



CRUISE

WEEKLY

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Friday 9th Aug 2024

Cruiseeco's Eclipse

TRAVELLERS can save up to \$6,000 per stateroom on Cruiseeco's 2026 Solar Eclipse package, a 10-night package which will position guests to view the first solar eclipse to cross Spain in 121 years.

 Wendy Wu Tours.

JAPAN BY LAND & SEA

24 DAYS CRUISE & TOUR HOLIDAY



SAVE
\$1,200
PER COUPLE

ON ALL DEPARTURES

DISCOVER MORE

Silversea's quiet rebrand

EXCLUSIVE

SILVERSEA has quietly dropped 'Cruises' from its name as it refines its brand offering into land-based wellness and fine dining experiences to complement its established core cruise product.

"We gradually want to become an experiential travel company, not necessarily only cruise, and that comes with a big evolution to our product," Radwanski (pictured) said on stage at Travel24 in Sydney yesterday.

The subtle rebrand and move into wellness complements Silversea's S.A.L.T. fine dining program (CW 28 Oct 2019), which allows guests to not only indulge in culinary experiences onboard but visit wineries, dine at local restaurants and enjoy market trips depending on their location.

Radwanski said the evolution had been designed due to a defined shift in the post-COVID affluent customer wanting to "escape into the world".

"In the past, the definition of a luxury customer, whether [they were] cruise or non-cruise, was if you had money, you wanted to separate yourself from the rest, go to a secluded island, have your villa and not see other people.

"Post-COVID trends that we see: people want to live like locals, people want to party like locals, and they want to eat like locals, and that's what we are trying to roll out," Radwanski added.



Silversea's S.A.L.T. program is in the process of being more widely rolled out in Australia and will be in full bloom when one of the line's newest ships, *Silver Nova*, arrives in Sydney on 04 Dec.

One of the highlights for guests on *Nova's* upcoming season will be the chance to dine at three-Michelin-starred chef Analiese Gregory's 10-seat foraging themed restaurant in Tasmania.

"She will be cooking meals for our guests and creating the whole experience," Radwanski said.

"This is what people are willing to pay and brag about when they come back from cruises." ML

Celestial on land

AGENTS can now book pre- and post-cruise hotel stays with private transfers for clients embarking on Celestial Cruises from Athens.

The new functionality comes via a major update to its trade booking portal, with available hotels all four-star and above.

Transfers to and from Athens Airport are also included.

The service can be booked on all remaining 2024 itineraries including the 'Iconic Aegean', 'Idyllic Aegean', 'Steps of Paul' and 'Heavenly Adriatic'.

The line said plans are in place to expand the service to Arabian Gulf cruises but are on hold due to the ongoing war.

Cruise Weekly today

CRUISE Weekly today features two pages of all the latest cruise news including a photo page from **Travel24**.



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Friday 09 August 2024

CRUISE Weekly's sister masthead **Travel Daily** hosted its inaugural Travel24 conference yesterday in Sydney.

Attendees from around the cruise and travel industries turned out in force, with one of the highlights of the day the "future of cruise" panel, moderated by **CRUISE Weekly** Editor Myles Stedman.

The conference was opened by Federal Minister for Trade and Tourism, Don Farrell, while guests also heard from DEI expert, Azure Antoinette, as well as MSC Cruises' Lisa Teiotu, Silversea's Adam Radwanski, and more.

Cruise takes centre stage at Travel24



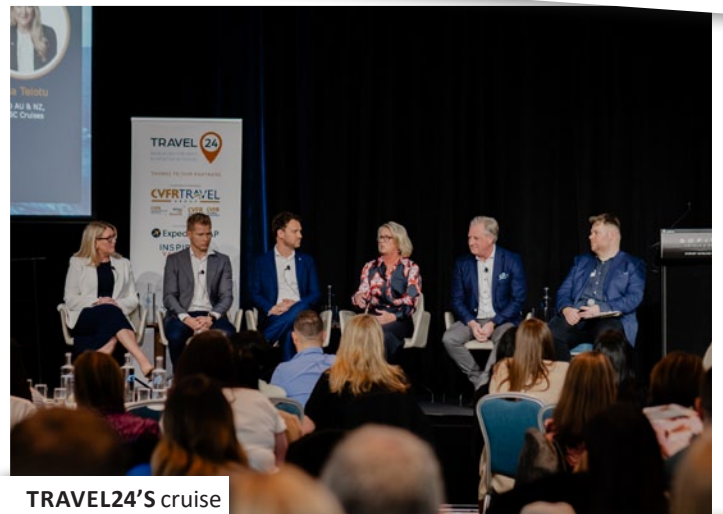
THE future of ocean cruising panellists: Lisa Teiotu, MSC Cruises; Adam Radwanski, Silversea; Dave Humphreys, Royal Caribbean; Jill Abel, Australian Cruise Association; and Peter Little, CLIA Australasia/Carnival Australia.



THE MSC team.



