INTOTHEBLUE

brought to you by Bolsover Cruise Club

Autumn 2014 Edition 6



Welcome to the 2014 autumn edition

With summer now firmly behind us, I am sure you will agree, it's been one of the most pleasant from a weather perspective for a number of years. Here at Bolsover Cruise Club and The Cruise Holiday Shop it has been a busy summer, recording increased forward sales for both the summer 2015 season and the newly released 2016 World Cruise programmes. There is clear evidence that confidence is very much on the increase; perhaps due to the green shoots of recovery in the country generally, coupled with some very attractive early booking offers from the major cruise lines.

The Cruise Holiday Shop continues to go from strength to strength and it's great to see not only new customers booking with us for the first time, but also our existing Cruise Club members taking advantage of its accessibility in the Meadowhall Shopping Centre, coupled with longer opening hours. Please do drop in and say hello if you are in Meadowhall; the unit is located on the main upper arcade near customer services and the main central entrance.

In this edition we have included an infographic of our company which we have released into social media. "What is an infographic", I hear you say and, to be honest, until recently it is not a term I was particularly familiar with. It is a graphic visual representation of information, data or knowledge intended to present complex information quickly and clearly. Our infograhic is a light hearted look at our business and I do hope you will find this interesting. For instance, you will see that our staff have collectively cruised for 8903 nights (and counting); that's a staggering 24 years of cruising experience and I'm sure you will agree that's an amazing wealth of knowledge!

We also feature a blog from Andy who works in our marketing department. Andy has roots in the travel industry and first cruised back in 1994. He has not cruised since until recently and this is a very interesting daily blog that follows his family's progress around the Mediterranean on Ventura with P&O Cruises.

The usual 'destination highlight' features the Far East. It has always been a popular choice for those looking for a fly cruise with a different cultural flavour and, of course, it is included in many of the world cruise itineraries. This is particularly relevant with 2016 world cruise itineraries now being available to book

In this edition our staff feature looks at the day to day work of Sarah, who looks after our sales training. We take training very seriously with all new sales consultants undergoing extensive coaching under the supervision of Sarah. It's an opportunity to take a glimpse at just a small part of our behind the scenes operational support.

I do hope you enjoy reading this latest edition and look forward to being of service to you.

Yours sincerely

Michael WilsonManaging Director















Inside this edition

- **04.** Breaking Cruise News
- **06.** P&O Cruises Winter Sunshine
- **08.** History Of Bolsover Cruise Club
- 10. The Anatomy Of Bolsover Cruise Club
- **12.** Royal Caribbean Here's One Word That Says It All
- **14.** An Interview With Sarah Our Training & Recruitment Team Leader
- **16.** Destination Guide Far East
- **18.** P&O Cruises World Journeys 2016
- **20.** Cunard World Voyages 2016
- **22.** Silversea Sailing Ancient Seas
- **23.** MSC Cruises Escape To The Sun This Winter
- 24. Azamara Club Cruises 2015 & 2016 Destination Collection
- **25.** Eavesway Travel The Best Way To Reach Your Port
- **26.** Staff Cruise Review Ventura... ing Around The Med
- **30.** Celebrity Cruises Transatlantic Sailings 2015
- **32.** Princess Cruises A Fresh Perspective
- **34.** Princess Cruises Caribbean & Panama Canal Fly-Cruises
- **36.** Regent Seven Seas Cruises It's All Included
- **38.** We Catch Up With Graham Sadler, Managing Director At Regent Seven Seas Cruises
- **40.** Europe's Christmas Markets
- **42.** Fred Olsen Cruise Lines Worldwide 2015/16 On Sale Now
- **44.** Holland America Line Discover The World's Most Extraordinary places in 2015
- **45.** Cruising With Six Star Seabourn in 2015
- **46.** Oceania Cruises Your World, Your Way
- **48.** Viking Cruises Great Rivers, Great Oceans
- **50.** Swan Hellenic -
- **51.** Star Clippers The World's Most Spectacular Tall Ships



WINNER OF THE MAGNUM OF CHAMPAGNE!

Congratulations to Rachel Maclean from Edinburgh who correctly located the hidden champagne bottle on our website. The correct location was the Alcohol page on our Frequently Asked Questions. Well done Rachel!

We continue to support and work with the following great charities:



WE ARE
MACMILLAN.
CANCER SUPPORT









Multi-million pound makeover for Aurora plus new livery design

P&O Cruises has unveiled its plans for a £26 million makeover for Aurora this winter, the first ship in the fleet to receive the bold new livery design. The refurbishment will take place 29 November to 18 December in Hamburg, ahead of her Christmas and New Year cruise and before the South America & Pacific Adventure world cruise itinerary departing 8 January 2015.

Launched in 2000, Aurora's last refit was in 2009. The planned changes for 2014 include:

- A new look livery design, which celebrates P&O Cruises heritage and its place as Britain's favourite cruise company. It features a contemporary version of the Union Flag on its bow and new blue funnels with illuminated rising sun designs.
- The introduction of Sindhu restaurant for evening fine dining (replacing the library on deck 8) with an Indian fusion menu designed by Michelin-star celebrity chef Atul Kochhar.
- The Glass House restaurant and wine bar is replacing Café Bordeaux on deck 8.
 Available for brunch, lunch and dinner it will house wine displays and wines selected by expert and TV presenter Olly Smith. Enomatic wine systems allow passengers to buy premium wines by the glass. There will also be a private room for wine tastings.
- · A complete refurbishment of the buffet restaurant (deck 12) with new décor.
- In the evening, The Beach House menu replaces the Pennant Grill menu to include family favourites such as Fillet of Beef on Lava Rock.
- A complete refurbishment of The Reef children's club with room names changed to reflect Reef club names used across the rest of the fleet.
- The introduction of Freedom Dining to the Medina Restaurant with more tables for two and Marco Pierre White dishes on gala evenings.
- A refurbishment of the Sidewalk Café and the introduction of Costa Coffee and a brand new "Grab and Go" counter, a great option for breakfast and lunch on the go.
- The library relocates to the current cyb@study adjacent to the Crow's Nest on deck 13.
- Casino and Champions refurbishment with new open-plan design, new furniture and an improved stage area for entertainment, live music and quizzes.
- Photography gallery upgrade to include more touch screen technology.
- · An extensive shop refurbishment.
- · Refurbishment of the Oasis Spa.
- · Upgrade of all sound and light equipment in the theatre and show lounge.
- · New soft furnishings for all cabins with flat-screen TVs.

P&O Cruises marketing director Christopher Edgington said, "This is a massive investment. It's all part of our ongoing commitment to ensure continuous improvement of our ships and consistency across the fleet. Both Ventura and Arcadia underwent huge multi-million pound refits last year and Aurora is the next in line with Azura planned for 2015.

Not only will Aurora feature firm favourites from Azura and Ventura, such as Sindhu and The Glass House restaurant and wine bar, but we will also see brand new initiatives as well as the distinctive new livery. As the very first ship to display our new livery, we have big plans to welcome Aurora back into Southampton. We can't wait to see her."











Norwegian Cruise Line announce multi-billion acquisition



Norwegian Cruise Line has announced the multi-billion dollar acquisition of Prestige Cruises, parent company of both Oceania Cruises and Regent Seven Seas Cruises.

The \$3.025 billion purchase sees one of the world's largest cruise lines join forces with two extremely reputable, upscale cruise lines. Oceania Cruises and Regent Seven Seas offer 6 star itineraries aboard luxurious, intimate cruise ships. NCL currently operate a fleet of 13 mass market vessels, whilst Regent Seven Seas and Oceania Cruises operate much smaller fleets. NCL's aquisition of the two intimate cruise lines will see a significant increase in their presence around the world.

NCL are now the third largest cruise company following Royal Caribbean International and Carnival. Kevin Sheehan, CEO of Norwegian Cruise Line said "The acquisition of Prestige represents an extraordinary opportunity for Norwegian Cruise Line to expand our market presence by adding two established, award-winning brands in the upscale cruise segment with loyal followings."



The most technologically advanced cruise ships at sea

We've been eagerly anticipating the arrival of Royal Caribbean International's new Quantum class ships for some time and now we have even more reason to do so. The cruise line has unveiled even further innovations that will make Quantum of the Seas and Anthem of the Seas the smartest ships at sea. Technology is being taken to a new level and both ships will boast a range of cruise industry firsts that now include RFID (Radiofrequency identification), luggage tracking, the fastest internet at sea, oh, and robots working behind the bar!!

The two new vessels will blow tech-savvy passengers away with their seamlessly incorporated levels of digital technology across all on board spaces, providing passengers with the most technologically driven holiday in the world. When Royal Caribbean International's Quantum of the Seas officially sets sail in November, guests will be super-connected with a host of industry firsts intended to maximise their getaway even before they step on board. It is billed as 'the world's most futuristic and advanced ship', and television presenter Jason Bradbury (The Gadget Show) says "the technological advancements will create a hassle-free holiday, especially for parents who dread the thought of waiting an eternity to check in and getting luggage sorted."

For more information on all our news stories, visit www.bolsovercruiseclub.com/news

Princess Cruises Entice Chocolate Connoisseurs



Princess Cruises has teamed up with master chocolatier Norman Love and announced a series of on board chocolate experiences set to debut this autumn. Princess has revealed brand new custom crafted desserts; chocolate and idyllic wine pairings as well as innovative chocolate spa treatments. Additionally, Norman Love boxed chocolates will be available for purchase in the ships' on board shops.

