



Norwegian's new *Prima* donna!

AMERICAN singer-songwriter Katy Perry has been named godmother of Norwegian Cruise Line's (NCL) newest ship, *Norwegian Prima*.

Perry will not only fulfil the longstanding godmother's tradition of blessing and officially naming *Prima*, but she will also perform during the christening ceremony, before the ship sets sail on her inaugural voyage from Reykjavik in Aug this year.

Prima will be the first major cruise ship christened in the Icelandic capital, and is the first of six ships in her class.

"My most favourite way to vacation with my family is on the water," Perry enthused.

"Every morning that you wake



up, you get to experience an incredible new view.

"I love that I get to christen her with my good vibrations, and I'm so excited for this new, beautiful,

high-end, high-tech ship to take the seas, and provide once-in-a-lifetime vacations for so many families."

To commemorate the partnership, Norwegian has put together a celebratory Spotify playlist - [CLICK HERE](#).

"We are so excited to welcome Katy Perry, a one-of-a-kind artist and worldwide sensation, as godmother of *Norwegian Prima*," said NCL Chief Executive Officer Harry Sommer, who is **pictured** with the pop princess.

"We are so incredibly proud that she will be part of the Norwegian Cruise Line family and look forward to launching our beautiful, innovative ship with her in Aug".

Cruise Weekly today

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

Princess Brisbane voyages on sale

PRINCESS Cruises this morning announced more details of its Australian cruise restart (**CW** 16 Mar), which will see *Coral Princess* operate a series of 11 voyages out of the new Brisbane International Cruise Terminal from 16 Jun.

Coral's initial Brisbane homeport season between Jun and Aug will be followed by voyages out of Sydney, before *Coral Princess* returns to the Qld capital for her previously announced 2022/23 season.

Queensland is a strong focus for the Princess season, with the line to make almost 55 port calls in the state including visits by *Coral* sisters *Grand Princess* and *Majestic Princess*.

Nick Ferguson, Princess Senior Director of Sales, estimated a \$71m injection into the Qld economy, with the deployments "demonstrating our commitment to cruising Down Under and the local travel agent community".

A special offer is giving agents an extra 5% bonus commission on the new *Coral Princess* sailings booked via Polar Online before 31 May.

"This is in addition to the 25% extra commissoin earning potential for upgrading clients to our inclusive Princess Plus fares which include our premium beverage package and MedallionNet fastest wifi at sea," Ferguson said.

The newly announced winter program includes six short getaways ex Brisbane and Sydney, five 7-day Qld roundtrips ex BNE, a weeklong Qld and NSW voyage and a cruise to PNG's Conflict Islands - more info on 1300 587 473.

Putting on the Ritz

THE Ritz-Carlton Yacht Collection has announced the addition of two newbuild superyachts in 2024 and 2025.

To sail alongside the soon-to-debut but long-delayed 298-passenger *Evrima*, the new vessels will operate on LNG and are being built at Chantiers de l'Antique in Saint-Nazaire, France.

The additions will be named *Ilma* and *Luminara*, and will be significantly larger, with capacity for 456 guests.

Viking launches 8

MICHELLE Black and Jane Moggridge from the Australian office of Viking Cruises are among dignitaries gathering in France this week for the mass christening of eight new Viking Longships.

Four of the vessels, named *Fjorgyn*, *Kari*, *Radgrid* and *Skaga* have been built specifically to navigate the Seine, with an exclusive docking location close to the Eiffel Tower.

CDC lowers level

THE US Centers for Disease Control and Prevention (CDC) has again lowered its cruise travel advice level, from Level 3: High to Level 2: Moderate.

It is the third major change this year, after last month's lowering from Level 4: Very High to Level 3, and Jan's expiration of the Temporary Extension & Modification of Framework for Conditional Sailing Order.

According to the CDC, the change "represents the status of the COVID-19 pandemic at this time," with the agency still recommending passengers be tested, wear masks in crowded outdoor settings and be fully vaccinated.

The key indicator for CDC's advisory decisions in relation to cruise ships operating in US waters is cumulative new COVID-19 cases among crew.

Full details of the policy, including why the CDC has a separate health notice for cruise ships but not other travel and entertainment settings, are online at [cdc.gov](https://www.cdc.gov).

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Uniworld is cooking

UNIWORLD Boutique River Cruises has named Robert van Rijsbergen its new Culinary Director.

He will be responsible for culinary operations on all ships, assisting in the implementation of new food concepts and menu designs.

Van Rijsbergen also plans to foster continuous development and training of Uniworld's culinary crews.

"Throughout my years of cooking I have been exposed to so many wonderful ingredients from all over the world," said Van Rijsbergen.

"I hope to take Uniworld guests on a journey through these wonders, transforming the magic and authenticity of fresh local foods from the glorious places we sail, into exquisite meals that ignite tastebuds and highlight the unique flavours of the location.

"It is also incredibly important that cuisine not only pays homage to the surrounding cultures, but also directly gives back to the communities and land."

A HAL of a prize!



HOLLAND America Line (HAL) has given away 130 Alaskan cruises to travel advisors at trade appreciation events this month.

Every travel consultant in attendance at HAL's events in Melbourne on 09 Mar and Sydney on 15 Mar won a free cruise, in celebration of the line's 75th anniversary of sailing to Alaska.

Agents were simply required to complete the HAL Academy training to secure their stateroom, with Senior Director Sales & Marketing Tony Archbold saying in addition to celebrating the cruise line's 75th anniversary in Alaska, the giveaway was an expression of thanks to trade for their continuous support, particularly over the last two years.

"We have always been appreciative and supportive of our trade partners but the support they have shown us over the last two years has been overwhelming," he said.

"Through thick and thin, they have remained truly professional and served as great ambassadors for our brand.

"We hope that these sailings provide them with some well-deserved joy and the recognition they truly deserve."

Pictured are Going Global's Vanessa Baxter, Angela Kaluzyn, and Michelle Singleton, with Helloworld Bowral's Verona Kite, Deborah Molino, and Michele Goulder - all lucky winners of a HAL Alaska cruise.



THE sister ship of the *Ever Given*, which ran aground in the Suez Canal last year (*CW* 30 Mar 2021), has herself run aground in an American harbour.

The *Ever Forward* (perhaps a better name might be *Ever Stuck!*) ran into trouble in Chesapeake Bay, a year after her sister blocked the Suez in Egypt.

Officials are now scrambling to refloat *Forward*, after she got stuck on Sun night as she began a trip to Norfolk.

The United States Coast Guard said it did not know what had caused the stranding, which did not lead to any injuries, or harm the vessel.

Fortunately, *Ever Forward's* grounding is not likely to cause as much trouble as last year's crisis, as it is not stopping other ships from transiting to the port.

Other ships in the area have been told to slow down, and Evergreen Marine Corporation's other captains are now certainly on notice!

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