



### Cruise Weekly today

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

### Majestic visits LA

PRINCESS Cruises' *Majestic* has celebrated her maiden call at Los Angeles.

*Majestic* sailed from the port last week, having just completed a partial summer season in Alaska.

She is scheduled to depart from the Port of Los Angeles in San Pedro on 14 roundtrip departures through the end of the year.

Itineraries include the Mexican Riviera, Coastal California and West Coast Getaways, ranging in length from three to 10 days.

Every cruise ship visit infuses more than USD\$1 million into the local economy.

## Viking spying demand for long cruises

VIKING ANZ Managing Director Michelle Black has said there is much interest in the cruise line's longer itineraries, as consumer confidence grows with the resumption of international travel around the world.

The cruise line is encouraging travellers to book now, as remaining availability for next year sells fast, with river cruises also going quickly as travellers rush to book a voyage for 2022.

"Consumer confidence has grown as we continue to see the resumption of international travel around the world," Black said.

"The past week alone has shown a significant increase in sales with guests eager to secure a stateroom before it's too late.

"Our guests are eager to get out and travel once again, with much interest in our longer itineraries."

Viking's Risk-Free Guarantee is now also available until the end



of next month, giving travellers the freedom to change their plans up to 14 days before departure.

Trade partners have access to marketing collateral which can help sell next year's itineraries via Viking's Marketing Centre.

To visit the cruise line's dedicated landing page to learn more about all of next year's sailings, **CLICK HERE**.

**MEANWHILE**, Viking has launched an incentive to promote its current expedition offer.

Travel advisors can win a

Viking expedition pack valued at over \$1,000, including a limited-edition collector parka, state-of-the-art Nikon binoculars (**pictured**), and \$250 worth of Rewards points.

To enter, agents must download an expedition social media tile from Viking's Marketing Centre and post it on their preferred social media platform.

Advisors then need to share the link to their social media post on Viking's competition page **HERE** before the end of the month.

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### COLOUR YOUR WORLD

ADULT COLOURING BOOK

It's time to embrace your inner artist with NCL's mindful adult colouring book, "Colour Your World". Because wellness means different things to different people, during NCL's Walk for Wellness challenge this October, the line has partnered with *Cruise Weekly* to encourage readers to take a moment for mindfulness.

Simply colour your favourite illustration from the new colouring book and submit it for your chance to go into the running to win a \$200 wellness hamper.

Request your complimentary copy [HERE](#)

Download pages from Marketing HQ: [HERE](#)

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#NCLMindfulMoments  
#NCLWalk4Wellness

## HAL returns to San Diego



**HOLLAND** America Line (HAL) has marked its return to the West Coast of the United States with its first sailing from San Diego on Sun aboard *Koningsdam*.

Guests were greeted by waving flags, cheering team members and a "Welcome Home" sign (pictured) as they joined Holland America's *Koningsdam* at the Port of San Diego for the cruise line's first West Coast departure since the start of the industry-wide pause.

The Pinnacle-class vessel is the largest Holland America ship sailing from the West Coast, and the 10 Oct cruise is the first in a series of 23 seven-day sailings to Coastal California and Mexico that run through to 04 Apr.

In addition to *Koningsdam*, *Zuiderdam* will also sail roundtrip cruises from San Diego on longer Mexico explorations, a month-long voyage to Tahiti, and Panama Canal departures, while *Eurodam* and *Nieuw Amsterdam* will each make one call in the city next northern spring.

When *Koningsdam* and

*Zuiderdam* call at San Diego, both ships will utilise the port's shore power, reducing the ship's carbon footprint.

"We are thrilled to get back to cruising from San Diego and to supporting this wonderful city and the ports we visit along the West Coast, from Mexico to Washington," said President Gus Antorcha.

"Our guests are eager to be back on board and our team members look forward to reconnecting with them and providing a memorable vacation.

"We're ready for a successful season of cruising."

Holland America has been homeporting out of the Port of San Diego since the 1990s, and for the upcoming 2021-2022 season, the cruise line will bring more than 81,000 guests to the city, which will result in more than USD\$35 million in direct spending.

Each ship visit directly contributes USD\$364,000 to the local economy in provisioning, port taxes, and spending.

