



Cruise Weekly today

CRUISE Weekly today features four pages of all the latest cruise news as well as a full page from **Cruise Lines International Association**.

HAL sales record

HOLLAND America Line's (HAL) cruise sale strength is continuing, with the brand seeing the biggest Jan booking week on record.

In an early sign of a successful wave season, interest in Alaska and vacation plans for next year are helping boost cruise sales.

The week ending 20 Jan exceeded bookings during the same week in 2019 by more than 20%.

That week also saw Alaska bookings 25% higher than in the strongest week in Jan 2019.

Oceania to name new ship *Allura*

OCEANIA Cruises is set to welcome *Allura* (render pictured) to its fleet next year, naming its second 1,200-guest Allura-class ship.

The sister ship to *Vista*, which is set to debut in May (**CW** 09 Dec 2022), *Allura* will become the eighth vessel in Oceania's fleet.

The ship will be staffed by 800 officers and crew members, offering industry-leading space and staff-to-guest ratios.

Currently under construction at renowned shipbuilder Fincantieri, details of *Allura's* inaugural season will be revealed this northern spring before going on sale later in the year.

"We are thrilled with the incredible demand we have witnessed for *Allura's* sister ship, *Vista*, with her 2023 maiden season already sold out, and we know *Allura* will be equally as popular with our guests," said



President Frank Del Rio Jr.

"At Oceania Cruises, we are always looking for ways to evolve, elevate and modernise our offerings to continuously surprise and delight our discerning guests as they enjoy immersive new experiences.

"*Allura's* inaugural journeys are designed to appeal to all global travellers, whether they revel in the joy that comes with reconnecting with favourite destinations or are excited to discover new places and sights for the very first time."

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CITY	VENUE	DATE	TIME
Sydney	Four Seasons	Tuesday, 7 February 2023	10:30am - 12:30pm 6:00pm - 8:00pm
Perth	Westin Perth	Thursday, 16 February 2023	11:00am - 1:00pm 5:30pm - 7:30pm
Brisbane	The Calile Hotel	Tuesday, 21 February 2023	6:00pm - 8:00pm

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Hurti appoints Alex McNeil

ALEX McNeil has joined Hurtigruten Expeditions as Senior Vice President Expeditions Product & Guest Experience.

McNeil's more than 15-year expedition career has seen him sail on more than a dozen different vessels.

He has completed more than 100 expeditions during his career, and has reached the North Pole on 14 occasions.

His creative and collaborative approach to product development has led to the creation of industry-first itineraries, immersive shore excursion experiences, and the first expedition cruise products developed in full partnership with indigenous communities.

He will take up his new role in the northern hemisphere spring,

NCL to bring creative ops in-house

NORWEGIAN Cruise Line (NCL) has unveiled Rebel Fish Creative Group, the first-ever in-house agency to lead the company's creative marketing efforts.

Rebel Fish is made up of a global team of 50 creatives, writers, editors, producers, project managers and account representatives, who will support NCL's growing creative needs and further strengthen its presence.

The Group will lead an array of initiatives from large-scale brand campaigns to innovative direct mail communications, billboard ads, television commercials, social content creation, and will support the development of new onboard venue concepts.

Rebel Fish will deliver integrated campaigns and creative solutions for NCL's consumer marketing, hotel operations, newbuild development and programs such as Casinos at Sea, Partners First,



and Latitudes Rewards.

It will be led by Senior Director Becky Winters, who holds 15 years of experience with NCL.

"I am excited to celebrate the launch of Rebel Fish Creative Group and showcase how much we value the exceptional work this team is doing to position NCL as the vacation of choice," Chief Consumer Sales & Marketing

Officer David Herrera said.

"From producing some of the company's most meaningful and strategic campaigns during one of the toughest times in our history, to supporting the record-breaking launch of *Norwegian Prima*, this team continues to step up and play an important role in the company's comeback story and continued growth."