The 'Chocolate Journeys' experience will make its debut on board Regal Princess this autumn but will then be rolled out fleet wide in 2015. The new concept is particularly exciting for passengers with a sweet tooth and Princess Cruises' president, Jan Swartz said: "Princess guests have also told us that they love chocolate, and chocolate desserts are among the most ordered items. But 'Chocolate Journeys' is not just about chocolate desserts; it's about chocolate offerings throughout the entire cruise." Norman Love was also on hand for the announcement and chocolate tasting. "One thing is for certain, chocolate makes people happy," he said, adding "What could make people smile more than savouring decadent chocolate creations while enjoying their cruise vacation?"

Cruise International Awards 2014

Bolsover Cruise Club were proud sponsors of the Cruise International Cruise Awards 2014 held at Kensington Roof Gardens. Sales Manager, Helen Moore, presented the 'Best Cruise Line' award to Princess Cruises' Managing Director, Paul Ludlow. We were also finalists in the 'Best Cruise Agent' category. A great day was had by the team and we look forward to next year's Cruise Awards event.

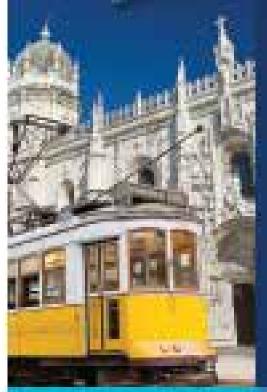


WARMING YOU UP WITH SOME WINTER SUNSHINE

WINTER SUN HOLDAYS ON SALE HOW



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WE'LL MAKE YOU SMILE FROM PORT TO PORT...

Looking for a inclider that delivers stunning destinations alongside excellent service? These P&O Crulest holiders have it all Opt for an island hopping adventure touring the lush islands of the Caribbean or discover the diverse landscapes of the Carery islands whilst enjoying your ship's array of pools, sps, bars, restaurants and entertainment venues.



THE GRADE SEASON

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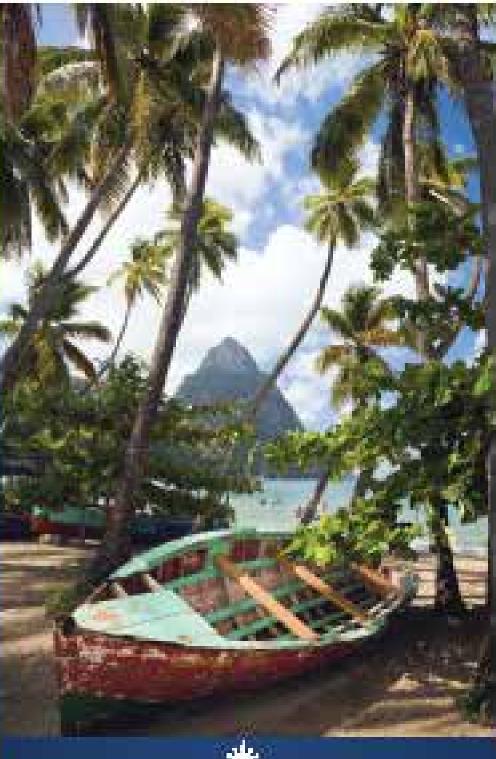
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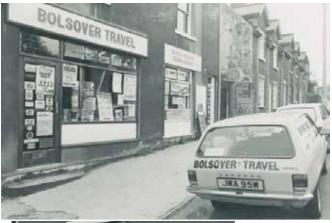






Bolsover Born & Bred

Bolsover Cruise Club is a successful family run business with a rich history of winning prestigious awards and delivering only the best customer service. Read through our timeline and discover where we began.







LATE 1960'S

Bolsover Cruise Club originated in the late 1960's as a joint travel and estate agency founded in Bolsover, Derbyshire by A. L. Wilson, the late grandfather of today's directors Michael Wilson and Julie Straw. The business changed substantially in the early years; the estate agency became Wilson and Co (still thriving today), whilst the travel agency was rebranded as Bolsover Travel.

LATE 1970'S

By the late 1970's the business had passed into the hands of Derek and Audrey Wilson, who were soon joined by Michael and Julie, and was already beginning to flourish as one of the leading independent travel agents in the region.

1981

During the early 1980's, Bolsover Travel focused on late offer package holidays, a relatively new concept, regularly being awarded Agent of the Month.

1983

The Partners soon recognised the opportunities for the business within the cruise market and the decision was made to specialise in this sector, with Bolsover Travel quickly establishing itself as a leading name in the cruise industry.

1987

By the late 1980's, Bolsover Travel had become the UK's number one independent agent for Canberra Cruises (now P&O Cruises) and Princess Cruises. This is one of our most prized accolades and a title that has been held since 1987.

1988

A quote from the Chesterfield Advertiser dated 22 July 1988, in an article celebrating Bolsover Travel's move to their new premises in Market Place, Bolsover, stated: "They are specialists in cruises, with a reputation built up over 14 years in business. This was highlighted last year when the firm was awarded one of the highest honours in the travel trade – the Canberra National Agent of the Year award, for sending more people on Canberra Cruises that year than any other multiple or independent travel agency."

1993

In 1993 the Partners commissioned an IT specialist to develop their vision of the ideal reservation system and customer database. This partnership continues today, breaking new ground in the travel industry with our unique IT systems.

1998

As the business continued to grow and with increasing numbers of staff, there was a need for new premises and in 1998 the Partners commissioned a purpose built 'Cruise Centre' in Barlborough, close to junction 30 of the M1. The Cruise Centre opened its doors in 1999 marking an important event in Bolsover Cruise Club's history. However, due to the continued expansion of the sales team, an extension was soon needed and this was completed in 2001, accommodating a further 16 Cruise Sales Consultants. At this time, the company was renamed Bolsover Cruise Club.

2002

Bolsover Cruise Club continued to thrive at the new premises and by 2002 had acquired over 50,000 Cruise Club members from all parts of the UK. The Sales Team also continued to increase and it was quickly becoming apparent that the newly extended premises would soon be outgrown, so plans were made to construct a much larger facility on the Barlborough Links business park.













2005

In March 2005, Bolsover Cruise Club unveiled a new home; Britain's largest purpose built Cruise Centre. The new premises were designed by call centre architects, allowing plenty of room for future growth. It proved to be an instant hit with both staff and visitors alike. Staff were able to enjoy 'al fresco' lunches on the kitchen balcony, designed to imitate a ship's balcony and customers benefited from the large car park and disabled access.

During this era of significant growth, membership now numbered in excess of 70,000 clients with most rebooking on a regular basis due to the excellent customer service received.

2006

In April 2006, Bolsover Cruise Club became a limited company with Directors, Michael Wilson and Julie Straw at the helm. A new corporate strategy was introduced that would see the promotion of the most qualified existing staff into new managerial positions encompassing Sales, Customer Service and Administration.

2010

With clients becoming ever more 'tech-savvy', Bolsover Cruise Club recognised the need to stay ahead of the game and so looked to improve their website. The Marketing Department collaborated with a website development specialist to design a more comprehensive website, with the aim of improving the customer experience on line.

This period also saw Bolsover Cruise Club continue to succeed in the awards arena, continuing its extraordinary achievement as the Top UK Independent Agent for P&O Cruises and Princess Cruises'.

2011

In 2011, founding Partner Derek Wilson was presented with a 'Lifetime Achievement Award' by P&O Cruises, Princess Cruises and Cunard Line for his significant contribution to the cruise travel business, celebrating almost 50 years in the industry.

2012

The awards continued and 2012 saw Bolsover Cruise Club achieve the accolade of 'Top Cruise Call Centre' from Travel Weekly's Mystery Shopper survey, along with Cunard Line's Top Performing Agent' and the 'Number One Independent Agent' for Celebrity Cruises.

2013

The same awards were achieved in 2013 but the business enhanced its reputation even further when crowned with 'The British Travel Awards – Best Large Cruise Retailer'.

As the cruise operators began to introduce on line training systems, Bolsover Cruise Club embraced these extra opportunities to up-skill with the result that all Cruise Sales Consultants achieved the highest levels possible in each scheme. For example, all achieved 'Commodore' status in the P&O Cruises, Princess Cruises and Cunard Line programme; and we are very proud that one of our Sales Consultants won 'Commodore of the Year' in the national awards.

2014

In 2014, Bolsover Cruise Club fulfilled a long held desire with the opening of "The Cruise Holiday Shop" in Meadowhall Shopping Centre. This forward thinking decision to expand our facilities enables the business to reach a larger audience who may be new-to-cruising and unfamiliar with the service and expertise Bolsover Cruise Club offers.

The Anatomy of Bolsover Cruise Club

UNRIVALLED KNOWLEDGE & EXPERIENCE IS ESSENTIAL

We take recruitment very seriously at Bolsover Cruise Club and our ongoing training is second to none within the industry. This ensures that all of our staff have an unrivalled level of knowledge, experience and customer service.

PRODUCT

DESTINATION

SYSTEM

PRODUCT

Our cruise consultants undergo extensive training programmes to ensure they have an unrivalled level of knowledge.

DESTINATION

With cruises now visiting just about every destination in the world our cruise consultants need to have expert knowledge so that none of your questions go unanswered.

SYSTEM

Staff training at Bolsover Cruise Club also covers our bespoke booking system so that our clients experience a stream-lined booking process.



