



Cruise Weekly today

Cruise Weekly today features four pages of all the latest cruise industry news plus a full page from **Uniworld Boutique River Cruises**.

Take your pick of Uniworld 2024

UNIWORLD Boutique River Cruises is offering Australian and New Zealand guests the opportunity to select any cabin on any cruise in its 2024 season, with exclusive availability rights across the season for local passengers.

2024 cruises can also be booked at next year's prices for a strictly limited time - for details see the **last page**.

Australia's taste of Disney

EXCLUSIVE

DISNEY Cruise Line's (DCL) Australian deployment next year (CW yesterday) has been designed not only to showcase the brand to guests and the industry locally, but also to bring the company's magic to a new market, Disney Parks, Experiences & Products Senior Vice President of Sales, Services & Events Javier Moreno (pictured) has told **Cruise Weekly**.

DCL yesterday announced it will offer its "magical" sailings in Australia for the first time with its *Disney Wonder* from Oct 2023 to Mar 2024, in a limited season which Moreno said would give local families the opportunity to experience what the cruise line and Disney Destinations' products are all about - particularly those who have never had the chance to experience it before.

The 'Disney Magic at Sea' sailings will bring all of the allure of Disney, with favourite characters from some of the company's core brands, such as Marvel, Pixar and Star Wars.

"We know there's a great connection in Australia with Disney brands, so this is the perfect destination to bring the Disney Magic at Sea," he enthused.

"Really what it is all about is centring and focusing on the Disney experience, and the Disney Cruise Line experience, what is the Disney difference, and conveying all that not only to the guests and consumers, but to our trade partners.

"To share what the Disney difference is when you're sailing on Disney Cruise Line, what does it mean, what is different versus other cruise lines, what we're bringing to the table that other cruises don't bring, what is special, what is different, what is unique, and convey all that in this Disney magical experience."

The "once-in-a-lifetime" project



for DCL and Disney Destinations will be propped up by webinars, supporting materials, resources, and more, so the trade can convey "the Disney difference."

"We really encourage everybody in the travel industry, to check it out, to discover, to be curious about what Disney Cruise Line is, and most importantly, about having fun, because this is about an amazing, fun experience... delivering fun, and magic, and joy for everybody," Moreno added.

With three departure ports announced around Australia, and one in New Zealand, the focus of *Wonder's* deployment in the South Pacific will not be to offer a port-intensive itinerary, but to sell the ship herself as the destination.

"One of the key messages about this project, bringing the Disney magic to Australia on *Disney Wonder* is...really about getting on board for a three-night, four-night, five-night, six-night sailing, and getting the Disney Cruise Line experience," Moreno reinforced.

For those keen for an even longer hit of Disney magic, there will also be repositioning cruises available between Hawaii and Australia at the start and end of the season.

The inaugural sailing of *Wonder's* limited season in Australia departs on 28 Oct 2023 from Sydney.

Bookings open to the general public from 29 Sep - more from Disney on **page 2**.

Wall joins Scenic

FORMER Holland America Line and Seabourn Cruise Line Senior Marketing Manager, Brendan Wall, has taken a new role as Senior Manager, Oceans Product Marketing at Scenic Luxury Cruises & Tours.

Wall will take responsibility for "developing global marketing strategies and programs across consumer, trade and loyalty channels to drive the growth of, and the demand for, the oceans product category globally", according to a LinkedIn update.

Scenic's ocean cruise range includes *Scenic Eclipse I* and the soon to launch *Scenic Eclipse II* which is scheduled to debut in Apr 2023.

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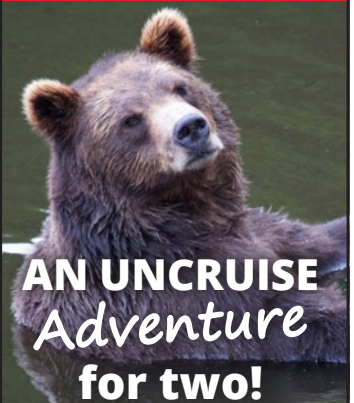
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More Treasure!

