



### Cruise Weekly today

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

### P&O on the rise

**P&O Cruises Australia** has appointed marketing specialist Bread Agency as its social media partner, following a competitive pitch, *AdNews* has reported.

The agency will work closely with the P&O Australia team across its social efforts including strategy, content creation, community engagement, and influencer marketing.

"We can't wait to work with Bread Agency to help us entice more Aussies to come onboard through the power of social media," P&O Social Media Manager Georgia Jameson said - more from P&O on **p2**.

## CLIA Cruise Month to return in Oct

**CRUISE** Lines International Association's (CLIA) Cruise Month is returning this Oct, a month-long celebration of the sector's growing popularity worldwide.

This year's Cruise Month will bring a series of campaigns online and through media partners to showcase the best of cruising for Australian travellers.

Timed with the start of the summer cruise season, Cruise Month will involve four weekly themes: Ocean Cruising (01-07 Oct), River Cruising (08-14 Oct), Expedition Cruising (15-21 Oct), and Luxury Cruising (22-28 Oct).

CLIA will offer a comprehensive toolkit to help member travel advisors mount their own Cruise Month initiatives and social media campaigns, while a series of webinars will help agents get the most from the month.

CLIA Managing Director Joel Katz said Cruise Month will help



kick-off a bumper season for cruising in Australia.

"Cruise Month is all about creating excitement around the coming cruise season and inspiring travellers to book their next cruise holiday," he said.

"Importantly, it helps spread the message that CLIA-accredited travel agents are the best qualified cruise specialists."

Full details will be announced

in coming weeks, including details of toolkit and social media assets, travel advisor webinars, competitions, cruise line resources, images libraries, videos, and more.

Last year's Cruise Month was one of the most successful ever, with social media platforms "blitzed" with thousands of #LoveCruise posts across Sep (**CW** 26 Sep 2022).

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## New Heritage trip

**HERITAGE** Expeditions is inviting guests to join Australian mammalogist Tim Flannery in search of mysterious new mammals on its Indonesian Explorer voyage.

Guests on Heritage's 18-day Indonesian Explorer voyage from Bali to Madang will also have the opportunity to swim with the whale sharks in Kwatisore Bay, walk with Komodo dragons, snorkel at the world famous Pink Beach, discover Wakatobi National Park, explore the turquoise waters and rainbow corals of the Raja Ampat Islands, observe incredible wildlife including several birds of paradise, visit World War II relics, and more.

"We are incredibly excited to welcome Tim back on board for this voyage," Commercial Director Aaron Russ said.

## P&O launches new Group Holidays

**P&O** Cruises Australia has launched a new Group Holidays offering, which will be active on sailings from Nov.

The new Group Holidays will make the travel experience seamless for large bookings, creating the perfect choice for family reunions, birthday celebrations, and more.

With everything in one place online, groups of eight-25 have more input than ever into their Group Holiday, including the ability to vote on destinations, pay separately, and even access an exclusive pre-cruise concierge to customise their voyage.

While on board, guests will have complimentary access to WhatsApp, keeping them connected to their holiday crew right across the ship.

Guests will also be able to secure group dining, enabling large parties to book and enjoy



meals together.

"With the launch of P&O Group Holidays, we are taking this commitment one step further, allowing family and friends to come together in the most enjoyable and hassle-free way possible," President Marguerite Fitzgerald said.

"With summer right around the corner, now is the best time to get your crew together and lock in a great voyage at a great price."

Travel advisors who book a P&O

Group Holiday between now and the end of next month can also go in the draw to win a \$5,000 gift card.

To enter, travel advisors can **CLICK HERE** and tell P&O Australia in 50 words or less: "what are the best elements of a P&O Group Holiday?"

One booking equals one entry, meaning the more bookings made, the more chances to win.

To book a Group Holiday go to [groups.pocruises.com.au](https://groups.pocruises.com.au).

## SEMESTER 2 - DESTINATION AMERICAS

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**IF YOU'RE** looking for a page-turner for your next cruise holiday, we may have just the pick for you.

*Cruise Ship Heist* by Stuart St. Paul follows Commander Kieron Phillips, who is very much looking forward to his own holiday on the ocean, and the chance to catch up with his daughter, a dancer onboard the fictional cruise ship he's just embarked upon.

Unfortunately, as hinted at in the book's title, it is lucky Commander Phillips is on board the ship, as he is looked upon to return *Lady Diana* to holiday mode in the face of adversity.

## You win some...

**HEDGE** funds have lost more than US\$6b betting against cruise lines this year, the *Financial Times* has reported.

Shares in companies such as Carnival Corporation and Royal Caribbean Group (RCG) have surged this year, as consumers continue to spend their money on cruises despite the global cost-of-living crisis.

Carnival and RCG are two of the most heavily shorted companies in the stock market, but have thus far more than doubled in value this year, stopping hedge funds from buying back the shares they sold at a lower price.

## Seabourn Sydney pop-up



**SEABOURN** Cruise Line will be popping up at Lilypad Palm Beach (pictured) in Sydney, taking over the "floating villa" for a bookable consumer expedition experience.

Lilypad is able to be booked for an overnight stay, and will be decked out in Seabourn regalia, offering a taste of the cruise line's lifestyle, ahead of its launch of luxury voyages aboard new expedition vessel, *Seabourn Pursuit*.

Guests will be able to feed their adventurous spirit with activities inspired by Seabourn's expeditions, including exploring pristine waters, rugged terrains, and remote landscapes across the globe.

They will also get a taste of Seabourn's gourmet dining and a sense of the luxuries which await them.

Bookings will soon be live and available from for stays from 01-14 Oct - **CLICK HERE**.

*Pursuit* will enter service on 12 Aug in Europe (CW 01 Aug), before she cruises to South

America, the Amazon, and Antarctica.

The ship will then make her way to Australian shores for a season in the Kimberley region between Jun and Aug 2024 (CW 27 Feb), joining *Seabourn Quest* in the country (CW 19 Jul).

Seabourn took delivery of *Pursuit* last week, inaugurating the cruise line's second purpose-built ultra-luxury expedition ship.

The official maritime handover ceremony took place at the T. Mariotti shipyard in Genoa.

## New Baltic strategy

**MORE** than 30 Baltic destinations and ports have joined forces to endorse 'Responsible Cruising', as Cruise Baltic launches its new 2023-2026 strategy.

The aim of the master plan is to "define the sustainable cruise tourism of tomorrow" while re-establishing cruising to exceed pre-pandemic levels.

The key elements in bringing Responsible Cruising to life is the collaboration between the 32 partners in the Cruise Baltic network and dialogues with external stakeholders.

Across the life of the strategy, partners from the cruise network will work on strengthening the narrative of the region, which will showcase the diversity of each destination and reasons to visit them, developed by each port, with a view to regaining market share.

One of the focal points of this work is sustainability and defining tomorrow's cruise tourism, which will be essential for the future.

*The Chat*  
with Jenny  
A Conversation with  
Jodie Hart  
of Oceania Cruises &  
Regent Seven Seas Cruises  
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