





cruiseweekly.com.au cruiseweekly.co.nz Monday 16th Dec 2024

### Cruise Weekly today

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

### Third time's a charm

**EXPLORA** Journeys has announced its summer 2026 journeys collection aboard Explora I, Explora II, and the upcoming Explora III.

The luxury line will sail new itineraries across Northern Europe, Iceland, Greenland, and the east coast of the United States and Canada, including New England.

Explora III's maiden voyage will set sail on 07 Aug 2025 from Barcelona to Lisbon.

Meanwhile, Explora I and Explora II will sail new itineraries in the Mediterranean, offering guests a range of new destinations and new experiences.

# Le Jacques Cartier visits Esperance

**PONANT'S** Le Jacques Cartier (pictured) docked in Esperance for the first time late last week. as part of her 14-day maiden voyage along Australia's south coast, travelling from Fremantle to Hobart.

Le Jacques Cartier stopped in Esperance on Fri, kicking off the town's 2024-2025 cruise season.

A number of Le Jacques Cartier's 95 passengers explored the town themselves, while others joined a scheduled tour, which included a walk along Twilight Beach, and a trip out to Esperance Stonehenge.

Local representatives welcomed Le Jacques Cartier on her maiden call in Esperance, emphasising smaller expedition ships strike an effective balance, by bringing economic benefits while respecting the town's capabilities.

"Ponant attracts discerning travellers seeking authentic experiences, aligning perfectly



with Esperance's offerings and infrastructure," the town's Tourism Development Manager Annabelle Hender explained.

"These visits boost our economy while preserving our town's character," she added.

The Esperance Chamber of Commerce & Industry is also launching a new program to elevate the cruise passenger

experience for future visits.

Activat8 Esperance, which is sponsored by Tourism Western Australia, will run from the Feb to Jun cruise season, and will feature a hop-on/hop-off bus, which was utilised by Le Jacques Cartier passengers on Fri.

There will also be live music, bustling markets, and a vibrant fashion parade. MS

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## Moon to rise in Australia in 2026/27

**SILVERSEA'S** *Silver Moon* will set her course for Australia for the first time, as part of 230 new voyages for 2026/27.

The program, which is open for sale now, includes 131 expeditions and 99 ocean sailings, taking guests to every continent, and more than 400 destinations in almost 90 countries.

Moon will offer seven itineraries between Nov 2026 and Mar 2027, including two longer sailings which combine the Australian coast with Indonesia.

Moon will visit Sydney, Melbourne, and Cairns, and offer the chance to admire the Great Barrier Reef by helicopter.

Silversea will also operate 10 new itineraries in the Kimberley aboard *Silver Cloud*.

The ship will sail 10-day round trip voyages from Darwin, allowing guests to enjoy a range of immersive shore excursions,



including helicopter tours, birdwatching, Zodiac cruises, wildlifespotting, and guided cultural tours to learn about indigenous art and culture.

Guests wishing for a longer cruise can join a 17-day exploration of the region, which will combine the Kimberley with Western Australia, and feature a visit to the UNESCO World Heritage Site of Cape Peron.

Cloud will also host guests on a 76-day Grand South Pacific Expedition, spanning 11 countries, including Australia.

Other highlights for the season include the cherry blossom and spring/fall foliage in Japan, and Rio Carnival.

All ocean-going ships will offer S.A.L.T. culinary experiences ashore for the first time during the season. *MS* 

### Still Holliday-ing

**OUTGOING** Port Authority of New South Wales Chief Executive Philip Holliday will continue on as Australian Cruise Association (ACA) Chair, despite the announcement of his departure from his job last week (*CW* 13 Dec).

The ACA recently endorsed Holliday's position as an independent Director, with the Port Authority of NSW to also retain its spot on the board.

This will be filled at a later date, the ACA confirmed.

Holliday will continue on with the Association's board until at least the next annual general meeting in Sep, as confirmed following the organisation's most recent conference (*CW* 20 Sep).

*Cruise Weekly* has reached out to the Port Authority regarding its plan for its spot on the ACA board.



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CARNIVAL Cruise Line Brand Ambassador John Heald has poured cold water on the suggestion the company should ban phones and tablets at its dinner tables.

Heald was responding to a message received on his Facebook page, which suggested children who are pacified with their phone at the dinner table had not been raised correctly.

"Carnival should set a precedent that would set Carnival apart from other cruise lines...seeing families all on their phones at dinner is appalling...my children never ask for their phones or tablets on a cruise," the comment said.

Heald, while respecting the cruiser's view, reminded them it is not Carnival's responsibility to parent children on its ships.

"For some parents it is easier to get a child to eat a plate full of kale," Heald said.

### Compass to show the way

**CELESTYAL** Cruises has boosted its travel advisor support over wave season with a new trade portal, Celestyal Compass.

The platform was launched globally last week to deliver on Celestyal's commitment to continually invest in ways of working with the trade.

It will include the new Celestyal Campus, which will feature training modules, focusing on areas such as an overview of the cruise line, life

on board its two-ship fleet, key itinerary information, shore excursions, and advice on how to grow sales.

The more modules advisors complete, the more stars they earn, resulting in exclusive benefits from Celestyal.

The portal will also be a single reference point for advisors to find all marketing assets and information on the latest offers and campaigns - sign up at CelestyalCompass.com.

"The launch of the Celestyal Compass is a milestone moment in both our digital and trade



### **Current Campaign**



strategy," Director E-Commerce Tim Locke declared.

"It includes everything that agent partners - who we are calling our Celestyal Navigators - need to learn about our ships and the onboard experience, itineraries and much more, all at their fingertips in an easy-to-use platform," he added.

"By launching in time for wave, we're giving agents the best possible chance of boosting their sales during this key time of year," Locke said.

Celestyal has also introduced a new consumer-facing website, as part of its plans to boost its digital presence, which will offer more resources and improved user navigation function. MS

### Welcome to Ilma

**THE** Ritz-Carlton Yacht Collection has formally welcomed its second of three luxury yachts, christening *Ilma* at a glittering ceremony in Fort Lauderdale late last week.

Among the dignitaries at the event was the line's Chief Executive Officer & Chair Jim Murren, CFO Ernesto Fara and Captain Magnus Bengtsson, along with employees from the local head office.

The traditional breaking of a champagne bottle on *Ilma's* hull was carried out by a team of the ship's shipboard and shoreside ladies, who served as a group of godmothers to the 224-suite vessel.

Ilma completed its maiden voyage earlier this year, sailing from Monaco to Rome, and now joins sister ship Evrima in the Caribbean for the peak 2024/25 northern winter.

For summer 2025, *Ilma* will again cross the Atlantic to mark Ritz-Carlton's debut in Northern Europe, where she will call in ports including Amsterdam, Stockholm, Copenhage, and Reykjavík.



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