

# Bon Voyage 2023

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### Cruise Weekly today

**CRUISE Weekly** today features four pages of all the latest cruise industry news, with a **Bon Voyage cover page**, another page of pics from last weekend's Australian National Travel Industry Awards plus a full page from **Cruise Lines International Association**.

### Seabourn debuts 2026 World Cruise

**SEABOURN** Cruise Line has released its 2026 World Cruise, a 129-day global odyssey which will depart Los Angeles on 06 Jan 2026 and visit 63 destinations in 14 countries.

The *Seabourn Sojourn* itinerary includes an Australian circumnavigation including 14 local port calls including overnights in Sydney and Melbourne, as well as calls in the Pacific, Asia and Alaska.

## Cruise is flying with Malaysia Airlines

### EXCLUSIVE

**MALAYSIA** Airlines has introduced MHcruise, a product which features special discounted fares tailor-made for the travel trade to seamlessly integrate with cruise packages - and it is already showing great results.

MH Chief Commercial Officer Dersensih Aresandiran (**pictured**), speaking to **CW** at an event in Malaysia yesterday, said the airline had aimed to be one of the first in Asia-Pacific to offer seamless flight connections to cruise passengers.

MHcruise includes special fares for kids under 12, 10 kilograms of extra baggage allowance, preferential fares for both Business and Economy class, the freedom to choose one-way or return trips to various destinations within the Malaysia network, and flexible date changes & refunds (subject to



base fare rules).

"Cruise is booming, Australia has a lot of cruise...if you look at the APAC side, it's something that is growing, but it's not as mature as other markets right now," Aresandiran said.

"Before [MHcruise], you had to book it separately, but today, you can book it seamlessly, and

you get your value adds on your cruise and your airline together in one ticket.

"It's also a strong USP for us, in fact, it's already showed us very good results in terms of revenue as well."

Malaysia recently collaborated with Norwegian Cruise Line Holdings at this year's World Travel Market, marking its first oceangoing partner.

Aresandiran is now throwing open the gangway to other cruise lines interested in cooperating with Malaysia.

"We want to partner with cruise partners...what we want to do is create something interesting and unique," he said.

"We don't want to do what other airlines do, we want to make it quite different...what we want to do is work with a partner which sells a broader, different kind of experience." *MS*

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## Hong Kong agents set course for cruise

**CRUISE** Lines International Association (CLIA) Australasia's Peter Kollar led a special training event for travel agents from Hong Kong last week, aiming to equip them to capitalise on the surging popularity of cruise worldwide.

The Cruise Holiday Selling Workshop was jointly coordinated by CLIA, Worldwide Cruise Terminals and the Travel Industry Council Hong Kong, with about 50 travel advisors in attendance.

As well as being updated on the latest cruise trends, participants inspected *Celebrity Solstice* during her inaugural visit to Hong Kong and were hosted for lunch at the Kai Tak Cruise Terminal.

"Cruising is going through a resurgence worldwide, and this means new opportunities for Hong Kong travel agents.

"Education is the key to benefiting from the growing interest in cruising, and



we've seen a fantastic level of engagement from Hong Kong travel agents who are keen to stand out as cruise specialists," Kollar said.

Sessions during the day offered detailed product information, as well as practical sales techniques to help agents match the right cruise to their clients.

The workshop coincided with the opening of CLIA's 2024 Asian Membership program, offering a range of benefits to support advisors including award-



winning education and training opportunities.

The participants are **pictured** above, while **inset** Kollar is shown with Jeff Brent, Worldwide Cruise Terminals Managing Director. *BP*

## SeaDream Norway

**SEADREAM** Yacht Club will more than double its *SeaDream II* departures in Norway in 2026, after already selling out its 2025 program in the destination.

Founder Atle Brynestad said 2025 demand "surpassed our wildest imaginations," with the 2026 program featuring late night departures, overnight stays in Alesund and the Lofoten Islands, among visits to small communities which are inaccessible to big ships.

"This is our home ground, and we take great pride in inviting our guests to explore Norway with us," he said.

Two itineraries are on offer, the 11-day "Trollfjord & Lofoten Islands" trip between Oslo and Tromso, and the week-long "Yachting the Norwegian Fjords" between Oslo and Alesund.



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## Cruise shows its support for the industry



**VIKING'S** Shaun Kavanagh says Mazel Tov to the FBI Travel Team, winners of Most Outstanding Leisure Travel Agency - single location.

