

Make the most out of Cruise Bookings and retain happy, repeat clients!

Add Value & Earnings with the Cruising Today Product Guide

The purpose of the Cruising Today Product Guide is to assist retail travel consultants and brokers to better match their clients with the best possible cruise experience.



This guide will make it easier for travel professionals to advise clients through the "which cruise" (or even "why cruise") process by finding out what the customer wants — often before they even realise what they are looking for.

Cruise suppliers have commented that it is often obvious consultants have not 'qualified' their clients' needs because they are asking for cruise quotes that are way too divergent.

This could also lead to consultants actually saving time on cruise bookings by reducing unnecessary quoting and workloads.

Fitting clients into a wrong cruise experience runs the risk of them being put off cruising for ever . . . or even their travel agent.

Most important for first-time cruise clients.

NOTE: Printing this page for reference will make it easier to use the following pages.

CRUISE STYLE DEFINITIONS

Expedition: A taste of adventure to off-the-beaten-path places, generally operated by smaller ships less than 200 passengers. Aimed at the traveller wanting to learn and understand more about a region. Onboard lectures and shore excursions led by expert guides with specialist knowledge enhances the learning experience. A key element of expedition cruising is the extensive use of Zodiac inflatable craft, so ensure your client is fit and agile.

River: An interesting cruise option on smaller ships purpose-built for river travel, ranging from 100 to 200 passengers. All cabins are outside with windows, many offering balconies. Most cruising is done during the day and the ships usually dock in the centre of towns along the way for guests to explore the local sights. River cruising offers a perfect solution for those clients wanting a mix of relaxation and exploration.

Working Ships: Barge holidays range from self-piloted options similar to a houseboat, to a fully crewed hotel-barge. Well suited to those who want to experience an area in-depth, and for small groups of friends or families.

Ferries are typically part of local transport systems allowing direct transit between ports at a much lower cost. For travellers with more time, a cargo freighter is a totally unique experience. No planned activities other than meals but most provide some basic facilities.

Resort: Classic, contemporary cruising offering great value for money and appealing to all age groups. Typically these are larger ships carrying around 1600 to 6000 passengers. Ships are designed to satisfy a great range of people with something for everyone: from kids' clubs, to adult sports activities, adults-only retreat areas and Las Vegas-style shows. This is by far the most popular style of cruising.

Premium: Similar activities to a contemporary cruise line, but with more upscale amenities and service. Ships range from mid-sized to large, 500-1600 passengers, with slightly more spacious staterooms and often more elegant decor. A wide range of onboard activities but often more low-key compared to classic cruising. Children are welcome but facilities may not be as extensive as those on resort-style ships.

Qualify prospective cruise clients with a few simple — but important — questions:

- **1** Has the client cruised before?
- 2 What are the client's expectations of cruising?
- **3** What is the client's budget range?
- 4 Which is more important . . . Cruising between ports or the ports (destinations) themselves?
- **5** Which is the preferred geographic region?
- **6** When do they want to go and for how long?
- Preferred ship size?
- **8** Preferred cruise ship 'style'?
- What inclusions do clients expect?

Luxury: Emphasis is on providing a memorable and unique experience across all facets of the cruise. From impeccable on-board service, fine dining and enticing range of destinations, to exclusive shore excursions. A high crew-to-passenger ratio, butler service, suite accommodation and top of the range facilities, all add to providing the pinnacle in cruising.

KEY: Destinations: Europe: 1 Scandinavia & Baltic; 2 Russia; 3 UK; 4 Mediterranean; 5 Other.

International Cruise Council of Australasia (ICCA)

Travel Today thanks the ICCA for its assistance in the compilation of this guide. * Indicates ICCA member companies.

IMPORTANT: Although every care has been taken to ensure data integrity in this guide, the publishers can take no responsibility for wrong or misleading information supplied by the cruise companies.