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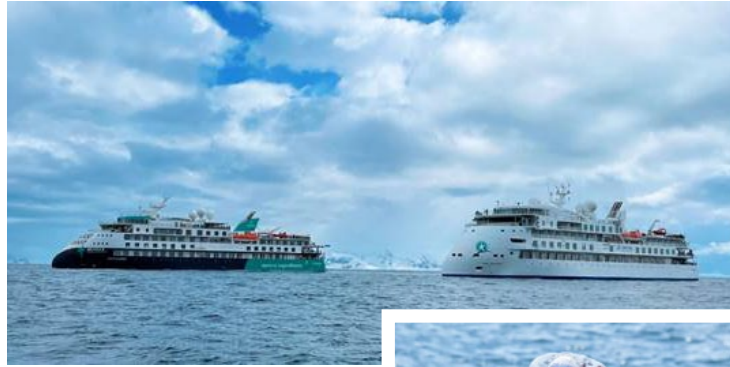
Be RCI's Valentine

VALENTINE'S Day deals are available aboard Royal Caribbean International's (RCI) *Quantum of the Seas* for less than \$600.

Last-minute deals on select eight-night *Quantum* sailings to the South Pacific are available from \$599 per person for an interior cabin, or just \$699 for a Balcony room.

The limited-time offers are available to book immediately, with South Pacific cruises travelling to Noumea, Mystery Island, and more.

When Greg met Sylvia...



AURORA Expeditions' two ships, *Greg Mortimer* and the new *Sylvia Earle* (**CW** 13 Dec), have met in Antarctica for the first time (pictured above).

The meeting took place earlier this week, during *Sylvia Earle's* fifth voyage.

The ship's namesake, American marine biologist Sylvia Earle (pictured inset), will christen the vessel on 15 Feb, before she departs on the inaugural nine-day Antarctic Climate Expedition (**CW** 21 Oct 2021).

Prospective passengers can hear about Aurora's fleet, as well as its 2023 Bucket List Travel Guide,



at the cruise line's first in-person dates for the year (**CW** 18 Jan).

For further info on the events or to RSVP, **CLICK HERE**.

Cruise Calendar

Current ports of call in Australia and New Zealand.

SYDNEY	
<i>Quantum of the Seas</i>	1 Feb
<i>Viking Orion</i>	1 Feb
<i>Quantum of the Seas</i>	2 Feb
<i>Queen Elizabeth</i>	2 Feb
<i>Silver Muse</i>	2 Feb

BRISBANE	
<i>Carnival Luminosa</i>	2 Feb

AIRLIE BEACH	
<i>Star Breeze</i>	2 Feb

CAIRNS	
<i>Seven Seas Explorer</i>	1 Feb
<i>MS Amera</i>	2 Feb

HOBART	
<i>Coral Adventurer</i>	2 Feb
<i>Azamara Quest</i>	2 Feb

AUCKLAND	
<i>Le Laperouse</i>	1 Feb
<i>Viking Neptune</i>	1 Feb
<i>MS Zuiderdam</i>	2 Feb

CHRISTCHURCH	
<i>Grand Princess</i>	1 Feb
<i>Viking Mars</i>	2 Feb
<i>Pacific Explorer</i>	2 Feb

WELLINGTON	
<i>Ovation of the Seas</i>	1 Feb
<i>Grand Princess</i>	2 Feb
<i>Majestic Princess</i>	2 Feb

AKAROA	
<i>Silver Whisper</i>	1 Feb

DUNEDIN	
<i>Norwegian Spirit</i>	1 Feb
<i>Pacific Explorer</i>	1 Feb
<i>Celebrity Eclipse</i>	2 Feb

FIORDLAND	
<i>Norwegian Spirit</i>	2 Feb

KAIKOURA	
<i>Silver Whisper</i>	2 Feb

NAPIER	
<i>Oceania Regatta</i>	2 Feb

PICTON	
<i>ms Noordam</i>	1 Feb

STEWART ISLAND	
<i>Europaz</i>	2 Feb

TAURANGA	
<i>Oceania Regatta</i>	1 Feb
<i>National Geo Orion</i>	2 Feb

TIMARU	
<i>MS Noordam</i>	2 Feb

Class is in for 23-24

"FLOATING university" Semester at Sea has updated its 2023 and 2024 itineraries, with new destinations to 10 countries.

The Fall 2023 Voyage will embark on 09 Sep from Antwerp before setting sail for six-day visits in Morocco, India, and Vietnam, five-day visits in Malta, Greece, Jordan, the United Arab Emirates, & Malaysia, and a four-day stay in Spain.

