



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

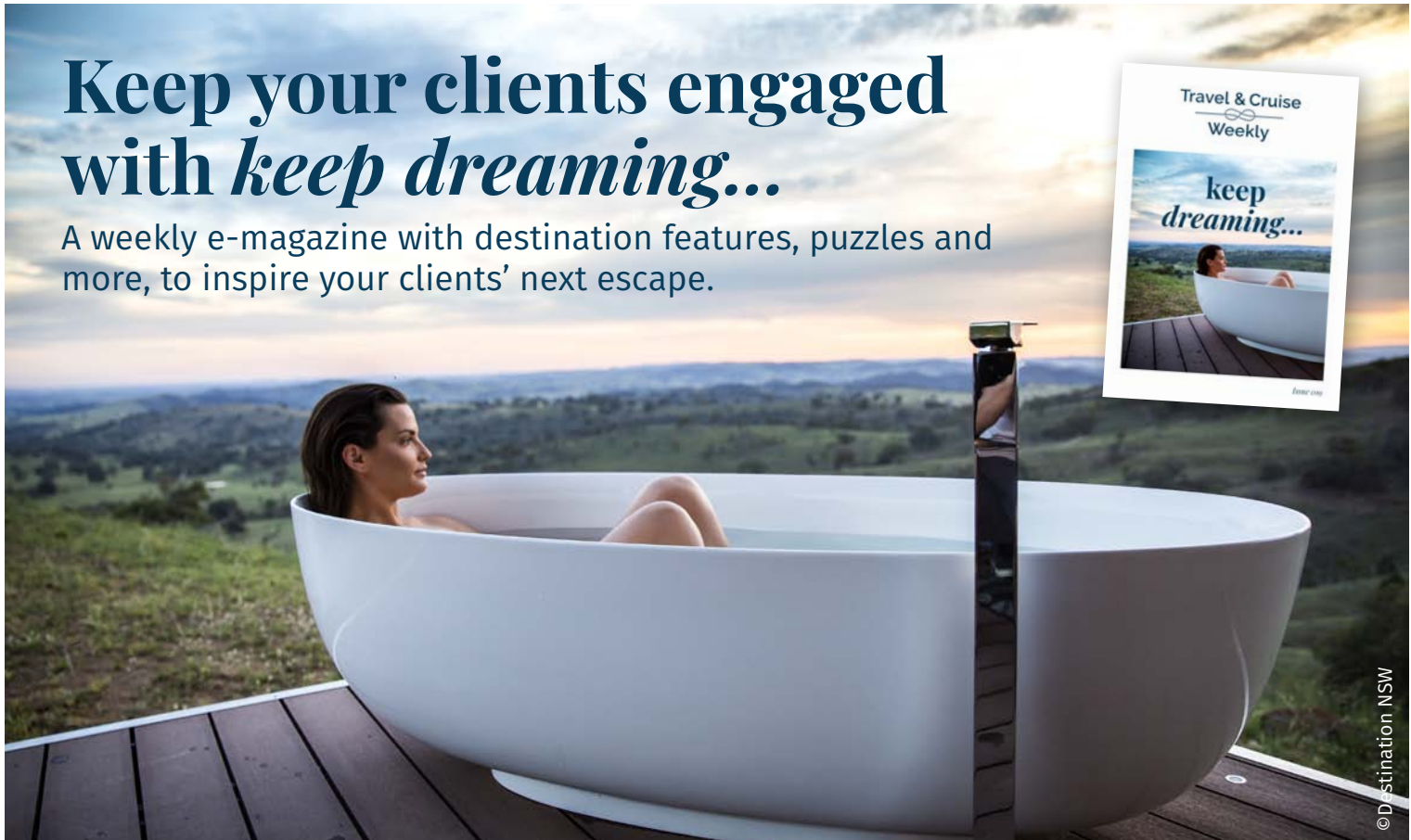
HAL gets Grand
HOLLAND America Line (HAL) has opened bookings for its 2021 Grand Africa Voyage and 2022 Grand World Voyage. Early booking benefits offer amenities valued at up to US\$6,760 and 3% savings when booked by certain dates for the 128-day World Voyage and Africa circumnavigation. Onboard spending credit, prepaid gratuities, luggage delivery service and more are all available when booking by 26 Feb 2021 for the Grand Africa Voyage and 01 Jun 2021 for the Grand World Voyage. Both itineraries are roundtrip from Fort Lauderdale.