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7 NIGHT MEDITERRANEAN CRUISES FROM \$859

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			Ship	Size		Cr	uise	Line	Style		Pass	enge	r Profile			nclus	ions				Des	tinat	ions		Eur	ope Ko	ey: 1	Scan/	Baltic; 2 R	ussia;	3 UK;	4 Me	d; 5 0	other.
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- Alaska
- · Australia and New Zealand
- Asia and South Pacific
- Bermuda
- Canada & New England
- Caribbean

- Mediterranean & Black Sea
- Northern Europe and Black Sea
- Hawaii
- Mexico
- Panama Canal
- South America & Antarctica



			Ship	Size		Cr	uise L	_ine	Style		Pas	senge	r Profile			Inclu	sions	214		1	Des	tinat	ions		Eur	ope K	Key: 1	Scan/	Baltic; 2 R	ussia;	3 UK	4 Me	d; 5 Ot	ther.
Cruise Line & Ship * Indicates ICCA member	Star Rating	Boutique 10-200 pax	Small 200-600 pax	Mid-Size 600-1600 pax	Large 1600+ pax	Expedition	Working Ship	Resort	Premium	Couples	Family/Kids	Solo	Average Age	All Taxes	Shore	Gratuities	Alcoholic	Alc Drinks	Meals & Entertainment	Close to Home	Trans-Atlantic	Alaska	Asia-North	Asia-South	Africa	MidEast	Antarctica	World	Europe See Key	Caribbean	USA/Canada	Mexico/Panama	Hawaii	Sth America
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mv Hansa Stockholm	3	Χ					X			>			50+	Χ															3,4					Χ
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			Ship S	Size		Crui	se L	ine S	Style		Pas	seng	er Profile		1371	Inclu	usion	S	7117			Des	tinat	ions		Eur	rope l	(ey: 1	Scan	/Baltic; 2 R	ussia;	3 UK;	4 Med	d; 5 0	ther.
Cruise Line & Ship * Indicates ICCA member	Star Rating	Boutique 10-200 pax	Small 200-600 pax	Mid-Size 600-1600 pax	Large 1600+ pax	Expedition River	Working Ship	Resort	Premium	Couples	Family/Kids	Solo	Average Age	All Taxes and Fees	Shore	Gratuities	Alcoholic	Beverages	Alc Drinks w/Meals	Meals & Entertainment	Close to Home	Trans-Atlantic	Alaska	Asia-North	Asia-South	Africa	MidEast	Antarctica	World	Europe See Key	Caribbean	USA/Canada	Mexico/Panama	Hawaii	Sth America
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Amadeus Classic	5	X				X	F	e vi		X			35+	X				М	X											5					
Amadeus Rhapsody	5	Х				X	F	- \		X			35+	X			/	N	X											5					
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MSC Splendida	4				X	-11			X	X			45+	X			Ш			X		^								1,2,4	^				
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MSC Orchestra	4				X				X	X		- 17	45+	X						X		Х								4					Χ
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			Ship	Size		Cru	uise	Line	Styl	e	Pa	asse	nger	Profile		1471	Inclu	ısion	ıs		-		Des	tina	tions		Eu	rope l	Key: 1	Scan	/Baltic; 2 R	ussia;	3 UK;	4 Med	d; 5 0	ther.
Cruise Line & Ship * Indicates ICCA member	Star Rating	Boutique 10-200 pax	Small 200-600 pax	Mid-Size 600-1600 pax	Large 1600+ pax	Expedition	Working Ship	Resort	Premium	Luxury	Couples	Family/Kids	Solo	Average Age	All Taxes and Fees	Shore Excursions	Gratuities	Alcoholic	Beverages	Alc Drinks w/Meals	Meals & Entertainment	Close to Home	Trans-Atlantic	Alaska	Asia-North	Asia-South	Africa	MidEast	Antarctica	World	Europe See Key	Caribbean	USA/Canada	Mexico/Panama	Hawaii	Sth America
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Marina	5			Χ			1		X		X			35+	X		X			01	X	X	Χ		X	X	Χ	X		Х	1,2,3,4,5		Χ	X		Χ
Nautica	5			X			13		X	-	X			35+	X		X			2	X	X	Χ		X	X	Χ	X			1,2,3,4,5					
Regatta	5			Χ					X		X			35+	X		X				Χ	Χ	Χ								4,5		Χ	Χ	Χ	Χ
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			Ship	Size		Cr	uise	Line	Sty	le		Pass	enge	er Profile		1471	Inclus	sion	S		-		Des	tinat	ions		Eur	rope l	Key: 1	Scan	/Baltic; 2 F	Russia	; 3 UK	; 4 Me	ed; 5 (Other.