JILL Collins, Barking Owl Communications; Travel24 headline speaker Azure Antoinette; and Jodie Hart, Regent Seven Seas Cruises.



TRAVEL24'S cruise panel in action.

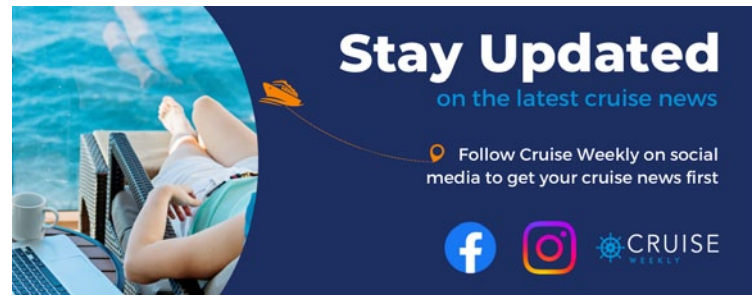


MINISTER for Tourism, Don Farrell, opens the conference.



THE Royal Caribbean International team.





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PORThOLE

THE Seine is one of the most popular river cruise destinations in the world right now, but imagine taking a cruise with...Gina Rinehart?

That was the pleasure Australia's medal winners at the Olympics received recently, when the mining magnate invited the medallists onto a luxury restaurant boat.

Rinehart pours millions of dollars of sponsorship into swimming, rowing, and volleyball, as well as the Australian Olympic Committee, and the athletes are clearly aware, as the party was well-attended, according to the *Sydney Morning Herald*.

Then again, who would turn down a gourmet meal crafted by culinary icon, Alain Ducasse?

DCL Cruise Stars

CRUISECO'S Cruise Stars sailing for this year has been announced, with winning travel advisors set to sail with Disney Cruise Line (DCL).

This year's top agents, the highest-selling consultants for the 2024 fiscal year, will set sail on *Disney Wonder* in Nov.

Winning advisors are being contacted this week with their invitation to attend.

One bonus space is also available on the Cruise Stars fam, to be awarded to the top DCL seller across Aug and Sep.

Explora takes Monaco pole



EXPLORA Journeys will occupy pole position at the 2025 Monaco Formula 1 Grand Prix, with the line's second ship, *Explora II*, set to dock just 150 metres from the principality's racetrack.

The ship will be berthed at Monaco's famous Port Hercule throughout race week, just beyond the F1 paddock, offering travellers prime access to the city during its most important annual showpiece event.

Onboard, travellers will have access to a range of special events as part of Explora's multi-year sponsorship with Formula 1 via its parent, MSC Group.

Guests can now book a range of exclusive Formula 1 experiences onboard *Explora II* including grandstand tickets, or register interest in the F1 Paddock Club.

Executive Chairman of the MSC Group's Cruise Division, Pierfrancesco Vago, said he was looking forward to showcasing *Explora II* for the first time during the Monaco Grand Prix weekend.

"This is one of the most prestigious events in the calendar,

and it is only fitting that this would be where we offer sporting enthusiasts an unforgettable experience that brings together the world of motor sports with the luxury of maritime travel."

Formula 1 Group CEO, Stefano Domenicali, said Formula 1 was "all about striving to offer our fans new and incredible experiences that align with our values and elevate our sport". *ML*

The Formula 1 boss is **pictured** above left with Pierfrancesco Vago, MSC Group.

Southern serenade

ROYAL Caribbean will offer round-trip cruises to the Southern Caribbean departing from Colombia and Panama between Oct 2025-Apr 2026.

The line will deploy *Serenade of the Seas* to the region for the seven-night voyages which will depart from Cartagena, Colombia and Colon, Panama.

Ports of call for the voyages will include the ABC islands of Aruba, Bonaire and Curacao.

Signature cruising

TRAVEL agents in Australia and New Zealand can now access a range of exclusive cruise benefits through a new cruise program launched by Signature Travel Network.

Perks include bonus onboard credit, pre-paid crew gratuities, pre- and post-cruise hotel stays and special onboard events, plus agent benefits such as enhanced commission.

The new initiative builds on the network's Australia International Affiliates program launched in 2015, which includes access to more than 1,300 luxury hotels.

Cruise Calendar



Current ports of call in Australia and New Zealand.

SYDNEY	
<i>Pacific Adventure</i>	09 Aug
<i>Pacific Adventure</i>	13 Aug
BRISBANE	
<i>Pacific Encounter</i>	10 Aug
<i>Pacific Encounter</i>	14 Aug
AIRLIE BEACH	
<i>Pacific Encounter</i>	12 Aug
BROOME	
<i>Coral Adventurer</i>	09 Aug
<i>Coral Geographer</i>	10 Aug
<i>Le Laperouse</i>	12 Aug
DARWIN	
<i>Le Jacques Cartier</i>	10 Aug
<i>Seabourn Pursuit</i>	10 Aug
<i>Heritage Adventurer</i>	11 Aug
<i>Coral Discoverer</i>	15 Aug
AUCKLAND	
<i>Coral Princess</i>	15 Aug