



Cruise Weekly today

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

New Celeb branding

CELEBRITY Cruises has launched its new “Nothing Comes Close” brand positioning around the globe.

The new campaign highlights unmatched holiday offerings from the perspective of guests, with Celebrity extending an invitation to travellers to come on board and discover a world where “Nothing Comes Close”.

The launch of the new brand positioning has been designed to capture Celebrity’s unique offering, combining the intimate and thoughtful service of a small ship, with the variety and excitement of bigger vessels.

It will be the core of Celebrity’s media and advertising campaigns both to travel advisors and on board.

The positioning builds on the success of *Celebrity Ascent*, which entered service in Nov, and the anticipation for *Celebrity Xcel* in 2025.

“From the thoughtfulness of our crew, to the excitement of entertainment and activities, guests tell us that ‘Nothing Comes Close’ to the way we make them feel,” President Laura Hodges Bethge said.

Royal visits KI

PRINCESS Cruises’ *Royal Princess* made her maiden call to Kangaroo Island on Wed.

The visit, which also marked the end of *Royal’s* cruise season in Australia, saw Kangaroo Island Mayor Michael Pengilly welcome the ship to the destination.

This maiden call followed on from *Coral Princess’* voyage to Kangaroo Island at the beginning of the season.

NCLH orders a record eight new ships

NORWEGIAN Cruise Line Holdings (NCLH) has unveiled its strategic long-term fleet expansion, with eight new vessels ordered from Fincantieri, and enhanced private island development at Great Stirrup Cay.

Next-generation vessels have been ordered for NCLH’s Norwegian Cruise Line (NCL), Oceania Cruises, and Regent Seven Seas Cruises (RSSC) brands, with the commission representing the most comprehensive in the company’s history.

The order will see a new class of ships for each of the three cruise lines, with the vessels scheduled for delivery over a 10-year period between 2026 and 2036.

NCL is expected to take delivery of four ships of approximately 5,000 guests each, following the delivery of its four Prima Plus-class vessels in 2028.

The ships will arrive in 2030, 2032, 2034, and 2036, subject to financing, NCLH said.

Meanwhile, Oceania will take delivery of two 1,450-guest ships in 2025 and 2029, following the delivery of the last of its two Allura-class ships next year.

Two 850-guest ships for RSSC will round out the order, with the pair of vessels to be delivered in 2026 and 2029.

NCLH said it has obtained funding for 80% of the contract of each of the two Oceania and RSSC ships.

Each brand will design its new ship class in partnership with Fincantieri, with the shipbuilder’s Chief Executive Officer & Managing Director Pierroberto Folgiero praising the relationship between the two companies.

“We are thrilled to work on these new build orders and deliver emblematic cruise ships that will embody our shared legacy of excellence for generations to come,” he said.

“Over the years, our long-standing relationship with [NCLH]



has been rooted in a shared vision for the future of maritime travel, consistently setting new standards for innovation, luxury, sustainability, and guest satisfaction in the cruise industry,” Folgiero added.

Details regarding the ships’ amenities, staterooms, dining, recreational, efficiency, sustainability, and other features will be announced in the coming months, NCLH said.

“This strategic new-ship order across all three of our award-winning brands provides for the steady introduction of cutting-edge vessels into our fleet and solidifies our long-term growth,” NCLH President & Chief Executive Harry Sommer (pictured) said.

“It also allows us to significantly leverage our operating scale, strengthen our commitment to innovation and enhance our ability to offer our guests new products and experiences, all while providing opportunities to enhance the efficiency of our fleet,” he added.

Meanwhile, infrastructure enhancements at Great Stirrup Cay, Norwegian’s private island in the Bahamas, will see the construction of a multi-ship pier.

The new development is slated to break ground this summer, and be completed by late next year, with NCLH investing approximately US\$150 million.

The new pier will be constructed to simultaneously accommodate two large vessels of NCLH’s current and future ship classes, and will also enhance the guest experience on Great Stirrup Cay.

“We are likewise excited with the addition of a new pier at Great Stirrup Cay to support our increased capacity in the Caribbean and multiple ships to call on the island, enhancing our guest experience and bringing seamless and reliable access to our private island year-round,” Sommer said. *MS*

HEY BRISSIE

GET YOUR SKATES ON THERE'S A NEW SHIP COMING TO TOWN

IN SUMMER 2025-26

[LEARN MORE](#)

ON SALE 10 APRIL



Princess lassos Waddingham for Sun

BRITISH actress Hannah Waddingham (pictured) is set to serve as the Godmother of Princess Cruises' *Sun Princess*, with the newest "Love Boat" to be officially christened in a star-studded ceremony in Barcelona later this month.

The formalities, which will take place on 23 Apr, will see Waddingham join an esteemed group who have served as Godmother to a Princess ship, including Diana, Princess of Wales (*Royal Princess*, 1984), Catherine, Princess of Wales (*Royal Princess*, 2013); Audrey Hepburn (*Star Princess*, 1989); Sophia Loren (*Crown Princess*, 1990); and Martha Stewart (*Crown Princess*, 2006), among others.

