

Inspire your clients to keep booking, with our new weekly online magazine, *keep dreaming*



Featuring inspiring stories from destinations around the world, reviews, recipes, puzzles and more.

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Plus, we've put together an agent toolkit with images for social media and more, to help you use *Keep Dreaming* to generate enquiries.

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Travel & Cruise

Weekly



Cruise Weekly today

Cruise Weekly today features two pages of all the latest cruise industry news and a **cover page** promoting our new **Keep Dreaming** weekly e-magazine.

Keep Dreaming...

TODAY we announce the launch of **Keep Dreaming** a new weekly electronic magazine from our sister consumer-facing publication *Travel & Cruise Weekly*.

Keep Dreaming is intended to keep your clients thinking about their next holiday, with plenty of inspirational content and agent-friendly calls to action - plus a selection of the popular puzzle pages which have been introduced in *Travel Daily* to keep us all occupied during the COVID-19 closures. See the **cover page** for more.

US CDC extends “no cruise” order

AMERICA'S Centers for Disease Control (CDC) has formally banned any cruising until mid-Jul, extending its previous 30-day No Sail Order for a further 100 days, or until the coronavirus emergency ends.

The formal order confirms there are about 50 cruise ships at sea off the US east coast and the Bahamas with almost 50,000 crew aboard, while off the west coast and Gulf Coast are a further 45 ships with an estimated 32,000 crew aboard.

A response framework prepared by the Cruise Line Industry Association (CLIA) “must go further to reduce industry reliance on government and shoreside hospital resources,” the CDC ruling advises.

“The Director of CDC finds that cruise ship travel exacerbates the global spread of COVID-19 and that the scope of this pandemic

is inherently and necessarily a problem that is international and interstate in nature and has not been controlled sufficiently by the cruise ship industry or individual state or local health authorities,” the order adds.

The CDC has ordered cruise ship operators to immediately develop a robust plan to “prevent, mitigate and respond to the

spread of COVID-19 on board cruise ships,” with the document required within seven days.

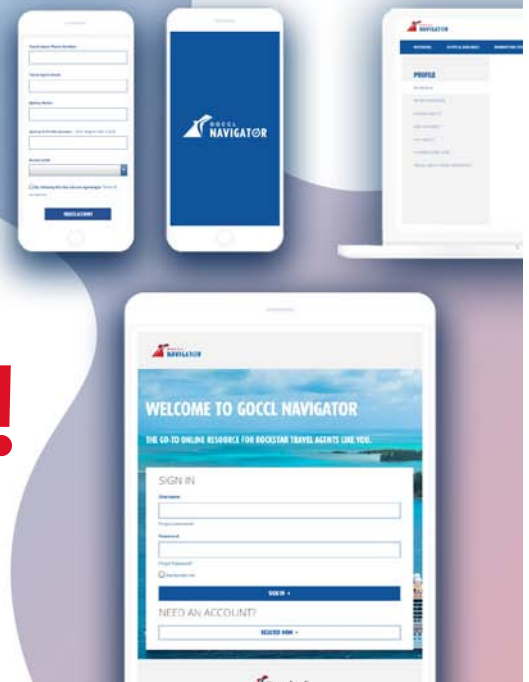
Cruise lines have started to once again amend their plans in light of the ruling, with Carnival Cruise Line cancelling all sailings up to 26 Jun, as well as all 2020 San Francisco departures.

Carnival Cruise Line’s Australian sailings are paused until 15 Jun.



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FOLLOWING the fantastic work of all involved, *Greg Mortimer* last week disembarked her Australian and New Zealand passengers, helping repatriate them on a flight home.

"We are thrilled to have brought our Australian and New Zealand passengers back onto home soil and we thank them for their patience as we navigated this challenging situation," a spokesperson for Aurora Expeditions said.

The company also lauded Uruguay for its handling of the situation, as did some aboard the ship, **pictured** with this message for the country.



Genting health overhaul



GENTING Hong Kong has announced comprehensive onboard health protocols for its Star Cruises and Dream Cruises brands.

During its suspension of sailing, the company has reinforced effective cleaning procedures with its crews, including health and hygiene protocols and efficient guest interaction.

The new protocols see updated conventions and preventative measures for eight aspects of cruising, including embarkation

and disembarkation, guest accommodation, common public areas, food hygiene practice & standards, entertainment and recreational activities, fresh air ventilation systems, the medical centre and crew member practices & standards.

"As a responsible cruise company, it is our duty to adopt a pro-active approach to meet and also strive to exceed the growing expectations and concerns of the public," said Genting Cruise Lines President Kent Zhu.

"As such, we have carefully reviewed our prevention and response plan with the COVID-19 pandemic in mind to devise and provide enhanced and comprehensive measures across our fleet.

"All of Genting's ships allow for 100% external fresh air to be filtered and supplied to each passenger cabin as well as on board public areas ensuring a constant and healthy flow of fresh air throughout the vessels."

Pictured: *Genting Dream*.

We'll be back: RCL

ROYAL Caribbean Cruises (RCL) is steadfastly making plans to return to Australia on schedule next summer, with regional Managing Director Gavin Smith saying the line will target its marketing at past guests.

"Don't misunderstand me - it will be bloody tough," Smith told *The Australian*, saying the challenge for the industry would be to restore public confidence in cruising.

"The focus going forward will be on past passengers," he said, adding "the number of Australians that have taken a cruise is such a high percentage that they should be a good consumer group that we can recruit."

Smith confirmed that Royal Caribbean Cruises was focusing heavily on "returning to service responsibly" for the Oct 2020-Apr 2021 season, saying "we have to be ready to go as and when consumers and society feel safe to get back to taking cruising holidays".

Sun setting

AS A result of fleet redeployment, all sailings on *Norwegian Sun* from 21 May to 18 Oct have been cancelled.

All guests will receive a future cruise credit worth 125% of the fare paid, which will be valid for a period of one year, and can be applied to any future sailing through 31 Dec 2022.

More information on cruise cancellations **HERE**.

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