



Cruise Weekly today

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

Another cruise wave

CRUISE Lines International Association (CLIA) has launched the next wave of its Ready, Set, Sail campaign, urging travel advisors, industry stakeholders and other supporters to send a new message to state and federal parliamentarians.

The new campaign comes in response to the ongoing government inaction over the future of Australian cruising, following the extension of the cruise suspension last week (CW 03 Sep) in which no progress was provided on a framework for resumption.

The campaign directs supporters to use the online tool [HERE](#).

River Collection a hit

EXCLUSIVE

IGNITE Travel Group's new My Cruises River Collection (CW 02 Sep) is already seeing dividends on its mission to dispel misconceptions about river cruising, with the division's General Manager Michael Middleton telling CW the younger demographic is leading the way in terms of bookings.

Keen to allay misapprehensions river cruising is expensive and only caters toward an older demographic, Middleton said the presentation of the product had thus far helped My Cruises win over nontraditional clientele.

"We're actually seeing a younger demographic of passenger than we are on some of our ocean bookings," he said.

"It really shows that by presenting it in the way that we do, it's really attracting some of those younger clientele that is

wanting to experience those kind of destinations."

Pressed on why he thought river cruising may prove popular with a younger audience, Middleton pointed to the changing nature of the industry and its product offering over the past 18-24 months, with lines looking to cast the net even wider in the future.

"A lot of the river operators now are focusing on not just the standard style of travel, they're offering more active shore excursions as well.

"There's often more included than a standard ocean cruise, and when we showcase our advertising, we push that out to the consumer, we really try to talk about the value in the inclusions of a package, not just the price."

Middleton said he is already really pleased with how the River Cruise Collection is tracking from a sales standpoint.

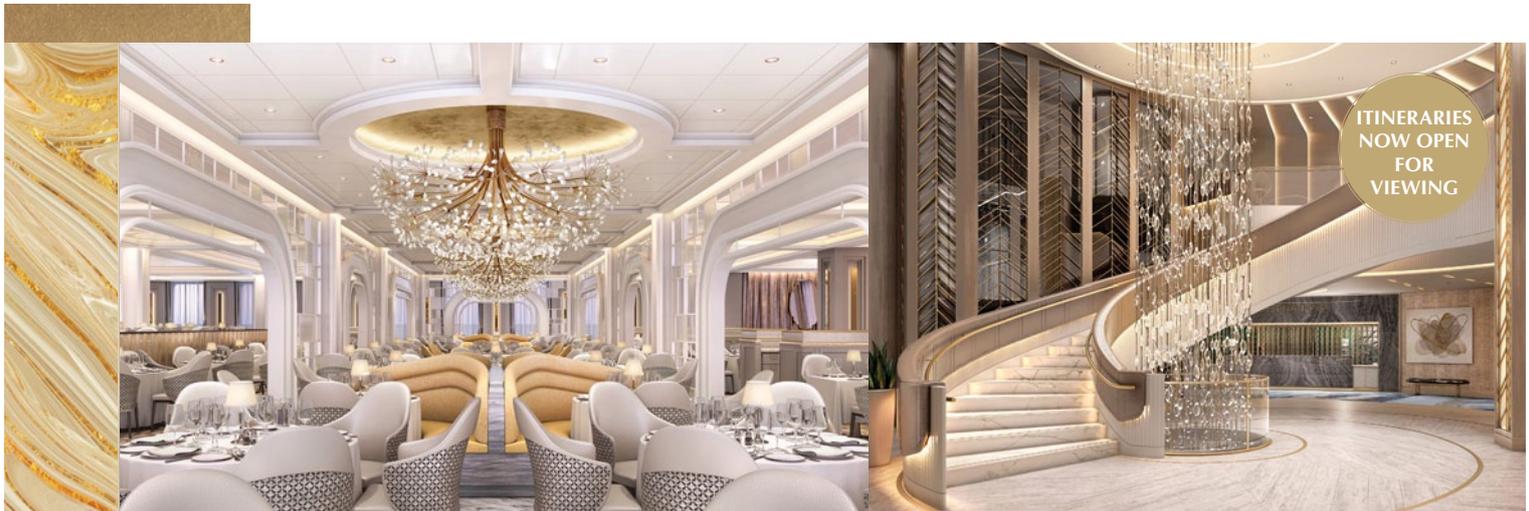
Svalbard changes?

