



### Cruise Weekly today

CRUISE Weekly today features three pages of all the latest cruise industry news.

### Creative + SCL offer

CREATIVE Cruising is hosting an exclusive client offer with Seabourn Cruise Line (SCL).

On offer is \$500 shipboard credit per suite, valid for the first 10 bookings.

Plus, for select 2022-2023 Asia voyages booked, travel advisors will receive a bonus \$500 gift card.

For a Penthouse suite or above, SCL will double it to a \$1,000 gift card.

Packages available include the 17-night Thailand & South East Asia Encore.

## Celeb campaign launch

CELEBRITY Cruises has launched a global advertising campaign, introducing consumers to its unique relaxed "luxury resort at sea" offerings.

The cruise line's new campaign brings to life the "FULLness" of the journey on a Celebrity voyage, which promises to take viewers to places they've never been before; from new destinations around the world to new cruise ship design; and from unrivalled culinary experiences to unparalleled wellbeing at sea.

The campaign uses "powerFULL" visuals to bring to life each of the experiences as a journey unto themselves: watching the sun set over the ocean at the aptly named Sunset Bar is a Journey BeautiFULL; yoga at sea on the ship's resort deck becomes Journey MindFULL; a decadent meal crafted by Michelin-starred chef Daniel Boulud unfolds as Journey FlavorFULL; exploring the rich culture of a new destination comes alive as Journey ColorFULL; and Celebrity's renowned service comes to life as Journey ThoughtFULL.

The new campaign is now appearing on all media channels, including television, digital & social media, and comes at a time when people are beginning to think ahead to travelling more in the new year.

"Celebrity Cruises has always been a trailblazer and we are once again leading the industry and putting the guest at the centre of the experiences we create," said President & Chief Executive Officer Lisa Lutoff-Perlo.

"While the words in this campaign are powerful, what it really brings to life is the way we focus on our guests and create an experience that completely enriches the way they see the world."

"What better way to see the best places in the world, than on



the best places in the world, our Celebrity ships."

MEANWHILE, the cruise line has broken more ground in New Zealand, with *Celebrity Eclipse* becoming the first ship to call in Christchurch's purpose-built cruise facility (pictured).

As the first ship to visit Christchurch since early 2020, the arrival of *Eclipse* also marks the city's return to cruise.

Celebrity Vice President & Managing Director APAC Tim Jones, Christchurch City Mayor Phil Mauer, Lyttelton Port Company dignitaries, and the executive team of *Eclipse* were present for an official plaque exchange to celebrate the long-awaited milestone.

"Someday is finally here," Jones enthused.

"These have been challenging times for those of us who are reliant on the travel and hospitality industry, but today is a day of tremendous hope and optimism as we celebrate the restart of cruise tourism in Christchurch," he added.

"We are incredibly proud to be at the forefront of the restart, having worked hand in glove with the local communities, port authorities, and our valued travel partners who we wouldn't be here today without, as we worked towards our common goal of showing guests they can Journey WonderFULL in this region once more."

It is the second such celebration in as many days for *Eclipse*, which commemorated cruise's return to Dunedin on Wed (CW 27 Oct).

### Euribia on sale

MSC Cruises' *MSC Euribia's* inaugural season commences 10 Jun, and the line is currently offering 50% off the fare for the second passenger.

*Euribia* will offer incredible seven-night itineraries sailing to the fjords of Norway, with weekly departures from Kiel, with calls including Copenhagen, Hellesylt, Alesund, and Flaam, among others.

The ship marks another step forward in substantially reducing greenhouse gas emissions, with LNG playing a key role in the journey towards climate change mitigation, reducing carbon monoxide emissions by up to 25%.

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FOUR	7 DEC '22
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## RCI's *Icon* already breaking records

**ROYAL** Caribbean International's (RCI) *Icon of the Seas* has set a new record, with reservations for the ship reaching a new single-day all-time high.

"The enthusiasm and excitement for *Icon* are undeniable in more ways than one," said President & Chief Executive Officer Michael Bayley.

"The incredible response we have received from our loyal guests, vacationers new to cruising, crew members, and travel partners continues to come in, and this is just the beginning.

"We can't wait to share more of what *Icon* has in store in the coming months."

The ship will sail year-round, seven-night Eastern and Western Caribbean vacations from Miami, with every cruise to visit RCI's private island destination, Perfect Day at CocoCay, in The Bahamas, as well as a mix of destinations



such as Cozumel, Philipsburg, and Basseterre.

**MEANWHILE**, RCI parent company Royal Caribbean Group has partnered with Texas artist Brad Oldham Sculpture for a work at the new Port of Galveston terminal.

