



Cruise Weekly today

Cruise Weekly today features three pages of all the latest cruise news plus a full page from Disney Cruise Line.

Win a Disney cruise

TRAVEL advisors can embark on *Magic Ahoy!*, a virtual voyage with Disney Cruise Line to learn all about the brand's offerings, as well as go in the running to win prizes.

Participants will learn all about Disney Cruise Line's rotational dining, onboard entertainment, and more.

There are three levels to work through, and upon completion, advisors will go in the draw to win a stateroom for them and a guest on a Disney voyage, which will sail from Sydney.

The competition ends on 18 Nov - see **page four** for full details on the promotion.

Viking Shanghai partnership

CHINESE authorities believe the launch of Viking's new domestic itineraries for western passengers (*CW* yesterday) has the potential to significantly boost western inbound tourism, while Viking believes the initiative has a "noble cause" in creating understanding between countries across the globe.

At a special VIP event on board the *Viking Yi Dun* in Shanghai yesterday, Wu Weiping, the local region's Deputy District Mayor, paid tribute to the vision of Viking and its "enterprising spirit of exploration".

"There is considerable consumer demand," he said, noting that guests will be able to enjoy traditional festivals in coastal areas which were formerly rarely visited by tourists.

Viking Executive Chairman, Torstein Hagen, participated in the event which officially launched a new 'Easy

Travel' joint venture with Shanghai Tourism and local transportation authorities, with the new Shanghai Pass giving international guests easy access to the metro and buses, as well as a host of activities.

The 'China Inbound Coastal Cruise Tourism Project' launch was attended by a host of dignitaries, with Hagen enthusiastic about the venture.

"We have great support from the various government authorities here in Shanghai... this is just the beginning, we have seen how easy it has been to get Americans to go on this cruise," he explained.

"And I think we are increasingly finding that the Chinese interest in going abroad is rising too," Hagen added, noting the popularity of Viking's European river cruise product, which targets the Chinese market with features such as an 18-hour noodle bar. *BP*



On location in China

Today's issue of *Cruise Weekly* is coming to you from China courtesy of Viking.

AFTER a day exploring the cosmopolitan city of Shanghai, the *Viking Yi Dun* has set sail early this morning for a day at sea en route to Zhoushan.

Guests will be able to make the most of the onboard facilities, with spa treatments, ship tours and simply time for relaxing in the many nooks and crannies all over the ship.

The Wintergarden will offer its famed grand afternoon tea as one of the many dining options, which also include two specialty eateries, the Mamsen's cafe, room service and the World Cafe.



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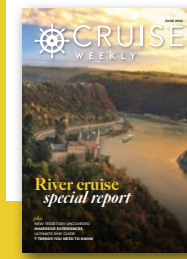
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Aus a valuable source and destination

NORWEGIAN Cruise Line Holdings (NCLH) Executive Vice President & CCO Chad Berkshire (pictured) strongly believes in Australia as both a source market and a destination.

Berkshire, one of the headline speakers at last week's Australian Cruise Association conference (CW 06 Sep), extolled the virtues of the market against the industry's global backdrop.

"Your culture of cruise and culture of travel are very important, and we have great trade relations," he said.

"You have significant vacation time, the spending from Australia is fantastic, and we see the real value of a lifetime guest," Berkshire added.

"We can get the customer to take a local cruise, and get a customer to take fly-cruise, so we're looking at the customer over a long period of time."



Australia's diverse set of experiences also makes the destination important within NCLH's set-up, Berkshire said.

"As far as the fly market into Australia, you have a highly desired and respected tourism brand, you're a widely recognised top destination," he explained.

"You have stability and security, which is very important in today's world...you have an incredible

breadth of offerings that would attract people from around the world, and many of them are easily accessed from the coast, and if they're not, they're easily packaged into a pre- or post land vacation," Berkshire said.

However, Australia's importance as a source market for NCLH's fly-cruises makes the country a challenging prospect to sell domestically, he added. *MS*

Aqua to East Africa

SEYCHELLES and Tanzania in East Africa are set to join the Aqua Expeditions network, with the small-ship explorer brand adding a new ship and destination to its portfolio.

The company's sixth vessel will be an expedition yacht with a 1:1 guest to crew ratio, small-group expert excursions and fine dining onboard.

Aqua's new ship will offer a pair of rotating five- and nine-night itineraries which can be combined to form a complete 14-night regional showcase of the Seychelles and the Tanzanian islands.