BOTH Aurora Expeditions and Scenic Group have told **Cruise Weekly** they are committed to evolving their sustainable practices, and ensuring compliance & responsibility to preserving the immaculacy of the regions they visit, after the Norwegian Environment Agency (NEA) proposed changes to the regulations in Svalbard, which would limit cruise ships to 200 passengers per visit.

Currently, such regulations are only required for vessels sailing in the protected areas in East Svalbard, but the NEA believes they should apply to all protected areas.

The proposal would also see disembarkation granted in only 42 selected locations.

The NEA said climate change and increased tourism made the existing environmental policy insufficient.



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Ponant 2022-2023

PONANT has launched its new 2022-2023 Luxury Expeditions brochure.

The program is available to order and is also downloadable & viewable online **HERE**, with local highlights including the Kimberley, the eastern states and Tasmania.

Cruisers will discover unique itineraries including a journey up the Kimberley's King George River in a Zodiac, culminating in the spectacular twin falls, navigating the rugged coastline of Turrakana, and exploring the outermost corners of the Great Barrier Reef.

Ponant's new expedition itineraries include Japan's Subtropical Islands, Zanzibar, and an expedition to the North Pole on board the soon-to-launch *Le Commandant Charcot* (**CW** 08 Sep).

APAC GM Sales & Marketing Deb Corbett expressed Ponant's excitement about the release of the tailored luxury expedition brochure.

Vista Inaugural Season



OCEANIA Cruises has unveiled the Inaugural Season voyages for its new ship *Vista* (pictured).

The first program of 18 cruises commences in Apr 2023 and will span more than 24 countries across four continents.

Vista's Inaugural Season voyages are now available for travellers and travel partners to preview online **HERE**, and will open for sale on Thu.

Inaugural Season highlights include the Maiden Voyage sailing from Rome to Barcelona on 14 Apr 2023.

There will be visits to the

Spanish, French, and Italian Rivieras, the islands of Greece, the holy lands of Turkey and Israel, the Canary Islands, the wine country of Spain, Portugal, and France, the British Isles, and the Panama Canal.

Cruisers will also stay overnight in Lisbon, Venice, Istanbul, Jerusalem, Bordeaux, Montreal, and New York City.

Off-the-beaten-path destinations will feature throughout the season, such as Port-Vendres, Bodrum, Philippi, Bozcaada, Chania, Izmir, Salerno, Kirkwall, Stornoway, Killybegs, Saint-Pierre, Shelburne, Martha's Vineyard, and Corinto.

"Every aspect of *Vista's* Inaugural Season has been designed to present immersive destination experiences through new and unique perspectives," said President & CEO Brad Binder.

"From the heart of iconic cities such as Venice and London to the rarely trodden shores of Stornoway or Kavala, guests will be enthralled with the diverse array of memories they'll collect along the way."



AND we thought we were a "threat" to the planet - this beautiful big blue ball which has been around for forever.

Recent research has shown some coral reefs are adapting to the warming ocean, and are more resilient than we thought.

The recent study published in *Geophysical Research Letters* say certain reefs are actively adapting to warming oceans and the stresses of climate change on them has lessened even as water temps continue to rise.

Researchers went back almost 20 years, and according to author Michael Fox, "we're seeing areas that were devoid of corals after 2002-2003 that are now flourishing with most of the original species".

The researchers believe the study can teach us how to manage other reefs.

CDC test changes

THE Centers for Disease Control & Prevention (CDC) has cut the testing period for vaccinated cruisers down to two days.

The new guidance says unvaccinated passengers are required to get a PCR test within three days of boarding a ship, as well as a PCR or antigen test on the day of embarkation.

A PCR or antigen test should also be required before disembarking.



Travel Daily

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