

## Silversea CEO joins Cruise360 forum

**SILVERSEA** Cruises was represented by Roberto Martinoli, Chief Executive Officer and Barbara Muckermann, Chief Marketing Officer at CLIA Cruise360 Australasia, the world's biggest cruise conference which took place at the Hyatt Regency Hotel in Sydney last Fri.

Reinforcing Silversea's commitment to the local travel industry, both Roberto and Barbara met with key industry stakeholders during their visit in addition to taking part in panel discussions and specialist breakout sessions alongside other top execs from key cruise lines.

Australia has become Silversea's third largest market, in some destinations it is close to overtaking the UK as the second largest market after the USA.

Australia and New Zealand are both seen as very important strategic parts of Silversea's future plans and continued expansion into the luxury expedition market with one of the largest uptakes of guests travelling on Expedition cruises to Antarctica, the Arctic,



**CRUISE** industry execs were all ears to hear what Silversea CEO Roberto Martinoli had to say on the Cruise360 panel.

From left are Steve Odell, Senior Vice President and MD Asia Pacific, Norwegian Cruise Line Holdings; Sarina Bratton, chairman Asia Pacific, Ponant; Adam Armstrong, MD Australia and NZ, Royal Caribbean Cruises; Robert Martinolo and Sture Myrmell, President P&O Australia.

Kimberley, Asia and Galapagos.

Recognising the potential of the cruise market early, Silversea was one of the first luxury cruise brands to establish a dedicated office in Sydney back in 2008.

Since then, Silversea's Sydney team has expanded significantly with the sales team alone now accounting for seven employees.

**CHRISTINE** Gardiner (left), BDM, Silversea Expeditions Australia and New Zealand with Julie Golding, Silversea BDM, NSW South and ACT man the Silversea booth at Cruise360.



**ROBERTO** Martinoli, Silversea CEO taking part in a panel discussion (along with RCI's Adam Armstrong), sharing with the audience his selected word to reflect the current state of the industry - "Experiences".



**SILVERSEA** used the Cruise360 Australasia platform to reveal details on its 'Stay Curious' partnership launch with world renowned photographer Steve McCurry, best known for his 1984 photograph 'Afghan Girl', which originally appeared in *National Geographic* magazine.



**BARBARA** Muckermann, Silversea Chief Marketing Officer speaking during a workshop session for agents: "Upselling - Selling Luxury and Expedition Cruises and Increasing Your Revenue", which was moderated by Larry Pimentel, Azamara Club Cruises President and CEO.

