



Cruise Weekly today

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



On location on board *Resilient Lady*

Today's issue of CW is coming to you from on board Virgin Voyages as we meander down the east coast on a four-night Tasmania adventure.

FORGET everything you think you know about cruise ship entertainment when you venture into the Red Room on Virgin Voyages' *Resilient Lady*. It's easy to see why cruisers have been raving about Persephone - one of Virgin's premiere shows, and one of the highs of our first day aboard.

Oceania offers spur strong bookings

TRAVEL advisors are helping Oceania Cruises survive market and economic pressures, Senior Vice President Global Sales Nikki Upshaw told *Crusie Weekly*, as the line continues to see sturdy booking demand.

Oceania's hefty sales numbers are prompted by some of the cruise line's numerous offers in market, which allow advisors to "start the conversation" with their clients, Upshaw explained.

"We've continued to see strong booking demand, and that's somewhat prompted by an attractive offer to start the conversation going," she said.

According to Upshaw, Oceania's partners believe a special incentive, value-add or savings offer often sparks initial interest.

"The trade has been incredibly supportive, because it helps them introduce Oceania to other cruisers that are on other lines,"



she said.

Upshaw noted these offers have seen a high new guest quotient booking with Oceania.

Vice President International Sales Jason Worth told *CW* other factors seeing guests rush to Oceania include a more competitive airline environment and rising hotel prices.

"Flights have gotten a little competitive, so that is a bit of a headwind for all travel

businesses," he said.

"There's more competition, that's creating a little more benefit so people have more money to spend elsewhere... that'll help the whole market, the whole travel industry.

"There's also a trend of hotel offers being so expensive, so there's a lot more interest in cruise from the typical non-cruiser," he added. *MS*

Pictured: *Riviera*.



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GOLD COAST | Thursday 14 March

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IS IT a bird?
Is it a plane?
Or is it...the world's largest flying boat?

Say hello to the Martin Mars water bomber, a giant flying boat with a 61-metre wingspan and four engines.

For a cool US\$5 million, you can buy one all for yourself.

The Martin Mars was originally built in World War II for the United States Navy and only seven were constructed.

These beasts are capable of scooping up 3,800 litres of water in 32 seconds, enough to douse more than 4,000m².

Now there are only two of these air tankers left in the world: the *Philippine Mars*, which is intact, but not airworthy, and the *Hawaii Mars*, which was built in 1945 and is still operational – that's the flying boat that you can purchase now on the Platinum Fighter Sales website.

New RCI Oasis vessel

ROYAL Caribbean Group has signed an agreement with French shipbuilder Chantiers de l'Atlantique for its next Oasis Class ship, the seventh to be built.

The vessel will be delivered to Royal Caribbean International (RCI) in 2028, contingent upon financing, which is expected to be completed later this year.

The much-speculated ship is in addition to the new class RCI confirmed it was developing last month during *Icon of the Seas'* inaugural sailing (**CW** 23 Jan).

"While we eagerly anticipate the debut of Royal Caribbean's *Utopia of the Seas* this summer, we're already dreaming up her sister ship and the next installation in the brand's extremely popular Oasis Class," said Royal Caribbean Group Chief Exec & President Jason Liberty (pictured).

"Across our three brands, we are focused on continuously challenging ourselves to deliver the ultimate vacation experience," he added.



RCI Chief Executive Officer & President Michael Bayley said it is an exciting time for the line.

"We have an incredible partner in Chantiers de l'Atlantique to bring to life the lucky seventh Oasis Class vessel of what is a remarkable class," he said.

Chantiers de l'Atlantique General Manager Laurent Castaing said the order signals continued confidence in the partnership between the two which "has delivered some of the most innovative ships at sea."

"We look forward to building upon this relationship as we help bring this ship to life." **MS**

Oceania's new mag

OCEANIA Cruises has announced the inaugural issue of its *Your World* magazine.

The new title is being sent to past guests this month, as well as travel advisors and potential future passengers.

The luxury travel magazine has been created to "encourage discerning travellers to explore new destinations," Oceania said.

Hui-Miller joins BPG

CRUISE Weekly is delighted to welcome Jo-Anne Hui-Miller to Business Publishing Group as the firm's new Associate Publisher.

Hui-Miller has years of experience in business-to-business publishing and media, and was most recently a director with The General Store.

She was previously Managing Editor at Inside Retail Asia-Pacific for six years.

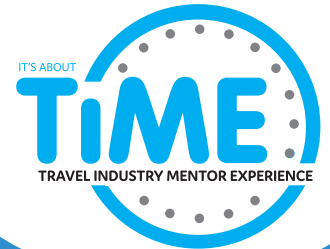


CRUISE WEEKLY

On Board: *Resilient Lady*

Pink Agave

Located on *Resilient Lady's* deck 5, a melting pot of Mexican flavours come together at Pink Agave into a menu that will make your tastebuds dance. With a highly exotic and tempting drinks menu, staff may recommend a margarita to get started, and the generous tequila dose sure does that. Try all of the small plates, get two or three medium plates to share, choose a main, and you can't go wrong.



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