



# CRUISE

WEEKLY

delivered daily!



cruiseweekly.com.au  
cruiseweekly.co.nz  
Tuesday 11th Feb 2025

## Cruise Weekly today

CRUISE Weekly today features three pages of all the latest cruise news and a full page from AmaWaterways.

## That's not very Nice

CRUISE Lines International Association (CLIA) is urging the town of Nice to reconsider its decision to ban cruises.

CLIA noted its surprise at the move, announced late last month (CW 24 Jan), noting no large cruise ships - the target of the ban - are scheduled to call the city this year.

"For the benefit of local businesses in Nice and the guests who would like to visit, we urge reconsideration of this decision," CLIA said.

"As tourism professionals, we work hard every day with local businesses and communities to promote and protect the things that make our destination partners shine as places people want to visit.

"Measures like this ban only serve to stigmatise the cruise industry and do nothing to promote sustainable tourism - a cause that CLIA and its member companies are actively advancing in partnership with local communities in the region."

The Nice ban will target ships carrying more than 900 pax, with Mayor Christian Estrosi disavowing such vessels.

## Cruise Guru hits the airwaves

EXCLUSIVE

A NEW cruise television show, *Your Next Cruise*, is set to air on the Nine Network later this month, as part of a partnership with OTA Cruise Guru.

Viewers will be offered deals and specials as part of the industry-first, long-format show, which will initially air on Nine on Sat 15 Feb.

The first season will run for three weeks, consisting of three 30-minute episodes, granting cruise lines unprecedented access to a national free-to-air audience.

Ten lines will feature in the first season: Azamara, Carnival Cruise Line, Disney Cruise Line, Coral Expeditions, Hurtigruten, Norwegian Cruise Line, Paul Gauguin Cruises, Ponant, Princess Cruises, and Viking.

Lines will be able to communicate their value through a chat-style, storytelling approach which highlights high-quality ship

visuals, destinations, signature onboard experiences, behind-the-scenes insights, and viewer deals.

Passengers will then be able to access a fully integrated, live booking experience on Cruise Guru's 24/7 cruise booking platform and call centre team.

Validity of the offers being promoted will vary, however they will last long enough to support the re-airing of the show when it appears on 9Life from 16 Feb.

Cruise Guru Chief Commercial & Operations Officer Michael Bettridge told CW the ability for the sector to gain access to a national, free-to-air audience is an exciting opportunity to grow its popularity.

"Cruise Guru is excited to be a part of *Your Next Cruise*, being a dynamic marketing initiative that demonstrates the benefits of strong partnerships between the cruise lines and their trade distribution," he said. MS

## A night with Ama

AMAWATERWAYS is inviting the trade to an evening celebrating its first anniversary in the Australian market (CW 16 May 2024).

Head to page four for more on the events.



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## TUI's new delivery

**GERMAN** brand TUI Cruises has taken delivery of the first of two new dual-fuel ships and its first new vessel in six years.

In something of a break from its normally sequential ship lineage, the new *Mein Schiff Relax* is the first in the Intuition-class, a new style of environmentally-friendly ship for the brand and will be the largest vessel in its fleet.

Constructed by Italy's Fincantieri shipyard, *Mein Schiff Relax* weighs in at 161,000GRT with a capacity just short of 4,000 pax.

The ship will operate primarily on Liquefied Natural Gas (LNG) and Marine Gas Oil but also has the ability to adapt to biofuel or e-LNG when available.

TUI's second Intuitio-class ship, dubbed *Mein Schiff Flow*, will enter service next year.

## Explora's NYE meetup



**EXPLORA** Journeys has unveiled extraordinary new itineraries for the 2026-2027 winter seasons.

The cruise line's flagship *Explora I* will visit the Caribbean and Central America, and South America & Amazon; while *Explora II* will visit the Red Sea and Arabian Peninsula.

*Explora's* newest ship, *Explora III*, will also visit the Caribbean

& Central America, with a transit through the Panama Canal, before heading to North America's west coast.

Guests will be able to indulge in New Year's Eve celebrations aboard all three ships, with *Explora I* and *Explora III* to meet up to take in the moment in San Juan Bay; while *Explora II* will ring in 2027 in the Arabian Gulf. *MS*

## Charter sales up

**ATLAS** Ocean Voyages has set a record for charter sales this year, in partnership with parent Mystic Cruises.

*World Voyager* will embark on a seasonal winter charter with 3D Cruise Partners for three consecutive Antarctic seasons from 2026 to 2029.

The ongoing charter interest underscores the strength of its brand, Atlas said.

"Our ability to balance our FIT and charter business ensures the best use of our fleet while continuing to elevate the guest experience," Atlas President & CEO James Rodriguez said.

"The demand for our expedition-style luxury experiences is at an all-time high, and it's exciting to see our strong forward momentum in future deployment strategy take shape."

# VIKING EXPLORER SESSIONS



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## VIKING 44 FREE CLIENT EVENTS

Viking's popular Explorer Sessions are hitting the road, coming to 44 regions across Australia from February to April.

Don't miss this chance to engage your clients and let Viking inspire them to book their next voyage with you.

Sessions fill up fast and registration is necessary.

