# INTOTHEBLUE brought to you by Bolsover Cruise Club

Spring 2014 Edition 4

### **INSIDE THIS EDITION**

# THE EPITOME OF LUXURY

We Meet With Paul Ludlow, Princess Cruises Managing Director

Britannia Hits The Water, Plus New Dining Information Released

A Northern Europe Discovery

**Cruise Fashion - Dress To Impress** 

Under The Spotlight With Wendy Our Customer Service Manager

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Bolsover Cruise Club

The No.1 Cruise Specialist

Spring is the time of rebirth & inspiration. Our latest edition of 'Into The Blue' will hopefully help you start the season with a refreshed outlook.

Welcome to the 4th edition of 'Into The Blue'. As we begin to look towards the spring and hopefully some warmer weather we also look forward to an exciting year ahead.

2014 has already seen first glimpses of P&O Cruises Britannia as well as the launch of her amazing itineraries. We are all excited at the prospect of her impending arrival – after all she will be the largest ship ever developed solely for the British market.

There are also plenty of other wonderful things to look forward to this year including more new ship releases with Princess Cruises' Regal Princess and Royal Caribbean's innovative Quantum of the Seas, and for those of you who love river cruising, Viking River Cruises have even more longboat designs planned for 2014.

Itineraries are also set to break new ground with more fascinating ports to discover and celebrities influencing excursion opportunities, Ben Fogle features in Celebrity Cruises 'Great Adventures' which offer new excursions such as a gastronomy tour of Sicily, salmon snorkelling in Norway and the opportunity to visit Oslo's famous Fram and Kon Tiki museums. Cruise lines are also looking to increase your on board experiences with greater facilities and entertainment, P&O Cruises recently announced their hugely popular 'Strictly Come Dancing' theme cruises for this year.

Since launching our quarterly magazine last July, we have seen 'Into The Blue' grow from strength to strength and this edition is the biggest one to date. From the outset the aim was to provide our customers with the most detailed insight into the world of cruising, we sincerely hope we are doing that and we thank you once again for your continued support and positive feedback.

In this bumper edition we announce the lucky winner of the fantastic P&O Cruises competition, the prize is a 4-night cruise on board P&O Azura with the added reward being that the English Tenor Alfie Boe will be making a guest appearance.



We are also continuing our interview feature with a leading industry figure and in this edition we delve deeper into the world of Princess Cruises with UK and Europe Managing Director, Paul Ludlow answering questions. Furthermore we welcome you inside the world of Bolsover Cruise Club with an in-depth interview with Sales Administration Manager Wendy Flegg and take a closer look at the Cunard 175th Anniversary celebrations as well as giving you the full lowdown on P&O Cruises' Britannia courtesy of our Marketing Executive, Katie Anderson who travelled to Trieste in Italy to see the float-out ceremony.

Each magazine edition features a destination focus and this time it's all about Northern Europe. We provide a detailed guide to exploring this beautiful part of the world along with highlighting some outstanding cruises for 2014. We also take a closer look at an interesting topic of discussion within cruising; fashion. We look at the current dress codes in place and help with the dreaded question; "what should I pack?"

The Cruise Club Forum continues to develop and is rapidly evolving into the fastest growing cruise community online today with plenty more to come in the future. If you have yet to join, pop in and say hello, it's completely free and now the 'go to' place for answers to all your cruising questions.

We're certainly in for a great year, read all about the exciting times ahead along with features on a selection of our cruise partners in this luxury cruising edition of 'Into The Blue'.



I hope you enjoy the magazine. Yours sincerely

Michael Wilson Managing Director















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## And our competition winner is...

In the last edition we offered you the chance to win a P&O cruise departing 26 May 2014 for 4 nights on Azura in a beautiful balcony stateroom. All we requested was that readers write a cruise review. The review had to be original in no less than 500 words. We can now reveal the winner... Congratulations...

### Barbara James from Derbyshire

**Review Title:** Life On The Oceana Waves & How To Feel 23 Instead Of 63 **Review Details:** P&O Cruises, Oceana, Caribbean

This cruise includes a guest appearance from English tenor Alfie Boe, famed for his role as Jean Valjean in Les Miserables.



# BRITANNIA

Bolsover Cruise Club Marketing Executive Katie Anderson experienced the spectacular P&O Britannia launch event before heading for Trieste, Italy to see her magnificent floatout ceremony unfold. Katie shares her experiences as Britannia goes on sale!

There has been a lot of excitement around the new Britannia and on 12 February 2014, P&O Cruises hosted a launch event giving the press and selected travel partners the opportunity to enjoy a sneak preview and experience what life will be like on board this brand new ship. P&O revealed the line-up of some of Britain's leading chefs to feature on board. Then came the eagerly anticipated itineraries, fares and the chance to pre-register and beat the crowds.

Just two days later I was invited to Britannia's Float Out ceremony at the Monfalcone shipyard in Trieste. A Float Out celebrates a significant stage of the construction of a ship, a stage where it is now 100% structurally complete and can be entered into the water for the very first time. I was excited to see the progress from my last visit to the shipyard in May 2013 at the Keel Laying ceremony (covered in the very first edition of 'Into The Blue').

So, on a very wet and windy morning on Friday 14 February I joined our group at Farnborough airport where we were given a sneak preview of the official video of Wednesday's launch event, which sparked a real buzz around the room as we could see the whole picture coming together. On the flight out to Trieste I learnt that there had been more calls for preregistrations on the Britannia the previous day than Azura did during a whole week prior to her launch in 2010!



At the shipyard we were met by some of Fincantieri's officials, shipyard workers, photographers and film crew. The sun was shining as the ceremony commenced at 12.45 hours. As a symbol of good fortune commemorative coins from both countries were welded to one of the open decks to bless the ship.

The main ceremony began with Shipyard Director Mr Attilio Dapelo making a speech, before Carnival UK's Chief Commercial Officer Gerard Tempest took to the stage to make a rather impressive speech in both Italian and English, where he thanked the shipyard workers for their inspirational hard work and incredible progress, as well as re-emphasising the positive effect this new ship will have on the British market. The 3,650-passenger ship will enter service in mid-March 2015 and increase P&O Cruises' capacity by 24%.

A priest then blessed the construction of Britannia before both the Italian and British national anthems played, during which the Italian shipyard workers hugged one another in a display of pride and accomplishment. It's overwhelming to think that in just 9 short months since my last visit where I witnessed the very first block being laid that we were now standing in front of a fully constructed 141,000 tonne cruise ship!

Another Italian tradition is for the ships' 'Madrina' to cut the cord, releasing a bottle of Prosecco against the ships' hull. The Madrina for Britannia was Louise Hunt, a Travel Councellor selected by P&O Cruises for this prestigious role in a travel trade competition. After being invited to the stage by Mr Dapelo, Louise was handed an axe and dutifully cut the cord to a round of applause.

After the ships' horn sounded, the valves were finally opened as Britannia met the water for the very first time. It was a momentous occasion as we all ran to the side of the dock to see water gushing in. The dock would take approximately 20 hours to completely fill. We raised a toast to Britannia over a light lunch and this gave us the opportunity to chat with other partners involved with the new build about what the next stage will be. Terry McGillycuddy, Director of the seriously stylish designers Richmond International who are repsonsible for the entire interior design of Britannia was also present. It's clear from the launch event in London that he and his team have been working tirelessly to combine the heritage of P&O Cruises with the sophistication of a leading five-star hotel, and the results promise to be outstanding. From wallpaper to glittering marble floors and stunning chandeliers, the décor is sure to make Britannia the most glamorous ship ever built for the British market.



"Britannia will be a market-leading ship for a market-leading brand when she makes her debut in spring 2015. We wanted her to become a modern classic with the core of P&O Cruises heritage augmented by the latest contemporary design." Said Gerard Tempest at the float out.

"Today is a landmark event for P&O Cruises and for the British cruise industry and is the start of a new chapter in our future."

This was definitely a Valentine's day to remember! Britannia's Maiden Season looks set to be a real celebration next year and one I'm immensely excited to be a part of.















# CHOOSE & CRUISE IN 2014

Choose a FREE DRINKS PACKAGE or up to \$300 ON BOARD SPEND\* when booking Ocean View Staterooms or above on selected 2014 Celebrity Eclipse® sailings. Plus receive a Cruise Club Gratuity Contribution

# Scandinavia & Russia



Southampton - Copenhagen (overnight) - Stockholm - Helsinki St. Petersburg (overnight) - Warnemunde (Berlin) - Le Havre (Paris) - Southampton



# Iceland & Fjords



Southampton – Reykjavik (overnight) – Akureyri – Klaksvik – Geiranger Alesund – Olden – Stavanger – Southampton

From **£1,099**<sub>PP</sub> **SOLD OUT From £1,849**<sub>PP</sub>

BALCONY (obs)

**OCEAN VIEW** 

INTERIOR

### Mediterranean 14 nights - 10 May, 2 Aug, 7 Sep 2014



Southampton - Gibraltar - Nice (Villefranche) - Rome (Civitavecchia) Florence/Pisa(Livorno) - Genoa - Malaga - Lisbon - Southampton



### Scandinavia & Russia 14 nights - 16 Aug 2014



Southampton – Bruges (Zeebrugge) – Berlin (Warnemunde) - Stockholm Helsinki – St. Petersburg (overnight) – Tallinn - Copenhagen – Southampton

INTERIOROCEAN VIEWBALCONY (obs)From**£1,599**SOLD OUTFrom**£2,099**PP

All fares displayed are correct at time of issue, are subject to availability & include applicable government fees & taxes. As Celebrity Cruises operate a fluid pricing policy, these fares may change. The promotion is valid for selected sailings departing in 2014-15, in Oceanview stateroom categories and above. Interior staterooms are not applicable to the 'Choose and Cruise' promotion. \*Guests can choose from one of: Free Drinks Package or Free On board Spend of up to \$300 per stateroom. The promotion is not combinable with Z, Y, X, XC, XA and W guarantee staterooms. ^Cruise Club Contribution towards gratuities - minimum spend applies, please call for details. Travel insurance is additional. E&OE.

