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(Merit)
MPAS Awards

ASEAN RIDES THE CRUISING WAVE



CRUISE SUPPLEMENT

SUPPORTING PARTNER



COVER STORY
RIDING THE WAVE
OF GROWTH

FEATURE: SUPPORT
AN INVESTMENT IN
TRAVEL AGENTS

FEATURE: PRODUCT
ALL
ABOARD!

FOREWORD

CATCH THE WAVE OF GROWTH IN SOUTH-EAST ASIA

Cruises have captured the hearts of travellers for years with its lure of journeying in five-star comforts with 24/7 entertainment, matched with the appeal of waking up to different ports of call that bid exploring.

They have increasingly won over new vacationers with its promise of a hassle-free family getaway with a leisurely way of exploring places. By the looks of it, the popularity of cruises is likely to keep up, especially for ASEAN.

So, in celebration of the region's 50th golden jubilee, welcome to TTG Asia's very own ASEAN cruise edition. This is a first-of-its-kind guide curated to enable travel agents to woo more cruisers on-board.

There is no better time to cruise than now during ASEAN's anniversary year as we

discover exciting destinations in Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam.

As with every TTG tip sheet, this guide unveils the must-knows about today's cruise market and how you can be a part of this growing segment. From the leading cruise lines and winning features of the latest ships that operate in this region, to training programmes and support incentives for travel agents, these valuable facts and trade insights promise to keep your opportunities in the cruise market high.

Darren Ng

Darren Ng, Managing Director



06
AT A GLANCE
CRUISING
TRENDS AND
NUMBERS

08
FEATURE:
SUPPORT
AN INVESTMENT
IN TRAVEL
AGENTS

13
FEATURE:
PRODUCT
ALL ABOARD!



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Reimagining

THE CRUISING EXPERIENCE



Genting Cruise Lines

Genting Cruise Lines is a division of Genting Hong Kong comprising of three distinct cruise brands – Star Cruises, Dream Cruises and Crystal Cruises – providing a range of products from contemporary cruises to ultra-luxurious vacation experiences spanning the sea to air.

Established in 1993, Star Cruises is the pioneer in the Asia Pacific cruise industry currently with a fleet of six ships catering to the contemporary market segment. As “The Most Popular Cruise Line in Asia”, Star Cruises will further expand its footprint in the region with the delivery of two new “Global Class” ships, each measuring 201,000 gross tons, in 2020 and 2021.

“Asia’s Luxury Cruise Line”, Dream Cruises delivers the highest level of guest service and spacious comfort in the region via newly launched Genting Dream (November

2016) and the upcoming World Dream (November 2017). Developed for the high-end consumers in China and Asia, Dream Cruises will provide passengers with more choice, comfort and value to create a perfect dream voyage.

Crystal Cruises is “The World’s Most Awarded Luxury Cruise Line”, having earned more “World’s Best” awards than any other cruise line, hotel, or resort in history. Recently, Crystal has embarked on a significant brand expansion introducing two new classes of cruising – Crystal Yacht Cruises and Crystal River Cruises – and reaching new heights with Crystal Luxury Air and Crystal AirCruises.



SUPERSTAR VIRGO SETS OFF ON THE GOLDEN SEA ROUTE

Star Cruises has rolled out its inaugural Golden Sea Route voyage – a week-long cruise that takes passengers to some of the most popular destinations in China and Japan. 21 sailings have been scheduled from July until end November 2017 which will operate to and from her multiple homeports in Shanghai, Osaka, Yokohama and Shimizu to take in popular destinations including Tokyo, Mount Fuji and Kagoshima, as well as two days at sea.

The Golden Sea Route cruises will incorporate onboard cultural activities including flower arranging classes, sushi-making demonstrations, origami workshops and “sumo suit parties”. The ship’s F&B outlets will also specialise in Chinese and Japanese cuisine.



DREAM CRUISES EXPANDS ITS FOOTPRINT

Dream Cruises will be expanding its footprint in Southeast Asia when Genting Dream begins her new homeport in Singapore from December 2017.

Genting Dream is a floating, luxurious integrated resort, designed in a bespoke fashion for the Asian market. Built in Germany last year, she will be a Singapore and ASEAN icon, calling at more than 10 ports in Singapore, Malaysia, Indonesia, Thailand and Vietnam during 2018.