MEADOWHALL

With over 25 million visitors annually and an excellent transport system, Meadowhall Shopping Centre is a great location. You can find us at 36 The Arcade, near Customer Services on the Upper Mall.

Mon to Fri - 10am-9pm Saturday - 9am-8pm Sunday - 11am-5pm



THE UK'S
BEST LOVED
CRUISE
CLUB

86
NATIONAL
CRUISE
AWARDS



THE CRUISE CENTRE

Bolsover Cruise Club's head office and Britain's largest and most innovative Cruise Centre is located just five minutes from Junction 30 off the M1 Motorway at Barlborough, Chesterfield, S43 4XE

Mon to Sat - 10am-4pm Closed on Sundays & Bank Holidays





TELEPHONE

The majority of our client bookings are conducted over the telephone, therefore we ensure that our staff have an excellent telephone manner and are courteous at all times. Telephone opening hours are

Mon to Fri - 9am-8pm Saturday - 9am-5pm Sunday - 10am-4pm





ONLINE

When you visit our website you will find that we are always adding useful information via cruise guides, news and blogs. We are also developing new website features including online booking. In addition to this we have a dedicated Cruise Club forum for our members.



CLIENT DEMOGRAPHIC

CLIENT LOCATIONS

Although we started off life as a local cruise agent, we now operate on a national scale and even have a few overseas clients. Below are the top 12 cities or towns where our clients reside.

- London: 31.3%
- Sheffield: 19.3%
- Leeds: 7.5%
- Nottingham: 7.5%
- Manchester: 6.2%
- Southampton: 5.1%
- Leicester: 4.8%
- Liverpool: 4.3%
- Cardiff: 3.8%
- Derby: 3.6%
- Birmingham: 3.5%
- Norwich: 3.1%





CLIENT AGE RANGE

UNDER 25 YEARS OLD

25-40 YEARS OLD

40-50 YEARS OLD

8%

50-60 YEARS OLD

15%

60-70 YEARS OLD

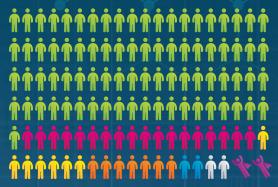
32%

70-80 YEARS OLD

80+ YEARS OLD

THE TEAM

119 MINDS



18 Organised Administrators

7 Friendly Receptionists 7 Creative Marketeers 2 IT Nerds 2 Mighty Directors 2 Super Heroes

NO FEMALE RELATED JOKES

COLLECTIVELY WE HAVE

CRUISED

SPENT

SAILED ON

As the UK's leading Cruise Agent, you can imagine the amount of communications that enter and exit the office. To give you an insight into the volumes, please see the stats below.

(the figures shown are averages)





SENT EVERY WEEK



SENT EVERY WEEK



PER WEEK



TO ANSWER INCOMING CALLS FROM CLIENTS



KILOWATT-HOUR OF **ENERGY PER YEAR**

All this hard work and dedication makes for thirsty work.





PINTS OF MILK PER YEAR



LITRES OF WATER **DRANK A MONTH**



SPENT ON LUNCH EVERY MONTH



MD'S BAR TAB AT LAST YEAR'S ANNUAL PARTY

WOW Here, one word says it all





Wake up somewhere new everyday

Immerse yourself in history, feel warm sands under your feet, try your hand at zip lining, experience the hustle and bustle of an exotic local market or taste lobster fresh from the sea. With so many spectacular destinations to explore, no two days will be the same.



Mouth watering choice of dining

Our chefs will take you around the world with an incredible choice of complimentary and speciality dining options. From sushi to tapas, spicy Mexican to five-course gourmet meals, your taste buds will be thoroughly tantalised. You can be as healthy or as indulgent, or as formal or informal as you like.



Thoroughly entertaining

Dance to live music, enjoy brilliant stand up comedy, take in a spectacular West End-style show, be amazed by the latest film release in 3-D or watch heart-stopping aerial acrobatics in the AquaTheatre. There's never a dull moment on a Royal Caribbean holiday.



Thrilling activities

Fancy surfing the waves on the top deck? No problem. Keen to try your hand at rock climbing or ice skating? Be our guest. Tempted to enjoy a pampering session at the Spa? Go on, spoil yourself! With so many innovative activities to choose from, you'll never be stuck for something to do.



Spacious rooms

From lavishly appointed two-story suites to balcony rooms for two, every one of our rooms has been designed with comfort in mind. With cool linens, heavenly mattresses, stunning ocean views and dedicated attendants, they're a pleasure to relax in after a busy day.



Family holidays don't get much better

Take on the family at mini golf, splash around in the H2O water park, then meet your favourite DreamWorks characters. We even have award-winning complimentary kids clubs. Spending time together has never been so rewarding!



So much included

We have everything you need for an unforgettable holiday all included in the price. Rock-climbing, FlowRider*, West End-style theatre shows, mini golf, the Zip Line, ice skating, the H2O Zone water park and so much more.



WESTERN CARIBBEAN

Oasis of the Seas® - 5 Dec 2014 - 9 Nights

Fly from UK - Fort Lauderdale - Labadee - Falmouth - Cozumel Fort Lauderdale - Fly to UK

Ocean View from Balcony obs from

1629_{PP}

£1539, £1579,



CARIBBEAN

Freedom of the Seas® - 1 Feb 2015 - 7 Nights

Fly from UK - Port Canaveral - Cococay - Falmouth - Grand Cayman Cozumel - Port Canaveral - Flv to UK

Interior from

Ocean View from

Balconv obs from

333pp £1612pp



EASTERN CARIBBEAN

Allure of the Seas® - 1 Mar 2015 - 7 Nights

Fly from UK - Fort Lauderdale - Nassau - St. Thomas St. Maarten - Fort Lauderdale - Fly to UK

Ocean View from Balcony obs from

£1509, £1699, £1829,



WESTERN MEDITERRANEAN

Allure of the Seas® - 19 May 2015 - 5 Nights

Fly from UK - Barcelona - Rome - Naples - Barcelona - Fly to UK

Interior from

Ocean View from Balcony obs from

£1015,

£1205...



CARIBBEAN

Independence of the Seas® - 11 Jan 2015 - 6 Nights

Fly from UK - Fort Lauderdale - Grand Cayman - Falmouth Labadee - Fort Lauderdale - Fly to UK

Ocean View from Balcony obs from

£1424, £1554, £1714,



CARIBBEAN

Freedom of the Seas® - 22 Feb 2015 - 7 Nights

Fly from UK - Port Canaveral - Cococay - St. Thomas St. Maarten - Port Canaveral - Fly to UK

Interior from

Ocean View from

Balconv obs from

293. £1411.

£1866...



TRANSATLANTIC

Allure of the Seas® - 19 Apr 2015 - 12 Nights

Fly from UK - Fort Lauderdale - Malaga - Barcelona - Fly to UK

Interior from

Ocean View from Balcony obs from

£1469, £1609, £1829,



WESTERN MEDITERRANEAN

Allure of the Seas® - 19 July 2015 - 7 Nights

Fly from UK - Barcelona - Palma - Provence (Marseilles) Florence/Pisa - Rome - Naples - Barcelona - Fly to UK

Interior from

Ocean View from Balcony obs from

1289_{PP}

£1439, £1519,

Under the Spotlight

Sarah is our Training and Recruitment Team Leader and is responsible for ensuring new recruits have the required knowledge and expertise to maintain our excellent customer service



You are a longstanding employee of Bolsover Cruise Club; could you give our 'Into The Blue' readers an insight into your role within the business?

Yes of course, I have the enjoyable task of seeking out new recruits to join our fantastic team. I am responsible for the overall recruitment process, including interviews, and then myself and senior management decide on the best possible candidates. I look after them from their very first day, taking them through their initial training programme until they join their teams once the training is complete. I also have a lot of involvement with system development as we are constantly adapting to new operator systems as well as our own bespoke system which is constantly being developed. I am also a manager within the business so take on other duties as and when required.

You first worked within the Reservations Department, what made you turn your attention to being a Training and Recruitment Team Leader?

When I joined Bolsover Cruise Club there was around 20 sales staff and new technology was just beginning to be developed by the operators; previously most bookings were made over the phone. We pretty much had to train ourselves to use these systems and it was quickly recognised that I had a skill for this and also a patient nature to help others learn. New recruits to the business were often sat with me and I would multitask, helping with their training while still working on sales. The business was growing quickly so I was asked to do this in a more official capacity which I was more than happy to do. I have never looked back and have loved being part of the massive growth of the business.

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

With my current role the challenge is to make sure I find the best people and see them flourish in the business. It's always disappointing when people don't meet our standards or make it through the training. The rewards come when you see staff develop and become top performers within the company and also when they build a happy and secure career with ourselves and form lifelong friends.

Previous to this role I was a full time manager for the reservations team. There was only myself and another manager looking after 40+ staff. I was still the official trainer, system developer, trouble shooter, problem solver, report checker, quality controller to

name just a few of my duties! This role was probably the most challenging of my entire career but I loved it. It gave me the means to make a real difference to the day to day lives of the reservations team and be an integral part of the growth of the company. I completely believe in everything that Bolsover Cruise Club stands for and feel really proud they trusted me with such a responsible position. Because of our success and growth, the reservations team is now split into smaller teams managed by team leaders.

With so many different cruise lines and ships in service today, the training programme must be ever expanding?