# **DISCOVER** IN 2015 On Board Celebrity Eclipse<sup>®</sup>

**NEW** 



### Discover our world, your way...

A Celebrity Cruises<sup>®</sup> holiday is all about choice. With over 270 handpicked destinations to discover, diverse itineraries to inspire, a range of award-winning restaurants to entice and an array of on board activities to delight it will redefine the way you see the world. Experience Modern Luxury<sup>SM</sup>; choose a Celebrity cruise.

### Canaries & Azores 13 nights - 27 Sep 2015



Southampton - Ponta Delgada - Madeira (Funchal) - Gran Canaria Tenerife - Lanzarote - Lisbon - Southampton



### Mediterranean 14 nights - 30 Aug 2015



Southampton - Gibraltar - Nice (Villefranche) - Rome (Civitavecchia) Florence / Pisa (Livorno) - Genoa - Málaga - Lisbon - Southampton

**OCEAN VIEW** INTERIOR BALCONY (obs) <sup>r</sup>£1,299<sup>, From</sup>£1,599<sup>, From</sup>£1,699<sup>, Prom</sup>£1,699<sup>, Prom</sup>£1,69<sup>, Prom</sup>£

### Up to \$400 to spend on board\*

Celebrity Cruises are offering up to \$400 per stateroom to spend on board selected ships and sailing dates in 2015/16\*.

### Cruise Fare Price Promise<sup>†</sup>

If you book a 2015/16 sailing before 30 April 2014, and Celebrity Cruises reduce the cruise fare (air fare and other items not included), you'll get back the difference.

### PLUS Cruise Club Gratuity Contribution<sup>^</sup>

### Scandinavia & Russia 14 nights - 11 Jul, 25 Jul, 8 Aug 2015 (prices based on 11 Jul)



Southampton - Bruges (Zeebrugge) - Berlin (Warnemunde) - Tallinn St. Petersburg (overnight) - Helsinki - Stockholm - Copenhagen - Southampton

OCEAN VIEW INTERIOR BALCONY (obs) <sup>7</sup>£1,349<sup>,,From</sup>£1,649<sup>,From</sup>£1,849<sup>,</sup>

### Iceland & Fjords 14 nights - 27 Jun 2015



Southampton - Reykjavik (overnight) - Akureyri - Klaksvík - Geiranger Ålesund - Olden - Stavanger - Southampton

OCEAN VIEW

<sup>n</sup>£1,249<sup>,,From</sup>£1,599<sup>,From</sup>£1,799<sup>,</sup>

**BALCONY** (obs)

All fares displayed are correct at time of issue, are subject to availability & include applicable government fees & taxes. As Celebrity Cruises operate a fluid pricing policy, these fares may change. The promotion is valid for new bookings created and confirmed meeting the conditions stated. The promotion is valid for selected sailings departing in 2014-15. \*Up to \$400 On Board Spend is per stateroom. †Cruise Fare Price Promise Terms and Conditions apply but will differ for a request submitted on or before the balance due date of final payment (outside of 57 days) to that of a request submitted after the balance due date of final payment (inside of 57 days) to that of a request submitted after the balance due date of final payment (autside conditions can be viewed via our website at www.bolsovercruiseclub.com or call for details. ^Cruise Club Contribution towards gratuities - minimum spend applies, please call for details. Travel insurance is additional. E&OE.

INTERIOR

# The Finest at Sea

What makes luxury cruising so special? Could it be the once in a lifetime shore excursions or the lavish 'all-suite' accommodation? Maybe it's the personal butler and concierge services available to cater for your every need or could it be the innovative dining menus created by the world's master chefs? Or perhaps it's the thought of champagne and caviar parties hosted under moonlit skies? The answer is, it isn't any of these single factors, it's ALL of them!



Who leads the way? Seabourn, Oceania and Silversea have and continue to develop new ships, tailored to meeting the needs and requirements of their clientele. Diversity in dining choice is now considered as one of the most important factors in luxury cruising and all of the luxury cruise lines are continually creating new and innovative dining options. These ships also feature indulgent spas plus larger and more advanced accommodation all of which have balconies offering a tranquil experience from your very own suite.Regent Seven Seas and Azamara Club Cruises are investing in their own upscale escapades, with desirable upgrades to improve

their already impressive fleets. Plus, all of the aforementioned cruise lines are continuously creative with their exclusive, boutique excursion choices and on board enrichment programmes. Azamara Club Cruises have pioneered the AzAmazing Evenings programme, whisking every passenger on board away for an exclusive, once in a lifetime event aboard each cruise.

The smaller luxury cruise ships are visually stunning and provide an intimate experience; these ships are able to access some of the most exclusive ports in the worlds that are often inaccessible to the larger vessels. Luxury doesn't necessarily have to be small and the larger ships are equally as spectacular taking you to exotic destinations or maybe on an adventurous discovery cruise providing exclusive explorations with guest speakers and expert tour guides.

At Bolsover Cruise Club, we understand that exceptional quality and service, exclusivity and value are paramount in making a luxury cruise holiday special. If you're looking for a unique experience, we provide our expert knowledge to find the perfect cruise for you.

Booking any holiday is a special time but booking a luxury cruise holiday is a once in a lifetime moment of excitement that you will never forget.

# **Reasons** to go **luxury**

53 EL 4

Amazing Accommodations - Silversea Cruises are a great example of leading luxury accommodation. You won't find the standard 'staterooms' on board. Instead, all rooms are suites, many of which offer spectacular balconies or verandahs overlooking the beautiful seas. Accommodations vary from the more subdued, yet still remarkably stylish Vista Suite, which feature walk-in wardrobes and marble bathrooms, to the truly incredible Owner's Suite, a gigantic two-bedroomed apartment complete with floor-to-ceiling windows, whirlpool tub, and even a 'powder room' for the ladies! Butler service is included as standard - now that's how to live the good life!

Fantastic Complimentary Excursions - Regent Seven Seas offer free excursions in each and every port of call that their ships visit. Excursions really are an important part of any cruise - they allow for you to explore new places, meet new people, and really see the world. Unfortunately, some excursions can be rather costly. Regent Seven Seas offer passengers a great range of opportunities to immerse themselves in the native culture, sample local cuisine and really delve into a new destination - all completely complimentary! Some of the excursions you can enjoy include a hiking trip around the base of Alaska's Exit Glacier, a swim with the stingrays in Antigua, a chance to enjoy an authentic Tango show in Buenos Aires, and a tour around the many breweries of New England, producing some of the world's most delicious, and most famous, craft beers and ciders.



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OCEANIA CRUISES" Your World. Your Way."





for complete destination immersion.



**Dining with a Difference** - You won't be served up any old fare on board - only the finest will do. Seabourn particularly pride themselves on their choice of caviar that they serve to their guests. They serve Malossol and Oscietra caviar from Black River Caviar exclusively, which guarantees high quality, authenticity, and environmental responsibility and sustainability. Seabourn's fine dining restaurants offer incredible mouthwatering dishes, such as poached octopus terrine and truffled tagliatelle. Seabourn Cruises are one of just 25,000 establishments worldwide to be a member of the prestigious Chaîne des Rôtisseurs - the International Association for Gastronomy.

**Incredible Intimacy** - Huge ocean liners are truly magnificent and they boast some of the most amazing and unbelievable features, but, at times, these larger ships, accommodating upwards of 3,000 guests plus staff, can feel a little impersonal. This is great for those who like to keep themselves to themselves, but for passengers who like to mingle and meet like-minded travellers, the intimacy created by the smaller ships of luxury cruise lines is wonderful. These ships tend to hold between 100 and 700 passengers, with Oceania Cruises offering three stunning mid-sized ships - Regatta, Nautica, and Insignia - each accommodating 684 passengers plus 400 staff. This gives a 1.71:1 guest to staff ratio. Azamara Club Cruises are also renowned for their unique intimacy and exceptional service.

Stunning Destinations - Cruise ships dock in some

of the most exciting and vibrant cities in the world, from

New York and San Francisco to Venice and St Petersburg,

but the true beauty of smaller ships is that they're able to

travel to destinations that their larger counterparts simply

couldn't. Azamara Club Cruises offer exhilarating voyages

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# **CELEBRATING 175 YEARS**

In May next year Liverpool will play host to Cunard Line 175th Anniversary Celebrations and the cruise line is excited to be returning to their spiritual home. Since the announcement was made, thousands of loyal Cunard followers have been clamouring for news on this spectacular event, along with the chance to sail aboard the first Liverpool to New York transatlantic crossing on Queen Mary 2.

