



Cruise Weekly today

CRUISE Weekly today features three pages of all the latest cruise industry, plus full pages from:

- CLIA
- ATIA

Expedition is here

CRUISE Month is exploring new opportunities in expedition cruising, as the third of CLIA's weekly themes rolls around.

"The number of people taking expedition cruises has risen by more than 70% since 2019, reflecting the incredible opportunities available on expedition ships in some of the world's most remote destinations," CLIA Managing Director Joel Katz said.

"Travellers are hungry for unspoilt locations and cultural authenticity, and many are looking to expedition cruises as a way to discover places that might have once seemed out of reach."

Katz said cruise lines have been investing heavily over recent years to introduce new and more advanced expedition ships, often with pioneering environmental protections and sustainability initiatives.

CLIA's Cruise Month initiative runs throughout Oct, and includes an expanded social media campaign using the hashtag #LoveCruise - see **page 4** for more information.

Cruise key for NSW: Graham

THE cruise industry is of great importance to the Government of New South Wales, Minister for Tourism John Graham told **CW**, at a time during which the state plans its Visitor Economy Strategy through to 2035 (**CW** 11 Oct).

Graham, who spoke at a Cruise Lines International Association & Business Sydney lunch on Fri (see **page 2**), said the cruise industry was one of the key stakeholders consulted in the Strategy's review.

"Experience tourism" will be key to the Strategy, Graham said, which links in with the cruise industry's feedback of the need to develop more onshore excursions and experiences.

"The key change we're trying to drive is...thinking about it, not just as a disjointed part of the journey, but really the whole experience they'll have, how they get here, what they do when they get here," Graham said, speaking exclusively to **CW** on the sidelines of the event.

"That focus will really be crucial to making sure that we're joined up between the regulatory changes, welcoming the ships here, to then smoothly making sure we're building up the experiences as people arrive."

"We're asking those questions of the industry, 'what assistance do you need'; it won't just be assistance from the tourism agency, you need help from planning, from transport, from the whole of government to be

able to make this possible."

Graham said the Government has also heard the calls to maximise the opportunities for Newcastle as a port of call, particularly at a time when its airport attempts to lure foreign airlines ahead of its new int'l terminal opening next year.

The minister also opened up on a third cruise terminal for Sydney, in line with this publication's reporting last week that the project is still on the table.

"There's been some long-running discussions when it comes to the future of Newcastle, the question about a third terminal...the Government's focus is on bringing those to a head, working with the industry to really land what the right approach is, and then moving on," Graham said.

"We've done that with ship-to-shore-power...we need to do that with these other key questions, which are long-running discussions, but we need to work closely with the industry to get the right plan and then drive it working together."

Growth in both Sydney and Newcastle will not mean Eden gets left behind however, with Graham waxing of the transformation of the town into NSW's largest's rural cruise port.

Eden's development will occur in a balanced manner, Graham said, ensuring the town can successfully handle calls. **MS**

Sea Zero details

HURTIGRUTEN has revealed updated plans for its zero-emission cruise ship of the future, dubbed its Sea Zero Project (**CW** 28 Aug).

The ship, which is due to arrive by 2030, will be able to sail entirely emission-free during normal operation, while energy consumption could be reduced by 40-50%, Hurtigruten claims.

Preliminary estimates indicate the ship's key feature, her sails, could reduce energy consumption by around 10% over time.

Meanwhile, solar panels will contribute another 2-3% in energy savings.

"The cruising industry is a significant polluter, and it is crucial that we now take major steps to reduce emissions," Chief Executive Officer Hedda Felin said.

"Our goal is to have an emission-free ship in operation by around 2030...we are still in the research and development phase, but we have made significant progress."

ATIA says thanks

THE Australian Travel Industry Association (ATIA) is today thanking its sponsors for the upcoming National Travel Industry Awards.

Head to **page 5** for all the night's backers.



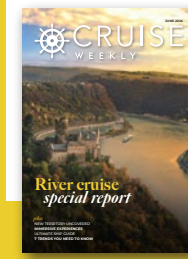
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Explora chef cruise

EXPLORA Journeys has unveiled its Chef Invite Series, with Michelin-starred chef Thierry Marx on board *Explora II* during an 11-night sailing.

Guests will indulge in a culinary experience themed “between Creole culture and sainted shores”, from 24 Jan to 04 Feb.

They will have the opportunity to participate in cooking workshops and attend exclusive private dinners.

In Pointe-a-Pitre, guests will explore local markets on guided tours, as the chef shares his expertise on selecting the finest local ingredients, offering insight into how he incorporates these unique flavours into his own culinary masterpieces.

Meanwhile in Antigua, guests will enjoy a private visit to a local herb and vegetable producer for a meet-and-greet and tastings, before a stop at a renowned fisherman’s dock, specialising in the island’s freshest catches of fish and lobster, where the chef will demonstrate his expertise, offering tips on selecting the best seafood.

There will also be an open panel discussion, where guests can interact directly with Marx, discussing his passion for his cuisine, his career, and his inspirations - [CLICK HERE](#) for more information.

Cruise should be proud



OUTGOING Cruise Lines International Association (CLIA) President & Chief Executive Officer Kelly Craighead believes the sector needs to do more to tell the story of its commitment to sustainability.

Craighead, in Australia to speak at Fri’s CLIA & Business Sydney lunch (see [page 1](#)), said the cruise industry should be openly proud of the work it does to make tourism more sustainable.

“I would like for the cruise industry to be recognised for the leadership it has played in advancing their environmental sustainability efforts,” Craighead said, in a fireside chat moderated by **CW** Publisher Damian Francis.

