



### Cruise Weekly today

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

### NCL wave webinars

**NORWEGIAN** Cruise Line (NCL) is inviting partners to get wave ready with two exclusive trade webinars ahead of peak booking season.

With the 2022 Wave season shaping up to be one of the busiest in recent memory, it's vital travel advisors are prepared to take advantage, with Senior Sales Manager Angela Middleton to deliver two Wave Ready News & Network webinars on Thu.

Advisors will discover all the latest destination trends, travel dates and deployment news ahead of the forthcoming cruise season - **CLICK HERE** for the early session and **CLICK HERE** for the late session.

## Private equity takes Celestyal stake

**GREECE'S** Celestyal Cruises has received a €70 million funding injection after reaching a deal with New York-based investment manager Searchlight Capital Partners.

The pact was announced on the Cyprus Stock Exchange overnight, with Searchlight to hold 60% of the business while its current owner, Greek hospitality group Louis Plc, will retain a 40% stake in a newly formed company called Celestyal Holdings.

The organisations said the agreement would "enable Celestyal Cruises to amplify its brand globally, build upon its success to-date and expand its operational footprint whilst growing and renewing its fleet".

The line will continue to operate its current two vessels, *Celestyal Crystal* and *Celestyal Olympia* from offices in Piraeus, with the existing global management team

leading the business.

"Prior to the pandemic, Celestyal was on a fast growth trajectory, and Searchlight's infusion of capital will propel our growth strategy," said Celestyal Cruises Chief Executive Officer Chris Theophilides.

"We are extremely pleased to have Searchlight as a strategic partner and are eager to join forces with them to build on our positive momentum, amplify our global brand awareness and elevate our award-winning guest experience, taking it to new heights," he said.

Last year Celestyal purchased Costa Cruises' *Costa NeoRomantica* as part of a fleet renewal program (**CW** 20 Jul 2020) and announced the vessels rebranding as *Celestyal Experience* (**CW** 28 Sep 2020).

However as the pandemic dragged on and timing for

a restart became uncertain, Celestyal agreed to sell the vessel (**CW** 07 Sep) without it having ever cruised a passenger sailing for the brand.

The new investment announced today will return Celestyal to its previous growth trajectory, with Louis Group Executive Chairman, Costakis Loizou, saying the cruise line had always been a key part of the company's tourism portfolio.

"With the added financial resources of Searchlight, Celestyal is destined for an even brighter future, and we look forward to being part of realising Celestyal's full potential," he added.

The cruise line's Australian office has been headed up by Stewart Williams for the last three years, with the line touting its medium sized-ships and all-inclusive offering of meals, drinks, shore excursions, port charges and gratuities as key selling points.

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A **GOPRO** camera lost in Lake Ontario has washed up four months later on a beach.

The GoPro was lost by a New York man, who was jet skiing on the lake on Independence Day.

However, the GoPro was recently found on a beach in Webster Park in New York, with the finder using social media to try and find its owner.

Man and camera were reunited barely three hours later.



## TUI christens second river ship *Skyla*

TUI Cruises' second ship *TUI Skyla* has been christened, and has set sail for the first time.

The ship's first cruise, Mistletoe & Rhine, is a festive sailing with themed activities, mulled wine and Christmas dishes.

Godmother Catherine Hawkins officially christened *Skyla* with the traditional champagne smash before she embarked on her festive sailing, calling at some of Germany's most well-known cities, including Cologne, Dusseldorf and Koblenz, where guests will enjoy the festive spirit whilst visiting renowned Christmas markets.

To celebrate the launch of *Skyla*, a winter wonderland-themed top deck was created, with igloo-style pods, a live choir, festive treats including hot chocolate and mulled wine, alongside the official sail away, with sparklers lining the waterfront.



"We're thrilled to welcome the second ship to the TUI River Cruises fleet on our first festive sailing of the year," said Managing Director Chris Hackney.

"Since going on sale we have seen continued growth in demand for *TUI Skyla* itineraries on the Danube with Danube Treasures being the top seller."

"The feedback we have had from guests sailing on *TUI Maya*, which launched back in Aug, has been incredible so we're delighted to offer even more to our guests and we're looking forward to completing the fleet with *TUI Isla* next spring."

**Pictured** are Capt Marco Menke with Hawkins and Hackney.



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Travel & Cruise  
Weekly

## Caribbean welcomes pax



**PRINCESS** Cruises' *Caribbean Princess* has welcomed guests back on board for a season of tropical sailings from Fort Lauderdale.

Cruising to the Caribbean, guests will experience an array of family offerings, visiting popular destinations such as St. Kitts, St. Thomas, Cozumel, Grand Cayman and Princess Cays, the cruise line's private island resort in the Bahamas.

Seven-day cruises are combinable for 14-day Eastern and Western Adventurer voyages, with all guests sailing on eastern itineraries visiting Princess Cays.

Recently modernised to appeal to families of all sizes and age groups, *Caribbean* immerses guests in the destinations she visits, offering unique themed food and drink.

Camp Discovery, *Caribbean's* youth and teen centre, offers younger cruisers the opportunity to make new friends, hang out and engage in enriching activities.

Favorite family features on board include The Reef Outdoor

Splash Zone with shade, sun and water activities for kids; Movies Under the Stars showcasing films, sports events and more; and fine & quick-service dining options appealing to all tastes and preferences.

**Pictured** are *Caribbean* Senior Officers and President John Padgett welcoming the ship's first guests.

## How much is that Celeb



**CELEBRITY** Cruises has debuted its themed window displays at luxury department store Saks Fifth Avenue in New York City (**pictured**) for the holiday season.

The cruise line is celebrating the upcoming launch of its newest ship *Celebrity Beyond* with two window displays, which include *Le Voyage* by Daniel Boulud, the chef's first restaurant at sea, coming next year.

There is also an Eden window,

inspired by the transformative environment of the space, along with the dramatic and magical performances that take place within it.

In addition to the holiday window displays, which are on display until the end of the year, there will also be a fashion photo shoot on board *Celebrity Apex* for inclusion in Saks' digital and social media campaigns next season.

Celebrity's exclusive partnership with Saks Fifth Avenue officially launched earlier this year, with a variety of digital touchpoints, including a dedicated landing page on the store's website.

"The partnership with Saks Fifth Avenue is the first-of-its-kind for the cruise industry and very special to Celebrity," commented Chief Marketing Officer Michael Scheiner.

"*Beyond* is the third ship in our award-winning Edge series which disrupted the cruise industry, and we wanted to celebrate her by doing something unique.

"It's an exciting and important way for us to show up in unique ways in locations our guests are visiting."

Scheiner teased the windows will be one of many firsts in the upcoming year for Celebrity.

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