

Cruise talk

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Phone: 0124 - 4595300 (Ext. 316, 336) | Fax: 0124 - 4114196

E-mail : cruises@sticgroup.com || Web: www.sticgroup.com | www.stictravel.com

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A CRUISE DOWN INDIAN SEAWATERS

India has made headway in cruise tourism with the government taking keen interest in promoting this segment aggressively. With a cruise tourism policy due in a few months, the Indian cruisers have made a mark on the cruising map. According to Cruise Lines International Association (CLIA), with an absolute increase of 45.5 per cent in port of calls over 2013-2017 period, India's ports have witnessed a combined annual growth rate of 9.8 per cent. As a source market for cruise tourism worldwide, the absolute volume of cruise travellers sourced from Asia quadrupled since 2012 where in 2016, 120,596 Indian passengers took a cruise vacation, growing 25 per cent annually since 2012. Some notable trends about the Indian cruisers includes that 97 per cent Indian cruisers predominantly opt for premium, contemporary cruise lines. Almost 76 per cent Indians are also likely to take a local Asian cruise.

The New Year 2018 looks promising for India's cruise sector as new ships are being deployed in Asian waters and Indian cruisers have also begun to expand their horizons and explore the farthest corners of the world. Adventure travellers too can experience the polar region through expeditions and even for those who want to get away from the hustle bustle of the city on a slow paced meandering experience of the scenic landscapes of the world through its rivers.

In this issue, you will find a guide for first-time cruisers; destinations that Indian cruisers can explore; glimpse of an upbeat trend for river cruises to Europe and read the experience of the first CLIA accredited travel agent from India!

ANKITA SAXENA

NEWS IN BRIEF

CHRISTMAS & NEW YEAR SAILINGS ON AZAMARA

TIRUN, the exclusive India representative for Azamara Club Cruises, has introduced special sailings to India for Christmas and New Year. The 15-night cruise will set sail from Hong Kong to Bangkok and Koh Samui from December 23. The seven-night cruise on Azamara Journey for Christmas will depart Hong Kong on December 23 and the ports of call include Hanoi, Hue, Ho Chi Minh City while the eight-night cruise will begin sailing from Ho Chi Minh on December 31.



Mumbai-Bangkok & Athens-Mumbai sailings on Vikings Ocean

Vikings Ocean Cruises plans to introduce two international cruises to and from Mumbai in 2018 –Mumbai to Bangkok and Athens to Mumbai. The Mumbai to Bangkok cruise is set to start from September 8, 2018 while the Athens to Mumbai is set for August 19, 2018.



5 agents experience France on cruise



Atout France India in collaboration with Maison de Voyage, a division of Zaka Group representing Uniworld Boutique

River Cruise Collection, recently organised their first-ever cruise Fam trip where handpicked five agents were invited to experience a luxurious journey aboard the SS Catherine that sailed through the picturesque regions of Burgundy, Provence & Auvergne Rhône-Alpes.

MSC Cruises' Marine Reserve operational from Nov 2018

Located south of Bimini in The Bahamas, MSC Cruises' Ocean Cay MSC Marine Reserve is set to become a natural paradise exclusive to MSC Cruises guests. The development of the Ocean Cay is part of MSC Cruises' unprecedented \$ billion investment plan, which includes the building of up to 11 next-generation smart ships coming into service between 2017 and 2026.



Vikramajit
CHAIRMAN

SanJeet
EDITOR & PUBLISHER

COVER PICTURE:
CELEBRITY CRUISES

EDITORIAL
Devika Jeet
Peden Doma Bhutia
Shivani Kaul
Ankita Saxena

ADVERTISING
Gunjan Sabikhi
Harshal Ashar
Karishma Khanna
Priyanshu Wankhade
Gaganpreet Kaur
Susan Eapen

DESIGN
Raashi Ajmani Girdhar

ADVERTISEMENT DESIGNERS
Vikas Mandotia / Nitin Kumar

PRODUCTION
Anil Kharbanda

CIRCULATION
Ashok Rana



Mumbai prepares to Cruise

The Mumbai Port Trust has set lofty targets for the next five years to jump-start cruising in the city. Under the Ministry of Shipping, this just might become a reality.

HAZEL JAIN

A TALE OF TWO DREAMS

This year end, the all-new World Dream will debut in Hong Kong, while Genting Dream will be homeported in Singapore. Get ready for luxury vacations reimagined.



Asia's Luxury Cruise Line

Genting Dream and World Dream are vessels designed for your dreams, featuring renowned hospitality that is Asian at heart and international in spirit.

You can explore the flavours of the world at over 35 restaurant and bar concepts, and enjoy outdoor adventures at the 35-metre zipline, 6-slide water park, and rock climbing wall. Be captivated by fireworks at sea and world-class live production shows, while enrichment programmes such as Astronaut Camp at sea and Mermaid Academy at sea will broaden your horizons.



Genting Dream takes you to familiar favourite destinations like Penang and Phuket, as well as new ports-of-call including Surabaya and North Bali. When World Dream sets sail, she will call on the jewels of Vietnam – Ho Chi Minh and Nha Trang, as well as the white beaches of Boracay and cosmopolitan Manila in the Philippines.

The Ultimate in Luxury Cruising

Dream Palace is an exclusive enclave on board the two ships, consisting of a variety of suites and private facilities. Offering style and impeccable service at every turn, this is luxury cruising at its finest.

Over 140 elegantly furnished suites provide the perfect setting for an incomparable experience at sea including two Garden Penthouses of 224-square metres each – among the most spacious duplex suites at sea. Dream Palace guests will also experience an exceptional level of hospitality from our dedicated European-style butler service, on call 24 hours a day to cater to your every comfort.



