

### Cruise Weekly today

**Cruise Weekly** today features three pages of all the latest cruise industry news.

## Hurti biofuels

**POLAR** cruise line Hurtigruten has successfully tested its biofuel, which it claims has the potential to reduce carbon emissions by 95%.

The line's ship *Polarlys* has been testing the use of biodiesel over the past weeks with more tests to come.

"The industry needs to start making more sustainable choices and Hurtigruten wants to lead the way," says Hurtigruten Chief Executive Officer Daniel Skjeldam.

We want to move the boundaries and learn more about how this can be used in a bigger scale."

## Encore presents opportunity: NCL

**NORWEGIAN** Cruise Line's (NCL) newest vessel *Norwegian Encore's* sailings in Alaska will offer the biggest opportunity for Australian travel agents, NCL VP and MD Asia Pacific Ben Angell told **CW**, onboard the ship's preview sailing last week.

The vessel (**pictured**) is currently undertaking a nearly month-long tour with preview events scheduled in Europe, New York and Miami (**CW** 01 Nov).

She will offer seven-day voyages to the Eastern Caribbean from Miami beginning 24 Nov 2019 and in 2021, will sail to Alaska from Seattle.

"Alaska is a destination we're really beginning to own in many respects as a brand, we've got fantastic choice of ships in Alaska," Angell told **CW**.

"We offer a product in Alaska with this ship and the others that I think is a perfect fit for guests



aged from eight to 80," he said.

*Norwegian Encore* offers capacity for 3,998 passengers and is packed full of options, including the introduction of Italian restaurant, Onda by Scarpetta, alongside a swathe of specialty and dining options and bars.

In entertainment, the ship boasts productions such as *The Choir of Man* and *Kinky Boots* while activities include a VR experience, Galaxy Pavilion,

waterslides, laser tag and a go-kart track.

Angell highlighted the vessel's attention to detail and little nuances versus the other Breakaway Plus class ships.

"It shows that we're listening to our guests, it shows that we're listening to trade partners and feedback that they give us and we're making small tweaks to continue to evolve," he said.

More on **page two**.

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## Agents preview *Encore*



**NORWEGIAN** Cruise Line (NCL) demonstrated its trade-first approach by welcoming *Norwegian Encore* into its fleet by showcasing it to a delegation of trade and media from around the world late last week during a two-night preview sailing.

**Pictured** marking the occasion in The Haven shortly before sailaway are: Jean Summers-Reeves, Clean Cruising; Tammy Marquet, Infinity Cruise; Josh Duncan, Flight Centre Travel Group; Jeff Leckey, House of Travel NZ/HOOT Cruises and Damian Borg, NCL.



**NORWEGIAN** Cruise Line (NCL) will "invest and double down in trade partnerships" following a restructure earlier this year which saw Ben Angell (**pictured**) take responsibility for the brand as Vice President & Managing Director NCL Asia Pacific.

Angell said the restructure was both prompted by growth from the local market - with the region on track to become the top international market for Norwegian Cruise Line - and a decision from head office to have more brand separation, following the announcement NCL's Pres and CEO, Andy Stuart would leave at the end of the year.

Australian travel agents can expect to see the NCL brand "step up a bit now," and receive

more focus and space to breathe following the change, Angell said, which saw him become NCL's first dedicated local head, rather than one leader responsible for all three Norwegian Cruise Line Holdings brands.

Work is already underway, with the team having started to assemble "a great sales team with a slightly different focus which will be more commercially focussed than we have been to date, because the next phase of growth demands that," he explained.

"It's about having those conversations with our travel partners up front to define what joint success looks like and then really setting yourselves the road map to achieve."



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