



Cruise Weekly today

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

Treasure is found

DISNEY Cruise Line has received its new ship *Disney Treasure* from Meyer Werft in Eemshaven, expanding its fleet to six vessels.

Thomas Mazloun, President of Disney Signature Experiences, signed the handover papers, alongside Meyer Werft Chief Executive Officer Bernd Eikens and owner Bernard Meyer.

"*Disney Treasure* is yet another example of how we're bringing the magic of Disney cruising to more fans than ever before - and today, we are one step closer to debuting this spectacular ship to the world," Mazloun said.

Viking, Uniworld defend their titles

VIKING (pictured) and Uniworld Boutique River Cruises have defended their respective titles at the 2024 National Travel Industry Awards (NTIA), in what was a banner night for the sector.

The two lines were once again named Most Popular Ocean Cruise Operator and Most Popular River Cruise Operator on the industry's night of nights, taking out the two biggest prizes up for grabs at the awards.

Viking Director of Sales Keira Smith told **CW** a love for the trade is behind their success.

"Our philosophy is, we want to be the [easiest] cruise line to do business with...we want to be that source of everyone walking into a travel agent and saying 'I want to book Viking'," she said.

Uniworld MD Alice Ager told **CW** of her cruise line's win: "it's being warm, friendly, approachable... we put the travel agents at the



heart of everything we do as a team, and I think that's what has won this award."

Also proudly representing the sector on the night was National Geographic-Lindblad Expeditions, which won the supplier Sustainability Award, snatching the gong away from last year's winner Hurtigruten.

Cruise Lines International Association was voted as the Most Outstanding Travel Industry

Training Institution, taking back the award it last won in 2022.

The sector's highest individual honour on the night went to APT's Barbara Baron, who was named Most Outstanding Sales Executive - Cruise.

Next year's NTIAs will be hosted in Brisbane, Australian Travel Industry Association Chief Executive Officer Dean Long revealed on the night (**TD** breaking news). *MS*



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Monday 28th Oct 2024

THE cruise industry was strongly represented at Sat night's National Travel Industry Awards (NTIAs), hosted by the Australian Travel Industry Association.

The big winners were Viking and Uniworld Boutique River Cruises, which both went back-to-back as the Most Popular Ocean Cruise Line and Most Popular River Cruise Line respectively.

However, the two were not the only winners on the night - see **page 1** for more details on all the cruise gongs.



THE Uniworld team, moments before finding out they had been voted Most Popular River Cruise Line.



THE National Geographic-Lindblad Expeditions team celebrates its Most Popular Ocean Cruise Line win at the media wall.



PONANT'S Marion Barbier, Deb Corbett, Kristina Sambaher, and Helene Delgado.



THE teams from Helloworld, MSC Cruises, My Cruises, and Qatar Airways.



ALEX Oakley and Katrina McAlpine, Cunard.



CRYSTAL'S Tony Archbold and Jacqui Tufala with their colleagues across the yard at Abercrombie & Kent.



APT'S Barbara Baron, who was named Most Outstanding Sales Executive - Cruise.



THE Globus family of brands team, proudly representing Avalon Waterways.



THE Cruise Lines International Association team, recognised for its Most Outstanding Travel Industry Training Institution.



CAROLINE Hitchen, CruiseHQ; Helen Courias, Holland America Line; and Lauryn Woodward, CruiseCo.



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AMERICAN actress Blake Lively is well-known for her exploits on the screen, but she is about to become just as famous on board Princess Cruises ships.

The star of *The Sisterhood of the Traveling Pants* is bringing her two alcohol brands, Betty Booze and Betty Buzz, on board Princess' ships, to join its Love Line Premium Liquors.

Betty Booze is Lively's line of premium low-alcohol, ready-to-drink canned cocktails, while Betty Buzz offers gluten-free, non-alcoholic sparkling sodas, best for designated drivers - such as the ship's Captain.



Australia an "on-ramp" for fly-cruise

SHORT cruise itineraries in local waters are whetting the appetite for Australians to book a longer cruise as part of their next international holiday, Norwegian Cruise Line APAC MD and Vice President Ben Angell believes.

Speaking on the special 'The Next Wave' cruise panel at ATIA's Beyond Borders Summit last Fri, Angell (**pictured** third from left) said the number of Aussies travelling in general creates "a massive opportunity" for cruise.

"Think of how many Australians are going on an overseas holiday every single year, and depending on the numbers, it might be seven million, it could be more.

"A lot of those overseas holidaymakers would consider a cruise...they just need to understand the true benefit of taking a cruise."

Royal Caribbean Cruises Vice President & Managing Director, Gavin Smith (**pictured** far left), said world-class cruise product is already available to Australians domestically, and is providing a fantastic "on-ramp" for fly-cruise.

"All the brands are here, everybody is here, and I think



that's giving the consumer choice," Smith said.

This opportunity helps the trade "put the right guest on the right product," Smith said, which in turn is diminishing the risk of buying the wrong product in overseas destinations like Europe, Alaska or the Caribbean.

Smith reaffirmed a widely acknowledged global view of the appeal of Australian travellers in terms of yield, as they are already the highest spending guests across the Royal Caribbean brand anywhere in the world.

"Aussie guests going to Europe and Alaska are seductive to these [cruise] brands, they want to

invest in it and they want more Aussies because we're paying good money, buying premium accommodation, having a glass of wine, hitting the casino [and] buying the shore," Smith said.

Speaking on cruise generally, Smith added the investments made by global cruise lines into international product "vastly exceeds what shoreside resorts have been able to do".

"So we get a younger guest that pays more to go onboard, that wants to cruise more often, spends more when they get there, has a higher [Net Promoter Score] and that ecosystem then starts to feed itself." *ML*

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