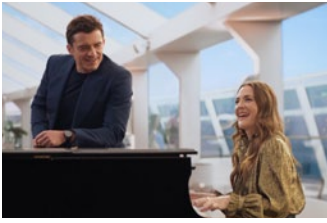


## PORTRHOLE

MSC Cruises has enlisted some Hollywood star power for its latest brand campaign, which features beloved actors Drew Barrymore and Orlando Bloom (pictured).

In the commercial, the duo are travelling together aboard the cruise line's upcoming vessel, *MSC World America*, discussing everything they enjoy about the ship.

The 60-second 'Let's Holiday' advert debuted during the first quarter of the Super Bowl, offering a sneak peek of the new ship, which launches in Apr, as well as highlighting MSC's unique blend of European style and American comfort - see the ad [HERE](#).



## Agents on song with Viking



**VIKING** has extended its partnership with the Australian Brandenburg Orchestra, with the 2025 tie-up beginning with a performance for *Viking Sky* guests at City Recital Hall in Sydney.

The partnership will open exclusive behind-the-scenes tours for agents and guests in Sydney, Melbourne and Brisbane, with Viking serving as concert sponsor.

**Pictured** at a recent performance is Zoe Shaddock, Gannon & Turner Travel Associates; Diane Rawlings, Where2travel Malvern; Julie O'Grady, Exclusively Cruising; Joanne Cullen, Viking; Rhonda Paice, Williamstown Travel &

Cruise; Dawn McKiernan, FBI Travel; Visnja Pearson, EH Travel; Sharon Leesham, East Burwood Travel & Cruise; and Shaun Ablitt, Travel Associates Kew. *ML*

## Miami sets record

**THE** Port of Miami welcomed a record-breaking 10 cruise ships in a single day on Sat, with a total of nearly 68,000 passengers arriving.

Two ships each from Carnival Cruise Line, Norwegian Cruise Line, and Royal Caribbean International highlighted the day, with other ships from Holland America and MSC.

## NYK into Disney

**JAPANESE** shipping company Nippon Yusen (NYK Line) will expand its cruise business through the operation of the upcoming Japanese Disney ship (*CW* 10 Jul 2024).

The new agreement between NYK Line and Oriental Land Co, the builder of the Disney ship, will see the shipping company expand its operations in the cruise sector.

NYK is soon set to debut two Japanese cruise ships of its own, in addition to operating Asuka Cruises' *Asuka II* and *Asuka III*.

## A new life at sea

**RESIDENTIAL** cruise line Villa Vie Residences has released Seasonal Ownership, Financing, and Try-Before-You-Buy Programs, billed as first-of-their kind for the sector.

The Seasonal Ownership Program, starting at just US\$24,999, allows travellers to join *Villa Vie Odyssey*, at any port in her itinerary, and choose stays ranging from 30 days to nine months.

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Our Story Continues...

## An Evening with AmaWaterways

After our first year in market, we have so much to share at this trade only event!

Enjoy updates from AmaWaterways team members including Co-owner Gary Murphy and your Regional Sales Manager.

Plus, some lucky advisors will win fabulous prizes.



### ADELAIDE

Ayers House - The Conservatory  
288 North Tce, Adelaide

THURSDAY, 27 FEBRUARY 2025

6:00pm - 8:00pm (registration from 5:30pm)



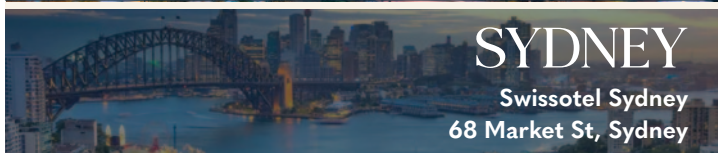
### MELBOURNE

Melbourne Place Hotel - Emerald Room & Sage Bar  
130 Russell St, Melbourne

MONDAY, 3 MARCH 2025

6:00pm - 8:00pm (registration from 5:30pm)

**SOLD OUT**  
Register below  
for waitlist



### SYDNEY

Swissotel Sydney  
68 Market St, Sydney

WEDNESDAY, 5 MARCH 2025

6:00pm - 8:00pm (registration from 5:30pm)

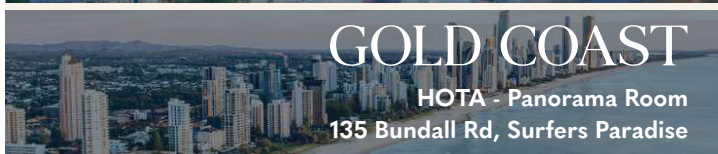


### BRISBANE

The Star Casino - Moreton Room  
33 William St, Brisbane

TUESDAY, 11 MARCH 2025

6:00pm - 8:00pm (registration from 5:30pm)



### GOLD COAST

HOTA - Panorama Room  
135 Bundall Rd, Surfers Paradise

WEDNESDAY, 12 MARCH 2025

6:00pm - 8:00pm (registration from 5:30pm)



### AUCKLAND

Sofitel Auckland  
21 Viaduct Harbour Ave, Auckland

TUESDAY, 18 MARCH 2025

6:00pm - 8:00pm (registration from 5:30pm)

We can't wait to see you there!

Questions? Contact [salesaunz@amawaterways.com](mailto:salesaunz@amawaterways.com)



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