



BOOK HAWAI'I AND BE REWARDED WITH MAUI JIM SUNGLASSES

*NCL is partnering with Maui Jim Eyewear
for an exclusive Partners First Rewards offer.*



Simply deposit two Hawai'i Pride of America bookings in May to receive a pair of Maui Jim sunglasses, valued at up to \$549*. You'll also receive up to 35 Points for every booking*, which you can redeem for a wide range of gift cards.

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CHOOSE FROM A RANGE OF FASHIONABLE STYLES





Cruise Weekly today

Cruise Weekly today features three pages of all the news plus a cover page from Norwegian Cruise Line.

Sunnies with NCL

NORWEGIAN Cruise Line (NCL) has partnered with Maui Jim to offer a pair of sunnies to travel advisors who make two May bookings on a *Pride of America* sailing in Hawaii.

The exclusive Partners First Rewards offer also comes with up to 35 points for every booking, which can be redeemed for a wide range of gift cards, NCL said.

A range of trendy styles is on offer, with the sunglasses valued at up to \$549.

The incentive is open to retail travel consultants in Australia for both direct and wholesale bookings - see the **cover page** for details.

Aussies key to HAL success in Alaska

WITH Holland America Line's return to Alaska (*CW* 11 Mar), Australia will be one of the cruise line's most important international markets to fill the season, Senior Director of Sales Australia Tony Archbold told *Cruise Weekly*.

Speaking at an event on Fri to celebrate Holland America's return to Alaska, cruising from the Port of Seattle, Archbold described the Australian market as "hugely important" to the line's fortunes in the region.

"[It's] hugely important for a number of different reasons, one is that we book well in advance, more advanced than the US or Europe," he explained.

"Australians also travel regularly, so they won't just do it once, they will get back multiple times.

"Alaska is also a good first cruise - a lot of people do homeport, then do international, but from



an international perspective, Alaska is first cab off the rank, then they'll do Europe."

Australians are also valuable travellers for Holland America's ports, Archbold said, as well as their shore partners - with the cruise line holding a number of long-standing partnerships with some of the biggest names in Alaskan experiences.

"They like to do a lot of shore excursions so they know 'I'm spending the money to get there I don't just want to walk around town when we get into port', so they'll spend the money on the good quality shore excursions."

Pictured are Archbold with Port of Seattle PR Manager Polly Simmons and PEPR's Anna Mansfield.



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- FREE Launderette

and more



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TROPICS & EXOTICS

plus

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South Pacific, Australia & New Zealand | Mediterranean | Baltic, Scandinavia & Northern Europe
Alaska | Canada & New England | Transoceanic

Total Itineraries: 355 | Grand Voyages: 138
Total Ports: 464 | Voyages Featuring Overnights: 233 | Total Overnights: 531

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On location aboard Azamara Onward

Today's issue of CW is coming to you courtesy of Azamara, which has launched the brand new Azamara Onward.

AZAMARA Onward arrived in Monaco overnight, after a delightful few days exploring Marseille and Italy's stunning Cinque Terre, with an AzAmazing day in Porto Venere.

Plenty of pesto, pasta and local wine was tried, while musicians performed in key locations around the quaint seaside village.

Onward will spend two nights in Monaco, in line with Azamara's Destination Immersion philosophy, with a White Night party on deck this evening followed by the formal christening by the ship's godmother, Wanderful founder Beth Santos the next night.

Monaco Tourism is also showcasing the destination, with representative Alison Roberts-Brown generously hosting Australians on board to get an experience of all things Monegasque.

New river concept

A NEW cruise line unveiled in Miami last week promises to reimagine the river cruise market, with a business model "uniquely customised for group travel".

Transcend Cruises will build a new fleet of wellness-focused luxury river ships, targeting corporate meeting and incentive planners, tour operators, lifestyle brands and other dedicated charters.

Two 135m-long, 120-guest vessels are in the first stages of design, with the first to launch in Europe in 2024.

Cofounder Matthew Shollar, who is billed as Transcend's "chief evangelist," said the business had been created "because the complex needs of charterers are incompatible with the existing river options".

"I have long experienced... how existing river cruise lines had not been designed to prioritise the needs of groups."

He said Transcend would also benefit from "unprecedented new demand for smaller, experiential group travel programs," with an approach offering flat, clearly defined pricing with no blackout dates or pricing risks.




On Board: Azamara Onward

Atlas Bar

Although Azamara's four ships are almost identical, the sophisticated Atlas Bar is a unique feature which currently only appears on Azamara Onward. Offering a range of intriguing artisanal cocktails and accompanying small plates, the Atlas Bar is the perfect place to catch up with new and old friends each evening to reminisce about the destination visited during the day.

Being a specialty venue, purchases in Atlas Bar are charged to shipboard accounts, but cocktails from this uber cool lounge are also included for guests who purchase Azamara's Ultimate Beverage Package.

Del Rio takes 46% haircut

NORWEGIAN Cruise Line Holdings (NCLH) Chief Executive Officer Frank Del Rio saw his overall compensation reduced by a whopping 46% in 2021 - meaning his income was just under USD\$20 million for the year, compared to over USD\$36 million in 2020.

According to filings with the US Securities & Exchange Commission, NCLH's Compensation Committee made several changes to Del Rio's pay package "in connection with feedback from shareholders".

