018?

The luxury cruise industry is always evolving, largely because travellers' definitions of 'luxury' continue to evolve and diversify. We continue to evolve with our guests to ensure we are providing them

incomparable luxury and travel experiences that best suit their individual preferences. We expect the audience of luxury travellers to continue to broaden – across generations and travel styles. As this shift continues, we will continue to evolve our experiences to offer luxury travellers the ability to customize their vacation.

#### What are you most looking forward to from your company in 2018?

In 2018, we are thrilled to be continuing with the expansion of Crystal River Cruises – launching two new 'Rhine Class' river ships, *Crystal Debussy* and *Crystal Ravel*. These ships will be sister ships to *Crystal Bach* and *Crystal Mahler* sailing along the Rhine, Main and Danube rivers. We also continue to invest in our ocean ships, with a full redesign to *Crystal Serenity*, enhancing the onboard décor, technology and introducing new dining spaces.



# THE CRUISE GUIDE 2018

## EMERALD WATERWAYS

### Lisa McCaskill

Vice-President, Sales  
and Marketing, Canada  
(Scenic Tours)



#### How could 2017 be best described for the company?

The best word to describe 2017 for Scenic and Emerald Waterways is successful. We have witnessed significant growth for both brands, but specifically Emerald Waterways. Since entering the marketplace with sailings that started in 2014, each year we have been fortunate to see the trade embrace our product and support the brand.

Emerald Waterways introduced two new destinations in 2017 with the new *Emerald Liberte* sailing in the South of France and *Emerald Radiance* on the Douro in Portugal.

Our *Scenic Sapphire* and *Scenic Diamond* ships sailing the waterways of France underwent a full refurbishment, increasing the spa area and adding an innovative salt therapy room. On these ships we have also introduced *Scenic Culinare*, our private cooking station experience where guests can participate in onboard cooking classes taught by experts.

#### How do you expect the cruise sector to evolve in 2018?

For Scenic and Emerald Waterways it is important for us to listen to our guests and trade partners and understand what they are looking for. The main themes highlight all-inclusive in price and providing added value. Guests want to have their needs looked after, but also enjoy an element of independence and customization. Evolving in the cruise industry involves incorporating these wants as well as finding new destinations and itineraries.

#### What are you most looking forward to from your company in 2018?

Emerald Waterways is introducing cruise itineraries on the Mekong and Irrawaddy rivers as well as a few new itineraries on the Rhine river. We are most excited about our new partnership with celebrity chef Michael Bonacini who will be promoting our popular France itinerary for 2018. When one thinks of France, they think of the delicious food and historic places, and we couldn't be happier to have Michael highlight this for us! →

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# THE CRUISE GUIDE 2018

## HEBRIDEAN ISLAND CRUISES

### Ken Charleston

Managing Director



#### How could 2017 be best described for the company?

2017 has been a pinnacle year for Hebridean with some of the highest occupancies and repeat customer bookings ever recorded in the history of the company. With percentage occupancy figures well into the high 90s and repeat customer percentages topping over 65 per cent, we are delighted that the unique style of cruising we offer onboard *Hebridean Princess* is being enjoyed by so many people.

#### How do you expect the cruise sector to evolve in 2018?

2018 will be an exciting year for the cruise industry; with so many more new ships coming online, the choice available to customers will be even greater. The newest ships are keen to make their mark in terms of innovation, and for many customers the ships themselves will become the

destination rather than perhaps some of the ports of call which form each operator's itineraries.

#### What are you most looking forward to from your company in 2018?

2018 will see Hebridean Island Cruises celebrate its 30th season of cruising with *Hebridean Princess*, and the anniversary season will not go unmarked. We will be replicating itineraries from our inaugural year of 1989, along with cruises from the 10th season of 1998 and the 20th season of 2008. During the summer, our out-of-area cruises will witness *Hebridean Princess* venturing to the south coast of England, calling at Dublin and the Isles of Sicily en route. We are also voyaging to the Channel Islands, Northern France including Brittany and Normandy, and a maiden visit to Belgium. Furthermore, two cruises of the River Thames to the iconic Tower Bridge are additional highlights.

## MSC CRUISES NORTH AMERICA

### Roberto Fusaro

President



#### How could 2017 be best described for the company?

2017 in particular has been a banner year for MSC Cruises, kickstarting a nearly \$10 billion investment plan to introduce 11 new ships to the market by 2026. In 2017 alone, we have made significant headway, having launched two revolutionary new ships: *MSC Meraviglia*, launched in June, and *MSC Seaside*, arriving in December.

Earlier in 2017, MSC Cruises introduced its digital innovation program, MSC for Me, which has become an integral part of the way MSC Cruises is building its new ships.

#### How do you expect the cruise sector to evolve in 2018?

2018 will echo the rapid growth we've seen this year across the industry, with even more diverse product coming into service, offering cruisers more choices than ever before. More than that, these new mega-ships will continue to be smarter than ever, capitalizing on new technologies to make the guest experience seamless and more customized.

In terms of onboard offerings, guests will continue to seek more wellness opportunities

to incorporate into their cruising experience. The idea of losing sight of fitness goals when cruising is a myth of the past, and the industry has followed suit.

#### What are you most looking forward to from your company in 2018?

With *MSC Seaside* coming into service at the end of 2017, we are thrilled to welcome in 2018 as the first complete year of operation in the Caribbean for the revolutionary new ship. In the coming year, *MSC Seaside* will sail year-round to diverse and beautiful ports of call in both its eastern and western Caribbean itineraries.

*MSC Seaview*, the second in the *Seaside* class of ships, will officially come into service in June 2018. I am perhaps most excited about establishing a greater foothold in the U.S., with the introduction of *MSC Seaside* and our wider choice of options in the Caribbean.

As we enter 2018, we are eager to continue to raise awareness about MSC Cruises' offerings in the Caribbean for North American guests. →





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# EXPLORATION IN MOTION

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.....

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**Departure dates:** Jun 14, 17, 28; Jul 1, 12, 15, 26, 29; Sep 6, 9, 20 & 23, 2018  
*Linz (Embarkation), Engelhartszell, Mauthausen, Grein, Spitz, Vienna, Visegrád, Budapest (Disembarkation)*

#### **New!** ACTIVE DISCOVERY ON THE RHINE

8 days | Frankfurt to Amsterdam (or reverse)  
**Departure dates:** Jun 3; Jul 15; Aug 12 & Sep 23, 2018  
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# THE CRUISE GUIDE 2018

## NORWEGIAN CRUISE LINE

### Dana Gain

National Senior Director of Sales, Canada



#### How could 2017 be best described for the company?

2017 has been a year of growth for Norwegian, particularly in Canada. Over the past three years we have worked harder than ever to penetrate the market in this country. Feedback from our trade partners continues to be progressively positive, which is a very important metric for us because most everything we do in this country is designed to encourage a service environment for our partners. Norwegian's Team Canada reached optimal performance levels and efficiency in 2017, and we continue to look for new ways to support our partners across the country. This responsiveness and dedication to the retail community is clearly resonating with our travel agent colleagues. Further, our focus on designing in-country promotions like Canada at Par has helped us further refine our identity this year.

#### How do you expect the cruise sector to evolve in 2018?

This is an interesting question, because I think each year the trade begins to wonder how much

opportunity actually remains in cruise. I would suggest that the opportunity for the cruise business is substantial; we're really still just getting started. If you consider how many hotel rooms exist in the world and compare that to the number of berths in the industry, there's a big divide. Within that divide lies our opportunity, and it's huge. We are a long way from reaching our potential as an industry, and the good news is that more and more agents are choosing to focus on selling cruise.

#### What are you most looking forward to from your company in 2018?

*Norwegian Bliss!* She's our new Breakaway-Plus class vessel that will be doing a round-trip Alaska itinerary starting in June 2018. The awareness I'm seeing around the launch of the ship is fantastic. We're doing a series of inaugurals to showcase the ship starting in May to ensure our travel partners have a chance to experience the ship before she goes into service in June.

## OCEANIA CRUISES

### Bob Binder

President and CEO



#### How could 2017 be best described for the company?

A great year of success and diversity. We're coming off of a very successful 2017 where we launched more innovation and diversity in onboard product delivery, and more new itineraries, than the brand has had in many years.

#### How do you expect the cruise sector to evolve in 2018?

The cruise sector will continue to grow and continue to draw larger and more diverse passenger counts. Big, new ships in the contemporary sector will continue to draw new passengers and experienced, well-travelled guests will seek out more personal and immersive experiences, which is where a culinary-and destination-driven brand like Oceania Cruises excels. As we carry only a few hundred versus a few thousand guests, there are experiences you can have and destinations you can visit on a small ship that you can't possibly have on a mega-ship.

We will see more and more travellers looking for these unique and memory-filled vacations.

#### What are you most looking forward to from your company in 2018?

We will continue to raise the bar on culinary innovation and destination immersion. We recently introduced the only gourmet vegan dining program at sea, with more than 250 menu items. Conversely, we also just introduced La Cuisine Bourgeoise by Jacques Pepin – which is very traditional, old-school French cuisine. On the destination-immersion front, we will roll out new Culinary Discovery Tours and expand our roster of Healthy Living Tours Inspired by Canyon Ranch to Asia and South America. We'll continue to innovate and set new standards with our expertly-crafted itineraries, our acclaimed culinary programs and of course, the finest crew and most beautiful ships to sail upon the Seven Seas.



# THE CRUISE GUIDE 2018

## PAUL GAUGUIN CRUISES

### Diane Moore

President



#### How could 2017 be best described for the company?

Paul Gauguin Cruises has had a fantastic 2017. Our voyages this year featured popular seven- to 14-night itineraries in Tahiti, French Polynesia, and the South Pacific along with 16- and 17-night Fiji and Bali sailings.

#### How do you expect the cruise sector to evolve in 2018?

The cruise industry continues to grow and showcase fresh, creative, and innovative ideas and will continue to do so in 2018. New destinations are emerging, and dining, onboard activities, technological advances, and exclusive experiences continue to raise the bar. There is growth in the small-ship luxury cruising and expedition cruising sectors. Multigenerational and experiential cruising are popular right now. Also, cruising remains a great way to explore a variety of destinations at an incredible value.

#### What are you most looking forward to from your company in 2018?

In 2018, Paul Gauguin Cruises will be the first cruise line to visit the port city of Vairao in Tahiti Iti, which offers a wild coastline, Polynesian culture,

and surfing fame. Tahiti Iti is scheduled on seven-night Society Islands and Tahiti Iti voyages and a special sailing of the 10-night Society Islands & Tuamotus itinerary.

Paul Gauguin Cruises' partnership with the Wildlife Conservation Society (WCS) will be offering two interactive, educational programs to enrich guests' experience. During the summer months and holiday season, Stewards of Nature is offered and invites children aged 7-17, as well as their families, to discover and value nature through hands-on interactive learning. The Wildlife Discovery Series is an onboard lecture program focusing on the environment and wildlife of our planet presented by some of the world's most fascinating conservationists, scientists, and oceanographers.

Couples sailing on *The Gauguin* can now celebrate their love in a romantic setting amid the turquoise lagoons and exotic islands of French Polynesia. Paul Gauguin Cruises now offers wedding ceremony and renewal of vows packages at Motu Mahana, the cruise line's private islet, or in the glass-bottom overwater chapel at the InterContinental Bora Bora Resort & Thalasso Spa.

## REGENT SEVEN SEAS CRUISES

### Randall Soy

Senior Vice-President, Sales and Marketing



#### How could 2017 be best described for the company?

The best way to characterize 2017 for Regent Seven Seas Cruises is growth and optimism. Our newest ship, *Seven Seas Explorer* completed her first full year of service to prove her title of the most luxurious ship ever built. We are also very glad to arrive at the name of *Seven Seas Splendor* for our new ship to launch in 2020. *Seven Seas Splendor* will offer guests a fifth option that will provide unforgettable experiences in the world's most compelling destinations, with the incredibly high standards of luxury and service that lure guests back again and again.

#### How do you expect the cruise sector to evolve in 2018?

Cruising will continue to grow rapidly and consistently to offer travellers more choice, while cruise lines continue to differentiate themselves from each other to deliver more personalized and targeted experiences, which will add greater value for guests, as well as for travel agent partners. The Regent Experience focuses on

delivering the highest level of personalized service aboard a cruise ship from each and every member of our dedicated staff and crew, while guests visit some of the world's most compelling destinations.

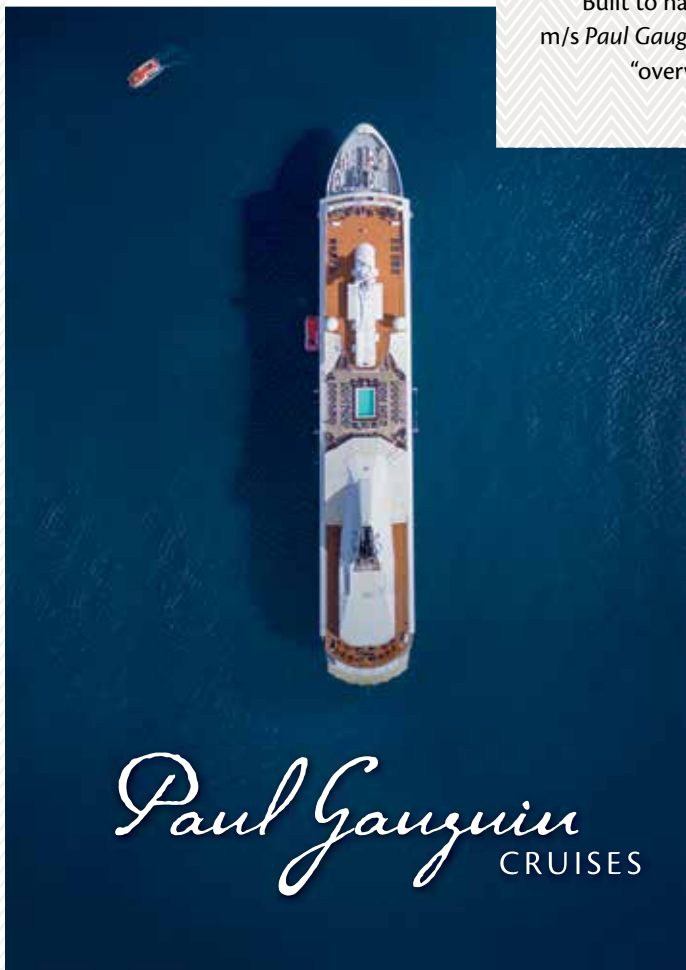
#### What are you most looking forward to from your company in 2018?