Liverpool will join forces with New York and Sydney to lead the celebrations for this anniversary year but, despite the other two glamorous destinations already being regular fixtures in the Cunard calendar, it is Liverpool that is stealing the spotlight with the message to Cunard being loud and clear... Welcome home!!

The arrival of the three ships has been organised to give Queen Mary 2 a huge round of applause. Queen Mary 2 will sail into the Liverpool cruise terminal on 24 May 2015, and her sister vessels, Queen Elizabeth and Queen Victoria will arrive one day later. Once all three ships are in place, the process of aligning them will commence. The three Cunard Queens will assemble in front of the

Three Graces located at the Pier Head. This alignment will take place mid-morning and will be a proud moment for Cunard as well as the city of Liverpool. The positioning of the three ships will also see them situated in close proximity to the famous Cunard Building, located on the Pier Head, the headquarters for the cruise line between 1917 and 1967. This occasion will mark a once in a lifetime, maritime history event and is sure to attract incredible crowds.

Liverpool Mayor Joe Anderson, said; "To have the three Cunard Queens back in their spiritual home on our beautiful waterfront will be nothing short of majestic. It is particularly fitting given our plans to bring the Cunard Building back into use as a Cruise Line Terminal and I am absolutely delighted by this news. Liverpool is once again making its mark as a great maritime destination."

On 4 July 2015 – 175 years to the day that Samuel Cunard launched his famous shipping line - QM2 will return to Liverpool to recreate the first voyage to Halifax, Nova Scotia and Boston on the east coast of America. The anniversary voyage will also take in New York.

### Three Queens... Three Cruises... One City!

### ) UEEN ELIZABETH

### **Baltic Sea** 11 May 15 - 16 Nights - Q507

Visiting 8 ports in 16 nights including 5 capital cities, this spectacular cruise picks out the highlights from this ever-popular cruise region. Includes calls to St Petersburg, Copenhagen, Tallinn and Warnemunde

### Fares from £1.849<sub>PP</sub> Plus choose from \$135pp On Board Credit, Car Parking or Coach Transfers



### **British Isles** 17 May 15 - 10 Nights - M506

This cruise visits some of the most popular destinations in the British Isles as well as major cities Including Dublin, an overnight stay in Liverpool and Glasgow (tours from Greenock)

### Fares from £1,499<sub>PP</sub>

Plus choose from \$90pp On Board Credit, Car Parking or Coach Transfers



### ) UEEN VICTORIA



### **Cruise Break** 22 May 15 - 6 Nights - V512

This special cruise calls at St Peter Port, Guernsey before taking part in the spectacular 3 Queens event in Liverpool. An overnight stay in this vibrant city filled with history allows you to fully take in the sights and sounds on offer

Fares from £899<sub>PP</sub>

## **\$SILVERSEA**°

Renowned for extraordinary worldwide voyages aboard intimate, luxury ships, Silversea Cruises bring you all that you would expect and more from one of the world's best luxury cruise lines. Each Silversea cruise offers unparalleled service and superlative comfort. Discover the art of luxury travel as perfected by Silversea Cruises.

While most cruise ships keep getting bigger and bigger, there is something uniquely satisfying about Silversea's luxurious small ship cruises. The intimacy. The close-knit camaraderie. The excitement of exploring secluded, rarely seen harbours where true adventures lie. That is why Silversea Cruises continues to sail against the trends with intimate ships that offer not only a richly abundant and highly personalised on board experience, but also a meaningful and life-enriching travel experience. See one of the cruises below for example, how often do you get the chance to sail from London's Tower Bridge? With Silversea you can!



Copenhagen to Copenhagen Silver Whisper - 2 Jun 14 - 7 Nights



Copenhagen - Flaam - Gudvangen Kristiansand - Hellesylt - Geiranger Bergen - Copenhagen

Vista Suite (cruise only) from £2,250 per person

### Stockholm to Copenhagen Silver Whisper - 9 Jun 15 - 7 Nights



Stockholm - Tallinn St. Petersburg (3 Full Days in Port) Helsinki - Copenhagen



### London to London (Tower Bridge) Silver Cloud - 3 Aug 15 - 15 Nights



London (Tower Bridge - Overnight) - Transit Kiel Canal - Copenhagen - Visby - Stockholm Tallinn - St. Petersburg (Overnight) - Helsinki Warnemunde - Transit Kiel Canal - Amsterdam London (Tower Bridge - Overnight)



### Seven Ships. Seven Continents. Infinite Possibilities.

## CEANIA CRUISES® Your World. Your Way.®



### YOUR WORLD...

A spectacular menagerie of diverse and exotic destinations, your world is just waiting to be discovered, and there is no better way to explore it than on the elegant ships of Oceania Cruises. Unique itineraries are specifically designed to showcase the most fascinating destinations across the globe. As Regatta, Insignia, Nautica, Marina and Riviera are all comfortably mid-size, each ship can call on the world's most desirable ports. From historic cities to modern meccas and charming towns nestled along sparkling coastlines. On a voyage with Oceania Cruises, each day offers the exciting opportunity to experience the history, culture, art and cuisine of a wondrous new destination.



### ...YOUR WAY

Relax on board the luxurious ships and savour exquisite cuisine that is not only renowned as the finest at sea but also rivals the best restaurants ashore. Inspired by Master Chef Jacques Pépin, these culinary delights have always been a hallmark that distinguishes the Oceania Cruises experience from any other. Considering the uncompromising quality, perhaps the most remarkable aspect of an Oceania cruise is its incredible value. Lavish complimentary amenities abound, and there are never supplemental charges in the on board restaurants. Value packages ensure that sipping a glass of wine, surfing the Internet or enjoying an excursion is both convenient and affordable. Experience how life onboard Oceania ships pamper and enrich your mind, body and spirit from musical entertainment to spa treatments and more...

### VENETIAN REVELATIONS

### Riviera - 1 Jun 2014 - 10 Nights

Fly from London to Barcelona - Provence (Marseilles) Antibes - Florence (Livorno) - Rome (Civitavecchia) Sorrento/Capri - Taormina (Sicily) - Corfu - Dubrovnik Venice (overnight in port) - fly to London INCLUDES FREE GRATUITIES

Inside from £1,759pp Ocean View from £1,869pp Veranda from £2,079pp Other airports available, call for details.

### SCANDINAVIAN TREASURES

### Marina – 1 Jul 2014 – 10 Nights

Fly from London to Copenhagen - Berlin (Warnemunde) Klaipeda - Riga - Helsinki St. Petersburg (2 nights in port) - Tallinn Stockholm - fly to London

INCLUDES FREE GRATUITIES

### Inside from £1,845pp Ocean View from £2,139pp Veranda from £2,439pp Other airports available, call for details.

### ACCENT ON SPAIN

\$300 ON BOARD CREDIT

### Insignia – 5 Aug 2014 – 10 Nights

Fly from London to Barcelona - Palma de Mallorca Ibiza - Valencia - Cartagena - Malaga - Gibraltar Tangier - Seville (Cadiz) - Lisbon (overnight in port) fly to London

**INCLUDES FREE GRATUITIES & FREE INTERNET** 

Inside from £2,409pp Ocean View from £2,589pp Veranda from £3,259pp Other airports available, call for details.

## MYTHS & MASTERS

### Nautica – 7 Jun 2014 – 10 Nights

Fly from London to Venice (overnight in port) - Koper Split - Kotor - Tirana (Durres) - Corfu - Taormina (Sicily) - Sorrento/Capri - Florence (Livorno) - Rome (Civitavecchia) - fly to London

**INCLUDES FREE GRATUITIES & FREE INTERNET** 

Inside from £1,839pp Ocean View from £1,989pp Veranda from £2,359pp Other airports available, call for details.

## GEMS OF ANTIQUITY

### Riviera – 29 Jul 2014 – 7 Nights

Fly from London to Athens (Piraeus) - Santorini Ephesus (Kusadasi) - Rhodes - Mykonos Kavala/Philippi - Istanbul (overnight in port) fly to London

INCLUDES FREE GRATUITIES

Ocean View from SOLD OUT Veranda from £1,485pp Penthouse Suite from £1,759pp Other airports available, call for details.

### ISLANDS & ICONS

### Riviera – 5 Aug 2014 – 10 Nights

Fly from London to Istanbul (overnight in port) Ephesus (Kusadasi) - Santorini - Zakynthos - Corfu Tirana - Kotor - Dubrovnik - Venice (overnight in port) fly to London

INCLUDES FREE GRATUITIES

Ocean View from SOLD OUT Veranda from £2,139pp Penthouse Suite from £2,529pp Other airports available, call for details.

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All prices are based on per person, are inclusive of tax and based double occupancy. Date refers to departure from UK. Shipboard Credit is per stateroom. Fares include overseas transfers. Prices correct at time of going to print. Offers expire 31 May 2014 E&OE

# Under the Spotlight

Wendy is the Customer Service Manager at Bolsover Cruise Club and amongst many other things, she is responsible for resolving any problems our clients may experience when booking their cruise holiday.



### Could you tell our readers a little bit about your role within Bolsover Cruise Club and the history you have with the company?