Blink and there is another cruise ship on the horizon! Cruising is so popular that new ships are constantly needed to meet the demand. This definitely keeps me on my toes as I need to make sure I am up to date before I can train others. Each new ship offers different and exciting features and my passion for cruising soon has me taking part in online training or studying the brochure.

There are also a wide range of new destinations and pricing policies that have recently been introduced; this must be a difficult task to keep on top of for training purposes?

In this highly competitive market we train in from the beginning the importance of being informed about current campaigns. Our system updates as soon as we are informed about new offers and this is communicated to the staff and then trained out fully by the team leaders.

It can be confusing for clients to understand offers sometimes and to know which offer would be best for them as one cruise can have several options. Our staff work really hard to make sure customers are well informed and make the right choice for them.

Do you have a set training structure or do you personalise the process on an individual basis?

I definitely have to structure the training as there is so much to cover. The training programme includes a study of every operator we sell, all the operator systems we use, training on our own bespoke system and our methods of working. Customer service and offering a complete one2one service is so important to Bolsover Cruise Club and is the reason we continue to grow through recommendation. This does not happen by chance and forms a big part of the training which is constantly monitored.

I have an excellent team that works with me and we constantly plan and liaise to make sure the training is running smoothly and that all the recruits are progressing well. Once the classroom



Every member of staff that has joined Bolsover Cruise Club over the last 10 years has undergone extensive product training provided by Sarah.

training is completed they move into a training team and take to the phones. This is when we can tailor the training to meet their specific needs. As part of this team they are very closely monitored and coached before they move to their permanent teams.

The training facilities at Bolsover Cruise Club have continuously improved over the years; what do you most enjoy about training new members of staff?

I am so lucky that I have a purpose built training room with all the facilities we need to give professional and efficient training. We are in the training room for at least 6 weeks and get to know the new recruits really well. It's a lovely environment to work in and although we have to work really hard to get through the training we also have fun as it's so important that the team are motivated and happy.

You have enjoyed many cruises yourself. Firstly what initially attracted you to cruising? And what would you say has been your favourite cruise experience?

Before I worked for Bolsover Cruise Club I had never cruised. My first cruise was on P&O's Oriana which is beautifully classic. I can't describe the feeling as you approach the port for the first time and see the ship. It's so hard to choose a favourite holiday as they have all been so memorable. I recently travelled with my family on Azura which was outstanding. I have a young family who took full advantage of The Reef children's club. The facilities kept them smiling and happy everyday which meant lots of time for me and hubby to relax. There are so many highlights on a cruise but in particular I loved watching 'Movies under the Stars' at the Sea Screen outdoor cinema and enjoyed a sophisticated drink in the Planet Bar which has amazing views out to sea. It was my third trip to the Norwegian Fjords which are breath-taking and so calming.

The beauty of cruising now is there is definitely a ship for everyone. And when you speak to our cruise experts they will carefully listen to your requirements and recommend the best one to suit your needs.

P&O's Britannia and Royal Caribbean's Anthem of the Seas will go head to head in Southampton next year; what do you think of the two new arrivals to UK shores?

Just when you think they have thought of everything they bring out more ships that continue to wow. Anthem of the Seas is setting the bar when it comes to thinking outside of the box. The catchphrase is "This changes everything" and it certainly does. One of the new features is Seaplex – a futuristic space that transforms from



Year on year Sarah's training schedule is never the same. If anything it only grows as more ships and itineraries are launched into the market.

sports and games by day to music and dancing by night. On here you will find the first ever dodgems at sea; after dark maybe put on your skates for the roller disco. This is just one of many really exciting spaces onboard. Dining on this ship is a key selling point. It's dining at sea reimagined to give you more distinct options and total flexibility. There are no set dinner times, no required formal nights. Instead let your appetite be the guide with 18 tantalizing possibilities: five complimentary, full-service main restaurants. three new restaurants with award-winning chefs at the helm, and much more, from upscale to casual to the wonderfully whimsical.

Britannia is not to be outdone though. She is the biggest ship ever to be purpose built exclusively for the British market. P&O is always a firm favourite with many of our customers and Britannia is not going to disappoint. There will be exciting new food venues with an array of celebrity chefs to rival any land-based restaurant, a theatre with a full LED wall, a bigger and more glamorous atrium, a cookery school and a million pound art collection. We always get excited when new ships are launched and we can't wait to tell our customers about them. Sometimes we even get to see the ships when they are newly built so we can give our customers a real insight into what they have to offer.

In this edition of 'Into The Blue' we cover the history of Bolsover Cruise Club and the remarkable development of the business over the years; what do you think sets Bolsover Cruise Club apart?

Bolsover Cruise Club is definitely unique and one of a kind. It is still very much a family run business and there is so much care and attention given by the family to making sure their customers have the best possible experience booking with us.

There is a wonderful team at Bolsover Cruise Club who are passionate and dedicated to looking after our customers and many staff members have worked for Bolsover Cruise Club for years and have so much knowledge and understanding of the way things work. The sales team are second to none and will always go the extra mile.

I feel that people still need a point of contact rather than just a booking website as there is so much to know and understand to get the best out of your holiday. I think Bolsover Cruise Club provide an all round service better than anyone else out there and I'm so proud to be part of our award winning team.

ATaste Of The Orient

The Far East offers an intoxicating and unforgettable kaleidoscope of bustling cities, verdant forests, peaceful temples and stunning beaches. A holiday in this part of the world offers a treat for all the senses - leaving you invigorated and relaxed.

On cruises to the Far East, you'll discover that it is cities like Singapore and Hong Kong, whose shorelines are dominated by their glistening skyscrapers, which symbolise this region. However, behind these impressive skylines lies the beauty of rural provinces, where remote villages embody a simpler way of life. Welcome to an intriguing blend of exotic cultures, varied landscapes and ancient treasures.



HISTORY

The Far East has long been associated with trade, with European countries competing to obtain the spices, tea and coffee that were produced in this part of the world. It was these commodities that drew the attention of colonial powers, with the likes of the British and French trying to establish trade enclaves in the region. Remnants of these European influences can still be seen throughout the Far East in cities like Hong Kong, Kuala Lumpur and Singapore.



CULTURE

The Far East has been influenced by a wide variety of cultures to create the exciting melting pot it is today. Along with indigenous people who have lived off the land and sea for millennia, surrounding Asian countries have also influenced Far Eastern culture. Further afield, European powers influenced many Far Eastern countries as they set up trading posts. This mix has created a wonderful atmosphere that has absorbed the best of east and west.



CUISINE

Far Eastern foods are wonderfully fragrant and often make use of very fresh ingredients. Many of the tastiest dishes, whether served in a fine restaurant or from an exciting street food stall, are prepared in a wok and all the components of the dish are simply combined in front of vour eves.







HONG KONG

Hong Kong may boast some 236 islands but most of the five million inhabitants of this former British Crown Colony inhabit Hong Kong Island, and Kowloon, on the facing peninsula. It is known as one of the most vibrant places in the world, making cruising to Hong Kong a must do. Be energised just walking down its teeming streets where you can buy anything from a handmade suit to fancy jewellery and the latest electronic technology. For one of the steepest excursion experiences, try the tram which travels to the top of Victoria Peak, 1,300ft above the harbour. Or for the ultimate taste sensation, head for Aberdeen Harbour where you will find floating restaurants featuring every kind of Asian cuisine.



SINGAPORE

Cruises to Singapore have much to offer. The city's glorious parks have earned it a reputation as the Garden City of the Far East but you will also be cruising into one of the world's busiest ports. Once ashore, Singapore cruise passengers can enjoy a stroll through the famous Tiger Balm Gardens with its statues of characters from Chinese legend peeping out from the trees. East Coast Park offers hiking and cycling tracks, a marine theme park and beach water sports. This vibrant city is also a haven for shoppers, head for Orchard Road for bargains on international brands, or soak up some local atmosphere and sample foodie treats while you browse the craft and souvenir stalls of Chinatown, Little India and Mosque Street. But don't forget to leave time for a Singapore Sling amid the colonial splendours of the famous Raffles Hotel.



PHUKET

Hailed as the 'Pearl of the Andaman Sea', this island off Thailand's long southern coast boasts a colourful history. A crossroads for trade, Phuket has long been a melting pot of Thai, Malay, Chinese and Western influences. Its importance over the past 500 years stemmed from the island's natural resources, which include tin, hardwoods and rubber. In the past half-century, Phuket has enjoyed wide popularity as one of the premier travel destinations in southeast Asia. Travellers are drawn to the island's beaches, crystalline waters and dramatic, forested hills. Amazing excursions here include elephant trekking; Wat Chalong - Phuket's most important Buddhist temple (the biggest and most ornate of Phuket's 29 Buddhist monasteries), and snorkelling adventures into the phenomenally clear waters of the Andaman Sea.











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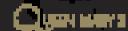
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29 May 2015 - 7 days

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MSC Orchestra - 7 Nights Departs 13 Dec 14 through to 14 Feb 15

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Departs 25 Oct 14 through to 4 Apr 15Fly from UK to Miami, St. Maarten, San Juan,

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*Order of the ports will vary depending on departure week (East and West Caribbean)

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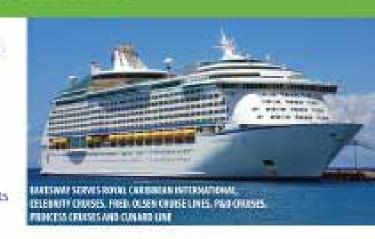




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WINTER SALE NOW ON!

