



Classic International Cruises

General editorial – 2010/11 Season

ATHENA - The Classic Cruising Experience

Classic International Cruises will offer its seventh successive season in Australia this summer (2010/2011), with the return of the line's stylish flagship, *Athena*.

A maiden visit by *Athena* to Christmas Island during the Christmas cruise and the first-ever return cruise from Western Australia to South Australia will feature in Classic International Cruises' longest-ever program in Australia this summer.

The 550-passenger *Athena* will offer 13 cruises to and from Fremantle/Perth in WA for four months from November 14, 2010, to April 14, 2011 – the longest-ever summer season in Australia for Classic International Cruises, which has based its liners in Perth every year since 2004, with *Athena* representing the line here for the past three years.

Cruises from two to 39 nights will be available in the summer of 2010/11 including a Christmas cruise from Perth to Christmas Island and Bali, an 11-night cruise from Perth to the seafood capital of Australia, Port Lincoln, as well as Kangaroo Island, Adelaide and Esperance – the first ever return cruise from WA to SA - an extended Asian cruise, popular short and weekend cruises around the WA coastline and two traditional line voyages between Europe and Australia.

Fares start from **\$445** per person, twin-share, for a two-night cruise aboard *Athena*, with children under 18 cruising for free on six selected cruises, with only nominal taxes to pay. And supplements for solo travellers in selected cabins are as low as 25 per cent, instead of double. And Classic International Cruises is also one of the few cruise lines to allow single travellers to share cabins to lower the fare. The currency onboard *Athena* is Australian dollars, adding to the savings.

"*Athena* will again be based in WA this summer, underscoring our ongoing commitment to this growing market," said Classic International Cruises Managing Director for Australia, Grant Hunter. "Classic International Cruises has served Western Australia every summer since 2004 after 15 years 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 on a real ocean liner, affordable fares, attractive itineraries, fine cuisine, friendly and personal service and a warm and relaxed atmosphere that you only get on a smaller vessel," Mr Hunter said.

"Between one third and half of all passengers on our cruises from Perth have sailed with us before, which underlines our appeal and success. Onboard passengers surveys also show that 92 per cent of passengers rate their *Athena* cruise last season as very good to excellent, with the onboard service, dining experience and entertainment singled out for the highest scores, which is a great endorsement of our unique product."

In contrast to the rapid growth of ever-expanding resort-type superliners, with their rock climbing walls, flying foxes, skating rinks, rides, boxing rings and long queues, Classic International Cruises offers a return to what it calls the 'Classic Cruising Experience' where crew escort passengers to their cabins on embarkation and know their names throughout the cruise in an intimate, friendly and relaxed setting.

In fact, attentive, old-fashioned service from the Australian and international crew and first-class cuisine are the hallmarks of the Classic Cruising experience, according to Mr Hunter. “It’s cruising as it was meant to be, with a sense of the ocean and all its mystery, adventure and nautical traditions, and that special personal touch often lacking in today’s hectic age,” he said.

The elegant *Athena*, registered in Portugal, is stylishly traditional and solidly-built liner purpose-built for blue-water ocean cruising.

Athena is smaller than most cruise ships today, carrying just 600 discerning guests, but therein lays her appeal. She is easy to get around and boasts a special warmth and charming ambience – an authentic home-away-from-home with a rewarding camaraderie that only smaller vessels can provide.

Many like the convivial atmosphere onboard to that of an English country pub – cosy, informal and welcoming. Guests return to their ‘other’ homes refreshed and relaxed with an address book brimming with the names of new friends.

Onboard, guests enjoy lazy days at sea and the many pleasure of shipboard life. Sip cocktails by the pool, take a turn around the Promenade Deck, enjoy a gym work-out, feast on fine cuisine, catch a cabaret show or a movie, lounge in the piano bar and let your hair down in the disco – all the feel-good things that provide the perfect getaway at sea.

And then there’s the ever-changing scenery. Unpack just once and a host of exciting destinations appear on the horizon.