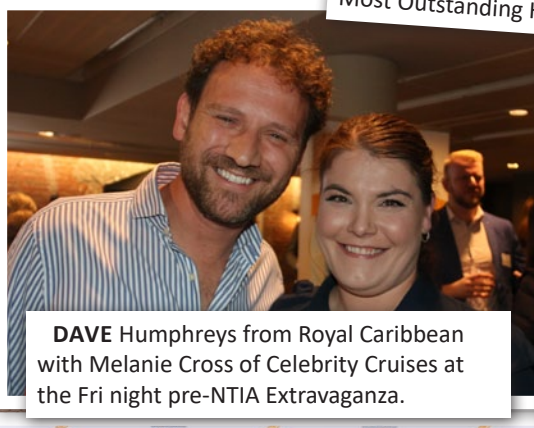
Most Outstanding Travel Agency (Celebrity Cruises) and Most Outstanding Wholesaler – Destination/ Experience (Silversea).  
Other cruise sponsors included MSC Cruises for Most Outstanding Mobile/Home Based Travel Advisor; APT for



**MELANIE** Cross from Celebrity Cruises (in purple) with Ignite Travel Group, winners of Most Outstanding Hybrid Online Travel Agency.



**SILVERSEA'S** Adam Radwanski presents Most Outstanding Wholesaler to the ANZCRO team.



**DAVE** Humphreys from Royal Caribbean with Melanie Cross of Celebrity Cruises at the Fri night pre-NTIA Extravaganza.



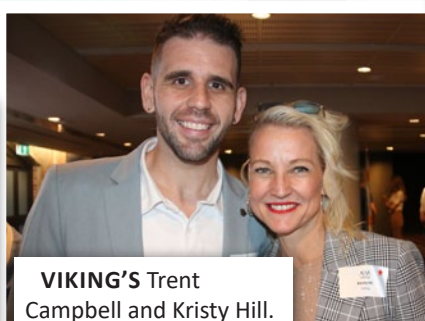
**MTA'S** Wendy Brockbank accepts Most Outstanding Mobile Advisor award from MSC Cruises' Lisa Teiotu.



**CLEAN** Cruising's Jean Summers accepts the award for Best Travel Training Institution on behalf of TAFE Qld, from Lufthansa's Anil Rodricks.



**APT'S** Scott Ellis presents Most Outstanding Travel Agency Manager to the team from Helloworld Mackay and Mt Pleasant.



**VIKING'S** Trent Campbell and Kristy Hill.



**GAVIN** Smith from RCI presents Travel Associates' Louis Teng with the Best Travel Consultant - Leisure award.





## PORTHOLE

**CAKE Me Away**, Holland America Line's dessert extravaganza, is set to receive an extra layer later this week.

More than 22 decorative pastries and trendy mini-jar cakes have been added to Lido Market's Sweet Spot aboard Holland America ships in time for National Cake Day on Sun.

The layer cakes come in 16 decadent flavours, which have been inspired by the home countries of Holland America's pastry chefs.

"The culinary team is always developing new ideas, and Cake Me Away gives them the opportunity to share their favorites and introduce new original cakes for our guests to enjoy," Vice President Food Beverages & Guest Services Michael Stendebach explained.



## Jubilee passes sea trials



**CARNIVAL** Cruise Line's (CCL) *Carnival Jubilee* (pictured) has successfully completed sea trials ahead of her debut from Texas next month.

CCL's newest ship will officially join the fleet in Dec and sail a maiden season out of Galveston.

"Our all-new *Carnival Jubilee* performed extremely well through each test we put her through this past week," Captain Andrea Catalani proclaimed.

"Now shortly, we'll start cruising and our team is prepared to welcome our guests."

**MEANWHILE**, *Jubilee* will also be the first Carnival ship to offer 5G coverage, the cruise line announced last week.

The ship will provide guests with the service through a partnership with cellular provider Wireless Maritime Service.

"*Jubilee* will be the fleet's most-connected ship, literally raising the connectivity bar for our guests and serving as another big step in a period of vigorous advancement of our onboard connectivity," VP Onboard Guest Commerce Luis Terife said.

"The ongoing enhancements we're rolling out on all of our ships, such as SpaceX's Starlink satellite internet service, make it significantly easier for guests to share the memorable experiences of their cruise with friends and family," he added. *MS*

## Cruises half off for Virgin flyers

**VIRGIN** Voyages has announced a half-priced cabin sale for customers of its sister brand Virgin Australia.

Described as the cruise line's "best offer yet", all cruises on board *Resilient Lady* are available at 50% off to Virgin Australia customers, who have been e-mailed a code.

"When Virgin brands join forces, it means better experiences for all Aussies," new Virgin Voyages Chief Executive Officer Nirmal Saverimuttu said.

"We wanted to keep this one in the family and reward loyal Virgin customers...when Virgin Australia started in 2000, it was all about keeping the air fair, and we're doing the same at sea," the Aussie CEO added.

The offer is available until the end of the month, and comes just days after Virgin Group Founder Richard Branson surprised Virgin Australia passengers on a flight from Melbourne to Hobart with a free cruise valued at \$7,000 each (*CW* 16 Nov).



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For more information on Award Category criteria and how to nominate – please visit [cruising.org.au](http://cruising.org.au)  
Nominations are open to all CLIA Travel Agent members and close on 30 November 2023.