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Cruise Weekly today

Cruise Weekly today features two pages of all the latest cruise industry news plus a front cover wrap from Norwegian Cruise Line.

NCL bushfire funds

NORWEGIAN Cruise Line Holdings (NCLH) has committed \$250,000 to the Australian Red Cross Disaster Relief and Recovery Fund. "Our \$250,000 donation to the Australian Red Cross will go directly to relief and recovery efforts for those affected by these historic fires," said NCLH President and Chief Executive Officer Frank Del Rio.

MSC campaign

MSC Cruises has launched its new The Sea at Its Most global marketing campaign, which will roll out across 30 countries through TV, print media, digital and social media channels. The campaign video, aimed at showcasing the sea "at its most welcoming, adventurous, curious, spectacular, delicious, magical and unforgettable", was filmed on board the *MSC Bellissima* while sailing the Mediterranean, and features an original score by Italian composer Ennio Morricone. "We wanted to celebrate the wonders of the sea and to show how we can enable our guests to discover the world in a unique way on board our uniquely glamorous and modern cruise ships," said MSC Cruises CEO Gianni Onorato. The new campaign is part of MSC Cruises' 10-year investment plan, launched in 2017, which will see 13 new ships introduced by 2027. **CLICK HERE** to watch the campaign video.

Cruise lines aiding bushfire recovery

THE cruise industry is still sailing strong as bushfires continue to rage in many parts of Australia, with Cruise Lines International Association (CLIA) emphasising the vital role of the cruise industry in supporting bushfire affected areas.

In a statement released today, CLIA confirmed that only two destinations out of the approximately 50 cruise ports in the country had been affected by the fires, with all major cruise lines in the region currently operating to their regular schedules.

"Cruise lines are monitoring the situation in Australia closely and if required can adjust itineraries to avoid areas affected by fire," said CLIA Australasia Managing Director Joel Katz, stating that, to date, only five cruise itineraries have needed "minor adjustments" to avoid ports in fire-impacted areas. "Cruise lines have made clear they want to return to these ports as soon as possible to help support local businesses and assist in their recovery," Katz said.



CLIA revealed it is collaborating with other Australian tourism organisations to plan for the recovery of fire-stricken areas, with several cruise lines already lending their assistance.

Australian Cruise Association voiced a similar sentiment on Thu, with CEO Jill Abel stating "continued visitation to these areas will play a vital role in supporting and reinvigorating these local economies".

Abel highlighted fire-affected

areas such as Kangaroo Island in SA (**pictured**) and Eden in NSW, who have expressed the need for cruise ships to continue visiting.

Royal Caribbean extends *Liberty* dry dock

ROYAL Caribbean has cancelled five *Liberty of the Seas* sailings in Feb and Mar 2021 due to the ship requiring extra time during her scheduled dry dock next year.

Affected guests can re-book on one of a number of select 2021 sailings aboard *Liberty of the Seas* from Apr to Oct and *Jewel of the Seas* from Jan to Mar, or any other international Royal Caribbean sailing.

Guests who rebook will receive an on board credit per stateroom of \$US200 for Interior, Ocean View and Balcony staterooms or US\$400 for Suites, plus an additional US\$50 for each third or more guest to spend onboard.

Alternatively, guests can opt to cancel and get a full refund of any paid portion of their cruise fare, including the non-refundable deposit and any pre-paid amenities.

Agents will receive protected commission for re-booked cruises, as well as a bonus US\$50 commission for re-bookings on the select 2021 sailings, while protected commission will only apply to cancelled sailings if the booking was paid in full.

Royal Caribbean said it would begin contacting agents with affected clients from 08 Jan, and has advised agents to contact the cruise line on 888-281-9344 by 22 Jan if the cruise line has not been in touch.



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Cruise Calendar

This week's port calls of cruise ships at various destinations around Australia and New Zealand.

SYDNEY
Ruby Princess 13 Jan
Celebrity Solstice 14 Jan
Ovation of the Seas 15 Jan
Carnival Splendor 16 Jan
Silver Muse 16 Jan
Pacific Explorer 16 Jan
Noordam 18 Jan
Radiance of the Seas 18 Jan
Pacific Explorer 19 Jan

BRISBANE
Pacific Aria 17 Jan
Pacific Dawn 18 Jan

MELBOURNE
Carnival Spirit 14 Jan
Ocean Dream 15 Jan
Sun Princess 16 Jan
Silver Muse 19 Jan

FREMANTLE
Vasco da Gama 13 Jan

HOBART
Coral Discoverer 15 Jan
Ocean Dream 17 Jan
Viking Orion 19 Jan

ADELAIDE
Ocean Dream 13 Jan
Sun Princess 14 Jan
Sun Princess 19 Jan

DARWIN
Coral Adventurer 14 Jan

AUCKLAND
Norwegian Jewel 13 Jan
Noordam 14 Jan
Radiance of the Seas 14 Jan
Majestic Princess 17 Jan
Golden Princess 19 Jan

CAIRNS
Pacific Aria 13 Jan

Ballgowns for bushfires



CARNIVAL Cruise Line guests aboard the *Carnival Splendor* and *Carnival Spirit* this week were challenged to raise \$5,000 for the Australian Red Cross Bushfire Appeal - a goal that was well and truly exceeded with a grand total of \$15,200 collected from passengers.

As part of the challenge and "in the spirit of fun and mateship", Carnival Cruise Line's Cruise Directors Lee Mason (*Carnival Splendor*) and Chloe Loddo (*Carnival Spirit*) donned ballgowns to plummet down

the Green Lightning and Green Thunder waterslides, respectively.

Carnival said it would continue to encourage guests onboard its ships to make donations towards the bushfire appeal throughout the upcoming weeks.

Earlier this week, the cruise line, in partnership with sister brands P&O Cruises Australia, Princess Cruises, Cunard, and Holland America Line, pledged \$350,000 to the appeal (**CW** 06 Jan).

Pictured: *Carnival Spirit* CD Chloe Loddo is all smiles after the slippery challenge.

Avalon savings

AVALON Waterways is offering savings of up to \$6,800 per couple on select 2020 Europe departures until 31 Jan, including the eight-day Paris to Normandy tour from \$3,498 per person.

Travellers can also experience an Avalon Taster cruise from \$840 per person, which includes a saving of \$950 per person - **CLICK HERE**.

Whisper departs

SILVERSEA'S *Silver Whisper* set sail from Fort Lauderdale on 06 Jan for the cruise line's first-ever seven-continent world cruise, which will visit 62 destinations in 32 countries, including the Antarctic Peninsula, over 140 days.

The voyage, which features 33 brand-new bespoke shore experiences, will conclude in Amsterdam on 25 May.

Celeb signs celeb

CELEBRITY Cruises will partner with actress Gwyneth Paltrow's lifestyle brand goop to create "the first goop at sea experience", which will take place aboard the upcoming *Celebrity Apex* from 26 Aug to 06 Sep.

Guests will be able to meet Paltrow, goop Chief Content Officer Elise Loehnen and "their very best healers", who will lead mind, body and soul sessions, as well as enjoy healthy menu items developed by goop's food editor.

Tickets, priced at US\$750, are on sale now and available to guests who book suite class accommodation on the Mediterranean sailing.



WITH just 50 days until the delivery of Virgin Voyages' first ever ship, *Scarlet Lady*, Virgin Group founder Richard Branson noted things are coming along "really finely", in a video tweet posted by the cruise line on Thu.

However, the gleeful entrepreneur did note one shortcoming aboard the ship - **CLICK HERE** to view the video and find out what it is!