We are very much looking forward to launching new solutions for our valued travel agent partners that will help them grow their businesses and drive repeat customers. These new trade initiatives will leverage two major company milestones in 2018: first, the start of construction of *Seven Seas Splendor*, our new ship to launch in early 2020. The steel cutting is scheduled to start in early 2018 and her keel will be laid by mid-year. We also are looking forward to the scheduled dry dock of *Seven Seas Mariner* for her bow-to-stern makeover as part of our \$125 million fleetwide refurbishment program. When the ship re-emerges in April, our entire fleet will boast the same high level of elegance set by *Seven Seas Explorer*. →



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# THE CRUISE GUIDE 2018

## ROYAL CARIBBEAN INTERNATIONAL

### Lisa Connell

Director of Sales, Canada



#### How could 2017 be best described for the company?

2017 has been a very good year. Guests are enjoying incredible vacations with our second-to-none onboard experiences and crew that delivers on every whim. We continue to leverage our Crown and Anchor Society, as our loyal guests are critical to our continued growth, but we are also fortunate to be growing new-to-cruise, multigenerational and millennials along with group travel. These segments are a sweet spot when selling Royal Caribbean, as a majority of bookings are sold with multiple staterooms.

#### How do you expect the cruise sector to evolve in 2018?

Based on the 2018 business already on the books, I believe it will be another great year. The hurricane season has been a challenge for everyone, especially the people of the affected islands, but we are already seeing positive developments. We will also continue to see growth in the multigenerational market, more girlfriend getaways, niche travel with groups, and more millennials. Digital is also playing a much more significant role – travel is no longer viewed as a luxury

but as a necessity. Millennials are a significant part of this, as they are flooding the social feeds with pictures and stories of great destinations and adventurous excursions. Overall, this generation is essential to the travel industry for the future.

#### What are you most looking forward to from your company in 2018?

More growth in all sectors. We continue to see more consumers cruising and we have more excitement on the horizon: *Symphony of the Seas*, the fourth Oasis-class ship, will debut in Europe in April 2018, but we will also debut three pre-season cruises starting March 31.

More industry firsts include a state-of-the-art welcome aboard. When guests arrive to the port, they can use their mobile phone to check-in and board the ship with just a security checkpoint between the curb and the ship. So if you thought our boarding process of less than 15 minutes from curb to ship was great, wait until you experience this new industry-first check-in experience.

## SCENIC LUXURY CRUISES & TOURS

### Derek Legault

Senior Director of Sales,  
Canada



#### How could 2017 be best described for the company?

Exciting! River cruise business is booming and we enjoyed a wonderful season of sailing the rivers of Europe. In Southeast Asia, clients were amazed by the second season of sailing the Mekong on the *Scenic Spirit* and the Irrawaddy on the *Aura*. In April we were very proud to launch our main release products for the *Scenic Eclipse*, the world's first discovery yacht that will 'Follow the Sun,' circumnavigating the globe in class and style with its two helicopters and submarine for our guests to enjoy.

#### How do you expect the cruise sector to evolve in 2018?

With all the cruise lines out there, the client has many options of which product they want to travel with that best fits their needs. As more and more people are cruising, it's very important for the cruise companies to

stay on top of what the client really wants. At Scenic your clients will always enjoy the truly all-inclusive holiday that our company offers, or the flexibility and exceptional value of our Emerald Waterways brand.

#### What are you most looking forward to from your company in 2018?

The launch of the *Scenic Eclipse*! In August 2018 the *Scenic Eclipse* will make her inaugural sailing out of the Mediterranean. Your clients will explore the Mediterranean, or sultry Cuba, wonder at the majesty of the Arctic and be awestruck by Antarctica, the last great untouched wilderness on earth. With an almost 1:1 staff-to-guest ratio, your clients' time on board will be one of unparalleled indulgence. From the ultimate Spa Sanctuary to the expansive array of dining experiences, spacious lounges and bars, outdoor terraces, multiple pool areas, helicopters and seven-seat submarine, the luxurious wonders on board never cease. →

# THE CRUISE GUIDE 2018

## STAR CLIPPERS

### Mirell Reyes

President, Americas



#### How could 2017 be best described for the company?

2017 has been a great year for Star Clippers. With pent-up demand after a challenging 2016 due to global events, our sailings are very full and we are seeing a substantial increase in advance bookings for 2018 as well. Our new destinations of Phuket, Thailand and Bali, Indonesia have also been very well-received not only from our repeat guests (over 60 per cent), but for new guests too.

#### How do you expect the cruise sector to evolve in 2018?

Overall, the cruise sector is evolving at a significant pace and will continue to develop as new ships with innovative and inspiring features enter the market, including ocean- and river-going vessels. But more importantly, studies show that the consumer is looking for more 'experiences' than 'things,' and this will also drive innovation

and new destinations for cruise companies. Our product is perfectly aligned for the new desires of the travelling consumer, as Star Clippers is the ultimate experiential adventure, visiting intimate, quaint, off-the-beaten-path destinations with our breathtaking authentic sailing vessels.

#### What are you most looking forward to from your company in 2018?

Based on our 2017 production as well as the strong advance booking trends for 2018, we have the utmost confidence that our passenger and revenue count will keep increasing and continue this upward trend. However, more importantly, we are all looking forward to the arrival of our brand new vessel, *Flying Clipper*, slated to debut end of 2018.

## UNIWORLD RIVER CRUISES

### Michelle Palma

Vice-President of Sales,  
Canada



#### How could 2017 be best described for the company?

2017 was nothing short of spectacular for Uniworld! Not only did we launch our newest super ship, the *S.S. Joie de Vivre*, in Paris, but we launched a new brand – U by Uniworld. This is a new take on experiencing Europe, disrupting the travel industry with a fresh approach to cruising for 21-45 year-olds. This new brand introduces river cruises to a new audience of consumers with a passion for exploring and a taste for real adventures. We believe that travel should be easy, fun, relaxing and exhilarating - all at the same time.

#### How do you expect the cruise sector to evolve in 2018?

We [definitely saw] much stronger advance bookings for 2018 versus the same time last year. Our agency partners are saying that demand for Europe is up in 2018 and we anticipate another strong year of growth for Uniworld across North America.

Another trend we are seeing evolve is the focus on health, wellness and active excursions. Two years ago, we hired full-time wellness instructors on every single ship in Europe with the sole purpose of providing active programming both onboard and onshore.

Clients are embracing the wellness philosophy and we are now seeing other cruise lines implementing similar programs.

#### What are you most looking forward to from your company in 2018?

We are looking forward to the new bespoke, curated shore excursions that will be offered in the various ports of call for 2018. Our team have developed a variety of exclusive, incredibly 'unique' optional excursions that will provide clients with the opportunity to have a once-in-a-lifetime experience in-destination.

We are also really excited about the eight sailings on U by Uniworld where we waived the 21-45 age restriction. These dates are now open for agents and consumers of all ages to experience this incredible new product. Not only did we provide great rates for agents to book themselves on these dates – we also launched special savings for agents to promote these sailings to their clients. The response from the travel agent community since we launched has been nothing short of phenomenal!



# THE CRUISE GUIDE 2018

## VIKING CRUISES

**Michele Saegesser**

Vice-President of Sales



### How could 2017 be best described for the company?

This year was particularly special for Viking, as it marked our 20th anniversary of leadership and innovation on the world's waterways. In 2017, we doubled our ocean fleet with the debut of *Viking Sky* and *Viking Sun*, and we added two additional Viking Longships to our fleet of river vessels. We also expanded our destination-focused itineraries with the addition of ocean itineraries that include new ports of call in Europe, the Americas and the Caribbean, including Cuba. Of note, we are particularly excited about the embarkation of our first World Cruise, which will visit 35 countries and 66 ports over the course of 141 days.

### How do you expect the cruise sector to evolve in 2018?

It is our view that in their pursuit of news headlines about the bells and whistles on the biggest ships, many cruise lines have lost sight of the destination. We are small ship experts – our river vessels carry fewer than 200 guests and go into the heart of the destination; at 930 guests, our ocean ships are big enough to sail around the world and into iconic cities, while also nimble enough to sail deep into the Norwegian

fjords and even through the Thames Barrier into central London. Our guests are primarily experienced travellers, 55 and older, with interests in history, art, culture and exploring new destinations. So while the cruise sector will continue to evolve with bigger ships, we will remain focused on the destination and our audience of experienced travellers. We do not try to be everything to everyone.

### What are you most looking forward to from your company in 2018?

We look forward to introducing more guests to the Viking way of travel through new destinations and experiences in 2018. We are excited for the newest addition to our river fleet, the new *Viking Ra*, which will debut in March and will provide an intimate sailing experience for 48 guests on the Pharaohs & Pyramids cruise tour in Egypt. Also, in June 2018, we will launch our fifth ocean ship, *Viking Orion*, which will sail to new destinations throughout Asia and Australia.

## WINDSTAR CRUISES

**Steve Simao**

Vice-President of Sales



### How could 2017 be best described for the company?

Setting a course. With the onboarding of our new president (John Delaney) as well as a variety of new top-level executives joining Windstar in 2017, the company has a fresh approach to small-ship cruising. You can see it in our new marketing materials, as well as in our new itineraries, our strengthened culinary partnership as the official cruise line of the James Beard Foundation, the debut of our longer Star Collector Voyages, and our renewed commitment to working with travel agents.

### How do you expect the cruise sector to evolve in 2018?

2017 was a very successful year for the cruise industry and the positive momentum will continue. I think that cruise lines will continue to need to distinguish themselves by offering unique experiences for

their guests. Today's traveller isn't really looking for passive experiences – they are looking to get out, touch, feel, and experience a destination in depth, and this is Windstar's niche and focus.

### What are you most looking forward to from your company in 2018?

2018 will be nothing short of adventurous on Windstar, with 49 new cruise itineraries and an astonishing 148 maiden ports of call. I'm really looking forward to the launch of our new Windstar Signature Expeditions first debuting in Alaska, which are outings led by geologists, glaciologists, marine biologists, photographers, and other experts. We'll also be debuting our first cruises ever to Canada, New England, as well as the Arctic Circle and the North Cape. Windstar will continue to demonstrate how we are 'beyond ordinary' in 2018 with a number of other exciting announcements. ●



# EMERALD

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## PART 2: THE EVER-INCREASING CAPACITY OF OCEAN LINERS

By André Désiront

The cruise industry's current overall capacity of half a million beds will grow at a rapid pace over the next two years. 2019 will be an important year for the industry, with 40,000 new beds to be marketed – set to be an all-time record, surpassing 2010's total of 33,500 beds.

2018 will also be a significant year, with 32,941 additional beds forecast. Although the title of largest passenger cruise ships in the world will still be held by the Oasis class ships of Royal Caribbean, several big ships will nevertheless debut; the Helios class ships, for instance, will be marketed by two Carnival subsidiaries – Aida Cruises and Costa. These 183,000-tonne vessels will rank second among the largest ocean liners in the world, followed closely by Royal Caribbean's Quantum class, but also by several new offerings from Norwegian (*Joy* and *Escape*) and MSC (the *Meraviglia*), all of which have a total capacity of about 5,000 passengers.

### SETTING COURSE FOR ASIA

Orders for new vessels currently being placed by CLIA (Cruise Lines International

Association) members will result in the marketing of 230,788 new beds by 2026, increasing current capacity by almost 50 per cent. This is partly a result of the surge in demand for ocean cruises in Asian markets, with companies estimating the total value of orders in these markets at U.S. \$6.8 billion.

Of the ships currently under construction, many will be positioned in the Far East, such as *Norwegian Joy*. In 2013, there were 43 ocean liners deployed

in Asia, mostly from the Chinese ports of Shanghai and Tianjin. In 2017, there were 66. During these four years, the number of Asian cruise passengers has nearly tripled, from 1.5 million to 4.24 million. Asia still accounts for only 10.9 per cent of the ocean cruise market, compared to 35.6 per cent for the Caribbean and 27 per cent for the Mediterranean and Northern Europe, but at the current pace, it will soon usurp these other markets.

It's no coincidence that NCL now belongs to an Asian conglomerate (the Genting Group of Kuala Lumpur); soon, we could see more ships cruising in the China Seas than in the Caribbean, because Asia – and especially China – is set to replace North America as the main market for cruise lines. Almost seven in every 10 (67.8 per cent) of passengers boarding at an Asian port are Chinese, and if we include cruise passengers from Taiwan and Hong Kong, that rises to 78 per cent of passengers. →



# THE CRUISE GUIDE 2018

## THE 12 LARGEST SHIPS IN THE WORLD

### NEW PLAYERS

By 2020, two new major competitors will have entered the market. The first is Virgin Voyages, launched by billionaire Richard Branson, who has partnered with Bain Capital (the firm of Mitt Romney, the Republican Party's presidential candidate in the 2012 U.S. election) to finance the venture. The proposed format will be adults-only cruises, and its promoter has spoken of 'boutique ships.' But with a size of 110,000 tonnes for 2,800 passengers, the three ships currently on order (the other two will be launched in 2021 and 2022) will be slightly large for that; after all, in a boutique hotel, the staff is supposed to know each customer by name.