My role here at Bolsover Cruise Club is to oversee and manage any customer service issues. I have been with the company a long time and am still enjoying my role within the agency just as much as when I first started. I've seen a great deal of changes within the cruise industry during my time here and have had the pleasure of traveling with a wide variety of operators such as P&O Cruises, Royal Caribbean International and Cunard to more intimate, luxury cruise lines such as Hebridean Island Cruises. I am responsible for taking care of our clients and dealing with any pre or post cruise issues. I deal with any problems passengers may have encountered and endeavour as much as possible to ensure that a pleasing outcome is achieved. I am also



responsible for managing passenger upgrades and dealing with any potential complaints made. I believe Bolsover Cruise Club provides the highest level of customer service and our One2One service is unrivalled elsewhere in the industry. On the occasion that an issue does arise, it is my responsibility to step in and make sure that it is resolved satisfactory.

### Your role can be both challenging and rewarding, how does it compare with previous roles you've held in the organisation?

I really enjoy the variety in my current role and achieve a great level of personal satisfaction when I can help resolve clients problems and issues. My current role means I develop a more in depth relationship with clients and I feel that by helping them to the best of my ability, I am a core member in achieving our goal of providing excellent customer service. Whilst I have worked in other roles within the business prior to becoming Customer Service Manager, I do find this role more challenging. A certain level of pressure comes from working within this position but I find it greatly rewarding.

### You started on sales within the Reservations Department, what made you turn your attention to customer services?

I naturally developed into my current role as Customer Service Manager. Having previously worked in both sales and admin departments for Bolsover Cruise Club, I found that I had a genuine ability to resolve clients problems and overcome issues. It became a thoroughly enjoyably role for me. I will always go the extra mile to help our clients whenever I can. I am in a position where I am able to speak openly and honestly to clients in an attempt to achieve an outcome they are more than satisfied with.

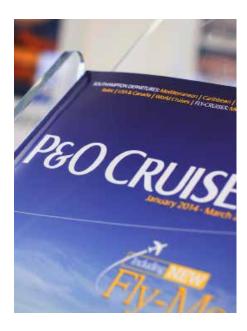
# P&O Cruises have recently made a significant change to their pricing policy structure, what is your take on the new policy and what has been the response from Bolsover Cruise Club clients?

I feel that the new P&O pricing strategy is definitely a step in the right direction. The old policy wasn't working in my opinion and it didn't always seem fair on passengers wishing to book early. The new policy is much fairer, clients have the decision in their own hands rather than being dictated to and that gives them much more freedom to choose the best offer for them. Now clients have the choice of the Select Price and the ability to choose dining preferences and their cabin number, as well as choose a benefit from on board credit, free parking or free coach. Alternatively, there are now two new fare options as well in the form Early Savers and Saver Fares. These fares provide the cruise at a lower cost but do not come with the added benefits and choice of the Select Price option. It now gives clients much more information in straightforward terms for them to make the best informed decision for them. The response from our clients so far has been very positive; P&O have clearly listened to their feedback and responded accordingly.

At the time this magazine is hitting



customer's doorsteps, the launch for the new 2015 itineraries will be upon us, can you give our clients a brief run down of the organisation required at launch time? Launch periods are always an incredibly busy time for us, we have a huge influx of calls as well as the thousands of people who have already marked their interest in the launch.



My sales staff begin by contacting all of the people who have registered an interest in the new itineraries and start to collect advanced registrations which can be on-going for 4 weeks. Advance registrations are the first stage of a confirmed booking, where we discuss all factors of the cruise with clients including departure dates, cabin choices and dining but do not confirm the booking until the sale date. We are very proud of our fantastic reputation for providing this pre-registration service. Closer to the launch, we collate our advanced bookings in order of registration and prepare for the big day. I am usually in charge of booking all of the disabled cabins over the phone with the operators. Our success at launch is always down to thorough organisation, and making sure we have all the correct information prior to the cruises going on sale.

### This year sees P&O Cruises operate fly cruises to the Mediterranean aboard Ventura, will you be tempted?

I'd love to go back on board Ventura and I would love to do a fly-cruise to the Mediterranean. I've cruised from Southampton with P&O many times but this is a great idea and factors like charter flights from regional airports are extremely attractive. For anyone that isn't sure, don't miss out because cruising in or out of Venice is unforgettable!

### You recently returned from a Caribbean cruise aboard P&O Cruises Ventura. Firstly did you enjoy your cruise? And how did it compare to previous cruises?

The ship is amazing and the staff were excellent throughout the cruise. We sampled each of the speciality restaurants on board and the food was brilliant. My husband thought the cruise was great, in fact one of the best we have been on. He, like myself, prefers a cruise rather than a land based holiday as we enjoy seeing a new place or different island each day so this suits us both perfectly. I often share my experiences with clients on my return and the one piece of advice I would give to our Cruise Club members is to buy a wine package if they like a tipple with dinner - we found this to be very cost effective. Having cruised with P&O before and having met Olly Smith here at Bolsover Cruise Club, I know the effort that goes into sourcing the wines on board and the packages offer a good selection and are excellent value.

### In this edition of the magazine we cover 'Cruise Fashion' and the changes in the dress code formats over the years. What is your opinion on the way cruise fashion is evolving?

When I first started working for Bolsover Cruise Club dress codes were very different from what they are now, not necessarily in formal style but in the amount of dress code variances. Everything was much more straightforward, there was one dining room on board, one dress code - formal and that was it. Nowadays things are drastically different and for me personally, much better. I think dress codes have evolved due to the difference in facilities and certainly dining choice on board. Modern day cruise ships have such a vast array of diverse dining options to choose from and the dress code often differs depending on where you wish to dine. Now, not only is there a choice for what cuisine you feel like each evening, you also have the freedom to decide whether you wish to dress up or would prefer a more casual night on board. This suits my husband and I perfectly. We like the freedom of choice and the diversity of modern day cruising.



# INTRODUCING THE SHIP THAT CHANGES EVERYTHING

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ANTHEM # SEAS



Anthem of the Seas<sup>55</sup> sailing from the UK in 2015

# **NEW ITINERARIES SAILING FRO**



### ROYAL EXPERIENCE PARIS & BRUGES

3-night cruise

DEPARTURE/RETURN PORT Southampton, UK

SAILING TO Bruges (Zeebrugge), Belgium; Paris (Le Havre), France

2015 DATES Apr 30; May 3; Aug 29; Oct 24 Provident in 24 Oct 2015 shilling.

FROM ONLY





14-night cruise

DEPARTURE/RETURN PORT Southampton, UK

SAILING TO Gibraltar, UK: Carlagena, Spain; Rome (Civitavecchia), Italy: Florence/Pisa (La Spezia), Italy: Provence (Marseilles), France; Seville (Cadiz), Spain; Lisbon, Portugat, Vigo, Spain

2015 DATES Jun 20; Jul 18; Aug 15; Sep 1 Prices based on 1 Sep 2005 saling.

FROM ONLY





### SPAIN & MED BEACHES

14-night cruise

DEPARTURE/RETURN PORT Southampton, UK

SAILING TO Gibraltar, UK: Málaga, Spain: Nice (Villefranche), France; Palma de Mallorca. Spain; Ibiza, Spain; Seville (Cadiz). Spain

2015 DATES Jul 4; Aug 1 Promibased on 4Jul 2015 saling.

### FROM ONLY



16 CONTACT YOUR CRUISE EXPERT BY PHONE 01246 819 819

\*Prices shown are per person and are based on two adults sharing an interior stateroom. Prices are inclusive of taxes but do not include gratuities. All itineraries, dates and pricing are correct at the time of going to print but are subject to availability and change.







### MED CITIES OF DISTINCTION

16-night cruise

DEPARTURE/RETURN PORT Southampton, UK

SAILING TO Gibraltar, UK; Barcelona, Spain: Nice (Villefranche), France; Rome (Chritavecchia). Italy: Florence/Pisa (La Spezia), Italy: Provence (Marselles), France: Malaga, Spain: Seville (Cadiz), Spain; Lisbon, Portugal

2015 DATE May 6

FROM ONLY



## HERE, ONE WORD SAYS IT ALL

## Allure of the Seas coming to the Med in 2015

### 7-night Western Med cruises

Let Allare gree Sease show you the Med in a whole new light, With this phenomenal ship as your guide, sail from vibrant Barcelona or historic Rome to a host of enticing ports of call. Breathe in fragrant lavender fields in Provence. Stroll along the iconic Ponte Vecchio in Florence. Imagine the ghosts of gladiators at Rome's ancient Colosseum. This really could be the start of a beautiful friendship.

### DEPARTURE/RETURN PORT

Barcelona, Spain

SAILING TO Palma de Mallorca, Spain: Provence (Marseilles), France; Florence/Pisa (La Spezia), Italy; Rome (Civitavecchia), Italy; Naples/Capri, Italy

2015 DATES May 24, 31 Jun 7, 14, 21, 28 Jul 5, 12, 19, 26 Aug 2, 9, 16, 23, 30 Sep 6, 13, 20, 27 Oct 4, 11, 18

5 night also available from Barcelona on the 19 May Prices based on 24 May 2015 sailing.

FLY/CRUISE FROM



CRUISE ONLY FROM



### 12-night Ocean Voyage

Make the most of everything Allure and Sous" has to offer on this ocean crossing. Kick back. relax and explore all the incredible onboard features, before a stop in bustling Málaga.

