



on location aboard  
**Celebrity Beyond**

Today's issue of CW is coming to you from the UK courtesy of Celebrity Cruises.

**CELEBRITY Beyond** has made her triumphant debut in Southampton, departing overnight on an inaugural cruise packed with key industry partners from across the globe.

The newbuild, epitomising sophisticated modern luxury, has a host of new features including upgraded suites, restaurants and wellness facilities - more on **page three**.

### Cruise Weekly today

**Cruise Weekly** today features three pages of news plus a page from **Silversea Cruises**.

## Celebrity cruising *Beyond* expectations

**THE** launch of Celebrity Cruises' new *Celebrity Beyond* in the United Kingdom overnight takes the line's product to a new level, according to Vice President & Managing Director Australia & APAC Tim Jones.

**Pictured** on board with President Lisa Lutloff-Perlo during a sailaway event, Jones told **Cruise Weekly Beyond's** debut was proof "cruising is most definitely back," auguring well for the resurgence of the industry.

*Beyond* is the third of Celebrity's Edge-class ships; she follows the design of *Celebrity Edge* and *Celebrity Apex* but with almost 180 more suites and staterooms.

An additional deck has allowed the inclusion of an expanded 'The Retreat' enclave, and she is also 20 metres longer than her sisters.

Innovations include a glorious Sunset Bar at the rear of the vessel, along with redesigned



Aqua Sky Suites, two-storey Edge Villas with their own private plunge pools, and the Iconic Suite, which promises "a view as good as the Captain's".

Jones said *Celebrity* was looking forward to having *Edge* in local waters in Dec 2023 and "being able to bring this Edge-series level product to the market".

"In the meantime we need

Australians to jump on a plane and travel overseas and experience *Celebrity Beyond* in the Mediterranean this year."

Jones noted that all three Edge-class ships would be cruising in the Med over the coming months, with the travel trade having a key role in giving clients confidence that it's okay to travel and cruise once again.

**HURRY, OFFER ENDS 29 APRIL**

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## Musement + Carnival tie-up



**TOURS** & activities platform Musement has partnered with Carnival Corporation brands Cunard Line and the United Kingdom's P&O Cruises to launch a new digital platform offering guests thousands of shoreside experiences.

The tours, activities, and attractions available on the platform will complement existing shorex programs, with the types of experiences available ranging from hop-on hop-off bus tours, paddleboarding, bicycle hire, water parks, and tickets to locations such as the Sagrada Familia, the Empire State Building, the Acropolis of Athens, the Colosseum, and Vatican City.

It will offer alternative options for cruise guests who wish to independently organise their time ashore, with bookings able to be made right up to the last minute, with a flexible cancellation policy also available.

Musement has adapted the platform to select different product ranges that appeal to guests of both cruise lines, providing a diverse choice of attractions, activities and tours.

Following trials with P&O's *Azura*, the digital platform will be rolled out across the fleets of both cruise lines throughout the upcoming northern summer.

Guests will be able to access the new digital platform via

their account with either of the cruise lines, or via pre-departure emails and onboard promotional channels.

All experiences originate from Musement's curated portfolio of tours and activities.

"We have exceptional shore experience programs, but understand some guests prefer to make their own plans," explained Carnival Corp Shore Experiences Director UK Sam Cole.

"Our new digital platform is an innovative and hassle-free way to find and book great tours and activities and will also help guests skip queues and avoid the disappointment of sold-out venues."

Musement Chief Business Officer Nishank Gopalkrishnan added the company is delighted to be working with Carnival Corp to support the company in meeting the needs of the modern cruise guest.

"We have developed an intuitive digital platform with high-quality experiences that guests can quickly and easily book from anywhere, at any time, for hundreds of ports of call," he enthused.

"This is part of the digital service evolution of the cruise industry and will help grow the number of guests participating in official cruise line experiences during a port call."

## New Hawaii deal

**CRUISE** Traveller is inviting Australians to do Hawaii differently, by small ship, with a range of savings offered on a voyage with UnCruise Adventures.

Travellers can save \$1,060 per couple on the cruise, and pay a low deposit offer of \$200 per person, when booking by the end of Jun.

The nine-night Aloha Adventure package, available from Nov 2022 to Mar 2023, features two complimentary nights at a hotel, a free one-day attractions pass in & around Honolulu, a flight to the island of Molokai, the seven-night cruise, and a flight back to Honolulu at the end of the trip.

The cruise is aboard the 36-guest *Safari Explorer* - visit [HERE](#) for more info.

