



## The Dream is over



**DREAM** Cruises will cease all operations this month, after entering administration in Jan (**CW** 31 Jan).

In a statement released by Genting, the company clarified the identification of “potential remediation plans and facilitating the restructuring of the group including Dream Cruises”, which following the appointment of a joint provisional liquidator, provided sufficient emergency financing for the completion of an additional 16 scheduled cruises.

However, Genting failed to secure sufficient funding to continue operating, citing “challenging circumstances” and “mounting creditor pressure”.

**World Dream (pictured)**, the only ship operating in the fleet right now, will stop cruising from tomorrow, after disembarking her final emergency-funded sailing.

Sister ship **Genting Dream** ceased operations in Hong Kong after the recent spike in coronavirus cases in the region, while the line’s third ship, the smaller **Explorer Dream**, backed out of Keelung after falling demand led to the cancellation of its domestic Taiwanese season.

Just prior to the pandemic, **Explorer** had completed her first season sailing out of Australia - Dream’s first international homeport - and had already confirmed a second local deployment (**CW** 20 Feb 2020).

Meanwhile, the three-quarters-complete **Global Dream** - on which construction stopped after the bankruptcy of her Genting-owned shipyard (**CW** 12 Jan) - has been drawing strong interest from potential buyers since last month (**CW** 16 Feb), including from billionaire and Genting Group Chair Lim Kok Thay.

Dream’s liquidators are now assessing the impact of the cessation of sailings, particularly the cruise line’s ability to meet refund claims for guests booked on sailings after tomorrow.

Passengers are advised to submit a refund claim together with their booking confirmation and payment records to the liquidators at [ProjectGenting@alvarezandmarsal.com](mailto:ProjectGenting@alvarezandmarsal.com).

At the outset of Dream’s administration in Jan, Genting appeared hopeful the business may survive, saying “the company is of the view that a consensual restructuring will present higher recoveries to all creditors and stakeholders compared to a value-destructive liquidation... which is the likely alternative outcome”.

### Cruise Weekly today

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

## Celebrity Rewards

**CELEBRITY** Cruises has launched a new travel advisor rewards program, Celebrity Rewards.

From today, agents can begin earning points on all deposited bookings, redeemable for a reloadable Celebrity Rewards Mastercard, or e-gift cards from retailers, including Netflix, Myer and Ticketmaster.

Agents can increase their earnings by booking higher categories, regardless of the length of the cruise or sailing date, with the highest number of points earned by booking **The Retreat and Galapagos** sailings.

To celebrate the launch of Celebrity Rewards, the cruise line is offering agents the chance to earn double the points on all sailings up to 30 Apr.

To be eligible for Celebrity Rewards, agents must first graduate from the cruise line’s raining program, **Celebrity Learning**.

For more info, **CLICK HERE**.

## CLIA LIVE to return

**CRUISE** specialists will reunite, as CLIA LIVE returns later this year.

The education series, which allows travel advisor members to reunite for in-person training, has confirmed new dates for Melbourne, Adelaide, Brisbane and Sydney, with Perth to be announced later in the year.

The two-day events will see representatives from the world’s cruise lines gather in the one forum to share product insight for both new-to-cruise agents, as well as more experienced cruise specialists.

The Melbourne event will be held on 27 Apr and 28 Apr, at Oaks Melbourne on Market Hotel; Adelaide will be held on 11 and 12 May at Hotel Grand Chancellor Adelaide; Brisbane will be held on 24 and 25 May at Sofitel Brisbane Central; and Sydney on 01 and 02 Jun at Rydges World Square.

The theme of CLIA LIVE 2022 will be “What’s New?”, with participating cruise lines outlining their most recent on-board innovations and enhancements.

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Events

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with publisher Bruce Piper and Entire Travel Group directors Brad McDonnell and Greg McCallum



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### A WASHINGTON-BASED

architecture firm is looking into how decommissioned cruise ships could be given a new lease of life as affordable housing for Miami residents.

The concept aims to tackle the recent divestment of cruise ships due to the plight of the industry, and provide budget housing in Miami - commonly cited as one of the least-affordable housing markets in the United States.

As part of the research study into the idea's plausibility, more than 350 Miami residents were surveyed about whether they were interested in living in a "coastal housing scenario".

According to their findings, 88% of respondents were interested in the concept.

### Hoff is looking for freedom

**PHIL Hoffmann**, the founder of Australia's first cruise centre, has pleaded with the government to lift the prohibition on the industry.

Speaking yesterday at a News Corp industry roundtable in Adelaide, Hoffmann told Minister for Tourism Dan Tehan and Minister for Finance Simon Birmingham, "we need the ban on cruise to be lifted so ships can start returning to Australian waters - and we need ongoing support while we recover".

## Explora inaugural season



**EXPLORA** Journeys has unveiled its first year of sailings, aboard its debut vessel *Explora I* (pictured).

The new luxury MSC Group brand will debut with its first of four vessels in May 2023, with *Explora I* featuring an Inaugural Journeys Collection covering the Mediterranean, Northern Europe, the United Kingdom, Iceland, Greenland, Canada, the east coast of the United States, the Caribbean, South America and Hawaii.

Sailings start from six nights, and culminate in a 44-night Grand Journey from Barcelona.

In her inaugural season, *Explora I* will visit 132 ports in 40 different countries, including two destinations - Kastellorizo and Saint Pierre - which have not been visited by a cruise ship before.

*Explora I* will begin sailing in the Mediterranean, with her maiden voyage to depart from Barcelona, and sail to St Tropez, Calvi, Rome, Fiskardo, Istanbul, and Athens.

"This is one more step forward in our development of a truly defining and highly desired, luxury lifestyle brand," declared Explora Chief Executive Officer

Michael Ungerer.

"Having launched initially exclusively to travel advisors, we are now delighted to give our guests the option to book their journeys online, should they wish to do so."

Ungerer explained Explora's ambition is to reflect the desire of the modern luxury traveller.

"We have created a collection of journeys that offer the perfect blend of celebrated destinations and lesser travelled ports, both seen from a new and original point of view to inspire and excite our curious, discerning guests and the next generation of luxury travellers," he said.

"*Explora I* and our subsequent three ships will allow guests to enjoy a more immersive, authentic experience and a slower pace of travel.

"They are designed to offer refined yet effortless luxury with the opportunity for exploration and transformation."

Explora has also introduced its new website.

The new site aims to provide a seamless and efficient booking process, and is available at [explorajourneys.com](http://explorajourneys.com).

### Scenic warns of "cyber incident"

**THE** websites of Scenic Luxury Cruises & Tours, Emerald Cruises and Evergreen Cruises & Tours all remain in maintenance mode today while Scenic Group continues to investigate a cyber attack.

The hack is believed to have impacted Scenic's IT systems for almost a week now.

Chief Operating Officer Rob Voss yesterday confirmed the incident in an e-mail to travel advisors, saying the company's computer systems had been "ring-fenced" while a risk analysis was being undertaken.

"Once the dedicated incident response team is satisfied that the threat has been mitigated, our priority will be to re-establish the service levels for guests and partners," he said.

All cruise and tour programs are continuing as scheduled, but the Expressbook platform is currently offline, along with Scenic's Trip Personaliser platform for clients.

"At this stage there is no need to inform or alert your clients," Voss said, adding that there is currently no evidence to indicate that any guest, staff data or personal information had been impacted.

Scenic's upcoming series of information sessions are still going ahead in Mar and Apr, with agents encouraged to bring their clients along.

Travel advisors with pending departures can call 138 128, or email queries through to [travelagentsupport@scenic.com.au](mailto:travelagentsupport@scenic.com.au).