Dream Palace Privileges

- Delicacies at Specialty Restaurants
- Al Fresco Seafood Barbecue Dinner
- Premium Beverage Package
- Priority Check-in and Embarkation
- Bespoke 24 Hours Concierge Services
- Dedicated Private Outdoor Deck and Pool
- Wi-Fi throughout the cruise

World Dream

(Departing from Hong Kong)

2-Night Hong Kong Weekend Getaway Cruise

5-Night Ho Chi Minh - Nha Trang Cruise

5-Night Manila - Boracay Cruise

Genting Dream

(Departing from Singapore)

2-Night Singapore Weekend Getaway Cruise

5-Night Kuala Lumpur - Penang - Phuket Cruise

5-Night Surabaya - North Bali Cruise

INDUSTRY SPEAKS



"Mumbai can become like Miami where we'll have to reserve five berths for cruise ships alone!"

SANJAY BHATIA
Chairman, Mumbai Port Trust



"We are pleased to be the home port of choice for cruise tourism in India."

JAYKUMAR RAWAL
Tourism Minister,
Government of Maharashtra



"We are planning to certify 100 tour guides and focus on people with proficiency in foreign languages."

VIJAY WAGHMARE
Managing Director, MTDC



"Special interest groups like weddings, social and religious events are on the rise."

KUNAL SAMPAT
General Manager - India
MSC Cruises



"A major evolution has been the increasing length of stay of cruisers."

KIRAN BHANDARI
Co-founder
Cruise Club



"Costa will be launching ex-Laem Chabang itineraries solely for the Diwali season."

NALINI GUPTA
Head - India Operations
Costa Cruises

After of the colossal Sagarmala Project that is being orchestrated by the Ministry of Shipping (MoS), the cruise tourism project seems to have involved a lot of key government agencies that are putting in coordinated efforts towards a common goal. Playing a key role in ushering in this sunrise tourism is **Sanjay Bhatia**, Chairman, Mumbai Port Trust (MPT). He had started the process of developing cruising in Mumbai in 2015 when the task force was set up. "Both the Secretary of Shipping and Secretary of Tourism are co-chairing this task force, apart from every agency that is a stakeholder and a facilitator," Bhatia says.

International consultants Bermello and Ajamil (B&A) published a report on the potential existing in India. "It also said that we need to take these 30 steps to be able to tap this. The report is divided into various aspects such as regulatory, port facilities, etc. and it is in four volumes. In short, it says that we can take the current 0.2 million cruise passengers to four million (40 lakh). Of this, 3.2 million (32 lakh) is just in Mumbai. It can become like Miami where we will have to reserve five berths for cruise ships alone!" Bhatia adds.



Ever since MPT took action a year ago, 158 ships have come into Mumbai. The potential, however, is for 955 ships

MAHARASHTRA GOVERNMENT COMMITS

Ever since MPT took action a year ago, 158 ships have come into Mumbai. But the potential is for 955 ships which can take the passenger count per ship from about 1,250 today to 4,200 passengers when the demand increases. **Jaykumar Rawal**, Minister of Tourism, Government of Maharashtra, said, "We are pleased to be the home port of choice for cruise tourism in India. Our association with the shipping Ministry is to formulate policies to support Maharashtra's position as a cruise hub. The huge potential for cruise tourism among domestic as well as international travellers will assist to earn huge

foreign exchange and generate job opportunities. Foreseeing the increase in demand in India, recently Italy's Costa Cruise launched its Costa neoClassica from Mumbai to Maldives via Cochin."

FACILITIES FOR PASSENGERS

Most of the five major ports – Mumbai, Goa, Kochi, New Mangalore and Chennai – will have e-visa facilities and e-landing cards from this season. "We are trying to get the issue of biometrics resolved by putting additional machines of 30 each at Mumbai and Kochi ports. A majority of the ports now have access control and RFID on vehicles so that everyone can swipe and enter. This has been





introduced at Mumbai port from September 2017,” Bhatia reveals. After separating the cargo and cruise terminals at all five ports, they now have electronic permits, e-payments and single-window systems. Mumbai, of course, is getting an upgraded terminal reportedly at the cost of ₹225 crore for a modern passenger terminal. “The only issue that still needs resolution is taxation. The industry does not want GST here and excise duty in international waters is an issue. Income tax is another issue that needs discussion,” Bhatia adds.

ROLE OF MTDC

Appointed in May 2017, Vijay Waghmare, Managing Director, Maharashtra Tourism Development Corporation (MTDC) has been busy since. If he’s not tackling the tourist guide problem hampering Maharashtra tourism, it is the hectic co-ordination with Mumbai Port Trust (MPT) to make the offshore experience of cruise passengers easy. Waghmare adds, “We want to welcome international tourists in a way that exposes them to a glimpse of what Maharashtra is about – its places, cuisine and culture.” Training of guides is also a major concern for international tourists. “In the first phase, we are planning to certify 100 tour guides and focus on people who have proficiency in foreign languages. Four cities have been identified



“India is pre-dominantly a very attractive travel market for cruising. In my opinion, India has realised just about seven to 10 per cent of its potential, or as we say in the cruise industry, ‘We have just lifted up the anchor’. Along with the popular routes, we are seeing a developing appetite for expedition and adventure cruising. I also foresee a strong growth in the MICE sector for cruises.”

IAN BANERJEE
Director
Global Anchor Cruises

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Theme / destination	Cruise Name	Ship	Embarkation	Date of sailing in 2018	Disembarkation	Brochure tariff (US\$, pp)	Discounted tariff (US\$, pp)
Europe	Enchanting Rhine	Ama Sonata	Basel	May 20	Amsterdam	4298	2990
Europe	Medieval Treasures	Ama Dante	Basel	June 7	Amsterdam	4298	2990
Wine Cruise	Taste of Bordeaux	Ama Dolce	Bordeaux	Nov 1	Bordeaux	4098	2890
Europe	Iconic Christmas Markets	Ama Serena	Budapest	Dec 21	Nuremburg	3698	2750
Holiday	Magical Christmas Markets	Ama Sonata	Nuremberg	Dec 16	Budapest	3798	2650
Holiday	Magical Christmas Markets	Ama Sonata	Vienna	Dec 23	Nuremburg	3798	2800



Contact us:

Sidhartha Roy: E: sidhartha@itpl.travel | M: 9810126262

Urmee Rane: E: urmee@indiantravelpromotion.com | M: 9594706633

Nayansi Seth: E: nayansi@indiantravelpromotion.com | M: 9810267323

INDUSTRY SPEAKS



“Major ports are set to cut berthing charges for cruise ships and there will be e-landing and e-visa facilities.”

