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ULTIMATE ENDEAVOUR

**SILVER ENDEAVOUR
IN ANTARCTICA**

Page 6-7

**IHG, IBEROSTAR
SIGN DEAL**

Page 9

**TRAVELEX NOW IN
CANADA**

Page 24

**AVALON & ACTA
CRUISE UPDATE**

Page 28



Making history in Antarctica: Silversea Cruises debuts Silver Endeavour

ONBOARD SILVER ENDEAVOUR'

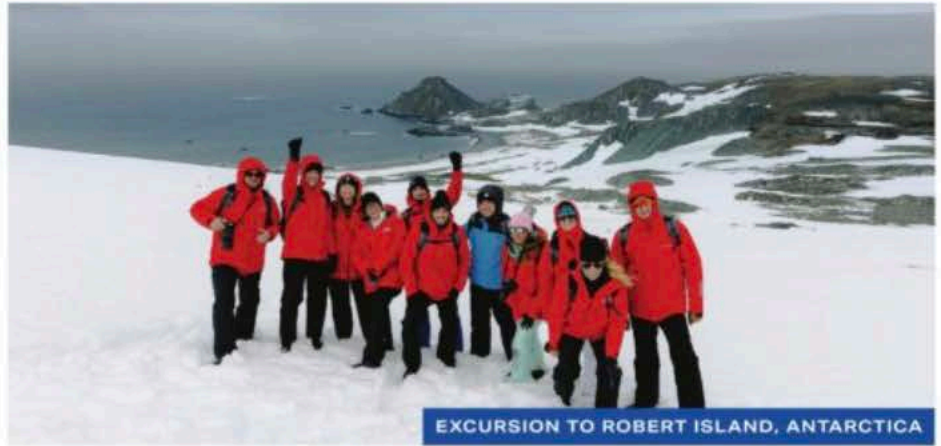
— Silversea Cruises made history last month with its newest addition to the fleet: Silver Endeavour, whose inaugural voyage was to Antarctica, the planet's seventh and least-visited continent.

"We are incredibly proud to have hosted ultra-luxury cruising's first Antarctica naming ceremony," said Roberto Martinoli, President and CEO of Silversea Cruises. "Silver Endeavour strengthens our position as the industry's leading cruise line, broadening our diverse polar offerings for our guest's enjoyment."

Silversea Cruises has christened an unprecedented four ships starting in 2021, also including the Silver Dawn, Silver Origin and Silver Moon, increasing the Royal Caribbean Group's fleet to 64. Silver Endeavour's name was inspired by the HMS Endeavour, the British Royal Navy research vessel commanded by Lieutenant James Cook on his first voyage of discovery from 1768-1771.

Silver Endeavour's six-day maiden voyage in Antarctica departed November 15 and included the historic Drake Passage and the notable Le Maire Channel, where the naming ceremony was held. Feted by executives from Silversea Cruises, select members from the company's extended family, passengers, media and travel advisors, which included Ron Dawick, President of Oakville, ON-based Sea Courses Inc., a member of TravelSavers. "The Endeavour is really a fantastic ship. I've been on many of the Silverseas ships and other luxury liners, and this ship is one of the best."

The sentiment was echoed by Travelweek Publisher Devin Kinasz, also on board for the groundbreaking journey. "What an incredible ship. A sailing on Silver Endeavour promises a once-in-a-lifetime sailing, especially for clients looking for that elevated luxury experience on top of a memorable trip to



EXCURSION TO ROBERT ISLAND, ANTARCTICA

the stunning Last Continent."

Silver Endeavour's godmother is Felicity Aston MBE, British explorer, author and climate scientist, who was excited to welcome fellow travellers to one of her favourite places on earth. "Silver Endeavour will allow more people to become explorers and return home with new outlooks. She will be a source of self-enrichment, as people connect with the planet and each other. Fair winds and following seas to all those who sail on her." Aston was the first woman to ski solo across Antarctica in 2012 solely using muscle power.

INAUGURAL VOYAGE

Leaving the quiet surroundings of Puerto Williams on southern Chile's Beagle Channel, Silversea Cruises is the only cruise company operating out of this small town, adding to the ship's exclusivity, as other cruise companies are based in Ushuaia, Argentina. "An important gateway to Antarctica, Puerto Williams is a key destination for Silversea, and it is always our goal to positively impact the local communities we visit," explained Conrad Combrink, Senior Vice President of Expeditions, Destination and Itinerary Management, Silversea Cruises.

Focused on fostering a long-term relationship with the community, Silversea Cruises has donated

four zodiacs to the Cedena Nautical School, a non-profit organization dedicated to training and educating young people in nautical sports and sponsored a physical education integration program for disabled children at the Puerto Williams School, both located in Puerto Williams.