Ventura...ing around the Med



Andy works in the Marketing Department at Bolsover Cruise Club and regards himself as well travelled. However, he has only ever cruised once back in 1994 on NCL's SS Norway - that was until we sent him on board P&O Cruises Ventura in July 2014 - almost 20 years later! Here is Andy's account of his cruise experience.



Genoa, Italy

After a very early flight from Manchester we were pleasantly surprised at how quick the cruise check-in procedure at Genoa was, all done with a smile too! I just have to mention the ship, it is an amazing sight when you first see her, she is very elegant and certainly takes your breath away! By 10.30am we were sat by the Laguna pool on deck 15. We had packed our swimwear in our hand luggage and so could start to enjoy the pool and warm sunshine straightaway, something my daughter was very happy about!

Around 12.45pm we were advised that all cabins were available and so we headed off to try and find where we were to be staying for the next 7 days – it can be quite confusing trying to find your way around the ship but the deck plans located by the lifts are very useful. Our cabin (E520) had 2 single beds and 2 upper berths (like bunk beds) folded away above the twin beds. There was a notice to say that our cabin steward would tend to lowering the berth and so we left well alone! No sooner had we entered our cabin then our steward Leester came to say hello and right from the outset he was a friendly chap! After a spot of lunch we enjoyed the pool for the rest of the afternoon before going back to our cabin around 5pm to find our luggage waiting outside. So before getting ready for dinner we quickly unpacked!

Having booked Freedom Dining, we had the flexibility to dine whenever we wished between 6pm and 9.30pm and so to keep things simple on our first night we visited the Cinnamon restaurant around 8pm. During dinner we noticed that we had left Genoa and were heading for Livorno, if we hadn't been told we would never have known, very smooth! After dinner we watched a live band in the Tamarind Club but by 10.30pm we were absolutely shattered and our beds beckoned. Our room had been made up with the 'berth' bed lowered for my daughter and a 'Welcome Aboard' balloon floated above!



DAY 1 Highlight

The quick check-in procedure at Genoa, a big well-done P&O Cruises! Oh and of course the ship itself, amazing!





DAY 2 Highlight

Seeing the 'Leaning Tower' in Pisa and walking around the beautiful city of Florence with the sun shining!



Livorno, Italy

By the time our alarm woke us at 7am we had already docked in Livorno but on inspection from our window we saw that the weather wasn't great, it was raining! After breakfast (in the Waterside buffet on deck 15), we made our way to the disembarkation deck, which on this occasion was deck 6 and proceeded to board the coach to Pisa & Florence, an organised excursion booked through P&O Cruises prior to our trip.

The transfer to Pisa took around 45 minutes but the weather was deteriorating and by the time we arrived in Pisa it was raining quite heavily. This was certainly unusual weather for the time of year! After purchasing waterproof ponchos and an umbrella we followed our guide to the 'Square of Miracles' or Cathedral Square as it also known, where the tower is located along with the Baptistery and the Cathedral itself. For me, the tower is a 'must see' and although not quite a 'wonder of the world' it is pretty amazing and despite the weather I am so glad we saw it...

From Pisa, the transfer to Florence was approximately 1½ hours but our guide kept everyone entertained with lots of interesting facts about the area and a few jokes! Florence is a beautiful city with lots of fantastic buildings and beautiful squares to see and wander around. There are also many shops and places to eat and drink. With the sun now shining we sat in one of the Piazzas (squares) for lunch and watched the world go by, something I can thoroughly recommend! The transfer back to Livorno took around 1½ hours; back on the ship we managed an hour by the pool and then relaxed on the observation deck for the sail away from Livorno.

Our evening was spent in the Glasshouse which is actually a wine bar/restaurant created by wine connoisseur Olly Smith. There is a small cover charge payable here but the food was excellent and the service just as good! Our 'nightcap' was taken in the Havana Bar where Robbie Williams was performing (was it really him?!). He was very good and kept the audience entertained throughout!



Sea Day

With today being a sea day it was a time to relax, explore, enjoy the ship and allow our daughter to make some friends! Our breakfast was taken in the Beach House (the 2nd of the two buffet restaurants) before we ventured to the Laguna pool area. As with all 'sea days' it was very busy but we did manage to find a couple of sunbeds overlooking the pool allowing us to 'keep an eye' on our daughter!

Lunch was taken in the buffet restaurant with a healthy option of fish and salad on the menu. The afternoon was spent around the pool soaking up the sun and chatting to newly made friends; I said it was a lazy day! Because today is a 'sea day' then tonight is a formal evening when the ladies get to dress in their 'posh frocks' and the gents don their black tie. We dined in the Cinnamon Restaurant and once again sat with 2 other couples. It really is a great way to meet (and chat to) new people.

The food tonight was excellent with an option to eat from a menu created by Marco Pierre White. I duly obliged and wasn't disappointed – the Beef Wellington was delicious! We finished our evening in the Havana Bar where members of the Headliners Theatre Company performed songs - my daughter was extremely happy to have a photograph taken with one of the group members. Having not taken a cruise for 20 years, I must admit to being a little concerned over how much the entertainment would suit us, and my daughter in particular, but I have to say it has been first class so far!







DAY 3 Highlight

Relaxing around the ship and the chance to 'dress up' in the evening, great fun!





DAY 4 Highlight

Capri is beautiful and I am so glad that we visited. East was a delightful place to dine, the food and service was excellent!



Naples, Italy

Today we are going to do our own thing and head for Capri, an island some 40 minutes (via the 'Jet Boat') from Naples. Following a healthy breakfast in the Beach House we disembarked the ship and walked across the harbour, purchased return tickets for the 'jet boat' and queued to board the boat. With both my wife and daughter prone to travel sickness I was a little apprehensive about this crossing but it turned out to be fairly smooth despite the weather turning a little inclement as we approached Capri. No sooner had we arrived onto the island then we found a lovely harbour-side bar and enjoyed a Cappuccino!

We decided to take the funicular railway to the top of Capri, this is the alternative to walking up which takes around 90 minutes. At the top you realise why the island is held in such high regard, the views are amazing! Capri is a maze of narrow streets lined with designer shops and restaurants. It was very busy but not to the extent that it impacted on us navigating our way around. When booking our tickets we were conscious not to rely on the last boat back across to Naples and so booked the earlier one which meant we only had a couple of hours before we had to head back to the harbour, but this was sufficient to give us a taster of the island and experience the wonderful views from the top!

Back on the ship it was 'Tropical Night' with a sail away party just getting underway. The ship left Naples around 6pm with the weather improving and the party in full swing! This evening we dined at East, a Ventura 'speciality restaurant' with a Thai/ Indonesian theme and a menu created by Michelin Star chef Atul Kochhar. The food was wonderful, I had Lamb Rendang which had been cooked for 24 hours and was truly special! The food, service and experience is well worth the £15.00 cover charge. The party atmosphere was still going strong when we returned back to the Laguna pool deck with live music and lots of audience participation.



Sea Day

Another relaxation day and it was certainly a hot one! We settled for a table and chairs at Breakers Bar which overlooks the pool area. With our daughter being a permanent resident in the pool we were in an ideal spot, close to the bar, close to the pool and at lunchtime close to the barbeque too!

The great thing about being on a cruise ship on a sea day is that there is almost always a welcome breeze and a short stroll from our table took us around the front of the ship (desperately looking for dolphins in the Med!) where we could cool down and get a little bit of exercise! Lunch as mentioned was an open deck barbeque with burgers sausages, chicken, fish and salad – considering it was cooked for a lot of people the food was remarkably good. Our afternoon was spent lazing in the (very hot) sunshine with occasional walks, swims and shaded area visits!

Because tonight is another formal evening we decided to get ready a little earlier so that we could make the most of our evening. We also decided to try the Saffron restaurant and opted for a 'shared' table, which turned out to be a great decision as we met a lovely family and enjoyed some great conversation over dinner. We were also keen to get good seats in the Arena Theatre for a show called 'Reel to Reel' performed by the very talented Headliners Theatre Company. Tonight's performance was 'film' based and it didn't disappoint – we just wish they went on for longer!





DAY 5 Highlight

Having chance to relax on a seaday, the great company at dinnerand the fantastic theatre show!

6 DAY

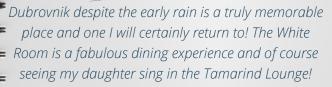
Dubrovnik, Croatia







DAY 6 Highlight



I was realy looking forward to Dubrovnik and so after breakfast I disembarked and decided to get a taxi into the Old Town at a cost of 10 euros – the local currency is the kuna but taxi drivers also accept euros! My wife and daughter decided to stay on the ship mainly because the weather wasn't great and my daughter also wanted to sample the Beachcomber pool with its retractable roof – perfect for a day like today! I, on the other hand, was determined to see this beautiful walled city and so with my 'showerproof' attire on I set off to explore! Within a couple of hours the sun began to poke through and Dubrovnik began to sparkle, this place is wonderful!

The walk around the walls takes about an hour and costs 100 kuna (about £10). The 'walls walk' takes you above the old town and so the views (and photo opportunities) are fantastic! The sun was now very hot and so a sunhat and sunscreen was required. There are a few places to stop for a drink or an ice cream on the walk and you can certainly do it at your own pace. I opted for a taxi back to the ship and arrived around 4pm just in time for the 'Great British' sail away party. Ventura began to leave port around 5pm.