THE next Disney Cruise Line ship will be named *Disney Treasure*, as announced in a “never-before-seen” concept video premiered on-stage at D23 Expo on the weekend.

The conception saw Peter Pan fly over the vessel to uncover not just *Treasure’s* name, but a surprising array of the company’s characters on the hunt for adventure.

Disney Parks, Experiences & Products Chair Josh D’Amaro also shared work has begun on the division’s second Bahamas destination, Lighthouse Point.

Located Eleuthera, D’Amaro said Disney is working closely with Bahamian artists to create the destination.

Togetherness powers us

CARNIVAL Corporation’s path forward into the future of cruising is about nurturing the sector’s ecosystem - made up of suppliers, travel advisors, and more - the company’s local President Marguerite Fitzgerald said.

Speaking last week at the Australian Cruise Association Conference for the first time since her appointment to the position, Fitzgerald reinforced to delegates the pandemic has taught Carnival the cruise business really is all about “connections deep and wide” within the industry, which she will continue to care for into the future.

“There’s now this awareness of the ties that bind this ecosystem,” she enthused.

“We really are an ecosystem, all of us, and the many thousands of people outside who are part of the cruise ecosystem, and when we’re in balance, in harmony, that’s when it functions really well.

“It’s about feeding it, enabling it, and...a big part of being able to get this restart was about elevating the stories of the different people inside this ecosystem.”

Carnival’s understanding of this environment was evident throughout the pandemic, Fitzgerald believes, with part of the work the company undertook during the pandemic involving governmental lobbying from all ends of the cruise community - a key part being travel advisors.

“It wasn’t just the big ships on Sydney Harbour, it was actually all these individuals who were a part of the cruise ecosystem,” she said.

“Travel agents, I think, as an industry, we treated them differently to a lot of how some of the other travel companies did; we resisted the urge to cut commissions, and that’s a big part



of how they are able to start to get their businesses back on their feet.”

“We can only provide (cruise) experiences, because of the deep relationships that we have in our ecosystem, and at a time when few others are doing it, especially in the travel industry, not to call out names, but when few others are really doing it, we are putting the customer at the heart of our recovery.”

The Australian Cruise Association Conference itself, Fitzgerald said, was an exemplification of the cruise ecosystem at work.

“We’re seeing it today, this group in here, the critical partners ecosystem, we have to work together, share, learn and grow and as you said, the power of the industry coming together was really what has helped us get through a restart,” she said.

“At Carnival Australia, we are ready for a very strong cruise season, we will have 18 Carnival Australia ships in the region, six of them will be making mainly visits to Australia, that equates to 655 calls to 33 unique ports, and about \$450 million worth of value between Sep this year and Apr next year.”

Pictured: Fitzgerald with Director Destination Management Michael Mihajlov.

Green Eggs & Ham is back for Carnival

CARNIVAL Cruise Line will resume its Dr Seuss-themed “Green Eggs & Ham Breakfast” offering on most United States-based cruises fleetwide from the start of next month.

The program, featuring characters such as the famed ‘Cat in the Hat’, is offered once per cruise, with guests able to book it on all departures from next month onward.

The restart of the “colourful and whimsical” breakfast event continues Carnival’s ramp-up of operations after many of its onboard offerings were suspended due to pandemic conditions or staff shortages.



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NOT quite a message in a bottle, but more poignant, is the story of the aquatic recovery of a wedding ring lost for 17 years in a Canadian river.

Police in Kelowna released a statement saying they were searching for a couple named Stephanie and Noel, after a local resident found the ring - engraved with the two names - while swimming in British Columbia's Pentiction Channel.

It turned out to be the property of Noel Nissan, who lost it while floating down the waterway with friends in 2005.

"I was in complete shock," he said, with the recovery coming just in time for the couple's 20th anniversary - looks like a few bucks was just saved on a gift!

