



Cruise Weekly today

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



On location aboard Carnival Splendor

Today's issue of CW is brought to you by Carnival Cruise Line, which is sailing its first voyage in Australia since Mar 2020.

THE excitement is in full swing on board *Carnival Splendor*, which is today making her way south back to Sydney on the final day of its return itinerary to Moreton Island.

Celebratory events for guests have included themed parties, welcome back hampers and plenty of impromptu dancing from the delighted crew.

The perfect brand for troubled waters

CARNIVAL Cruise Line's Global President Christine Duffy believes the rising cost of living around the world is making the brand even more attractive with a growing cohort of cruisers.

Speaking with *Cruise Weekly* over the weekend during the line's first Aussie sailing after three years, Duffy said Carnival's long-standing appeal as providing quality product for a price that won't break the budget will hold the company in great stead through the choppy economic waters ahead.

"Carnival has always been seen as great value for money and in these times which are challenging for many families, people are able to take a holiday that is affordable and accessible," she explains.

"This is especially true for people who are able to drive to our ships, that's one of the big things for us in the United States,

people can pack up the car and drive to the ship and avoid expensive airline tickets."

When asked how sales are tracking for the brand locally, Duffy said she had been "really pleased" with the response from Aussies so far, tipping the deployment of its second ship *Luminosa* in Brisbane from Nov onwards to spur even greater local bookings growth.

"Six percent of Australians have taken a cruise which is much higher than any other population and being a coastal country and Aussies are naturally attracted to being near the sea and being on a ship," Duffy said.

"Our demographic here skews a bit younger than some of our sister brands and we see a lot more families and plenty of multi-generational cruising...but our brand is all about fun and we don't take ourselves too seriously

and we think Australians are similar to Americans in that they like to have fun and relax - but they do drink more beer than us," Duffy jokes.

The Carnival chief also heaped praise on the importance of travel agents to the brand, admitting that part of the reason she had travelled to Australia was to listen and chat with the travel trade to find out what's working well and what needs to be improved.

"We need to spend time doing that because this is a different market and travellers have heaps of options so it's a crowded space," Duffy contends.

"Agents are so important so that we can get the right guest on the right cruise," she added.

Carnival Cruise Line's restart kicked off on Sat with the ship's first post-pandemic voyage ex Sydney - for all the action on board see **page three**.

Exclusive CRUISE EVENTS

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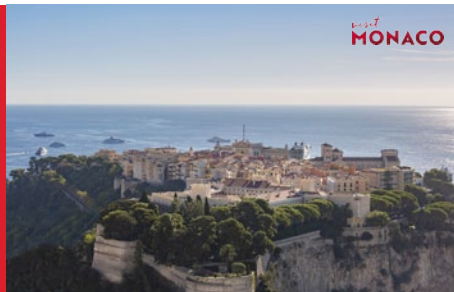
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Viking's triple christening celebration

VIKING Cruises has celebrated its 25th birthday in style, with the milestone commemorated with the first-time simultaneous christening of three classes of Viking ships.

The company's newest expedition vessel *Viking Polaris* met up with ocean vessel *Viking Mars* and river cruising longship *Viking Mani* in Amsterdam, with the trio then sailing in a special processional convoy to IJmuiden in the Netherlands.

The gathering also included a ceremonial remote christening for *Polaris'* identical sister ship *Viking Octantis*, currently sailing in North America's Great Lakes.

Explorers and educators Liv Arnesen and Ann Bancroft, the respective ceremonial godmothers of *Octantis* and *Polaris*, were in attendance in Amsterdam and offered a blessing of good fortune and safe sailing



for the new ships, with Arnesen's good wishes offered via video.

The godmothers also assisted in breaking a bottle of Norwegian aquavit on each of the vessels, while the ceremony included performances from Viking's favourite soprano Sissel Kyrkjebø and violinist Tor Jaran Apold.

Viking Chairman Torstein Hagen said it was fitting that the historic moment featured the pioneering

Arnesen and Bancroft.