Cruise Line & Ship * Indicates ICCA member	Star Rating	Boutique 10-200 pax	Small 200-600 pax	Mid-Size 600-1600 pax	Large 1600+ pax	Expedition	Morking Shin	Resort	Premium	Luxury	Couples	Family/Kids	Solo	Average Age	All Taxes and Fees	Shore Excursions	Gratuities	Alcoholic	Beverages	Alc Drinks w/Meals	Meals & Entertainment	Close to Home	Trans-Atlantic	Alaska	Asia-North	Asia-South	Africa	MidEast	Antarctica	World	Europe See Key	Caribbean	USA/Canada	Mexico/Panama	Hawaii	Sth America
Orion Expedition Cruises*																																				
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P&O Cruises*														RS		4	-																			
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P&O Cruises World Cruising*						17										A																				
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Cruise Line & Ship * Indicates ICCA member	Star Rating	Boutique 10-200 pax	Small 200-600 pax	Mid-Size 600-1600 pax	Large 1600+ pax	Expedition River	Working Ship	Resort	Premium	Luxury	Couples	Family/Kids	Solo	Average Age	All Taxes and Fees	Shore Excursions	Gratuities	Alcoholic	Alc Drinks	Meals & Entertainment	Close to Home	Trans-Atlantic	Alaska	Asia-North	Asia-South	Africa	MidEast	Antarctica	World	Europe See Key	Caribbean	USA/Canada	Mexico/Panama	Hawaii	Sth America
Princess Cruises*																																			
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			Ship S	Size		Cruise Line Style					Passenger Profile				Inclusions						Destinations						Europe Key: 1 Scan/Baltic; 2 Russia; 3 UK; 4 Med; 5 0								
Cruise Line & Ship * Indicates ICCA member	Star Rating	Boutique 10-200 pax	Small 200-600 pax	Mid-Size 600-1600 pax	Large 1600+ pax	Expedition River	Working Ship	Resort	Premium	Couples	Family/Kids	Solo	Average Age	All Taxes and Fees	Shore Excursions	Gratuities	Alcoholic	Alc Drinks w/Meals	Meals & Entertainment	Close to Home	Trans-Atlantic	Alaska	Asia-North	Asia-South	Allica	Mildeast	World	Europe See Key	Caribbean	USA/Canada	Mexico/Panama	Hawaii	Sth America		
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Oasis of the Seas	4				X			X			(X		25-55	X	3 1	X	-	-	X										X						
Voyager of the Seas	4				X			X)			25-55	X	P 1	X	T V		X	X	Х		X	X						Х					
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Scenic Diamond	5	X				X				X		X	55+	X	X	X	X	X	X									5							
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			Ship	Size		Cru	iise	Line	Styl	e	F	Passe	enge	r Profile			nclu	sion	S		-		Des	tina	tions		Eu	rope	Key: 1	Scar	/Baltic; 2 F	Russia;	3 UK	4 Me	ed; 5 (Other.
Cruise Line & Ship * Indicates ICCA member	Star Rating	Boutique 10-200 pax	Small 200-600 pax	Mid-Size 600-1600 pax	Large 1600+ pax	Expedition	Working Ship	Resort	Premium	Luxury	Couples	Family/Kids	Solo	Average Age	All Taxes and Fees	Shore Excursions	Gratuities	Alcoholic	Beverages	Alc Drinks w/Meals	Meals & Entertainment	Close to Home	Trans-Atlantic	Alaska	Asia-North	Asia-South	Africa	MidEast	Antarctica	World	Europe See Key	Caribbean	USA/Canada	Mexico/Panama	Hawaii	Sth America
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SeaDream I SeaDream II	5 5	X X								X X			J	50 50			X	>	(X	X X		X X	7							4	X X				X X
Silversea Cruises*																																				
Silver Cloud Silver Wind Silver Shadow Silver Whisper Silver Spirit Silver Explorer	5 5 5 5 5 5	X	X X X X			X				Χ	X X X			45+ 45+ 45+ 45+ 45+ 45+	X X X X X	x	X X X X X))))	(((X X X X X	Х	X X X	X	X	Х	X X	Х	X	x	1,2,4 4 1,2,4 4 1,2,3,5	X X X X	X	X		X X X X
Skorpios Cruises										3																										
mv Skorpios II mv Skorpios III	3 4	X X				X X	1				X X	5		35+ 35+		X X	A	>		9																X X
Star Cruises*																																				
SuperStar Virgo SuperStar Libra	4 3			Х	Χ			X X			X X	X X		0+ 0+	X											X X										
Swan Hellenic																																				
Minerva	4		Х			X					X			45+	Χ	Х					Х				X	X	X	X			1,2,3,4					



