



Cruise Weekly today

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

RCI new Aus TikTok

ROYAL Caribbean International (RCI) has launched a regional TikTok channel to inspire Australian cruisers.

RCI can now be found at [@RoyalCaribbeanAUNZ](#), building on the success of its global TikTok channel, [@RoyalCaribbean](#).

The cruise line aims to inspire regional travellers by showcasing the thrills and chills of an RCI holiday in the Pacific, kick-starting its presence with a range of content and competitions.

In the future, TikTokers can expect cruise trips, destination guides, behind-the-scenes glimpses, and more.

MSC carbon intensity down

PROGRESS has been achieved across all six of MSC Cruises' Sustainability Action Plan's key workstreams, as highlighted in the line's 2022 *Sustainability Report*.

The carbon intensity of MSC's fleet is down 33.5% since 2008, the line said, among a number of the *Report's* high points.

The line launched its new flagship *MSC World Europa* (**CW** 14 Nov) last year, which in addition to becoming the world's largest LNG-powered cruise ship, also includes the first solid oxide fuel cell technology on board a large vessel.

MSC is improving its operational efficiencies, noting it is on track to achieve the International Maritime Organization's 40% carbon intensity reduction target for the maritime industry, well ahead of the 2030 target.

The line reduced its speed to

an average of 17.5 knots last year - a 10% reduction from 2018, while about 70% of its fleet capacity has been equipped with advanced wastewater treatment systems.

MSC's sustainability strategy is informed by the materiality assessment it carried out in 2019, and revisited in 2021.

"To ensure the appropriateness and continued relevance of our Sustainability Strategy and our Sustainability Action Plan, we are in ongoing dialogue with our employees, guests, and key external stakeholders," Sustainability Vice President Linden Coppell said.

"Through this listening exercise, we can ensure that our current focus areas are appropriate and identify any new areas as they arise - while we closely monitor the progress on the six key pillars of our action plan."



On location in Venice

Today's issue of *CW* is coming to you courtesy of *Crystal Cruises*, on the first day of its fully refurbished *Crystal Serenity*.

CRYSTAL Serenity will depart from the Port of Fusina near Venice this evening on a celebratory preview cruise.

Our week-long voyage to Marseille takes us to Dubrovnik, Naples, and Livorno, and a couple of days at sea to enjoy the new onboard ambiance.

The Australian contingent includes key trade partners plus VP Sales APAC, Tony Archbold, Deb Fox, EVP Trade Sales APAC A&K and Crystal, and Michelle Mickan, A&K and Crystal Head of Marketing.

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Explora-ing in Barca

EXPLORA Journeys has for the first time been welcomed into the Port of Barcelona, as its inaugural flagship *Explora I* stops on the northeastern coast of Spain.

Prior to receiving her first guests in Copenhagen on 01 Aug, *Explora I* made a pre-inaugural "Insiders First Look" stop in Barcelona.

The maritime tradition of a crest exchange to celebrate a ship's first visit to a destination took place on board between *Explora I*'s Captain Serena Melani and Barcelona Port Authority President Lluís Salvadó.

Explora Chief Executive Officer Michael Ungerer and local port officials also attended the event.

The stopover reinforces *Explora*'s and MSC Group's commitment to Barcelona.

Jubilee is deep in the heart of Texas

CARNIVAL Cruise Line's *Carnival Jubilee* (pictured) has floated out, revealing a Texas star on her bow.

Hundreds of spectators gathered at the German shipyard Meyer Werft to get the first look at *Jubilee*.

To accompany the float-out, Carnival is bringing a fun "Texas tailgate"-style party to Meyer Werft, complete with snacks and drinks from Carnival partner PepsiCo.

Jubilee now moves into her next phase of construction, alongside the shipyard's outfitting pier, before her sea trials in Nov.

Over the weekend, *Jubilee* will briefly cast off from the pier to conduct various tests on the bow thrusters and stabilisers.