MSC to focus on agents & Australia

EXCLUSIVE
MSC Cruises Managing Director Australia Alessandro Guerreri has confirmed the line's commitment to agents will be ramped up over the coming months, with the debut of an e-learning platform, MSC Masters. Speaking to **Cruise Weekly** yesterday, Guerreri reinforced the importance to MSC of supporting travel agents over the coming months, with the Masters program to lead the line's efforts. Offering agents the ability to graduate to become an MSC Master, the platform will be comprised of MSC lessons, filling in students on the cruise line's DNA & its main assets, and MSC webinars, which allow agents to stay up to date on the line through online classes. Agents will begin by covering 12 modules, which include top

reasons to cruise, who is MSC, MSC presents, what are the MSC experiences, meet the fleet, food & beverage, entertainment, yacht club, MSC for me, routes & destinations, Ocean Cay MSC Marine Reserve and MSC Voyages Club, following which students will complete an exam, certifying them as an MSC specialist. "We are thinking to support, implement and structure the team to be more flexible and closer to our travel agents and be sure there is always someone who can listen to their needs or requests, or develop their business," Guerreri told **CW**. "The most important thing we want to do right now is support travel agents and help them to rebuild their business." Guerreri also revealed MSC's reinvigorated commitment to Australia, which is planned to

begin with three local ports of call on next year's world cruise (**CW** 01 Jul). The MSC Managing Director Australia also divulged the cruise line was exploring the opportunity to homeport a ship in Australia in the future, possibly in Sydney. "While it's not one of our top source markets we want to grow passengers from Australia," Guerreri said. "Australia is a very important market for us...we have a loyal customer base and we know there's demand for MSC to sail in local waters. "We are studying the opportunity to homeport one of our ships in Australia and when would be the right time to do so. "When the opportunity arrives to homeport one of our ships in Sydney, why not?"



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PORTHOLE

SOME people will go to extraordinary lengths to ensure they do not catch coronavirus, but one Latvian man recently employed a foolproof method - he went five months on the ocean without seeing another human being.

Karlis Bardelis started a nearly two-year journey in Peru in Jul 2018, reaching French Polynesia after nearly five months and finishing in Malaysia in Jun of this year.

The Latvian spent 140 days rowing across the ocean without seeing another human being, but he did spot sharks ramming his boat, off the coast of Papua New Guinea.

Bardelis rowed up to 13 hours a day to make his way from South America to Asia with no engine and no sails on his seven-metre plywood boat, and believe it or not, he never caught coronavirus.

Florida losing big

THE Florida economy has lost US\$23 billion as a result of the suspension of cruising, according to experts.

"It impacts quite a bit of Florida and all sorts of industries are impacted by the loss of passenger operations," said Florida Ports Council VP Govt Affairs Mike Rubin.

The Florida Ports Council estimates 169,000 jobs will be lost through the pandemic.

MICE on Seabourn



SEABOURN Cruises has rolled out new web content for incentives, meetings, group travellers and charters.

The initiative is designed to make it easier for prospective group booking clients to understand why a Seabourn ship may be the perfect choice for their next gathering, adding a range of dedicated information for the segment to its website.

The information outlines a range of reasons why one of Seabourn's ultra-luxury ships can be a competitive choice when compared to a traditional land-based hotel or resort, with the cruise line's small ship environment aiming to "wow" guest lists with multiple destinations in one trip, an all-inclusive onboard environment and service delivered by a crew educated and trained to deliver the finest in hospitality service.

Seabourn is also spotlighting high space-to-guest ratios, no long lines and no crowds.

Off the ship, the destinations on many Seabourn itineraries also

include smaller, less-crowded ports of call only accessible by smaller ships and yachts.

CLICK HERE for more.

Pictured: *Seabourn Encore*.

Sailing in Memphis

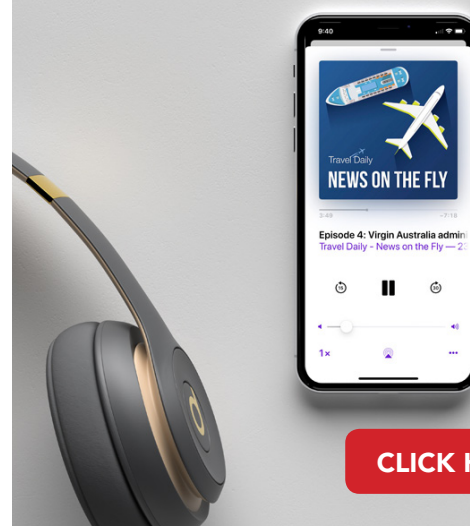
A NEW music-themed river cruise to Memphis is sailing in Aug 2021 with American Queen Steamboat Company, with a range of savings having just been released.

Save up to US\$1,800 per couple when booking by 30 Sep, with the cruise taking travellers from Louisville to Memphis aboard an authentic paddle steamer.

Guests can also receive a bonus US\$100 cruise credit per booking by downloading the new American Queen Steamboat Company 2021 online brochure via their GSA Cruise Traveller's website.

The Music of the 50s and 60s river cruise package begins on 22 Aug 2021.

Catch up on the news of the week



Travel Daily

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