



# CRUISE

## WEEKLY

*delivered daily!*



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### Cruise Weekly today

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

### Shining the Pearl

**PASPALEY Pearl** by Ponant will be introduced to the trade tomorrow, in a session with Destination Webinars.

Expedition Leader Jamie Van Jones will hold a 30-minute update followed by a Q&A session to discover the itineraries, excursions and opportunities on board *Paspaley Pearl*, which late last month completed her sea trials in Fremantle Harbour.

The webinar will take place at 12pm, with a \$50 gift card to be given away - [CLICK HERE](#) to register and for more info.

*Paspaley Pearl* will commence operations in East Indonesia in Jan, with just 30 guests and 21 crew members.

## Disney adds four more



**DISNEY** Cruise Line (DCL) has announced its fleet expansion, adding four new ships.

This additional vessels, announced yesterday, are already in development, and continue a period of unprecedented growth for one of Disney Experiences' most thriving businesses.

The ships will be delivered between 2027 and 2031, and will bring the total size of the fleet to 13.

Their names, designs, and itineraries are still in development, DCL said.

"Disney Cruise Line is

consistently the top-rated cruise line for families because it offers something for everyone," Chair Disney Experiences Josh D'Amato said at Horizons: Disney Experiences Showcase.

"Expanding our fleet gives more people, in more parts of the world, the opportunity to experience a vacation at sea like only Disney can provide."

The company's President New Experiences & Disney Signature Experiences Thomas Mazloum said the growing fleet will further strengthen DCL's position as a leader in family cruising.

"Disney Cruise Line is a shining example of the diversity and breadth of experiences that make up the Disney Experiences portfolio - bringing together our signature Disney service, storytelling and innovation.

"[DCL] has produced strong returns on capital investment, thanks to high-quality experiences, generating strong guest satisfaction ratings and consistent demand: occupancy reached 97% across its five ships in Q2 2024." MS

### Princess screenings

**BEETLEJUICE** *Beetlejuice* will be screened by Princess Cruises and Air Canada around Australia as part of a trade engagement series.

RSVP [HERE](#) for one of the six events around the country.



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MSC Cruises has been a partner with Formula 1 for two-and-a-half years (CW 22 Mar 2022) and is now expanding that association into an upcoming movie based on the sport.

The highly anticipated *F1* stars Brad Pitt, Javier Bardem, and of course, MSC, with the cruise line's name and logo to feature in the movie, including on the team's gear, and on the race track.

The film, which is now 10 months away from release, was shot during actual F1 Grand Prix weekends, and will depict fictional team APXGP competing against the sport's heavyweights on the grid.



## Plug-in power fails to fire

EXCLUSIVE

**CRUISE** Lines International Association Chair Peter Little (pictured) says the cruise industry is practically begging for greater access to LNG fuels so it can put its investments into compatibility to real and actual use.

Speaking during the 'Future of Cruise' Panel at Travel24 last week, Little said the global response to the fuels of tomorrow at an acceptable scale is lagging, and cruise lines can't use technology they have invested in.

"So it's not for a want of the drive of the cruise industry to improve [its] sustainability, it's more around the availability of these fuels," he said.

Little then turned his attention to shore power and the vast chasm that stands between those ships able to plug in, and the number of global ports offering shore power capability.

"Globally, 2% of ports have shore power capabilities, yet by 2028, 88% of cruise ships will be able to plug in," Little said.

"So these are hindrances to our ability to continue to meet the goals we've set as an industry for



2050 and we need to continue to collaborate with destinations, with governments, and within our industry to make sure that we're on the right path to get us to 2050."

Little's comments were echoed by Australian Cruise Association Chief Executive Officer Jill Abel, who said it has taken many years to get governments at all levels to understand the value of cruise to the national economy.

Abel said the unavoidable reality of Australia's geography and remoteness makes developing infrastructure such as shore power extremely expensive, which is a persistent challenge.

Speaking on the same panel, Silversea MD Adam Radwanski said conversations on shore power regulation need to be connected to expedition cruising, climate change and wildlife preservation. *ML*

## SH agent solution

**SWAN** Hellenic is the latest cruise line to partner with Approach Guides, launching its own marketing solution for travel advisors.

The system empowers agents to create instantly personalised content experiences of itineraries for quality leads and fast, confident sales.

The new solution features instantly co-brandable marketing pages, known as "content experiences," which showcase Swan Hellenic's itineraries, onboard experiences, destinations, ships, and latest promotions.

Advisors can leverage AI to create personalised content experiences through QR codes at all client marketing touchpoints - website, e-mail, social media, and even in-person events.

These experiences employ built-in calls to action that drive leads directly to advisors.

The service is available immediately, with partners able to get started by **CLICKING HERE**.

## Discover the all new *River Cruise Special Report*



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