RATNA CHADHA
Chief Executive, TIRUN



“Star Cruises will have new vessels of Dream in Sin and HKG. NCL will have a new ship in Alaska.”

ANJU TANDON
CEO, Ark Travels



“With the launch of Genting Dream, we are expecting a healthy growth in business.”

NARESH RAWAL
VP Sales, Star Cruises, Dream Cruises & Crystal Cruises



“Indians are making refined choices for cruising, the type of cabins and kind of ship.”

NISHITH SAXENA
Founder & Director
Cruise Professionals



“The Indian cruising industry has already seen double-digit growth.”

MANOJ SINGH
Country Head-India
Norwegian Cruise Line Holdings



“We need implementation of policy, separate cruise terminals, training for staff.”

RICHA GOYAL SIKRI
Director-Group Business Development, STIC Travel Group



Foreseeing the increase in demand in India, recently Italy's

Costa Cruise launched its Costa neoClassica from Mumbai



for the first phase- Mumbai, Aurangabad, Nasik and Nagpur,” Waghmare adds.

INDUSTRY SPEAKS

“The emerging Indian market for MSC Cruises has shown a year-on-year growth of 20-22 per cent. Special interest groups like weddings, social and religious events are on the rise,” says **Kunal Sampat**, General Manager – India, MSC Cruises. The company has seen positive demand for its upcoming ships MSC Seaside and MSC Seaview from India to be deployed in the Caribbean and the Mediterranean, respectively in 2018. “We have also seen good demand for MSC Meraviglia which was launched in June 2017 and are equally excited for MSC Seaside in December 2017, MSC Seaview in June 2018 and MSC Bellissima in April 2019,” adds Sampat.

Kiran Bhandari, Co-founder, Cruise Club, believes that whilst the current numbers are not significant in the global context (of the nearly 24 million cruisers annually, around 150,000 are from India), it is important to note that mostly everyone visiting Singapore, Europe or USA can

afford a cruise. “Interestingly, around 10 per cent of all guests going to Singapore take a cruise from Singapore. A major evolution has been the increasing length of stay of cruisers. Guests now opt for five to seven cruise nights along with considering cruising multiple times every year,” he says.

Nalini Gupta, Head – India Operations, Costa Cruises, informs that Costa Cruises is the only liner to have homeported a ship in the Indian waters after a decade. Identifying a trend among Indian cruisers, Gupta points out that there is a growing niche for expedition and themed cruises. “We have a lot of plans for 2018. Costa will also be launching ex-Laem Chabang itineraries solely for the Diwali season. It will also deploy 11 ships across the eastern and western Mediterranean. We will be bringing in Costa neoRiviera to sail in the India waters. It will have balcony and suite cabin categories, which was missing for the 2016 and 2017 sailing season,” she says.

Lauding the government's work regarding improving the ports and infrastructure,



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INDUSTRY SPEAKS



"We have introduced new itineraries for Indians based on their needs and requirements."

VIVEK JAIN
Director
Griffon Travels



"Training and dedication to sell with the right product-client fit is the key to growth."

VARESH CHOPRA
Regional Director - South Asia & Middle East, Globus and Cosmos



"There is huge traffic for Singapore, Malaysia, USA and Europe on cruises."

NEERAJ SHARMA
Managing Director
Cruise Carrot



"2018 shall be our 21st year of operation and we are elated to increase the scale of business."

PRADEEP SABOO
Managing Partner
Guidelines Travels India



"MICE and special events onboard cruise liners will also be the high point of 2018."

DIPTI ADHIA
Director, Business Operations & VP- Cruises & Accommodation
Discover the World



"The ex-Dubai cruise for gulf sailing is also quite popular for the coming winters."

HARIOM SHARMA
Director-Sales and Marketing
Hungry Bags

Ratna Chadha, Chief Executive, TIRUN (represents Royal Caribbean Cruises in India) explains that the company is expecting a 60 per cent growth over the previous year in bookings from India. She explains, "Major ports are set to cut berthing charges for cruise ships and there will be e-landing and e-visa facilities for tourists."

Anju Tandon, CEO, Ark Travels, further informs that the company saw a growth of 30-35 per cent last year and 2018 looks better with new cruise ships and itineraries. "Indians are beginning to consider cruise as a holiday option and slowly moving to longer cruises as well as repeat cruisers to South East Asia, the Med and even Alaska. Star Cruises will have new vessels of Dream in Singapore and HKG. SuperStar Gemini moves on to Bangkok and SuperStar Libra in Malaysia, offering port options in Port Klang, Penang and Phuket. NCL will have a new ship in Alaska."

and kind of ship one would like to sail on. With an increasing demand for experiential cruising, more passengers are set to opt for long halt itineraries and higher cost cabins," adds **Nishith Saxena**, Founder & Director, Cruise Professionals.

Resonating with the trends identified, **Manoj Singh**, Country Head-India, Norwegian Cruise Line Holdings, says, "The Indian cruising industry has already seen double-digit growth. Norwegian Bliss will begin sailing to Alaska and the Caribbean with select voyages to the Mexican Riviera beginning in June 2018 while Norwegian Sun is set to offer an all-inclusive four-day cruise to Havana, Cuba and Key West, and three-day cruises to the Bahamas."

In terms of source markets for cruising, **Richa Goyal Sikri**, Director - Group Business Development, STIC Travel Group, informs

Indians are beginning to consider cruise as a holiday

option and slowly moving to longer cruises to even Alaska



Naresh Rawal, Vice President Sales, Star Cruises, Dream Cruises & Crystal Cruises observes a paradigm shift in cruise passengers today where they have evolved from the regular two-night itinerary to a longer seven-night package. "With the launch of Genting Dream ex-Singapore, we are expecting a healthy growth in business. This step forward will surely determine our first move to develop a five-night cruise market in Asia Pacific," says Rawal. Genting Dream will be home ported year-round in Singapore starting from December 3, 2017.