“I personally think the future of tourism can be seen in the makeup and the design of these ships,” she added.

“They recycle more than a small city; if we want to talk about water challenges, they have developed technologies where 95% of all the water they need

can be made on board.”

Craighead said the extraordinary advances on board ships in food waste and the ability to use AI are developments beneficial for society at large.

“In the next five years, I’d like the industry to be recognised as having been the leader in these kinds of environmental sustainability effort,” she said.

Cruise’s efforts to decarbonise is one of a number of positive stories the industry can sell, Craighead explained.

“How can we be seen as a part of the solution around how we all deal with mass tourism?” the outgoing CLIA chief wondered.

“We’re visible, but we’re small and we’re nimble...if we’re not doing the job we need to do to tell the story about the commitment to sustainability, it will come back to those regulations and legislation that makes it hard to do business.” *MS*

Pictured: Kelly Craighead and Damian Francis.

American adds two

AMERICAN Cruise Line has announced *American Maverick* and *American Ranger*, two new 125-passenger ships, the seventh and eighth in Project Blue series.

Maverick and *Ranger* will begin cruising in 2026, and like the other Project Blue vessels, will be built by Chesapeake Shipbuilding, the company’s affiliated shipyard in Maryland.

The two ships will be fully stabilised coastwise vessels for smooth sailing along the East Coast of the United States, sailing from Maine to Florida.

The vessels will offer five decks with elegant interior design and 100% private balconies, with Deck 4 to feature all suites.

Deck 5 will feature the new Sky Lounge, an entire deck dedicated to relaxation and recreation, offering panoramic views, comfortable lounge seating, a 360-degree Skywalk, and a casual outdoor Back Porch Cafe.

Both new ships will also feature an expansive Main Lounge and Restaurant on deck 1, with water views from every seat; a Bow Terrace and Horizon Lounge on deck 3; and an indoor Fitness Center on deck 4.

Maverick and *Ranger* will begin sailing in 2026, operating 24 small ships across the United States.

Discover our Adventure Special Report



ERNEST Shackleton's ship *Endurance* has been revealed in extraordinary 3D detail, more than 100 years after the vessel sank in Antarctica.

The digital scan, which is made from 25,000 high resolution images, was captured when the ship was found two years ago, lying 3,000 metres at the bottom of the Weddell Sea.

The scan has been released as part of a new documentary, *Endurance*, produced by National Geographic - [CLICK HERE](#) for more information.

Agents head north on Ponant



PONANT has reached the North Pole again, this time with a group of travel advisors from the Asia Pacific region.

The group reached the 90th Parallel North on 01 Oct on board *Le Commandant Charcot*, hosted by Victoria & Tasmania Territory Manager Annabelle Brown.

They celebrated with a polar plunge and champagne with Captain Patrick Marchesseau, followed by a cocktail party on the ice.

The group is now exploring the Northeast Greenland National Park before arriving at Reykjavik next week.

Le Commandant Charcot, an icebreaker, is designed for extreme conditions, with a hybrid electric engine to lower the ship's environmental impact.

Ponant recently made seafaring

history, when *Le Commandant Charcot* reached the North Pole of Inaccessibility on 12 Sep (**CW** 24 Sep).

The North Pole of Inaccessibility is categorised as the farthest point from land in the Arctic Ocean - around 1,465km from Utqiasuk, 1,390km from Franz Josef Land, and 1,070km from Ellesmere Island.

"Reaching the North Pole of Inaccessibility is a moment of rare intensity," Ponant said.

"Above all, it is a collective adventure, made possible thanks to Ponant's passion and expertise," he added. **MS**

Pictured are Leng Teo, Sedunia Travel; Roland Howlett, Frontier Travel; Brown; Captain Marchesseau; Kylie Duffield, Home Travel Compan; and Tara Sutherland, Viva Expeditions.



CLIA UPDATE

with Joel Katz MD, CLIA Australasia

It's expedition week

AS THE world's tourism leaders gathered in Perth last week for the World Travel & Tourism Council (WTTC) Global Summit, we saw clear themes that align well with the direction of cruising.

Among the many discussions underway were conversations around authenticity, intimate cultural experiences, the preservation of natural environments, and witnessing ancient indigenous traditions.

All these elements perfectly describe expedition cruising, which is the third of our weekly themes during October's Cruise Month initiative.

Over coming days we'll be highlighting the incredible experiences, landscapes, cultures and natural wonders available to travellers aboard an expedition cruise, and the remarkable growth we're seeing in this specialist area of travel.

Importantly, sustainability is one of the key elements of expedition cruising, not only in the education that travellers gain through this style of travel but also built-in to the latest ships they sail aboard.

CLIA has created a wealth of resources for members to use during Cruise Month, including a range of assets in our toolkit.

Visit the CLIA Members hub, follow CLIA on Facebook, Instagram and LinkedIn, and use hashtag #LoveCruise.



Seabourn 2026

SEABOURN Cruise Line has opened bookings for its 2026 itineraries, running from Mar to Dec.

The new voyages will visit more than 200 destinations in nearly 40 countries, including two opportunities to view the solar eclipse of 12 Aug 2026 (**CW** 20 Sep).

Seabourn will visit the Mediterranean, Northern Europe, Alaska, Japan, and Canada & New England, aboard *Seabourn Ovation*, *Seabourn Encore*, *Seabourn Quest*, and *Seabourn Sojourn*.

Itineraries range from seven to 21 days, visiting a mix of renowned destinations and lesser-known, off-the-beaten-path ports - book [HERE](#).



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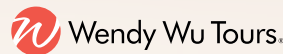
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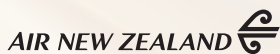
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