Hurtigruten's US pronunciation push

HURTIGRUTEN has launched a USD\$2 million brand campaign in the United States, with a tongue-in-cheek slogan teaching the public how to pronounce the cruise line's name.

The Hurtigruten Expeditions and Hurtigruten Norwegian Coastal Express offerings will be showcased through spectacular destination imagery along with the tag line "her•tuh•grootin•/ Hard to say. Impossible to forget".

The two-month promotion will run in Colorado and Minnesota, and is Hurtigruten's biggest-ever investment in a single consumer campaign in the United States, for the first time featuring radio and billboard advertising.

Denver is being included because it is home to potential cruisers who enjoy the great outdoors, while the Minneapolis & St Paul markets have large Norwegian communities.

P&O's new home brew

P&O Cruises Australia has partnered with Adelaide-based Coopers Brewery to launch its very own beer brand.

The in-house P&O Pacific Lager has been created in partnership with some specially selected taste-testing P&O cruising enthusiasts, who visited Coopers and sampled a variety of brews to ultimately create the limited-edition beverage.

Pacific Lager aims to "reflect the laid-back feeling you get when sailing on a P&O Cruise," the line said.

The special beer has a refreshing citrus flavour with "subtle floral aroma notes and a trace of clean, crisp bitterness," the two companies described.

Coopers National Sales Manager Heath Grosvenor said it was the first time the beer maker had taken to the oceans.



"It's been an exciting journey to partner with another great Aussie brand and at a time when cruising is well and truly back on the cruising agenda," he said.

To be offered across the three-ship P&O Australia fleet for \$9, P&O's Pacific Lager is "best enjoyed at sea," Grosvenor said.

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Cruising with TravelManagers

LAST week's TravelManagers Conference in Sydney saw multiple cruise line preferred partners of the network showcasing their wares to hundreds of Personal Travel Managers (PTMs) in attendance, with CW capturing these shots of some of the participants.



AZAMARA'S Kristine Sambaher and Natalie Bax highlighted the line's four-strong fleet and immersive itineraries.



THE MSC Cruises team including Lisa Teiotu and Bronwyn Knight with some of the eager-to-learn PTMS.



VIKING'S Ramon Drew and Nathalie Fagan were all smiles as they showcased the cruise line's Ocean, River and Expedition offerings.

Princess fitness pact

PRINCESS Cruises has announced a new exclusive five-year licensing agreement with boutique fitness franchisor Xponential Fitness.

The New York-based company operates studios across the United States and Canada, as well as in 12 additional countries, under a wide portfolio of brands including CycleBar, StretchLab, Pure Barre, Rumble and BFT.

The partnership will see Princess "leverage Xponential Fitness's extensive content in concert with OneSpaWorld's unparalleled expertise in the health, wellness, and fitness at sea sector to become the first major cruise line offering multiple, curated fitness brands to create uniquely customisable guest fitness experiences at sea".

Over the term of the agreement, at least eight Xponential brands will be made available on board each ship of Princess' 15-strong fleet.

This will result in a minimum total of 120 licensed studio experiences fleetwide, under brands such as Club Pilates, Pure Barre, Yoga Six, CycleBar, Row House, AKT Dance and StretchLab.

Xponential will work with OneSpaWorld, Princess' exclusive partner for health, wellness and fitness services, to incorporate the offerings into the Princess product, managed by OneSpaWorld's fitness professionals and onboard staff.

Princess President John Padgett said "our goal is simply to provide the best vacation experiences in the world at the best value".

"Blending Xponential's unmatched boutique fitness brand portfolio with OneSpaWorld's beautifully curated fitness program, developed over the course of our 25-year exclusive collaboration, allows us to align the most iconic brand in cruising with the best and most comprehensive offerings in the fitness industry."

As well as branded studio classes, Princess will make Xponential's virtual on-demand XPLUS studio class subscription service available in more than 23,000 staterooms, and at discounted rates to Princess staff members.

The cruise line will also become the Official Vacation Partner of all Xponential Fitness Brands.

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