Voyagers will spend a total of 56 days at sea & in classes, and will disembark on 22 Dec in Bangkok, from where the Spring 2024 Voyage will begin.

Passengers will embark on 05 Jan for six-day stays in Malaysia, India, Kenya, South Africa, Ghana, and Morocco.

Students and working and retired adults travelling as "Lifelong Learners" will also visit Mauritius and Portugal for four-day calls.

Students will spend 61 days at sea and in class and 46 days engaged in field classes and field programs.

Semester at Sea voyagers earn between 12 and 15 college credits through academic partner Colorado State University.

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THE world's oldest cruise ship *Astoria* has been sold for recycling.

The popular vessel was owned by as many as a dozen different companies during her 75-year career, and is now set to be broken up.

Ordered in 1944 by Swedish American Line, the ship entered service four years later as *Stockholm* - the first of 11 names she cruised as.

The ship was the first post-war newbuild passenger vessel, however she is perhaps most famous for her accidental collision with Italian Line's *Andrea Doria* in the 1950s, which resulted in the sinking of the latter ship, and caused almost 50 deaths.

Rock the Bells

THE 'Rock The Bells Cruise: A Hip-Hop Experience' has announced the line-up for its first-ever voyage.

The cruise aboard *Norwegian Pearl* will feature some of hip hop's most notable icons, including Rick Ross, Lil Jon, Big Boi, DJ Jazzy Jeff, and MC Lyte.

Hosted by Roxanne Shante & Torae, attendees will also experience a pool deck party.

Cruising from Miami to the Bahamas from 13-17 Nov, the voyage is currently sold out, but is accepting waiting list sign-ups - [CLICK HERE](#).

HAL is On Deck for a Cause



HOLLAND America Line (HAL) guests have donated \$450,000 for aid to Ukrainians, as part of the 'On Deck for a Cause' fundraiser.

Humanitarian aid organisation Direct Relief was presented with a cheque by HAL recently at the Port of San Diego, following the 10-month fundraising.

On Deck for a Cause saw every HAL ship hold a five-kilometre walk during every cruise (**pictured**), with guests donating \$25 to participate.

Walks took place in destinations such as Australia, Alaska, Europe, and even the Panama Canal.

The fundraising effort began in Mar, and coincided with a pledge of USD\$3 million to charities helping Ukrainian refugees from the family foundation of the Chair of parent company Carnival Corporation, Micky Arison.

"Our guests and team members, who love to explore the world, wanted to do something to make a meaningful difference

for families in a part of the world that desperately needs humanitarian aid," HAL President Gus Antorcha said.

"We knew our guests were generous, but their support has well exceeded our expectations, with donations totalling \$450,000."

Direct Relief President & Chief Executive Officer Thomas Tighe said the organisation is grateful to HAL and its guests for their "tremendous" fundraising effort.

"Their support will further help us in providing lifesaving medications to Ukraine, ranging from cancer therapies to treatments for chronic health conditions."

From Apr through Sep, the Dutch government and City of Rotterdam also chartered the HAL ship *Volendam* as part of their larger effort to accommodate 50,000 Ukrainians who fled the war in their homeland (**CW 27 Sep 2022**).



Cruise a key player

THIS is a guest column from Visit Victoria's Chris White.

Australia's major events capital Melbourne is serving up great summer weather along with a packed events calendar with many of the hallmark experiences coinciding with the cruise season.

Carnival Australia has brought guests from Sydney and Brisbane to the Melbourne Cup Carnival - the horse race that stops the nation - for many years, with several ships basing themselves in Melbourne for at least two days.

The Australian Open tennis tournament has just concluded with a record 849,000 visitors attending the two-week event.

With cities stretched to provide enough accommodation during major events, cruising becomes the perfect solution with ships delivering spectators during the day and welcoming them back to their cabins at night.

This year P&O Australia offered passengers the opportunity to attend the Australian Open, while Viking had guests in attendance at the Men's Semi-final.

These visits are a huge bonus to Melbourne with the ships being able to accommodate visitors who otherwise may not have been able to attend the event.

There are plenty of other opportunities for cruise lines to work with events including the Australian Grand Prix, the Melbourne International Comedy Festival, and the Melbourne Food & Wine Festival.

By providing this partnership, the cruise industry helps to drive important economic impact to destinations.



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