

## **CRUISING DOWN UNDER COFFEE LOVING, QUALITY-FOCUSED, HEALTH-CONSCIOUS SPORTS FANS**

*- How Aussie holiday-makers are making their mark on the newest and largest cruise ship in Australia -*

**SYDNEY, January 2013** – What’s the biggest difference between an American and an Aussie cruiser? Carnival Spirit, the newest and largest ship to call Sydney home, now has all the answers. Give us a succulent piece of salmon, a smooth latte and some quality time with the family and you’ve got the recipe for a happy holiday-maker.

Having now sailed in Australia for close to three months, it’s clear there are some differences between the American guests who previously enjoyed Carnival Spirit, and the Aussies who now call her their own.

Spirit has brought a new type of holiday experience to Aussies, and Carnival Cruise Lines is ensuring that what’s offered onboard is just what the holiday-doctor ordered. Jennifer Vandekreeke, Director of Carnival Cruise Lines Australia and New Zealand said, “We’re learning new things every day from our Aussie guests. Their ‘try everything once’ attitude and particular tastes have inspired us in what we offer them to see, do, taste and try onboard.

“Spirit has made a big splash in her new Sydney home and general feedback has been overwhelmingly positive. We’re committed to continually listening to the thousands of Australians who sail with us, and making changes to ensure that we’re offering our guests the ultimate holiday.”

So what tickles the Australian holiday-maker’s fancy?

### **DELECTABLE DELIGHTS:**

When it comes to dining, it’s clear Australians enjoy the good stuff. Salmon is one of the most popular dinner options therefore Carnival now orders an extra 10kgs of salmon per day. Aussies take a more leisurely approach to dining than our US counterparts, and enjoy the complete dining experience.

We also don’t have a major sweet tooth, with Australians 25 per cent less likely to order a warm chocolate melting cake than Americans.

### **THIRST-QUENCHING:**

Rather than indulge in the sweets, we’re savoring a good cup of coffee. With 2,600 Aussie guests sailing onboard Spirit each cruise since October 2012, coffee orders are up by 500 per cent and cappuccino demand has grown six-fold compared to when Spirit was based in America.

Recruiting expert baristas to train staff to create a delicious flat white is just one of the moves Carnival Cruise Lines is making to perfect the experience for Australian holiday-makers.

But it's not just the coffee we're slurping down; we enjoy an adult drink as well. A refreshing glass of Sauvignon Blanc and a cool glass of Jack Daniels are most popular; a marked difference to the US guests who preferred a light Pilsner or rum-based cocktail.

And, the Aussies are also putting the "spirits" in cruising by drinking 200 per cent more gin and tonics than Americans, proving that the upgrade to the drinks cabinet before Carnival Spirit called Sydney home was a well-made decision.

#### **GETTING BUSY:**

When we're not enjoying great food and drink, Australians are a sporty, sociable bunch and you're likely to find us watching a big game in the recently upgraded sports bar or testing our team skills at soccer on the games court, or even playing a round of mini golf.

Family time is a big priority for Aussie families, and thanks to our 'have-a-go' attitude, we're more likely to participate in activities; hence the Carnival Spirit crew has added even more daily activities and family-friendly fun to its previous list of 40+ things to do!

Even Carnival Spirit's popular Piano Bar has rolled out a family hour due to a growing interest in the club. And when evening comes round, Australians are more interested in singing along to performers rather than taking to the microphone themselves.

#### **SPA TIME:**

Australians have proven they are a health-conscious bunch – lapping up all there is to offer from Carnival Spirit's newly decked out Spa and Fitness Centre. Full-body seaweed wraps and aromatherapy spa treatments have been most popular with Aussie guests, and both personal training and group fitness classes are a huge hit.

In order to meet the increased demand, additional therapists and trainers have been brought into the team, and classes such as Pilates, spin and Boot Camp have been scheduled more regularly. In general, Aussie cruisers are an active, health-aware bunch, and they love what Carnival Spirit offers to keep fit and healthy on holiday.

#### **SUN SAFE:**

Whatever we do, the sun safety message is a strong one for Aussies, and we're more likely to stay covered up from the sun. Carnival Spirit has stocked up on 30+ and has more than doubled the number of sun pods onboard, so we can relax in the shade protected from the sun's rays.

Whether it's ultimate relaxation or action-packed adventure, Aussies and Kiwis can explore every speed of holiday on Carnival Spirit's year round, three to 12-night voyages that explore the Pacific Islands, New Zealand and Melbourne, and in 2014, Tasmania.

**ENDS**

**With any enquiries, please contact:**

**Lena Sachs, Pulse Communications**

**02 8281 3875 / 0424 143 545**

[lena@pulsecom.com.au](mailto:lena@pulsecom.com.au)

**Sophie Moll, Pulse Communications**

**02 8281 3868 / 0411 861 933**

[sophie@pulsecom.com.au](mailto:sophie@pulsecom.com.au)

**About Carnival Cruise Lines**

Carnival Cruise Lines is the largest cruise line in the world with over four million guests travelling every year. Carnival Spirit is the largest and newest cruise ship to call Australia home. With 45 daily activities from Zen to adrenalin to enjoy, Carnival Spirit offers fun-loving families and couples memorable holidays at great value. For further information or to book your next cruise visit [www.carnival.com.au](http://www.carnival.com.au)