Starting December 3, 2017, to the end of March 2018, Dream Cruises will offer a range of two-night weekend cruises and alternating five-night Sunday cruises from Singapore to destinations in the Straits of Malacca and in the Java Seas. From April to October 2018, new itineraries will offer new destinations in the South China Sea and the Java Sea.

Dream Cruises’ second 151,300 tonne cruise ship “World Dream” is currently under construction and is scheduled to make her debut in the Asia Pacific in November 2017.



CRYSTAL TAKES TO THE SKYE

The renowned Crystal Experience introduces an unrivaled new manner of global exploration aboard Crystal Skye, the world’s newest, largest and most spacious luxury jet. Available for private charter for both leisure travel and group events, this lavishly outfitted Boeing 777 has been completely transformed to the highest standards of aviation design, featuring handcrafted, fully-reclining flatbed seats, a dedicated stand-up bar and social lounge, a team of Crystal Skye Butlers and an Executive Chef preparing exceptional Michelin star-inspired cuisine.

Welcoming up to 86 privileged guests, global itineraries are tailored to exacting specifications, taking you on extraordinary journeys to lands both exotic and remote. Working with a team of experts, curate your own Crystal AirCruise, staying at the finest hotels and resorts selected by you, while enjoying exclusive access to places of rare beauty and cultural significance.

COVER STORY

RIDING THE
WAVE OF GROWTH

As the cruise industry in South-east Asia continues to grow at a record pace, cruise liners are deploying newly-built and bigger ships in the region, some specially catered to Asian tastes. *TTG Asia* looks at why and how travel agents should catch this wave of opportunity



Silver Cloud Expedition

South-east Asia's cruise development is expected to make vibrant waves with ASEAN tourism leaders agreeing to develop a joint declaration on cruise tourism earlier this year at the ASEAN Tourism Forum.

During this forum in Singapore, the tourism ministers outlined their strategic plans for the next few years, setting out principles to spur port and destination development in the region and further encouraged industry stakeholders to collaborate and grow cruise tourism in the region.

As port infrastructure starts brimming up to receive bigger and newer cruise ships deployed in the region, travel agents who are the key selling arm are encouraged to start gearing up to tap into this massive growth opportunity in cruising.

LUCRATIVE
OPPORTUNITY

With the number of cruise passengers in South-east Asia expected to reach 4.5 million in 2035, up ten times the current

levels of about 450,000, industry experts underscored the tremendous potential present in the region's cruise travel business.

Michael Goh, head of sales & senior vice president, Genting Cruise Lines, said: "South-east Asia's cruise industry is expected to grow as more cruise lines homeport in the region with greater opportunities for travel agents to introduce and sell cruise products to travellers.

"Travel agents can make a lucrative living by promoting and selling cruise vacations for cruise line across the region with a variety of additional perks. In addition, travel agents can also expand their revenue by including fly-cruise packages."

Silversea Cruises' regional director (Asia) Melvyn Yap said: "The only potential left in the travel industry to earn higher profits is selling cruises.

"These days it is impossible to get rich by being in the travel trade. It is not as good as it used to be, as we see many airlines now selling net rates to agents. Also, hotels and attractions are

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MICHAEL GOH
HEAD OF SALES & SENIOR
VICE PRESIDENT

now going direct, which means that only cruises are left as the most profitable product."

According to Yap, the basic commission structure starts from 10 per cent and it increases according to the business volume

that the cruise company receives from agents.

Shirlene Ng, sales manager of Carnival PLC (Singapore), said: "Cruises give agents the opportunity to sell a different and new product instead of the usual tour package. Also, cruise is quickly becoming a holiday of choice and therefore, it creates interest and demand in the market." With raising awareness around the perks of cruising, Ng added.

"Consumers are increasingly educated and savvy at recognising the advantages of cruising as an alternative means of travelling."

A BURGEONING MARKET

Attesting to this "fastest growing tourism segment", Royal Caribbean's managing director, Singapore and South-east Asia, Sean Treacy, highlighted how the company has deployed more ships for longer seasons in South-east Asia to cater to growing demand.

He said: "There lies enormous potential within the Asian market as many of them have not taken cruises before. The arrival of more

newer and larger ships with more exciting amenities in Asia is also creating a huge wave of attraction for cruising, especially among the family, singles, couples and MICE segments."