"As renowned explorers who became the first women to ski across Antarctica, they are the perfect choice for ships that are designed for expeditions.

"I am very proud of what we have accomplished in our first 25 years...and in our view we are just getting started," he said.

"Where do we go next? Onwards."

Record W4W regos

NORWEGIAN Cruise

Line's Walk for Wellness has smashed previous records for participation, with the activity tracking platform indicating almost 1,050 people from across the Australian and NZ cruise sectors are taking part.

In just three days since the month-long mental health initiative kicked off the group have already walked a collective 13,379km, and are on track to achieve the 140,000km total by 31 Oct.

It's not too late to join the fun - sign up by **CLICKING HERE**.

New SeaDream PR

HARRISON Liu has joined

SeaDream Yacht Club as the brand's Senior Director of Communications, moving from his most recent role with Atlas Ocean Voyages.

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NORWEGIAN SPIRIT

JAN - MAR 2023



14-DAY ICELAND:

REYKJAVIK & BELFAST FROM LONDON (SOUTHAMPTON)

NORWEGIAN PRIMA

17 SEP 2023



Splendor sails into Australian history

Tuesday 4th Oct 2022

CARNIVAL Cruise Line is renowned for its ability to throw a party, and the brand certainly didn't disappoint last weekend when it hailed its

Aussie return after three years. Celebrations

were held at the Overseas Passenger Terminal in Sydney to mark *Carnival Splendor's* first departure for the season, with lovable former NRL star Beau Ryan getting the 'Back to Fun' party off to a flying start.

Global President Christine Duffy

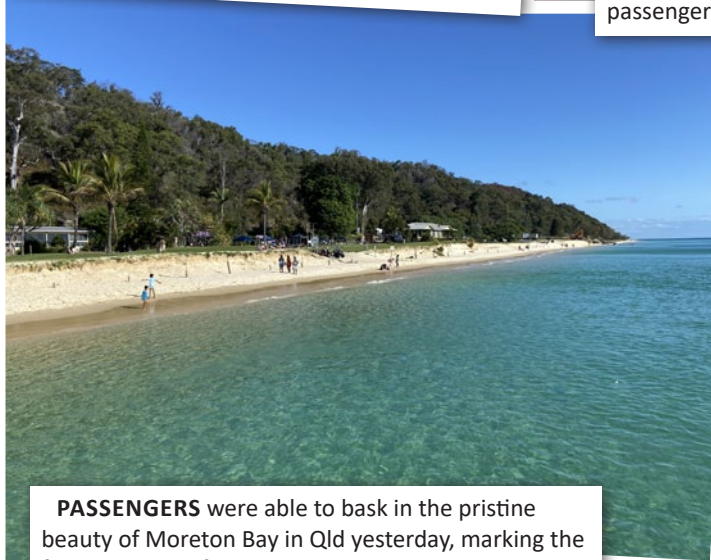
was also in town to get jiggy with Aussie cruisers, while loyal Carnival passengers also busted out their best dance moves before hot-footing their way onto the ship to enjoy a four-day return trip to Moreton Island in Queensland.



MISSION Complete. Carnival President Christine Duffy leads the cruise line through the final phase of the global restart in Sydney.



THE Carnival crew welcomes passengers back in jubilant style on Sat.



PASSENGERS were able to bask in the pristine beauty of Moreton Bay in Qld yesterday, marking the first shore stop for Carnival since 2019.