## NCLH pledges zero

**NORWEGIAN** Cruise Line Holdings (NCLH) has committed to pursue net zero greenhouse gas emissions by 2050.

Reinforcing its commitment to decarbonisation efforts, the new climate commitments are centred around three areas: reducing carbon intensity; investing in technology & exploring alternative fuels; and implementing a voluntary carbon offset program.

NCLH will continue to monitor and invest in opportunities to reduce emissions both on board and beyond its fleet, with which it will work closely with its partners to identify best practices and accelerate efforts.

The company has also published its first *Task Force on Climate-related Financial Disclosures* report, which provides transparency to its stakeholders.

## Genting Chair to start new cruise line?

**GENTING** Group Chair Lim Kok Thay has registered 'Resorts World Cruises' in Singapore, barely two months after the company's Dream Cruises brand ceased operations (**CW** 01 Mar).

According to documents seen by *The Straits Times*, Resorts World Cruises was incorporated on 09 Mar, with two directors listed.

Upon the collapse of Dream, it was suggested Lim was interested in purchasing the three-quarters-complete *Global Dream*, which was set to be the folded line's newest and largest ship.

After Genting Hong Kong defaulted on its loans in Jan, provisional liquidators were appointed to manage debts totalling almost USD\$3 billion.

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**CRUISING** America's Great Lakes is set to become a popular itinerary with the debut of Viking's new *Octantis* in the region.

However, that's apparently nothing compared to a gigantic puddle in a carpark in Minneapolis (pictured), which looks to have become a tourist attraction in its own right.

Minnesota boasts 10,000 lakes already, including Lake Superior, but the body of water in the carpark of a Chipotle Mexican Grill is so infamous that it has its own "Slow: No Wake Zone" sign.

Affectionately known as Lake Chipotle, local television station WCCO reports it has its own website, social media accounts and appears on Google Maps.

A Facebook page for 'Lake Chipotle Tourism' encourages people to "visit the state's favourite microlake," highlighting some of the local activities including a recent attempt by an adventurer to launch his paddleboard on the "urban oasis".

Find out more about this bucket list experience at [lakechipotle.org](http://lakechipotle.org).



### HAL's Westerdam to cruise Australia

**HOLLAND** America Line has taken the opportunity afforded by the easing of restrictions on cruising in Australia to reposition its *Westerdam* in local waters over the 2022/23 summer season.

The redeployment sees the cancellation of previously planned itineraries in Asia due to ongoing uncertainty within the region around cruise and access to ports.

A total of 11 sailings between Sep 2022 and Feb 2023 have been affected by the change, with impacted clients to be automatically rebooked on comparable Asia voyages in 2022 or 2023.

Guests can also rebook on a new Australia or South America voyage and receive a USD\$200 onboard credit.

After operating a series of voyages to Alaska out of Seattle starting 12 Jun, *Westerdam* will head down under for the local summer season before then resuming her Asia program in Feb 2023.

Holland America Chief Commercial Officer Beth Bodensteiner said "with the reopening of cruising in the Pacific, we're able to create some wonderful new itineraries exploring the urban excitement of Sydney, New Zealand's wine country, and must-see destinations such as the Great Barrier Reef".

"We will be publishing these new itineraries on [hollandamerica.com](http://hollandamerica.com) in the coming days," she said.



**SEVERAL** of Celebrity Cruises' trade partners are experiencing the brand new *Celebrity Beyond* as she cruises out of Southampton in the United Kingdom today.

Boarding earlier this morning (pictured) were Casey and Anna Russell from Clean Cruising with Celebrity's Director of Sales Australia/NZ Cameron Mannix; and Ignite Travel Group's General Manager of Cruise, Michael Middleton and Chief Executive Officer Ryan Thomas.

**Inset** are Anna and Casey



Russell re-enacting one of the ship's many artworks, with Anna doing particularly well in channelling the "elephant in the room" while being ably supported by her husband.

### Four Discovery Princess godparents

**PRINCESS** Cruises has announced that four television personalities will act as godparents to the line's new *Discovery Princess*.

Those officiating will include fashionista Randy Fenoli, known as the star of bridal reality TV drama *Say Yes To The Dress*; chef Alex Guarnaschelli who hosts *Fix Me a Plate*; special effects designer and fabricator Adam Savage from *Mythbusters*; and residential real estate expert Page Turner, host of *Fix*

*My Flip*.

Princess President, John Padgett, said "bringing together these four experts and personalities to name *Discovery Princess* for the launch of our newest ship is an exciting moment for Princess."

"Our impressive godparents, who represent the best in food, style, wonder and exploration, bring their imaginative and inspirational talents together to celebrate this momentous occasion," he said.



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