Hailing cruising in South-east Asia as a sunrise industry, Helena Ow, managing director of Prime Cruise Asia, Singapore, said: "We can see there is much vested interest from industry players and the NGOs now.

"ASEAN government is also increasing focus on port infrastructure development, and authorities reviewing their immigration procedures. It is really clear that the market trends are all pointing towards mass market penetration."

According to Citystate Travel Singapore executive director Albert Ho, who started Citystate Cruises as a separate division in 2003, the target audience for cruises has changed significantly from the seniors to include also the younger ones today.

Ho explained: "As the cruise ships expand to include more entertainment and amenities,

we see the passenger profile expanding to include a lot more youngsters.

"Cruises are also becoming a lot more affordable now so there is definitely huge opportunities for travel agents in South-east Asia to promote and sell (these experiences)."

Dynasty Travel's managing director, Clifford Neo, who observed a 25 per cent year-on-year increase in demand for cruises, said: "We see more short trips around the South-east Asia region which has been spurred by the expansion of airline routes by LCCs and full service airlines, resulting in more cruise holidays."

Neo added that the rising interest from millennials is also expected to contribute significantly to the robust increase in cruise tourism.

Cruise Lines International Association's head of training & development Peter Kollar, said: "Travel agents are in an ideal position to capitalise on the growth of cruise tourism in South-east Asia. Cruises are an easy sell with happy clients and great profits."

EMPOWERING TRAVEL AGENTS

However, Kollar highlighted travel agents must first be well prepared to sell cruises. He said: "There are two big lessons they need to learn. They have to know how to match the right experience to the client, which means getting to know the products and options out there."

"Secondly, it is about understanding how to overcome objections as cruise is new to many people, and many may have a different expectation of what cruises offer. So they have to educate themselves first before educating clients."

Highlighting the importance of travel agents, RCI's Treacy said: "A strong distribution network is essential to our business growth and agents play an essential role in multiplying and diversifying our touchpoints with our customers while value-adding to our products in their individual sales and marketing efforts."

To ensure travel agents are well-informed about the cruise products, Treacy said regular product trainings are conducted opportunities for them to tour or cruise on the ships are provided.

Likewise, Carnival PLC's Ng said travel agents can enroll in the Princess Academy, an online university for travel agents to learn how to sell cruises to consumers who are unfamiliar with cruising. Thereafter, they will be able to access the booking system and identify cruise itineraries to sell to their customers.

Ng said: "The first thing agents have to do is to understand the various cruise products. With knowledge of their own customers' demographics, travel and spending patterns, they can then recommend the appropriate cruise line and itinerary."

Sharing similar sentiments, Silversea Cruises' Yap said: "There is no best or worst cruise line in the world, but one that suits your lifestyle best."

"The biggest cruise ship in the world might not excite someone who just wants peace and quiet."

ALL ABOUT THE PROMOTIONS

Genting Cruise Lines' Goh shared: "The region is filled with so many similarities and yet, varies from one country to another. As the concept of taking a cruise is still new and foreign to many South-east Asian travellers, cruise promotion is very unique and different from other vacation

options or mode of transportations."

Goh remarked that time is needed to get consumers to warm up to the idea of cruising, and agents must be able to sell

the unique points well.

"For instance, cruises provide an all-inclusive package, a hassle-free vacation of not having to pack and unpack with

each destination, and the cruise ship is a destination itself with its offer of activities and entertainment during the voyage," Goh elaborated.

PROFILES

Getting onboard with well-equipped staff

Albert Ho
Executive director
Citystate Travel

Citystate Cruises, a division of Citystate Travel, represents more than 16 cruise lines around the world and has received the Top Achiever Award from 2007 to 2012 from Royal Caribbean International, Celebrity Cruises and Azamara Club Cruises as well as the Top Agent Award in 2011 and 2012 from Costa Cruises. Citystate Travel executive director Albert Ho established the agency in 2003 in partnership with Citystate Group to take the company forward.

With an emphasis on meticulous planning and personalised services, Citystate Cruises consultants are equipped with extensive experience and product knowledge.

THE MOTIVATION

Ho said: "The cruise division was first



created when we were appointed as the general sales agent for Royal Caribbean and Celebrity Cruises, from 1996 until 2007.

