



Prima Speedway



The Rush Slide



The Haven Sundeck

NORWEGIAN PRIMA

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to brilliant*

Experience exhilaration, relaxation and every moment in between aboard Norwegian Prima. Zoom around the world's first three-level race track at sea before dancing to the disco queen at Summer: The Donna Summer Musical. Feel the rush of the fastest slide on the open ocean before catching a glowing performance by Light Balance. Explore the greater wide open with the most outdoor deck space of any new cruise ship. From chilling at Vibe Beach Club to rocking all night at Syd Norman's Pour House, there's excitement for everyone aboard the first of a new class of ships. Be the first to discover a new experience at sea, cruising Northern Europe from August 2022.

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Vibe Beach Club



Summer: The Donna Summer Musical



Club Balcony Suite



New Emerald yacht

EMERALD Cruises will grow its yacht cruising portfolio with the build of a second luxury superyacht, *Emerald Sakara*.

The second ship will be welcomed to the fleet in 2023, along with the addition of a new sailing destination – The Seychelles, where *Sakara* will undertake her maiden voyage.

She will then join sister-yacht *Emerald Azzurra* sailing the Mediterranean, Adriatic, Red and Black Seas.

Like her sister, 88% of *Sakara's* cabins will have a balcony, with staterooms on sale from yesterday.

The additional capacity is required to keep up with strong demand for Emerald's ocean-going itineraries, which saw Black Sea sailings sell out within two weeks of being released during the pandemic.

Construction is underway in Ha Long, with the hull steel already cut.

Myrmell heading to UK

CARNIVAL Corporation has named Marguerite Fitzgerald President of Carnival Australia and P&O Cruises Australia, as incumbent Sture Myrmell transitions to a new role within the company (**CW** breaking news yesterday).

Effective 10 Jan, the global travel & tourism veteran, who most recently served as the lead for Boston Consulting Group's global lodging & leisure practice, will replace Myrmell in the dual roles, as he relocates to be the Carnival UK President from 18 Oct.

The Aussie-born Fitzgerald will report directly to Group President Jan Swartz, and having worked across many different travel and tourism companies, she brings decades of strategy & operational experience in retail & leisure travel to her new role, including over 10 years working with cruise lines - including several Carnival Corp brands.

"Marguerite is a trusted global authority in the travel and tourism industry with extensive expertise in the worldwide cruise passenger market, including direct experience working in the Australian region," said Swartz.

"With the insight she brings from consulting with some of the world's most well-known travel and tourism companies, including several of our brands, she is uniquely qualified to make a strong contribution to Carnival Australia's continued success.

"With her global perspective and insight, Marguerite is joining the Australian team to continue Sture's leadership in positioning

Carnival Australia for the rebuilding of cruising in the region along with supporting the many small businesses and individuals who rely on cruising."

Myrmell, who will be based in Southampton, will report directly to Carnival Corp Chief Operating Officer Josh Weinstein, and will also serve temporarily as Cunard Line President, as a replacement for the outgoing Simon Palethorpe is sought.

After six years as Cunard President, Palethorpe will leave the company at the end of Nov.

Myrmell has been at Carnival Australia for the past 14 years, and has served as Carnival Australia and P&O Australia President for the past five (**CW** 17 Dec 2015).

Cruise Weekly today

Cruise Weekly today features three pages of all the latest cruise industry news plus a cover page from **Norwegian Cruise Line**.

Be first on Pr1ma!

NORWEGIAN Cruise Lines is today showcasing its amazing new *Norwegian Prima*, with an array of attractions including a huge onboard go-kart track, the new multi-storey "The Rush" slide, the Vibe Beach Club and onboard entertainment such as Summer: The Donna Summer Musical (**CW** 22 Sep).

Prima will cruise Northern Europe from Aug 2022 - more details on the **cover page**.

Spectrum to head to Singapore

SINGAPORE will welcome Royal Caribbean International's *Spectrum of the Seas* this time next year.

The ship is set to become the largest in Asia when she joins in Oct 2022, offering travellers three-to-nine-night sailings visiting the best of Asia, which are on sale now.

Fellow Quantum-class ship *Quantum of the Seas* has also had her Singapore season extended through Apr 2022 (**CW** 07 Jul).

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Silversea first spot

SILVERSEA has launched its first international television ad, inviting curious travellers to open up to the world.

American photographer Steve McCurry stars as the commercial's protagonist, channelling the curiosity of Silversea's guests through an integrated, multi-channel advertising campaign, which includes print, digital, and social media.

The 30-second television spot started appearing on major national networks and streaming platforms in the United States and United Kingdom from Mon, before rolling out in other markets around the world.

The commercial was conceived by Global Creative Director Jose Vuolo, and invites travellers to renew their passion for travel.

[CLICK HERE](#) to view.

LA returns to cruising



PRINCESS Cruises' *Grand Princess* on Sat became the first ship to sail from the Port of Los Angeles since the cruise industry's pause in operations early last year.

Grand Princess departed on the first of five, five-day Cabo San Lucas Getaways, and the first of 11 sailings from the Port of Los Angeles this year.

"It is a pride point for us that *Grand Princess* is returning to

service in our hometown port," said President Jan Swartz.

