



Avalon gets longer

AVALON Waterways is dropping anchor on longer cruises for next year, with a boatload of new cruises that set sail for 10 days to meet a new demand.

The line is responding to cruiser requests with 16 new, longer itineraries and city-stay combinations for next year, as more than two-thirds of Avalon's past passengers eye off a two- or three-week cruise in the future.

A 'Wish List' survey Avalon recently distributed to past cruisers revealed passengers want longer, more in-depth getaways, with more than half of respondents (57%) saying they'd like to book a two-week holiday for their next cruise, which is 23% more than those who said they'll be booking a one-week trip.

Another 10% said they're looking at three-week options.

President Pam Hoffee said contributing factors to the trend include an increased interest in garnering more mileage out of air costs.

Viking turns Platinum



VIKING has unveiled the Viking Platinum Club, an evolution of its top advisors incentive program (*CW* breaking news).

Entry into the Platinum Club is reserved for the top 10 Viking travel advisors of the year and the agency to which they belong.

Those who make the greatest number of new bookings this year will become members, and their agency will become a Viking Platinum Agency.

Platinum Club members will be invited to join a dedicated voyage - an eight-day journey on the Venice, the Adriatic & Greece itinerary, sailing on 08 Nov 2025.

Other Platinum benefits

include an invitation to bring a companion on the voyage; a complimentary stateroom upgrade; a Silver Spirits Beverage package for members and their guests; two free shore excursions with 50% off additional bookings; \$300 shipboard credit; \$2,000 Viking Air credit; and an additional 8,000 Rewards by Viking points.

Platinum Agencies will receive a hosted "Platinum Party" for the team; a personalised marketing plan supported by a \$5,000 co-op investment from Viking; a complimentary famil voyage on an eight-day river or ocean voyage of the agency's choice; and VIP reservations support with access to the exclusive Platinum Club email. *MS*

Cruise Weekly today

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



On location onboard
Sun Princess

Today's issue of *CW* is coming to you midway across the Mediterranean Sea as we continue to learn more about the *Sun Princess*.

SUN Princess is masterfully navigating some rather hairy conditions in the Mediterranean today as she powers southwest.

After leaving Rome last night, the weather forecast was a tad optimistic, with predicted 35-knot winds instead arriving as howling 60-knot gusts.

But while the "motion of the ocean" has left some feeling a little queasy, *Sun Princess'* Captain Craig Street found a way to lighten the mood.

In a ship-wide weather update, Capt Street teased if conditions continued, it may force the Food & Beverage team to suspend soup from tonight's dinner menu to ensure waiters could keep more in the bowl, not on the floor.

Celestyal

7 nights

Desert Days & Qatar Grand Prix

\$1399

per person/per cruise

Qatar Grand Prix

Atlas Antarctica

ATLAS Ocean Voyages has announced its 2025-2026 Antarctic Season, 'Polar Expeditions by Atlas'.

The cruises are from Oct 2025 to Mar 2026, and are available to book now.

The season offers 37 departures aboard *World Voyager*, *World Navigator*, and *World Traveller*.

It will mark the third season featuring the entire Atlas fleet in the region.

President & Chief Executive Officer James Rodriguez said Antarctica continues to be Atlas' most popular region.

Pursuit godparents

SEABOURN Cruise Line has appointed the Aboriginal traditional owners of the western Kimberley, Wunambal Gaambera, as godparents of the new *Seabourn Pursuit*.

The cruise line is preparing for its inaugural season in the Kimberley region this Jun, with the naming of the godparents serving as a symbolic gesture of stewardship and responsibility toward the environment and the communities that Seabourn visits, as well as its commitment to sustainable tourism.



The Chat
with Jenny

Travel Daily
A conversation with Jill Abel

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HOLLAND America Line has a significant presence in Alaska, and to reinforce that, is now dedicating a day to the persistent body of dense ice the state is so well known for.

The cruise line is debuting 'Glacier Day' on its Alaska cruises as it rolls out new programming within its "We Love Alaska" experience.

The new Glacier Day includes sighting times, scenic commentary, presentations, informative viewing stations, photo opportunities, local Dutch Pea Soup on deck, glacier ice cocktails, insightful talks by Glacier Bay National Park Rangers and Huna cultural interpreters, an open bow for viewing, and more.

MSC Stay & Cruise

MSC Cruises has introduced its new 'Stay & Cruise' program, allowing guests to extend their voyage with an add-on package.

The program provides an additional two- or three-nights accommodation before or after a cruise, coupled with a half-day city excursion.

Eleven MSC ships are now offering the new program across five destinations; Athens, Venice, Rome, Miami and New York City.

The offer also features private ground transfers.

Princess' Spellbound is magic most pure



SUSPENSION of disbelief is key to the art of magic - make your audience question the visual deceit unfolding before their eyes.

Princess Cruises' partnership with Magic Castle (**CW** 16 Oct 2023), a private club for bona fide magicians and their guests in Los Angeles, oozes mystery and intrigue, making *Spellbound* one of the most tantalising new themed attractions onboard the new *Sun Princess*.

Spellbound by Magic Castle, which **Cruise Weekly** saw aboard *Sun Princess*, takes passengers into a world of suspense, misdirection and playful whimsy, backed by a menu of 12 exclusive

cocktails available nowhere else.

Up to 30 people at a time can enjoy *Spellbound* each night across up to three seatings, which begins with a four-course set dinner in the main dining room.

Following dessert, guests are escorted to an indiscriminate door adorned with a simple "S" near the main atrium - you'd walk past it every day without realising.

There are no signs directing travellers to the whereabouts of this carefully hidden entry, and guests emerge from another door casually marked as 'crew only'.

Inside, guests are presented with a vaudevillian-style main bar and the story of 'Invisible Isabella'



CRUISE WEEKLY

On Board: Sun Princess

The Dome

One of the standout features of *Sun Princess*, The Dome is an entirely new and unmissable concept perched near the front of the ship.

It's part lounge, part swimming pool, part bar and part theatre, designed to let in as much natural light while also being a state-of-the-art home to Princess' world-class entertainment. No matter what time of day you visit, you'll be drawn to The Dome.

whose apparition plays the piano and even takes song requests.

While awaiting the main event, guests can enjoy a cocktail menu featuring drinks served in bird cages and smoky treasure chests.

A roving magician sets the mood with a variety of clever sleight-of-hand tricks while guests enjoy their drinks prior to the show.

Unlike most cruise ship evening shows, *Spellbound* is no high-energy production packed with dance, pomp and pageantry - this is magic at its purest, delivered without the theatrics.

While the main event is a one-man show, the magic presented is still nothing short of amazing, with simple tricks involving basic props such as string, metal rings, Rubiks cubes and even the audience's own smartphones.

And as you retreat back into the bar, you will be left wondering how you never saw it coming. *ML*

Cruise Calendar

Current ports of call in Australia and New Zealand.

SYDNEY	
<i>Scenic Eclipse II</i>	19 Apr
<i>Scenic Eclipse II</i>	21 Apr
<i>Pacific Adventure</i>	21 Apr
<i>Carnival Splendor</i>	21 Apr
BRISBANE	
<i>Pacific Encounter</i>	20 Apr
FREMANTLE	
<i>Pacific Explorer</i>	19 Apr
AUCKLAND	
<i>Majestic Princess</i>	19 Apr