



Cruise Weekly today

CRUISE Weekly today features three pages of all the latest cruise industry news, plus a full page from **Celebrity Cruises**.

Nothing like Celeb

"NOTHING Comes Close" to a Celebrity Cruises sailing.

The new brand positioning was launched last week (**CW** 09 Apr), and highlights unmatched holiday offerings from the perspective of guests.

Travellers will never want to holiday another way, once they discover the intimate feel and thoughtful service of Celebrity's smaller ships, the variety and excitement of its bigger vessels, and experiences they can't find anywhere else.

Head to **page 4** of today's **Cruise Weekly** for more on Celebrity Cruises.

Aus beats pre-COVID cruise numbers

AUSTRALIAN cruise passenger numbers have recovered from the pandemic, with those of us taking holidays at sea finally overtaking pre-COVID levels.

New data released today by Cruise Lines International Association (CLIA) shows the number of Australians who took an ocean cruise last year reached 1.25 million, slightly above the 1.24 million who sailed in 2019.

CLIA's figures also show a revival in the number of overseas visitors cruising in Australia, New Zealand and the South Pacific, which reached 217,000 last year - a similar level to 2019.

Australians showed a preference for itineraries in the APAC region, with about 84.8% cruising in Australia, New Zealand and the South Pacific last year, up from 72.5% in 2019.

The figures also show a fall in the average age of Australian



cruisers, which was 48.4 years last year, down from 50.4 in 2019,

Almost one third of cruisers (32.5%) were aged under 40, CLIA found, as the sector continued to attract younger generations.

New South Wales remained the biggest source of Australian cruise passengers (720,849, or 57.7%), followed by Queensland (287,259, or 23.0%), Victoria

(135,623, or 10.9%), Western Australia (47,508, or 3.8%), South Australia (47,415, or 3.8%), Tasmania (6,855, or 0.5%), the ACT (2,275, or 0.2%) and the NT (1,764, or 0.1%).

Cruising's market penetration rate in Australia was close to 5%, one of the highest in the world, meaning almost one in every 20 Aussies took an ocean cruise. *MS*

Celebrity **X** Cruises®

NOTHING COMES CLOSE

YOUR CLIENTS WILL NEVER WANT TO HOLIDAY ANY OTHER WAY



RSSC grows Australian sales team

REGENT Seven Seas Cruises (RSSC) has grown its sales team in Australia, with two new hires to add significant support to its trade partners.

Stacey Hill is taking on the role of Business Development Manager for Victoria, South Australia and Tasmania, where she will be responsible for the development and execution of local sales strategies.

Hill is a seasoned professional in the tourism industry and joins the company having spent eight years in Canada working for boutique hotel Eldorado Resort and Fairmont Banff Springs.

Hill is joined by Jane Perrett as Sales Coordinator, who will support existing Sales Coordinator, Emily Potter, to assist RSSC's dedicated sales team and trade partners in the region.

Perrett brings extensive sales support and administration



experience to her new role, having worked for leading tourism organisations. "As the cruise industry continues to enjoy fast paced growth, these exciting new hires will augment the current unrivalled support we provide to our valued trade partners," Vice President Sales & General

Manager Lisa Pile said. "With their depth of experience, combined with their dedication and commitment to the industry, we are delighted to be adding such great talent to the Regent Seven Seas Cruises team." Hill will be Melbourne-based, while Perrett will join the Sydney head office team. *MS*



On location en route to Rome

Today's issue of *CW* is coming to you en route to Rome courtesy of Princess Cruises, where we will this week board the brand new *Sun Princess*.

PRINCESS Cruises has put in a significant effort into building the hype for its newest vessel, *Sun Princess* - the third 'Love Boat' for the line.

In the coming days, we'll go behind the scenes to see the ship's LNG propulsion and environmental systems, and enjoy world-class food and beverages, while what awaits us at Spellbound by Magic Castle is anybody's guess.


Cruise Weekly will feature regular updates and images over the coming days.

