



### Cruise Weekly today

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

### RCI's China return

**ROYAL** Caribbean International (RCI) has opened 2024-2025 holidays from Shanghai, marking its return to China.

RCI's homecoming in the country in Apr will offer four- and seven-night holidays on *Spectrum of the Seas*.

Passengers will discover popular destinations like Fukuoka, Okinawa, Nagasaki, and Osaka, while offering an array of Asian-inspired dining options and entertainment.

*Spectrum* will showcase regional menus like Hot Pot, Teppanyaki, and Sichuan Red, while guests can enjoy karaoke at Star Moment, witness Showgirls, and more.

## Oceania to simply target new guests

**OCEANIA** Cruises' new "simply MORE" value promise (*CW* 27 Jun) will be used to target new-to-brand guests, GM Jason Worth told *Cruise Weekly*.

Replacing its OLife Choice offer, Worth said simply MORE will be less complex to navigate for new-to-brand guests, reducing the choices passengers need to make while adding more value.

"We talked to our advisors throughout the globe...and the feedback was that it was a little complicated for new-to-brand because you have to choose one of three options, and it's just another decision that they have to make," he said.

"Some of them might have felt like they're missing out, so we thought, let's just make it simple, and add more value."

Oceania is increasing its capacity by almost half with its new Allura-class, meaning the cruise line



will need to source new guests, making now the ideal time to launch simply MORE.

"With our increased capacity we'll need to source more new to brand," Worth added.

"Besides our great past guests, who love us and they keep coming back, it's about 47% growth with our two new ships, so we'll need to reach out and find new-to-brand guests as well.

"I think this will really help make that case for them."

Oceania will now focus on

preparing both industry and consumers for simply MORE.

"We've created a campaign for it, we have a toolkit for the trade we've sent out to them, and we've also made sure to include it in all of our discussions with our travel advisor partners," Worth explained.

"In all of our consumer events, we've added it as well, so we can explain it to guests, and future guests, so it's going to be included in everything we do from now on."

## ONE AGENT WILL WIN \$10,000

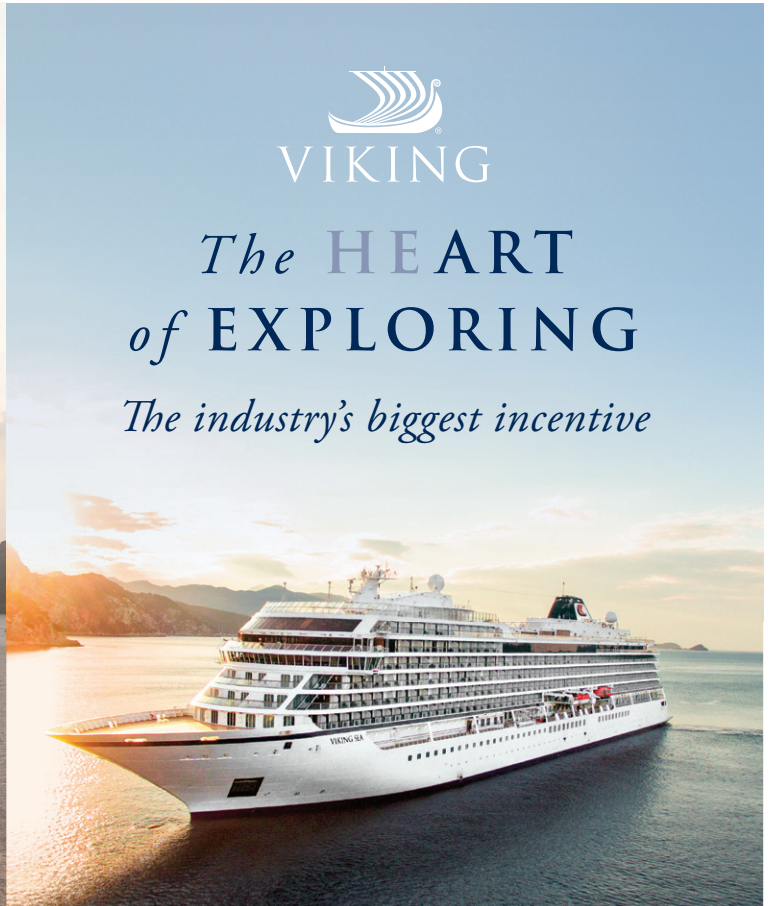
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### Cruise Calendar

Current ports of call in Australia and New Zealand.

|                           |  |        |
|---------------------------|--|--------|
| SYDNEY                    |  |        |
| <i>Carnival Splendor</i>  |  | 30 Jun |
| <i>Pacific Adventurer</i> |  | 30 Jun |
| BRISBANE                  |  |        |
| <i>Pacific Encounter</i>  |  | 01 Jul |
| CAIRNS                    |  |        |
| <i>Pacific Encounter</i>  |  | 04 Jul |
| AIRLIE BEACH              |  |        |
| <i>Pacific Encounter</i>  |  | 03 Jul |
| BROOME                    |  |        |
| <i>Coral Adventurer</i>   |  | 30 Jun |
| <i>Caledonian Sky</i>     |  | 02 Jul |
| DARWIN                    |  |        |
| <i>Silver Explorer</i>    |  | 30 Jun |
| <i>Coral Geographer</i>   |  | 30 Jun |
| <i>Le Ponant</i>          |  | 02 Jul |
| <i>Le Laperouse</i>       |  | 02 Jul |
| <i>Coral Discoverer</i>   |  | 06 Jul |
| AUCKLAND                  |  |        |
| <i>Pacific Explorer</i>   |  | 30 Jun |

## RSSC adds culinary shorex



**REGENT** Seven Seas Cruises (RSSC) has announced almost 130 new culinary shore excursions in the Mediterranean.

The new experiences, crafted in collaboration with local chefs and culinary experts, expand RSSC's immersive epicurean program in the Mediterranean.