"While the Indian cruise market is pegged at anywhere between 125-150 thousand passengers currently, it is the sustainable growth of 10-15 per cent year-on-year which would make cruise tourism a segment to watch out for. Indian travellers are making increased refined choices for cruising as also with regards to the type of cabins

that they receive business from all over India though Delhi, Mumbai and Bengaluru remain the top three source markets. "Education of the differences between one cruise line and another and ability to customise the product for Indian consumers is required in the industry. We need implementation of policy, separate passenger cruise terminals, training for on-ground handling staff and procedures that will support the private sector," says Sikri.

Hariom Sharma, Director - Sales and Marketing, Hungry Bags, elaborates that travellers have now shifted their focus from Hong Kong and Singapore to Bahamas, Caribbean, Alaska, Europe, Greece, USA, Mexico and Dubai on a three-nine night cruise sailings. "The ex-Dubai cruise for gulf sailing is also quite popular for the coming winters. Major bookings for American and European cruises are from the metro cities while



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Travellers have now shifted their focus from Hong Kong and Singapore to Bahamas, Caribbean, Alaska, Europe, Greece, USA, Mexico and Dubai



“Experienced travellers are aware that insurance is essential to protect their itinerary. A regular travel insurance does not cover passengers while on a cruise. If a mishap strikes and you have to cancel your trip, the cruise line won't reimburse you—but cruise travel protection can. If a passenger suffers medical crisis on board, the special cruise cover can cover evacuation and emergency medical care.”

DEV KARVAT
CEO
Emerging Markets, Cover-More Group

bookings for South East Asia are dominated by Tier-II and Tier-III cities,” he says.

Vivek Jain, Director, Griffon Travels, says, “We have introduced new itineraries for Indian travellers based on their needs and requirements. Some of these are sailing in the Canary Islands during the winter months; itineraries in the Arabic Sea for the UAE region sailing out of Dubai which is a seven nights sailing in the winter months and lifestyle aboard the ship will be Spanish/European.”

Neeraj Sharma, Managing Director, Cruise Carrot, says, “There is huge traffic for Singapore, Malaysia, USA and Europe on cruises. If data is to be believed, then the cruise industry will grow to 15 per cent in the coming years.” Meanwhile, **Varesh Chopra**, Regional Director - South Asia & Middle East, Globus and Cosmos, says it is the travel consultant who really makes the difference. “The Avalon Waterways specialist programme fits right into this picture allowing training, personal experience and added incentives for selling Avalon. Training and dedication to sell with the right product-client fit is the key to growth.”

Pradeep Saboo, Managing Partner, Guidelines Travels, says, “India as a market traditionally has tremendous potential and now further on with the Indian traveller becoming tech savvy, the potential has only grown manifold. The speed of growth can vary sometimes but there is definitely an upward trend for cruising. We are very optimistic for a super 2018. We have some great vegetarian and Jain group departures this season like last so many years and we are operating our groups this season to Europe, USA, Canada, South Africa, Far East, etc. The year 2018 shall be



our 21st year of operation and we are definitely elated to increase the scale of business like every year.”

Dipti Adhia, Director, Business Operations & Vice President – Cruises & Accommodation, Discover the World – India, says the country has just begun its journey as an emerging market for international cruising and has huge potential. “Besides the popular Bahamas and the Caribbean islands, destinations such as Europe, Australia and the Americas can be experienced through the sea. The Indian traveller has been cruising since the last 20 years or more and certain segments have graduated to become connoisseurs of cruising. MICE and special events onboard cruise liners will also be the high point of 2018.”



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EXPERIENCE



Culinary delights on AmaWaterways

Culinary journeys on cruises can be the gateway to a variety of cuisines curated from across the region. AmaWaterways takes its cruisers on hosted culinary tours where foodies and wine connoisseurs can delve into the local flavours.

AmaWaterways has partnered with Master Chef and James Beard award-winning cookbook author—Jonne Weir for its special sailing, Taste of Bordeaux – Culinary Cruise Hosted by Joanne Weir.

The seven-night cruise will embark on July 26, 2018, travelling through the Bordeaux region along the Garonne and Dordogne Rivers. Fans of Weir will have the opportunity to engage with the celebrated chef both on board and during shore excursions exploring local culinary and viticulture highlights.

“Food and wine have become such critical parts of the way travellers expect to experience a country or city that it is important that we continue to propose a

diversity of culinary experiences on our ships and during our excursions,” says **Rudi Schreiner**, President and Co-owner of AmaWaterways.

The company is renowned for its award-winning dining including The Chef's Table specialty restaurant as well as complimentary fine wine, beer and soft drinks with lunch and dinner.

The 2018 Culinary Cruise takes guests through the Bordeaux region of France, one of the world's undisputed wine capitals, and will be punctuated by a comprehensive choice of complimentary shore excursions highlighting French culture, food, and wine, including visits to vineyards and a wine festival exclusive to AmaWaterways guests. Led by knowledgeable local



guides, guests will make their way through the renowned vineyards of Saint-Émilion, Pauillac, Pomerol and Libourne, discovering timeless traditions from the winemakers themselves.

They will also visit iconic chateaux for wine tastings, including a tasting at the 14th-century Château de Montaigne, once the former residence of French philosopher Michel de Montaigne. Optional pre-cruise stays in Paris or a post-cruise tour of the Loire Valley are also available.

AmaWaterways offers unforgettable river cruises with 19 ships that sail Europe's Danube, Rhine, Moselle, Main, Rhone, Seine, Garonne, Dordogne, Dutch and Belgian Waterways and Douro Rivers, Southeast Asia's Mekong and Africa's Chobe River. They also offer the industry's most comprehensive information and entertainment experience in Europe and high-speed Internet access, plus Wi-Fi.

