



Cruise Incentive Agency

The Best Things in Life at Sea.

WELCOME TO THE CIA INFORMER.

Overheard Onboard...

- Do these stairs go up?
- What time's the midnight buffet?
- Do the Crew sleep onboard?
- Does the ship generate its own electricity?
- Does the Chef cook himself?
- What happens to the ice sculptures after they melt?
- How many Fjords to the Dollar?
- How far above sea level are we?
- Can we get off in the Panama Canal?
- Passenger - "Captain, how often does a ship like this sink?"
Captain - "Just the once".

Welcome to the latest edition of the CIA Informer.

Once again it's been a busy few months with new arrivals from Compagnie du Ponant, Silversea, Celebrity, Costa and MSC to name but a few.

And as the cruise line's vie to offer their guests the best experience, new innovations are taking place onboard to entice you.

Bowling Alleys, 4D Cinemas, Ice Bars, Glass



Blowing Classes, Water Chutes and Grand Prix Simulators.

And it doesn't stop there. Entertainment is next on the list with some lines offering shortened West End Productions such as *Hairspray* and *Chicago* in



addition to the regular shows - and all included in the price. In fact - the lounges themselves are true full Theatre's at Sea. Great value when you consider the cost of a West End ticket today.

HOT SPOT - FAR EAST.

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The Far East has always been an exotic destination and is undoubtedly a great motivator in incentive travel. But rather than visit just one country, why not see a couple - or more?

Once again, the cruise line's are seeing that there are great opportunities for the MICE market and are offering a wide variety of short cruises that are very appealing.

There's a wide variety of 4 and 5 night cruises sailing from **Singapore, Hong Kong** and **Shanghai** all for the taking.



Combine a night either pre or post cruise in one of these cities and then explore countries such as **Taiwan, Vietnam, Japan, South Korea** and **Thailand**.

On a Far East cruise you could visit **Phuket, Langkawi, Hanoi, Nagasaki, Kobe, Kagoshima, Kuala Lumpur** and **Pusan** to name but a few.

The ships that sail these waters range from 4 star to 5 star, and we can secure some excellent group rates for you in this new market - and the line's are hungry for your business!

Contact us now for an ultimate Far Eastern programme



CRUISING FROM THE UK.



If you are working on tight budgets, then why not consider a cruise round trip from the UK?

Many of the cruise operators now have year round programmes from the UK and are opening up to offer cruises from 2 nights upwards.

Without having the extra costs of flights, your programme can become very cost effective. You could also accommodate your group in higher grades of cabins or offer onboard credits that they could use in the Spa's and shops onboard.

A 2 night programme will typically take you to Bruges, Le Havre or Amsterdam.

On slightly longer cruises you can visit Cobh in Ireland, the Channel Islands or Honfleur in France to name but a few.

There are various lines operating these cruises now, typically in April, May and June and the lead up to Christmas, making them ideal for incentives or Christmas parties.



If there is a conference element to your programme, then, meeting rooms are available, and given that there are no room hire charges and that all your meals are included, it can make the DDR look very appealing indeed.

Contact us now for more details and suggestions of what is available.



BALTIC TREASURES.

“Harking back to their Viking ancestry, the residents of the Baltic thrive on ocean life.”

The Baltic region is becoming a very popular cruise destination, and in 2011, in addition to the regular lines sailing there, there will be a few additional surprises of new lines cruising in the region.

For the first time, **SeaDream Yacht Club** will have one of their ships in the area, and after a long absence **Wind Star Cruises** will also have a ship there.

As you cruise the Baltic, you'll find there is something quite enthralling about the scenery in this part of the world. Gilded cities that cut majestic silhouettes across the sky. Forests that give way to

cascading waterfalls. The Baltic landscape has been carved by the ocean and there really is no better way to visit this region than on a cruise.

Harking back to their Viking ancestry, the residents of the Baltic thrive on ocean life. Fresh fish abounds in local restaurants.

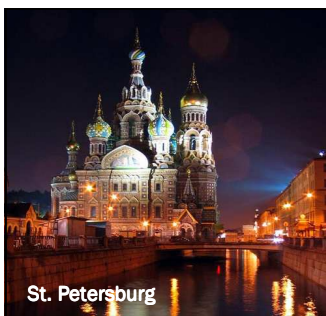
Fishing vessels line the shore. Yachts moor in the marinas. Away from the coast, more delights can be found.

The imposing towers and medieval streets of **Gdansk**. Heyerdahl's Kon-Tiki raft in **Oslo** and, perhaps one of the most inspiring sights of the

Baltic, the extravagant collection of art found within the walls of the Hermitage in **St. Petersburg**.

In St. Petersburg many of the ships stay in port for 2 days, giving you ample time to explore this amazing city, and if you book the shore excursions through the cruise line, you often won't have to arrange visa's as the line will do it for you.

Baltic cruises tend to start from late May through to the middle of September, and operate from most major hubs such as **Copenhagen, Oslo** and **Stockholm**.



MEDITERRANEAN DELIGHTS.

Without a doubt the Mediterranean is the most popular destination we receive requests for.



