



Cruise Weekly today

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

Showcase on sale

TICKETS are now available for Cruise Lines International Association's first River Cruise Showcase, taking place on 29 Aug (**CW** 02 Apr).

Participating cruise lines will include AmaWaterways, APT, A-ROSA River Cruises, Avalon Waterways, Emerald Cruises, Riviera Travel River Cruises, Scenic Luxury Cruises & Tours, Tauck, and Uniworld Boutique River Cruises.

The showcase will include two panel discussions, as well as quick-fire presentations.

Tickets are available exclusively to CLIA member travel agents attending Cruise360 - [CLICK HERE](#).

Norwegian promotes Borg and Middleton

NORWEGIAN Cruise Line has elevated its leadership team in Australia, promoting Damian Borg to Director of Sales Strategy & Operations Asia Pacific and Angela Middleton to Director of Field Sales (**CW** breaking news).

Borg's expanded role will now include providing strategic direction to the sales team in Asia to further support Vice President & Managing Director Ben Angell.

He will now also oversee sales operations in the Asia-Pacific region, with a focus on driving positive momentum for Norwegian's itineraries in Europe, Hawaii, Alaska, Asia, and exotic destinations, such as South America and Africa.

Middleton, whose promotion was announced earlier this year (**CW** 11 Jan), will be charged with further strengthening relationships and support for trade distribution, and nurturing

career development.

This includes two roles which are currently being recruited for, such as a new dedicated field sales role covering SA/WA, and a Business Development Manager position looking after NSW/ACT.

"With Damian and Angela now taking on expanded roles within organisation, I am confident we will achieve continued success in meeting and exceeding the needs of trade partners and customers across Asia Pacific," Angell said.

Borg added he is looking forward to identifying opportunities to strengthen Norwegian's relationships in Asia, and ensuring the cruise line is leading the way in how it supports and engages partners.

"The trade community has always been at the centre of our success," he said.

"Bookings for our Asia itineraries have been a particular

stand out this year, and we continue to see great potential in the region with four ships sailing from nine different departure ports in Asia through 2026."

Middleton added she is looking forward to empowering Norwegian's sales team to innovate how the cruise line can continue to be great partners.

The promotions follow Norwegian's strong start to the year, with the cruise line exceeding its bookings in Australia year-to-date when compared to the prior corresponding period.

"The first quarter of this year saw some of the strongest ever consumer demand for cruise, and we are delighted with such a strong start to 2024, surpassing last year's bookings during the same time period," Angell said.

"This is greatly attributed to our incredible team". *MS*

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ROYAL Caribbean

International and Make-A-Wish have joined forces, with the cruise line to support the organisation through its new 'Wishes at Sea' program.

The cruise line will now start bringing wishes to life through specially planned voyages for kids and their families.

The adventures in store will include VIP treatment, and packed with everything from the ultimate experience at the cruise line's top-rated private destination, Perfect Day at CocoCay, including access to the waterpark, a private cabana, and a high-flying experience on the Up, Up & Away helium balloon.

Spirit of Ponant to sail in Jun



PONANT'S new catamaran, *Spirit of Ponant* (pictured) will set sail this summer in Europe, offering six staterooms for a maximum of 12 guests.

Spirit of Ponant promises an immersive experience sailing to some of the world's most beautiful islands when she launches in Jun.

She will spend the summer in Corsica, before heading to the Seychelles for winter 2025.

Seven-night cruises will start from 13 Jul, sailing round trip from Bonifacio, followed by round trip voyages from Mahe.

Itineraries will be developed based on the captain's recommendations and passengers' preferences, with nautical activities such as paddleboarding, wakeboarding, and snorkelling all included.

Ponant's gastronomy, wine cellar, signature cocktails, and room service are also included.



Prices start from \$12,400 per person, with the full deployment of itineraries and fare lists to be announced later this month.

"*Spirit of Ponant* is a new expression of our pioneering spirit, as the travel format is a first in the luxury cruise sector," Chief Executive Officer Herve Gastinel said.

"Our guests will experience what it is really like to be a sailor, including interacting with the captain to create a voyage that meets their desires and expectations," he added.

"They will benefit from hidden away anchorages in magical places, while enjoying the high-end services for which Ponant is renowned," Gastinel said. *MS*

Juneau cruise cap

JUNEAU has commenced its first-ever limit on cruise ships, as the city's 2024 season kicks off this week.

Alaska's capital is implementing its first daily cap on the number of cruise ships, while talks continue for more extensive restrictions, *Maritime Executive* reports.


The number of cruise ships is currently capped at five a day.

Oceania cooking up

OCEANIA Cruises has announced chef Giada De Laurentiis, the godmother of its ship *Vista* (CW 09 May), as its brand and culinary ambassador, which will see her co-chair Oceania's new Culinary Advisory Board.

De Laurentiis will serve alongside renowned chef Jacques Pepin, a founding member of Oceania culinary team and the line's original Executive Culinary Director.

They will also be supported by current Executive Culinary Directors, chef Alexis Quaretti and Eric Barale.



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