



MEDIA RELEASE

Cruise Council Recognises Top Achievers in Industry

The best performers in the Australasian cruise industry have been recognised for their contribution to the booming cruise market at the International Cruise Council Australasia's 2011 awards dinner.

Fifteen awards across seven categories were presented to the industry's top travel consultants and agencies at a gala event held at the Hilton in Sydney on Saturday night (February 11, 2012).

Cruise Council Chairman Gavin Smith said the awards paid tribute to the substantial contribution of travel agents in the ongoing growth of the local cruise market.

"The local cruise industry is expanding rapidly and the travel agent community has played a key role in this growth," Mr Smith said.

iCruise was the big winner on the night named the top New Zealand Cruise Agency of the Year for the second year running. Lets Cruise was awarded silver, while also receiving an award for rising star Helen Mahoney. Meanwhile Cruise Republic picked up bronze.

A man who has regularly stepped up to the award podium for his ongoing commitment to the industry, Phil Hoffmann, founder of Phil Hoffmann Travel in South Australia, was awarded the Neil Frazer Award for an Outstanding Contribution to the cruise industry by an Individual.

Accepting his award to a standing ovation, Mr Hoffmann said he enjoyed giving to the industry and thanked his team for being a constant source of inspiration.

"It's been a great journey and I've enjoyed every minute of it," he said.

"We're so lucky as an industry to have so many great companies bringing out great products yearly. Every week I fall in love with a new cruise and want to go on one. I still love it as much as the day I started and hope to love it for another 20 years."

Other New Zealand category award winners included:

- **Cruise Consultant of the Year** – Sue Grigg: Cruiseabout Ponsonby
- **Agency Promotion of the Year** – Manly United Travel "APT River Cruise Group Promotion"
- **Network Promotion of the Year** - Mondo Travel "Cruise Day Out"

Mr Smith said the winners should all be proud to have been recognised by cruise lines.

"As the competition for these annual awards grows each year and as we're in the midst of a record cruise season, we expect next year will be even bigger," Mr Smith said.

Hosted by television presenter Lisa Wilkinson, more than 420 guests attended the night, officially the biggest cruise industry awards night to date.

(Full list of awards on page 2)

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2011 ICCA Award Winners

Cruise Agency of the Year - New Zealand

GOLD: iCruise: Auckland

SILVER: Lets Cruise: Auckland

BRONZE: Cruise Republic: Auckland

Cruise Consultant of the Year - New Zealand

Sue Grigg: Cruiseabout Ponsonby

Rising Star - New Zealand

Helen Mahoney: Lets Cruise Auckland

Agency Promotion of the Year - New Zealand

Manly United Travel "APT River Cruise Group Promotion"

Network Promotion of the Year - Australasia

Mondo Travel (New Zealand) "Cruise Day Out"

Neil Frazer Award

Phil Hoffmann

Cruise Agency of the Year - Australia

GOLD: Bicton Travel: Bicton WA

SILVER: Cruiseabout: Turrumurra NSW

BRONZE: Phil Hoffmann Travel: Glenelg SA

Cruise Consultant of the Year - Australia

Roland Kautzky: Cruiseabout, Port Melbourne VIC

Rising Star - Australia

Jamii-Lee Alpen: Ozcruising, Phillip ACT

Agency Promotion of the Year - Australia

Just Cruises, Brisbane QLD "Cruise Sale Week"

Media Award

Robert Upe, The Age Newspaper: "To sea on an iron maiden" - Queen Elizabeth