And with no wonder. Easily accessible turn-around ports such as Barcelona, Malaga, Nice and Venice to name but a few, and wonderful itineraries taking in the well known and less known ports of the Riviera's.

And it's not just us who are realising this, but the cruise lines are too.

Many programmes are already on sale for 2011 and we are seeing more and more ships coming here than ever before - giving you a greater choice of ships to choose from, and us to negotiate incredible rates for you.

We have issued group proposals for **4 night cruises**, round trip from Barcelona in **May 2011** at only **£466 per person**



in Balcony Cabins on a 4 star plus ship, including all taxes and gratuities. Incredible value given this is full board and visiting Villefranche and Palma.

There's a vast array of ships to choose from - ultimate 5 Star Plus Deluxe ships that are fully inclusive with all drinks included, to 3 Star for the budget conscious, but wanting good value for money.

Be your group a young lively crowd that want "Fun in the Sun", or top Dealer Principles who expect the best of the best, there is a ship out there that will fit the bill perfectly.



SOME GOOD NEWS FROM GREECE.



Greece is currently reviewing the strict cabotage laws that have been in place for decades.

Under current law only, Greek flagged ships can sail round trip from Athens, which has resulted in international cruise lines having to operate either into or out of Athens.

The plans are to drop the cabotage ruling and allow all cruise lines to be able to operate round trip **Piraeus**.

This is great news as it will open up a new market of short cruises around the Greek Isles without having to finish the cruise in places like Istanbul.



The Greek Islands have always been popular, but in order to visit perhaps 3 or 4 would

mean operating a 5 night or more programme.

Soon there should be a great choice of 3 and 4 night programmes out of Greece aboard newer ships, instead of the old tonnage that is currently Greek registered.



PECKHAM 2012.

Now, it's just over 2 years away, involves sport and will be in London.

We hope you've guessed it. From their official website there are certain words we can not use in publications - hence our cryptic clues!

It will soon be here, and now is the time to start planning on chartering a ship as a hospital/accommodation venue.

There have been charters in Athens, Barcelona and Sydney

and London will be next.

There's perfect berthing available for ships along the **Thames**, from Tower Bridge down to Tilbury, but also in **Portland** where all the sailing events will be held.

Now is the time to push your client's if they want something "special" for the event.

As this publication goes to press, we know of nothing that has been chartered - and the longer that this is left, the

more difficult it may be to find a ship at a good rate.

The cruise lines are already planning their 2012 itineraries, which means that in a few months time, they will have all their ships deployed and not available for charter where you want them and at the right price.

Please **CONTACT US NOW** if you don't want to miss out on this great event!



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Pause for Thought

"Once you have travelled, the voyage never ends, but is played out over and over again in the quietest chambers. The mind can never break off from the journey". Pat Conroy.



BON APPETITE!

Without a doubt, dining aboard a ship is a gastronomic delight. Cruise lines are constantly raising the bar in order to offer fare that often exceeds some of the best restaurants ashore.

Famed chefs are often involved in the planning of menus, and in some cases, even have their own speciality restaurant onboard; Gary Rhodes, Todd English and Marco Pierre-White, to name but a few. And coupled with this, many of the lines are members of Relais & Chateaux and Le Chaîne des Rôtisseurs, meaning the food that you are served will be of the highest quality.

The beauty of operating a programme on a ship is that you won't have the problem of "which menu do I choose". Menu's on the ships change every day, and unlike a hotel or restaurant where you may have to choose a set menu, on the ships you will find a wide range of choices for each of the courses. You can also expect to see Lobster and Caviar appearing at some stage during the cruise. This all means that you don't have to look at various menu's from the venue and deciding whether to go for Menu A at £15 a head or Menu G at £50 per head, and then the worry of what to do for the special dietary requests. All menus offer vegetarian options, and if anyone has other allergies the cruise lines can cater for this well in advance.

The old saying is that "you embark as passengers and disembark as cargo" however you can always choose the healthier options of low calorie or low sodium which always feature on the menu!



CRUISING WITH A PURPOSE.

Many people think that they'll get bored on a ship and they are so far from the truth.

Whilst in port there's a wide variety of excursions to choose from, but what would do you do when there's a full day at sea?

Well, the lines have thought this through thoroughly. Many offer "Theme Cruises" where guest lecturers and personalities come onboard to give informative talks and activity sessions.

Golf is always the most popular. Whilst not teeing off



in port, onboard the ship you can take advantage of golf simulator's and putting greens. Quite often a PGA instructor is onboard to give expert advice and golf clinics.

If wine and food interests you, you couldn't be in a better place.



As mentioned above, many Celebrity Chefs are involved with the lines, and they quite often sail onboard and give talks and presentations. But some lines have taken this a step further. They offer cookery demonstrations in dedicated theatres and

preparation rooms, where you can really get involved.

If there is a hidden thespian inside you, why not take part in a RADA workshop? Want to learn how to play the keyboards? No problem. There are dedicated learning rooms on some ships with the latest keyboards for you to discover your inner Mozart.



For the more active you can learn to Dive onboard too. Earn your PADI practicing in the ships pools before you go ashore to explore the underwater life at your exotic destination.

And, if none of the above appeals to you, there's always napkin folding classes or bingo!