Our evening consisted of a visit to The White Room, which is the restaurant concept inspired by Marco Pierre White. We were seated on the outside terrace, which was a wonderful setting; the food and service were exemplary. After we left the restaurant we headed for the Tamarind Lounge where Mia was singing as part of the 'Ventura's Got Talent' contest. A family disco then followed this.



Venice, Italy

The approach to Venice began around 11.30am. As you begin to enter the canal system you sail past St. Marks Square (Piazza San Marco) with thousands of people watching you watching them! We finally docked around 1.30pm and there was a tinge of sadness along with the excitement of being in Venice, as we were to leave the ship the next day and so there were no more 'sail aways' or warm sea days to enjoy...

After disembarking, we used the 'People Mover' monorail to Piazzale Roma where we boarded the Vaporetto (water bus) to St. Marks Square. The route takes you down the Grand Canal and it is a great way to see Venice. Piazza San Marco is amazing, with its elegant buildings, expensive cafes and designer shops; it really is a sight to behold. We also visited the Rialto Bridge on route back to the ship - our visit to Venice had been brief but we had seen enough to want to visit again!

Back on ship we decided to eat in the Beach House that changes from a buffet restaurant in the daytime to a grill in the evening. If you order steak (as we all did) it is served on a (very) hot lava stone and continues to cook at your table!

After dinner we watched another performance from the Headliners Theatre Group. This performance was called 'Reflex' and was based around 1980's music. It was fantastic but the long day had finally beaten my daughter and despite being seated on the front row, she fell asleep (on my shoulder) just before the end!





DAY 7 Highlight

Venice is an enthralling and captivating place, a place we will not forget and somewhere we hope to return to one day!



Venice, Italy

It was an early start and so after breakfast we checked our on board account with reception before disembarking the ship and boarding the coach to Venice airport. We had enjoyed a most wonderful time on board Ventura and on our flight back to Manchester we were already holding a family discussion about where we want to cruise to in 2015! **Thank you P&O Cruises!**







That's modern luxury."

Classic Italian

Celebrity Constellation® - 8 Apr 2015 - 14 nights



Fly from Heathrow, Fort Lauderdale (overnight hotel stay), Madeira (Funchal), Gibraltar, Alicante, Rome (Civitavecchia), fly to Heathrow (other airports available at a supplement, call for details)

BALCONY (obs)

£1,249_{pp} £1,379_{pp} £1,409_{pp}

Spain & Portugal

Celebrity EquinoxSM - 26 Apr 2015 - 15 nights



Fly from Heathrow, Fort Lauderdale (overnight hotel stay), Ponta Delgada, Lisbon, Seville (Cadiz), Malaga, Alicante, Barcelona, fly to Heathrow (other airports available at a supplement, call for details)

E1,439, From £1,559, From £1,649,

Caribbean Classic

Celebrity Reflection® - 23 Oct 2015 - 16 nights



Fly from Heathrow, Rome (Civitavecchia), Madeira (Funchal), St. Kitts, St. Maarten, Labadee, Miami, fly to Heathrow (other airports available at a supplement, call for details)

OCEAN VIEW

E1,439 From £1,579 From £1,629 pp

Spanish Serenade

Celebrity EquinoxSM - 27 Oct 2015 - 14 nights



Fly from Heathrow, Barcelona, Valencia, Malaga, Lanzarote, Tenerife, Fort Lauderdale, fly to Heathrow

(other airports available at a supplement, call for details)

OCEAN VIEW

£1,219 From £1,409 From £1,429 PP

Mediterranean Passage

Celebrity Silhouette® - 31 Oct 2015 - 16 nights



Fly from Heathrow, Rome (Civitavecchia), Florence/Pisa (Livorno), Provence (Toulon), Barcelona, Palma De Mallorca, Tenerife, Fort Lauderdale, fly to Heathrow (other airports available at a supplement, call for details)

BALCONY (obs)

£1,489_{pp} £1,679_{pp} £1,739_{pp}

Broadway & Beaches

Celebrity Eclipse® - 1 Nov 2015 - 16 nights



Southampton, Boston, New York (overnight in port), Kings Wharf (overnight in port), Port Canaveral, Miami, fly to Heathrow (other airports available at a supplement, call for details)

BALCONY (obs)

E1,369pFrom £1,549pFrom £1,609pp

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A FRESH PERSPECTIVE

Our expetience knowledge and expetites make us the leaders in destination cruising taking you to more places than any other cruise line. Discover the factuatic deals we currently have on some of our most captivating cruise destinations.

This is der promise - that you'll come back east.

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- ✓ Seven Seas Voyager & Mariner (350 suites), Seven Seas Navigator (252 suites). Luxurious suites from a spacious 301 sq ft to an amazing 2002 sq ft with large marble appointed bathroom, walk-in wardrobe, European king sized bed, sitting/dining area and teak-decked balcony.
- ✓ FREE economy flights (from selected UK airports) and FREE Business Class flights to Europe in Penthouse suites and above.
- ✓ Free pre-cruise luxury hotel in concierge suites and above. Start your cruise refreshed and fully relaxed. Early embarkation.
- ✓ In almost every port there are a significant and varied choice of free excursions for you to choose from.
- ✓ Includes ALL gratuities and service charges. Leave your wallet at home, there are no hidden charges.
- ✓ Up to 4 gourmet restaurants, including the iconic Prime 7, plus haute cuisine at Signatures, Compass Rose, La Veranda/Sette Mari and the al fresco Pool Grill at no additional charge.
- ✓ Includes fine wines, selected Champagnes, beer and premium branded spirits, cocktails, soft drinks, bottled water, speciality coffees and tea served throughout the ship at any time. Also includes 24 hour room service and in-suite dining. Complimentary in-suite minibar
- ✓ A heartfelt welcome with 2 staff for every 3 guests. Butler in Penthouse suites and above.
- ✓ Including L'Occitane® amenities in all suite categories, Hermès® toiletries, iPad in Penthouse suites and above.

It's All Included



Hong Kong to Beijing (Tianjin)

Seven Seas Voyager - 5 Feb 2015 - 16 Nights

Fly from UK - Hong Kong - Xiamen - Shanghai - Hiroshima - Kyoto Seoul (Incheon) - Dalian - Beijing (Overnight) - Fly to UK

Fares from £4,999pp (Includes Flights)

Free air upgrade to World Traveller Plus



Rome to Barcelona

Seven Seas Mariner - 10 May 2015 - 7 nights

Fly from UK - Rome (Civitavecchia) - Florence and Pisa (Livorno, Italy) Portofino - Ajaccio - Monte Carlo - Provence - Barcelona - Fly to UK

Fares from £2,399pp (Includes Flights) Was £2,859pp **SAVE £460pp**









Dubai to Barcelona

Seven Seas Voyager - 3 May 2015 - 20 Nights

Fly from UK - Dubai - Fujairah - Muscat - Salalah - Petra - Transit Suez Canal Jerusalem - Limassol - Rhodes - Valleta - Barcelona - Fly to UK

Fares from £4,999pp (Includes Flights)

Free air upgrade to Business Class



Copenhagen to Stockholm

Seven Seas Voyager - 18 Jun 2015 - 8 nights

Fly from UK - Denmark - Berlin (Warnemünde) - Tallinn St. Petersburg (2 nights) - Helsinki - Stockholm - Fly to UK

Fares from £3,299pp (Includes Flights) Was £4,299pp **SAVE £1,000pp**



Vancouver to Vancouver

Seven Seas Navigator - 10 May 2015 - 10 nights

Fly from UK - Vancouver - Wrangell - Juneau - Skagway Cruising Hubbard Glacier - Sitka - Ketchikan - Victoria - Vancouver - Fly to UK

Fares from £3,569pp (Includes Flights)

Free air upgrade to World Traveller Plus



Monte Carlo to Rome

Seven Seas Mariner - 4 Jun 2015 - 7 nights

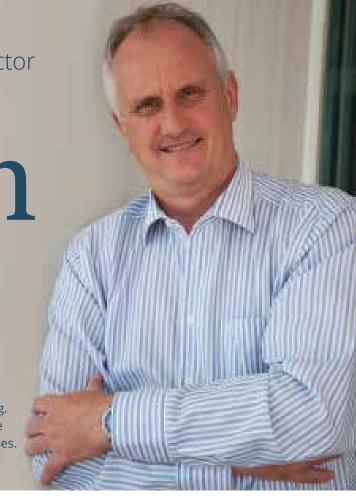
Fly from UK - Monte Carlo - Cannes - Saint Tropez - Toulon - Ajaccio - Portofino La Spezia - Rome (Civitavecchia) - Fly to UK

Fares from £2,599pp (Includes Flights) Was £3,389pp **SAVE £790pp**

We catch up with the Managing Director of Regent Seven Seas Cruises UK...

Graham Sadler

Regent Seven Seas Cruises® is recognized as one of the world's top luxury lines, featuring six-star service, oversized balcony suite staterooms and the cruise industry's most inclusive product offering. The company traces its origins to 1992 when Seven Seas Cruise Line merged with Diamond Cruise to become Radisson Seven Seas Cruises. In 2006, the cruise line re-branded as Regent Seven Seas Cruises.



Hi Graham, it's great to catch up with you and get you involved with our 'Into The Blue' magazine. Can you give our readers an overview of what they can expect from a Regent Seven Seas cruise?

