



Cruise Weekly today

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

Onward Godmother

AZAMARA has announced its new ship *Azamara Onward's* Godmother will be Wanderful founder & Chief Executive Officer Beth Santos (pictured).

Santos began Wanderful as a travel blog while living abroad in Sao Tome & Principe in 2009, aiming to capture the diverse and shared experiences of women travelling the world.

More than a decade later, Wanderful now connects more than 45,000 female travellers through local events in more than 50 cities worldwide, as well as through group trips, and an online social network.

Carnival sail-ebrates 50th anniversary

CARNIVAL Cruise Line last night celebrated its 50th anniversary with a fun-filled event in Sydney.

Hosted at Beer DeLuxe King St Wharf, the event was attended by the entire Carnival team, including Vice President Australia Kara Glamore and Senior Director Sales & Marketing Anton Loeb, both of whom thanked attendees for their support the past two years, and foreshadowed potential good news coming later in the week, as well as a similar anniversary event in Brisbane this evening.

The event coincided with the seaborne meetup of seven of the cruise line's ships yesterday.

Carnival Breeze, Carnival Ecstasy, Carnival Glory, Carnival Pride, Carnival Sunrise, Carnival Vista, and the cruise line's newest ship *Mardi Gras*, were part of the meetup near Cozumel.

During the coming together,



each cruise ship hosted their own party on the Lido deck, where guests joined the Cruise Director, Playlist Productions cast and the ship's DJ for a celebration, complete with music and entertainment.

Guests also participated in the biggest "Ship-Tok" at sea, where the Cruise Directors and

Fun Squads taught and led a choreographed dance, inspired by Carnival's 50th birthday.

The Ship-Tok will be posted on [tiktok.com/@carnival](https://www.tiktok.com/@carnival) later today.

Pictured are National Account Manager Lance Dye, National Sales Manager Mark Richards, Loeb, PR Manager Amy Ward, and Glamore.

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PORTHOLE

ANTARCTIC explorer Ernest Shackleton's ship *Endurance* has been found beneath the continent's ice after more than a century.

Endurance sunk in the Weddell Sea in 1915 when she was crushed by drift ice, but has been found, and in marvellous condition.

Previous attempts to locate *Endurance*, whose location was logged by her Captain Frank Worsley, had failed due to the hostile conditions of the ice-covered Sea.

Cracking the Aussie code



QUARK Expeditions is ramping up operations in the Aussie market as it prepares for a rebound in local cruise bookings, holding trade and media events across the east coast this week.

Regional Sales Director APAC Robert Halfpenny told *Cruise Weekly* the polar cruise specialist has started recruiting more staff on the ground in Australia, and this week introduced a special early commission incentive for travel advisors that will see money in their pockets sooner.

"We know agents are cash-poor right now and they love to sell this type of product because it's good money...but if they are not getting that commission for six months to a year it's a problem, so with this offer we will pay them US\$500 per passenger within 60 days and will just deduct that at the final payment," Halfpenny said.

Right now, close to two-thirds of its bookings are coming through agents, a ratio Halfpenny thinks will increase as consumer

confidence goes up and agents learn more about its product.

Agents can access info about Quark via a new QR code (**inset**).

Ponant savings

A **SOLO** saving of up to 55% on a luxury Kimberley cruise with Ponant next year is being offered by Cruise Traveller.

Couples can also save almost a third (31%) on the package, which includes a hotel stay, when booking this month.

The 12-night 'Celebration Package' sails four times from Jun to Sep 2023, and includes a 10-night cruise from Darwin to Broome aboard *Le Soleal*, and two night's accommodation pre-sailing.

The cruise takes travellers to spectacular sights such as King George Falls, Mitchell Falls, Montgomery Reef, crocodile habitats, and Horizontal Falls.

The package is available from \$10,550ppts - **CLICK HERE**.

Oceania new record

OCEANIA Cruises has set a new booking record, with its Around the World voyage in 2024 selling out in 30 minutes.

While such cruises typically attract a significant number of loyal repeat guests, Oceania's 2024 world voyage saw almost half of all bookings come from first-time, new-to-brand guests.

Almost the entirety of the other half (42%) of the guests sailing on the current Around the World voyage also rebooked for the 2024 cruise.

The numbers reinforce a booking trend Oceania has seen steadily emerging during the past year, with some booking periods and promotions recording new-to-brand reservations levels of more than 50%.



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