"At Aqua, we've always been inspired to visit destinations that are off the beaten track," said company Founder and CEO, Francesco Galli Zugaro.

Aqua Expeditions will launch its new ship soon, with maiden itineraries due from Dec 2025.

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A GROUP of US Navy chiefs onboard combat ship *USS Manchester* have been court-martialled and reduced in rank after an illegal Starlink internet connection was found onboard.

According to a navy investigation, the ship's chiefs installed a Starlink satellite dish and created a network known as 'Stinky' so they could stream movies and keep up-to-date with the latest sports scores.

A civilian contractor spotted the set-up, blowing the ruse.

The unsecured commercial antenna was loosely placed on top of a pallet, which also posed major security risks as it left the ship completely exposed to enemy vessels.

Five years of Scenic Eclipse



THIS week, Scenic Luxury Cruises & Tours is celebrating five years of *Scenic Eclipse*, which launched in Reykjavik in 2019 (**CW** 16 Aug 2019).

The fifth anniversary celebrations mark *Eclipse's* inaugural cruise from Iceland to Quebec, before she was christened on 10 Sep 2019 by British actress Helen Mirren in New York City (**CW** 11 Sep 2019)

"Since the debut of *Scenic Eclipse* in 2019, we have set the benchmark in ultra-luxury ocean cruising," commented Scenic Group Founder and Chairman, Glen Moroney.

"The MKM Yachts team and our dedicated crew are very proud of the continuous innovation and unrivalled discovery yacht experiences we've created over the past five years."

The ultra-luxury vessel caters for up to 228 guests (or 200 guests in Antarctica), featuring a host of wellness offerings, including 550m² Senses Spa, state-of-the-art gym and dedicated pilates and

yoga studio.

Guests who cruise onboard *Scenic Eclipse* have their pick of 10 dining experiences and nine bars and lounges, including the Scenic Bar & Lounge with more than 130 whiskeys from around the world.

The cruise line then welcomed sister ship *Eclipse II* in 2023 (**CW** 06 Jun 2023), which began its inaugural two-year season in Australia in Apr this year, becoming the first Scenic ship to sail in the country where Scenic Group was founded 38 years also.

The *Eclipse* vessels are the only ships to boast both a submersible and two helicopters on board.

"Scenic Group is committed to establishing luxury yachts as the new growth category in ocean cruising, which extends to the expansion of Emerald Cruises, with the upcoming launch of *Emerald Kaia* in 2026, alongside *Emerald Azzurra* and *Sakara*," Moroney added.

Watch the five-year celebration video **HERE**. *JM*

Pictured: *Scenic Eclipse II* crew.



That's a wrap

THE 26th ACA Conference in Adelaide was a great success.

With a record 156 attendees and a first time visit by a Federal Minister for Tourism, Don Farrell, the event reflected the support for the cruise sector and the recognition of the role it plays in Australia's visitor economy.

We were also delighted to welcome the Hon. Zoe Bettison, SA Minister for Tourism, whose support for the industry was reinforced as she announced an exciting new SA Cruise Attraction Working Committee.

Our strong speaker program which included, amongst others, international and Australian-based cruise line executives, suppliers, destination specialists and industry partners, discussed the current rebalancing of the number of ship calls following the post-pandemic frenzy and how we will tackle this as an industry for future success in the long-term.

Discussions also focused on sustainability - alternate fuels and ship to shore power; supply chain management and the all-important Coastal Trading Act; and how we improve regulations to serve the cruise sector in a more effective way.

It was also wonderful to see attendees sharing ideas at our networking events which showcased the state, with local produce front and centre.

It's on to Fremantle in 2025 so mark your calendars for 03-05 Sep.

This will mark 20 years since we were at Perth's exciting gateway port, and reflects the desire by the state to discuss the next phase of growth there.

Explora godmother

EXPLORA Journeys has announced the godmother for *Explora II*, environmentalist Rosalba Giugni.

The cruise line's newest luxury ship will officially be named in Rome on Sun.

The celebratory event will follow *Explora II's* delivery from shipbuilder to shipowner on Thu at the Fincantieri shipyard in Sestri Ponente.

Giugni is the founder and President of the Marevivo Foundation, an environmental conservation organisation committed to the preservation of marine environments.

MAGIC AHÖY!

What can you do on a *Disney Cruise Line* virtual voyage?

Turns out quite a lot...

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