

CRUISE WEEKLY

On location aboard
Pride of America

Today's issue of *CW* is coming to you courtesy of Norwegian Cruise Line, aboard *Pride of America*.

TODAY we call on Kona, where we will tender to Kailua and visit the many nearby white sand beaches.

There are plenty of ways to explore the nearby town of Kona, from a trolley that takes you through the town, as well as various boats available for charter.

Snorkelling at nearby Kahaluu Bay was a highlight, and the *Lights, Camera, Music* production show had guests mesmerised with the best of Classical Hollywood cinema live on stage.

Proud to be aboard *Pride* once again

NORWEGIAN Cruise Line's *Pride of America* sailings in Hawaii are already performing at the same level as 2019 for the Australasian market, according to NCL CEO Harry Sommer, who is aboard the vessel this week with a number of key trade partners.

NCL is celebrating its "Great Cruise Comeback," after being unable to sail for almost 500 days, with all 17 ships in the Norwegian fleet now sailing (*CW* 09 May).

Sommer told *CW* that the Aussie and Kiwi markets comprise the number two source for *Pride of America* guests, with the strong demand "very encouraging".

Following *Pride of America's* restart last month (*CW* 12 Apr), Sommer said strong demand for cruises all the way through to 2025 is being seen.

After a recent refurbishment, *Pride of America* has new carpets, upholstery, and wall coverings



as well as updated menus and dining offerings.

Shore excursions are also being updated continually, aligning with a more sustainable and locally authentic approach, in addition to moving toward further environmental considerations.

Damian Borg, Australia/NZ Director of Sales, who's pictured with Sommer, said the local travel trade is of significant importance to Norwegian, in both

international and local cruising.

After factoring in inter-island airfares, accommodation, meals & entertainment, as well as simplicity & the week-long timeframe, the value proposition of *Pride of America* for Aussie and Kiwi travellers "absolutely defeats everything else," Borg said.

He added agents need to be ready for the influx, saying "if you're not talking to your customers now, someone else is."

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Cruise is coming back better

FOLLOWING the announcement New Zealand's maritime border will reopen to cruise, the country's tourism minister Stuart Nash praised the industry's work to prepare for cruise's return.

He acknowledged the industry confronted COVID head-on, and as a result has earned the social licence and trust of the community.

While no setting is immune to COVID, with the rigorous cruise line protocols in place that are more stringent than most other public settings, cruising is showing infection rates lower than in general society, and passengers are responding.

Sentiment among cruisers is back to pre-COVID levels, and cruise lines are experiencing strong forward bookings, in many cases exceeding pre-COVID levels.

New-to-cruise sentiment is also strong.

Your customers, our guests, are back in love with cruise holidays – and your success in harnessing this is an enormous opportunity.

This will be the focus of CLIA's Cruise360 in Aug, as we showcase the wonders of our industry that we all love, and the opportunities these deliver – from luxury to contemporary, river and expedition, with speakers from across the industry, and across the world.

Of course, we'll be offering our trade fair, and networking opportunities, so, if you haven't yet booked, earlybird tickets are still available [HERE](#).



Star Clippers cuts new course



STAR Clippers has resumed its full sailing program with all three of its tall ships in the Mediterranean.

The cruise line's final ship to resume sailing, *Star Clipper* (pictured) joined *Star Flyer* and *Royal Clipper* in the Mediterranean last month, marking the first time in five years all three ships have sailed together.

Royal Clipper and *Star Clipper* will spend the season sailing various three- to 15-night itineraries in the Western Mediterranean, calling at ports in France, Italy, Croatia, Montenegro, Spain, and Portugal,

while *Star Flyer* will spend the summer in the Eastern Med, sailing a variety of six- to 18-night itineraries through Greece and Turkey.

"Having all three tall ships back in the Mediterranean for the summer is thrilling, and truly a testament to the determination and hard work of our officers, crew and land-based offices," said Vice President of Sales North America Terri Haas.

"*Royal Clipper* and *Star Flyer* were able to successfully complete their Caribbean seasons this past winter, while *Star Clipper* underwent an extensive dry dock prior to resuming service in Apr."

P&O backs the IDWM

P&O Cruises Australia is celebrating the International Day for Women in Maritime, which calls for action to break down barriers to female participation in the industry.

This year's theme is devoted to "Training-Visibility-Recognition: Supporting a barrier-free working environment".

Newly appointed Carnival President Australia Marguerite Fitzgerald said: "we owe so much to the many women who are such an important part of our onboard and shoreside

teams."

"An increasing number of women lead our teams and deliver our product, and are integral to the delivery of the cruise holiday experience.

