



**Cruise Weekly today**  
**CRUISE Weekly** today features four pages of all the latest cruise news.

### New CLIA hire

**CRUISE** Lines International Association (CLIA) has appointed a Director of Government Affairs, Hugh Cavill, a role which will strengthen the industry's presence among policymakers and stakeholders across Australia.

Cavill joins CLIA with extensive experience in state government, tourism, and transport, having worked in senior policy and strategy advisor roles for several NSW ministers, including former NSW Deputy Premier Paul Toole, and former NSW tourism ministers Adam Marshall and George Souris.

## HX marks the spot for Hurtigruten

**HURTIGRUTEN** Group's Hurtigruten Expeditions brand has rebranded as 'HX' - a modernisation which will include a new global brand identity, set to launch in Dec.

The new brand will update HX's logo (**pictured**), brochures, websites, social channels, and the livery on the fleet's six ships, which will commence over the next 18 months.

HX's sister brand Hurtigruten Norwegian Coastal Express will also de-brand to 'Hurtigruten', the original name it launched under in 1893.

It was announced the two brands would be separating in 2020 to enhance their operational and commercial autonomy (**CW** 23 Oct 2020), allowing for the delivery of distinctly different guest experiences.

Managing Director APAC Damian Perry told **Cruise Weekly**



at the time the structural change would result in a sharper execution of both products for clients, as well as a more agile workforce (**CW** 26 Apr 2021).

Implementation of the separation began in 2021, and earlier this year, Hurtigruten Group completed its internal restructuring to align commercial and support functions with dedicated ship operations.

Group Chief Executive Officer Daniel Skjeldam said the name Hurtigruten is synonymous with travel in Norway, just as it has

been a renowned travel brand for more than 130 years.

"Today's evolution of our brand identities is the culmination of the work that started in 2021," Skjeldam said.

"HX will remain at the forefront of expedition cruising and sustainable travel as we continue to significantly grow its global presence while strengthening Hurtigruten's iconic position on the Norwegian coast."

"While we have traditionally been known as the Polar experts, we launched the Galapagos Islands last year, which is already our third most popular destination," Skjeldam added.

"We will be the only cruise liner to exclusively sail the West African archipelagos of both Cape Verde and the Bissagos Islands in this year's most exciting new itinerary, which we are launching this fall." MS



Words like moor, loch, and geyser were born in this land, because no existing vocabulary could adequately describe these extraordinary landscapes. These regions could just as easily have coined a term for ambrosial summer evenings at seaside cafes, fairytale palaces and storybook cities crisscrossed by canals and flower markets, all of which are here in abundance. But as our elegant yacht traces its way through enchanting fjords and forgotten archipelagos, your clients won't need words. They are speechless. Windstar shows your clients the best of Northern Europe from must-see cities to scenic cruising and tiny out-of-the-way ports and waterways reserved for small ships like ours. Plus, an abundance of overnight stays and late departures means they have time for their wish list and new discoveries.



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To speak to us about groups, email us at [groups@windstar.com.au](mailto:groups@windstar.com.au)



## Celebrity extends gin-vincible partnership

**CELEBRITY** Cruises has announced the second year of its partnership with Four Pillars Gin (*CW* 16 Sep 2022), as the line gears up for the debut of *Celebrity Edge* in Australia later this year.

Year two of the partnership will see new and exciting offerings, including a limited-edition 'Celebrity Cruises x Four Pillars Navy Strength Gin', as well as a new signature cocktail available on board *Edge* from Dec.

Celebrity's second Four Pillars sailing will be a six-night cruise to Tasmania, departing Sydney on 07 Mar, hosted by the distillery's Ambassador Lizzie Willans.

She will emcee "An Introduction to Gin with Australia's Best, Four Pillars", an exclusive tasting experience accompanied by an Q&A session, discovering the story behind the brand and its method of making its gins.



Back by popular demand will be the Four Pillars & Tasmanian Oyster Evening, while guests can also enjoy "Four Courses, Four Cocktails, Four Pillars", a gin-paired dining experience; a Four Pillars Cocktail & Chocolate Masterclass; and the "Four Pillars of Martinis", a mini-martini masterclass.

The partnership was announced last night at an event at the Four Pillars Gin Laboratory in Sydney.

