



Cruise Weekly today

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

Silversea appoints

SILVERSEA Cruises has appointed Charis Hildebrando (pictured) as Marketing Campaigns Manager APAC.

Set to work closely with Marketing Director Liz Glover, Hildebrando has more than a decade of travel industry experience, most recently with The Walshe Group's Hawai'i Tourism Oceania team.

Bringing her digital expertise and brand marketing background, she has played a significant role in shaping Hawai'i's local brand strategy.



An Ambassadorial rise from the ashes

THE leadership team of the former Cruise & Maritime Voyages (CMV) line has reunited to launch phoenix operation Ambassador Cruise Line led by Chief Executive Christian Verhounig (pictured).

The United Kingdom-based operator is aimed at the over-50 target market, and plans to start sailing with one ship next Apr.

Ambassador's management team includes Chairman Gordon Wilson (former Travelport Chief Executive Officer), along with Verhounig, Chief Commercial Officer Christopher Coates, Chief Information Officer Gary Hides and Chief Financial Officer Simon Weeks, who all previously worked together at CMV before the cruise line entered administration last year (CW 01 Dec 2020).

The line will operate itineraries on flagship *Ambience*, formerly P&O Cruises Australia's *Pacific Dawn*, which was set to become CMV's flagship as *Amy Johnson*, but instead was briefly destined to become *Satoshi* floating cryptocurrency community (CW



05 Jan) which has since been abandoned.

The 1,400-passenger ship's maiden voyage for Ambassador will be a short-break cruise out of Tilbury to Hamburg departing 06 Apr next year.

Ahead of Ambassador's planned brochure release in Jun, Verhounig said *Ambience's* debut program will run from Apr 2022 until May 2023, and include 33 sailings, calling at 88 ports across the Arctic, Baltics, Greenland, and Iceland.

During the northern winter, Ambassador plans to offer expedition-style voyages to the Canary Islands, Cape Verde, the Caribbean, Cuba, and

Scandinavia.

Lead-in prices for a seven-night European cruise will be about £850, with all passengers and crew members required to be vaccinated for coronavirus prior to departure.

Ambassador is backed by London-based private equity firm Njord Partners, with every passenger who sails to be financially protected through an independent trust account, with funds to be released to the cruise line once the ship departs.

CMV's United Kingdom-based assets were sold to CVI Group late last year, a company owned by Verhounig (CW 04 Sep 2020).

The assets bought included customer databases, computer systems, office furniture & equipment, intellectual property and motor vehicles.

Prior to ceasing trading last year (CW 21 Jul 2020) CMV had five ships, with administrators appointed after attempts to secure financing failed in the midst of the COVID-19 pandemic cruise shutdown.



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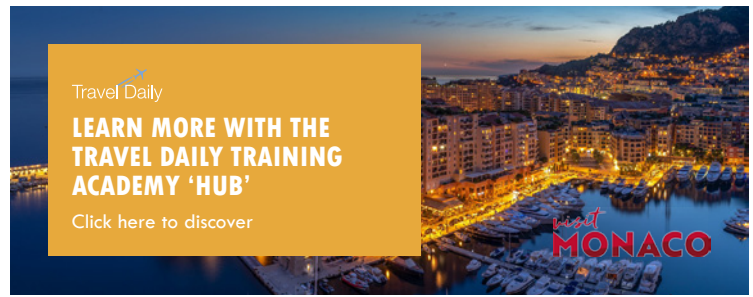
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PORTHOLE

A CALIFORNIA beachgoer has discovered a rare and terrifying "footballfish" (pictured) washed up on the sand in the state's south.

The beast was found on the shores of Crystal Cove State Park in Newport Beach, and is one of around 200 anglerfish species in existence - a genus which very rarely emerges from the depths of the ocean.

The fish's teeth are like pointed shards of glass, and its mouth is capable of sucking up and swallowing prey the size of its own body.



Spirit delivered

SEA Cloud Spirit has been delivered to Sea Cloud Cruises, with the ship's maiden voyage set for Sep.

The vessel's inaugural 10-night roundtrip will sail from Rome, after passing all necessary tests.

Spirit will spend the northern autumn in the Western Mediterranean and the northern winter season in the Canary Islands.

Genting getting jobs



DREAM Cruises is rolling out its coronavirus vaccination program for more than 700 crew members aboard *Explorer Dream* and staff members in Taiwan.

The cruise line is the first to implement a vaccination program in Asia, with *Explorer* also the first cruise ship to resume sailing the continent in the post-pandemic era (*CW* 30 Jun 2020).

Explorer has since operated more than 80 successful voyages in Taiwan, with staff members in the country and aboard the ship beginning to receive the AstraZeneca coronavirus vaccine from last Fri at the Keelung Hospital.

"Since the successful service resumption of *Explorer Dream* and *World Dream* in Taiwan and Singapore last year, both ships have enjoyed a stellar track record of zero COVID-19 cases, demonstrating the effectiveness of Genting Cruise Line's (GCL) preventive measures," said the company's President Kent Zhu.

The GCL head said he is confident the cruise industry

would receive a much-needed boost with the development and uptake of vaccines.

Pictured is *Explorer* Chief Engineer Bjorn Sollerbrant receiving his first jab.

OceaniaNEXT

ELEVATED dining experiences & service levels are the latest new OceaniaNEXT enhancements being rolled out by Oceania Cruises.

Phase one of the culinary transformation sees the line reveal newly crafted dining experiences and re-imagined menus, with more enhancements to be divulged over the coming months.

Oceania's Grand Dining Rooms now boast new starters, main courses, and a diverse Sun brunch, while Toscana's dinner menu features 21 new dishes.

Greater choice & diversity are also available in The Terrace Cafe and Waves Grill,



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