"When the representation ended, we moved from a general sales agent

representing two reputable cruise liners to retailing multiple cruise brands in the Singapore market."

KNOWLEDGE IS KEY

According to Ho, the main challenge in selling cruises is to explain the value proposition of different cruise brands and to subsequently match them to the relevant customer profiles. As such, Ho said equipping his staff with the right knowledge and skills is critical.

Ho said: "We have a very strong cruise culture and every cruise consultant we have has cruised so they know very well what they are selling."

As a company, we must always be committed to provide continuous training for the staff, Ho added when asked what advice he has for travel agents who are looking to specialise into cruises.

Ho believes in continuous training for his people, hence the company actively seeks opportunities to improve its staff product knowledge and interaction skills.

Promoting cruises with a one-stop centre

Anthony Chan
Managing director
Chan Brothers group

The Chan Brothers Travel World-wide Cruise Centre was rolled out in 2012, a move that has resulted in a 30 per cent year-on-year growth in cruise customers over the last five years, revealed Chan Brothers group managing director, Anthony Chan.

A WINNING CONCEPT

Chan said: "Having laid the necessary groundwork in product development and brand building, the cruise centre was officially instituted to promote the concept of international cruising as the alternative mode of travel."

According to Chan, the one-stop centre ensures vital arrangements such as confirmed flights, cruise arrangements, pre/post-cruise accommodation, land tours and transfers are in sync.

Chan said: "To allay uncertainty or concerns from first-time travellers considering long-haul cruises, we also offer escorted cruise tours with seasoned tour managers on hand to take care of pre/post-cruise touring needs."

He added that Chan Brothers is the only online travel agency in the world with the ability to package beyond cruises, including air tickets, transfers, pre/post-cruise accommodation and pre/post-cruise tours.

To deliver optimal service for cus-



tomers during the booking process, Chan shared: "Customers can now not only select their cabins, take virtual ship tours, navigate deck plans for selected ships and book their preferred dining times and specialty restaurants, they can also make comparisons across up to three ships, providing them with all the knowledge at their fingertips to make informed travel decisions."

This digital service also allows customers to utilise the mobile-friendly display, map routing and web chat capabilities.

FOCUS ON TRAINING

When asked about the challenges faced in building this centre, Chan said getting the staff familiar with the numerous offerings and the various configurations was "by far the biggest

challenge".

To resolve this, Chan Brothers arranged for one-to-one mentoring, workshops conducted by cruise operators, B2B learning portals, under-study assignments and familiarisation trips.

"The main challenges from an agency point of view lie in educating consumers and creating awareness of lesser known cruise routings and ensuring pertinent product fit. We have to understand the passengers' requirements, budget and comfort level before recommending the suitable cruise vacation," Chan added.

To further improve the level of product knowledge in the industry, Chan suggested for more user-friendly B2B portals where cruise specialists can easily access cruise information to distinguish the various cruise lines.

AT A GLANCE

CRUISING TRENDS AND NUMBERS

TTG Asia picks out some statistics that illustrate South-east Asia's burgeoning cruise market as well as top industry trends to note



5,500

PORT CALLS

WERE MADE IN ASIA IN 2016, WITH SINGAPORE RANKED AS THE TOP PORT OF CALL IN SOUTH-EAST ASIA



4.5 MILLION



IS THE EXPECTED NUMBER OF CRUISE PASSENGERS THE REGION WILL SEE IN 2035, A TEN-FOLD INCREASE FROM 450,000 IN 2016

150

MORE PORT CALLS

WERE MADE IN VIETNAM IN 2016, MAKING THE COUNTRY ONE OF THE MOST OPTIMISTIC GROWTH AREAS IN SOUTH-EAST ASIA



GET ON BOARD & JOIN CLIA

Cruise Lines International Association (CLIA) is the world's largest cruise association dedicated to the promotion and growth of the cruise industry.