The targeted clientele is millennials and travellers who normally would not cruise, ensuring that the product will be 'different.' The first vessel in the fleet will be positioned in Miami, from where it will undertake weekly itineraries to the Caribbean. The concept of 'adults-only' cruises has inspired other companies to develop separate sections on their liners.

The other new player, Ritz-Carlton Cruises, will enter the luxury niche. With a capacity of 149 suites, its 'yachts' will not make waves based on their overall capacity, but it'll be a major player in its niche – currently dominated by SeaDream, Ponant and Scenic, who specialize in small ships carrying less than 300 passengers. ●

	SHIP NAME	COMPANY	TONNAGE	CAPACITY*
1.	<b>Oasis of the Seas</b> (and her sister ships: <i>Allure</i> , <i>Harmony</i> and soon the <i>Symphony</i> , which will weigh 230,000 tonnes)	Royal Caribbean	225,882	5,400 (6,300)
2.	<b>AIDAnova**</b> (fall 2018)	AIDA Cruises	183,900	5,186 (6,600)
3.	<b>Quantum of the Seas</b> (and sister ships: <i>Anthem</i> , <i>Ovation</i> and in 2019, the <i>Spectrum</i> )	Royal Caribbean	167,800	4,180 (4,905)
4.	<b>Norwegian Joy</b> (and sister ships: <i>The Escape</i> and, as of April 2018, the <i>Bliss</i> )	NCL	167,725	4,266 (5,183)
5.	<b>MSC Meraviglia</b>	MSC	167,600	4,488 (5,714)
6.	<b>Liberty of the Seas</b> (and sister ships: <i>Freedom</i> and <i>Independence</i> )	Royal Caribbean	155,889	3,634 (4,375)
7.	<b>Norwegian Epic</b>	NCL	155,873	4,100 (5,183)
8.	<b>MSC Seaside</b> (and sister ship, the <i>Seaview</i> )	MSC	154,000	4,140 (5,429)
9.	<b>Genting Dream</b>	Dream Cruises	150,695	3,352 (4,500)
10.	<b>Queen Mary 2</b>	Cunard	148,528	2,592 (3,090)
11.	<b>Norwegian Breakaway</b> (and sister ship, the <i>Getaway</i> )	NCL	146,600	3,969
12.	<b>Royal Princess</b> (and sister ship: the <i>Regal Princess</i> )	Princess Cruises	141,000	3,600

\* The capacity in terms of low beds, followed, in parentheses, by the total capacity.

\*\* The names of these new ships, which will be launched in 2019, had not yet been attributed at the time of writing this chart. For this reason, we designate them by their classes. Two of them will belong to new classes of ships: MSC's Meraviglia Plus class and Princess's Royal class.

### LARGEST CRUISE PASSENGER MARKETS IN 2016

1. U.S.A.	11.52 million passengers
2. Germany	2.2 million
3. China	2.1 million
4. United Kingdom	1.89 million
5. Australia / New Zealand	1.29 million
6. Canada	750,000
= Italy	750,000
8. France	570,000
9. Spain	490,000
= Brazil	490,000



# THE CRUISE GUIDE 2018

## NEW SHIPS FOR 2018 AND 2019

SHIP NAME	COMPANY	TONNAGE	CAPACITY *	LAUNCH DATE
<i>Azamara Pursuit</i>	Azamara Cruises	30,297	710	March 2018
<i>Carnival Horizon</i>	Carnival Cruise Line	135,000	4,000	April 2018
<i>Symphony of the Seas</i>	Royal Caribbean	230,000	5,535 (6,870)	April 2018
<i>Norwegian Bliss</i>	NCL	164,600	4,004	April 2018
<i>Lapérouse</i>	Ponant	10,700	184	May 2018
<i>MSC Seaview</i>	MSC	154,000	5,179 (5,700)*	May 2018
<i>Mein Schiff 1</i>	TUI Cruises	111,500	2,900	May 2018
<i>AIDANova</i>	AIDA Cruises	183,900	5,186 (6,600)*	Autumn 2018
<i>Ovation</i>	Seabourn	40,350	604 (650)	Autumn 2018
<i>Champlain</i>	Ponant	10,700	184	Autumn 2018
<i>Nieuw Statendam</i>	Holland America	99,500	2,650 (4,905)	November 2018
<i>Celebrity Edge</i>	Celebrity Cruises	117,700	2,900	December 2018
<i>MSC Bellissima</i>	MSC	171,598	4,488 (5,714)	March 2019
<i>Bougainville</i>	Ponant	10,000	184	April 2019
<i>Spectrum of the Seas</i>	Royal Caribbean	167,800	4,188	April 2019
<i>Spirit of Discovery</i>	Saga Cruises	55,900	999	Summer 2019
<i>Endeavor</i>	Crystal Cruises	25,000	200	August 2019
<i>Mein Schiff 2</i>	TUI Cruises	111,500	2,900	Summer 2018
<i>Meraviglia Plus class**</i>	MSC	177,100	4,900 (6,300)*	October 2019
<i>Breakaway class**</i>	NCL	163,000	3,900	Winter 2019
<i>Royal class**</i>	Princess Cruises	143,700	3,660	November 2019
<i>Costa Smeralda</i>	Costa Cruise Line	182,700	5,224 (6,600)	End of 2019
<i>Costa Venezia</i>	Costa Cruise Line	135,000	4,200	End of 2019
<i>Vista class**</i>	Carnival Cruise Line	133,500	3,934	End of 2019

\* The capacity in terms of low beds, followed, in parentheses, by the total capacity.

\*\* The names of these new ships, which will be launched in 2019, had not yet been attributed at the time of writing this chart. For this reason, we designate them by their classes. Two of them will belong to new classes of ships: MSC's Meraviglia Plus class and Princess's Royal class.

## THE BIGGEST CRUISE LINES

The cruise market is dominated by two giants: Carnival Corporation and Royal Caribbean Cruise Line, which together account for almost three-quarters of the cruise industry's 500,000-bed capacity. However, soon they will be usurped by Star Cruises of Hong Kong, which is a subsidiary of the Malaysian conglomerate Genting Group. The Carnival Corporation alone operates nine brands, with a capacity of 238,550 low beds distributed among 105 vessels. These are:

Carnival	25 ships	66,400 beds
Princess Cruises	17 ships	46,400 beds
Costa Cruises	15 ships	42,241 beds
Holland America Line	14 ships	23,624 beds
AIDA Cruises	11 ships	21,930 beds
P&O Cruises	9 ships	21,761 beds
P&O Australia	5 ships	7,734 beds
Cunard	3 ships	6,694 beds
Seabourn	5 ships	1,766 beds

Royal Caribbean Cruise Line deploys four brands with a total fleet of 43 units for a capacity of 123,657 beds in 2017. These are:

Royal Caribbean International	25 ships	88,958 beds
Celebrity Cruises	12 ships	24,138 beds
Pullmantur Cruises	4 ships	9,141 beds
Azamara	2 ships	1,420 beds

It should also be noted that Royal Caribbean is a 50 per cent shareholder of TUI Cruises, a subsidiary of the giant TUI, which operates six vessels with a capacity of 14,626 low beds and will soon incorporate two other 115,000-tonne ships with a capacity of 2,900 low beds each. Apart from these two groups, the other big players are:

Star Cruises*	61 ships	over 80,000 beds
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(Includes Norwegian Cruise Line, Oceania, Regent Seas Dream Cruises, Crystal Cruises and Star Cruises)

MSC Cruises	13 ships	30,174 beds
Disney Cruises	4 ships	12,800 beds

\* Star Cruises, of Hong Kong, is a subsidiary of the Genting group of Kuala Lumpur. It is the main shareholder of NCL, with Apollo Management.

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# THE CRUISE GUIDE 2018

PAX proudly presents the most complete **Ocean Cruise Line Guide** in the travel industry! Here, you'll find a list of each company's ships, with useful information such as year of construction, capacity, number of crew members and tonnage, to assist you in your work. Not only have we rounded up a list of ships currently sailing the oceans around the world, but we've also included ships that will be on the horizon soon. Don't forget to visit our full, comprehensive and constantly-updated Travel Directory at [www.paxnews.com/suppliers](http://www.paxnews.com/suppliers), where you'll find contact details for all the suppliers you deal with in your day-to-day business!


Company & ocean cruise ships	Number of ocean ships	Year of launch	Passenger capacity	Crew capacity	Registered	Tonnage
 <b>CARNIVAL CORPORATION</b>	<b>110</b>					
<b>AIDA Cruises</b>	<b>12</b>					
<i>AIDAcara</i>		1996	1,186	360	Genoa, Italy	38,557
<i>AIDAvita</i>		2002	1,266	426	Genoa, Italy	42,289
<i>AIDAaura</i>		2003	1,300	418	Genoa, Italy	42,289
<i>AIDAdiva</i>		2007	2,030	634	Genoa, Italy	68,500
<i>AIDAbella</i>		2008	2,030	634	Genoa, Italy	68,500
<i>AIDAluna</i>		2009	2,100	607	Genoa, Italy	69,203
<i>AIDAblu</i>		2010	2,050	607	Genoa, Italy	71,304
<i>AIDAsol</i>		2011	2,174	635	Genoa, Italy	71,300
<i>AIDamar</i>		2012	2,686	620	Genoa, Italy	71,304
<i>AIDastella</i>		2013	2,700	620	Genoa, Italy	71,304
<i>AIDAprima</i>		2016	3,300	900	Genoa, Italy	125,572
<i>AIDAnova</i>		2018	5,186	1,500	Genoa, Italy	183,900
<b>Carnival Cruise Line</b>	<b>25</b>					
<i>Carnival Fantasy</i> (Fantasy class)		1990	2,056	920	Panama	70,367
<i>Carnival Ecstasy</i> (Fantasy class)		1991	2,056	920	Panama	70,367
<i>Carnival Sensation</i> (Fantasy class)		1993	2,056	920	Bahamas	70,367
<i>Carnival Fascination</i> (Fantasy class)		1994	2,056	920	Bahamas	70,367
<i>Carnival Imagination</i> (Fantasy class)		1995	2,056	920	Bahamas	70,367
<i>Carnival Inspiration</i> (Fantasy class)		1996	2,056	920	Bahamas	70,367
<i>Carnival Sunshine</i> (Destiny class)		1996	3,002	1,040	Bahamas	101,353
<i>Carnival Elation</i> (Fantasy class)		1998	2,130	920	Panama	70,367
<i>Carnival Paradise</i> (Fantasy class)		1998	2,056	920	Panama	70,367
<i>Carnival Triumph</i> (Destiny class)		1999	2,754	1,100	Bahamas	101,509
<i>Carnival Victory</i> (Destiny class)		2000	2,754	1,100	Panama	101,509
<i>Carnival Spirit</i> (Spirit class)		2001	2,124	930	Panama	110,000
<i>Carnival Pride</i> (Spirit class)		2001	2,124	930	Panama	110,000
<i>Carnival Legend</i> (Spirit class)		2002	2,124	930	Panama	110,000
<i>Carnival Conquest</i> (Conquest class)		2002	2,980	1,150	Panama	110,000
<i>Carnival Glory</i> (Conquest class)		2003	2,980	1,150	Panama	110,000
<i>Carnival Miracle</i> (Spirit class)		2004	2,124	934	Panama	110,000
<i>Carnival Valor</i> (Conquest class)		2004	2,980	1,150	Panama	110,000