CRUISING

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			Ship	Size		Cru	ise L	ine S	tyle		Pass	senge	r Profile		271	nclus	ions	***			Des	tinat	ions		Eur	rope K	(ey: 1	Scan	/Baltic; 2 F	Russia	; 3 UK	; 4 Me	ed; 5 0	Other.
Cruise Line & Ship * Indicates ICCA member	Star Rating	Boutique 10-200 pax	Small 200-600 pax	Mid-Size 600-1600 pax	Large 1600+ pax	Expedition	Working Ship	Resort	Premium	Couples	Family/Kids	Solo	Average Age	All Taxes and Fees	Shore Excursions	Gratuities	Alcoholic	Alc Drinks	Meals & Entertainment	Close to Home	Trans-Atlantic	Alaska	Asia-North	Asia-South	Africa	MidEast	Antarctica	World	Europe See Key	Caribbean	USA/Canada	Mexico/Panama	Hawaii	Sth America
Travel Dynamics International																																		
Corinthian II	5	Х)	X X			35+		Х		X		_									Х						
Uniworld Boutique River Cruise Collection)*														2	d																		
ss Antoinette	5	Χ				Х				X	100	- 10	50+		X	X	77	X	X										5					
River Beatrice	5	X				X		-	-	X		P	50+		X	X	V.A	X	X										5					
River Queen	5	Χ				X		-		X			50+		X	X		X	X										5					
River Royale	5	X				X		R T		X			50+		X	X		X	X										5					
River Countess	5	Χ				X		A V		X		1	50+		X	X		X	X										5					
River Duchess	5	Χ				X		П		X			50+		X	X		X	X										5					
River Empress	5	Χ				X				Х		1.7	50+		X	X		X	X										5					
River Princess	5	Χ				X				X		H	50+		X	X		X	X										5					
River Ambassador	5	Χ				X	P			X			50+		X	X		X	X										5					
River Baroness	5	Χ				X	F		1/2	X			50+		X	X		X	X										5					
Douro Spirit	5	Χ				X			-1	X			50+		X	X		X	X										5					
River Victoria	4	Χ				X			7	X			50+		X	X		X	X										2					
River Tosca	5	Χ				X				X	l l	1	50+		X	100			X							Χ								
River Saigon	5	Χ				X				X			50+		X	7.1		X	X					Χ										
Victoria Anna	5		Χ			X				X		1/	50+		X				X				Χ											
Victoria Jenna	5		Χ			X				X			50+		X				X				Χ											
Victoria Empress	5	Χ				X	1			X		H	50+		X	7 1		9	X				Χ											
Viking River Cruises*											m					-																		
Viking Emerald	5	Х				X				X	Y		55+	X	Х	Х		Х					Χ											
Viking Aegir	5	X				X				X			55+	X	X	X		X											5					
Viking Embla		Χ				X				X			55+	Χ	X	X		X											5					
Viking Freya	5	Χ				X				Х			55+	Χ	X	X		X											5					
Viking Idun	5	Χ				X				X			55+	Χ	X	X		X											5					
Viking Njord	5	Χ				X				X			55+	Χ	X	X		X											5					
continued on next page																																		