Jubilee will begin sailing year-round on Western Caribbean



itineraries beginning in late Dec.

"The Texas star on *Carnival Jubilee*'s bow is a symbol of our commitment to the Port of Galveston," President Christine Duffy said.

"As the first cruise line to sail year-round from Galveston, we have a long history with the community, and our next new

ship is our latest investment in support of the local economy's impressive growth while delivering innovative experiences for our guests.

"I'm looking forward to *Carnival Jubilee* showing off her Texas pride starting later this year."

The new *Jubilee* is four times larger than her predecessor, which first sailed from Galveston in 2002.

Jubilee is part of its groundbreaking Excel-class, and will offer BOLT: The Ultimate Seacoaster, one of the first roller coasters at sea.

She will also include six fun-filled zones, two of which are completely unique to *Jubilee*, themed to celebrate the ocean and offer extensive dining, beverage, and more.

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A CANADIAN explorer has travelled around the globe for the past eight years - all without using a single motor.

Markus Pukonen spent the best part of the past decade pogo-sticking through Winnipeg, sailing solo across the world's three largest oceans, and skiing through the Rocky Mountains.

Pukonen covered more than 73,000 kilometres across 32 countries, not once using a bus, a train, a plane, or even an elevator.

The epic adventure concluded earlier this month, on the same Toronto street where it started.

Pukonen documented his journey through a blog and YouTube channel - [VIEW HERE](#).



Virgin Aussie offer

VIRGIN Voyages has introduced an exclusive Australian offer of up to 30% off, plus free drinks up to US\$600.

Cruisers can save on voyages through Mar 2024, with the offer available until 30 Sep.

Learn more [HERE](#).

Pink wave hits P&O



BARBIE has joined P&O Cruises in the United Kingdom, aboard *Arvia* and *Iona* for the summer holidays.

P&O has launched dedicated family zones across its five ships for the duration of the summer holidays, with new toys and activities available.

Arvia and *Iona's* retail spaces will introduce a range of new children's brands, including the toast of the summer Barbie, as well as Hot Wheels, and Keycraft Pocket Money Toys.

These new brands will join existing family favourites available on board, including Lego, Jellycat and TY.

The two ships will also feature 'Instagrammable' moments, including a life-sized Barbie box, and a variety of fancy-dress costumes from Rubies Masquerade UK.

Arvia will also include a children's splash pad, a tropical island-themed mini-golf course, a daring high-ropes experience, and "Mission Control", an immersive escape room experience set on a submarine.

Family zones on all five ships will offer the opportunity to try their hand at more artistic pursuits with colouring competitions for children and adults alike.

P&O has also partnered with Aardman, the creators of *Wallace & Gromit* and *Shaun the Sheep*, to bring a range of character-based activities for all generations to its ships.

This includes the first at-sea *Wallace & Gromit* show, All Hands on Deck! on *Arvia*, modelling and craft workshops, as well as Aardman film screenings.

New Viking ocean and river deals

VIKING'S deal of the week is its Alaska & the Inside Passage ocean cruise between Vancouver and Seward.

The 11-day voyage is priced from \$7,695 per person, with a \$2,000 flight credit per couple.

Cruisers will see the wilds of Alaska, immersing themselves in a world of Tlingit heritage, and experiencing the outpost atmosphere which prevails in the state's charming seaside towns.

Cruisers can also shop Old Hanoi's markets with Viking's 15-day Magnificent Mekong voyage, which is on sale now, priced from \$7,295 per person.

With a saving of up to \$2,000 per couple, the river cruise sails from Hanoi to Ho Chi Minh City, or vice versa.

Cruisers will explore unique places and cultures and see the Khmer temple complex of Angkor Wat, while beholding the beauty of Ta Prohm Temple.

For additional information, phone Viking on 138 747.

The Chat with Jenny



A Conversation with Kathy Pavlidis

Travel Associates

[CLICK HERE to listen](#)

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