



Regent targets cruise luxury leadership

EXCLUSIVE

REGENT Seven Seas Cruises this morning confirmed its firm intention to maintain its position as the “leading luxury cruise line in Australia and NZ”, with its all-inclusive offering resonating strongly with post-pandemic consumer booking behaviour.

The line’s Chief Sales & Marketing Officer, Andrea DeMarco, is in Sydney for a week of updates with her team and key industry partners, and told **CW** Regent continues to see strong demand, with new booking records set each time a new program debuts.

DeMarco, who’s **pictured** with Regent Seven Seas Cruises SVP APAC Steve Odell and Lisa Pile, the line’s VP and GM for Australia and NZ, said more than half of those reservations are coming from “new to brand” guests.

“You still have this phenomenon after COVID that people want to travel, and people have changed



their purchasing behaviours. “They want luxury experiences, they want to treat themselves after being stuck at home... people are ready to spend.”

DeMarco noted that with *Regent Seven Seas Explorer* heading Down Under shortly and the launch next year of the new *Regent Seven Seas Grandeur* “the opportunity for the trade to capitalise on that is hands down one of the best opportunities you’re going to see in a long

time”, particularly given that the all-inclusive fares mean travel agents receive commission on all aspects of clients’ cruise holidays.

The local Regent team continues to drive inquiry through key partnerships, such as the new David Jones agreement (**CW** 23 Sep) and strong co-marketing relationships with the Australian Ballet, Queensland Ballet and the Art Gallery of NSW.

More from Regent in tomorrow’s issue of **CW**.

Crystal joins CLIA

THE relaunched Crystal Cruises has joined Cruise Lines International Association (CLIA) under its new structure led by the owners of A&K.

Crystal President Jack Anderson said the company would fully participate in CLIA’s work to promote the industry and “provide a unified voice across the entire global cruise community”.

It’s the final week of Cruise Month 2022!

SOCIAL media platforms have been “blitzed with thousands of Cruise Month posts” according to Cruise Lines International Association (CLIA), with the reignited campaign putting cruise back in the spotlight under the theme of #LoveCruise.

CLIA Australasia MD Joel Katz said the organisation had seen “some fantastic pick-up among travel agents who have amplified the initiative through their own digital campaigns”.

“We’re seeing a great mix of imagery, videos and tactical

offers to promote cruising, as well as a lot of personal insight from well-travelled cruise specialists,” he said.

With just a week to go, CLIA travel agents are being further encouraged to take advantage of the Cruise Month Toolkit which contains a range of resources accessible via the CLIA member hub.

This week’s theme is Luxury Cruising, with CLIA offering a prize of \$1,000 towards the cost of a cruise booked via a CLIA certified agent - cruising.org.au.

Sapphire resumes

PRINCESS Cruises’ *Sapphire Princess* has departed on its first post-pandemic sailing, a 10-night voyage ex Los Angeles to the Baja Peninsula.

The final Princess Cruises ship to resume operations will be the *Diamond Princess* which is set to restart sailing in Nov this year.

Cruise Weekly today

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



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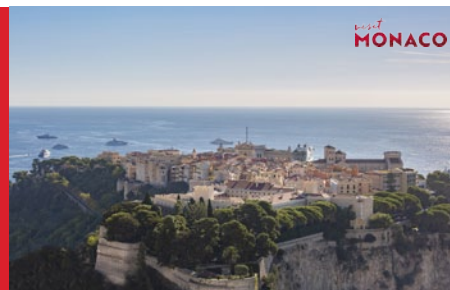
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Free NZ flights

CRUISE Traveller has curated a package including a small-ship exploration of NZ's Stewart Island and less-visited fjords aboard *Heritage Adventure* including flights from Australia and a night's pre-cruise accommodation.

The seven-night fly, stay and cruise package is priced from \$8,750ppts, with the free flights on offer for bookings made by 31 Oct - [CLICK HERE](#).

Ocean Albatros launches



ALBATROS Cruises' newbuild *Ocean Albatros* has launched from its shipyard at China Merchants Heavy Industries in Haimen, China.

SunStone Maritime Group announced the float out as the sixth vessel in its Infinity Class line of vessels, which also included Aurora Expeditions' *Greg Mortimer* and *Sylvia Earle*, the *Ocean Explorer* and *Ocean Odyssey* operated by Vantage Cruise Line; and Albatros Cruises' *Ocean Victory*.

The ships all feature the Ulsten X-Bow, an inverted bow concept which improves wave piercing

efficiency and stability during poor weather conditions, making for more comfortable cruising.

The Albatros configuration features 93 cabins, 68 with private observation decks and nine with French balconies.

There are three restaurants, a wellness area, an Albatros Nordic Bar and lecture lounge, with the *Ocean Albatros* also featuring a sauna and 12 solo travel cabins.

All of the SunStone ships have long-term charter agreements in place, with the *Ocean Albatros* to now undergo fitout and sea trials before being delivered to Albatros in Q2 of 2023.

Royal prices notes

ROYAL Caribbean has announced its private offerings (**CW** 23 Sep) of US\$1 billion in Senior Guaranteed Notes will be priced at 9.25%, due in 2029, while the Senior Secured Notes offering also due in 2029 will be priced at 8.25%.

The financial instruments will be used to redeem 9.125% Priority Guaranteed Notes and 10.875% Senior Secured Notes which are both due in 2023.

Celebrity with LLP

CELEBRITY Cruises President and CEO, Lisa Lutoff-Perlo, will host a special "Celebrate with the CEO" sailing ex Seattle to Alaska on 23 Jun next year aboard *Celebrity Solstice*.

The seven-night voyage for the line's Captain's Club members will feature exclusive tours, special events, local entertainment and cuisine and a number of special surprises - see celebritycruises.com.

Last chance to register for walk



NORWEGIAN Cruise Line's popular Walk for Wellness initiative for 2022 will officially launch this coming Sat 01 Oct, with the countdown seeing NCL calling for final registrations which close on Fri.

Hundreds of people from across the travel and cruise sector have already registered to get active across the month, with the campaign coinciding with National Health Month and WHO World Mental Health Day on 10 Oct.

Registration to participate is simpler this year, with the month-long program featuring four weekly challenges and a combined goal of 140,000km walked, following the virtual journey of the upgraded *Norwegian Spirit* as she sales from Hawaii to Tahiti, Australia and New Zealand for her highly anticipated inaugural local season.

Prizes are also on offer, including opportunities to win an Oceanview stateroom on the ship's first sailing ex Sydney as well as a weekend getaway for two, deluxe Bose noise-cancelling headphones, spa vouchers, experience gift cards and even a robot vacuum.

To take part [CLICK HERE](#).



NEW destination alert!

Cruise line planners may want to think about putting an extra Pacific Ocean stop into future itineraries, after the appearance of a new island in Tonga.

Satellite imagery has captured the emergence of the small land mass after the eruption of an underwater volcano along Home Reef.

An update from Tonga Geological Services last week confirmed the island had an elevation of about 20m above sea level with an area of roughly four hectares.

As the eruption continues it's likely to get even bigger - but an alternative is also possible, with NASA noting the volatile seismic environment in Tonga has previously created several new islands which ultimately returned to the sea after a few months.