Waddingham is best known for playing businesswoman Rebecca Welton in the award-winning comedy series *Ted Lasso*.

"We're delighted to welcome



the illuminous and elegant Hannah Waddingham to serve as Godmother for our sensational new *Sun*," the cruise line's President John Padgett said.

"Just like *Sun Princess*, she exudes sophistication, beauty and wonderment through her inspiring work as a talented and award-winning actress and performer," he added.

"We're truly honoured Hannah will officially name our most impressive, luxurious and stunning Love Boat ever created, and join an esteemed group of Princess Godparents including members of the Royal family."

Sun officially started her inaugural cruise season on 28 Feb, and is currently sailing a series of Mediterranean voyages (*CW 01 Mar*).

The ship is based on an entirely new ship platform designed exclusively for Princess by Fincantieri, which features more balconies than any of her fleetmates, as well as 'The Dome', a "transformational" entertainment venue inspired by the terraces of Santorini.

Sun is also Princess' first LNG vessel, reducing greenhouse gas emissions and featuring energy recovery systems for eco-conscious cruising. *MS*

WA is no Virgin

VIRGIN Voyages' *Resilient Lady* cruised into Fremantle last week on her maiden voyage to Western Australia.

The ship, which brought more than 2,000 passengers into Perth's port, was one of the state's largest cruise calls of the season.

A ceremonial plaque exchange took place to mark the occasion, with other activities at the port to welcome guests and crew.

Fremantle was one of the beneficiaries of Virgin's decision to change *Resilient's* repositioning cruise to avoid the Middle East (*CW 09 Feb*).

WA enjoyed almost 150 cruise ship visits this season to its nine ports.

It is hoping to receive the federal green light to enhance border services in Broome, which will up calls to the town.

DISCOVER THE BENEFITS OF NORWEGIAN CENTRAL

REGISTER TODAY



NCL NORWEGIAN CRUISE LINE®

NORWEGIANCENTRAL.COM
LEARN PROMOTE BOOK CONNECT



LEARN:

Become an NCL expert with NCL University! The higher degree you earn, the more you can save on your own NCL cruise!



PROMOTE:

Boost sales with the ultimate marketing portal, Marketing HQ. Easily share editable flyers, social media assets and more with your clients today!



BOOK:

With NCL's user-friendly booking engine, BookNCL, make cruise reservations with ease plus update account information and lock in your client's pre- and post-cruise travel arrangements.



CONNECT:

Book NCL and get rewarded with Partners First Rewards and stay informed on the latest NCL news updates with our Facebook Group.



American to add two new coastal ships

AMERICAN Cruise Lines has announced new ships *American Patriot* and *American Pioneer*, coming next year.

The 125-passenger sisters represent the fifth and sixth vessels in American's Project Blue series of 12 small ships for the US market, and the 20th and 21st in the cruise line's fleet.

The new vessels will be built at the American-affiliated shipyard Chesapeake Shipbuilding in Maryland, with *Patriot* to begin sailing in Jun 2025, and *Pioneer* in Nov 2025.

The ships will feature five decks and 56 staterooms, offering a more traditional bow construction and slightly deeper draft with full stabilisation, enhancing coastwise capabilities for smooth sailing, broadening the itinerary possibilities for American's growing array of coastal cruises.



They will showcase elegant interior design and spacious private balcony accommodations, a range of large standard staterooms, singles, and suites, including an all-suite fourth deck.

They will feature an expansive Main Lounge and Restaurant on deck 1 with water views.

There will be further sitting and dining areas on deck five, as well as a fitness area, including a 360-degree Skywalk walking track, an indoor Sky Lounge, an

outside Sun Deck, and a cafe.

The new ships also offer a Bow Terrace and Horizon Lounge on deck 3, as well as indoor fitness centre on deck 4.

The ships will operate a host of US-based itineraries up and down the country's East Coast, including the all-new 15-day Grand Florida Coast & Keys, which follows the successful launch of American's eight-day Florida Gulf Coast & Keys cruises this year. *MS*

One month to go

CUNARD Line is celebrating one month until *Queen Anne*'s maiden voyage begins, revealing new dining venues aboard the ship.

Queen Anne will welcome her first guests on 03 May for her sold-out inaugural voyage, and they will enjoy more choice between bars and restaurants than ever before aboard Cunard's newest ship.

Artisan's Foodhall, Carinthia Lounge, Commodore Club, and Chart Room are all some of the signature venues which will appear aboard the ship.

Queen Anne will become the 249th ship to sail under the Cunard flag when she enters service, with the cruise line sailing with four ships for the first time since 1999.

Her hull is based on the Pinnacle-class of vessels designed by Fincantieri.

TIME OF YOUR LIFE IN ALASKA

WIN

A SPOT ON OUR 11-DAY DENALI + YUKON CRUISE TOUR FAMIL + A \$4,000 MASTERCARD GIFT CARD*

[LEARN MORE](#)





CUNARD Line has teamed up with Savile Row master tailor Kathryn Sargent to help fit the uniform for *Queen Anne's* captain Inger Thorhaug.