Being the most inclusive luxury cruise line, I could fill the magazine but I will try to be concise. Over the years, Regent has redefined luxury. Aboard a fleet of three intimate, all-suite, all-balcony ships, we offer an all-inclusive holiday with unlimited shore excursions as well as return flights, transfers and even a pre-cruise hotel stay. However, Regent is more than a list of inclusions. It's also about how we make our guests feel. What we do, we do extremely well and because it's so good, our guests return again and again. With Regent, our guests can liberate themselves to an experience of space, freedom and elegance. Put simply, guests will enjoy some peace and quiet among people who enjoy relaxing, good food and drink with like-minded people; an experience that becomes supreme when it's accompanied by our equally impressive choice of explorations ashore. This is true luxury at its best.

The world of cruising has seen some dramatic innovations in recent years but Regent Seven Seas remains true to its mantra of intimate ships and exceptional service. What do you think sets the cruise line apart and

differentiates Regent Seven Seas from rival cruise lines?

Consistency in many ways is an innovation. Regent has retained a classic, luxury cruise experience, free of 'freakish' wows or fairground rides. There's no worry about what to tip. Nor will guests be bombarded by ship's photographers because there aren't any! There are no queues for drinks with the Captain, no formal nights and no shifts for fixed dining. It is calm, peaceful, with lots of space and all the time in the world to do what you want - this is luxury. It's elegant, it's stylish and it's just what a cruiser would expect from a luxury cruise experience. Clearly, our all-inclusive strategy is very appealing particularly when guests realise the value we offer and how much freedom this gives them. True luxury is not about excess nor is it about price. True luxury is an integral element of our DNA and this mercurial quality elevates the experience to a whole new level of experiential splendour. It's not what we've got - it's how we use it! This is what differentiates us from every other cruise

You currently offer the most allinclusive cruise holiday experience; can you give our readers an insight into this experience?

Guests can leave their wallet at home. There is no need to spend a penny onboard a Regent ship. But this is just the beginning. Imagine walking in to a bar and starting a conversation with some fellow guests. One says "How about a drink?" "Yes please" and the drinks are served, no chitty to sign, no check to see if one is on a drinks package and then checking to see if the drink ordered is actually in the package! It's included and unlimited. Any preconceptions that our drinks' inclusions would be limited to a choice of mediocre wines or non-branded spirits would be misplaced. Naturally there are some Vintage drinks that even Regent can't reasonably include. But our inclusivity is not all about drinking. There's the speciality restaurants - no surcharge and space allowing, you can go as many times as you like. Fitness classes - no charge and free water and energy drinks on hand. Room service, have what you want and, with our in-suite dining, guests can select choices from our normal dining room menu and have it delivered to their suite. It even comes with full table set up, linen and cutlery in your suite! And what's expected in return for this privilege? Nothing. There are no service charges or required gratuities. The whole experience is quite refreshing and liberating. The jewel in our 'all-inclusive' crown is our unlimited shore excursion programme. As the only cruise line to offer complimentary tours in almost every port, guests will find a comprehensive roster of opportunities ashore, designed to offer intimate and rewarding experiences ashore which are the antithesis of the ubiquitous route-marches normally associated with ship tours.

It was once the case where passengers perceived luxury cruise lines to be what they may have described as "out of reach" but the development of the cruise industry has seen more of an analysis into the difference between value and price. Do you feel you are beginning to make a greater breakthrough to a wider audience, emphasising the value of a cruise with Regent Seven Seas?

I am not sure it is a breakthrough; more an evolution of people's demands and values in their holiday choices. True luxury is small numbers. No large swathes of people or queues. In my opinion, probably a thousand guests is the limit, maybe less, and I believe our onboard capacity of no more than 700 guests delivers the perfect balance of value and luxury. This capacity allows us to offer true, consistent and honest luxury and an economy of scale that affords real choice and variety. Any more and true luxury cannot be delivered, any less and it reduces the choices offered. It's also the realisation that true luxury is not about formality, it doesn't have to be stuffy. It's the personal touch - preparing your favourite drink just as you enter a bar without having to ask, acknowledging a dietary need before you mention it. We are a cruise line that appreciates the nuances of refinement where the little things in life, so personal to individuals and their psyche, assume a value that's priceless. This is what our guests are understanding, and preferring.

Not too long ago, we heard a rumour that you have been working in travel since the age of 13. Is that correct?

Yes, I used to work Saturdays and holidays as a runner for one of the great pioneers of package travel, Harry Chandler. It enabled me to look at brochures, to see places I didn't know existed and to see the excitement of selling dreams. I knew then that I wanted to work in a business that enriched people and changed their perception of people and places. That was quite a few years ago, but I'm not telling you how many!

You recently launched the 'Regent Receipt' whereby you encourage passengers to leave their wallets at home, again placing emphasis on the all-inclusive nature of the Regent experience. How did you come up with this concept?

Holiday costs are generally split into two budgets. The first is when you pay for the basic holiday or cruise. This can be months before the travel date. The second is when you are away and spending on all the things you have set your budget to enjoy (by which time, we have forgotten all about the first budget). Effectively it's the cost you pay to get off the ship! Regent brings these two budgets together in one upfront price giving guests total budget security from the outset. And the really good thing is that our guests don't have to think about if they can afford it - or if they should. They can, again and again. It's about being comfortable, there are no awkward moments with Regent.

Since then you have overseen a vast amount of change within the travel industry; where do you see the cruising industry in 10 years' time?

Technology is a wonderful thing and I think we are still learning how best to use it in our daily lives. For some people, I see it has taken over and become all-consuming. It's too much. Cruising, in so many ways, is the perfect holiday that enables people to benefit from technology, in terms of the hardware of the ship. But the basic human values of engagement, enrichment and entertainment still exist and technology becomes the enabler in making this happen. With Regent, this is then taken to another level. Imagine taking an amazing shore excursion - you will meet people, you will see sights, you will have an experience. Then you come back onboard and share your day with some new found friends and they share their experiences with you. The technological development of cruise ships will continue with better ships being designed for their target market. In ten years time cruising will be the most popular holiday choice with couples, seniors and families. It is the perfect holiday choice, bar none.

Only Regent Seven Seas Cruises offers free unlimited shore excursions in every port-of-call. That must be quite a proud point of distinction for you?

Indeed it is and yes we are. Since 2010, we have included free shore excursions and it has been extremely well received. We not only take people to amazing ports, we actually immerse them in their destination through an abundant array of options to explore ashore. And because they're free, people take them. We are really passionate about helping our guests get to the heart of the destinations we visit and once guests have travelled with us, they see and value this distinction from our competitors. Our destinations team are always working to find new explorations for our guests.

'Fantastic accommodation' is a regular piece of feedback we receive from our customers following a Regent Seven

Seas Cruises holiday; do you have any plans in place to enhance suites even further?

We are always looking for new touches that make our guests feel special and valued. Recently, all three ships have received a multi-million dollar refurbishment including refreshed and rejuvenated Penthouse Suites (and higher) with new, opulent fabrics, fixtures and fittings. Guests can even access wi-fi from the comfort of their suites!

It has been confirmed that a new ship, Seven Seas Explorer, will join the fleet in the summer of 2016. Are these exciting times, getting ready to welcome a new arrival?

Yes, it will have been 13 years since Seven Seas Voyager stunned the luxury market and we fully expect Seven Seas Explorer to raise ultra luxury to a new level. Of course our past guests are equally excited and there is already a huge demand for a new Regent ship. Time moves very fast and she will be on sale in early 2015.

What can we expect from the newest member of the fleet?

We have had quite a few years of listening to what our guests want and we intend to deliver this, and much more. In fact Seven Seas Explorer will create the emotion of ultra luxury like no other ship. It's like the old saying, "to see the show, you must buy a ticket". So watch this space!

Stunning cuisine has always been synonymous with the cruise line, boasting beautiful restaurants including the Compass Rose and the iconic Prime 7; where is your favourite place to dine on board?

That's a tough one. The politically correct position would be to say all of them. I love foie gras, so dining in our speciality restaurant, Signatures, offering traditional and modern French cuisine is a real treat. But then again, some of the steaks I've had onboard in our other speciality restaurant, Prime 7, have been out of this world. Of course, in our flagship restaurant, Compass Rose, the menu changes daily as they create dishes using fresh, locally sourced produce. However, my personal favourite is our Italian experience, Sette Mari. Eating al fresco on a beautiful summers evening while sailing among the Greek Isles as the sun dips behind a rocky peninsula - there's simply nothing better.

Destinations are a huge part of the Regent Seven Seas experience; is there a port of call that you are yet to visit but long to do so?

I would love to visit Tristan da Cunha!

Christmas Markets

December is a magical time of year and nowhere is more festive than one of the many European Christmas Markets. Breathe in the delectable concoction of sweet aromas that waft among the rustic wooden stalls, laden with flickering fairy lights and enjoy both the jovial sounds and delicious scents that entice you into the festive spirit.

Explosions of colours from handmade gifts and decorations catch the eyes of passersby. The atmosphere of the Christmas markets is truly electrifying and our selected cruises give you time to explore each to their full!

There are plenty of cruise options that take in these magical markets including 7 and 9 night voyages with P&O Cruises, or if you are short of time, then why not look at Cunard's short break cruises that visit Amsterdam, or Bruges. Alternatively, river cruises give you plenty of time to visit each port and is a perfect alternative to reach an even greater range of Christmas markets.