\* Sailing in reverse order Prices based on 19 Apr 2015 sailing.

### DEPARTURE/RETURN PORT

Rome (Civitavecchia), Italy

SAILING TO Naples/Capri, Italy; Barcelona, Spain; Palma de Mallorca, Spairc Provence (Marseilles). France: Florence/Pisa (La Spezia), Italy

2015 DATES May 21, 28 Jun 4, 11, 18, 25 Jul 2, 9, 16, 23. 30 Aug 6. 13. 20. 27 Sep 3. 10. 17. 24 Oct 1. 8. 15

3 night also available from Rome on the 22 Oct

Prices based on 21 May 2015 sailing. CRUISE ONLY FROM

FLY/CRUISE FROM



### DEPARTURE PORT

Fort Lauderdale, Florida SAILING TO Malaga, Spain: Barcelona, Spain 2015 DATE Apr 19 Oct 25\*

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FRANCE & SPAIN 7-night cruise only Adventure of the Secur €**499**\_

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ITALIAN MED 14-nigit cruise only Fadapendence of the Same £999.

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\*All prices include savings. Terms apply, see www.bolsovercruiseclub.com for details. Prices correct at time of going to print.



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# **Discovering** Northern Europe

Arguably the best way to visit Northern Europe, Scandinavia and the Baltic Capitals is on a Baltic Sea cruise, offering majestic views, vast contrast between the city and forests giving way to cascading waterfalls. Northern Europe is renowned worldwide for being home to some of the most spectacular scenery you could wish to see. The Baltic Sea measures around 634,000 square miles in total, and splashes up against the coastlines of Denmark, Estonia, Finland, Germany, Latvia, Lithuania, Poland, Sweden, and Russia. Connected to the North Sea by a series of man-made canals, travellers can opt to set sail straight from many UK ports, such as Southampton and Harwich, or choose a fly cruise, which minimises sea days.

The region is renowned for its Viking settlers. The Viking era certainly left its mark on the Baltic region, with many classic traits, in terms of architecture, lifestyle, and even genetics are still evident across Northern Europe. As the Vikings did, residents of the Baltic region thrive on ocean life. Fresh fish is plentiful in local restaurants and fishing boats can be seen moored in the marinas, ready to head out for the catch of the day.

By far one of the highlights of a Baltic Sea cruise is the chance to visit St Petersburg, Russia. Access to Russia from the west is notoriously difficult, with complicated and costly visas required to enter the country. However, cruise passengers don't need to worry about this, and can visit the beautiful country without a visa as long as they are a part of an organised excursion, making a cruise here even more attractive.

As with the British weather, there is no such thing as a typical summer in the Baltic region. Roughly 45 percent of the Baltic Sea freezes each winter, with the thickest ice occurring between February and March, so the typical Baltic cruising season tends to run between May and September, when conditions are at their best. However, the best time to travel is certainly up for debate. In the spring, the snow and ice begin to melt, fuelling the waterfalls and making them all the more spectacular. In midsummer, the days are long, not setting until the early hours, while late summer tends to bring the most pleasant sailing conditions





### St. Petersburg

Cruises to St. Petersburg will usually dock overnight; after all the jewel in the Baltic's crown deserves no less. Here on the broad banks of the River Neva and in the magnificent palaces and churches which characterise the city's skyline - you will find Russia at its most dramatic, flamboyant and captivating. Put the Hermitage Museum right at the top of your St. Petersburg cruise sightseeing list; its magnificent buildings and palaces contain the world's most comprehensive collection of art and sculpture, including works by Leonardo da Vinci, Gaugin, Rembrandt and Matisse. Other highlights of all St. Petersburg include the Yusupov Palace; Catherine the Great's palace (with its breathtaking 978foot white, gold and blue façade); St Isaac's Cathedral; the onionspired Church of Spilled Blood and the battleship Aurora, whose guns signalled the start of the Russian Revolution.

### Stockholm

One of the most beautiful cities in Scandinavia is Sweden's capital and cruise port, Stockholm – where the Baltic meets Lake Malaren. The port is approached through a chain of 14 islands and a myriad of small islets set in sparkling seas. The heart of this famous city is its medieval quarter, Gamla Stan, which dates from the 13th Century. Here you can stroll through narrow cobbled streets lined with quirky shops and atmospheric cafés. Explore the spooky Gothic cathedral of Storkyran, discover the elaborate 17th Century Nessin Palace and visit Sweden's oldest museum, the Livrustkammaren – home to five centuries' worth of royal carriages, clothes and weaponry (its most unusual exhibit is Streiff - the stuffed stallion which once carried King Gustav II into battle).

### Copenhagen

Wonderful Copenhagen was the adopted home of Hans Christian Andersen - commemorated in the waterfront sculpture of his Little Mermaid. Visit the delightful Tivoli Gardens, where you can soar above the city in a hot air balloon suspended from a Ferris wheel. Stroll down leafy byways as dusk falls and hundreds of lights twinkle through the trees or in the shops and cafés of Stroget, Europe's longest pedestrianised shopping street. You will find fascinating history at the magnificent Christiansborg Palace, the National Museum - home to fascinating Viking relics – and at Kronberg Castle – the former Elsinore of Shakespeare's 'Hamlet'.

### Helsinki

Helsinki, the Finnish capital, retains its nautical feel with many sailing events during the summer. Exploring the fascinating sights of Helsinki, you will discover the city is also the country's main cultural focus, offering dance, ballet, opera, and other festivals. Highlights of cruises to Helsinki include the traditional Finnish building in the Senate Square and North Harbour as well as the striking onion-shaped cupolas of the Uspensky Cathedral. Helsinki is a compact city - 'a pocket-sized metropolis', as it was once described – so it is easy to get around, especially in the historical centre. After months of dark and cold winters it is hardly surprising that the Finns pull out all the stops to celebrate the genuine warmth of their summers with outdoor events all around the city such as the Coming of Spring, Midsummer, the Helsinki Festival, and the Annual Night of the Arts.



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### We speak to the UK Managing Director of Princess Cruises

# Paul Ludlow

Princess Cruises first set sail in 1965 with a single ship cruising to Mexico. Today, the line has grown to become the third largest cruise line in the world, renowned for innovative ships and exceptional customer service. A recognised leader in worldwide cruising, Princess Cruises offers approximately 1.7 million passengers each year the opportunity to escape to top destinations around the globe.

\_\_\_\_\_

Firstly Paul, we'd like to congratulate you on your new role, as well as Managing Director for Princess Cruises UK, we understand you will now take on the role of Europe MD? Many thanks and that's right, I'm now Managing Director for UK and Europe. So I'll be leading our passenger sales efforts both domestically and across 16 European offices encompassing countries including Ireland, Spain and Italy.

Overseeing 16 European offices must be a challenging task, how are you settling into your new role? Thanks to the strengths of our European team I'm settling in very well. Things will certainly be challenging, but more than anything it's an incredibly exciting time for us as we look to continue our growth.

What do you think of our 'Into The Blue' magazine so far? It's great. Easy on the eye and a nice mix of advice and information. Keep up the good work – just make sure you include as much on Princess Cruises as possible!

Since the line's beginnings, Princess has frequently paved the way in the cruise industry, evolving to meet the needs of the modern day traveller, how would you describe the Princess Cruises experience for a first time cruiser? We offer comfortable, relaxed cruises to an unbeatable amount of destinations. I think the outstanding on board service we offer, and the range and quality of food, give us an additional wow factor for firsttimers.

2013 was an exciting year for Princess with the arrival of Royal Princess and Regal Princess will make her debut this year, what can we expect from the newest member of the fleet? Regal Princess will accommodate the same amount of passengers as Royal Princess – 3,600 – but there will be a couple of additions in response to passenger

PRINCESS CRUISES

come back new

24

feedback. Regal Princess sets sail in the summer and will be based in the Mediterranean and Caribbean this year – she's booking up fast so don't miss out!

You've been with Carnival UK for many years now and overseen many changes to the Princess Cruises brand, what do you think sets Princess apart? For me two things that stand out - our outstanding customer service and the range of activities and destinations we offer. We go to an unrivalled amount of destinations, meaning there's always somewhere new for you to visit and explore. At the same time there's something on board for everyone. Passengers are often amazed at just how welcoming everyone is, whether this is the first time they're travelling with us or have sailed many times previously.

Princess has recently launched their most extensive marketing campaign ever in the form of the "Come Back New" message, can you tell us a little more about it? The introduction of 'Come Back New' further emphasises that our service is designed to rejuvenate and enrich passengers. We want our guests to immediately think of us when they are looking to embrace something new, both on board and ashore through the destination choice we offer our passengers. Princess Cruises offers cruise holidays to help people come back new, providing fresh perspective by connecting them with nature, cultures and loved ones in a new way.

With so much competition within the cruise industry at the moment, was the campaign derived to boost the points of differentiation between Princess Cruises and rival brands? In a travel industry where holidaymakers have so many options it is important for us to stand out in the crowd. We know the fantastic experiences we offer on board our ships, and in the destinations we visit,

We'd like to wish Paul good luck with his exciting new role at Princess Cruises. And many thanks for taking the time to answer our questions. and this campaign was designed to highlight these to both travel agents and consumers.

