



Classic International Cruises

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Classic International Cruises Announces its Biggest Ever Season in Australia

Athena to Return to WA and SA for 2010/11 Summer Season

Classic International Cruises has announced that its flagship, Athena, will return to Western Australia and South Australia for the 2010/11 summer to offer the company's longest-ever program here as the only ship to be based in Perth and Adelaide in the 2010/11 season.

The popular 600-passenger Athena will be based in WA and SA from December 18, 2010, to April 3, 2011 as part of Classic International Cruises' seventh successive summer season in the west and the third for Athena which debuted in Perth and Adelaide to rave reviews last year and will return to those ports this summer.

Athena will be the only cruise ship based in WA and SA in the summer of 2010/11, underscoring Classic International Cruises' continued commitment to these growing cruise markets, according to the line's Australian Managing Director, Grant Hunter.

"Classic International Cruises has served Western Australia every summer since 2004 after a decade in which no ship at all was based in WA, and in 2010/11 we will again offer our highly successful formula of traditional cruising, affordable fares, attractive itineraries, fine cuisine and friendly service," Mr Hunter said.

"Classic International Cruises first developed the cruising market in WA in 2004 with the small but popular Funchal and we have gone from strength to strength, despite new competition, ever since which led us to deploy our biggest liner, Athena, in WA and also SA, last year for the first time. And our 2010/11 summer season will stretch for four months - our longest season yet.

"We enjoy the support of a very high level of repeat customers as well as the ever-increasing support of travel agents in WA and SA who love our product, know that we only sell via agents and that we are in the west to stay. Classic International Cruises is committed to growing the WA and SA markets and we will continue to serve those markets with a local ship for the foreseeable future."

Mr Hunter said that despite the economic slowdown, cruising had continued to attract record numbers of Australians seeking an exciting, value-for-money holiday.

"Consumers in WA and SA love the fact they can sail with us from their doorstep and the friendships they forge on our intimate, mid-sized ships keeps them coming back year after year," he said.

Athena's cruise itineraries in 2010/11 will again include Bali, greater Asia, destinations around WA and SA and classic line voyages between Europe and Australia. Details will be released later this year.

Originally a transatlantic liner, the 16,200-ton Athena features a wrap-around promenade deck, traditional wooden deck chairs, a pool, fitness centre and sauna, five bars and lounges, nightclub, showlounge, casino, library, boutiques, cinema and formal and casual restaurants. The onboard currency is Australian dollars.

Cruises on Athena from Fremantle in WA and Adelaide in SA are available from **\$435** per person, twin-share, for a two-night itinerary.

* **Bookings via travel agents. For more information, visit www.classicintercruises.com**

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