OSLO (main picture)

The Christmas Fair at the Norwegian Folk Museum is a popular attraction amongst both tourists and locals alike. The Christmas market has over 100 old-fashioned stalls where you can purchase homemade crafts, Christmas decorations, cakes and other treats. The museum's cafés are decorated for the holidays and serve coffee, gingerbread cookies and other Norwegian Christmas specialities. Right in the centre of Oslo you will find Spikersuppa - an exciting and cosy Christmas market for adults and children.





AMSTERDAM

With 26 neighbourhood markets, Amsterdam offers something for all Christmas tastes. The ice rink and Oliebollen food stands (fried dough balls – a Dutch Christmas treat!) can be found at Leidseplein from early November until mid January, with additional Christmasthemed activities taking place during December. As a bonus, the Christmas Palace, Amsterdam's unique emporium of festive goodies, is located alongside the market, so you can take home some special treats.

BRUGES

Bruges is a magical city, especially in winter when its cobbled streets are alive with festivities, glowing with Christmas lights. To add to the atmosphere, an ice rink is built on the Bruges Market Square close to the many food and festive gift stalls offering traditional seasonal delights. Much of the architecture is lovingly preserved and the streets are largely traffic free, which makes it a joy to explore on foot. Let yourself be tempted by the wonderful array of goodies on offer from chocolates and jewellery to cosy handmade clothing and ceramics – you'll be spoilt for choice with gift ideas.



Sample a Christmas Market Cruise...

Not ready to start counting down the shopping days until Christmas? Our Christmas cruise selection will have you doing a different countdown entirely, as you count down the days until you sail away.

Dutch Christmas Markets

Queen Elizabeth / 19 Dec 14 / 4 nts

Southampton - Amsterdam (2 days in port) Southampton

From only

£349 per person

Bruges Short Break Queen Victoria / 14 Dec 15 / 3 nts

Southampton - Zeebrugge (Bruges) Southampton

From only

£339 per person

Belgium, Denmark & Norway Arcadia / 20 Dec 14 / 7 nts

Southampton - Bruges - Copenhagen Oslo - Southampton

£999 per person

Baltic Cities

Aurora / 19 Dec 15 / 9 nts

Southampton - Gothenburg - Oslo - Copenhagen Amsterdam - Bruges - Southampton

COO

£999 per person

*Fares based on twin occupancy. Terms and conditions apply. Call for details.





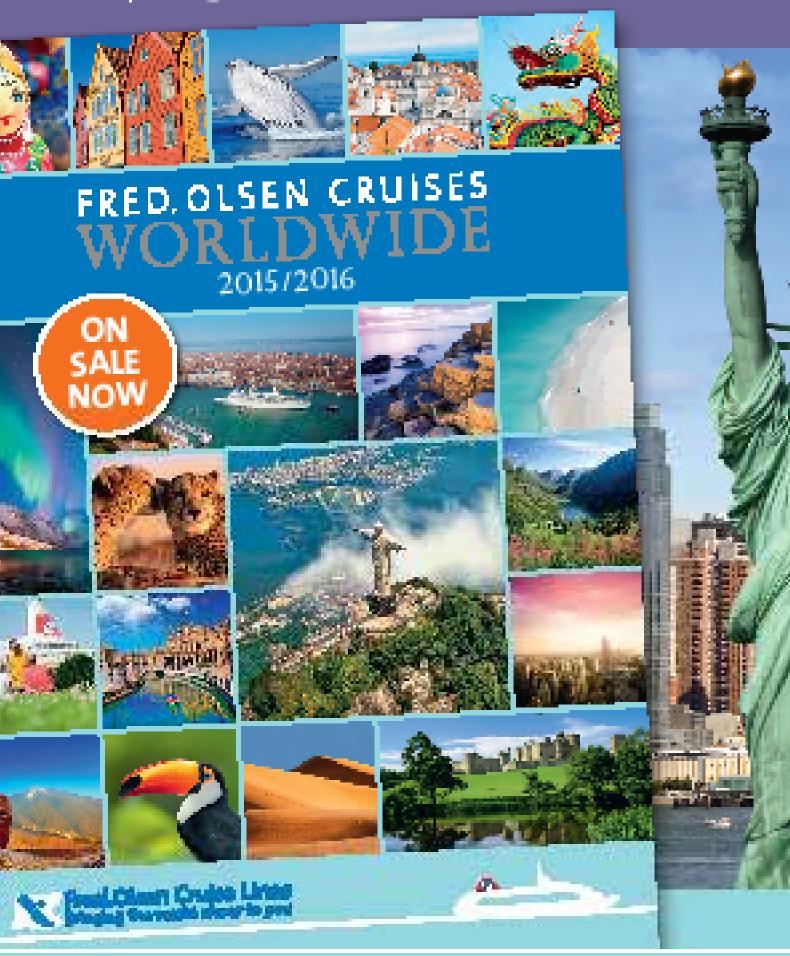
COPENHAGEN

Copenhagen is a real Christmas treat and oozes atmosphere during the winter months. Perhaps the star at the top of Copenhagen's Christmas tree is the Tivoli Christmas market, where the famous Tivoli Gardens transforms into a winter wonderland. The stalls and decorations take inspiration from Danish and Scandinavian traditions and live reindeer add to the Christmas feel. The festive ambience isn't limited to Tivoli; the picturesque Nyhavn area, filled with moored sailing boats, will be full of yuletide spirit, with booths selling souvenirs, apple dumplings and glögg.

GOTHENBURG

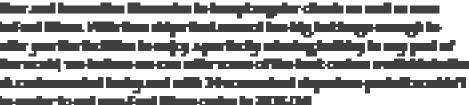
Gothenburg is home to Sweden's largest Christmas market at the Liseberg Amusement Park. With nearly 5 million Christmas lights, around 80 rustic cabins and themed areas, each with a unique character, Liseberg market will leave you full of the joys of the season. Be sure to also visit the traditional Christmas market at the Old City hall Kronhuset, stroll down the streets in the atmospheric Haga district or find unique design items at the Röda Sten Arts Centre.

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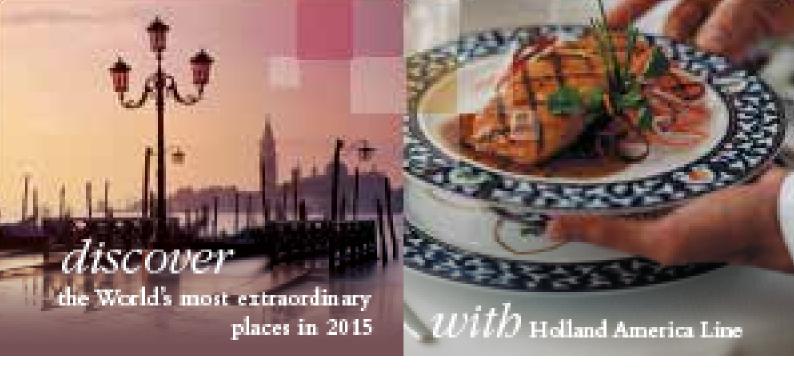












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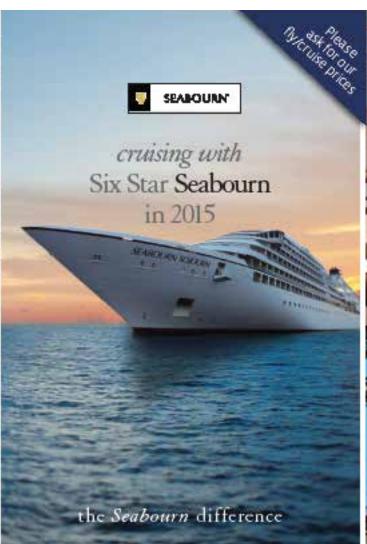
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Seabourn Quest	14 Apr	7	Mediterranean Magic Barcelona, Mahon, La Joliette (Marseilles), St Tropez, Ajaccio, Monte Carlo, Portovenere, Civitavecchia (Rome)	From £2,499pp Cruise Only
Seabourn Odyssey	23 May	7	Greek Isles & Ephesus Piraeus (Athens), Milos, Mykonos, Marmaris, Kusadasi (Ephesus), Patmos, Myrina, Istanbul	From £2,502pp Cruise Only
Seabourn Quest	25 Jul	7	Baltic & St Petersburg Copenhagen, Tallinn, St Petersburg (2 nights), Helsinki, Stockholm	From £3,159pp Cruise Only

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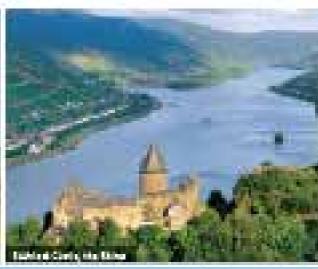
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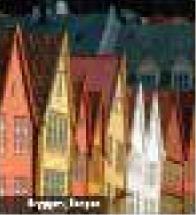


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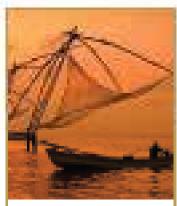
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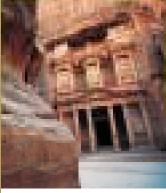
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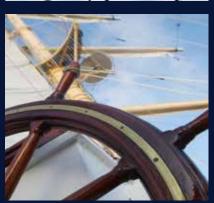








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