



### Cruise Weekly today

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

### Black Fri goes green

**HX IS** turning Black Fri green, with cruisers able to save up to 50% off its voyages in the Galapagos Islands, Antarctica, West Africa, and more.

Travellers will have three weeks to access the sale, in partnership with sustainability focused retail movement Green Friday.

The eco-friendly alternative to Black Fri launched in 2021, and aims to tackle Australia's mass-consumption habits through peak shopping periods, encouraging consumers to embrace a more mindful approach to retail.

The sales event offers discounts of up to 50%.

For full terms and conditions, [CLICK HERE](#).

## New cruise tech goes live with first brand

### EXCLUSIVE

**CRUISE** Amigo has gone live with its first customer, Murray River Paddlesteamers, following the product's launch by parent company Tour Amigo earlier this year (**CW** 06 Jul).

The strategic partnership will see Murray River Paddlesteamers transform the way it manages bookings and reservations, as well as their customers' online booking experience.

It is said Murray River Paddlesteamers made the transition as their existing system no longer met the demands of their multi-day cruise itineraries and b2b opportunities.

"Our onboarding experience with Tour Amigo was exceptional," Murray River Paddlesteamers Chief Executive Officer Craig Burgess said.

"Despite the time zone differences, the team was excellent to work with right from

day one.

"The positive impact was immediate...the new technology not only enhanced the customer experience but also resolved challenges like solo pricing, enabling smooth bookings for solo passengers."

Burgess said Cruise Amigo has already made a significant impact at the line.

"Our previous system couldn't handle solo pricing, requiring customers to contact us for bookings," he added.

"Our very first booking included two cabins, one of which was for a solo passenger."

Tour Amigo Head of Customer Success Aaron Moore said it has been a pleasure to work with the cruise line during the onboarding process through to launch.

"The collaboration and sharing of ideas has been brilliant and a great example of how Tour Amigo values partnerships," he said.

"As Murray River Paddlesteamers are an early adopter of our new cruise software that we have developed over the past 12 months, it's been brilliant to see the results so quickly including bookings within the first few hours from launch.

"The Tour Amigo team are proud of what the software can do to enable cruise operators to massively increase their operational efficiencies and with lots more exciting enhancements planned over the next 12 months...our cruise partners current and new are going to see further features released."

Murray River Paddlesteamers is partnering with Tour Amigo at a pivotal time in the cruise line's history, as it prepares for the forthcoming launch of its new, larger vessel *Australian Star* (**CW** 06 Oct), which is set to arrive in early 2025 as a "game-changer" for the brand. *MS*

MONEMVASIA, GREECE

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**FLEDGLING** cruise line Margaritaville at Sea is offering an unlimited cruises pass, which provides an inexhaustible amount of sailing for just USD\$300 - however, there are a lot of catches.

Margaritaville at Sea's 'Heroes Pass' has been launched in advance of Remembrance Day, and is available to military members, police, firefighters, and emergency workers.

The pass is available through to the end of next year, however, the subscription fee does not include taxes, terminal fees, fuel surcharges, tips, and booking fees.

The pass is per stateroom, meaning a travelling companion can be brought aboard free of charge, however cruises cannot be booked consecutively, dashing any hopes of spending a full year at sea.

## True North upgrade

**TRUE** North is introducing a new class of cabin, River Premium, for its 2025 season.

The staterooms will offer an enhanced level of comfort on its existing River class.

The season will see True North's Australia-wide adventures run throughout the year, and its Kimberley Wilderness cruises from Mar to Nov.

## Uniworld "on sail" with FCTG



**FLIGHT** Centre Travel Group's (FCTG) Independent division has chartered an entire Uniworld Boutique River Cruise Collection ship for its first-ever 'Independent Icons' incentive this week.

The division's top 10 travel advisors in Australia are on the trip, and are joined by 10 agents each from Canada, New Zealand, South Africa, and the United States, along with a small group of key suppliers (**CW** yesterday).

The incentive has taken over *Beatrice*, which is cruising from Budapest to Vienna.

The event will feature exciting excursions, local entertainment, beautiful meals, and the opportunity for top performers to connect with their peers from around the world. **MS**

**Pictured** are The Travel Corporation Head of Sales South Africa Kieran De Vries



and General Manager Sales Touring Andrew Young, Uniworld President & Chief Executive Officer Ellen Bettridge, FCTG Managing Director Independent Danielle Galloway, Adventure World Managing Director Neil Rodgers, and Uniworld Senior Specialist National Accounts Grace Bettridge & Key Accounts Manager Jen Padgett.

**Inset:** Bettridge and Galloway.

## NCLH tightens belt

**NORWEGIAN** Cruise Line Holdings (NCLH) is "razor-focused" on costs, from cutting food spend to reigning in ship dry docks.

President & CEO Harry Sommer told a conference call one of NCLH's priorities is "right-sizing" its cost base.

"So far this has led to three straight quarters of improved cost metrics," he added.



## WHITSUNDAY EXPLORER

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