"On this important day, we must continue to commit to empowering women to participate in all aspects of the maritime sector."

Fitzgerald said Carnival shares the International Maritime Organization's call to break down barriers to create a work environment that is "enabling".

Take 3 for the Sea

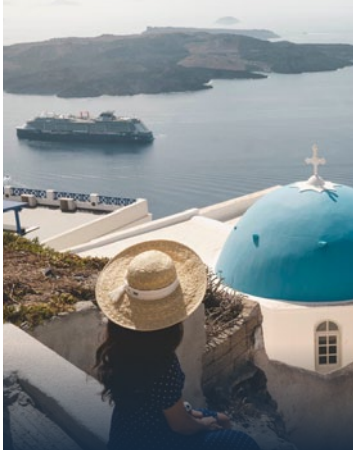
MSC Cruises' 'Take 3 for the Sea' promotion allows travellers to book now and enjoy included drinks, wi-fi, and up to \$200 onboard credit per person.

Valid on selected sailings departing 21 Sep to 01 Jun, guests can choose from selected sailings in the Mediterranean, Arabian Peninsula, or even a repositioning cruise.

The Take 3 for the Sea promotion is valid for bookings until the end of Nov, and cruise credits are welcome.

The promotion is also combinable with any applicable Voyagers Club Member Discounts - call 1300 028 502.

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AIDA ships renos

AFTER their shipyard stay, AIDA Cruises' *AIDAdiva* and *AIDAPERLA* have rejoined the rest of the fleet with a range of new products on board.

The highlights of the renovations include *AIDAdiva*'s new restaurant, Almhutte, as well as innovations to her wellness and fitness area.

Meanwhile, in addition to technical updates and scheduled class maintenance work aboard *AIDAPERLA*, she received a visual makeover, as well as a new ice cream bar.

Both ships started their first voyage from the shipyard on Sat.

Carnival holes out at the zoo



CARNIVAL Cruise Line is keeping the cruise dream alive with an activation at Sydney Zoo evoking the company's distinctive funnel image.

Cruise fans and animal lovers are being invited to enjoy the Carnival Glow Golf Experience, as part of the Zoo's GLOW Light

Festival, which has now been extended until 18 Jun.

The five-hole minigolf course (**pictured**) features colourful creatures such as a "friendly frog, happy hippo and chirpy crocodile," as an example of one of the 45 activities available to experience on a Carnival cruise.

Ponant hosts first Science Workshop

PONANT hosted its first Science Workshop recently on a port call to Cherbourg.

Hosted aboard *Le Commandant Charcot* last month, the workshop was an opportunity for scientists interested in the Ponant Science programme with a discussion forum to give feedback on the first few months of the research.



A VIDEO of a dog surfing the ocean on her paddleboard all on her own (**pictured**) is going viral.

The Labrador's name is Rosie Drottar, and she has already accumulated a million views.

The clip shows Rosie taking instructions from her master, and setting off all by herself to dodge the ocean waves - **CLICK HERE** to view.



Windstar Asia canx

WINDSTAR Cruises has announced the cancellation of its planned upcoming season in Asia, citing "continued uncertainty regarding ports reopening in the region".

The move means *Star Breeze* will not undertake sailings in Japan as well as two Queensland-based itineraries this year, instead operating an extended Alaska season before pivoting to five new sailings in French Polynesia.

Breeze will arrive in Sydney on 22 Nov for a charter, followed by an 04 Dec trans-Tasman cruise marking her maiden Australasian voyage.

New AQV CEO

AMERICAN Queen Voyages (AQV) has appointed David Giersdorf as acting President, after three years of advising the line's owner Hornblower Group, which also owns Australia's Journey Beyond.

Industry veteran Giersdorf will act in the role for up to 18 months, while AQV Chief Operating Officer Shawn Bierdz is leaving the business.

Giersdorf's career has seen him in senior executive roles in a number of lines including Holland America, Paul Gauguin, and Windstar, and he's also a former Cruise Lines International Association Chair.

FCCA-Caymans deal

THE Florida-Caribbean Cruise Association (FCCA) has partnered with the Cayman Islands on a strategic development agreement which will see the two collaborate on enhancing product and increasing calls.

The agreement will facilitate new experiences and work with the local private sector to maximise opportunities, as the Caymans look to capitalise on an industry which typically generates USD\$224.54 million in local cruise tourism expenditure.

"This new agreement shows the momentum that both FCCA and destinations are gaining with cruise tourism's continued recovery," the Association's Chair Micky Arison said.

"The Cayman Islands has been a long-standing partner of the industry, and I am honoured that this agreement signifies the return of a premier cruise destination," he added.