CLIA travel agent member benefits include:

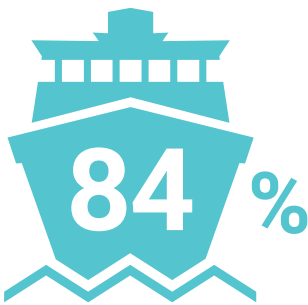
- 24/7 access to the official **Cruise Industry Training & Accreditation Program**
- Your personal **EMBARC ID card** for instant industry recognition
- Exclusive use of the **CLIA logo** identifying you as a cruise specialist in all your marketing material
- Exclusive **member discount** on tickets for CLIA industry events

www.cliaasia.org | info-asia@cruising.org



10.9 MILLION

PASSENGER DESTINATION DAYS WERE RECORDED IN ASIA IN 2016, A 55 PER CENT INCREASE OVER 2015'S SEVEN MILLION



OF ASIAN PASSENGERS CRUISED WITHIN THE REGION



OF ALL CRUISERS ARE AGED UNDER 40 YEARS OLD

31

ACTIVE CRUISE LINE BRANDS IN ASEAN WATERS IN 2016

47%

of passengers in Asia prefer four- to six-night sailings, while 32 per cent prefer a shorter two to three nights

2017'S TOP CRUISE TRENDS IN SOUTH-EAST ASIA

- 1 Youthful interest**
Younger generation travellers – including Generation X and the millennials – will embrace cruise travel more than ever before
- 2 Greater reliance on the middle-man**
Travel agents will continue to be the matchmakers between travellers and cruise lines in 2017
- 3 Stronger demand for river cruises**
Cruise line members of Cruise Lines International Association currently deploy 184 river cruise ships with 13 new ones on order for 2017, an increase of about seven per cent
- 4 More focus on private islands**
In 2017, cruise lines are calling at seven private islands
- 5 Newbie alert**
Fresh interest in ocean cruising is projected to remain strong in 2017 – nearly half (48 per cent) of non-cruisers have expressed interest in going on an ocean cruise
- 6 Star eats on the high seas**
More cruise lines are now featuring restaurants led by celebrity chefs and/or dishes crafted by culinary geniuses
- 7 Let the adventure begin!**
Adventure travel is growing at a record pace and cruise expeditions are seeing the impact

Credit: Cruise Lines International Association



As many cruise lines deploy greater capacity to Asia, including brand new, large cruise ships purpose-built for Asian consumers, cruise lines and industry stakeholders need to understand the trends, the overall potential for cruise tourism growth and the associated infrastructure needs, and to monitor guest source markets.

PETER KOLLAR
INTERNATIONAL HEAD OF TRAINING & DEVELOPMENT,
CRUISE LINES INTERNATIONAL ASSOCIATION



FEATURE: SUPPORT

AN INVESTMENT IN TRAVEL AGENTS

Knowledge is power and savvy cruise companies are investing time and money in travel agent training and support, to ensure cruise programmes fly off the shelves



Ovation of the Seas

ROYAL CARIBBEAN CRUISES

ROYALCARIBBEAN.COM

Royal Caribbean Cruises offers an international e-learning programme, *Cruising for Excellence*, for its travel agents worldwide. The programme covers three brands under Royal Caribbean Cruises – Royal Caribbean International, Celebrity Cruises and Azamara Club Cruises – and is available in a number of languages including Japanese, Korean and Chinese.

Highlights include interactive, virtual environments that allow users to explore and learn the key selling points of the ships, as well as 3D virtual environments that include virtual people to create a feel for cruising. It not only provides a more engaging learning experience, but also allows travel agents to learn at their own convenience and pace.

Training is conducted in a variety of ways, such as:

- In-house seminars for agency managers and front line staff.

These seminars offer in-depth content, incorporating most of the basic aspects that travel agents must know to be able to sell cruises effectively

- Group product updates and seminars, aimed at regular agents who are more or less familiar with cruises in general and Royal Caribbean Cruises' brands. Content includes updates on the brands and information on new ships, destinations and policies
- Seminars-at-Sea, which are training events hosted on a variety of ships. They serve as product exposure and familiarisation for participating agents, and work well as incentives for top producers
- Ship tours

In addition, Royal Caribbean Cruises also supports travel agents with marketing collateral production and advertising.



Mariner of the Seas

Go Costa Let's Festa!

Costa Cruises invite Asian guests onboard to experience the signature 'Italy at Sea' concept through three thematic experiences which showcase the Italian's authentic and enthusiastic lifestyle.



INFINITE FESTA!