Our ships have delighted European passengers for 27 years. For the past seven years, the line’s *Funchal* (every summer from 2004-2007) and *Athena* (2008/9, 2009/10 and 2010/11 summer seasons) have wowed more than 50,000 Australians, with many repeat guests bringing back friends and family to live it up at sea together.

Funchal’s success in Western Australia from 2004 to 2007 led to the debut in the summer of 2008/09 of the line’s biggest liner, *Athena* in Fremantle and also Adelaide, where *Athena* was the first ship to offer round-trip cruises from the SA capital. The popularity of *Athena*’s first two seasons in WA has paved the way for her third successive season here this summer for her 2010/11 program.

Named after the Greek goddess of wisdom and originally a transatlantic liner, the 16,144-ton *Athena* was completely rebuilt as a cruise ship in 1994 at a cost of US\$150m and refurbished in 2005. The mid-sized, eight-deck ship features a wrap-around promenade deck, many traditional wooden deck chairs, a pool, fitness centre and sauna, five bars and lounges, nightclub, showlounge, casino, library, boutiques, cinema, internet café, formal and casual restaurants and 276 spacious cabins – all with a shower and bathtub - a luxury only found in suites on the latest superliners around the world. All 43 suites, including eight balcony cabins, have jacuzzi baths.

Children’s activities operate during school holidays and fares include all gratuities, enhancing the value for money *Athena* offers passengers.

* According to the latest Berlitz Guide to Cruising, considered the ‘Bible’ of cruising: ‘This sturdily built ship (*Athena*) is really one of the old classics that has been lovingly maintained and holds a special charm for those not seeking the newest large resort ships.’

Athena's 2010/11 Season to and from Fremantle/Perth, WA

(Seventh consecutive summer season from WA for Classic International Cruises and third for Athena)

13 cruises will be offered:

- 35-night line voyage from Rome to Fremantle, sailing November 14, 2010, from **\$5995** per person, twin-share
- 11-night Christmas cruise to Christmas Island and Bali, departing Fremantle December 19, 2010, from **\$2195** per person, twin share
- 3-night New Year's ocean cruise to 'nowhere', from December 30, 2010, from **\$755** pp, twin-share
- 5-night cruise to Albany and Esperance, dep Jan 2, 2011, from **\$1080** per person, twin share
- 3-night ocean cruise to 'nowhere' from January 7, 2011, from **\$655** pp, twin-share
- 11-night return cruise to Bali for an extended three-day stay, dep Jan 10, 2011, from **\$2095** pp, twin-share
- 2-night weekend ocean cruise to 'nowhere' from January 21, 2011, from **\$445** pp, twin-share
- 4-night Australia Day cruise to Bunbury and Albany, sailing January 23, 2011, from **\$890** pp, twin-share.
- 11-night return cruise from Fremantle to Port Lincoln, Kangaroo Island, Adelaide and Esperance, sailing January 27, 2011, from **\$2095** pp, twin-share
- 5-night cruise from Fremantle to Esperance and Albany, on February 7, 2011, from **\$995** pp, twin-share.
- 2-night weekend ocean cruise from Fremantle to 'nowhere' on Feb 12, 2011, from **\$445** pp, twin-share
- 20-night cruise from Fremantle on February 14, 2011 – Valentines Day – past Christmas Island and the spectacular Krakatau Volcano and to Singapore and ports in Malaysia and Thailand, from **\$3450** pp, ts
- 39-night line voyage from Fremantle to the UK, sailing March 6, 2011, from **\$6850** pp, twin-share

The 2010/11 brochure for *Athena* also includes details of the new 2010/11 summer season in the Far East for Classic International Cruises' 500-passenger *Princess Daphne*, which will offer nine return cruises in Asia from Singapore and Hong Kong.

Founded in 1982, Classic International Cruises carries 200,000 passengers a year, with the five-ship fleet (*Athena*, *Princess Daphne*, *Princess Danae*, *Arion* and *Funchal*) offering cruises in Europe, the UK, South America and, since 2004, Australia, with Asia to return to the line's line-up of cruises in 2010-11.

For a brochure, professional assistance or reservations see your travel agent. More information also available on www.classicintercruises.com

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