



### Cruise Weekly today

Cruise Weekly today features three pages of all the latest cruise industry news plus a full page from **Cruise Lines International Association**.

### Cunard returnee

**FORMER** Cunard Marketing Specialist Josephine Hanschmann is returning to the cruise line, just 12 months after leaving for a similar role with atWork Australia.

"I am looking forward to the restart of cruising and all the exciting cruise adventures ahead of us," Hanschmann told her LinkedIn connections.

"I can't wait to work again with amazing teams in the UK, US and Australia, and spreading my love for cruising far and wide."

"Thank you to atWork Australia for providing me with a fantastic role over the last 12 months working on their first national brand campaign 'Work's for everyone', and the opportunity to further grow and develop."

### Join CLIA next year

**CRUISE** Lines International Association (CLIA) is your partner on the path to recovery next year.

2022 memberships are open now, with travel advisors invited to join CLIA.

See **page 4** for more.

## NCL on track for Sydney

**NORWEGIAN** Cruise Line (NCL) continues to anticipate the deployment of its *Norwegian Spirit* in Australian waters in the first quarter of 2022, with a "voyage resumption plan" unveiled overnight detailing a Mar return to service in Sydney.

Announcing quarterly financial results, Norwegian Cruise Line Holdings (NCLH) Chief Executive Officer Frank Del Rio (**pictured**), said the company's great cruise comeback is already on track, with 11 ships already sailing across the globe from the NCL, Oceania Cruises and Regent Seven Seas Cruises brands.

"Initial trends are extremely positive with strong onboard revenue, high guest satisfaction scores and our comprehensive science-backed SailSAFE health and safety protocols working as designed to minimise the impact of COVID-19," he said.

Del Rio laid out the phased relaunch plans for the remainder of the fleet, with about 40% of capacity currently in operation, and plans to have all 28 vessels back by Apr.

The restart also envisions Oceania's *Regatta* returning to service in Feb next year in Papeete, while Mar will see *Norwegian Sun* recommence operations in Tokyo and *Norwegian Jewel* in Panama, as well as the planned local return of *Spirit*.

Del Rio noted the Delta variant



of COVID-19 had negatively impacted third quarter booking volumes, but the impact had now abated, with particularly strong booking levels for sailings in the second half of 2022 and into 2023.

The company continued to burn cash at the rate of US\$275 million per month during the quarter, and NCLH expects this to increase in the current three month period due to additional costs around the relaunch of more ships.

Total revenue was USD\$153.1 million for the three months to 30 Sep, compared to just USD\$6.5 million in the corresponding period last year.

Although NCLH made a net loss of USD\$845.9 million for the quarter, and expects to continue losses until it is able to resume regular voyages, the company expects to be profitable for the second half of next year, based on its "current trajectory".

### Oceania portal

**OCEANIA** Cruises has revamped its marketing portal, providing travel partners with access to a more user-friendly and dynamic platform.

The cruise line will continue to upload marketing toolkits onto the Portal in advance of upcoming campaigns to help partners with their sales efforts.

Responding to demand from travel advisors, the new and improved online portal offers an extensive array of branded assets, campaign toolkits, a digital voyage calendar, and flyers & emails that can easily be personalised with associated partners' logos and contact details.

Other new features include banner ads and social media tiles; a new e-brochure section, and other resources for travel partners, like the popular *Guide to Selling the Oceania Cruises Experience*, branded Zoom backgrounds; and an enriching new webinar section.

To access the revamped Marketing Portal, sign up via the link **HERE**.

### Azamara deal

**AZAMARA** guests can receive a free premium beverage package for two, plus USD\$500 onboard credit per stateroom on select sailings - **CLICK HERE** for more details.

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## Christening ceremony held for Apex

**GODMOTHER** of Celebrity Cruises' *Celebrity Apex*, lawyer Reshma Saujani, has led the ship's traditional naming ceremony, which brought together more than 1,500 guests, employees, and crew members.

As *Apex* celebrates her inaugural United States season, Celebrity President & Chief Executive Officer Lisa Lutoff-Perlo and Royal Caribbean Group President & Chief Executive Officer Richard Fain joined Saujani for the ceremony.

