



Classic International Cruises

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MICE at Sea Aboard Athena!

New Cruise Packages for Meetings, Incentives, Conferences and Exhibitions Aboard Athena in Australia This Summer

Free room hire, company logos carved in ice, daily newsletters for delegates and views that change every hour are being offered to businesses keen to hold meetings and conferences at sea aboard the classic ocean liner, Athena, in Australia this summer.

Classic International Cruises has released new, low-cost MICE packages on Athena, with the 600-passenger ideally suited to charters, conferences, corporate meetings or incentive groups, according to the cruise line.

Once a transatlantic liner and sporting auditoriums, restaurants and lounges that can accommodate 260 delegates, the intimate, yacht-like Athena – popular for its relaxed and casual onboard atmosphere - will offer 15 cruises to and from Fremantle in WA and Adelaide in SA from November 2011 to April 2012.

“A cruise provides an ideal venue for a successful, exciting and affordable conference or product launch,” said Classic International Cruises Managing Director Grant Hunter. “There are no room hire fees or additional transportation costs and all accommodation, meals and evening entertainment are included in the cruise fare. Cruises can also be given to clients and top-performing employees. They are a great way to build camaraderie and if partners come along, they can relax by the pool.”

The new corporate packages can be used on any of Athena’s itineraries this summer including a range of short cruises from two to five nights that would suit meetings and conferences at sea.

Conference, meeting and product launch packages include dedicated use of Athena’s 260-seat auditorium, free use of video equipment, morning and afternoon tea, cocktail functions, a dedicated daily newsletter, free banner display and the carving of the company’s logo into ice by the ship’s chefs.

Athena boasts personal, old-fashioned service and fine cuisine as well as traditional wooden deck chairs, marbled reception foyer, pool, fitness centre and sauna, five bars and lounges, nightclub, showlounge, casino, library, boutiques, cinema and two restaurants. And all cabins have a full-sized bath – a luxury only found in suites on the latest superliners.

Cruise fares start at \$450 per person, twin-share, for a two-night cruise. Discounts for group bookings are available. The only additional costs for conference groups are morning and afternoon tea, alcoholic beverages and ice-carved company logos. Packages can be tailored to suit groups.

Bookings are available via travel agents or ring Classic International Cruises on 1800 990 857 or visit www.classicintcruises.com.

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