Travellers can delight in a varied selection of immersive epicurean experiences, accompanied by knowledgeable local guides who will lead them through exclusive wine tastings, cooking classes, and exquisite gourmet meals.

Highlights of RSSC's new European culinary-focused shore excursions include 'Minoan Gastronomy Through History' in Heraklion, which will see guests experience a hands-on cooking class at a restaurant in Amnisiades Park, surrounded by

ancient olive trees.

Another highlight is the Cooking Class with a Local Chef in Pergamon, which will see guests learn to cook traditional Turkish cuisine at a Bergama restaurant, surrounded by Greek and Roman ruins.

"We are delighted to enrich and enhance our array of shore excursion offerings, presenting our guests with even more opportunities to indulge in their passion for travel and culinary delights, all while cruising the Mediterranean aboard 'The World's Most Luxurious Fleet,'" President Andrea DeMarco said.

"With its rich history and diverse culture that have undeniably shaped its delectable cuisine, the Mediterranean serves as the perfect backdrop for these tantalizing culinary adventures."

## Costa new AVP

**COSTA** Cruises has appointed Luigi Stefanelli as Associate Vice President for Southern Europe.

Stefanelli will be responsible for the markets of Italy, France, Spain, and Portugal.

He has experience working in Europe as well as Asia.

"For us, these markets play a fundamental role and, thanks to the great international experience gained in recent years by Luigi, we are confident that we will be even more effective in the execution of our commercial strategy," Senior Vice President & Chief Commercial Officer Roberto Alberti said.

## Explora to partner with hospo school

**EXPLORA** Journeys has announced a partnership with EHL Hospitality Business School.

The partnership aims to create an innovative Guest Experience Foundations training program for all Explora onboard employees.

The Guest Experience Foundation modules will be delivered by EHL Certified Trainers, covering both essential skills and advanced knowledge required for delivering exceptional customer experiences in the luxury hospitality industry.

## Residential cruise line to expand

**RESIDENTIAL** line Miray Cruises has unveiled a new vessel *Lara*, after the overwhelming demand from the initial launch of its 'Life at Sea Cruises'.

*Lara* will succeed *Gemini*, and will maintain an intimate feel and experience for residents onboard the three-year world voyage.



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## PORThOLE

**WESTERN** Australia's next shore excursion could be on its way, with the City of Bunbury set to investigate a \$17 million ocean pool project, which will be the first of its kind anywhere in the country in 60 years.

The rural city is vying to give tourists a reason to exit the bypass, with Councillor Cheryl Kozisek saying it could be a turning point for Bunbury.

"At last, [we're] putting something unique on our shoreline," she said.

"I would like us to help put Bunbury on the map."

The new proposal includes a 50-metre lap pool, an accessible ramp, and a children's area.



## New AQV voyages

**NEW** shorter cruises on the Lower Mississippi with special savings have been announced by American Queen Voyages (AQV).

A new five- and six-day round trip from New Orleans has been announced aboard *American Countess* - [CLICK HERE](#) for more information.

## Rock the Boat in 2024



**MUSIC** cruise charter company Choose Your Cruise has announced the Rock the Boat 2024 sailing, set to take place from 23-30 Oct with more than 30 artists.

The voyage will sail on board Carnival Cruise Line's *Carnival Luminosa*, having previously journeyed on Royal Caribbean International ships.

The headline act for the sailing will be Australian punk/rockabilly band The Living End, which will be joined by the Baby Animals, The Screaming Jets, Mark Seymour & the Undertow, Chocolate Starfish, Boom Crash Opera, Thirsty Merc, and more.

Sailing on a return trip from

Sydney, passengers will have the opportunity to explore Mare and Noumea on the seven-night cruise.

Rock the Boat 2024 will see passengers experience the headliners on *Luminosa's* "all-weather" pool deck.

"This cruise offers music lovers a unique opportunity to enjoy world-class performances from a new generation of artists," Chief Executive Marius Els said.

"Rock the Boat will be a vibrant new experience for both fans and performers with the pool deck being the main focal point.

"The new concert set upon the pool deck takes our Rock the Boat experience to a whole new level."

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## Cruise pax rescued

A **CRUISE** passenger was rescued earlier this week in the Dominican Republic after reportedly going overboard from the ship's 10th deck.

The woman was rescued by the vessel's crew, the United States Coast Guard reported.

She was taken to the ship's medical facility and later moved to a hospital in Curacao for evaluation.



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