



Cruise Weekly today

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

CDC extends order

THE United States' Centres for Disease Control and Prevention (CDC) has extended its no-sail order for cruise ships until 30 Sep.

The previous 100-day no-sail order is set to expire next Fri (CW 24 Apr), although Cruise Lines International Association members had already committed to a pause until 15 Sep (CW 22 Jun).

Cumulative CDC data from 01 Mar to 10 Jul shows a total of 99 outbreaks of coronavirus on 123 cruise ships, meaning that 80% of ships within the United States' jurisdiction were affected by COVID-19 during the time frame.

Seabourn looks to "vacation revenge"

NEW Seabourn President Josh Leibowitz (CW 26 Jun) believes his cruise line is in a unique position to rebound from the COVID-19 pandemic.

Leibowitz, who described Seabourn as in "a class of its own", said conversations he's had with the trade indicated small ship luxury possesses the qualities of an industry with bounceback-ability.

"[Seabourn has] a wonderful position in the market to offer product to consumers when the time is right which can hopefully bring people back onto the water," he said.

"Just through the operational pause you're talking six-to-eight months of unrealised vacation experience, and that's a dramatic reduction in supply, capacity and availability.

"What that means is for guests there is the sense of wanting to

make up for lost time."

Describing the pent-up demand as "vacation revenge", Leibowitz was confident his guests were the type to ensure they indulged on their first trip post-COVID.

However, he noted the "very deliberate" process taken by Seabourn in its restart plans, and how largely that would affect consumer confidence.

"First and foremost we underscore our highest priorities are compliance, environmental protection and the health and safety of the guests and crews and the places we visit, nothing will compromise that," he said.

"Our approach is two-pronged: engaging with the world's leading experts on the disease, detection, management and treatment, & on practical and adaptable risk management; and secondly, we're watching and learning from other sectors of travel that are

open... what's happening, what are the patterns, what's working, what's not working?

"The answer to those questions is this is an unprecedented process and we're following a very disciplined process to watch, observe, learn and plan based on that," Leibowitz said.

"We're cognisant of the fact the science is adapting...we'll have the ability to learn from all those who came before us."

Leibowitz also recognised how challenging the COVID-19 pandemic had been for the trade, with Seabourn committed to supporting travel agents through a new early savings bonus.

Guests who pay their booking in full by 30 Sep will receive an additional 10% saving off the base cruise fare, offering the travel agent the chance to receive their commission sooner.

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PORTHOLE

AUSTRALIAN researchers could begin tracking COVID-19 in the sewage of aircraft and cruise ships.

A new paper published in *Journal of Travel Medicine* reported testing of wastewater from arriving vessels detected genetic fragments of the COVID-19 virus.

Researchers from the University of Queensland and Australia's national science agency Commonwealth Scientific and Industrial Research Organisation worked with transport companies to test onboard wastewater from lavatories, with the latest findings said to be a big step.

Windstar fitout

WINDSTAR Cruises has retrofitted its fleet for health and safety post-coronavirus.

The cruise line has chosen a multi-layered Beyond Ordinary Care program, which has seen its ships fitted with HEPA filters and UV-C light to help with on-board sanitation.

A safe sanitisation formula will also be employed in healthcare settings, with EvaClean and PurTab used for disinfecting surfaces via sprayers.

Windstar has also partnered with the University of Colorado's Anschutz Medical Center for ongoing health guidance.

Key West to ban cruises?



THE island city of Key West, Florida (**pictured**), will later this year vote on extensive cruise reforms, which include banning large cruise ships from utilising its port.

Passenger numbers disembarking from Key West would also be limited to 1,500 per day, as part of the Key West Committee for Safer Cleaner Ship's stated goals, to be voted on in Nov.

The Committee successfully pushed for the referendum by acquiring 2,500 signatures from Key West's citizens, on measures which also include the prioritisation of cruise lines with the best environmental and health records.

Nearly 400 cruise ships, carrying 1.2 million passengers, visited Key West in 2019, according to the *Miami Herald*, with port calls to potentially drop by 95% if the referendum passes.

"We must balance the limited benefits of cruise ships against the larger health, environmental and economic interests of Key

West," the Committee states.

The city's maritime pilots have filed a suit in Key West's US District Court to have the changes thrown out.

NCL gets extra

NORWEGIAN Cruise Line's series of Extraordinary Journeys for 2021 and 2022 will be the subject of the next instalment of the company's News & Network Series.

Taking place on Tue 22 Jul at 10.30am AEST, the next webinar will provide travel agents with an interactive, educational experience.

Agents will also have the chance to win one of five \$100 gift cards if they answer questions during the webinar.

"These sailings offer longer, one-of-a-kind and port-rich experiences to inspire our guests to embark on an adventure of in-depth discovery," said Director of Sales ANZ Damian Borg - **HERE**.

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