



CRUISE

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Horizon Captain

TRADEWIND Voyages has announced Remi Eriksen will be the first captain of its new ship *Golden Horizon*. The ship is set to be launched next month, and will visit Australia in the summer.

Hot booking market for agents

SILVERSEA Cruises is urging travel advisors to get proactive and start selling its product, with passengers far more profitable now than they were pre-pandemic.

The cruise line's Director of Sales Australia & New Zealand Steve Richards told *Cruise Weekly* its cruisers are now making longer and more expensive bookings than previously - a fact fully evident with the 2023 World Cruise selling out in under 24 hours (*CW* 24 Mar).

"People are now booking longer voyages or combination voyages, where they're combining two or three seven-night cruises together in the Med," Richards revealed.

"They're also upgrading their suite from a Veranda to a Suite, and Business class air."

Richards said Silversea's demographic, which is the 55+/ baby boomer market, hasn't quite been as badly affected financially by the COVID-19 pandemic.

"They're going to be the first vaccinated, the first ready to cruise," he said.

"They have now got almost two years' worth of travel budgets which are almost doubled."

Also selling well is *Silver Moon*, Silversea's latest vessel and new flagship, which will begin sailing in the Mediterranean next month (*CW* 12 Apr) at about 75% occupancy, most of which is already exhausted.

Moon will also serve as a testing ground for Silversea's new SALT concept, where food offerings will change based on the location of the ship on each itinerary, in an effort to "bring that shore experience on-board for the guests."

To help advisors take advantage of the lucrative booking market, Silversea has revamped its Academy (*CW* 30 Sep 2020), to equip agents to sell the new ships and on-board concepts the cruise line has introduced during the pandemic.

"We've grown the fleet over this time, and we've grown the product on delivery as well, so there is so much to learn," Richards said.

"An average booking is \$20,000 with us, so agents stand to make \$2,500 commission with us."

"There's so much value that agents are actually getting about 7% more commission than they were getting last year because of this all-inclusive product...clients used to book that separately and agents wouldn't get the commission on that."

Richards added Silversea would take a "phased approach" to resuming its ships around the world as it is able to do so.

Cruise Weekly today

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

Viking river restart

VIKING has announced a 21 Jul restart of European river sailings, adding to its Welcome Back collection.

The selection now includes river itineraries in Portugal, France, and on the Rhine River.



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Resolute sold to Heritage Expeditions

EXPEDITION cruise ship *Resolute*, formerly operated by Hapag-Lloyd Cruises and One Ocean Expeditions, will join Heritage Expeditions' fleet next May, when it will be rechristened *Heritage Adventurer* (render pictured).

The ship will become the cruise line's new flagship, and will commence operations in the Russian Far East, including Wrangel Island, before venturing southward through the South Pacific to New Zealand, the Subantarctic Islands and down into the Ross Sea.

Over the coming months, Heritage will work closely with *Resolute's* current owners to coordinate an overhaul and refurbishment for the ship in preparation of her joining the fleet.

Originally designed to accommodate 184 guests,



Heritage intends to operate *Adventurer* with a maximum of 140 expeditioners.

Heritage said the addition will allow it to forge new ground, while taking its experiential cruises to "stylish new levels".

"*Adventurer*, with its legendary history of polar exploration firsts and superior ice capabilities, will take centre stage as our new flagship effortlessly adding new levels of comfort and

sophistication to the authentic, intimate small group expeditions Heritage Expeditions was founded on," said Aaron Russ.

One Ocean most recently operated *Resolute*, under a charter agreement which saw the ship wind up impounded in Buenos Aires due to money owed (**CW** 19 Dec 2019).

The beleaguered ship was then sold at an auction in Curacao in Jun (**CW** 17 Jun 2020).

Seaview to resume

MSC Cruises has announced it will restart Baltic Sea sailings in Jul from Germany with brand new itineraries.

The cruise line's *MSC Seaview* will sail seven-night voyages from Kiel to Sweden and Estonia, and will include protected shore excursions to Nynashamn, Tallinn and Visby, on Sweden's island of Gotland.

Sailings will be available for guests of all ages from the Schengen area in Europe, plus residents of Bulgaria, Croatia, and Romania.

The 03 Jul cruise will mark the debut of a Seaside-class ship in Northern Europe.

Health measures will include universal testing at embarkation and mid-cruise, weekly testing of crew, social distancing, the wearing of masks in public areas and protected shore excursions.

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Follow the Lights in 22-23

THAT'S what I call a ruff ride!

A dog trapped in an out-of-control boat in Spain has been rescued by the country's Civil Guard.

The unmanned Zodiac was spotted circling in the ocean on Tue, about 300 metres off the coast of Almunecar, with no one at the helm except a dog.

Many attempts were made to try to save the canine, including an attempted aerial boarding, but ultimately, the good boy was rescued by the coast guard.



HURTIGRUTEN Norwegian Coastal Express has launched its 2022-23 Follow the Lights season. With almost 50 six-day

departures scheduled to cruise Norway's fjords between Sep 2022 and Mar 2023, highlights of the season include husky and reindeer experiences, staying in a glass igloo to sleep under the northern lights, crossing the Arctic Circle, and a new visit to Oslo's Historical Museum and Inari's newly renovated Siida.

Those on the Northbound itinerary can also visit the Santa Claus Village, and tour the Finnish and Estonian capitals of Helsinki and Tallinn respectively.

Managing Director Asia Pacific Damian Perry said the small-group itineraries went well beyond a "traditional" cruising experience, with unique accommodation on land, mountain railways and special cultural experiences in the mix.

To launch the 2022-23 season, Hurtigruten is offering 10% off suite upgrades with savings of up to \$600 per person until 23 May.

The 14-day Southbound cruise starts at \$7,190, and the 18-day Northbound itinerary from \$7,950 per person twin share.



NZCA UPDATE

with Kevin O'Sullivan
CEO, NZCA

Are we making progress?

WHY does bringing back cruise have to be so slow?

The health protocols are in place, the ships can be made ready, passengers will board as soon as they're given the green light, and Aussies and Kiwis are flying across the Tasman right now.

The cruise industry is happy to collaborate with government to make it happen, but it feels like its slipping away from us because our respective governments think it's all too hard.

In the meantime more local businesses will go down the gurgler because cruise is an integral part of their seasonal income.

Now it looks like immigration has become an issue too – in Australia cruise ships will have to be crewed by Australians – where will those crew come from?

In New Zealand the kind, caring people that have looked after us for years are suddenly persona non grata in favour of non-existent locals – we already have close to full employment so there is no pool of local labour keen to fill those migrants' positions.

We need urgent rational planning and action, otherwise the international cruise economy we have worked so hard for will indeed slip away.

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