The new itineraries have been launched and 2015/2016 sailings are on sale now, what are your favourite highlights amongst the new Princess Cruises calendar? We have more air cities to join our ships on a fly cruise and six ships will be cruising in Europe, making 150 departures and visiting over 120 destinations. European cruises are booming in popularity and as such we've provided something for everyone.

The return of Royal Princess will be a special moment, as it is the first time she will be deployed from these shores after being launched by HRH the Duchess of Cambridge. It is particularly fitting that Royal Princess will sail roundtrips of the UK, as it will give people across the country the opportunity to welcome a ship that was so warmly received here last year.

Princess Cruises has also announced that an 'all inclusive' package will be available on ten sailings in the Mediterranean and Northern Europe on board Caribbean Princess.

In addition there is a reduced deposit of £99 per person on all Europe cruises.

**Do you yourself have any plans for cruising in 2014?** I can't wait to step on board Emerald Princess in Southampton this summer and visit the Baltic. Departing from my home town means my holiday starts straight away and, more importantly, my wife can take as much luggage as she wants...

We've seen so much from Princess Cruises over the years. Exciting innovations, great itineraries and a fantastic choice of dining venues on board, where next for this world renowned cruise line? Princess Cruises moving forward will continue to offer excellent service to our passengers while seeking out new destinations for them to explore and different cruise options for them to maximise their precious time away.

We will carry on evolving our brand and being the 'quiet innovator' to ensure our passengers... well... come back new!



Enjoy the most inclusive luxury cruise experience. This is cruising as it was meant to be — a world where everything is included, without exception and without compromise. Personal service soars into the sublime aboard elegant ships, liberating you to follow your heart, fulfil your desires, and explore exciting new places in complete and absolute comfort. Expect gratifying luxuries. Anticipate the world's most exotic destinations. Indulge in worldclass cuisine. Trust that your voyage will be enlightening in ways you never imagined. Regent Seven Seas Cruises promises an extraordinary experience.

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### Mysteries of the Baltic Seven Seas Voyager - 14 Jun 14 - 7 nights

Fly UK to Stockholm - Helsinki - St Petersburg (2 days) Tallinn - Warnemunde (Berlin) - Copenhagen fly to UK

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Choose from 33 free shore excursions. Free business class air for penthouse grades & above



### Mediterranean Seven Seas Mariner - 29 Jun 14 - 10 nights

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Fares from £3,799pp Choose from 48 free shore excursions Free business class air for penthouse grades & above



Alaska Seven Seas Navigator - 20 Aug 14 1 night pre cruise hotel & 12 night cruise

Fly UK to Vancouver - Cruise Inside Passage Ketchikan - Hoonah (Icy Strait) - Skagway - Juneau Cruise Hubbard Glacier - Sitka - Victoria (Canada) Astoria (USA), San Francisco - fly to UK

Fares from £4,199pp Choose from 40 free shore excursions.



### Mediterranean & Red Sea Seven Seas Voyager - 31 Oct 14 - 21 nights

Fly UK to Istanbul - Kavala - Kusadasi (Ephesus) Patmos - Haifa (Jerusalem - 3 days) - Transit Suez Canal - Aqaba (Petra - 2 days) - Salalah (Oman) Muscat - Fujairah - Abu Dhabi - Dubai - fly to UK

Fares from £5,999pp Choose from 47 free shore excursions Free business class for penthouse grades & above

\*Only available in Concierge Suites and above or on selected cruises where a overnight stay is required.

### WWW.BOLSOVERCRUISECLUB.COM / WWW.CRUISECLUBFORUM.COM 25



Visit up to nine of the Mediterranean's finest destinations on a 14 night fly-cruise holiday (or four in 7 nights). Saling March-October 2014.

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### When it comes to the Med, it can be hard to choose where your next holiday should lead you.

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Well, choose a REO Crusses holder with Vencus and you need not weigh up the process of consistent... you can with them all, and a few more channed dectations better



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# 2015 THE BIGGEST AND BEST YET FOR P&O CRUISES

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### **P&O CRUISES**

P&O Cruises have unveiled their best line-up yet of speciality dining rooms and celebrity chefs. There has been a longstanding relationship between the cruise line and their big name chefs but Britannia will take dining to the next level.

## Make a toast in Olly Smith's Glass House

Enthusiastic, award winning wine expert and self-proclaimed foodie, Olly Smith is known for his exuberant TV appearances and writes a weekly wine column for The Mail on Sunday.

This stylish, relaxed restaurant and bar offers an informal menu of steak and seafood. With wines by the glass, find the perfect match for each course and drink in those sea views!

### Feel a little moreish at Eric Lanlard's Market Cafe

Master Pâtissier, Eric Lanlard has long wowed the culinary world with his passion for baking. And now he's bringing his expertise to the Market Café and Britannia's afternoon tea experience!

Is it foodie heaven or a foodie haven? Both! With French-style patisserie by Eric Lanlard plus fine cheeses, antipasto, charcuterie, tapas and speciality breads temptation shouldn't be resisted.



### Hit the kitchen with James Martin's Cookery Club

Yorkshire-born James became a Head Chef at the tender age of 22! Now one of the nation's best-loved chefs, he has a passion for hearty British cooking. We're turning up the heat, bringing you the chance to learn from James and our other Food Heroes during a range of 2 hour cookery classes.

Now we're cooking... A deliciously unique innovation, you can create your very own culinary masterpieces here under the guidance of the best in the business.

### Select dining at Atul Kochhar's Sindhu

Twice Michelin starred chef Atul Kochhar draws inspiration from his native India. Combining a love of spices with a passion for British ingredients he is famed for his innovative Indian cuisine.

An emerging P&O Cruises signature restaurant, Sindhu brings you fine dining Indian style, courtesy of 'Master of Spices', Atul Kochhar. The Sindu can also be found on P&O Cruises Azura and Ventura.

### Evenings like no other, thanks to Marco Pierre White

Known for his uncompromising attitude, passion for cuisine and dark brooding looks, Marco was the youngest chef to ever achieve 3 Michelin stars. Today his restaurant empire includes some of England's finest restaurants.

Gala Evenings have never been so special! Marco Pierre White has created several dishes to feature on our Gala menus in the main restaurants.



# 2015 RIVER CRUISES NOW ON SALE SAVE £1,000 PER PERSON

As the world's leading river cruise line, Viking offers a feritastic choice of journeys across Europe, Ruuse and Asia. With implining distinctions, ecceptional accommodation, fabricus food and superb renvice, you'll enjoy a very special cruise at a great-value price. Sell alongside sturming, over-theoging facetery into the heart of historic class and towns – wery day to trigs dozens of new discoverse.



### ROMANTIC DAMURS Bidays, 6 guided tours March - December 2015

Medievalitowns, gastroundites, anderst abbeys, spectracellar river-garges and solleys – call from Ruckspect to Nuternberg on a crule you will love.

### BHENE DISCOVERY 8 days, 6 guided toars March - December 2016

Rom Amsterdam to Basel, sail the basuiful Rhine on an incredble B-day journey, taking in Natoric dites, charming villages and sturning scenery.

### DOURO, NIVER OF GOLD 10 days, 8 ga bled tours March - December 2016

Enjoy two rights in Libbon and call the Douro for 7 nights from Porto. Discover historic cities, we dant virwy ards and charming villages.

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Two stunning small ships, Seabourn Quest & Seabourn Legend will cruise Northern Europe from May until August 2014, offering long days and overnight stays in beautiful Baltic cities, stunning Fjord and North Cape scenery as well as unusual destinations such as Gdansk in Poland, Klaipeda in Lithuania and the chance to cruise the serene Kiel Canal. And as always with Seabourn, you will enjoy:

- Spacious all-suite accommodations
- Complimentary champagne and in-suite bar
- Complimentary open bars and fine wines
- Award-winning gourmet dining and more
- Tipping neither required nor expected, service simply to delight

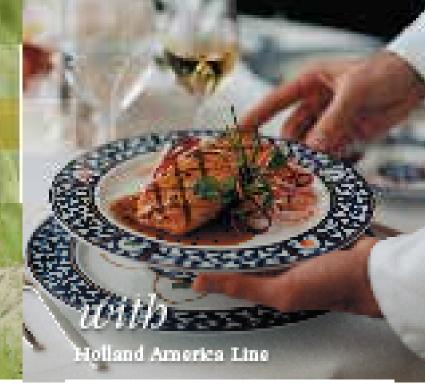
### Seabourn offers the ultimate Northern Europe all inclusive, all-suite experience

SHIP	DATE 2014	DAYS	PORTS OF CALL	PRICE
Seabourn Legend	29 May	15	Baitic Gems & Russia London (Tower Bridge), Kiel Canal transit, Ronne, Gdansk, Klaipeda, Msby, St Petersburg (overnight), Stockholm	From £2,799pp Cruise Only
Seabourn Quest	25* May, 15~, 22, 29~ Jun, 6 Jul	7	The Baitic & St Petersburg Stockholm, Tallinn, St Petersburg (2 nights), Helsinki, Copenhagen (or reverse~)	From £1,999pp Cruise Only
Seabourn Quest	ב jun*, בן jul	14	The Majestic Fjords & North Cape Copenhagen, Flam, Alesund, Svolvaer (Lofoten), Tromso, Honningsvag (North Cape), Olden, Bergen, Stavanger, Copenhagen	From £4,499pp Cruise Only
Seabourn Quest	27 jul	12	Baltic Gems & Low Countries Copenhagen, Tallinn, St Petersburg (overnight), Kalmar, Copenhagen, Kiel Canal transit, Amsterdam (overnight), Gent, Dover	From £3,999pp Cruise Only

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### discover

the World's most extraordinary places in 2014 & 2015



### Africa Exploration Ma Rotterdam - 28 Sep 2016 69 Nights

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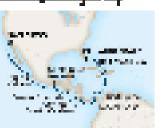




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## NCL NORWEGIAN CRUISE LINE®

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Norwegian Cruise Line brings you a whole world of choices on board and ashore. And our unique Freestyle Cruising® gives you the freedom and flexibility to enjoy and experience it all however you choose. Dine like no one's ever dined at sea before, play all day and party all night and take in mind-blowing, world-class entertainment.