# THE CRUISE GUIDE 2018






Company & ocean cruise ships	Number of ocean ships	Year of launch	Passenger capacity	Crew capacity	Registered	Tonnage
<i>Carnival Liberty</i> (Conquest class)		2005	2,974	1,160	Panama	110,000
<i>Carnival Freedom</i> (Conquest class)		2007	2,980	1,150	Panama	110,000
<i>Carnival Splendor</i> (Splendor class)		2008	3,012	1,150	Panama	113,300
<i>Carnival Dream</i> (Dream class)		2010	3,646	1,367	Panama	130,000
<i>Carnival Magic</i> (Dream class)		2011	3,690	1,367	Panama	130,000
<i>Carnival Breeze</i> (Dream class)		2012	3,690	1,386	Panama	130,000
<i>Carnival Horizon</i> (Dream class)		2018	4,000	1,450	Italy	135,000
<b>Costa Cruises</b>	<b>17</b>					
<i>Costa NeoClassica</i> (Classica class)		1991	1,680	617	Genoa, Italy	53,700
<i>Costa NeoRomantica</i> (Classica class)		1993	1,800	622	Genoa, Italy	57,100
<i>Costa Victoria</i> (Victoria class)		1996	2,394	790	Genoa, Italy	75,200
<i>Costa NeoRiviera</i>		1999	1,670	568	Genoa, Italy	47,275
<i>Costa Atlantica</i> (Spirit class)		2000	2,886	897	Genoa, Italy	86,000
<i>Costa Mediterranea</i> (Spirit class)		2003	2,680	912	Genoa, Italy	86,000
<i>Costa Fortuna</i> (Fortuna class)		2003	3,470	1,027	Genoa, Italy	102,587
<i>Costa Magica</i> (Fortuna class)		2004	3,470	1,027	Genoa, Italy	102,587
<i>Costa Serena</i> (Concordia class)		2007	3,700	1,100	Genoa, Italy	114,500
<i>Costa Luminosa</i> (Vista class)		2009	2,826	921	Genoa, Italy	92,600
<i>Costa Pacifica</i> (Concordia class)		2009	3,780	1,150	Genoa, Italy	114,500
<i>Costa Deliziosa</i> (Vista class)		2010	2,826	934	Genoa, Italy	92,600
<i>Costa Favolosa</i> (Concordia class)		2011	3,800	1,150	Genoa, Italy	114,500
<i>Costa Fascinosa</i> (Concordia class)		2012	3,800	1,150	Genoa, Italy	114,500
<i>Costa Diadema</i> (Dream class)		2014	4,947	1,253	Genoa, Italy	132,500
<i>Costa Smeralda</i>		2019	6,600	1,682	Genoa, Italy	182,700
<i>Costa Venezia</i>		2019	4,200	1,500	Genoa, Italy	135,500
<b>Cunard Line</b>	<b>3</b>					
<i>Queen Mary 2</i>		2004	2,695	1,253	Bermuda	151,400
<i>Queen Victoria</i>		2007	2,081	900	U.K.	90,049
<i>Queen Elizabeth</i>		2010	2,092	1,003	U.K.	90,901
<b>Holland America Line</b>	<b>16</b>					
<i>MS Prinsendam</i> (Explorer class)		1988	740	460	Netherlands	37,848
<i>MS Statendam</i> (Statendam class)		1993	1,266	602	Netherlands	55,451
<i>MS Maasdam</i> (Statendam class)		1993	1,258	580	Netherlands	55,451
<i>MS Ryndam</i> (Statendam class)		1994	1,258	602	Netherlands	55,451
<i>MS Veendam</i> (Statendam class)		1996	1,266	602	Netherlands	55,451
<i>MS Rotterdam</i> (Rotterdam class)		1997	1,316	593	Netherlands	59,652
<i>MS Volendam</i> (Rotterdam class)		1999	1,432	647	Netherlands	60,906
<i>MS Zaandam</i> (Rotterdam class)		2000	1,440	647	Netherlands	60,906
<i>MS Amsterdam</i> (Rotterdam class)		2000	1,380	647	Netherlands	60,600
<i>MS Zuiderdam</i> (Vista class)		2002	2,272	842	Netherlands	81,769
<i>MS Oosterdam</i> (Vista class)		2003	1,848	800	Netherlands	85,000
<i>MS Westerdam</i> (Vista class)		2004	1,916	800	Netherlands	81,811
<i>MS Noordam</i> (Vista class)		2006	1,918	810	Netherlands	82,000
<i>MS Eurodam</i> (Signature class)		2008	2,104	929	Netherlands	86,700
<i>MS Nieuw Amsterdam</i> (Signature class)		2010	2,106	929	Netherlands	86,700
<i>MS Nieuw Stadendam</i>		2018	2,650	1,025	Netherlands	99,500



# THE CRUISE GUIDE 2018

Company & ocean cruise ships	Number of ocean ships	Year of launch	Passenger capacity	Crew capacity	Registered	Tonnage
<b>P&amp;O Australia</b>	<b>5</b>					
<i>Pacific Jewel</i>		1990	1,670	696	U.K.	70,310
<i>Pacific Dawn</i>		1991	1,546	696	U.K.	70,285
<i>Pacific Eden</i>		1993	1,260	557	U.K.	55,820
<i>Pacific Aria</i>		1994	1,260	602	U.K.	55,820
<i>Pacific Explorer</i>		1998	1,998	830	U.K.	77,441
<b>P&amp;O Cruises</b>	<b>7</b>					
<i>Oriana</i>		1995	1,974	794	Bermuda	69,153
<i>Aurora</i>		2000	1,878	850	Bermuda	76,152
<i>Oceana</i>		2000	2,016	875	Bermuda	77,499
<i>Arcadia</i>		2005	1,952	976	Bermuda	86,799
<i>Ventura</i>		2008	3,092	1,930	Bermuda	113,000
<i>Azura</i>		2010	3,096	1,226	U.K.	116,000
<i>Britannia</i>		2015	3,647	1,350	U.K.	143,600
<b>Princess Cruises</b>	<b>18</b>					
<i>Sun Princess</i> (Sun class)		1995	1,950	900	U.K.	77,499
<i>Dawn Princess</i> (Sun class)		1997	1,950	900	Bermuda	77,499
<i>Grand Princess</i> (Grand class)		1998	2,600	1,100	Bermuda	109,000
<i>Pacific Princess</i> (R class)		1999	826	373	Gibraltar	30,277
<i>Sea Princess</i> (Sun class)		1999	1,950	900	Bermuda	77,499
<i>Golden Princess</i> (Grand class)		2001	2,592	1,100	Bermuda	109,000
<i>Star Princess</i> (Grand class)		2002	3,100	1,205	Bermuda	109,000
<i>Coral Princess</i> (Sun class)		2002	2,581	900	Bermuda	92,000
<i>Island Princess</i> (Sun class)		2003	2,581	900	Bermuda	91,267
<i>Caribbean Princess</i> (Grand class)		2004	3,100	1,200	Bermuda	113,000
<i>Diamond Princess</i> (Grand class)		2004	2,674	1,238	Bermuda	113,000
<i>Sapphire Princess</i> (Grand class)		2004	3,100	1,100	Bermuda	109,000
<i>Crown Princess</i> (Grand class)		2006	3,080	1,200	Bermuda	113,000
<i>Emerald Princess</i> (Grand class)		2007	3,114	1,200	Bermuda	113,000
<i>Ruby Princess</i> (Grand class)		2008	3,080	1,200	Bermuda	113,000
<i>Royal Princess</i> (Royal class)		2013	3,600	1,800	Bermuda	142,000
<i>Regal Princess</i> (Royal class)		2014	3,560	1,346	Bermuda	142,000
<i>Sky Princess Ship</i> (Royal class)		2019	3,660	1,350	Bermuda	143,700
<b>Seabourn Cruise Line</b>	<b>7</b>					
<i>Seabourn Pride</i>		1988	208	164	Bahamas	9,961
<i>Seabourn Spirit</i>		1989	208	164	Bahamas	9,975
<i>Seabourn Legend</i>		1991	208	164	Bahamas	9,961
<i>Seabourn Odyssey</i>		2009	450	335	Bahamas	32,000
<i>Seabourn Sojourn</i>		2010	450	330	Bahamas	32,000
<i>Seabourn Quest</i>		2011	450	330	Bahamas	32,000
<i>Seabourn Ovation</i>		2018	604	350	Bahamas	40,350
 <b>CELESTYAL CRUISES</b>	<b>3</b>					
<i>Celestyal Olympia</i>		1982	1,664	540	Malta	37,584
<i>Celestyal Crystal</i>		1992	1,200	406	Malta	25,611
<i>Majesty</i>		1992	1,462	600	Malta	40,876

# THE CRUISE GUIDE 2018

Company & ocean cruise ships	Number of ocean ships	Year of launch	Passenger capacity	Crew capacity	Registered	Tonnage
 <b>DISNEY CRUISE LINE</b>	<b>4</b>					
<i>Disney Magic</i>		1998	2,400	995	Bahamas	83,300
<i>Disney Wonder</i>		1999	2,400	995	Bahamas	83,300
<i>Disney Dream</i>		2011	4,000	1,453	Bahamas	129,690
<i>Disney Fantasy</i>		2012	4,000	1,453	Bahamas	124,000
 <b>HAPAG-LLOYD CRUISES</b>	<b>6</b>					
<i>MS Bremen</i>		1990	155	100	Bahamas	6,752
<i>MS Hanseatic</i>		1993	175	125	Bahamas	8,378
<i>MS Europa</i>		1999	400	285	Bahamas	28,890
<i>MS Europa 2</i>		2013	500	370	Malta	42,830
<i>Hanseatic Nature</i>		2019	230	170	Bahamas	15,540
<i>Hanseatic Inspiration</i>		2019	230	170	Bahamas	15,540
 <b>HURTIGRUTEN CRUISES</b>	<b>13</b>					
<i>MS Nordstjernen</i>		1956	290	54	Norway	2,568
<i>MS Lofoten</i>		1964	400	68	Norway	2,621
<i>MS Vesteralen</i>		1983	510	112	Norway	6,261
<i>MS Kong Harald</i>		1993	622	176	Norway	11,200
<i>MS Richard With</i>		1993	623	176	Norway	11,205
<i>MS Nordlys</i>		1994	622	171	Norway	11,200
<i>MS Nordkapp</i>		1996	622	173	Norway	11,386
<i>MS Polarlys</i>		1996	619	171	Norway	12,000
<i>MS Nordnorge</i>		1997	623	162	Norway	11,384
<i>MS Trollfjord</i>		2002	822	196	Norway	16,140
<i>MS Finnmarken</i>		2002	1,000	257	Norway	15,690
<i>MS Midnatsol</i>		2003	1,000	256	Norway	16,151
<i>MS Fram</i>		2007	318	75	Norway	11,647
 <b>LINDBLAD EXPEDITIONS</b>	<b>8</b>					
<i>National Geographic Sea Bird</i>		1981	70	25	U.S.A.	1,000
<i>National Geographic Sea Lion</i>		1982	62	31	U.S.A.	1,000
<i>National Geographic Explorer</i>		1982	148	87	Bahamas	6,471
<i>National Geographic Islander</i>		1995	48	27	Ecuador	1,065
<i>National Geographic Orion</i>		2003	106	75	Bahamas	3,984
<i>National Geographic Endeavour II</i>		2005	96	40	Ecuador	3,132
<i>National Geographic Quest</i>		2017	100	35	U.S.A.	2,906
<i>National Geographic Venture</i>		2018	100	35	U.S.A.	2,906
 <b>MSC CRUISES</b>	<b>16</b>					
<i>MSC Armonia (Lirica class)</i>		2001	2,340	760	Panama	65,000
<i>MSC Sinfonia (Lirica class)</i>		2002	2,340	760	Panama	65,000
<i>MSC Lirica (Lirica class)</i>		2003	2,371	732	Panama	59,058
<i>MSC Opera (Lirica class)</i>		2004	2,570	728	Panama	59,058
<i>MSC Musica (Musica class)</i>		2006	3,060	987	Panama	89,000



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# THE CRUISE GUIDE 2018

Company & ocean cruise ships	Number of ocean ships	Year of launch	Passenger capacity	Crew capacity	Registered	Tonnage
MSC Orchestra (Musica class)		2007	3,060	987	Panama	89,000
MSC Poesia (Musica class)		2008	3,060	1,039	Panama	92,627
MSC Fantasia (Fantasia class)		2008	3,929	1,370	Panama	137,936
MSC Splendida (Fantasia class)		2009	3,929	1,370	Panama	137,936
MSC Magnifica (Musica class)		2010	3,007	987	Panama	89,000
MSC Divina (Fantasia class)		2012	4,202	1,388	Panama	139,400
MSC Preziosa (Fantasia class)		2013	4,378	1,388	Panama	139,400
MSC Meraviglia (Meraviglia class)		2017	5,386	1,400	Panama	167,600
MSC Seaside		2017	4,140	1,413	Malta	154,000
MSC Seaview		2018	5,179	1,413	Malta	154,000
MSC Bellissima		2019	4,488	1,400	Malta	171,598

## PAUL GAUGUIN CRUISES

2

Paul Gauguin		1997	332	217	Bahamas	19,200
Tere Moana		1998	95	55	Bahamas	3,504

## PONANT

8

Le Ponant		1991	64	32	France	1,443
Le Boreal		2010	264	139	France	10,700
L'Austral		2011	264	139	France	10,700
Le Soléal		2013	264	139	France	11,000
Le Lyrial		2015	265	139	France	10,700
Le Lapérouse		2018	184	110	France	10,700
Le Champlain		2018	184	110	France	10,700
Le Bougainville		2019	184	110	France	10,700

## ROYAL CARIBBEAN CRUISE LINE

49

### Azamara Club Cruises

3




Azamara Journey		2000	694	407	Malta	30,277
Azamara Quest		2000	702	355	Malta	30,277
Azamara Pursuit		2018	710	408	Malta	30,297

### Celebrity Cruises

14

Celebrity Millennium		2000	2,450	999	Malta	90,963
Celebrity Infinity		2001	2,170	999	Malta	91,000
Celebrity Xpedition		2001	96	68	Ecuador	2,842
Celebrity Summit		2002	2,450	999	Malta	91,000
Celebrity Constellation		2002	2,038	999	Malta	91,000
Celebrity Solstice		2008	2,850	1,500	Malta	121,878
Celebrity Equinox		2009	2,850	1,250	Malta	121,878
Celebrity Eclipse		2010	2,852	1,271	Malta	121,878
Celebrity Silhouette		2011	2,886	1,500	Malta	122,210
Celebrity Reflection		2012	3,046	1,271	Malta	125,366
Celebrity Edge		2018	2,900	1,320	Malta	117,700
Celebrity Beyond		2020	2,900	1,320	Malta	129,000
Celebrity Edge 3		2021	2,900	1,320	Malta	129,000

