



### Cruise Weekly today

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

### Hires for all seasons

**FOUR** Seasons Yachts has bolstered its shoreside talent with seven new hires, having recently secured its option for a second yacht (**CW** 20 Jun).

James Cabello has been named Head of Port Operations & Logistics; Jenny Lopez is Vice President Finance; Scott Appleby will be Director of Commercial Platforms; Joseph Conley is Director of Global Technology; Rasheed Romain will step into the Digital Project/Product Manager role; Deborah Suarez has been tapped as Senior Manager Special Projects; and Hector Fajardo has become the Manager Planning & Integration.

## TravelManagers seeing cruise growth

**TRAVELMANAGERS** is relishing consistent growth in cruise sales this year, with the travel agency network having seen a 95% increase in trading in the first five months of 2023.

According to Cruise Product Manager Lia Malone, growth in the cruise sector is not solely due to an increase in the number of bookings, but more significantly the impressive 71% increase in average value per reservation.

"An increasing number of clients are enhancing their cruise holiday experiences by upgrading their choice of stateroom and selecting all-inclusive pricing options, with verandah or balcony staterooms currently our highest-selling category," she explained.

Malone says river cruising continues to be a favoured choice with TravelManagers' customers, who enjoy the smaller ship format which allows for a more



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intimate, all-inclusive experience.

Europe is one of the current hottest destinations for cruise, she added, with TravelManagers' sales for this region having doubled, compared with the same period last year.

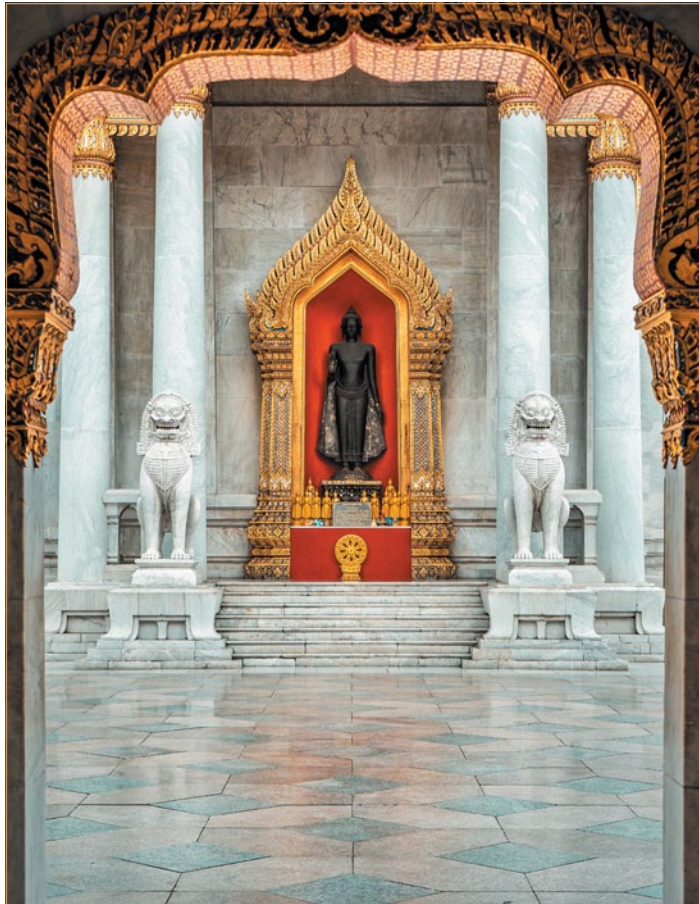
"Australia-based cruises are also playing a significant role in contributing to our overall growth, as evidenced by the increased number of cruise ships heading to Australia for the first time," Malone added.

Current booking trends show most cruise customers are making

their advance bookings for travel within a six- to 12-month window, although forward booking numbers beyond this remain at a consistent pace as well.

The overall increase in demand for cruising is complemented by a rising number of the company's personal travel managers' new cruise customers coming from referrals.

"We take this as testament to the expertise of our PTMs in delivering exceptional service that matches each client with the ideal cruise experience," she said.