CARNIVAL OF VENICE AT SEA

- Enjoy this traditional festival which originated from Venice in Italy
- Dress-up in Venetian costumes, or create personalised masks in to kick-start the festival party

SHIP OF ENTERTAINMENT

- World class acts in theatre

shows which include acrobatics, tenor and magic performances

- Concerts featuring renowned Asian songs and choreography

ALL DAY ACTIVITIES

- Beauty & health classes
- Italian interest classes
- Arts & crafts

HIGHLIGHTED ITINERARIES

COSTA VICTORIA • Embarkation: Singapore / Penang, Malaysia
• Port-of-calls: Port Klang, Penang, Langkawi, Melaka in Malaysia & Phuket, Koh Samui, Laem Chabang in Thailand & Sihanoukville in Cambodia • November 2017 to February 2018, from 3N to 7N itineraries

FOODIE FESTA!



AUTHENTIC ITALIAN CUISINE

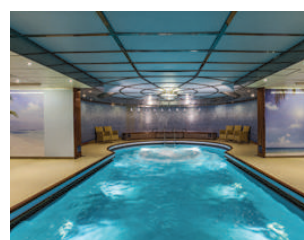
- Savour homestyle Italian cuisine
- Freshly-made Napoli pizzas every day
- Italian delicacies: Illy Coffee, Gelato
- More than 80 types of wines selected by Worldwide Sommelier Association



INTERNATIONAL & ASIAN DELIGHTS

- Five meals per day free of charge!
- Must eats: Signature lobster dish and Carnival of Venice's Venetian dinner
- Hot Pot: All-you-can-eat with seafood, meat and vegetable menu
- Five kinds of Asian noodles every night

LEISURE FESTA!



SPA & WELLNESS

- Guests can pamper themselves with the spa's luxurious facilities like jacuzzis, sauna, massages, indoor mineral pool and the beauty salon
- Fitness buffs can also work out in the fitness center, tennis court or the outdoor jogging track



SHOPPING AT SEA

- Duty-free prices and discounts available for renowned European brands for luxury hand bags, cosmetics, watches or jewelry under price match guarantee*

*Terms and Conditions apply.



Genting Cruise lines fleet

GENTING HONG KONG

GENTINGHK.COM

There are various incentives for travel partners and individual top performers, such as the annual Star Cruises Partner Appreciation Awards.

Genting Hong Kong provides continuous training for travel agents every three to six months to reinforce their product knowledge and enhance their skill sets. Programmes include showcasing both the Star Cruises and Dream Cruises fleet at their respective homeports, inviting travel agents for familiarisation cruises, fly-cruise trips and new cruise itinerary launches, as well as introducing onboard facilities and services of the ships, market trends and promotional offers. In addition to sharing in-depth

product knowledge, Genting Hong Kong also imparts the know-hows on promoting cruise packages, usage of booking reservation systems, the respective cruise lines’ policies and procedures, as well as cruise passage terms and conditions. Periodically, the company invites the respective Star Cruises and Dream Cruises product experts to conduct in-depth product trainings for appointed Asian travel consultants who also act as brand ambassadors. In addition, there are various

incentives for travel partners and individual top performers. The annual Star Cruises Partner Appreciation Award ceremony is held to acknowledge the dedication and support from travel agent partners. Genting Hong Kong also works hand-in hand with travel agents to initiate various marketing campaigns and roadshows to promote the brands and create further awareness to spur the market demand.



Regal Princess

PRINCESS CRUISES

PRINCESS.COM

Princess Cruises’ Princess Academy is an online university for travel agents to learn how to sell cruise as a product to consumers who are not familiar with the travel concept. The course teaches participants how to match itineraries and ships with the different consumer profiles. There are four levels of achievement – First Officer, Staff Captain, Captain and Commodore

– with five courses for each level. A total of 20 courses and a final exam must be tackled at all levels. Dashboards enable users to track their progress. Travel agents who achieve the Commodore status, the highest rank, are rewarded with a free cruise and elite membership benefits onboard, such as free Internet access and laundry service.



Costa Victoria

COSTA CRUISES

COSTACRUISE.COM

Costa Cruises Asia provides support through in-depth training which are tailor-made for travel agents. Content varies according to participants’ existing knowledge and experiences. Training is provided to the respective departments within travel agencies, ranging from sales and marketing to operations, reservations and products planning. Familiarisation trips are also

developed and offered to travel agents, an activity deemed crucial for equipping participants with a better understanding of Costa’s products, positioning, unique selling points, itineraries, ports of call, booking system, general information on embarkation, onboard and disembarkation as well as cruise trends and institutional developments.