# THE CRUISE GUIDE 2018

Company & ocean cruise ships	Number of ocean ships	Year of launch	Passenger capacity	Crew capacity	Registered	Tonnage
<i>Celebrity Edge 4</i>		2022	2,900	1,320	Malta	129,000
<b>Pullmantur Cruises</b>	<b>4</b>					
<i>Sovereign of the Seas</i>		1988	2,350	827	Bahamas	74,000
<i>Horizon</i>		1990	1,354	642	Malta	46,811
<i>Monarch of the Seas</i>		1991	2,354	827	Malta	73,941
<i>Zenith</i>		1992	1,374	640	Malta	47,255
<b>Royal Caribbean International</b>	<b>28</b>					
<i>Majesty of the Seas</i>		1992	2,744	833	Bahamas	73,941
<i>Legend of the Seas</i>		1995	2,076	720	Bahamas	70,000
<i>Splendour of the Seas</i>		1996	2,076	720	Bahamas	70,000
<i>Grandeur of the Seas</i>		1996	2,446	760	Bahamas	74,000
<i>Rhapsody of the Seas</i>		1997	2,435	765	Bahamas	78,491
<i>Enchantment of the Seas</i>		1997	2,446	765	Bahamas	80,700
<i>Vision of the Seas</i>		1998	2,435	765	Bahamas	78,491
<i>Voyager of the Seas</i>		1999	3,138	1,181	Bahamas	137,276
<i>Explorer of the Seas</i>		2000	3,114	1,180	Bahamas	137,308
<i>Adventure of the Seas</i>		2001	3,114	1,180	Bahamas	137,276
<i>Radiance of the Seas</i>		2001	2,501	859	Bahamas	90,090
<i>Brilliance of the Seas</i>		2002	2,501	859	Bahamas	90,090
<i>Navigator of the Seas</i>		2002	3,114	1,213	Bahamas	138,279
<i>Mariner of the Seas</i>		2002	3,114	1,185	Bahamas	138,279
<i>Serenade of the Seas</i>		2003	2,490	891	Bahamas	90,090
<i>Jewel of the Seas</i>		2004	2,501	859	Bahamas	90,090
<i>Freedom of the Seas</i>		2006	4,370	1,360	Bahamas	154,407
<i>Liberty of the Seas</i>		2006	4,370	1,360	Bahamas	154,407
<i>Independence of the Seas</i>		2006	4,370	1,360	Bahamas	154,407
<i>Oasis of the Seas</i>		2009	6,296	2,165	Bahamas	225,282
<i>Allure of the Seas</i>		2010	6,296	2,165	Bahamas	225,282
<i>Quantum of the Seas</i>		2014	4,905	1,550	Bahamas	167,800
<i>Anthem of the Seas</i>		2015	4,905	1,550	Bahamas	167,800
<i>Ovation of the Seas</i>		2016	4,905	1,550	Bahamas	168,600
<i>Harmony of the Seas</i>		2016	6,296	2,394	Bahamas	227,700
<i>Symphony of the Seas</i>		2018	5,535	2,100	Bahamas	230,000
<i>Spectrum of the Seas</i>		2019	4,188	1,500	Bahamas	167,800
<i>Pulse of the Seas</i>		2020	4,188	1,500	Bahamas	167,800
 <b>SAGA CRUISES</b>	<b>3</b>					
<i>Saga Sapphire</i>		1981	720	415	Malta	37,301
<i>Saga Pearl II</i>		1981	449	252	Bahamas	18,591
<i>Spirit of Discovery</i>		2019	999	530	Bahamas	58,250
 <b>SCENIC LUXURY CRUISES &amp; TOURS</b>	<b>1</b>					
<i>Scenic Eclipse</i>		2018	228	172	Malta	16,500
 <b>SILVERSEA CRUISES</b>	<b>10</b>					
<i>Silver Discoverer</i>		1989	116	100	Bahamas	5,218



# THE CRUISE GUIDE 2018

Company & ocean cruise ships	Number of ocean ships	Year of launch	Passenger capacity	Crew capacity	Registered	Tonnage
<i>Silver Explorer</i>		1989	144	118	Bahamas	6,072
<i>Silver Galapagos</i>		1990	100	75	Ecuador	4,077
<i>Silver Cloud</i>		1994	254	223	Bahamas	16,800
<i>Silver Wind</i>		1995	296	222	Bahamas	17,400
<i>Silver Shadow</i>		2000	382	302	Bahamas	28,258
<i>Silver Whisper</i>		2001	382	302	Bahamas	28,258
<i>Silver Spirit</i>		2009	608	412	Bahamas	36,010
<i>Silver Muse</i>		2017	596	411	Bahamas	40,700
<i>Silver Moon</i>		2020	596	411	Bahamas	40,700

## STAR CLIPPERS

3

<i>Star Flyer</i> (luxury sailboat)		1991	170	72	Luxembourg	2,298
<i>Star Clipper</i> (luxury sailboat)		1992	170	72	Luxembourg	2,299
<i>Royal Clipper</i> (luxury sailboat)		2000	227	106	Luxembourg	5,000

## STAR CRUISES

38

### Crystal Cruises

4

<i>Crystal Symphony</i>		1995	848	566	Bahamas	50,000
<i>Crystal Serenity</i>		2003	1,070	655	Bahamas	68,870
<i>Crystal Esprit</i> (yacht)		2015	62	91	Bahamas	3,370
<i>Crystal Endeavor</i> (mega yacht)		2019	200	200	Bahamas	25,000

### Norwegian Cruise Line

17

<i>Norwegian Spirit</i>		1998	1,966	965	Bahamas	
<i>Norwegian Sky</i>		1999	2,002	750	Bahamas	77,104
<i>Norwegian Sun</i>		2001	2,340	1,032	Bahamas	92,250
<i>Norwegian Star</i>		2001	2,348	1,031	Bahamas	91,740
<i>Norwegian Dawn</i>		2002	2,340	1,032	Bahamas	92,250
<i>Pride of America</i>		2005	2,186	927	Hawaii	80,439
<i>Norwegian Jewel</i>		2005	2,376	1,100	Bahamas	93,502
<i>Norwegian Pearl</i>		2006	2,376	1,100	Bahamas	93,502
<i>Norwegian Jade</i>		2006	2,224	1,100	Bahamas	93,558
<i>Norwegian Gem</i>		2007	2,376	1,154	Bahamas	93,502
<i>Norwegian Epic</i>		2010	4,200	1,690	Bahamas	153,000
<i>Norwegian Breakaway</i>		2013	3,963	1,657	Bahamas	145,655
<i>Norwegian Getaway</i>		2014	3,963	1,646	Bahamas	145,655
<i>Norwegian Escape</i>		2015	4,266	1,733	Bahamas	165,300
<i>Norwegian Joy</i>		2017	3,883	1,821	Bahamas	167,725
<i>Norwegian Bliss</i>		2018	4,004	2,100	Bahamas	164,600
<i>Norwegian Breakaway</i> (Breakaway class)		2019	3,900	1,700	Bahamas	163,000

### Oceania Cruises

6

<i>MS Sirena</i> (Regatta class)		1999	684	400	Marshall Islands	30,277
<i>MS Regatta</i> (Regatta class)		2003	684	400	Marshall Islands	30,277
<i>MS Insignia</i> (Regatta class)		2003	684	400	Marshall Islands	30,278
<i>MS Nautica</i> (Regatta class)		2005	684	400	Marshall Islands	30,279
<i>MS Marina</i> (Oceania class)		2011	1,252	780	Marshall Islands	66,000
<i>MS Riviera</i> (Oceania class)		2012	1,250	800	Marshall Islands	66,084

# THE CRUISE GUIDE 2018

Company & ocean cruise ships	Number of ocean ships	Year of launch	Passenger capacity	Crew capacity	Registered	Tonnage
<b>Regent Seven Seas Cruises</b>	<b>5</b>					
<i>Seven Seas Navigator</i>		1999	490	340	Bahamas	28,550
<i>Seven Seas Mariner</i>		2001	700	445	Bahamas	48,075
<i>Seven Seas Voyager</i>		2003	700	447	Bahamas	41,827
<i>Seven Seas Explorer</i>		2016	738	500	Marshall Islands	54,000
<i>Seven Seas Splendor</i>		2020	750	742	Bahamas	56,000
<b>Star Cruises</b>	<b>6</b>					
<i>Superstar Libra</i>		1988	1,436	740	Bahamas	42,285
<i>Superstar Pisces</i>		1990	1,170	750	Panama	40,053
<i>The Taipan</i>		1991	64	80	Panama	3,370
<i>Superstar Gemini</i>		1992	1,530	700	Bahamas	50,764
<i>Superstar Aquarius</i>		1993	1,511	1,300	Bahamas	51,309
<i>Superstar Virgo</i>		1999	1,870	700	Bahamas	75,338
<b>TUI CRUISES</b>	<b>8</b>					
<i>Mein Schiff 1</i>		2009	2,681	909	Malta	76,522
<i>Mein Schiff 2</i>		2011	1,888	909	Malta	77,713
<i>Mein Schiff 3</i>		2014	2,500	1,000	Malta	99,526
<i>Mein Schiff 4</i>		2015	2,790	1,030	Malta	99,526
<i>Mein Schiff 5</i>		2016	2,790	1,030	Malta	98,785
<i>Mein Schiff 6</i>		2017	2,790	1,030	Malta	98,811
<i>Neue Mein Schiff 1</i>		2018	2,900	780	Malta	111,500
<i>Neue Mein Schiff 2</i>		2019	2,900	780	Malta	111,500
<b>VIKING OCEAN CRUISES</b>	<b>6</b>					
<i>Viking Star</i>		2015	930	465	Norway	47,800
<i>Viking Sea</i>		2016	930	465	Norway	47,800
<i>Viking Sky</i>		2017	930	465	Norway	47,800
<i>Viking Sun</i>		2017	930	465	Norway	47,800
<i>Viking Orion</i>		2018	930	465	Norway	47,800
<i>Viking Jupiter</i>		2018	930	465	Norway	47,800
<b>WINDSTAR CRUISES</b>	<b>6</b>					
<i>Wind Star</i>		1986	148	101	Bahamas	5,307
<i>Wind Spirit</i>		1988	148	101	Bahamas	5,736
<i>Wind Surf</i>		1998	310	201	Bahamas	14,745
<i>Star Pride</i>		2014	212	151	Bahamas	9,975
<i>Star Breeze</i>		2015	212	150	Bahamas	9,975
<i>Star Legend</i>		2015	212	153	Bahamas	9,975





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# INTO THE GREAT WHITE NORTH



Of 50 Degrees North: Natalie Lauzon, business development manager, North America; Tietse Stelma, CEO and co-founder; Satu Vänskä-Westgarth, Nordic manager.

Having already taken the Australian and Norwegian markets by storm with its unique brand of itineraries through the striking scenery of the Nordic regions, tour operator 50 Degrees North is setting its sights on cracking Canada.

By **Fergal McAlinden** | Photos by **Kim Stallknecht**

There's an interesting quirk about tour operator 50 Degrees North that neatly sums up its commitment, as a company, to developing products that are as genuinely and distinctively Nordic as possible. Seeking to bring a whole new meaning to the words 'local' and 'authentic,' its co-founder, Tietse Stelma, opted against the conventional approach of only hiring professionals with a background in travel, instead choosing to build a team consisting predominantly of Nordic natives with a deep knowledge of, and passion for, their countries of birth.

That innate understanding of the region, Stelma judged, was indispensable to the style of experience 50 Degrees North was trying to create. "It was a natural thing that happened," he reflects. "We felt that it was important for our staff to know Scandinavia intimately—and to get

both people who worked in travel and who knew Scandinavia intimately was very difficult.

"So we started to say, 'Hey, look, as long as you know Scandinavia intimately, we can [teach] you the ropes of how to book a ticket, and how to put together travel.' It's really something that everyone enjoys doing anyway, but it's just learning systems. It's much more difficult to give somebody in-depth knowledge of... Scandinavia or anywhere, really."

The result is a series of diverse, affectionately-curated itineraries that showcase the magic and beauty of the 50th parallel north, the circle of latitude north of the equator from which the company draws its name, through local eyes. The 14-day Scandinavian Capitals tour, for instance, includes stops in renowned cities such as

Tallinn, Stockholm, Copenhagen and Bergen, while other visually-arresting offerings include the opportunity to experience the Aurora Borealis through the Glass Igloos & Lakeside Retreat in Northern Finland.

## 50 DEGREES NORTH AT A GLANCE

**Based:** Melbourne, Australia; Lillehammer, Norway; Vancouver, Canada

**Products:** Mainly FIT, boutique, high-end tours

**Destinations:** Scandinavia, Finland, Iceland, Greenland, the Arctic, Russia

**Website:**  
[www.us.fiftydegreesnorth.com](http://www.us.fiftydegreesnorth.com)



Founded by Stelma in 2010, the company initially operated out of Melbourne, Australia, before expanding to Lillehammer in Norway in 2015. Having inaugurated its new Canadian office in Vancouver last November, it's earmarked the coming year as an opportunity to make significant inroads in the Canadian market, bolstered by its preferred supplier status with Virtuoso and extensive marketing efforts here. Stelma, who is Norwegian by birth but lives in Melbourne, said that Canada was always on his mind as a potential market for the company – even when it existed as little more than an idea on a piece of paper.

"We think that the Canadian client is very similar in their attitude to travel to the Australians," he comments. "I think it's a very natural progression for expanding our reach in a different market." The company's progress in Canada will be led by Natalie Lauzon, business development manager, North America, with Stelma also noting that Canadian itineraries are part of its vision for the future.

"That is the longer-term plan, definitely," he comments. "We are also doing Iceland, of course, which is reachable for the Canadian market – there's lots of flights coming in from Canada – and slowly moving ourselves westward. It's absolutely something we've planned to do."

Indeed, Iceland features prominently on the company's range of itineraries. Tours include the seven-day Adventure Iceland offering, giving travellers the

## For the Canadian traveller

What's the best time for Canadians to take advantage of 50 Degrees North's range of itineraries? "For the Canadian market, summer would probably be the most obvious season," Stelma says. "Summer with the fjords, the mountains, the capitals, the Scandinavian and Nordic foods... that's what I think would be the big seller in the Canadian market."

Among the company's most popular products, meanwhile, are voyages up along the Norwegian coast, combined with a trip across the Norwegian mountains from Oslo, with possible add-ons in Stockholm, Copenhagen and Helsinki. "It's very different from here [Canada]," Stelma adds, "and it's a great way... to see and experience an all-encompassing trip to Scandinavia."

opportunity to explore the Northern Lights and snorkel in mesmerizing Silfra.