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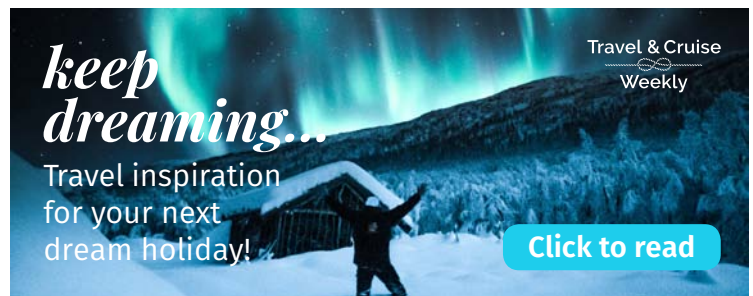
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**RISING** sea levels already pose an existential threat to countries such as Tuvalu, Kiribati, the Marshall Islands and other low-lying Pacific states, but they may also pose a risk to their languages.

It is not just homes, crops, and communities which are at risk: it is Tuvaluan, Kiribati and Marshallese - the languages native to these countries - which may soon be forgotten.

An article in *The Guardian* considers as these low-lying populations leave their communities and intersperse around their country and around the world, the languages they once spoke will be gradually lost.

It is not a unique phenomenon unfortunately, with more than half of the world's languages considered "endangered".

## Ferreira very lucky

**MYSTIC** Cruises Chief Executive Mario Ferreira said he skipped the trip on the *Titan* submersible which imploded earlier this month.

The Portuguese businessman said he had two opportunities to embark on the journey, but changed his mind both times.

Ferreira last year became the first Portuguese space tourist aboard *Blue Origin's New Shepard*.

## A Perfect Day for a Celeb



**CELEBRITY** Cruises has announced a new Caribbean program for the 2024 summer season, with the line's first-ever stops at Perfect Day at CocoCay (pictured).

Kicking off next Apr on board the cruise line's newest Edge-series ship *Celebrity Beyond*, as well as *Celebrity Reflection*, will sail year-round from the Caribbean.

Sailing out of South Florida, *Beyond* will offer a mix of six- and eight-night journeys to destinations such as Grand Cayman, the Bahamas, Mexico, Aruba, Bonaire, Curacao, Perfect Day at CocoCay, and more.

For the first time, travellers can get away every weekend of the year on *Reflection's* new three- and four-night itineraries.

From Fri to Mon, travellers will have the opportunity to break free from their routines and

recharge in the Caribbean with nearly 40 itineraries on offer.

Cruises will also take guests to the streets of Key West, and the white sand beaches of Bimini.

The new program doubles Celebrity's number of year-round Caribbean sailings and introduces the first weekend itineraries.

"Our customers are consistently asking for more opportunities to visit this stunning region year-round, have more weekend options so they can get away easier, and have expressed a desire for a private island destination.

"By introducing this new program, we can meet this demand and offer something new and historic to all our guests," President Laura Hodges Bethge said.

"Perfect Day is a destination like no other, and we are honoured to add it to our portfolio."

## Picture this!

**SILVERSEA** Cruises has been inspiring guests recently with its fleetwide premiere of the Steve McCurry biopic, which is now streaming.

*McCurry: The Pursuit of Color* portrays one of Silversea's long-term collaborators, and his ability to capture the world in its most authentic form.

Silversea screened the film to guests sailing aboard its 11 ships throughout this month.

McCurry has travelled to more than 35 countries as part of his exclusive collaboration with Silversea, many of which feature in the film.

## CCL honours

**CARNIVAL** Cruise Line recently hosted a Golden Jubilee Breakfast on Grand Bahama for the 50th anniversary of the independence of the Bahamas.

Around 100 community members attended the event, which took place aboard *Carnival Legend*, which was docked in Freeport.

"Carnival offers our heartfelt congratulations to The Bahamas on this milestone anniversary and we are proud to have been operating in the country for the last 50 plus years," President Christine Duffy said.

"We could not think of a better way to celebrate than with the Ministry of Grand Bahama as we work together to bring Carnival's cruise port destination to life, which will bring millions of visitors."