The politician will serve as Godmother for *Apex*, which will offer the cruise line's new onboard programming, which will include STEM courses as part of the Camp at Sea.

Celebrity will also collaborate with Saujani's nonprofit organisation Girls Who Code to offer the program on both *Apex* and *Edge*, along with related



experiential offerings and more.

While on board, children ages six-17 will be able to design and develop two modules based on basic computer science, and coding modules covering topics within the Marine Life and Bioluminescence fields.

*Apex's* much-anticipated arrival to American ports is a landmark moment for Celebrity, with the vessel's launch originally planned

for Mar 2020.

Following a short run of Greek Island sailings this past northern summer, *Apex* now embarks from American shores for the first time on Eastern and Western Caribbean itineraries, where guests will visit Puerto Rico, St. Thomas, Belize, Grand Caymans and more.

**Pictured:** Saujani, her husband Nihal Mehta, and Fain.

### You Deserve Chimu

**CHIMU** Adventures is celebrating international travel with a 'Freedom – You Deserve It' sale.

Australian travellers can join in the celebrations and take advantage of up to 35% off 2022 Arctic and 2022/23 Antarctic cruises.

Sailings start as low as \$3,592 per person for a six-day cruise on board *Ocean Atlantic* through the fjords, icebergs, and glaciers of Greenland's iconic Disko Bay.

Voyages in these regions are already heavily booked for next year, Chimu enthused.

Since the cruise industry went on pause, the line has been offering the opportunity to view a solar eclipse on 04 Dec over the remote Scotia and Weddel Sea, via a dedicated scenic flight on board a Qantas Boeing 787.



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**ALTERNATIVELY** powered ships have caused waves in the cruise industry over the past few years, and an electric boat startup has recently attracted some celebrity interest.

Actor Will Smith, basketball player Kevin Durant and rapper Sean Combs have all invested in Arc, which has been attracting venture capital since Feb.

With employees made up mostly of former SpaceX staffers, the company is working with an alpha prototype dubbed *Arc One*, which produces 475 horsepower and can run between three to five hours on a single charge.

Despite having been in business for only 10 months, Arc is expecting to produce up to 25 of the boats.

The latest round of funding from celebrity investors will be used to scale production and develop more of its aluminium electric boats, which compete with gas-powered models.

## Bolette sets sail for Fred



**FRED.** Olsen Cruise Lines' new flagship *Bolette* (pictured) has made her inaugural sailing from Southampton ahead of her winter season of cruising.

Between now and Aug 2022, *Bolette* will offer 26 hand-crafted sailings from Southampton, including opportunities to witness the Northern Lights in Norway and the Geminids in the Canary Islands.

*Bolette* set sail to Antwerp and Amsterdam on her five-night Netherlands & Belgium City Break yesterday, with future destinations including the Amalfi Coast, Norwegian fjords, Iceland,

and more.

Cruise durations range from four to 19 nights.

"*Bolette's* inaugural program from Southampton has been hand-crafted to offer guests aboard some really special opportunities," Head of Destination Experience & Itinerary Planning Martin Lister said.

"Whether that's seeking out the phenomenal Northern Lights, discovering the history of the Balkan regions or sailing into the heart of the Norwegian fjords to witness their beauty direct from the ship."

## Bengali cruises?

**THE** Bangladesh Tourism Board (BTB) is mulling the launch of a cruise service with fellow South Asian country Sri Lanka to boost regional tourism.

A memorandum of understanding on tourism between the two countries has been drafted and is expected to be signed soon, India's *The Business Standard* has reported.

BTB Chief Executive Officer Javed Ahmed said similar MOUs had been agreed to with a number of countries.

"One of the provisions in the agreement would be to start a cruise line as part of the blue economy," he explained.

"We may include India in the cruise line considering the business viability."

Bangladeshi tour operator Journey Plus arranged the first ever trip by an international cruise ship in Bangladesh in 2017, and then again in 2019.

Journey Plus had for several years tried to bring Silversea to the region, to open new routes including Bangladesh.

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Cruise Weekly is part of the Business Publishing Group family of publications.

Cruise Weekly is Australasia's leading travel industry cruise publication.

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**Carrie Stalbow,**  
Carrie on Cruising, NSW



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