The 2018 Culinary Cruise takes guests through the Bordeaux region of France, and will be punctuated by a comprehensive choice of shore excursions



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NOTES TO A FIRST-TIME *Cruiser*

Cruising can be an overwhelming experience for someone who has never been onboard a liner. But the novice can fake it just by keeping these dos and don'ts in mind.

HAZEL JAIN



Getting onboard

Getting onboard a cruise liner is the same as catching a flight. You need to go through immigration. Make sure that you carry all important documents and passport while checking in.

Ocean sickness

Most travellers don't want to experience a cruise holiday is because of fear of sea-sickness. This is far from the truth as cruise liners have stabilisers that keep the ship from rocking. Also, the average cruising speed is 18 knots with the maximum speed of 20 knots. So it's tough for a cruise liner to be rocking and rolling, so to speak.



Explore the ship

When you get onboard, it is good to acquaint yourself with the layout of the ship as it makes it easier for you to move around and find your way. It can be a little confusing sometimes, but every floor and every lift has a map of the ship with the main venues so you will never lose your way.



Inclusives

The package includes a whole lot of things on the ship - six meals a day, accommodation, all entertainment onboard except the late-night shows, as well as the facilities on the ship such as pools, gymnasiums, etc. You only have to pay the gratuity, depending on the kind of cabin you have booked. You also need to pay for port charges which is separate from your package.

Offshore outings

All offshore activities are optional and you may choose to stay on the ship. You will have to book your choice of activity in advance so that you and your family get a seat. You don't need a visa to enter a new country. You simply have to leave your passport at the exit of the ship and take it back when you return.



Exiting the ship

This can get a little tricky since there are queues of people wanting to get off the ship at the same time. It is a good idea to leave your luggage for the ship staff to offload. They will label your luggage once you keep them outside your cabin. The immigration might take time too, so remember to be patient. A chargeable express check-out facility is also available.

What it means to be CLIA CERTIFIED

HOW IT ALL BEGAN

In 2015, I participated in a three-series webinar on cruising, conducted in India for the first time jointly by Cruise Lines International Association (CLIA) and Singapore Tourism Board – India Office. On completion of the webinar, the first 10 winners got free access to the first level of the certification programme and access to the CLIA website as a member. I was one of them!

What excited me was the opportunity to learn about the vast cruise industry. Little did I know that I would be the first Indian national to complete the 'Oceans of Opportunity' module. I finally reached the Masters Certification programme, which involved an annual conference onboard a cruise vessel that empowers participants with tools and resources to expand their cruise business. This year, the programme took place on Genting Dream, sailing from Hong Kong on a five-day itinerary that included two port days in Japan.



“

Since it is online, you can learn at your own pace and at a time that works best for you

”


The writer is Kashish Jiandani, Business Development Manager, Norwegian Cruise Line Holdings

WHAT IT ENTAILS

Apart from the certification, CLIA's global cruise accreditation programme also offers its members with access to its Learning Academy, which contains over 50 training modules covering various aspects like the basics of cruising, benefits to agents, consumers and the stakeholders, latest trends in the cruise industry, how to plan, sell and market a cruise product and a cruise destination, industry facts and other modules. Since it is online, you can learn at your own pace and at a time that works best for you.

WHY YOU SHOULD DO IT

According to CLIA, about 70 per cent of cruise passengers use the expertise of a travel agent to book a vacation and this trend will continue to evolve. The certification programme comes at a reasonable price, which changes every year. **Peter Kollar**, Head of International Training & Development, CLIA, has been instrumental in providing me with the opportunities and enhancing my skills for personal and professional growth.




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ANTARCTICA

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Experience Norway's beautiful fjords, charming ports, and rare wildlife under the Midnight Sun or spectacular Northern Lights. Our daily departures take you on voyages where no other ships go. No matter the season, all cruises with Hurtigruten are thrilling adventures filled with amazing scenery and active "friluftsliv" experiences. These journeys are a treat for all your senses!



SVALBARD

Remote, mysterious and extreme. Explore the Svalbard archipelago. Join an expedition cruise or participate in one of our spectacular land adventures that will take you closer to the ghost towns of early whaling stations, spectacular fjords and icebergs, wildlife and the King of the Arctic - the Polar Bear.



ICELAND

Discover Iceland, the mythical land of fire and ice, with its glaciers and volcanoes, spouting geysers and cascading falls. From the unspoilt, raw natural beauty to the rich Viking history, exploring the saga island on an expedition cruise is the perfect voyage for explorers looking for the unexpected.



GREENLAND

Go on adventures among colossal icebergs, mountains and fjords to explore the biggest island in the world. Greenland, or "the Land of the People", offers unique encounters with isolated Inuit communities. Let our expedition cruises bring you to first-hand interactions with wild nature in the Arctic seas



Anchor in



Sail through the majestic Mediterranean

As a cruise region, the Eastern Mediterranean stretches from the Adriatic Sea — east of Italy to Croatia — southeastward to the Greek Isles and Turkey, and into the Holy Land and Egypt. Once the seat of ancient civilisations, the region continues to charm travellers from all over the world with its millennia-old architectures, bustling cities, sandy beaches and harbours. When sailing through the Eastern Mediterranean, cruisers are spoilt for choice.

For a more European feel, consider cruising the region with MSC Cruises. Cruising the Mediterranean with MSC Cruises means coming within the reach of the best in culture, tradition and monuments that have for centuries enriched its shores. Various cruise lines offer varying itineraries. These itineraries may range from six to seven nights to leisurely affairs of 20 nights or more. An Adriatic cruise generally embarking in Venice sails to southern Italy as well as along Croatia's Dalmatian Coast. The longer iterations integrate ports in Turkey, Greece or Italy before debarking in Rome, Marseilles or Barcelona. The Greek Isles cruises embark from Venice, Athens (Piraeus), or Istanbul and frequently hit the islands of Santorini, Mykonos, or Corfu. The Holy Land cruise route includes the ports of Haifa or Ashdod, Jerusalem that also include stops in the Greek Isles, Turkey, Malta, or southern Italy. Usually departing from Istanbul or Athens, a cruise to the Black Sea combines stops on the Turkish coast with visits to Crimea and Russia.

culture

The journey over sea is as important as its ports of call. We bring you some of the exciting stopovers that complement a wholistic cruise vacation.