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			Ship	Size		Crui	se L	ine S	Style		Pass	engei	r Profile		1471	nclus	ions			100	Des	tinati	ons		Eur	rope K	(ey: 1	Scan	/Baltic; 2 R	ussia;	3 UK;	4 Me	d; 5 0	ther.
Cruise Line & Ship * Indicates ICCA member	Star Rating	Boutique 10-200 pax	Small 200-600 pax	Mid-Size 600-1600 pax	Large 1600+ pax	Expedition River	Working Ship	Resort	Premium	Couples	Family/Kids	Solo	Average Age	All Taxes and Fees	Shore Excursions	Gratuities	Alcoholic	Alc Drinks	Meals & Entertainment	Close to Home	Trans-Atlantic	Alaska	Asia-North	Asia-South	Africa	MidEast	Antarctica	World	Europe See Key	Caribbean	USA/Canada	Mexico/Panama	Hawaii	Sth America
continued from previous page																																		
Viking River Cruises*																				_	\vdash													
Viking Odin	5	Χ				X				X			55+	Χ	X	X	_	X			H								5					
Viking Prestige	4	Χ				X				X			55+	Χ	X	X	1	X											5					
Viking Legend	4	Χ				X				X		n.	55+	Χ	X	X	O V	X											5					
Viking Sun	4	Χ				X	-	-	-	X		E	55+	X	X	X	И	X											5					
Viking Helvetia	4	Χ				X		-		X			55+	X	X	X		X											5					
Viking Primadonna	4	Χ			-	X		T		X			55+	X	X	X		X											5					
Viking Ingvar	4		Χ			X		- 1		X		- 7	55+	X	X	X		X				100							2					
Viking Truvor	4		Х			X				X			55+	Х	X	X		X	-		V.	7							2					
Viking Helgi	4		Χ			X				X			55+	Χ	X	X		X	M.			<i>y</i> 1							2					
Viking Rurik	4		Χ			X				X			55+	X	X	X		X											2					
Voyages To Antiquity																		Н																
Aegean Odyssey	4		Χ			X				X			45+	X	X	Х		X	X				Х	Χ					1,2,3,4,5					
Voyages of Discovery												À																						
Discovery	3			Χ		Χ			- 1	X		17	45+	Χ	1	X					Χ		Χ	Χ	Χ	Χ		Χ	1,2,3,4,5					
Voyager	3			Χ		X				X	N.		45+	Χ		X	_												1,2,3,4,5		Χ	Χ		Χ
							1										M		la															
Windstar Cruises*																9.37																		
Wind Surf	4		Χ					X		X			30+	X		ARL			X										1,4	Χ				
Wind Star	4	Χ				1		X		X			30+	X			-		X										4,5			Χ		
Wind Spirit	4	Χ						X		X	M		30+	X					X										4,5	Χ				
															1		.1		1.1		7	12 1			1			- 1		1		1		



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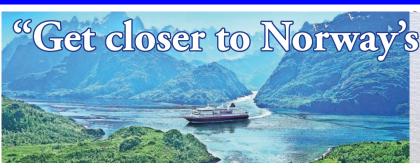
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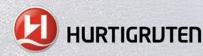




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