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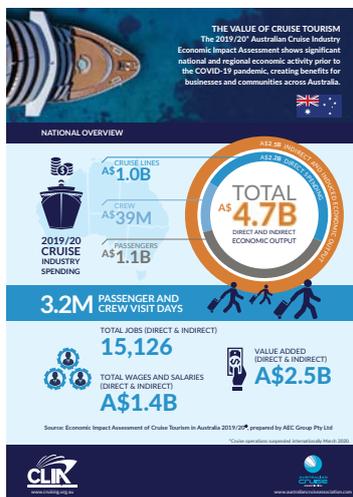
Australia and cruising both losing

THE Australian economy and communities around the country have lost almost \$2 billion while cruise operations are suspended because of the COVID-19 pandemic, according to a new report released this morning by the Cruise Lines International Association (CLIA) Australasia and Australian Cruise Association (ACA).

CLIA Managing Director Australasia Joel Katz said the latest Annual Economic Impact Assessment figures made it clear thousands of small businesses, especially those in rural communities, would continue to be devastated by the industry's suspension continues during the traditional summer peak cruise season.

"This includes travel agents, fresh food suppliers, tour operators, hotels, bus companies, baggage handlers, Aussie entertainers, and the thousands of other businesses across the country which rely on the cruise industry," Katz warned.

ACA Chief Executive Officer



Jill Abel said the 2019-20 Economic Impact Assessment, commissioned by AEC Group, also highlighted the impact of lost visitation from the more than 1,000 cruise ship visits made around Australia each year.

"More than 2.9 million passenger visit days were recorded to 42 different ports around Australia in 2019-20, bringing economic benefit to some of the furthest regions of the country," said Abel.

"Passenger spending in destinations around Australia alone totals more than \$1.1 billion, while cruise lines spend more than \$1 billion in Australia over a year.

"Thousands of Australian businesses are supported by this spending in destinations around the country and many are under threat while operations are suspended".

Other impacts highlighted by the Impact Assessment see the accommodation sector fingered as one of the largest losers from the ongoing suspension of cruise tourism, having previously received \$367 million from passenger spending each year, followed by the food & beverage sector, which accounted for almost \$227 million of pax spend.

The release of the figures coincided with the submission of a comprehensive plan to the Australian Government in support of a carefully controlled resumption of domestic cruise operations, with strict health protocols in place - see **page 1**.

Norwegian wants you to break free

NORWEGIAN Cruise Line has launched its first global campaign, urging travellers to "break free".

Encouraging the world to reconnect with the people and places they have missed most, the campaign will run across print, digital, radio and television.

The spot is set to the lyrics of British rock band Queen's *I Want to Break Free*, with a long-form version of the commercial available to watch on **Cruise Weekly's** website **HERE**.

Viking Sun to operate in China

VIKING has confirmed a new partnership agreement with China Merchants Shekou which will establish a joint venture operating Chinese-flagged vessels on coastal voyages.

The move will see *Viking Sun* transformed in 2021 as part of the pact, with Viking founder Torstein Hagen saying the offering "will bring a new travel experience to the China market".

"Our partnership with China Merchants Group will allow us to bring this Viking travel lifestyle to more Chinese travellers more quickly, satisfying the Chinese market's unmet demand for a greater choice of sophisticated travel."

Sun was the fourth of Viking's ocean-going ships, debuting in 2017 (**CW** 26 Sep 2017).

The ship will be upgraded and transformed to "organically integrate simple Nordic style with Chinese culture," with plans to offer in-depth cultural tours for travellers with an interest in nature, history, folk customs and food culture.

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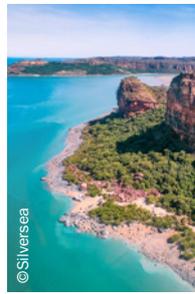
Sea Cloud return

SEA Cloud Cruises has announced details of its planned restart, with *Sea Cloud II* to operate in the Canary Islands from Mar 2021.

Later the same month sister ship the *Sea Cloud* will resume cruises in the Greek islands, with both ships offering week-long round trip voyages.

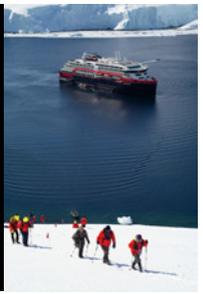
The proposed programs will see the ships return to service almost exactly a year after they were forced to shut down due to the pandemic.

Flexible cancellation policies remain in place, with the tall ships said to offer a "decisive advantage from a health point of view" because much of onboard life takes place in the fresh ocean air.



Hear how Hurtigruten and Silversea are planning for future travel and more in the November issue of *travelBulletin*.

travelBulletin



IF THE COVID-19 pandemic has taught us anything, life is to be lived now, not later.

An 80 year-old British sailor is taking this advice to heed, setting sail on an around-the-world trip.

The man plans to circumnavigate the globe in nine months, and set off from Seville earlier this month, timing his voyage with the 500th anniversary of Magellan's circumnavigation, the first in the world's history.

However unlike the Portuguese explorer, the octogenarian will set sail in *Aventura Zero*, a catamaran powered by energy-generating solar panels.

Aventura Zero generates no emissions, and allows passengers to heat water, make bread and cook - let's hope it all goes to plan, given it is scheduled to arrive in Patagonia in mid-2021.

Seabourn sale

SEABOURN Cruise Line's Black Fri sale ends tomorrow, providing savings opportunities on select 2021-2022 global voyages.

The sale will also feature value-added benefits on select voyages from northern summer 2021 through northern winter/spring 2022 on every ship in the fleet.

For more details, call Seabourn at 1300 987 323.

To Celebrity and Beyond



CELEBRITY Cruises recently held the coin ceremony for *Celebrity Beyond*, the third ship in the cruise line's Edge series.

Placing two coins under the keel of *Celebrity Beyond* to bless the ship as a symbol of good fortune, Celebrity chose a coin from the American Innovation dollar series honouring astronomer Annie Jump Cannon, who was also the daughter of a shipbuilder.

"This is a proud and exciting moment because *Celebrity Beyond* will continue to elevate an already incredibly innovative and transformative series of ships for our brand and the industry," said President & Chief Executive Officer Lisa Lutoff-Perlo.

"We have some special surprises planned with *Celebrity Beyond* and I really can't wait to share her with the world."

Pictured holding the ceremonial "good fortune" coins to be placed under the keel of *Beyond* are Edge Series Project Managers

for *Celebrity* and Chantiers de l'Atlantique respectively, Tobias King and Sebastien Le Boulluec.

Standing in the dock at Southampton

A NEW £55 million Southampton cruise terminal is set to open in 2021.

The facility is being built to let suitably-equipped ships plug in to a local power supply while in port, rather than using onboard generators.

Built in partnership with MSC Cruises and Norwegian Cruise Line Holdings, it will be the port's fifth terminal for cruise passengers, with Associated British Ports saying its opening would be a "vote of confidence".

The port received a grant of £8 million from the Getting Building Fund, and is expected to be open in time for the 2021 cruise season.

Catch up on the news of the week



Travel Daily

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