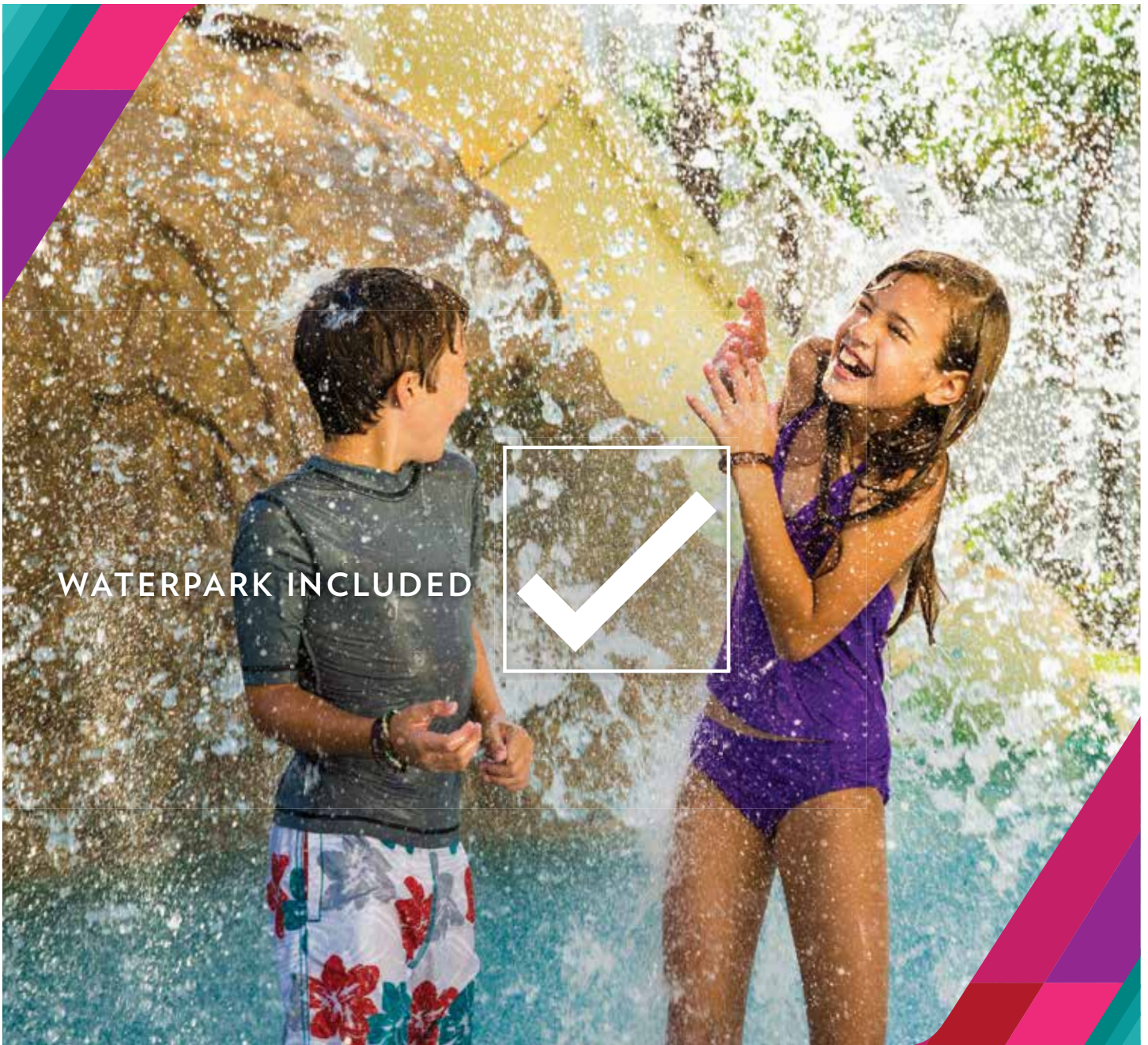
50 Degrees North's itineraries – described by Stelma as '80-85 per cent FIT' – are boutique, high-end offerings, with the most prominent age group among its clients represented by the 55+ demographic. Nevertheless, its products have also proven a hit among Australian families seeking to experience an authentic Scandinavian Christmas holiday; for Stelma, it's all about flexibility.

"Very," he replies emphatically, when I ask just how customizable the company's itineraries are. "If you're someone who wants to go walking in the mountains, or kayaking, or cycling, we can do that... we very much look at the individual interests of clients who come along." Although the company's bestselling products remain the standard itineraries listed on its website, Stelma notes, it also enthusiastically accommodates clients with more specific, tailored requests.

Meanwhile, Stelma says that the company is also eager to collaborate with the agent community, having inked a deal with Virtuoso that highlights the centrality of travel professionals to its prospects of success in Canada. "We have no illusion that we're going to build it through doing everything ourselves," he comments. "Travel agents have always, in my whole career, been a very important aspect of getting a new company off the ground. They're a very important part of our success."

It's 50 Degrees North's focus on recruiting staff with a strong knowledge of the Nordic region and its myriad charms, Stelma attests, that sets it apart. "I think that you get people who are very passionate," he says, "and put that extra bit of due diligence into itineraries, making sure that the clients they put together a trip for are really going to enjoy it.

"That passion is shining through every phone call, every conversation we have with clients." ●



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The results are in, the votes have been counted, and PAX is proud to announce the winners in the prestigious Awards of Excellence! Our annual tradition continued in 2017 with the travel industry coming out in droves to vote for the finest candidates in six categories.

Joining the coveted Personality of the Year, Travel Agent of the Year, Reservations Agent of the Year, Representative of the Year and Rookie of the Year awards this time around is the all-new category of Social Media Guru of the Year, toasting the industry's top social media wizard.

Here, we present the winner for each category as selected by you, our readers!

Drumroll please... →



## PERSONALITY OF THE YEAR DUNCAN BUREAU

Air Canada

of the Year winner views his award as an affirmation of his company's success from top to bottom. "I think the Air Canada visibility in the marketplace has grown so significantly that we feel like we're contributing to the industry, and we're much more visible to the industry," he says. "I think it's part of the reason why something like this would happen."

Bureau, whose lengthy career in the airline sector has encompassed senior roles with WestJet and Malaysia Airlines in addition to Air Canada, notes that the award also reflected the airline's consistently strong performance. "The financial results of the organization have been incredibly positive," he comments, "particularly over the last three

years. Since I've joined, we've grown the airline [by] \$2.5 billion in topline revenue – and that has been significantly driven by the travel trade."

Speaking of the trade, Bureau – who describes winning the award as "very cool and exciting" – says Air Canada is grateful for its steadfast commitment and dedication. "Thanks for the nomination, and thanks for the support of Air Canada," he says. "We continue to look for their support as we add new markets... it creates opportunity for there to be a very healthy travel industry in Canada, and thanks to our travel partners for allowing us to be able to invest in new equipment and markets."

**A**s Vice-President, Global Sales at Air Canada, Duncan Bureau is one of the best-known figures in the Canadian travel industry, but this year's Personality



## TRAVEL AGENT OF THE YEAR MELANIE DOIRON

SellOffVacations

in grade 11," she remembers. "I went on my first trip to the Dominican Republic and as soon as I got out of that plane and I felt that heat, I looked at my dad and I said, 'I think I'm going to be a travel agent.'"

Doiron has spent 16 years with SellOff Vacations, where she currently serves as branch manager, and says that her passion for her work is one of the main reasons behind her win. "I love my job, and a lot of clients will often say that they can tell I'm enjoying it," she comments. "I'm definitely there for them, and I try to go above and beyond for every single client. I just take my job very much to heart, and I absolutely love it."

Based in Moncton, New Brunswick, Doiron believes that those interactions with clients are the key ingredient to what makes her job so worthwhile; in fact, they're her favourite part about the industry.

"I put myself in their shoes, and how I would want to be treated when I go away," she says. "I love that interaction. I love making people happy, finding their dream vacation – that is my number one. I'm such a people person, so that is absolutely my favourite thing."

**A** fitting winner of our Travel Agent of the Year award is Melanie Doiron, whose love for travel manifested itself from an early age. "I got into travel





**T**oronto-based Group Sales Representative for Sunwing Vacations, William McPherson, is quick to accentuate the contribution of the team

## RESERVATIONS AGENT OF THE YEAR WILLIAM MCPHERSON

Sunwing Vacations

around him for his Reservations Agent of the Year win. "It's something that I wouldn't be able to do without the support of the management that I get here," he comments. "[I'm] looking at it as more of a team award than personal."

McPherson, who has spent five years working with Sunwing's Groups team, said that the award was a reflection of the quality of service that permeates throughout the company. "I think our dedication and our customer service," he replies, when asked about the reasons behind his win. "We take care of the customer first and we do what we have to do for them to make everything right

in their books. But it's a lot of dedication, time and effort that we put towards our customers."

Describing himself as 'humbled and honoured' to receive the award, McPherson also pays tribute to the various agencies he works closely with 'and has built a great relationship with,' saying that he looked forward to continuing his growth in the industry. Characteristically, though, he continues to highlight the award as a team effort. "It's a great honour, and it's something that Sunwing can take proudly," he says. "It's a team award as well, not just me – there was a lot more than just me that went into that."



**A** 21-year veteran of the travel industry, Trafalgar Sales Manager for Atlantic Canada Ken Nickerson describes his Representative of the Year win as 'very much

## REPRESENTATIVE OF THE YEAR KEN NICKERSON

Trafalgar

an honour.' This year's winner says that his nomination was likely a result of his strong rapport with travel agent partners, in addition to consistent attentiveness to their wellbeing – some of the most important aspects of his role.

"I think I've built a good relationship with a lot of my travel agent partners," he says, "and I try to be there whenever I can to support them in their needs, and be timely and efficient with it as well."

developed with clients, he says, are among the most worthwhile and fulfilling aspects of his day-to-day role. "The best part of my job [is] the relationships I have developed over the years with the agents and the consultants," he says. "They make going to work each day exciting; I thank them for all of the support over the years." →

Nickerson, who is based in Halifax, is now in his ninth season with Trafalgar, having spent 14 years in sales in the industry. The relationships and connections he has



## ROOKIE OF THE YEAR DIANNE MAANO

Cruise Connections Canada

Canada, who moved into a sales position at the company in late February 2017 after an initial stint as a receptionist. Originally from the Philippines, the Vancouver-based cruise specialist recently celebrated 10 years in Canada, with a passion for travel kindling her decision to abandon a supermarket supervisor role for a career in the industry.

"I went to school for tourism [in Canadian Tourism College], and got lucky enough to be hired here," she says. "I love to travel – I've been travelling for quite some time." By December, the industry newbie estimated that she had already surged past the \$1 million mark in sales.

The secret to Maano's success? For this year's Rookie winner, it's all about service. "It's just a matter of your relationship with your customers," she says. "They say it's like I smile on the phone. That's what my clients like – they seem so comfortable talking to me."

Although her career in travel is still at an early stage, this acknowledgement by her peers would appear to be proof that Maano made the right decision. "Right now, I love my job," she says. "I don't see myself in another industry. If you love what you do, why not stay?"

**W**inning the Rookie of the Year award crowns a debut year in the travel industry to remember for Dianne Maano of Cruise Connections



## SOCIAL MEDIA GURU OF THE YEAR CAROLINE BELGRAVE

Nexion Canada

herself as 'stunned' by the award. "Because I teach social media to members of Nexion, having this acknowledgement sort of brings everything full circle," she reflects. "It's amazing."

Born in London, England, Belgrave relocated to Canada at the age of eight, and has spent a decade working in the travel industry – initially as an agent, and now as business development and education manager with Nexion. Unsurprisingly, social media plays a huge role in her day-to-day work.

"Part of each of our roles is to utilize the strengths that we have and coach our members to help grow their business," Belgrave explains. "I'll go out to events, or I'll do one-on-one coaching

with the members to utilize social media to grow business and showcase their brand to clients."

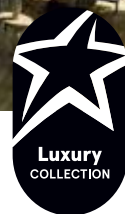
Belgrave's passion for social media, she says, was one of the main reasons she picked up the honour. "I love it, and I teach it from a place of joy and happiness," she says. "I'm always happy to talk about social media – I'm a total socialite."

For agents, she contends, the importance of social media to grow business has never been more pronounced. "I think it's imperative that people build in social media as part of their overall marketing strategy," she says, "[and] that travel professionals have a presence within social media." ●

**T**he first-ever winner in the new Social Media Guru category, Nexion Canada's Caroline Belgrave, heard the news as she was waiting on a flight from San José to Vancouver, and described



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# EVENTS 101

By Aurore Bonvalot

We start 2018 with the introduction of a brand new column which represents one of the most important and emerging sectors in the travel industry. Agencies are increasingly turning to events planning to find other sources of revenue - but it's not something that can be rushed into. This month, our special columnist provides a crash course on the MICE sector.



**T**hese days, it's essential for businesses to differentiate themselves from competitors, be at the forefront of new trends, and surprise customers. So what better way than moving into events planning, to develop your own business and meet the needs of your customers?

Whether it's organizing a cruise night, an appreciation evening for your clients, a group wedding on a cruise ship, a leaders' retreat in the sun, or team-building activities, the term 'event' is broad and can encompass many different concepts. But the basics, and the key to success, remain the same. Here are the most important ones:

## 1. DEFINE CLEAR OBJECTIVES

Before you start planning an event, ask yourself the right questions:

- **What are the objectives?** Lead generation, fundraising, a higher profile?
- **What is the best time to do it?**
- **Who is your event targeted at, and what is the profile of your target audience?** (Men/women, family/single, age, interests, background)
- **What budget have you set, both fixed and variable?**

Build yourself a complete plan with all the elements that are part of your event and check them with your client (location, accommodation, transportation, speakers, stationery, activities, room decorations, meals, gifts, surprises...). Create and follow a tight schedule, weekly or daily. Be organized, and pay attention to even the smallest details.

