



# CRUISE

WEEKLY

*delivered daily!*



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Friday 1st April 2022

## Cruise Weekly to launch its own line

EXCLUSIVE

THE Business Publishing Group, parent firm of **Cruise Weekly**, has today confirmed plans to become a significant industry supplier with the launch of Australia's newest home-grown cruise line.

The dramatic post-COVID pivot will see the well-known **Cruise Weekly** brand expand onto the high seas, operating small ship cruises initially homeported out of Sydney.

"The pandemic has created a unique combination of strong pent-up demand for holidays at sea, alongside a market for surplus vessels which can be taken over at significantly less than the cost of newbuilds," said **Cruise Weekly** publisher Bruce Piper this morning.

"We are often presented with business propositions, and a recent offer from a major private equity player giving us the



opportunity to launch our own cruise operation was just too good to pass up," he said.

**Cruise Weekly** Cruises will start off with a single vessel but early indications of strong demand are likely to see the fleet expand.

"We expect our new cruise offering to particularly appeal to the environmentally-aware millennial cruise market," Piper noted, with the vessel to incorporate the latest technology including shorepower capability,

100% waste water recycling and catalytic converters.

**Lady Jennifer** (pictured) will offer a range of experiences and activities, including a superyacht-style onboard swim platform, kayaks, Zodiacs and a helicopter.

It's expected to take about a year to get off the ground, with Piper saying **Cruise Weekly** Cruises is in negotiations with pop star Britney Spears to conduct a naming ceremony for the line's first ship on 01 Apr 2023.

### Cruise Weekly today

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

### Hurtigruten to zero

**HURTIGRUTEN** today unveiled an ambitious "Sea Zero" initiative which will see the cruise line partner with research organisation SINTEF to create zero emission ships for the Norwegian coast.

The first vessel could sail by 2030, with Hurtigruten Group Chief Exec Daniel Skjeldam saying "we have built our last fossil-fuelled ship for the Norwegian Coastal Express".

The route between Bergen and Kirkenes is seen as an ideal starting point for the development of zero emission passenger ships, with 34 port calls allowing connection to green energy - more in today's issue of **Travel Daily**.

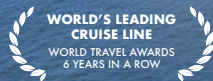
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### SH Antarctic season

**SWAN** Hellenic has unveiled its next Antarctica season with generous launch savings.

Announcing *Vega* to join *Minerva* for its 2022-2023 Antarctica season, Swan Hellenic has added two new earlier itineraries, following massive inaugural success.

The new season will reprise the itineraries Swan Hellenic returned to the waters this Dec, with a number of new additions and the cruise line has announced a launch offer of 40% off all Antarctic cruises booked before 03 May.

## NCLH Whittier facilities

**NORWEGIAN** Cruise Line Holdings (NCLH) and Huna Totem Corporation have signed a memorandum of agreement for a privately funded development project in Whittier, Alaska (**pictured**), to enhance the guest experience and bring positive economic impact to the region.

The two will develop berthing and upland facilities, consisting of a marine vessel docking facility, along with related structures, including a cruise terminal, and facilities for rail and bus access.

It is the second joint development project between

the two, which previously partnered to develop a second cruise pier and other facilities in Icy Strait Point.

"Alaska is one of the premier cruise destinations in the world and we are excited to partner once again with Huna Totem Corporation to develop facilities to enhance the experience of the hundreds of thousands of guests our brands bring to Alaska on a yearly basis," said Senior Vice-President of Port Development & Construction Juan Kuryla.

"We are proud to continue our commitment to bringing positive, long-term and sustainable economic impact to the region, particularly after the challenges the Alaska cruise tourism industry has faced over the past two years."

Huna Totem Corporation President & Chief Executive Officer Russell Dick said: "the strong public-private partnership with the City of Whittier, Norwegian, and Huna Totem is the tourism model of the future for Alaska."

"This project integrates the natural beauty of Prince William Sound, its rich history, and diverse cultural experiences into the design of a new turn-port destination in Southcentral Alaska."

"Norwegian's commitment to the Port of Whittier expands sustainable tourism for all of Alaska, and Huna Totem is thrilled to be part of this vision."

Norwegian Cruise Line yesterday announced its *Norwegian Jewel* has returned to service, sailing from Panama (**CW** yesterday).



**AVID** Carnival Cruise Line fans who just can't wait for the return of *Carnival Splendor* to Australia later this year (**CW** yesterday) can assuage their anxiety with the purchase of a range of special branded souvenirs.

The collection, specially created for the brand's 50th anniversary this year, was initially only offered for purchase on board, but has now been so popular it is also available online.

Commemorative items include coins, ship models, mugs, towels, and limited-edition keychains made from the handrails of Carnival's original 1972 ship *Mardi Gras*.

There's also the must-have "singing funnel hat" - headgear made in the characteristic Carnival shape amped up with music and a battery pack.

Get it at [shop.carnival.com](http://shop.carnival.com).

### Calling all gardeners

**NEW** garden cruises are in full bloom with European Waterways.

The newly launched cruises are available throughout the year, with charters of luxury hotel barges *La Bella Vita* in Italy, and *Spirit of Scotland* on the Caledonian Canal.

The six-night cruises feature exclusive guided tours of some of the world's most spectacular gardens, while guests are transported around Europe's picturesque canals and waterways.

Travel Daily  
Events

PRESENTS  
**AN EXECUTIVE  
INTERVIEW**

with publisher Bruce Piper and the Norwegian Cruise Line executive leadership and sales team

### The Great Cruise Comeback

Join us for a chat with NCL. There'll be a Q&A panel discussing exactly what cruising looks like today, what's in the pipeline for the global cruise innovator as well how to maximise your selling potential now that local cruising is back on the agenda, plus more.



Eamonn Ferrin



Ben Angell



Damian Borg



Angela Middleton

**FRIDAY 8th APRIL  
1.00pm (AEST)**

**REGISTER**