"Our crew members are eager to welcome guests back on board as we continue resuming operations in the United States."

Pictured cutting the ribbon to welcome passengers back on board *Grand Princess* are Hotel General Manager Riccardo Capraro, Swartz, guests Blake and Lara Handler and Captain Andrea Spinardi.

YOT's up, cruisers

CRUISE Traveller is inviting tourists aboard ultra-luxury book-by-the-cabin superyacht, *Phoenix One* to discover the wild Kimberley coast in Jun-Jul, in conjunction with YOTSPACE.

Cruises last from six to 10 nights, and travel between Broome and Darwin, with the season including a sailing exclusive to Cruise Traveller which offers passengers a complimentary bonus gift.

Sailings are exempt from COVID-19 ship restrictions which currently affect larger vessels, as each voyage can be enjoyed by just eight guests across four cabins.

YOTSPACE's superyachts feature bespoke itineraries, deluxe cabins, plush lounges, deck-top jacuzzis, included gourmet chef-made meals and an open bar serving drinks all day, and off-ship adventures - [CLICK HERE](#) for more.

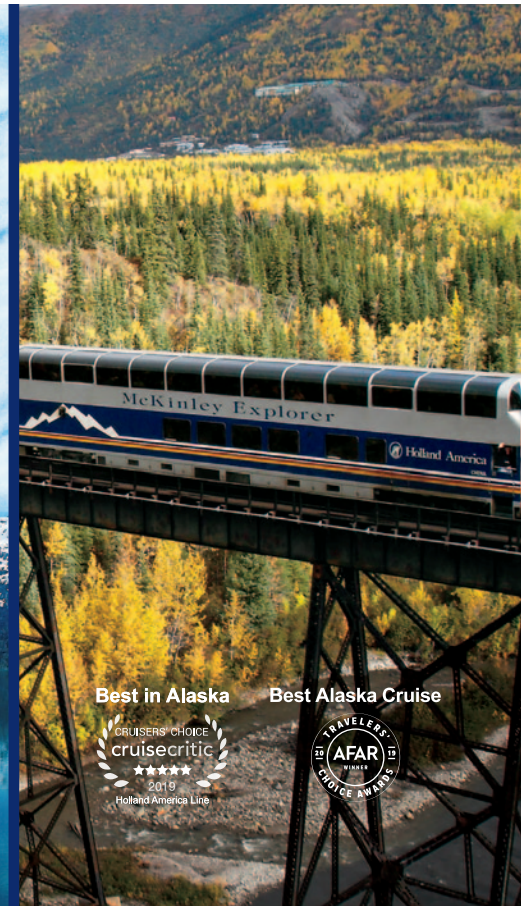



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COULD James Bond be seen on the bridge of your next cruise?

Potentially, after the secret agent's portrayer Daniel Craig was made an honorary Commander in Britain's Royal Navy to match the rank of his on-screen character.

Commander Craig's appointment "reflects his personal support for the UK Armed Forces," a statement noted, with the honorary rank bestowal coming ahead of the highly anticipated premiere of the latest Bond movie, *No Time To Die*, filmed in cooperation with the Ministry of Defence.

It's up to you...



NORWEGIAN Cruise Line has become the latest company to return to New York City, celebrating its great comeback from Manhattan with *Norwegian Breakaway* (pictured).

The ship, which boasts hull

art of the iconic New York City skyline, commenced week-long voyages to Bermuda on Sun.

Welcoming guests back on board for the first time in more than a year, *Breakaway* is the sixth of Norwegian's 17-ship fleet to redeploy since 25 Jul.

"Our return to New York City is a significant milestone in our Great Cruise Comeback from the US," said President & Chief Executive Officer Harry Sommer.



Green light

WHEN Queensland Premier Annastacia Palaszczuk spoke last week about working with the cruise industry to develop "Queensland-based small cruise holidays when the vaccination rates hit 80%", it created a flurry of media interest for both CLIA and ACA.

While that statement ignored the already successful re-start that happened some time ago with expedition cruising, it did give us the opportunity to again showcase the important economic role our industry plays.

While the Brisbane Cruise Terminal opened for business some time back, it has only seen the arrival of one navy ship, and will function as a vaccination centre in the short term.

Port infrastructure like this is sitting idle around Australia and communities require the dollars brought in by cruise to make businesses sustainable.

This includes the major tour operators in gateway cities, but also those in rural Australia, delivering food, wildlife and indigenous experiences.

As I was able to share with the media, these businesses are on their knees waiting for the dollars that cruise passengers are eager to spend.

We were also able to discuss the modelling we have from the safe cruise re-start around the world.

Not only are the health protocols helping cruise lines to operate with confidence, but Carnival is also reporting that onboard revenue is "off the charts" as passengers come out of lockdown with increased spending money.

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Oceania webinar

OCEANIA Cruises will host an exclusive webinar to preview its new 2023 Europe & North America Collection.

The webinar, for Australian travel partners, previews the Collection ahead of its official launch on 07 Oct.

Taking place tomorrow from 12:00pm AEST, the webinar will be hosted by Vice President Australia & New Zealand Jason Worth, and BDM Qld WA and NT James Sitters - for more details and to register [CLICK HERE](#).