## 2. MAXIMIZE YOUR POTENTIAL

As a travel agency, you have the opportunity to provide a crucial service to your client: as well as taking care of the hotel and flight reservations, by developing your expertise in events, you offer the ability to arrange



team-building activities and conferences. You can also extend a client's professional event with a personal holiday. Why not consider proposing to your clients that the participants be accompanied by their spouse and/or family, and book their stay too? This will help you maximize your sales.

### **3. CREATE THE 'WOW' FACTOR**

It's important to create an experience for customers. Are you specialized in selling cruises? Why not organize a night cruise onboard a small ship, rather than simply booking a conference room?

Does your client want original and unique team-building activities? Resorts in sun destinations are often cheaper than choosing Canadian properties, and can be a welcome change for participants.

Is your client looking for an idea to organize a seminar? Remind them of Club Med Villages and their many options to personalize their offerings according to the needs of the client.

Are you planning events in Canada? Recruit experts: sommeliers, painters, historians and renowned chefs can add spice and originality! Offer a video booth instead of a photo booth. In short – surprise your customers by developing your own event brand identity.

### **4. CHOICE OF SERVICE PROVIDERS**

Surround yourself with renowned and trusted service providers. If you want to use them for the first time, ask them for references from past clients and

photos of what they have done, and what they offer. Listen to recommendations from your peers, or go to shows and trade fairs to find them (we will explain how in a future article!)

Do not hesitate to enlist the aid of an event planner to help you in all of these steps.

### **5. TECHNOLOGY, AT YOUR SERVICE**

Depending on the size of your events, it may be interesting to include software or specialized solutions: for instance, smart bracelets allowing participants to register their credit card and consume freely, fingerprint technology to pay live, mobile apps and more.

### **6. THE ART OF NEGOTIATION**

Don't be afraid to ask for several quotes from your service providers. Look into your options and see what others are offering. Negotiate politely. Keep up to date with trends and pay your suppliers on time – everyone will be a winner!

### **7. THE VALUE OF YOUR WORK**

Don't forget that you have value! You are a professional, and that's why your customers come to you. For my part, I always advise my clients on destinations that I know; in this way, I can easily gain their trust, tell them the truth, and guide them to places and experiences that I'm really familiar with.

Also, don't hesitate to charge a service fee for your work. This will demonstrate your value to the client.



### **8. THE AFTER-EVENT**

Too often forgotten or taken lightly, the post-event is essential. Firstly, you have to survey your client to collect their comments, what they liked and appreciated less, to improve their experience for the next few times. Additionally, you can make an objective return to all your providers. Finally, it allows you to 'close the loop' and begin planning your client's next event with them.

Now, it's your turn to stand out! Organize structured, unique, themed events that will capture the imagination of your customers and clients. ●



**Aurore Bonvalot**

*President of the Collectionneurs de Voyages agency, specializing in event organization.*

# ADVERTORIAL



Club Med Arcs Panorama

## CLUB MED – A SMART OPTION FOR SKI GROUPS

A good travel agent will know exactly what to say to groups of friends and family who want to experience the world's best ski areas, at an affordable price, without compromising the quality of their stay: "The Club Med Solution is for you!" The brand's consultants even have a dedicated team here in Canada to support clients in their work. With Club Med, ski stays have never been easier to organize!

### 24 SKI RESORTS, 24 UNIQUE EXPERIENCES

Club Med offers 24 ski Resorts throughout the world, including 20 in the Alps – one of the most prestigious winter destinations on the planet. Club Med offers its skiers a wide variety of slopes, blending high quality and epic experiences with plenty of snow.

Just think of Samoëns Morillon in Grand Massif and Val Thorens Sensations, which have recently opened their doors, or Arcs Extreme – the only ski Resort that's exclusively for adults.

Several new offerings on the horizon include Les Arcs Panorama, a 4-Trident mountain Resort that's opening just in time for the 2019 winter season. It includes an ultra-modern 5-Trident space, located 1,750 metres above sea level, and is connected to the world-renowned ski area, Paradiski.



### AN ATTRACTIVE PROGRAM FOR AGENTS

Good to know: the rates proposed and contracted by our agents are protected. For example, if an agent signs a group in February 2018 for a stay in March 2019, the rate remains the one he or she signed – even if the client doesn't register until July 2018. Note that stays are payable in \$CAD before departure. Finally, by selling an all-inclusive stay, our partners receive a commission on the full service, which is more advantageous than *à la carte* stays. This is a great opportunity to generate additional revenue.





## ALL-INCLUSIVE, WORRY-FREE SKI

Choosing Club Med for a mountain stay is also an assurance of a truly all-inclusive vacation. Club Med's all-inclusive packages include accommodation, fine dining, open bar, all levels of skiing classes offered by the best instructors, lifts without waiting, additional activities including snowshoeing and aqua-fitness, access to wellness facilities, Club Med party nights, and (in most Resorts) supervision of children. Transportation is also simplified, with flights departing from Canada and transfers to a Club Med Resort. It's a comprehensive product that agents can confidently deliver. No worries – just ski.

### LYNN LEFEBVRE, THE TRAVEL NETWORK

"My Club Med experience has been really positive! I feel that the Canadian team is working with me to make my groups a success. Club Med offers the best value for money on skiing – no question. When you consider the cost of ski lifts, ski classes, meals and beverages, the all-inclusive Club Med package is very attractive. We also work with the hotelier directly, not via a wholesaler like with other ski trips; there are no intermediaries or go-betweens that delay responses. I'm already working with my third group: this year, I'm sending 113 people to Méribel. My bookings for 2019 are already completed. To my knowledge, no other ski product offers a commission structure as motivating for agents as Club Med. In addition, no other brand has replicated the winning formula of the GOs, who make guests feel like family during their stay. But the best gift, ultimately, is to see customers who are happy and eager to repeat the experience with their friends."

## SORRY, ROCKIES!

Contrary to what you might think, skiing in the Alps with Club Med's all-inclusive offer is much more advantageous than a do-it-yourself stay in North America. Want proof? Look no further than this table:

Comparative price for 2 adults (7 nights)		
Destination	Club Med in the Alps	Whistler, B.C., à la carte
Return flight	INCLUDED	\$1,796
Return transfers	INCLUDED	\$276
7 nights in a 4-star hotel	INCLUDED	\$2,114
Lunch and dinner	INCLUDED	\$421.40
Drinks (alcoholic/non-alcoholic)	INCLUDED	\$86.70
Lift passes (6 days)	INCLUDED	\$926
Ski/snowboard lessons (6 days)	INCLUDED	\$1,640
Tips & gratuities (15%):	INCLUDED	\$76.20
<b>Price for 2 adults</b>	<b>\$4,998*</b>	<b>\$7,336</b>
<b>Price per adult</b>	<b>\$2,499</b>	<b>\$3,668</b>

\*for conditions, visit [www.clubmed.ca](http://www.clubmed.ca), 'All-inclusive Ski Vacations' section

## SKI GROUPS

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## GROUP STAYS FOR WINTER 2019

Book by March 12, 2018

To organize your groups, contact the Meetings & Events by Club Med team at 1-888-567-1777, ext. 4, or visit [www.meetings-events-clubmed.ca](http://www.meetings-events-clubmed.ca).



**LANDMANNALAUGAR,  
ICELAND**

Situated on the edge of the Laugahraun lava field, Landmannalaugar is home to several mountains and the Hekla Volcano, meaning there's a lot of naturally-occurring geothermal energy taking place beneath the rocks. Waters are shallow and the temperature generally doesn't reach past 40 degrees Celsius, so you can relax for longer without getting too hot.

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# HOT SPRINGS in Cold Places

## Warm Up in One of Nature's Hot-tubs

By **Christine Hogg**

*Packed with sulphur and other naturally-occurring mineral salts, people have soaked in hot springs and thermal baths for centuries. Not only are the inviting waters of hot springs incredibly relaxing, but they're also said to be able to help treat a variety of skin or digestive conditions. Warm up this winter with a visit to one of these therapeutic outdoor bathtubs.*

**MAMMOTH LAKES,  
CALIFORNIA, U.S.A.**

The hot springs found in Mammoth Lakes, California, sit on the edge of a volcanic caldera that erupted more than 760,000 years ago! Three naturally-occurring bubbling baths can be found at Mammoth Lakes—the Travertine hot springs, Benton hot springs, and Keough hot springs.

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## JIGOKUDANI MONKEY PARK, **JAPAN**

Most people know about the Jigokudani hot springs because of the wild, red-faced macaques who frequently take a dip there. The name 'Jigokudani' actually means 'Hell's Valley,' and the hot springs got their name from the steam that rises from the waters.

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## DISKO ISLAND UUNARTOQ, **GREENLAND**



Photo by Mads Pihl for Visit Greenland

First discovered by Norsemen thousands of years ago, the Uunartoq hot springs are the only natural pools in Greenland that are warm enough to bathe in, and they're located on an uninhabited island between Qaqortoq and Nanortalik.

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## KAMCHATKA, **RUSSIA**

In Russia's far east, the Kamchatka Peninsula houses approximately 160 volcanoes, and Eurasia's famous Geyser Valley is located right in the centre, making this small stretch of land the perfect spot for a natural hot spring. ●

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# The Dominican Republic: **MORE THAN JUST ALL-INCLUSIVES**

## *An unknown heritage beyond the beaches*

By Marie-Eve Vallières

It's no surprise that the Dominican Republic has recorded booming tourism figures over the last year. Fortunately, the country suffered little damage following Hurricanes Irma and Maria in the fall, so Punta Cana became the most popular Dominican destination for leisure tourism with 2.73 million visitors in 2017, and a total tourism expenditure of \$2.95 billion (U.S.).

It should also be noted that the Dominican Republic, as a whole, recorded an average occupancy rate of 80 per cent, its highest in 15 years, shattering its previous records. Of course, the majority of holidaymakers on the island of Hispaniola go there specifically to enjoy the idyllic facilities of the resorts that go out of their way to distinguish themselves from each other.

Architectural pools, water parks, lush gardens, cabanas on the beach, world-renowned spas... all are proven means of attracting vacationers in need of a rest.

If some holidaymakers take full advantage of naps and tanning sessions, though, others begin to crave excitement after relaxing for a while. What to do, then, when the desire for

adventure takes hold? Here are some places not to be missed in the Dominican Republic, appealing to nature lovers and culture enthusiasts, history buffs and thrill seekers – encompassing the amazing kaleidoscope of landscapes that the country has to offer. Happy discovering!

### **The First Cathedral of the New World**

Located in Santo Domingo and dating from 1512, the first cathedral of the New World, Our Lady of the Incarnation (Spanish: Catedral Nuestra Señora de la Encarnación) is the oldest in America; it is also in the colonial district, recognized as a UNESCO World Heritage Site. Visitors will be dazzled by its Gothic architecture and 500-year-old mahogany doors, as well as the chance to discover the remains of Christopher Columbus' tomb. It even served as the headquarters to the

English privateer Sir Francis Drake during the infamous looting of Santo Domingo.

### **Puerto Plata cable car**

One of the most popular excursions in Puerto Plata is its cable car ride. A panoramic view of the city, the Atlantic Ocean and the impressive statue of Jesus Christ await adventurers on their arrival at the summit of Mt. Isabel de Torres, at 823 metres in height. All for less than \$8 – a real boon for photography lovers!

### **Altos de Chavón**

The village of Altos de Chavón is a replica of a typical 16th century Mediterranean village, located upstream from the Chavón River near La Romana. The village includes a cultural centre, an archaeological museum, dozens of traditional craft shops, and





a Roman-style amphitheatre that can accommodate 5,000 spectators, with a wide variety of 20th century productions presented – including artists such as Frank Sinatra and Santana.

### **The El Limón waterfall**

Located 20 minutes from Samana, this spectacular waterfall, 40 metres high, is nestled in the heart of the rainforest for an experience that's very much at one with nature. It is accessible only at the conclusion of a long hike in a landscape miraculously untouched by human intervention.

### **Los Haitises National Park**

With limited road access, the Los Haitises National Park in the northeast of the Dominican Republic has become a popular ecotourism destination where most visitors come by boat. This enchanting national park is home to a unique birdlife and many native, migratory species that are not found elsewhere in the country. More adventurous travellers will undoubtedly be attracted to the maze



of caves interwoven and sheltered by dense mangroves.

### **The waterfalls of Damajagua**

Often cited as one of the coolest attractions in the Dominican Republic, the 27 waterfalls of Damajagua offer a true foray into the heart of the rich Caribbean. Whether hiking, swimming, diving, or climbing, all muscles will be called upon during this four-hour expedition. It goes without saying that a good level of physical fitness is required to reach the destination, but these efforts will be handsomely rewarded when the opportunity arrives to throw yourself into its crystalline waters.

### **The dunes of Bani**

The Bani dunes on the Las Calderas peninsula have a unique flora that differs

considerably from the rest of the country – astonishing for a region otherwise known for its prosperous banana and coffee plantations. The golden waves of Bani, whose silhouette changes with the winds, spread over more than 15 kilometres; some even reach 35 metres in height.

### **The Dominican Alps**

The mountains of Costanza are perhaps only about 80 kilometres from the hustle and bustle of Santo Domingo, but they are another world apart. Dominated by the Cordillera Central, rising to 1,200 metres, the valley is located in the geographical centre of the Dominican Republic and has some of the most beautiful panoramas in the country. It's no surprise that it's nicknamed 'The Swiss Alps of the Caribbean'! ●

### HOW TO CHOOSE BETWEEN

# Cancun, Cozumel and Riviera Maya

## Three destinations to see on Mexico's east coast

By Marie-Eve Vallières

Three attractive places, all with luxurious and welcoming resorts, and bordered by one of the prettiest coasts on the continent. In Mexico, it's a challenge to choose where to lay down your bags for a week's holiday!