The final fitting, with the world's first female master tailor, is part of Cunard's partnership to create blues, whites, and mess uniforms for its crews.

The new outfits weave the best of British design and style with the heritage and prestige of ocean travel, with Cunard having taken inspiration from its vast archives.

"I can't wait to wear the new uniform with pride when I and my team will be welcoming guests for the very first time," Thorhaug said.



A-ROSA double launch

A-ROSA has launched two new ships on the Rhine, *A-ROSA ALEA* and *A-ROSA CLEA*, which are now on their first cruises.

ALEA departed from Cologne on Fri for her sailing on the Southern Rhine, which will call at Basel, Strasbourg, Mainz, and Koblenz.

Sister ship **CLEA** (pictured) followed on Sun, and will visit Willemstad, Antwerp, Amsterdam, Hoorn, and Emmerich during her seven-night debut cruise.

The two 110-metre-long ships will offer a variety of four-to-seven-night cruises in their inaugural season, from Cologne to major cities in the Netherlands and Belgium.

The ships will visit historic sites along the Rhine Gorge and the Moselle, and to destinations in the tripoint between Germany, France, and Switzerland.

The popular Christmas Market Cruises will lead up to the ships' holiday season, including stops in Strasbourg, Frankfurt, Mainz and Rudesheim, while the two vessels will ring in the new year along the Southern Rhine.

When on board, guests can



enjoy a daily changing selection of main courses for dinner, while passengers can also enjoy the Panorama Lounge in the bow of both ships, where they can indulge in creations from the A-ROSA Bar, while enjoying the scenery passing by.

After her debut season, *ALEA* will move to the Seine for 2025, departing from Paris to Normandy and Le Havre.

CLEA will embark on diverse cruises from Frankfurt along the Main, Moselle, and Rhine Gorge, before cruising to Bordeaux on the Gironde/Garonne from 2026.

"With these two additions, we are responding to the steadily increasing demand for our city breaks by ship and are expanding our fleet with corresponding capacities," Chief Executive Officer Jorg Eichler said. *MS*

Another CT win

CRUISE Traveller (CT) has welcomed Riverside Luxury River Cruises to its stable of small and boutique brands it represents in Australia.

The European cruise line boasts of "personalised service, serene spaces, impeccable design, and sumptuous cuisine", with almost 150 departures scheduled for this year.

Riverside River Cruises' 'Danube Waltz' package is currently on sale, travelling from 25 Aug-01 Sep round trip from Vienna ([CLICK HERE](#)).

The package, cruising aboard *Riverside Mozart*, includes the seven-night voyage; all onboard meals in all restaurants and bars at the Bistro; cakes, waffles & ice cream; a premium beverage package including premium wines, cocktails, spirits, and French champagne, as well as water, coffee, tea, fresh juices, soft drinks; and more.

It is the latest win for Cruise Traveller, which last week also signed up Antara River Cruises (*CW* 04 Apr).

UNLOCK YOUR POTENTIAL: Join Our Mentoring Program and Ignite Your Success!

TIME is a Career Advancement Path for all Employees in Travel, Tourism, Hospitality, Cruise and Aviation Industry including Regional, and Rural Areas across Australia

**WHAT TIME CAN
DO FOR YOU...**

- Further develop your management and leadership potential
- Develop confidence and networking opportunities
- Strategic career planning
- Increase your knowledge of organisational culture & processes

For more information visit - www.travelindustrymentor.com.au

**CRUISE
WEEKLY**

cruiseweekly.com.au
cruiseweekly.co.nz

Cruise Weekly is part of the Business Publishing Group family of publications.

Cruise Weekly is Australasia's leading travel industry cruise publication.

EDITORIAL

Editor - Myles Stedman

Deputy Editor - Matt Lennon

Journalists - Adam Bishop, Janie Medbury, Matthew Wai

Editor-at-large - Bruce Piper

Publisher - Damian Francis

Associate Publisher - Jo-Anne Hui-Miller

info@cruiseweekly.com.au

Cruise Weekly is a publication of Cruise Weekly Pty Ltd ABN 73 123 041 485. All content fully protected by copyright. Please obtain written permission to reproduce any material. While every care has been taken in the preparation of the newsletter no liability can be accepted for errors or omissions. Information is published in good faith to stimulate independent investigation of the matters canvassed. Responsibility for editorial comment is taken by Damian Francis.

ADVERTISING & MARKETING

Head of Sales & Marketing - Sean Harrigan

Advertising - Sharad Goodfella &

Dante Muranty

advertising@cruiseweekly.com.au

HEAD OF OPERATIONS & CONTRIBUTING EDITOR

Anna Piper

ACCOUNTS

accounts@traveldaily.com.au

Suite 1, Level 2, 64 Talavera Rd

Macquarie Park NSW 2113 Australia

PO Box 1010 Epping NSW 1710 Australia

Tel: (AU) +61 2 8007 6760 or (NZ) 0800 799 220

Tel: (Int'l) 1300 799 220

Travel Daily
travelBulletin
business events news
**Pharmacy
Daily**