ANKITA SAXENA





Sailing across the Tasman Sea

Australia and New Zealand are the lands of plenty — a tantalising blend of modern cities and wilderness. The sheer size and diversity of the region is a draw for almost all types of cruisers - be it a nature lover, a hiker and historic explorer or an oenophile, there is no dearth of thrilling adventures at these destinations. An Australia-New Zealand cruise may include stops in Auckland, Brisbane, Sydney, Melbourne and Wellington. Some cruise lines sailing this region include Seabourn, Holland America Line, Royal Caribbean, Norwegian Cruise Line, Princess, Crystal, Cunard and Celebrity. If you cannot decide between the two countries, Celebrity Cruises conveniently splits a 16-night voyage between the two countries. Each port of call on a cruise to Australia and New Zealand offers something new to discover from the stunning beaches, towering fjords, unique cities to the majestic mountains. One could take multiple shore excursions that make this destination an unforgettable adventure and the region is a haven for oenophiles. Surf towering sand dunes and crashing beach breaks or just sit back and soak up the panoramic views of the abundance of the destination through superior vantage point of your private balcony on the cruise. Explore the iconic Sydney Opera House, Sydney Harbour Bridge; visit the Sherbrooke Forest or go wine tasting at the Barossa Valley. One could get up close and pet a koala bear, hop around with the kangaroos at Blackbutt Reserve or swim with colourful fish of the Great Barrier Reef. The adventure seekers could go skydiving in Airlie Beach or spot wild crocodiles through lush prehistoric rainforest in Cairns.



Ahoy, White Continent

An exclusive cruise by Q Experiences on ice-crowned Antarctica will let you explore the beauty of the majestic continent.

NISHA VERMA

Take your adventure instinct to the next level and explore the white beauty of Antarctica with The White Continent—the latest exclusive cruise line by ‘Curated Journeys by The Q Experiences’. The 200 people select expedition of 11 days will sail to Antarctica on December 9, 2017. The much-coveted journey will flag off from Ushuaia, the capital of Tierra del Fuego, Argentina, the southernmost city in the world.

Ushuaia is the main departure point for majority of cruises that sail to Antarctica as it provides the shortest route through water to the Antarctic Peninsula. Ushuaia, in itself, is a very interesting tourist destination offering scenic views and a brilliant location. One must discover the beauty of this destination before setting off to Antarctica. Q Experiences also gives a chance to travellers to explore Ushuaia and the hospitality at a luxury resort Arakur. Here, guests can indulge in snow sports, trekking, fly fishing or can visit the national park and penguin colony among other activities.





The 200 people select expedition of 11 days will sail to Antarctica on Dec 9, 2017.

The much-coveted journey will flag off from Ushuaia, the southernmost city in the world



Cruise through the stunning glaciers of Neko Bay and Paradise bay. The ship will also anchor at the Port Lockroy, and will make its final journey at Deception Island



“At The Q, we are storytellers, where we weave a cumulative story of experiences that would make the best memory for our traveller. Curated journeys are our constant endeavour at The Q.”

VASIM SHAIKH
Founder
Q Experiences

After proceeding for the main journey, the vessel will sail through the temperamental Drake Passage to culminate the journey into the Land of Ice. Travellers can gaze at the never-seen-before vistas. Cruise through the stunning glaciers of Neko Bay and Paradise bay. The ship will also anchor at the Port Lockroy, and will make its final journey to the largest colony of Chinstrap Penguins at Deception Island. The travellers will be accompanied by experts who will guide them throughout the journey. Also visit the majestic Weddell Sea, touted as the quietest place on earth.

Vasim Shaikh, Founder, Q Experiences, says, “The White Continent is our initiative to make people experience Antarctica. We are looking at passionate world travellers to be a part of this expedition. The ship we will be taking to the Antarctic waters is one of the most modern and luxurious ships, well-equipped with a gym, salon, spa and theatre. All rooms are modern with many channels for entertainment,

and guests can expect a lot of documentaries, with researchers and scientists taking them through what to expect on Antarctica including geography, wildlife. We also have international artists, including pianists and singers.”

Speaking on why this expedition would be extra special, he adds, “At The Q, we are storytellers, where we weave a cumulative story of experiences that would make the best memory for our traveller. Curated journeys are our constant endeavour at The Q.” Since ‘The White Continent’ will be catering to the Indian market, Q Experiences has taken extra care to ensure a superior gastronomic experience to the travellers. Hence, the ship will have Indian Michelin-starred chef Atul Kochhar on board, who will curate the best of Indian regional cuisine. While the cruisers can relish Indian delicacies, there is also the team of a catering centre of excellence run by Alain Ducasse Enterprise, which will be on board to offer the best food options from around the world.



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- Goodbye gift in the cabin

5-Night | Danube Highlights

Countries covered: Austria, Czech Republic, Slovakia
Rates starting from **Euro 145*** per person per night



Dep. Dates: April - November 2018
Nearest arrival & departure airport: **Munich**

5-Night | Rhine Metropolises

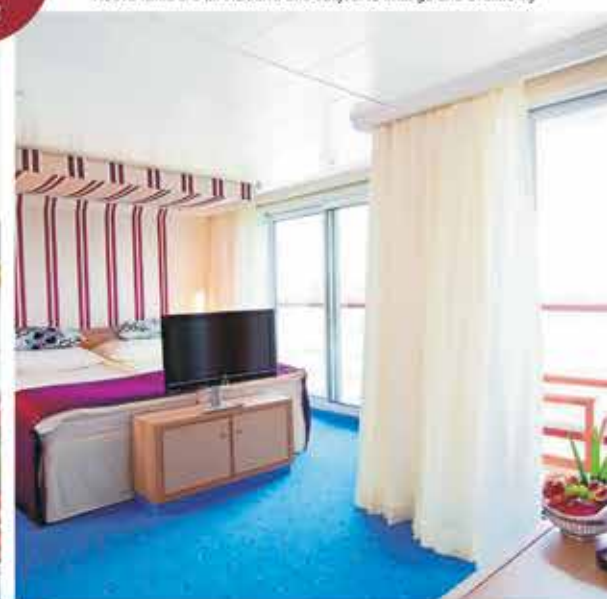
Countries covered: Germany, Netherlands, Belgium
Rates starting from **Euro 146*** per person per night