**Pictured** sampling the new Navy Strength Gin are: Four Pillars Area Manager Global Travel Retail & Airports Kylie Micallef, International Sales Director David Hogan, Celebrity MD Tim Jones, Marketing Director Emma Mumford, PR Manager Corey Cooper, Four Pillars Head of International Trade Marketing & Engagement Jen Bailey and Celebrity Brand & Campaign Manager Heidi Smith. *MS*

## Grandeur leaders

**REGENT** Seven Seas Cruises has announced the senior officer team to launch *Seven Seas Grandeur*.

The five extensively experienced senior officers will be skipped by Captain Luciano Montesanto, who will lead 532 crew when *Grandeur* debuts in Nov.

Montesanto will be joined by General Manager Franck Galzy, who will join the ship following his successful tenure aboard *Seven Seas Splendor*.

The two will be aided by Cruise Director David Nevin, Chief Engineer Antonio Lagana, and Staff Captain Giuseppe Gargiulo.

"It is a tremendous privilege to have been named Captain of a brand-new ship and to be a part of this incredible journey," Captain Montesanto remarked.



VIKING

## NEW VIKING EXPLORER SESSIONS



Our popular Viking Explorer Sessions will be touring 16 regional locations across Australia this October and November. These are not just events, they're an opportunity for you to wow your clients, earn extra commission, and score bonus Rewards by Viking points.

Simply choose the location and session time that is most convenient for you and your clients and register—but be quick, these information sessions fill up quickly!

[REGISTER HERE](#)

## RCG tests biofuel aboard two ships

**ROYAL** Caribbean Group (RCG) is driving forward alternative fuel use with the successful completion of biofuel testing on board Royal Caribbean International's *Symphony of the Seas* (pictured) and Celebrity Cruises' *Celebrity Apex*.

RCG this week completed more than 12 consecutive weeks of biofuel testing in Europe, which confirmed onboard technical systems meet the company's operational standard without quality or safety concerns.

The biofuel blends tested were produced by purifying renewable raw materials like waste oils and fats and combining them with fuel oil to create an alternative which is cleaner and more sustainable.

*Symphony* departed from Barcelona and *Apex* from Rotterdam, with both ships accomplishing multiple sailings



using biofuel and contributing critical data on the fuel's capabilities, as well as its availability and scalability in Europe.

The tests demonstrate the biofuel blend is a reliable "drop in" supply of lower emission energy which ships can use.

Their results will help accelerate RCG's plans to continue testing the use of different types of

biofuels on upcoming European sailings this autumn.

The company is exploring strategic partnerships with suppliers and ports to ensure the availability of biofuel and infrastructures to advance the maritime energy transition.

RCG first began testing biofuels last year before expanding the trial to *Symphony* and *Apex* in Europe this summer. *MS*

## Saddle up with CCL

**CARNIVAL** Cruise Line (CCL) has announced a jam-packed 2023 Melbourne Cup Carnival Cruise, which will be joined by journalist and television presenter Shelley Horton.

The cruise will include the 'Fashions on the Splendor' parade, hosted by Horton, as well as experiences with horse racing legends.

Horton will also present her 'How to Find your Inner Beyonce' Confidence Workshop, while horse racing fans can saddle up for a host of exciting activities, including exclusive Q&A sessions and photo opportunities with two-time Melbourne Cup winner Jim Cassidy.

Guests will also have the opportunity to experience a Style Masterclass at Sea hosted by personal style specialist Naomi Bell.

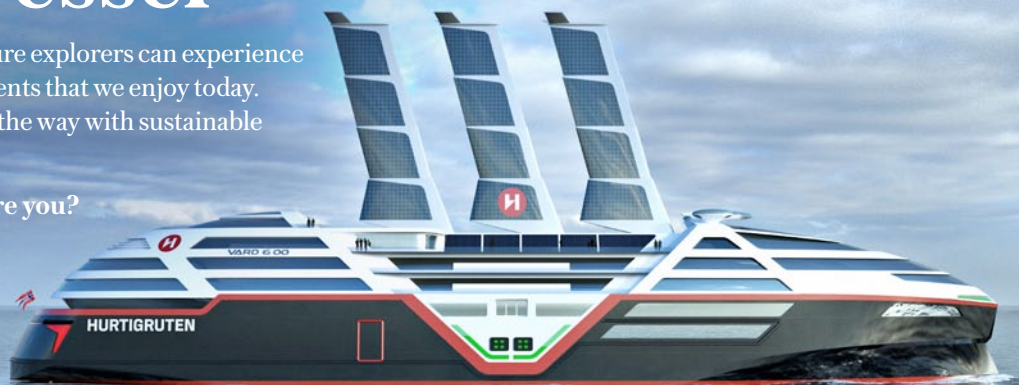


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**HOLLAND** America Line is celebrating negroni week by offering passengers the chance to enjoy a cocktail while making a positive impact.