There were no non-performance based cash payments other than about USD\$2 million in base salary and "limited perks", and no special equity awards.

However, a contractual agreement guarantees Del Rio to an annual target award of shares worth USD\$10 million, with the Committee deciding to use the closing stock price of USD\$29.85

on 01 Mar 2021 to calculate the number of shares he received, which based on accounting principles elevated the overall stock award's value to USD\$14.1 million.

He also received a USD\$3.6 million performance-related bonus, boosting his overall pay packet to USD\$19.7 million.

Other top earners at NCLH included Norwegian Cruise Line President & Chief Executive Officer Harry Sommer, whose total package of USD\$3.611 million was also down significantly on the prior year figure of USD\$6.3 million.

That was similar to Regent Seven Seas Cruises chief Jason Montague, whose total package of USD\$3.61 million compared to US\$6.85 million in 2020.

Other top earners at NCLH included Chief Financial Officer Mark Kempa, with a USD\$3.606 million package.

Hooray for Azamara!



THESE Aussie travel and cruise sellers aboard Azamara Onward in the Mediterranean this week just couldn't contain their excitement upon arrival in Monaco.

Onward is still receiving some of her finishing touches prior to her formal inauguration tomorrow by godmother Beth Santos, and is docked in Monaco's main harbour on the Rainier III Quay, adjacent to a marina playing host to scores of multimillion-dollar superyachts. Guests were able to simply

stroll off and explore the city streets, which are in the middle of Grand Prix season, having just had the Monaco ePrix for electric vehicles on Sat, followed by the Monaco Historic Grand Prix in two week's time and then the real thing, the iconic annual Formula 1 race which is taking place at the end of May.

After her christening ceremony Onward heads off on her maiden voyage to Venice, stopping along the way to explore the Mediterranean's hidden gems.



Octantis arrives in Toronto, Canada

VIKING'S expedition ship *Viking Octantis* has become the first cruise ship to visit the Port of Toronto after two years of suspended service due to COVID restrictions.

The 378-guest *Octantis* kicked off the cruise season as part of her inaugural arrival into the port, which will have its biggest ever year yet with 40 ships scheduled to call at from May-Oct.

"The return of cruise ship passengers to the Great Lakes will bring renewal and revitalisation to our local tourism and travel sectors, hard-hit over the past two years," said PortsToronto Chief Executive Geoffrey Wilson.

Over the upcoming season *Octantis* will sail five itineraries which stop in Toronto, having recently cruised the Atlantic coastline to the Great Lakes following her successful first Antarctic season.

RCI shuffles deck

ROYAL Caribbean International (RCI) has promoted Senior Vice President of International Sales & Marketing Sean Treacy, as Senior Vice President of Hotel Operations.

He will replace Mark Tamis who is leaving the cruise line.

Bert Hernandez becomes Senior Vice President International, which will see him oversee RCI's business in Australia, as well as APAC, China, EMEA & Latin America.

THERE could have been a little bit of a crisis for some of the Australians on board *Azamara Onward* over the weekend as she cruised the Mediterranean.

The pre-inaugural voyage from Barcelona to Monaco has come as the ship wrapped up a USD\$50 million upgrade, and supply chain issues have inevitably meant deliveries of some items have come down to the wire.

In particular something that didn't quite make it on board were the hair dryers - not an issue for the "follicularly challenged" *Cruise Weekly* writer on board - but for some of the agents with more lustrous locks it could have presented a challenge.

"As with any big project such as a complete revitalisation of a ship there are challenges," *Azamara* admitted in a hair dryer advisory to guests in the lead up to boarding.

However trustworthy Director of Sales, Belle Osmic, was her usual unflappable self and managed the crisis with aplomb by bringing several hair dryers on board to help out with any coiffure crises.

Meanwhile, cruise director Eric De Gray was more pragmatic, advising guests to take a selfie when they jumped on board "because it's the best you're going to look for the next few days".

P&O's field of dreams



P&O Cruises Australia is encouraging travellers to "get your crew onboard" in a new campaign featuring a galaxy of NRL stars.

The high-energy ad promoting P&O's Group Holidays aims to highlight "the ease and fun of a group cruise holiday," with Bulldogs wing Josh Addo-Carr gathering his league-playing buddies for the trip while they are each in the middle of something - such as getting their hair done, patting a rabbit, playing chess or getting married.

Participants also include Damien Cook, Clint Gutherson (**pictured**), Brian To'o, James Tedesco and Daly Cherry-Evans, with a voice-over from veteran commentator Ray Warren.

The 30-second TVC will air on free-to-air as well as video on demand, and on the big screen at games during the NRL season.

"A P&O Cruise is the perfect

group holiday for friends, family or special occasions," enthused the cruise line's Marketing Director, Narelle Riley.

"For one low ticket price you can start your holiday the moment you step onboard, indulge in a range of food, drinks and activities in spaces designed for groups, and enjoy breathtaking views every day.

"This felt like the perfect opportunity to leverage our longstanding partnership with the NRL and get the ultimate crew of Aussie players onboard with P&O," she added.

The campaign was developed with the oversight of P&O Vice President Sales & Marketing, Ryan Taibel, with a spokesperson for Bashful, the creative agency involved, saying "we think the work is going to put a group holiday with P&O on the consideration set for a lot more Australians" - view the ad **HERE**.