## Emmylou 2022

### MURRAY River

Paddlesteamers has added 22 new departures for next year for *Emmylou*, with 2022's season already 40% sold.

Ranging from two to six nights, the ship will now cruise a total of 81 Murray River sailings next year.

There have been 2 two-night cruises added on 09 Apr and 03 Dec, 8 three-night cruises from 15 Apr to 16 Dec, 11 four-night cruises from 05 Apr to 12 Dec, and a six-night cruise on 20 Jun.

2023 cruises are now also available for bookings at next year's prices.

"Our guests are telling us that they are not going to rush back overseas just yet... we continue to see strong interest for our small boat luxury cruises from domestic customers and travel agents," Director Craig Burgess said.

"Before the latest New South Wales and Victorian lockdown our cruises were essentially sold out for 2021 so this gives us the confidence to add these new additional departures."

Murray River Paddlesteamers has recently released new departures for *Emmylou's* special limited Koondrook expedition cruises, which are now going upstream to Barmah (CW 07 Oct).

The cruise line initially planned on visiting Koondrook in Sep for a one-time-only, seven-night expedition cruise, for the first time in more than 20 years, but has since added a range of new departures.

## Creative + Oceania

**CREATIVE** Cruising is celebrating the launch of Oceania Cruises' Europe & North America 2023 Collection (CW 07 Oct) with a \$200 saving on every booking for the line made this month.

Highlights of Oceania's new 179-itinerary Collection include nine new ports of call and 190 overnight stays in port.



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## San Fran is cruising

**THE** Port of San Francisco has announced the return of cruises to the city, with a record number of ships expected for next year.

The first vessel to call on San Francisco will be *Majestic Princess*, which will visit today.

The Port is expecting 21 cruise calls throughout the remainder of this year, and 127 calls in 2022.

Passengers and crew members will be vaccinated, as per Centers for Disease Control & Prevention guidelines.

Each cruise line has vessel-specific health and safety guidelines to protect all on board, as well as terminal workers and members of the public.

San Francisco's cruise terminals at Pier 27 and Pier 35 are also rolling out new COVID-19 informed protocols.

Embarkation and disembarkation will be staggered to minimise passenger congregation, and masks will be required indoors throughout the terminal, which will now be a touchless environment.

## FACE-2-FACE: Steve McLaughlin

Sales Director APAC, Aurora Expeditions

### 1. What is your favourite part of your job?

Meeting new people and receiving positive feedback from our guests about the perspective-altering expeditions they have experienced with Aurora, and of course, in the usual times, being able to experience product firsthand.

### 2. What attracted you to a career in the cruise industry?

It was a happy accident, moving from the hotel industry in what was intended to be a one year "experiment." More than 30 years later, the cruise industry has taken me all over the world and allowed me to realise my dream of living in Australia.

### 3. What is key to success in the cruise industry?

Having a deep understanding



of your product, the value of what you are selling, and communicating that to the trade and consumers.

### 4. How has COVID-19 changed the way you do your job?

I'm on a zoom call as I answer these questions! I'm hoping to get back to face-to-face very soon.

### 5. What is the best thing to say to people who are hesitant to cruise?

The cruise industry, Aurora Expeditions included, has strengthened its protocols in every aspect to ensure the health and safety of its guests. For first timers, speak to cruise professionals who can make sure you can choose the right product that matches you.



**IT TURNS** out the cruise industry isn't the only sector in the crosshairs of Florida Governor Ron DeSantis' anti-vaccine passport crusade.

The Florida Department of Health has 120 cases listed as "under review" for potentially violating its policy, with contraveners including coffeehouse chain Starbucks and English singer Harry Styles.

According to a document first released to the *Orlando Sentinel*, a range of Florida-based cruise lines are on the naughty list, as are AT&T, baseball team the Miami Marlins, events promoter Live Nation, Allegiant Airlines (at St. Pete-Clearwater International Airport), pop rock band Maroon 5 and even nonprofit organisation AdventHealth.

Interestingly, one of Florida's largest employers, The Walt Disney Company, is not listed, despite requiring COVID-19 vaccines for all of its employees.



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