



### Cruise Weekly today

Cruise Weekly today features three pages of all the latest cruise industry news.

### Allure transformed

ROYAL Caribbean will spend US\$100 million on a major transformation of its second Oasis-class ship, *Allure of the Seas*, ahead of its 2025 season in the Mediterranean.

The major investment will see a redesign of the Caribbean pool deck along with more seating and in-pool loungers.

Dining will also be enhanced with a new Pesky Parrot tiki bar, Playmakers Sports Bar and The Mason Jar Southern Restaurant, both of which already feature on *Icon of the Seas* and *Utopia of the Seas*.

The dry dock will also install the Ultimate Panoramic Suite, situated above the Bridge and offering 200° views.

## Ritz-Carlton eyeing Aussie voyages

THE Ritz-Carlton Yacht Collection is “actively” looking at bringing one of its yachts to Australia, in the wake of the line opening its local office (CW 08 Jul).

Vice President & General Manager Seb Seward (pictured), who recently relocated from the United Kingdom to Australia for the role, said although there are no firm plans in place, there is a strong desire from Ritz-Carlton guests to cruise Down Under.

“There’s no firm plan at the moment, (but) the itinerary planning team are actively looking at it, as they analyse a range of destinations” Seward revealed to **Cruise Weekly**.

“We’ve got Asia Pacific voyages from Hong Kong, Singapore, and Tokyo launching at the end of next year, which I’d say is the first step in terms of bringing our yachts closer to this direction,” Seward added.



“There’s a strong desire; we know that our customers want to want to be able to travel on our ships down here.”

Although adding headcount is also still a while away, Seward said the cruise line is looking to build out a reservation and sales team, to be able to most effectively serve the market.

“I’m hopeful within the next six months or so that we’ll have hired personnel; we’re looking actively on the reservation side and the sales side,” he explained.

“We recognise that to service our customers, our trade partners most effectively...we need to set up a reservation team here.

“We also want to set up a sales presence both more extensively in Australia, but also in Asia as well,” Seward added.

The cruise line’s head said local reaction to the opening of an Australian office for has been “really positive”.

“There’s a lot of knowledge about the Ritz-Carlton brand, and there’s excitement as well with the timing of launching our Asia Pacific itineraries,” he enthused.

“There’s lots of excitement about those established Mediterranean and Caribbean offerings, and our up-coming Northern Europe launch, so we want to be able to effectively speak to our trade partners and get the word out about our unique product.” MS

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## PORTHOLE

**TWO** cruisers have stuffed almost \$150,000 worth of jewellery in their pants during a bender on the high seas.

The pair of “extremely drunk” cruisers stole 10 costly items from a jewellery store on board a ship while she was docked in Southampton in Mar last year, the *Daily Echo* told.

They were found to have walked past the jewellery store and thieved the pieces while passing by, with cruise ship security tracking them down relatively easily once they had identified the culprits.

The two avoided jail for their drunken larceny, with their actions perhaps understatedly labelled “foolish” and “stupid”.

## MSC to reduce emissions by up to 15%

MSC Cruises will see its fleetwide emissions reduced by up to 15% with a new itinerary planning optimisation tool.

OptiCruise, which is set to be introduced in 2026, is a new mathematical model which comprehensively examines numerous factors influencing the planning of each itinerary, to achieve the optimum level of efficiency for a sailing.

It has been developed with research company OPTIMEasy, which will see MSC broaden the scope of its itinerary planning substantially to include sequencing of port calls, departure and arrival times, a ship’s speed, and the appeal and attractiveness of destinations for a vacationer.

OptiCruise also considers shore excursions, as well as operational costs, such as fuel, port charges and food provisions.



*MSC Bellissima* (pictured) was chosen to evaluate the prototype technology over a 12-month period, as the ship sailed between 17 ports in the Mediterranean Sea.

“We have identified and developed this new technology to optimise the decision-making process of itinerary planning, with the aim to further reduce emissions across our fleet from 2026,” Chief Energy Transition Officer Michele Francioni said.

“The OPTIMEasy team

calculates that the average fuel savings made, and emissions reduced by using OptiCruise, are in the range of 10-15%, which is a significant step forward in our ambition to achieve our net zero greenhouse gas emissions target by 2050.”

OptiCruise was developed as part of the European Union-funded Project CHEK, which was established to investigate and trial several low-carbon shipping opportunities, including energy tech and ship designs. *MS*

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## Floating *Treasure* spotted



**DISNEY** Cruise Line has reached a milestone in construction of its newest ship, *Disney Treasure*, with the hull floating out for the first time at the Meyer Werft shipyard in Germany.

The hull reversed out of the construction hall and was moved to a new pier, where fitting work on the ship's interiors will begin.

Alongside Disney Cruise Line executives, the occasion was witnessed by none other than Minnie Mouse herself (pictured).

Everybody involved with the project would have been wishing on more than just a star for a successful transition, with only 90cm of space either side of the hull as she reversed out.

Among the final adjustments made to the hull before her move out was the important tradition - for Disney Cruise Line at least - which saw 2.7-metre tall character sculptures of Peter Pan and Captain Hook installed alongside the name on the stern.

Disney said the addition of the sculptures to the hull are emblematic of the ship's name and signify the spirit of adventure.

*Disney Treasure* features 1,246

staterooms and suites along with highlights including the 230m AquaMouse water slide on the top deck and a brand new 'Guardians of the Galaxy' themed dinner show at Worlds of Marvel.

The new ship will set sail from its new home in Port Canaveral in Dec this year when it begins week-long Caribbean voyages. *ML*

## Star chefs on Swan

**SWAN** Hellenic has launched a line-up of 10 Maris culinary themed expeditions for 2025, each of which will feature a rotation of rising epicurean talent from the JRE-Jeunes Restaurateurs training school.

The voyages will take place in the Arctic, Mediterranean and Europe, each featuring a signature creative dish served for dinner every evening.

Leading up to a grand final gala dinner, Maris chefs will host a cooking demonstration onboard to reveal secrets of their art as well as lead food-themed shore excursions to explore local hunting, fishing and farming specialities.



## CLIA UPDATE

with Joel Katz  
MD, CLIA Australasia

### A master among agents

CLIA'S professional development program is about giving travel agents the skills they need to succeed, and the pinnacle of our education offering is the prestigious Masters Program.

Applications to join our Masters intake for Sep will close at the end of this month, so now is the time to step up for an incredibly rewarding career opportunity.

Masters is the highest level of accreditation a CLIA member can attain, and it is open to CLIA travel agents who have already achieved Ambassador status.

It is a six-week online program, designed to help agents to forge a unique position in a competitive retail landscape.

It takes them into an environment beyond day-to-day selling, helping them to pursue new revenue streams and create a unique brand differentiation.

It's not about providing additional cruise product training, but instead puts a focus on business development and creating strategies to build sales.

It will help agents identify and leverage their strengths in business, learn new marketing techniques, develop new technology and social media skills, and gain greater influence over customer interactions.

To learn more, visit the CLIA Masters Program **HERE** and watch videos by existing Masters.



## Final T24 tickets

**LAST** tickets to Travel24 - an exciting new event by *Cruise Weekly's* sister title, *Travel Daily* - are selling out fast.

The new event, taking place tomorrow at the Sofitel Darling Harbour in Sydney, features an extensive speaker line-up and will be attended by more than 200 industry executives from across the travel landscape.

**CLICK HERE** to grab tickets.