



Cruise Weekly today

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

Atlas high mark

ATLAS Ocean Voyages has announced a record sales performance last month, with bookings reaching unprecedented levels.

A robust start to the year and expanded itinerary availability into 2026 drove interest and heightened awareness to Atlas, with President & Chief Executive Officer James Rodriguez also attributing the growth to strategic initiatives and strong partnerships.

"Our 'Second Guest Sails Free' promotional offer has driven interest and heightened awareness around Atlas Ocean Voyages...2024 will be a record year," he said.

RCI cooking up a winning formula

ROYAL Caribbean International (RCI) President & CEO Michael Bayley revealed the winning formula to the cruise line's newest ship, *Utopia of the Seas*, during an onboard press briefing this week.

"The reason why it works so well is its size and neighborhoods," he observed - the same reason *Icon of the Seas* has also been so successful.

"A family can come to an Oasis-class ship, and everyone has got something to do and be excited [about] during the day, and then in the evening, everybody can come together in one of our restaurants to have a great family meal, a date night or just a burger, and then they have a fantastic show.

"It's kind of the perfect family vacation...I think that's really the formula, that this works well for this class."

The first Oasis-class ship launched about 15 years ago, but Bayley believes it continues to be a product worth investing in for the future.

"I was on *Oasis of the Seas* two weeks ago in the Mediterranean for the annual President's Cruise...this kind of ship for the RCI has been a true game changer, and its level of satisfaction for the customer is epic," Bayley added.

"It just consistently delivers every single time and it ages so well...we've invested in these ships, and we continue to invest."

Utopia is also the first Oasis-class ship to enter the short break market for RCI, aimed at three- or four-day holidays.

Typically the cruise line's older hardware features in the short-break market, but RCI changed that strategy some years ago and started investing its premium

ships into the space.

"It's a giant on-ramp for new-to-cruise," Bayley added.

"The percentage of new-to-cruise that will sail on *Utopia* is fantastic because it's a perfect product...it's a short product, so people don't have to commit so much time and money on a longer experience."

RCI, like many of its competitors, is also trying to target the younger demographic, which is clear from its big focus on partying, including the recent addition of adults-only Hideaway Beach at Perfect Day at CocoCay.

Bayley described the new destination at RCI's private island as "a runaway success".

Next year, the adults-only Royal Beach Club will open in Nassau in the Bahamas, featuring what Bayley described as "the world's largest swim-up pool bar", as well as private cabanas. *JHM*

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A&K's Pure Amazon

AURORA Expeditions is supporting the identification of pollution from space, harnessing satellite imagery to detect marine plastic and hydrocarbon pollutants in remote locations.

The line has partnered with mapping technology Eyesea, and spectrometry pioneer Grundo, in the Northwest Passage to report and recover pollutants such as rope in Greenland, and even a plastic bag on Parry Island in Canada.

The technology is soon set to be deployed in the Galapagos Islands, with hopes the expedition sector can continue to boost the benefit it provides to humanity.



PURE Amazon is the name of Abercrombie & Kent's (A&K) new Peruvian riverboat, which was announced earlier this year (**CW** 17 Apr).

The riverboat is planned for launch mid next year, with pre-registration open now, and sales opening next month.

Pure Amazon will be featured on A&K's Small Group Journeys and tailor-made itineraries, including three- or four-night itineraries, or a combination of both on a seven-night cruise.

The riverboat was designed by A&K's architect Adriana Granato, of the Milan-based architecture practice, Studio Ibse.

Pure Amazon's 10 suites and two single staterooms showcase handcrafted furnishings made from locally sourced materials, while expansive windows frame the ever-changing riverscapes.

Meanwhile, the wellness room offers treatments inspired by traditional Amazonian healing practices, while yoga sessions on the observation deck provide a serene start to each day.

The onboard gym will also feature state-of-the-art

equipment and river views.

A&K's expert guides will lead daily excursions illuminating the Amazon's iconic wildlife to immersive cultural experiences with local communities.

Passengers can embark on guided nature walks to spot sloths, monkeys, and pink river dolphins, while exclusive visits to local villages offer a window into traditional ways of life and the opportunity to support community-led conservation.

Pure Amazon also offers an array of exhilarating experiences, including kayaking through winding tributaries, fishing for piranha in the Samiria River or joining a night excursion to witness nocturnal creatures.

The ship will also feature skiffs, aboard which passengers can enjoy a sunset cocktail or a sunrise breakfast.

"Our first riverboat in Latin America is an exciting new chapter in A&K's legacy of luxury expedition cruising," Chief Executive Cristina Levis said.

Guests can register their interest in *Pure Amazon* **HERE** or through their travel advisor. *MS*

Celestyal dining

CELESTYAL Cruises is revamping its drinks and dining, with many of the changes to bring Australian food and coffee on board.

The cruise line's new culinary offering will see it introduce a dedicated barista cafe; matcha-infused cocktails, among others; and more.

The company's two new ships, *Celestyal Discovery* and *Celestyal Journey*, will feature a new Mediterranean-style brasserie, Grill Seekers, which will include Australian lamb chops, Brazilian Picanha steak, American Wagyu, Argentinian black angus beef, and Danish pork tomahawk.

A selection of seafood, including an Aegean fish, Cuban lobster and jumbo shrimp, will also be available for dinner on both ships.

Pink Moon restaurant, exclusive to *Journey*, features a revised Asian-inspired menu, complete with ramen and noodle bowls.

There will also be a new onboard cafe, Cafe Nation, in partnership with Illy.

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