Every negroni purchased on board a Holland America cruise ship until the end of the week will see \$1 donated to Slow Food, a global organisation dedicated to fostering sustainability and equity in the world's food systems.

To mark the event, the negroni week map will also mark each Holland America ship's location.

"Negroni week provides the perfect opportunity for guests to enjoy one of their favourite cocktails while giving back to the community," Vice President of Sales and Partnerships Ryan Taibel said.

## Heinemann RCI win

**HEINEMANN** will operate 14 retail spaces on board Royal Caribbean International's *Icon of the Seas*.

The ship is the fourth of the cruise line's vessels awarded to Heinemann, with venues situated across four decks, including assortments of perfume & cosmetics, liquor, tobacco & confectionery, watches & jewellery, fashion apparel, accessories and more.

Heinemann operates retail spaces on 19 cruise ships.

## A cruise fit for a queen

**CUNARD** Line has announced its new 2025 program for *Queen Anne*, *Queen Mary 2*, and *Queen Victoria*, with the release of 180 new voyages.

The program features sailings between Apr 2025 and Jan 2026, and includes an eclectic mix of itineraries spanning 91 destinations across 24 countries.

Cunard's newest ship *Queen Anne* will primarily be sailing to the Western Mediterranean, the fjords of Norway, and Western Europe, while *Queen Mary 2* will continue her iconic Transatlantic Crossings, and *Queen Victoria* will be based in the Mediterranean.

*Queen Anne* will make no fewer than 19 maiden calls, including Bilbao, Ibiza, Skjolden, Messina and Santorini.

She will sail out of Southampton, providing a range of destinations, as well as itinerary lengths varying from two to 19 nights.

*Queen Mary 2* and *Queen Victoria* will also make an inaugural visit throughout the season, with the former ship to take guests to Quebec City,

Bruges, and the Caribbean.

Meanwhile, *Queen Victoria* will offer a range of seven-, 14- and 21-night itineraries out of Barcelona, Civitavecchia, and Trieste.

One of the highlights will be her two-week Istanbul and Greek Islands sailing in May, voyaging from Civitavecchia, and taking in the Turkish seas and serene Greek islands.

"We always strive to provide our valued travel agent partners with great offers for their customers, and this program is no different," President Katie McAlister said.

"Not only do our itineraries sail to some of the world's most exotic destinations, our ships offer unique and enriching experiences for guests, so whether you're a new-to-cruiser or a loyal Cunarder, you'll be free to unwind and escape in a uniquely luxurious setting."

Voyages will be available to book from 05 Oct for Cunard World Club Members.

Bookings will be available to be made by the public the following day. *MS*



## CLIA UPDATE

with Joel Katz  
MD, CLIA Australasia

### Get ready for Cruise Month

**NEXT** month is Cruise Month, a chance to celebrate the start of the summer cruise season and help inspire travellers to book their next cruise holiday.

Throughout the month of Oct, CLIA and our members will launch a succession of marketing initiatives and online activity under this year's Cruise Month theme "More Reasons to #LoveCruise".

Our media partners are planning a wealth of cruise coverage and special cruise editions in the weekend travel sections to help inspire and inform travellers.

CLIA will back this with our own online campaigns, which agents can share and adapt through their own social media channels.

Our 2023 Cruise Month Toolkit offers a range of digital resources to help travel agent members get the most from Oct's initiatives.

Available for download in the CLIA Members Hub, it provides a range of resources including official logos, website and social page banners, backgrounds for videoconferencing, email signature banners, social media assets, and more.

Cruise Month is something everyone can get involved in, and we're encouraging everyone to launch their own promotions and help build excitement among their clients - **CLICK HERE**.



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