



Cruise Incentive Agency

The Best Things in Life at Sea.

Inside this issue:

Regent Seven Seas Cruises.	2
Oceania, Raising the Bar.	2
Crystal Makeover.	3
A new Med Player.	3
Safety at Sea.	4
River Cruising with Scenic Tours.	4

WELCOME TO THE CIA INFORMER.

Welcome to the latest edition of the CIA Informer.

With a record number of cruise ships sailing the world's oceans, there has never been a better time to offer a cruise as an incentive programme.

With fierce competition, we have never seen such incredible rates for groups and full ship charters, from the large resort ships to five star boutique ships.



A cruise can be all things to all people. As active or relaxed as your client requires.

On board meetings and social gatherings can be arranged, with no room hire charges, and treasure hunts, cookery demonstrations and galley visits can be arranged for your group to name but a few.

And once you're ashore you

won't be left high and dry. The cruise lines can arrange exclusive shore excursions for your group taking in all the local culture or team building events on a beach.

And at the end of a day ashore, what better than returning to your ship; your home away from home, enjoying a cocktail as your ship sails on to a new destination...



Shopping List for Cunard Line's Queen Victoria on a 14 night cruise.

- 2,000 bottles of Champagne.
- 5,000 bottles of Wine.
- 2,500 litres of Draught Beer.
- 12,000 bottles of Beer.
- 3,500 litres of Orange Juice.
- 135,000 eggs.
- 8,000 kg of Meat.
- 3,000 kg of Whole Chickens.
- 2,000 kg of Bacon.
- 1,000 kg of Sausages.
- 7,000 kg of Potatoes
- 60,000 Tea Bags
- 10,000 litres of Milk.
- 13,000 Ketchup Sachets.



HOT SPOT - BERMUDA.

"You go to Heaven if you want - I'd rather stay here in Bermuda" so gushed Mark Twain in the 19th Century.

Bermuda is surrounded by a fantastic coral reef that harbours some of the world's most beautiful beaches, famed for their pink sands and which make for memorable diving and snorkelling.

The offerings inland are



splendid as well. You can play a round at a world-class golf course, hike peaceful trails or stroll the crooked streets of the colonial settlement of St Georges, Britain's oldest surviving town in the New World, which is now a World Heritage site.

There's a wide choice of



cruises round trip from both New York and Boston, between April and September that spend from 2 to 4 nights in Bermuda, giving you ample time to explore this beautiful island at a fraction of the cost of a land based programme.

Contact us for a full proposal on this amazing destination.



ALL ASHORE WITH REGENT SEVEN SEAS CRUISES.

If you're looking for a truly all inclusive experience, then Regent Seven Seas have come up with the solution.

Not only are all drinks and gratuities included, but shore excursions are now part of the package.

Trying to budget as to whether your participants want to take a short two hour tour to a local winery or a full day with time allowed for the beach or shopping are now a thing of the past.

In each port guests can choose from up to six different tours, catering for all tastes. The shore excursions programme is available for both groups and

charters.

Regent operate a fleet of three ships - all Five Star Plus - accommodating between 490 to 700 guests, all in large spacious suites with their own private balconies, in fact, Regent accommodation is some of the largest at sea. Being an intimate size, the ships are able to get into ports that the mega cruise ships can't get in to.

Whilst many cruises are typically seven nights in duration, it is feasible to operate a programme shorter than this, which makes Regent an ideal option,

Regent have been recently

upgrading their alternative dining areas, and have now introduced "Sette Mari" across the fleet. Here guests will enjoy a unique Italian experience with an extensive menu of antipasti and Italian speciality items paired with distinctive Italian wines.

Each hand crafted dish is prepared *al momento* (cooked to order) by Regent's talented chefs. *Al fresco* dining is also available enabling guests to dine under the stars.

Having sailed with Regent, we can confirm that they are outstanding in all aspects.



OCEANIA CRUISES - RAISING THE BAR IN CHOICE.

Oceania Cruises have raised the bar with onboard dining on their new ships **Marina** and **Riviera**.

In addition to the main restaurant that offers open seating, there's a choice of 9 alternative venues.

Toscana - Three, illuminated etched-glass panels provide a dramatic backdrop to savoury specialties, many of them family recipes handed down from Oceania Cruises' staff and crew.

Polo Grill - Plush and supple leather upholstery, a rich palette of crimson, gold and green, and gold-edged mahogany wall panels evoke the glamour of a vintage Hollywood steakhouse. Fine cuts of Prime, dry-aged beef,

as well as chops and fresh seafood, are featured.

Jacques - The first-ever restaurant at sea for its renowned namesake, Jacques Pépin, draws inspiration from fabled brasseries of Paris and his hometown of Lyon.

Red Ginger - Thai, Japanese and Vietnamese flavors are showcased in a contemporary setting that features three Buddha's carved from a single piece of backlit glass as a dramatic centrepiece.

Terrace Café - Shades of burgundy, burnt orange, gold and lemon create a bright and pleasant ambiance or guests may dine *al fresco*.

Waves - This relaxed, open-air bistro serves gourmet burgers,

swordfish, chicken and other grilled items, and features a salad bar and homemade ice cream bar.

Baristas - This coffee bar adjoining the library is the place throughout the day to enjoy espresso and cappuccino, plus homemade biscotti and coffee cake.

And finally **La Reserve by Wine Spectator**, where seven courses are paired with premium wines selected in consultation with Wine Spectator. And for the ultimate, **Privée**, THE chefs table where eight guests can create their ideal menu with the chef.

So, if you are a foodie, these are the ships for you.

Contact us for a full proposal for either a group or charter.