Silver Cloud Expedition

SILVERSEA CRUISES

SILVERSEA.COM

Silversea Cruises shapes its training programmes to the sophistication of the travel agent’s business.

The levels of training range from introductory sessions for travel agents selling cruises for the first time, to product updates for more experienced agents. Silversea constantly updates the trade on the latest news about ports around the world and also pushes out tactical promotions to entice agent partners to sell.

In addition, whenever a Silversea ship calls at an Asian port between September and April – its season in this region, travel agents will be invited onboard for a tour and lunch, or to attend a cocktail party or even a fashion shoot.

Familiarisation trips are arranged for selected travel agents too.

Marketing collaterals are provided and travel agents can tap into co-marketing funds. Rounding up these sales and marketing support are numerous offers aimed at enticing travellers to cruise with Silversea.



INTIMATELY INDULGENT ASIA

EXCLUSIVE
SAVINGS OF
US\$3,000
PER SUITE
ON SELECT ASIA
VOYAGES



ALL-INCLUSIVE CRUISE PACKAGES

Enjoy all-inclusive Asia voyages with Free Shore Excursions in each port of call. And now you can **SAVE US\$3,000 per suite** on select 2017/18 voyages.

Voyages of 9 – 18 days sail from October 2017 to April 2018.

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Photos courtesy of Silversea Cruises

FEATURE: PRODUCT

ALL ABOARD!

South-east Asian waters are rippling with many more cruise ship deployment. *TTG Asia* takes a look at some of the latest ships to pick out exciting features that must not be missed



An authentic Italian meal onboard the *Nautica*

OCEANIA CRUISES

Fleet: Six
Ships calling/homeporting in South-east Asia, 2017/2018: *Nautica*; *Insignia*
Capacity: 684 guests
Destinations: Cambodia, Myanmar, Singapore, Thailand and Vietnam

WHAT'S EXCITING:

- Epicurean enrichment programmes and immersive culinary discovery tours
- Tasty evening turn-down service for suites, in the form of delicate canapes
- A dazzling array of specialty wines from the region and top shelf liquor, all housed in an extensive wine cellar
- Music galore, delivered by classical pianists, string ensembles, orchestra, jazz musicians and vocalists
- Spacious, luxuriously-appointed staterooms and suites with 24-hour butler service
- Complimentary room service dining and unlimited soft drinks from the mini-bar



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GENTING HONG KONG

WHAT’S EXCITING:

Dream Cruises

- *Genting Dream*, the first ship in the fleet, is designed with Asian travellers in mind but promises an international cruising experience with authentic Asian characteristics
- Brand new, German-made ship
- Memorable stay in the exclusive Dream Palace suites and garden penthouses, which comes with European-style butler service, private pool and lounge, and luxurious amenities

Star Cruises:

- Every ship is unique and caters to a different region through varied itineraries
- Endless entertainment onboard with a variety of regional acts, all tailored with Asian guests in mind
- Daily feasts with up to six

all-inclusive meals, featuring a variety of Asian and international cuisines at selected restaurants

Crystal Cruises:

- Stellar reputation, having won the most awards for its luxurious offerings.
- Signature ships, *Crystal Serenity* and *Crystal Symphony*, promise unparalleled luxury, six-star service and mastery of global exploration
- Luxury yachting now part of the Crystal Cruises experience through Crystal Yacht Expedition Cruises’ boutique *Crystal Esprit*. The yacht’s unique size brings guests to the very doorstep of some of the world’s most exclusive shores, allowing for unparalleled personalised experiences



Crystal Symphony and Crystal Serenity

Fleet: **Dream Cruises:** One (one more by end-2018); **Star Cruises:** Six; **Crystal:** Four (four more by end-2018)

Ships calling/homeporting in South-east Asia, 2017/2018:

Dream Cruises: *Genting Dream*; *World Dream*

Star Cruises: *SuperStar Libra*; *SuperStar Gemini*; *The Taipan*

Crystal Cruises: *Crystal Serenity*; *Crystal Symphony*

Capacity: 64 to 3,352 guests

Destinations: **Dream Cruises:** Indonesia, Malaysia, Singapore and Vietnam; **Star Cruises:** Indonesia, Malaysia, Singapore and Thailand ; **Crystal Cruises:** Cambodia, Indonesia, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam



Sapphire Princess

PRINCESS CRUISES

Fleet: 18

Ships calling/homeporting in South-east Asia, 2017/2018:

Sapphire Princess

Capacity: 2,678 guests

Destinations: Cambodia, Indonesia, Malaysia, Thailand and Vietnam

WHAT’S EXCITING:

- Sleep like royalty on the new Princess Luxury Beds in *Sapphire Princess*’ club class mini-suite. The beds were created by a sleep expert to provide a restful and relaxing sleep experience
- Size matters, and *Sapphire Princess* is a Gem-Class ship, the second biggest ship in Princess Cruises fleet
- Memorable movie nights with the ship’s signature Movies Under The Stars event. Catch the latest blockbuster movies on the top deck, while tucked under a blanket and snacking on popcorn
- Savour excellent pizzas from Alfredo’s Pizzeria at no additional cost
- Keep bellies happy all day at the 24-hour International Café on Deck 5. Light snacks and pastries are up for grabs, and guests can enjoy activities around the Atrium at the same time
- Dining experiences to suit all moods, from theme specialty and fine dining to casual eats
- No fighting for a space in the pool when there are five swimming pools and eight hot tubs
- Pampering body treatments await at the Lotus Spa
- Active bunnies can work out a sweat at a fully-equipped fitness centre

ROYAL CARIBBEAN INTERNATIONAL

Fleet: 24

Ships calling/homeporting in South-east Asia, 2017/2018:

Mariner of the Seas; *Voyager of the Seas*; *Ovation of the Seas*

Capacity: 3,800 to 4,900 guests

Destinations: Malaysia, Singapore, Thailand and Vietnam

WHAT’S EXCITING:

- Experience a host of unique first-ever-at-sea innovations such as an ice skating rink, a bionic bar staffed by robots and dancing bartenders, and a skydiving simulator experience
- More time to explore ports of call with overnight stays in cities such as Ho Chi Minh City or Bangkok, available in some itineraries
- Indulge in specialty restaurants such as the experiential restaurant Wonderland or the renowned Jamie’s Italian
- High level entertainment with dazzling, full-scale productions, every night on every cruise
- Get up close and personal with favourite DreamWorks Entertainment characters, like Shrek, Alex the Lion, and Kung Fu Panda, in vibrant parades
- Leave young travellers in trusted hands. Certified staff onboard keep children entertained with activities crafted for specific age groups. For children six to 36 months old, free interactive playgroup sessions are offered. Toys are also available for parents to borrow
- Asian travellers feel at home with Asian cuisines, signages in Asian languages and staff fluent in Asian languages
- Spawl out in spacious, luxurious and unique accommodation such as the two-storey loft suites and the family suite that can accommodate up to eight guests



La Scala Theatre in Voyager of the Seas

REGENT SEVEN SEAS

Fleet: Four
Ships calling/homeporting in South-east Asia, 2017/2018: *Seven Seas Voyager*; *Seven Seas Navigator*; *Seven Seas Mariner*;
Capacity: 490 to 700 guests
Destinations: Cambodia, Indonesia, Malaysia, Myanmar, Singapore, Philippines, Thailand and Vietnam

WHAT’S EXCITING:

- On top of the signature restaurants and casual eateries, the ships feature complimentary in-room dining with free flowing premium wine and spirits
- World-class theatrical productions and musicals including performances by the Regent Signature Orchestra
- Unlimited free shore excursions in every destination
- Extraordinary epicurean adventures onboard including dining at Michelin-starred restaurants, shopping at local produce markets and visiting palatial vineyard estates with Gourmet Explorer Tours
- Spacious all-suite accommodation that range up to 320m² in size, most come with private balconies
- Personalised in-suite, full-liquor bar with daily complimentary replenishment
- Luxurious living with personal butler and a range of complimentary services for guests taking Penthouse suite categories and above



From top: The atrium and a suite in *Seven Seas Voyagers*



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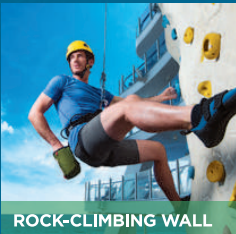
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2016

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