### EASTERN CARIBBEAN

NORWEGIAN GETAWAY • 7-NIGHT CRUISE

2014 BK Departures: Wackly salings from Feb 7 to Dec 26 2015 BK Departures: Waskly salings from Im 7 to Apr 17

### Ship sails next day.

### YOUR FLY-CRUISE OPTION

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Price based on 3 May 2014 departure with flights from Heathrow. Other airports available?

### CRUISE ONLY FROM **E439**PP FLY-CRUISE FROM **E1383**PP

### SOUTHERN CARIBBEAN

NORWEGIAN BREAKAWAY \* 12-NIGHT CRUISE 2015 UK Departures: Jun 3, 17, 31 Ship sals next day

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Price based on 4 Jan 2015 departure with flights from Heathrow. Other airports available

CRUISE ONLY FROM **£999**PP

FLY-CRUISE FROM **£1912**PP

### WESTERN MEDITERRANEAN

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NORWEGIAN EPIC + 7-NIGHT CRUISE

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Price based on 5 Oct 2014 departure with flights from Glasgow. Other airports available\*



# THE HAVEN BY NORWEGIAN®



Hidden away at the top of the ship is an exclusive place reserved for a privileged few. It is home to our most luxurious, well-appointed and spacious accommodation. Contemporary elegance, personalised service and privacy combine to create a unique cruising experience. We call it The Haven by Norwegian®. You'll call it pure paradise.





### **THE HAVEN COURTYARD**

The Haven Courtyard is the focal point of this keycard-access complex. Here you can spend your sea days relaxing, dining and enjoying exquisite privacy. You'll discover two levels of private beach club ambience with a sundeck and comfortable loungers,swimming pool, hot tubs, fitness room and sauna. And, of course, when you want a change of pace, you have easy access to everything else your ship offers.



### **DINING IN THE HAVEN**

What's your pleasure? Guests of The Haven aboard our three newest ships can indulge in the private dining experience of The Haven Restaurant and dine in-suite with butler and white tablecloth service. Or have a night 'on the town' and ask your concierge to make preferred reservations at one of our awardwinning speciality restaurants. For something more casual, enjoy dining in our main dining rooms, grills and cafés.



### HAVEN ACCOMMODATION

'Spaciousness' doesn't quite do justice to the openness and upscale design of your Suite. Think 'modern luxury hotel meets the sea' and picture the stylish, contemporary décor, the dramatic floor-to-ceiling windows, and oversized, beautifully appointed bathrooms. Choose from The Haven Deluxe Owner's Suites, Penthouses, Family Villas and Spa Suites and you'll discover everything a luxury holiday should be and more.

### 24 HOUR CERTIFIED BUTLER SERVICE

Our butlers are trained and certified by the International Institute of Modern Butlers to offer the highest level of personalised service 24/7.

### RAISE A TOAST TO THE HAVEN

During your cruise you will be invited to an exclusive cocktail party. Hosted by the ship's officers, socialise with them and other Haven guests.

### THE BLISS COLLECTION BY NORWEGIAN

Pillow top mattresses, fine bed linens, feather duvets and a pillow menu will help you drift off into comfortable sleep and wake up truly refreshed.

### PRIORITY EMBARKATION AND DISEMBARKATION

Priority embarkation and disembarkation along with priority tender tickets at anchor ports ensure an effortless transition.

# DRESS TO INDRESS

There are very few issues in the cruising world that create so much confusion or contention than what to wear. As such we hope we can help narrow things down for you and make planning for your cruise much easier. Cruising has become much more diverse over the years and so have the dress codes on board. Traditionally cruising was far more formal than it is today. Although formal dress codes still apply, the style in which it is enforced has altered and has become more relaxed over the years. This has often been to ensure all guests feel like they are actually on holiday.

After all a cruise is designed to be a luxury holiday experience not a chore and the last thing cruise lines want to do is make you feel uncomfortable. It is for this reason that dress codes have become so diverse over the years, with many different options available enabling passengers to choose the right cruise line for them.

We will start with the traditional dress code that still remain on board many cruise lines today. These are Elegant Casual, Semi-Formal and Formal. Even though such styles are considered universal throughout many cruise operators, you will still find that certain cruise lines have their own take on these specific arrangements including participate in the formal dress code. Often cruise lines such as P&O Cruises offer the buffet restaurant as an alternative dining venue for the evening that does not apply such strict dress codes and this can be an alternative option to wearing formal dress to attend the main dining rooms.

Once upon a time, it was not so difficult or complicated to plan for a cruise. Formal dress was simply required each and every night after 6pm. It was not until more recent times when the advent of modern cruising began to really take shape that dress codes on board altered, and once the 21st century arrived, cruise lines relaxed dress codes a little more, making the rules only applicable



different titles; P&O Cruises for example now refer to them as Black Tie, Smart - Jacket Required and Evening Casual. Cunard are a prime example of cruise lines creating differentiation within the dress codes. Elegant Casual dress aboard Cunard ships is different to that aboard P&O Cruises or Royal Caribbean ships for example. With Cunard, Elegant Casual requires a jacket but not tie for gentlemen and a dress, skirt or trousers for women. On board a P&O cruise this dress code would not require a jacket, simply a collared shirt of some form and trousers for gentlemen but with the same dress code for ladies. Semi-Formal dress usually means jacket and tie for the men and cocktail dress or trouser suit for women. Formal attire includes black tie or a formal dark suit for men and evening dresses for women. These dress codes apply to specific public areas on board during the evening. There is however, an escape route should you not wish to

to the main dining rooms and certain public areas rather than all areas on board.

Norwegian Cruise Line was one of the first cruise operators to pioneer a new style of cruising, known as 'Freestyle Cruising'. This initiative offered passengers a more casual approach to cruising. The concept was all about simply doing as you please, designed to offer complete relaxation. Norwegian Cruise Line's message is that if you wish to dress up then great but if not, there is no need to worry. Only simple dress codes applied such as no shorts or t-shirts in the main dining rooms and public areas after a certain time.

This sweeping change made other cruise lines wary as to whether they should follow suit or stick with their original dress code. Passengers became a little more confused on what was considered acceptable. It took time to settle down again but since then cruise lines have now made a clear point



of ensuring all passengers are aware of the dress codes that will apply on board. P&O Cruises, along with many other cruise lines, advise guests prior to sailing how many formal nights there will be on the cruise and when they will be, also if any specific theme nights will be held on board.

The diversity in dress codes was then applied to certain luxury cruise lines. Seabourn, Azamara Club Cruises and Oceania Cruises are three perfect examples of this. Whilst still enforcing certain restrictions, especially during the evenings, these cruise lines have emphasised the importance of being able to relax and unwind on holiday. They provide luxury, six star experiences to passengers but without the obligation of formal dress codes.

Cruise fashion has changed dramatically over time. What was once a factor dictated by the cruise line has now become much more open to interpretation and allows passengers more flexibility when deciding what to wear. It may seem confusing now but it doesn't have to be. As long as you take in the pre-cruise information that all cruise lines now provide, or take advantage of the advice our cruise experts provide, you'll be fine. It's all about finding the right cruise for you and ensuring that you're comfortable and happy.

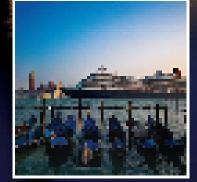


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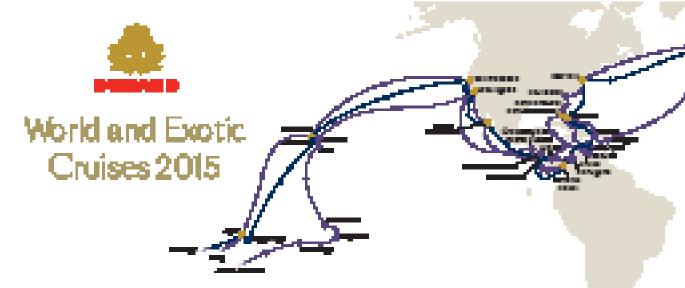
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# **Relaxation**Areas at Sea

Fully equipped on board spas and relaxation areas are integral parts of any cruise. Whether it's a chilly sea day in Scandinavia or after a busy day exploring the cities of the Mediterranean, an hour or two being pampered head to toe can be just what you need. Wondering which cruise ships boast the best spas at sea? Here are six indulgent areas for relaxation that we really think are worthy of a mention:



#### Canyon Ranch Spa Oceania Cruises, Regent Seven Seas Cunard Line & Celebrity Cruises

Canyon Ranch Spa is based in Tucson, Arizona, and operates a number of luxurious spas at sea on some of the world's most magnificent cruise ships. One of the most popular facilities at a Canyon Ranch Spa is the thalassotherapy pool which offers bathing experiences in mineral-rich waters designed to cleanse the body and create a mild detoxifying effect. Currently, Canyon Ranch Spa can be found on Regent Seven Seas' Voyager, Mariner, and Navigator, and Oceania Cruises' Regatta, Nautica, Marina, and Riviera. The largest of the spas, covering 20,000 square feet, is on board Cunard's Queen Mary 2. Recently Celebrity Cruises announced that their AquaSpas will be replaced by Canyon Ranch Spas, with Celebrity Century being the first to boast these prestigious facilities in March 2014.

