



CRUISE

WEEKLY

delivered daily!



cruiseweekly.com.au
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Tuesday 27th Aug 2024

Cruise Weekly today

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

RSSC event series

REGENT Seven Seas Cruises (RSSC) is hosting a local event series for travel advisors to showcase its 2026-2027 Voyage Collection.

The events will showcase a variety of new itineraries featuring opulent sailings on board RSSC's fleet.

Trade partners and their clients are invited to the capital city and rural hub events, which will be hosted in locations such as Newcastle, Sydney, Brisbane, the Gold Coast, Melbourne, Geelong, Adelaide, the Sunshine Coast, Perth, and more.

The roadshow will take place from Sep through Nov - [HERE](#).

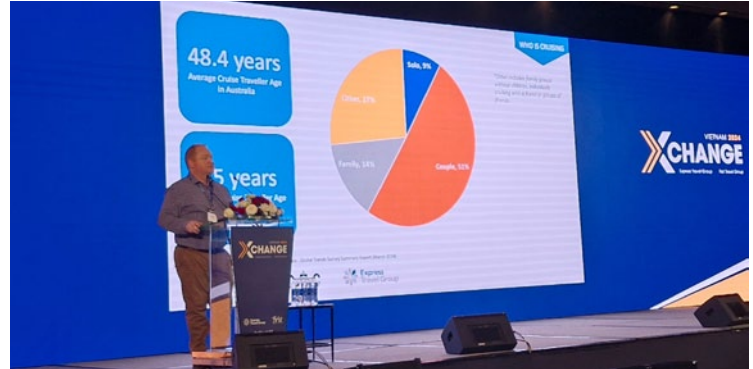
Cruise the gift that keeps on giving

CRUISE offers advisors one of the most renewable sources of bookings in the travel industry, Creative Cruising Sales Manager David Ninham believes.

The Creative Cruising executive spoke at Express Travel Group's annual conference in Vietnam last week, and revealed to attendees the stunning repeat rates witnessed in the sector.

"Twelve percent of all cruisers sail at least twice a year, and 10% of all cruisers will take a cruise three to five times a year...82% of cruisers who step aboard a ship want to cruise again" he divulged.

"Cruise lines have that amazing capability of selling...so when [your client is] about to [sail], tell them, 'go down and go see the next cruise department, get in there and see the presentations, get your next booking', because it funnels its way back through to you," Ninham added.



A ship's future cruise department also often contains exclusive deals for those on board, making it an ideal win-win for both advisor and passenger.

"Usually within the next three-to-five years, [a cruiser is] sailing again, so cruising is one of our programs which cycles through... you [have to] jump on and keep it going," Ninham added.

Creating a pipeline of future cruise bookings will be even more

important as the domestic cruise industry takes a hit, with brands such as Cunard Line and Princess Cruises reducing tonnage out of the country.

"We are losing over 30% of the actual capacity moving forward, that is a scary thought," he said.

"We now have to start looking further afield to try and find those bargains for people, because it's going to sell out very quickly here in Australia." MS

NCL'S 2026 EUROPE SEASON IS HERE

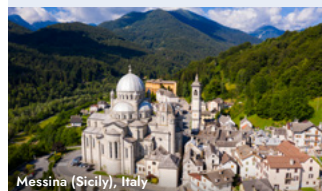
NCL's newly released 2026 Europe season is now open for sale! Your clients can choose from 8 spectacular ships sailing across Europe, including the all-new Norwegian Viva cruising the Greek Isles, Baltic cruises from Helsinki for the very first time, plus incredible repositioning voyages allowing your clients to sail from one continent to another on a journey of a lifetime.



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London (Southampton), Edinburgh (Newhaven), Inverness (Invergordon), Portree, Belfast, Liverpool, Dublin (Dun Laoghaire), Cork (Cobh), Portland, London (Southampton)

CALL 1300 255 200 TO BOOK

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REHO Travel Chief Executive Officer Karsten Horne professes to have proudly displayed his beloved Western Bulldogs' colours in more than 100 countries, and recently took what is perhaps one of the most iconic photos ever taken with the famous red, white, and blue jersey on.

Horne was recently a guest on board a Quark Expeditions Arctic cruise, where he completed the polar plunge while kitted out in the Footscray jersey.

He posted the photo to LinkedIn yesterday, saying he'd hoped to save it up for when the Dogs made the finals - which they did, confirming their spot on the weekend.



MRPS' double delight

MURRAY River Paddlesteamers (MRPS) has announced its current ship *Emmylou* will steam on next year, alongside the cruise line's new five-star vessel (**CW** 27 May), meaning it will offer two overnight ships for the first time.

APT Travel Group will now exclusively cruise 38 sailings on *Emmylou* in 2025-2026 under its Travelmarvel brand.

Emmylou will offer a brand-new four-night itinerary round-trip from Echuca from 12 Aug 2025, with Travelmarvel exclusively selling a number of four-night cruises per month, coupled with extended land touring.

This is in addition to APT's 31 seven-night sailings of the new \$6.75 million *Australian Star* (render **pictured**) for 2025-26, announced in Feb (**CW** 19 Feb).

The new journeys will go on sale from next month.

"Huge demand for APT's charter cruises on the new *Australian Star* from Jun 2025 prompted Travelmarvel to also exclusively charter *Emmylou* for 38 four-night



cruises from August next year.

"The stunning success of our collaboration with APT shows there is huge demand for premium, overnight river cruises in Australia."

Burgess said *Emmylou* will undergo maintenance and refurbishment from Jun to Aug next year, after the new *Australian Star* commences operations next Jun.

The new ship will offer three, four, and seven-night sailings from Echuca.

MRPS is currently offering savings of 10% for *Emmylou*'s remaining three, four and seven-night sailings from Jan to May, when her current program ends, with twin share fares available from \$1,800 per person. *MS*

Goldman hires

ELIZABETH Clarke will step into the role of Director of Cruise for Goldman Group, the company announced yesterday (**TD** breaking news yesterday).

Clarke will be based in Brisbane at The Cruise Centre by Travelcall, from where she will spearhead efforts to amplify cruise sales across all Goldman businesses.

She has been a cornerstone in driving and maintaining robust cruise sales for Goldman since the company purchased The Cruise Centre in 2017 (**CW** 24 Oct 2017).

"Announced as a Virtuoso Cruise Icon, Elizabeth stands out as one of Australia's premier cruise experts," MD Anthony Goldman noted.

"Her unparalleled knowledge and experience will be crucial in optimising our advisors' cruise sales enabling future growth as we attract new cruise clients," he added.

Goldman Group also announced Anna Davies has been named Director of Leisure, and will oversee The Cruise Centre.

Discover the all new *River Cruise Special Report*



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Cruise Weekly is Australasia's leading travel industry cruise publication.

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