In short, here are the quirks, advantages and disadvantages of each of these seaside resorts, should you have any doubts.

### **Cancun**

Located only a few minutes by taxi from the international airport, the Cancun Hotel Zone is ideal for holidaymakers wishing to be at the heart of the action. Here, there are plenty of nightclubs on offer – to the delight of low-budget party-goers.

Indeed, the hotels that punctuate the Cancun peninsula are aimed at a young, trendy crowd who want to party like there's no tomorrow (although not exclusively; there are also some luxury and family hotels). Many hotels host DJs, dancers and large-scale shows to appeal to this particular clientele.

In addition, Cancun has been the cash cow of Mexico's tourism industry for more than 40 years, and makes no apology for encouraging tourists to part with their pesos for Americanized experiences. Temptations such as shops, restaurants, clubs and casinos are numerous throughout the hotel zone.

**Good to know:** If you want to travel around Cancun's hotel zone, but don't wish to shell out on a taxi or Uber, getting around by bus is a convenient and inexpensive option. City buses operate regularly, are available for around 10 pesos (under CDN \$1) per ride, and most are air-conditioned.

**Positives:** Impossible to become bored; a lot of activity; close to the large shops and nightclubs; varied restaurant offerings.

**Negatives:** little authenticity; often-imposing crowds; proximity to crowded beaches.







## Cozumel

Located near Playa del Carmen is a vast island of 477 sq. km. called Cozumel ('island of swallows' in Maya Yucatec) where travellers can spend their time – ideally with both feet in the crystal-clear water. The secluded region's atmosphere is relaxed, especially since the hotels are smaller than elsewhere in the state of Quintana Roo; it's therefore an ideal destination for vacationers preferring resorts and crowds on an unobtrusive scale.

The paradise of Cozumel was even officially recognized as a UNESCO World Heritage Site in 2016 as a biosphere reserve. No wonder, then, that it proudly bears the title of 'best place for scuba diving in the world,' with Jacques Cousteau having set foot there in 1961. It's an ideal location for scuba diving mainly because of its current, which is more peaceful than elsewhere on the mainland coast, and the presence of the second largest barrier reef on the planet.

**Good to know:** Cozumel hotels are all, with a few exceptions, on the island's west coast facing the Riviera Maya, making it one of the only places in the region where visitors can admire the sunsets.

**Positives:** Detached from large tourist areas; sublime beaches; numerous scuba diving sites.

**Negatives:** Access to the island can sometimes be difficult; often old-fashioned hotel infrastructure; a lot of tourist marketing for cruise passengers due to the port.

## Riviera Maya

Recognized throughout the world for its long stretches of white sand, turquoise waters and the exclusivity of its establishments, the Riviera Maya is intended for vacationers demanding the very best in terms of catering, facilities and service amenities. It features world-renowned spas, children's centres with specialized educators, 5 Diamond restaurants, and suites even larger than the homes of many travellers.

One of the main advantages enjoyed by the Riviera Maya over Cancun and Cozumel is undoubtedly the range of options offered to travellers. It includes Mayan ruins like Tulum, many cenotes, and spectacular dive sites; long periods of relaxation are offered even in just one or two days in the heart of Mexican culture.

**Good to know:** There's plenty to see and do in Riviera Maya, but for travellers who are keen on a day trip, Chichén Itzá offers a great option. Symbolized by its imposing El Castillo pyramid, the ancient city is located around two hours from Riviera Maya, with pickups and sightseeing tours offered from many hotels and resorts.

**Positives:** Ultra-safe hotels; cutting-edge technology and design; quiet and spacious beaches.

**Negatives:** Higher rates; larger resorts that are sometimes tricky to navigate; difficult access to shops and restaurants outside the resorts. ●

# THE RAINBOW LANDS OF TRINIDAD

## THE MYTHICAL CUBAN CITY EXPOSES ITS COLOURS

By Marie-Eve Vallières



Unique among its kind, Trinidad, in south-central Cuba, is one of the only colonial cities of the Spanish era to have undergone almost no alterations since 1850. Time seems to have stopped since then, and nothing would suggest anything of the present except the few curious tourists who venture there, camera in hand. Italian frescos, elaborately detailed edges and French candlesticks are the norm in this village, which has been a recognized UNESCO World Heritage site since 1988. On both sides of the vibrant Plaza Mayor are long brick avenues filled with American cars of the 1950s, their facades sheltering old men playing dice and children jumping rope. A real Cuban postcard!

The bird's-eye view of the historic city centre from the roof of the Palacio Cantero, also known as the Municipal Historical Museum, is particularly worth seeing, and it's completely free to visit.

Some experienced travellers consider Trinidad as the most beautiful open-air

museum in Cuba, whose atmosphere is embellished with troubadours and guajiros, particularly gifted Cuban workers who serenade and charm the visitors.

Richly-ornamented and colourful buildings of all shades of the rainbow are not the result of chance or simple taste. Rather, they are a product of the fortune amassed by local sugar traders at the turn of the 19th century from the 75 dense plantations of the Valle de los Ingenios.

Do not miss the Manaca-Iznaga tower, which once stood 45 metres high, and sounds its heavy bells to signal the beginning and end of the long day's work in the valley's factories.

On a clear day, Trinidad can be seen from the summit. From a historical point of view, meanwhile, the valley is particularly notorious, with 30,000 slaves having worked there in the past.

For a truly complete day, do not miss Playa Ancón, one of the prettiest beaches on the southern coast. A taxi from Trinidad costs only U.S. \$15 and allows sun-lovers to experience Cuban beaches outside the hotel zone in a region that's little-known among holidaymakers.

Depending on the road, no matter which direction you take, it is also impossible to miss the huts made of straw and wood, where dried tobacco leaves in the purest Cuban tradition can be found.

Travellers interested in the mountains and nature will find paradise on the side of the massifs of the Sierra del Escambray where water cascades and hiking trails abound. Pico San Juan rises to almost 1,000 metres, overlooking the centre of Cuba, as well as Topes de Collantes, a nature reserve where luxuriant flora and fauna flourish due to wet winds from the Atlantic. ●





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# MILLENNIALS AND YOUR **MARKETING MIX**

By **Frédéric Gonzalo**

**Y**ou've almost certainly heard of them: the millennials. But who are they? Why does the tourism industry talk about them so much? And most importantly, how does this concern you?

First of all, a definition: the millennial generation was born between 1980 and 2000, and therefore is represented by people between the ages of 18 and 35. Since 2016, they are the largest population segment in North America, having outnumbered the boomers (the generation born between 1946 and 1964). Of most significance to the travel industry is the fact that, as of 2017, millennials represent the largest percentage of hotel guests in the United States.

## A DIGITAL GENERATION

For millennials, the internet and social media are not a new reality; they've been accustomed to it since childhood. They are more likely to use digital resources than Generation X or boomers – according to a study published by Expedia Media Solutions in 2017:

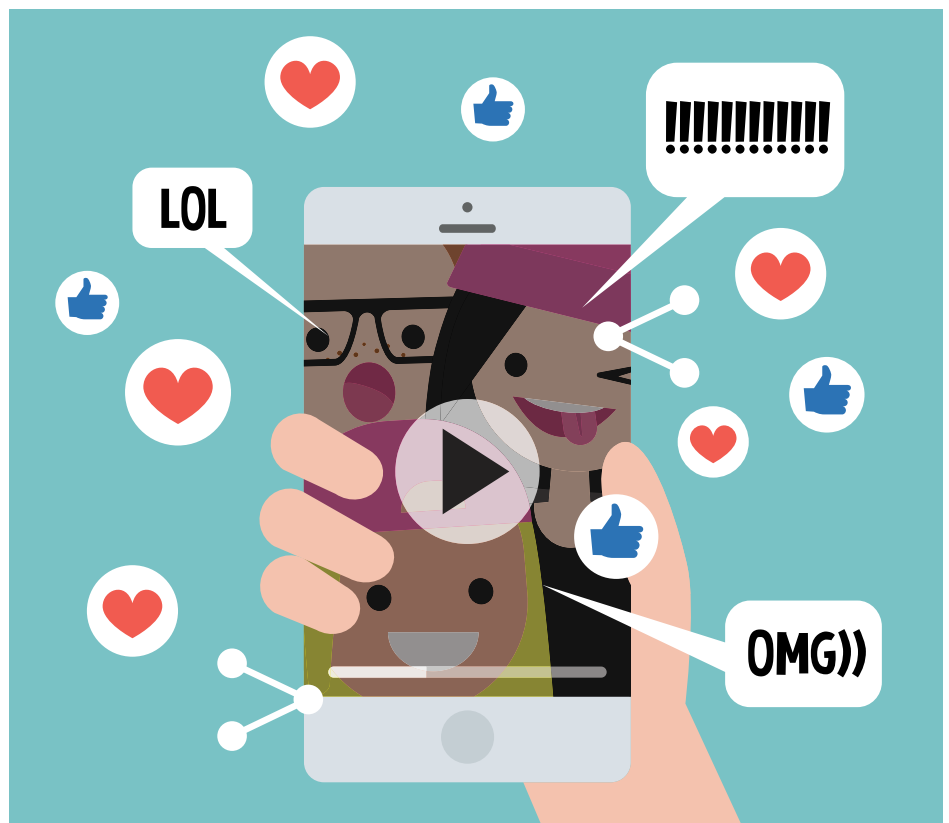
- **85 per cent of millennials check multiple hotel websites** to look for the best price.

- **82 per cent of millennials consider comment sites to be important** in their decision-making.
- **74 per cent of millennials search for travel** on a mobile device.
- **49 per cent of millennials make their purchase** from a mobile device.

Three recent studies show that millennials are even more likely to use the services of a travel agent. According to a survey conducted by MMY Global, 33 per cent of millennial respondents said they would like to do business with a travel agent in the next two years, almost twice as much as for Generation X respondents (17 per cent) and even boomers (18 per cent). In short – despite their attention to the web and social media, they don't neglect the added value that a travel advisor can bring.

## A MOBILE GENERATION

We know that millennials are particularly addicted to their smartphones, but the same could be said for older generations. We are therefore seeing more and →



more tourist brands – airlines, hotels, car rental companies, cruise lines – use mobile applications such as Instagram, Messenger, WhatsApp and even Snapchat to interact with this customer base.

faithful in its consumption habits. However, several studies show the opposite – even if it is important to put the figures in context. For example:

**Some other important statistics to note:**

- **More than 50 per cent of millennials have posted travel photos or videos via social media in 2017.** For other generations, this proportion is only one in three.
- **Three out of four millennials downloaded mobile travel apps on their phones,** compared to one out of every two for non-millennials.
- **More than half of millennials use registration kiosks or self check-in and check-out options,** versus less than one in five for non-millennials.

A dynamic and active presence on key social media – Facebook, Instagram, TripAdvisor – will help you for a favourable positioning with this clientele. Facebook advertising is excellent for targeting potential travellers, especially in winter when many people dream of sun and hot sand.

Also be sure to have a main hashtag to communicate on your various social media platforms, to monitor conversations and contribute to a stronger storytelling of your agency or destination.

**A FAITHFUL GENERATION - IN ITS OWN WAY!**

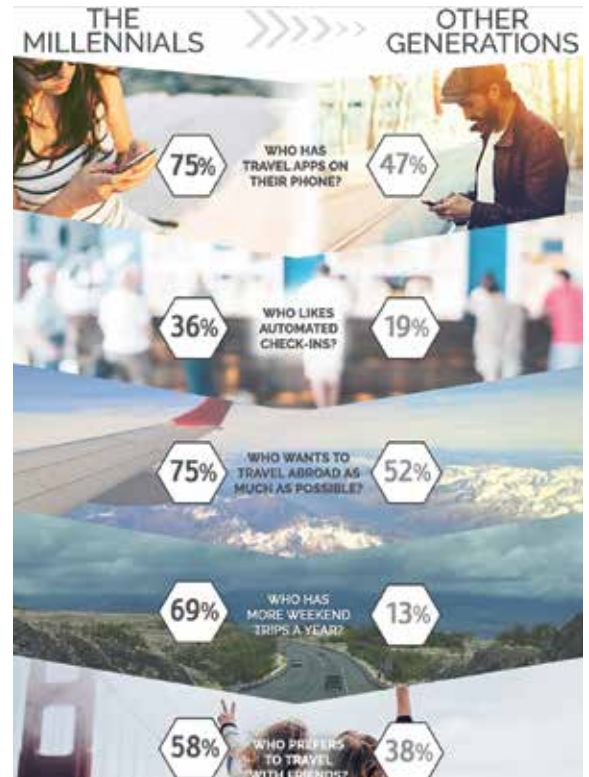
Finally, some argue (wrongly) that this generation is more frivolous and less

- **Four out of five millennials are willing to share private information** (email addresses or otherwise) if this will allow personalized travel recommendations according to their interests and budgets.
- **Half of millennials will be ready to give contact details to an online travel agency** in exchange for exclusive promotions or special offers.

- **More than half of millennials have recently registered for a loyalty program** because the registration process was simple!

You should look for contact information for your customers, if only to send them newsletters and exclusive promotional offers. Why not give an instant discount (10 per cent, for example) or added value – travel bag, insurance, etc. – upon registration? Also make sure your form is simple to fill out, and mobile-friendly. Did you know that on Facebook, you can even create forms with the fields 'name' and 'email address' already filled in?

As can be seen in the attached infographic, millennials are certainly a



Source: IMI Marketing

target audience to consider in your marketing mix in 2018 – if you haven't already! ●



**Frédéric Gonzalo**

Conference speaker & consultant specializing in e-tourism





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