The next day Silver Endeavour was officially in the Drake Passage (also known as the Mar de Hoces) named after 16th century British privateer Sir Francis Drake. This body of water is located between Cape Horn, Chile at the southern tip of South America and the South Shetland Islands of Antarctica, providing an opportunity for guests to spot the region's wide variety of sea birds including albatross and giant petrel. Priming passengers for upcoming landings, the first lectures were from ornithologist Claudia Holgate and Nicholas Crane, president of the Royal Geographical Society, introducing passengers to this polar region.

Day three brought the first of many zodiac adventures, landing on Robert Island in the South Shetland Islands and for Silver Endeavour passengers, their first sight of Antarctica's popular (and numerous) residents: penguins. "They are not afraid, quite funny and very curious," said Kinasz, who learned about the island's penguin highways, while also seeing fur seals



Photo credit: Silversea

ENDEAVOUR ITINERARIES

As the 11th Silversea ship, Silver Endeavour will sail pole to pole, bringing guests to remote regions of the Arctic, Antarctica and northern Europe. Specifically designed for the polar landscape, this ultramodern expedition ship offers a bespoke travel experience to and from the ship, private charter flights when embarking/disembarking in remote turnaround ports, transfers and hotel nights pre and post cruise and all-inclusive luxury hallmarks like butler service for every suite.

Offering ultra-luxury with a 1:1 passenger to crew ratio, a capacity for 200 passengers/200 crew, there are seven suite categories on Silver Endeavour, with the average suite size starting at 270 square feet. Featuring eight public decks, seven dining and bar options and several places to lounge: the relaxing Observation Lounge with 270 degree views, Otium Spa for wellness treatments and the glass-enclosed two-storey Pool Deck, with swimming pool, whirlpool and The Grill Restaurant.

Silversea Cruises has led the return to ultra-luxe cruising, as the first cruise company to return to the Med and the Galapagos, with all ships in service except Silver Explorer, which is currently being upgraded. Planning for an increased capacity of 40% since 2019, Silversea's commitment to door-to-door, port-to-port all-inclusive fares will make sales simpler for travel agents, avoiding numerous promotional codes.

Currently with the largest portfolio of Antarctica journeys available including Antarctic Peninsula, Antarctica Bridge (flying from Santiago, Chile via Punta Arenas to the Antarctica Peninsula to ship, skipping the Drake Passage), Falkland Islands and South Georgia Islands, Silver Endeavour is now sailing a series of 12 voyages to Antarctica, ranging from five to 20 days, including Deep South expeditions and a new 10 day Antarctica Peninsula voyage. **TW**

and elephant seals, with the males putting on a show fighting each other.

Another memorable moment during this south pole adventure was arriving at the Antarctica Peninsula's Neko Harbour to see icebergs, showing off intense shades of turquoise. Disembarking to hike up the mountain from the harbour resulted in an unforgettable reward: a first glimpse of Antarctica Peninsula's ice shelf, glistening from every angle and seeing many more penguins.

Sailing the Lemaire Channel was another highlight of the inaugural cruise, made possible because of cutting-edge technology found on Silver Endeavour. Considered one of the most advanced and luxurious expedition vessels, this ship is built to a PC6 polar class specifications, with the ability to navigate through a metre of ice. Because of favourable weather conditions, guests could board zodiacs to experience the channel too, a rare opportunity made possible by Silver Endeavour's tech assets like DPS – dynamic positioning system – allowing the ship unprecedented maneuverability.

The last off-ship adventure was visiting volcanic Petermann Island, off the northwest coast of the Kyiv Peninsula. This two-kilometre isle was a budding ornithologist's dream with Adélie penguins and a massive colony of Gentoo penguins found within the island's Groussac Refuge. A rare glimpse of human history is also found on the island including artifacts from a French expedition, an Argentinian refuge hut and a cross to

mark the memory of three members of the British Antarctic Survey.

LUXURY DEFINED

As Chief Commercial Officer for Silversea Cruises, Barbara Muckermann may have numerous responsibilities in sales and marketing, but her focus is always on the guest experience. "We only have one class of passenger which means we always strive to give all our guests the same access to a destination."

Travel agents are the primary distribution channel for Silversea and Muckermann knows her product is perfect for advisors. "You (will) earn commission on everything – including all the drinks, food and excursions, because Silversea is all-inclusive. And you can be certain that every detail will be taken care of for your clients to the highest standard."

With Antarctica becoming a more popular option, Muckermann wants advisors to know why Silversea Cruises, and especially Silver Endeavour, is the right choice for clients to have an unforgettable vacation. "Any ship above 250 passengers will have a hard time delivering experience where everybody gets off the ship at the same time, while we have unmatched guest-to-zodiac ratios." She added a smaller ship provides more landings and access, while larger ships typically do cruise-by with passengers enjoying the scenery from the ship, but not able to leave the ship. The quality and quality of shore landings should be a deciding factor when agents are making suggestions.