DISCOVER MORE

Limited time offers available for 2024, 2025 and 2026 river cruises

[CLICK HERE](#)



138 747  VIKING.COM [BOOK ONLINE AT MYVIKINGJOURNEY.COM/AGENT](http://BOOK.ONLINE.AT.MYVIKINGJOURNEY.COM/AGENT)



This is more than just a marketing campaign; it's a wealth of opportunities for your clients to discover more of the world and for you to discover ways to earn more and grow your business.

Book your clients' river voyage before 31 May 2024 to save up to \$4,600 per couple.

See website for T&Cs



A MAN paddled down the Tumut River in a pumpkin on the weekend - and not just any ordinary pumpkin - the biggest grown in Australia this year.

The pumpkin, which received a blue ribbon at the Sydney Royal Easter Show this year, was given a second life as a canoe, with its skipper paddling a kilometre and a half on the river in the 407-kilogram squash.

Up to 1,000 people lined the banks of the river, chasing the pumpkin canoeist as he paddled along.

The man believes he is the first person to achieve the feat in the Tumut River, saying he knows of another person who paddled a smaller pumpkin in Collector Creek.



Carnival 10% less GHG

CARNIVAL Corporation is producing more than 10% less absolute GHG emissions today than in 2011, its peak historical year, the company announced in its 2023 Sustainability Report.

The firm has reached several key environmental performance targets years ahead of time in its climate action and circular economy focus areas, including formally committing to reducing its GHG intensity by at least 20% by 2026.

Almost two-thirds (64%) of Carnival's fleet is now shorepower-capable, reaching its 2030 goal seven years early, and the company achieved a 38% reduction in food waste per person, versus the 2019 baseline, which was within two percentage points of its 2025 goal of 40%.

Carnival also finished the year just a few points shy of its 2030 goal to outfit 75% of its fleet capacity with advanced waste water treatment systems, which it has installed across 70% of its fleet capacity.

Chief Executive Officer & Chief Climate Officer Josh Weinstein said Carnival is evaluating new

interim targets along its pursuit of net zero GHG emissions by 2050, given the company is tracking so aggressively toward its 2030 sustainability goals.

"Thanks to our 160,000 remarkable team members who show up every day with passion and dedication, 2023 was a year of significant accomplishments across the board," he said.

"We achieved record-breaking financial performance, welcomed three stunning new ships, expanded our global presence to over 800 incredible destinations and communities, and delivered unforgettable happiness to 12.5 million guests by providing them with extraordinary cruise vacations," he added.

"We also demonstrated our continued commitment to leading the way in making cruising more sustainable, marked by amazing progress toward reaching - and in many cases, exceeding - our vital 2030 environmental performance targets," Weinstein said.

Other highlights included Carnival eliminating around 500 million single-use items from the fleet by the end of last year. *MS*

ACA at Seatrade

THE Australian Cruise Association (ACA) has sent a record delegation to Seatrade Cruise Global 2024 in Miami.

Representatives from state tourism organisations, ports, ground handlers, attractions, and shipping agents make up the 24-strong delegation.

ACA will also be represented during the Conference Program, with Chief Executive Jill Abel invited to participate in a panel session, 'The Asia/Australasia Spotlight', alongside Jacqui Lloyd (NZCA), and Bud Gilroy (South Pacific Cruise Association).

The session will be moderated by Joel Katz (CLIA).

ACA will also reprise the 'Down Under BBQ' again this year, delivering attendees a taste of Aussie food, beverages and entertainment.

"As we close out another successful cruise season, the size of our delegation this year reflects the continued fast paced growth of the sector in our region," Abel said.

"I am really delighted we have key partners with us."



WE ARE LOOKING FOR DYNAMIC MENTEES

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

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

FOR MORE INFORMATION VISIT - www.travelindustrymentor.com.au



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



Celebrity **X** Cruises®

NOTHING COMES CLOSE

YOUR CLIENTS WILL NEVER WANT TO HOLIDAY ANY OTHER WAY



They'll discover the intimate feel and thoughtful service of smaller ships, the variety and excitement of bigger ones, and experiences they can't find anywhere else.

THE CELEBRITY
COMMITMENT



GET THE TOOLS
& RESOURCES
TO GROW YOUR
BUSINESS HERE