The soon-to-debut facility will feature the *Galveston Beach Trio* sculpture (**pictured** with artist team Christy Coltrin and Brad

Oldham), which will welcome guests as they embark from the Group's new terminal.

The sculpture depicts a musical trio inspired by the rich cultural heritage of the historic port city.

Musicians such as Barry White, Joyce Fields, and Joe Pena will be depicted in the sculpture.

The new Port of Galveston terminal opens this Nov with the arrival of RCI's *Allure of the Seas*.

### Africa package

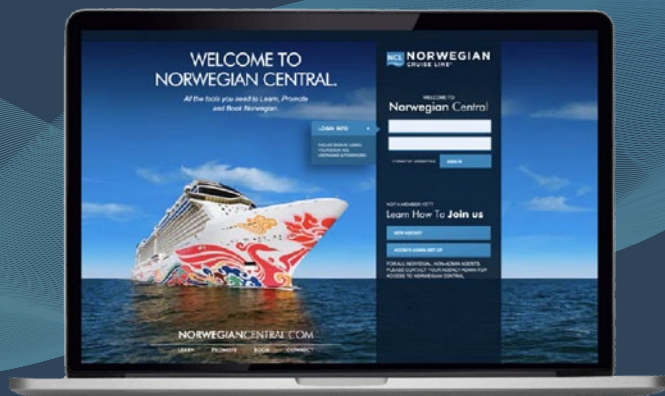
**A UNIQUE**, three-month circumnavigation of Africa is available with Fred. Olsen Cruise Lines, with a saving and inclusions released.

A spending bonus and a complimentary hotel stay is available for those who book by the end of next month with Cruise Traveller.

The 95-night Grand Africa and Indian Ocean package departs in Nov 2023, with a saving of \$3,460 per couple, a free pre-cruise stay in London, and a complimentary tour of the city or the surrounds, plus bonus onboard spending money.

There's also a free transfer to Southampton to board *Bolette*, which will take travellers to 43 ports in 24 countries, including Egypt, Saudi Arabia, Oman, India, the Maldives, Seychelles, and Kenya - see **HERE**.

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## Carnival adds ALS

**CARNIVAL** Corporation will expand the installation of its Air Lubrication Systems to the majority of its cruise lines in its fleet through 2027, building on the four already operational.

The systems are expected to generate significant savings in fuel consumption and carbon emissions by reducing hull drag by approximately 5% per ship.

## CCL in on pickleball craze



**CARNIVAL** Cruise Line's (CCL) *Carnival Conquest* has debuted the brand's first pickleball court.

One of the fastest-growing sports in the world, *Conquest's* team members tested out the court (pictured), after it was added during a recent dry dock.

Located on *Conquest's* top deck, the new court allows "picklers" to enjoy the fun of their favourite game, and take in beautiful ocean views all at once.

Pickleball is a racket sport where two or four players hit a ball over a net using a solid-faced paddle.

The sport joins several other popular activities as part of Carnival SportSquare, which includes facilities for games such as miniature golf, volleyball, and basketball.

*Conquest's* pickleball court is one of several recent enhancements to the ship, including the addition of

Carnival's new signature livery of a red, white, and blue hull design.

## Croisi Christmas

**CROISIEUROPE** has launched a brand-new hotel barge cruise taking in the enchanting Christmas Markets along the Alsatian Canals.

The three-night cruise, on board the 22-guest hotel barge *Madeleine*, is a round-trip cruise from Colmar.

Highlights of the cruise include Kaysersberg, with its authentic Christmas market, which is overlooked by the castle ruins; and the charming medieval village of Riquewihr, with its brightly coloured half-timbered homes and picturesque Christmas market.

The cruise is part of CroisiEurope's largest offering of Christmas markets cruises.



**HOLLAND** America Line (HAL) has launched a 150th anniversary limited-edition pilsner in a commemorative can.

'HAL Pils' has been made in partnership with Seattle-based Pike Brewing, and will be served across the fleet starting in Jan.

Six-packs also will be available for purchase on board.

HAL chose to craft a pilsner due to its classic European style and newfound popularity in the craft brewing world.

A zesty, bright, and refreshingly hoppy brew, HAL Pils is made with Mosaic Hops from the Yakima Valley in Washington, yielding floral and light melon flavours, a big aroma, and a dry finish.

The commemorative can is adorned with the iconic Jan van Beers poster of 1898 showing a woman in a nautical-blue dress and striped, white hat which mirrors the funnels of the Holland America steamship she's holding above her head.

"There's no better way to honour our past and celebrate our present than to choose a classic beer style like a Pilsner that's having a resurgence in the craft beer world," said Vice President Dining & Beverage Operations Anthony Stice.



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