### 2 AquaClass Staterooms **Celebrity Cruises**

This listing is a little bit different, in that AquaClass staterooms aren't exactly a spa, but more of a personal extension of the spa facilities on board Celebrity Cruises. While the AquaClass Spa is due to be replaced with Canyon Ranch branding, the AquaClass staterooms will remain on Celebrity Cruises Solstice Class ships. AquaClass staterooms include all the amazing amenities you'd find in standard cabins on board Celebrity Cruises ships, along with some added benefits including an aromatherapy diffuser, pillow menu and upgraded toiletries. In addition to the spa-like features included in the AquaClass staterooms, guests will be offered a personal spa concierge, access to a private relaxation room, and the opportunity to dine in the Blu Restaurant, offering a wide range of healthy choice options to complement the wellbeing conscious.

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#### Lotus Spa Princess Cruises

3

The Lotus Spa is incredibly popular as it offers both standard spa treatments and those that are more advanced. For example, facials, stone massages, and body wraps are on the menu, along with acupuncture, Botox, and Perlane treatments for tackling imbedded laughter lines. The Lotus Spa is closely associated with on board fitness facilities, providing personalised fitness programmes consisting of core, balance, and strength workouts. The Lotus Spa features on all vessels operated by Princess Cruises, including the two smaller ships, Ocean Princess and Pacific Princess. The spa often combines perfectly with the excellent Princess Cruises Sanctuary, the perfect place to relax and unwind on board. The Sanctuary offers an adult only area for pure indulgence.

## 4 Vitality @ Sea Royal Caribbean International

The Vitality Spa is provided by Steiner Leisure - an experienced company that offer health and relaxation services all around the world in cruise ships, aeroplanes, and in luxurious 5\* resorts. With the introduction of new ships in the near future, Vitality Spa is expected to become bigger and better than ever before. Currently, Vitality Spa offers thermal pools, relaxation rooms, and treatment rooms offering a range of massages, facials, and hot stone treatments for ultimate pampering. With Quantum of the Seas and Anthem of the Seas to set sail in 2014 and 2015 respectively, Vitality Spa is dedicated to providing new and improved facilities that will make these ships even more impressive. These facilities will include the world's first 'technogym', a FlyWheel cycling studio, and more treatment rooms than ever before.

5





#### Mandara Spa Norwegian Cruise Line

Mandara Spa is a huge, global company providing spas not only at sea, but around the world, at opulent holiday resorts everywhere from the Caribbean to the United States and United Arab Emirates. Mandara Spa adapts their treatments to specifically suit cruise passengers. At sea, Mandara Spa boasts between three and eleven treatment rooms per ship, as well as a number of steam rooms and saunas. Mandara Spa use Elemis products in their on board spas, meaning passengers can recreate the luxurious experience at home and enjoy the aspects of the spa even once the voyage is over.Mandara Spa facilities are available on all ships within the Norwegian Cruise Line fleet, including the newest ships - Norwegian Breakaway and Norwegian Getaway. The spas combine with Norwegian Cruise Line's 'The Haven' concept, a venue designed to perfection for ultimate relaxation.

### 6 Oasis Spa & The Retreat P&O Cruises

Let your worries dissolve as The Oasis Spa cultivates your entire being with opulent spatherapies and state-of-the-art facilities that nurture mind and body to leave you feeling energised and revitalised. Think of the Oasis Spa as your personal sanctuary, your very own respite. Whether you choose to enjoy a treatment or two or just relax in the rejuvenating surroundings, we promise you will emerge rejuvenated and renewed. Popular features include the beautiful Relaxation Lounge, Thermal Suite, Scrub Bar Experience, Hydro-Pool and of course the hugely popular Retreat. Available on Azura and Ventura, The Retreat is an exclusive child-free space. Here you can relax in solitude or with a friend. Dip in the private pool and let all worries dissolve. You can bring a book or you can also opt for one of the al fresco spa treatments in a private cabana.





# Soak up the Caribbean sunshine and enjoy the stunning scenery whilst on board MSC Divina.

MSC Divina now cruises twelve months of the year around the Caribbean Islands. Part of the Fantasia class, MSC Divina boasts luxurious designer suites, an adult-only sun deck, an infinity pool and the exclusive MSC Yacht Club, which hosts a suite designed by the Godmother of all our ships, Sofia Loren. With a 4D cinema, mini 10-pin bowling, Formula 1 simulator and teen disco also on board, both kids and adults are catered for.

Along with her Fantasia class sister ships, MSC Divina features the MSC Yacht Club. A ship within a ship, the MSC Yacht Club is the height of luxury with a 24-hour personal butler and concierge, an exclusive sun-deck offering whirlpool baths, a pool and a well-stocked bar and an elegant Top Sail Lounge dedicated to MSC Yacht Club guests.

#### Caribbean

**MSC Divina - 11 Oct 2014 - 14 Nights** British Airways flights from Heathrow to Miami, Falmouth, Georgetown, Cozumel, Great Stirrup Cay, Miami, Philipsburg, San Juan, Great Stirrup Cay, Miami, fly to Heathrow Inside from: £1389pp Outside from: £1439pp Balcony from: £1639pp Aurea Spa Suite from: £2139pp MSC Yacht Club from: £2639pp









#### More 2014 MSC cruises:



#### Mediterranean

MSC Preziosa - 20 Sep 2014 - 7 Nights Fly from UK to Venice, Bari, Katakolon, Izmir, Istanbul, Dubrovnik, Venice, fly to UK Inside from: £849pp | Outside from: £929pp | Balcony from: £1199pp



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#### Dubai & the Emirates MSC Orchestra - 13 Dec 2014 - 8 Nights

Fly from your local airport with Emirates to Dubai, Abu Dhabi, Khor al Fakkan, Muscat, Khasab, Dubai (overnight), fly to UK Inside from: **£859pp** | Outside from: **£959pp** | Balcony from: **£1059pp** 



#### **Complimentary Cheers! Package\***

Cheers! Adult and Child packages are available on selected departures (Mediterranean, Northern Europe, Red Sea, Caribbean, South America, outbound Grand Cruises and returning Grand Cruises except those from South Africa).

#### **Cheers! Adult Package**

Unlimited wine (choice of 2 whites, 2 reds and 1 rosé), draught beer, soft drinks and mineral water during lunch and dinner.

#### **Cheers! Child Package**

Unlimited soft drinks and mineral water during lunch and dinner.

#### \*The Cheers! package applies to the first 2 adults on the booking on selected departures only. This offer is subject to availability but can be withdrawn at any time.

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East London - the Buffalo City, Port Elizabeth - the Friendly City, Cape Town the Mother City, multi-cultural Durban and vibrant Richards Bay - South Africa's very own Big 5? The 'Rainbow Nation' promises cosmopolitan coastal cities, vast rolling savannah safaris, beantiful ratural wonders and historic tribal lands. Dovetailed in the mix, Maputo melds Africa with Mazambique's rich Portuguese heritage.

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- Cape Town an incredibly beautiful city on one of the world's most beautiful capes
- Authentic African lifestyle in the fascinating capital of Mozambique

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## DID YOU KNOW?

# AT ANY GIVEN TIME, THERE ARE AROUND 2,000 SHIPS AT SEA IN THE BALTIC. THE BALTIC HAS SOME OF THE BUSIEST SHIPPING ROUTES IN THE WORLD

#### VISIT PAGE 20 TO FIND OUT MORE ABOUT NORTHERN FUROPE

Spring has arrived and the flowers are in bloom, hopefully the weather will begin to flourish and we can all look forward to a great summer. We hope you've enjoyed the spring edition of our 'Into The Blue' magazine and once again wish to thank all our readers for your continued positive feedback and support. Sharing as much information as possible with our customers is vital to our objective when producing this magazine. We create each page with you in mind, to provide a detailed insight into the world of cruising, the latest cruise news and all the latest exciting offers available for the year ahead. Our longstanding successful relationship with operators is testament to our experience and expertise, and it is our pleasure to continue sharing the benefits of this with you.

Whether you are considering a cruise for the very first time or a seasoned sailer, our expert cruise consultants are carefully selected and trained to the highest standard to ensure we answer any question you may have. The eclectic mix of cruise lines continues to cover a wide range of exciting news and innovative attractions. From Royal Caribbean's Anthem of the Seas and Allure of the Seas coming to Europe to the arrival of P&O Cruises' Britannia, we bring you front-line exclusive updates. At Bolsover Cruise Club we are always on hand to offer any help or advice you may need. Thank you for reading this edition and we look forward to hearing from you soon.



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