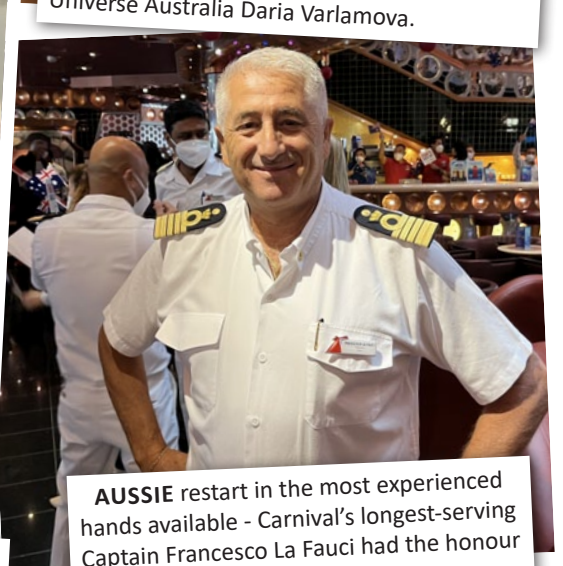
THREE glamorous women celebrating the restart - Duffy joined by current Miss Universe Australia Monique Riley and former Miss Universe Australia Daria Varlamova.



ROVING TD junior reporter Charlie Bishop gives *Splendor's* mini putt putt facilities his big tick of approval.



LOVABLE larrikin and Carnival 'fun-bassador' Beau Ryan warms up the crowd.



AUSSIE restart in the most experienced hands available - Carnival's longest-serving Captain Francesco La Fauci had the honour of skippering *Splendor's* local return.



A WATER-BORNE scandal of sorts has erupted at a professional fishing event in Ohio, USA, where two competitors have been accused of stuffing their winning catches with lead weights.

Officials at the Lake Erie Walleye Trail in Cleveland - a competition series offering rich cash prizes for the biggest Walleye Bass - uncovered the alleged cheating when they began cutting open the fish of a pair of regular winners.

As well as sinkers, other fishermen claimed the winning catches were also stuffed with fish fillets to bulk them up, with the incident highlighted on a video posted to social media.

The claimed offenders had been set to take home almost US\$30,000 in winnings before the tournament director said he smelled something fishy - prompting reel outrage in the angling community.

MSC card extension

MSC Cruises is extending benefits under its Voyagers Club loyalty program until 31 Dec 2023 for cards expiring between Oct 2022 and Apr 2023.

Members will keep their current membership level and continue to receive all bonuses including 5% discounts, as well as 700 extra points for sailings between 01 Nov and 28 Feb booked by 30 Nov.

Regent trade masterclass



REGENT Seven Seas Cruises welcomed 40 home-based and retail Sydney travel advisors last week at the Sheraton Grand Hotel for a special Masterclass on "Creating Luxury Clientele From Your Existing Database".

Conducted by Elsa McLean, Regent's dedicated BDM for Home Based Advisors, the gathering saw participants spend time together focusing on "travel trends, the value of all-inclusive

luxury cruising and the pent-up demand for unique, memorable experiences," Regent said.

In addition to valuable insights and networking, attendees on the day also received five CLIA accreditation points.

Pictured from left are some of the MTA Travel advisors present at the event, Sarah Fenton, Leanne Kuntz and Danielle Lawson with Elsa McLean from Regent Seven Seas Cruises.

Virgin roadshow

VIRGIN Voyages VP of International Sales, Shane Riley and the line's National Training Lead, Luke Day, will host a First Mates Roadshow for travel partners in Perth, Brisbane, Adelaide, Sydney and Melbourne next month.

Seats are limited and RSVPs close at 6pm AEST tomorrow, with attendees also able to access an exclusive bonus booking offer on the night.

For more info and to register for the events **CLICK HERE**.

A-Rosa's new app

A-ROSA River Cruises has launched a new smartphone app for passengers, allowing them to access details such as onboard restaurant and bar opening times, menus, itinerary details while also being able to book excursions.

As well as making info more accessible, the paperless app is also part of A-Rosa's sustainability journey, and is currently offered on *A-Rosa Sena* prior to a fleetwide rollout in 2023.

Oceania free land

OCEANIA Cruises is offering guests on select 2023 voyages a Free Land Program, which is available on 15 sailings to Africa, Asia, Australia, the Middle East and more for bookings confirmed by 08 Jan.

Each tour offering has limited capacity, with the free add-ons including experiences in Cape Town, Mumbai, Santiago, Rio, Angkor Wat, Tokyo and Dubai.

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