

group trade review

SHIPPING:

Union-Castle buys Reina del Mar

Union-Castle have purchased the 20,750-ton cruise liner *Reina del Mar* from Royal Mail Lines Ltd., a member of the Furness Withy Group. The ship which has been on charter to Union-Castle for the past nine years was due to be handed back to her owners in September 1974. Instead she is being transferred immediately to Union-Castle ownership, thus demonstrating the company's faith in their successful cruise operations.

The decision to ensure that *Reina del Mar* will be available for cruising beyond 1974 will be welcomed by the large number of passengers with whom she has been a firmly established favourite for many years.

Reina del Mar has regularly operated a programme of cruises out of Southampton from March or April each year up to October/November. She then makes a voyage to South Africa and from there carries out a series of cruises to South America. *Reina del Mar* was one of the first ships to provide the South African public with an opportunity of cruising from their own country.

This coming season (December/March) she is to make three four-week long cruises to South America, and has got away to a splendid start as bookings already total over 2,400. In 1973 she made her first ever cruise to the Caribbean. So successful was this that a further 29-day cruise has been arranged in 1974, departing from Southampton on April 25. During 1974 in 13 cruises from Southampton she will be offering a total of over 12,000 berths.

Mailships' two-way thrift fares

Union-Castle/Safmarine are to introduce in 1974 a thrift season in both directions on the mail service between Southampton and South Africa. Specially reduced rates will apply to SA *Vaal* and to tourist class passages in the other ships.

These rates were announced in the new tariff, recently issued. The thrift season extends from mid-February to mid-June southbound and from the end of August to the end of January northbound. During these periods the minimum single fare between UK and Cape Town is £136, which

compares with the lowest ordinary rate of £171.

For anyone planning a stay of three months or more in South Africa, by choosing the right sailings it is possible to enjoy the advantage of thrift season rates in both directions. This makes possible a minimum return fare to Cape Town of £272. As the round voyage totals 12,000 miles the cost is only a little over 2p a mile, including accommodation and full board for 11½ days each way.

New ILS Ltd for cargo marketing

A new company, International Liner Services Ltd., now combines the UK resources of British & Commonwealth Shipping and Safmarine in the fields of ship operations, agency matters, marketing, freight, accounting and related matters. ILS began operating on October 1, fulfilling the intentions announced by B&C and Safmarine last May.

ILS has its head office in Greenly House, London. It is responsible for marketing, booking cargo and ship operation of the general and refrigerated cargo liner trades to and from the UK.

Apart from marketing, ILS has only limited responsibility for the UK-South Africa mail service. It has no responsibility in passenger matters.

In addition to the London head office, ILS has branch offices in Glasgow, Liverpool, Manchester, Birmingham and Leeds. Virtually the whole of the cargo liner division of Cayzer, Irvine & Co., and the freight operations section of Safmarine have transferred to ILS, together with one or two other departments, so that in the main functions will tend to be dealt with by the same personnel as before.

The board of ILS Ltd., consists of G. F. Bedford, chairman; F. H. Smith, deputy chairman; I. B. T. Galloway, managing director, and R. A. Sheppard, financial director. The trade managers are G. J. Beckett (refrigerated vessels and India), G. H. Chandler (Africa) and E. C. Cousins (Africa).

Functions not directly covered by ILS

■ Now in B&C ownership as well as B&C operation—the popular 20,750-ton cruise liner *Reina del Mar*, seen landing passengers during a Union-Castle cruise call.