Dep. Dates: March - November 2018
Nearest arrival & departure airport: **Düsseldorf**

*Above rates are all inclusive and subject to change and availability

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DARREN CALDWELL

Onboard A-ROSA river cruises, travellers can bask in comfort in the cozy cabins or witness the ever-changing panorama on the extensive sun deck. "With A-ROSA's premium all-inclusive offer, cruisers get a carefree package including gourmet buffets with live cooking and selected high-quality drinks throughout the day. We have a casual yet stylish atmosphere with no dress codes, free seating and no fixed mealtimes with generous opening times of restaurants. Travellers can unwind and relax in the spacious SPA-ROSA with a sauna amidst a panoramic view or be active in the well-equipped gym with modern cardio equipment. They can head out for a bicycle tour and enjoy nature or visit the cities en route," says **Darren Caldwell**, Sales Manager-International and Coordinator International Standards,

A ROSY HOLIDAY

- A-ROSA has six international ships for 2018: A-ROSA VIVA, FLORA, AQUA, STELLA, DONNA and SILVA
- The 'Seine Enchanting Christmas 2018' starts its four nights sailing from Dec 22-26, 2018, cruising from Paris – Rouen – Mantes la Jolie and Paris (Christmas eve).
- The 'Seine Enchanting New Year's' starts its seven nights sailing from December 26-02 January, 2019, cruising Paris – Rouen – Rouen – Caudebec – Caudebec – Vernon – and two nights in Paris.

A-ROSA. For families, A-ROSA offers a unique bonus—children below 15 years of age can travel free of charge if they are

accompanied by a guardian. Itineraries on river Danube are the most popular—the perfect way to explore Eastern Europe. It starts in Germany and flows through 12 countries to the Black Sea.

The five-night sailing brings cruisers to cities of Vienna, Budapest and Bratislava where they can spend an entire day in each of these cities while the seven-night cruise sailing to these cities has an overnight in Vienna and Budapest. For those who would like to indulge into savoir vivre, itineraries on the Seine with Paris or southern France on Rhône-Saône are quite popular. There are plenty of options for excursions on A-ROSA. Culture lovers can undertake discovery tours; the adventure buffs can explore biking tours or thrilling activities or taste the regional cuisine under the gourmet tours.





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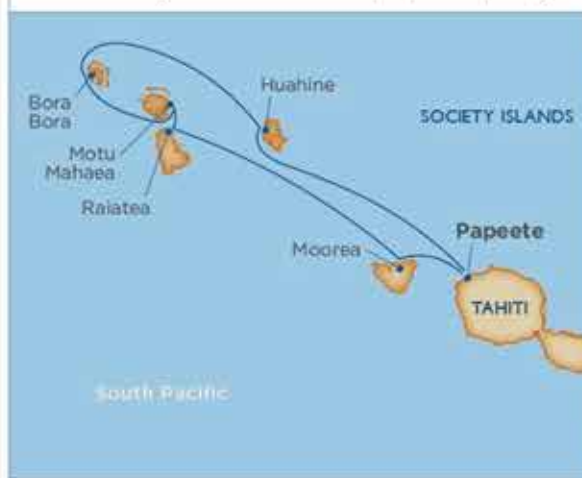
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Rates starting from **USD 357*** per person per night



Dep. Dates: December 2017 - December 2018

7-Day | Mediterranean Island Mosaic

Rates starting from **USD 286*** per person per night



Dep. Dates: April - October 2018

*Note: Fares are in US\$, per person per night, for cruise only, based on double occupancy. Fares shown here may not be current. Changing the dates may change fares. Fares do not include Taxes, Fees & Port Expenses. Pricing and availability subject to change without notice.



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The mighty rivers have been known to be the heart and soul of many civilisations. River cruising offers a unique experience of these meandering rivers and the exquisite landscape around them that has evolved and been preserved over the centuries.

Fluvial Encounter

ANKITA SAXENA

River cruising is the fastest growing segment of the cruise industry with seven per cent growth in 2017, according to Cruise Lines International Association (CLIA).

With new ships and immersive itineraries, river cruising has given a new outlook to travel through the waterways of the world's largest civilisations. While ocean cruises are vacations in themselves, amidst vast stretches of water and carry a large number of passengers, river cruises offer smooth sailing through the inland waterways with a smaller number of passengers on board. Both these cruises have abundant offerings onboard and multitudes of experience ashore, though they differ in magnitude and style.



While ocean cruises are vacations in themselves, river cruises offer smooth sailing through the inland waterways with lesser number of passengers on board



Longer trips can also include Hanoi, the UNESCO world heritage site of Halong Bay, the quaint seaside village community of Hoi An and the hilltop tribes of Sapa



“Along with our partner AmaWaterways, we are the only river cruise line to offer the innovative twin balcony concept that allows guests to maximise their cabin space while still allowing the opportunity to enjoy the outside environment in privacy.”

CRAIG JAMES
Strategic Partnerships Manager
APT Global Head Office

APT CRUISES

Australian Pacific Touring (APT) Cruises, regarded as one of the leading cruise lines in luxury river cruising, offer a once-a-lifetime experience to the passengers on board both on the ship as well as in the cities they visit. “Along with our partner AmaWaterways, we are the only river cruise line to offer the innovative twin balcony concept that allows guests to maximise their cabin space while still allowing the opportunity to enjoy the outside environment in privacy. Our ships have a unique sunken front sun deck – that means we can keep our sun deck open while transiting the Main Danube Canal and main rivers of Germany. Some of our ships have a swim-up bar as part of the swimming pool as well,” says **Craig James**, Strategic Partnerships Manager, APT Global Head Office. In India, APT Cruises is represented by InterGlobe Air Transport (IGAT) as their General Sales Agent (GSA). From time to time, there may be other special offers available via IGAT.

