

Cruise Weekly today

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

Carnival to cruise from San Francisco

CARNIVAL Cruise Line has confirmed its first ever season cruising out of San Francisco, with *Carnival Miracle* to operate from the US west coast city in 2020.

The vessel will also cruise ex San Diego in winter 2020/21, continuing Carnival Cruise Line's focus on California which also includes the deployment of *Carnival Panorama* out of Long Beach, Los Angeles.

Promotions include a month-long tour of the state by the "Carnival Airship" which will feature at sports games, local schools, parades and "travel agent viewing events".

CLIA targets 40% cut to emissions

CRUISE Lines International Association has announced an "historic global cruise industry commitment" to reduce the rate of carbon emissions across the industry fleet by 40% by 2030.

Progress toward the target will be measured against a 2008 fleet baseline, and emissions rates will be calculated based on the industry fleet's total carbon emissions, total ship berths and total distance travelled.

The move was announced late last month, with CLIA planning to report annually on the industry's progress toward the commitment.

"No industry has a stronger interest in protecting our oceans than cruising," said CLIA Australasia Managing Director Joel Katz, adding "It is not simply our responsibility: operating sustainably at sea is a business imperative.



"What other industries do on land, we must do at sea – a challenge that promotes constant innovation in our operations and advances environmental protection efforts," he said.

The reduction will be fuelled by technologies in ship design and propulsion, including the expanding number of vessels powered by liquid natural gas (LNG), with around 25 such ships expected to be operating by 2025.

CLIA member cruise lines are also deploying advanced air quality systems that reduce ship exhaust by up to 98%.

Katz said by taking a leadership role "this action will have a real, measurable impact on the destinations we serve and the waters in which we sail".

Pictured above is the brand new *AIDAnova*, one of 11 LNG-powered cruise ships under construction for Carnival Corp.

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Venice to charge

VENICE looks set to introduce an entry fee of up to A\$16 for short-stay tourists, with the measure particularly targeting cruise passengers.

Venice Mayor Luigi Brugnaro said the fee would generate the "much-needed income to keep the city clean".



A **CRUISE** ship would definitely be a more comfortable way to cross the Atlantic than the method currently being undertaken by an elderly Frenchman, who is at this moment floating in an orange barrel off the Canary Islands.

Jean-Jacques Savin (**pictured**) is hoping to arrive in the Caribbean in about three month's time, with his unusual vessel simply propelled by ocean currents.

The adventurer has just enough room to sleep and cook, with the plywood tube designed to protect him from the elements as well as potential killer whale attacks.

Savin is documenting the trip on Facebook, while the journey is also being tracked via satellite - **CLICK HERE**.



Norwegian marks three



NORWEGIAN Cruise Line Holdings (NCLH) is celebrating a whirlwind three years since the opening of its Australasian headquarters in Sydney.

"We have been extremely successful in building an incredibly strong foundation for each of our three brands: Norwegian Cruise Line, Oceania Cruises and Regent Seven Seas Cruises," said NCLH SVP and MD Asia Pacific Steve Odell.

"Our local cruise market continues to grow exponentially,

with Asia Pacific delivering the fastest growth in the world.

"We have expanded our regional operations from one office in Sydney to eight across Asia Pacific, proudly employing almost 200 staff," he said.

Pictured above with a celebratory balloon are Lisa Pile, VP Sales Aust & NZ, Regent Seven Seas Cruises; Steve McLaughlin, VP Sales Aust & NZ, Oceania Cruises; Nicole Costantin, VP Sales Aust & NZ, Norwegian Cruise Line; and Steve Odell.

APT set to "redefine luxury travel"

CRUISING and tour specialist APT has launched a new campaign called "Live Fully" that aims to promote the meaning of luxury travel.

"The term 'luxury' is used loosely these days, popping up more and more, while offering less & less substance," said CEO Steve Reynolds.

"We have always believed that the true essences of real luxury is to be all inclusive, all taken care of, so you can Live Fully!"

The campaign, complemented by a new APT logo, aims to showcase the firm's all-inclusive offering, including private transfers, full portage service, personal butler and "no sneaky additional beverage or gratuity charges", and includes packages across river cruising, small ship cruising, group touring and small group journeys.

APT has also once again partnered with the Australian Open, which aims to "showcase the best of Australia to the world" - more **HERE**.

CRUISE

WEEKLY

On location aboard
Silver Muse

Today's issue of *CW* is coming to you courtesy of Silversea Cruises, which is sailing its flagship *Silver Muse* in local waters for the first time ever.

SILVER Muse's inaugural Australasian season has seen the vessel venture from Bali to Darwin, then onwards to Cairns and down the east coast via Townsville, the Whitsundays and Brisbane, with *Muse* scheduled for her maiden arrival in Sydney this weekend.

The 596-passenger ultra-luxury ship has set the standard for the Silversea fleet, which is undergoing a "Musification" process to elevate staterooms, public areas and restaurants to an even higher level.

Muse offers a huge array of culinary options including eight dining venues alongside a host of comfortable public spaces and impeccable service from highly trained onboard butlers.

The ship will be here until late Feb, operating a series of 14-day trans-Tasman voyages before departing via Adelaide and Fremantle to Bali.

Silversea's strong focus on the Australasian market will see *Silver Muse* return next year for an extended season including some South Pacific itineraries, while the company's *Silver Explorer* expedition ship will also sail locally in 2021 for a series of departures to the Ross Sea from Dunedin, New Zealand.