"With ten alternative dining venues - most of which have no cover charge - these are ships for foodies."



GRACIOUS SEABOURN SERVICE.

There are more than just a few reasons why Seabourn's service is consistently ranked the best of the best. Yes, they virtually have one staff member for every guest, but it's much more than that.

Their award winning service is delivered by a hand-picked staff of professionals, recruited from the world's most prestigious hospitality schools and

traditional apprenticeship programmes in top-class hotels, restaurants and resorts around the world. They share a sincere desire to please, and a passion for delivering a personalized experience tailored just for you.

You'll find it in the steward who wades in knee-deep to serve you Caviar in the Surf,

and in the suite stewardess who draws your lavender bath after a day spent exploring ashore.

Seabourn service is always unobtrusive and effortless, delivered with genuine smiles and surprises offered by gracious hosts. So say "yes" to refreshing poolside aquamist or champagne at any time.



\$15m MAKEOVER FOR CRYSTAL SYMPHONY.



As part of Crystal Cruises \$50m investment of its fleet over the past two years, Crystal Symphony has undertaken a 15 day refurbishment back in June 2012.

Carrying 1,070 guests, Crystal Symphony is one of the largest ultra luxury, fully inclusive ships - as of this year, Crystal now include an open bar throughout their ships together with wine at lunch and dinner.

During the re-fit all of the public rooms were completely

enhanced with new furniture and carpeting, whilst state-rooms all received new environmentally efficient lighting.

For 2013 we are excited that Crystal will be offering a wide variety of cruises of 7 nights, which can be broken down in to shorter segments.

Choose from the West Coast of the USA, Eastern and Western Mediterranean, Canada & New England, the Caribbean and the Baltic.

Crystal's passion for taking

care of guests in an inviting environment of extraordinary space, quality and choices has earned the company more "World's Best" awards than any other cruise line, resort or hotel in history.

Contact us for full details.



INTRODUCING TERE MOANA.



Exciting news from Paul Guaguin Cruises. Renowned for their Tahiti cruises, they have just purchased Le Levant from Compagnie du Ponant and will be operating the ship in the Mediterranean and Caribbean in 2013.

Accommodating just 90

guests, Tere Moana will offer her guests a truly unique experience.

Cabins are uniform throughout and measure a spacious 161 sq. ft. each with a picture window, 8 also with their own private balcony - ideal for top achievers or the Chairman.

Onboard dining is in one leisurely sitting in L'Etoile with an alternative dining option available in La Veranda.

Drinks are included throughout

the ship, together with wine at lunch and dinner.

Also on board you'll find a boutique and while the ship is at anchor, watersports are available from the stern.

Tere Moana is ideal for small groups, but perfect for charter at very competitive rates.

Get in touch with us for more information or a full charter proposal.



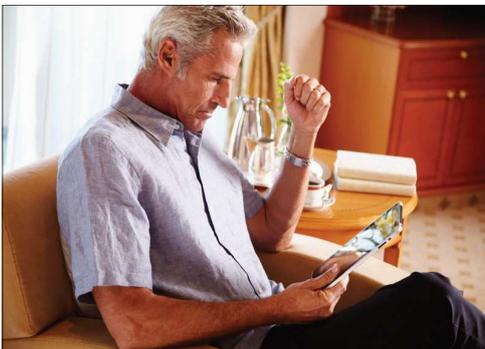
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Pause for Thought

“The world is a book and those who don’t travel read only one page”. St. Augustine.



Safety Of Life At Sea (SOLAS).

The events of 13 January 2012 will be in our minds for a long time, when the Costa Concordia foundered and 36 lives were tragically lost.

The cruise industry is heavily regulated in compliance with the strict standards of the International Maritime Organisation (IMO), the UN agency that mandates global standards. As the industry has grown, the IMO, United States, European Union and other regulators have updated and enhanced the safety regime in numerous ways including improvements in navigation equipment, implementing shipboard safety management systems and enhancing life saving equipment.

Safety-related regulations and requirements are rigorous with ships crews undertaking extensive training, certification, drills and scenarios for emergency situations including evacuation.

Safety procedures are being reviewed; lessons will be learned from this incident and implemented by the global cruise industry and they are also calling on the IMO to undertake a comprehensive evaluation from the findings of the Costa Concordia investigation.

Incidents such as this are extremely rare. The overall safety record of cruise ships has continued to improve as ships utilise better technology, processes and procedures to improve safety and minimise any casualties.



MESSING ABOUT ON THE RIVER.

If ocean cruising doesn't appeal, then why not consider a river cruise programme; be it an incentive or using a ship as a floating hotel for hospitality during an exhibition in one of Europe's cities.

Scenic Tours is a renowned all-inclusive luxury European river operator and have recently launched their revolutionary "Space Ships".

Setting the benchmark for river cruising with ground breaking new features, such as the new "Sun Lounges" in

guest accommodation. These allow guests to convert their private balconies into an indoor lounge. At the touch of a button, a glass balustrade rises to turn the outdoor balcony in to an enclosed living area.

Cabins aboard the new ships are beautifully appointed with iPod docking stations, Interactive Apple television, mini-bar, sumptuous beds with the finest linens, pillow menu, ample wardrobe space and a spacious marble bathroom with a full power shower with numerous flow and pulse choices.

On board guests can also enjoy complimentary wi-fi, three dining venues, complimentary drinks throughout, bikes for exploring ashore and personal GPS guided tour system devices providing commentary in each port.

A river cruise is a lovely experience with your ship often docking in city centres, so you simply walk ashore in to the heart of the action.

Choose from a wide range of itineraries from Amsterdam right down to the Black Sea, throughout the year.