MIGHTY MEKONG: VIETNAM & CAMBODIA

Aboard APT's recently refurbished RV AmaLotus, everyday you wake up to new adventures along the mighty Mekong River that links Vietnam and Cambodia. On the eight-day Mekong Cruise between Ho Chi Minh City and Siem Reap, the cruise passengers can witness the authentic local life.

“If you have not been to either Vietnam or Cambodia, you may think their geographical proximity makes them both the same. Once on-board, travelling becomes blissfully simple, drifting past a fascinating world that

revolves around the river's edge right through the spiritual heart of these two former French colonies,” says James. Exploding with noise and chaos, Vietnam's metropolis beckons exploration. With colourful markets around every corner and mopeds swarming the streets, one can feel the energy and the action. APT also offers options to prolong the tour with extended land packages that feature the temples of Angkor and the hustle and bustle of Ho Chi Minh. Longer trips can also include Hanoi, the UNESCO world heritage site of Halong Bay.

Cambodia is a land full of contrasts, boasting exquisite architecture and a sobering recent history. Its draw cards are plentiful, not least of which is the iconic Angkor Wat. Connecting the two countries, the Mekong Rivers' rural communities remain unaffected by the speed and chaos of the big cities. The land packages allow passengers the opportunity to visit other temples of the Khmer empire including Ta Prohm, the Bayon and Angkor Thom which will leave you spellbound.

With just 54 suites, its intimate size means your voyage is highly personalised. Every luxury suite aboard the RV AmaLotus features two balconies. The travellers can choose between the Deluxe Twin Balcony Suite, the Sadec Twin Balcony Suite and the Owner's Suite.

DINE IN STYLE WITH LUKE NGUYEN

For the last six years, Luke has been an Ambassador for APT; hosting culinary discovery trips to Vietnam, Cambodia, China and Japan. In addition, he designs



and curates exclusive culinary and cultural experiences for APT travellers to Vietnam. Onboard the RV AmaLotus river cruise, you will experience a special Luke Nguyen welcome dinner along with a special share style dinner in Luke's own onboard private restaurant, Indochine.

CHARISMATIC EUROPE

Magnificent Europe sailing, covering over 1700 kilometers, is a great introduction to river cruising and is the most popular itinerary of APT. The 15-day route from Amsterdam to Budapest highlights both major cities and smaller towns that are not part of the traditional coach touring itineraries. APT offers regular departures on a variety of rivers. They are all eight days and seven nights itineraries in France that can be linked to form a longer trip. "What makes APT charming are their once-in-a-lifetime money can't buy royal experiences that are included for all guests on all APT Royal Collection sailings. Guests have the opportunity to experience the European imperial lifestyle," explains James. These experiences include a private concert in the Liechtenstein City Palace of Vienna, a full day tour to Salzburg aboard the Majestic Emperor Imperial Train and Narnia Castle. "Most of APT's guests are Australians and New Zealanders, it means our Indian guests enjoy making friends with their travelling companions in a relaxed casual homelike atmosphere," adds James. For 2018, the 15-day Magnificent Europe sailings start at \$5995 per person in the lead in cabin. From this, you can deduct special offers of up to \$1200 depending on the cabin category. The eight-day sailings start at \$3395 per person.

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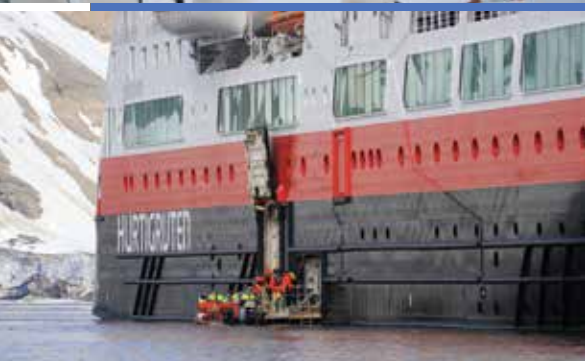


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Polar Expeditions

For those who relish nature, wildlife and adventure, expedition cruising could be their ideal holiday. Expedition Voyages offers value for money vacation options across the world—an opportunity to explore the deepest secrets of far-flung destinations for cruisers.



Expedition Voyages offer upscale and discounted expedition cruises to clients worldwide with a mission to get the best value by booking travellers on superior ships at the best savings possible, explains **Espen Fjermeros**, Managing Partner, Expedition Voyages. “We sell expedition cruises in the polar regions. Our industry experience allows us to offer only the best ships and programmes to an elite segment in India which continues to appreciate our expertise. The guests on board can expect good quality accommodations, safety, life-changing personal experiences in remote areas,” he says.

The company represents a number of major cruise lines like Hurtigruten, Silversea Cruises, Poseidon Expeditions, G Adventures, Oceanwide Expeditions, Variety Cruises and AmaWaterways.

According to Fjermeros, the most popular itineraries are Antarctica, Arctic Svalbard and the North Pole.

He adds, “Indians love authentic experiences in the polar regions, including being up-close to wildlife such as penguins, whales and polar bears. In fact, dancing on the ice is a very popular activity amongst Indians! Our products are of a very high quality and thus, are slightly more expensive, often more than \$10,000 per person. Hence, metro cities like Delhi, Mumbai, Kolkata, Chennai and Bengaluru are the key source markets for our products. We work with travel agents and typically pay a commission of 15 per cent.”

The company is expected to add more activities to its itineraries like hiking, camping and kayaking and in addition, will soon introduce skiing activities in the Arctic Svalbard regions.



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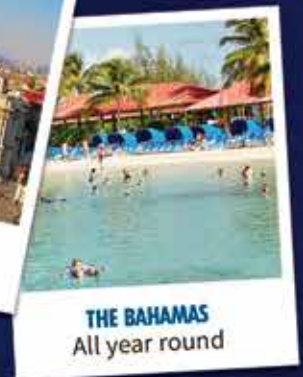
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