



### Cruise Weekly today

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

## Volendam returns to cruise service

**HOLLAND** America Line's *Volendam* has embarked on her first passenger voyage since the pandemic.

*Volendam* set off from Trieste, Italy for a two-week 'Holy Land & Ancient Kingdoms Explorer' itinerary, after a formal ribbon-cutting ceremony.

The ship has been located in Rotterdam for the last six months after being chartered by the city to house Ukrainian refugee families.

After a series of eastern Mediterranean voyages the ship will reposition to Fort Lauderdale late next month.

## RSSC to debut new agent resources

### EXCLUSIVE

**REGENT** Seven Seas Cruises (RSSC) will shortly roll out new "segmentation analysis" which will give the Australian travel trade the ability to boost their business by targeting specific market segments.

The initiative was unveiled by the line's Chief Sales & Marketing Officer Andrea DeMarco (**CW** yesterday), who told **Cruise Weekly** RSSC continues to see travel advisors as key partners.

In contrast to some brands which are taking a direct approach, "you're going to see us really take a different angle, we're going to be investing very, very heavily in this particular distribution channel," she said.

In the United States, RSSC has just launched a new business-focused webinar series to help agencies grow their reach, and DeMarco said a "regionalised"



version was likely to roll out before the end of the year.

"In this series, our goal is to give the trade the tools, assets, the education to market to the different target segments... we can share the insights of what works for us, and help you segment your database," she said.

DeMarco (**pictured**) said the program was focused on producing immediate results and growth for travel businesses.

"If the trade is successful, we're successful, and we're in this together," she said.

"This is something I don't think you've seen a brand do before, where we are actually investing the dollars to get the research to give to them...at the end of the day, I want to help hold the trade's hand to help them create a strategy that's going to make them successful".

RSSC continues to focus on attracting "new to brand" guests, with its ongoing capacity growth - including next year's launch of *Seven Seas Grandeur* - meaning attracting new customers is key.

DeMarco stressed RSSC's "true all inclusive luxury value proposition," urging the industry to continue to communicate the benefit of features like fully included shore excursions, premium beverages, land add-ons and more with their customers.

*Regent*

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## Canada removes cruise requirements

CANADA will not require a COVID-19 test nor proof of vaccination in order to cruise from next month.

Transport Canada overnight announced it will remove all COVID-related entry restrictions from Oct, which includes testing, quarantine, and isolation requirements.

Currently, COVID-19 tests for travellers coming into Canada are carried out randomly, while incoming passengers are required to self-monitor and report symptoms.

The changes also mean the ArriveCan app will not be mandatory, and will instead become optional.

"We applaud these decisions by Transport Canada to make visiting the country easier and more convenient for all guests sailing our popular Alaska and Canada/ New England itineraries, and look



forward to welcoming everyone on our incredible Alaska and Canadian cruises," said Princess Cruises President John Padgett.

"Alaska and Canadian cruises are among the most desired vacation options in the world, and we look forward to welcoming everyone who's waited the past three years for this market to fully open."

Holland America Line President Gus Antorcha added: "this is a win for the cruise industry and

for our guests, as we are seeing growing interest for booking 2023 cruises to Alaska and Canada.

"It's a positive step that puts health protocols for our Canada and Alaska cruises more in line with most of our other global cruises.

"We thank Transport Canada for taking action that will continue to protect the health of travellers while also making it easier for them to book a cruise that allows us to support the local economy."

Let us entertain you!

ROYAL Caribbean International has announced more than 1,400 opportunities will be made available on its entertainment staff over the next 12 months.

Every year, around 100 Australians are included in Royal Caribbean's cast of singers and dancers, and the cruise line has announced even more entertainers will now be joining its 3,000-strong entertainment staff.

There will also be the chance for Australians to work close to home, with Royal Caribbean home porting *Quantum of the Seas* from Brisbane for the first time ever from Nov, while *Ovation of the Seas* will sail from Sydney from 29 Oct.

More than 600 shows will be performed across both ships, with a third of *Quantum's* performers to be Australian.

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### JUDO chop!

Princess Cruises is making waves in the world of martial arts, after announcing a new partnership with equipment provider FUJI Sports and its sister brand FUJI Mats, the "worldwide leading supplier of premium mats and facility equipment".

The cruise line will be dominating the dojo with a special seven-night Caribbean cruise aboard the *Sky Princess* in Jan next year, with the exclusive sailing offering a host of activities such as seminars with leading martial arts practitioners, shoreside martial arts events in ports of call and culinary demonstrations with celebrity chefs - presumably to keep energy levels high.

Princess President John Padgett said "it is a privilege to host a multi-generational multicultural global community focused on health, discipline, learning and wisdom".

## UK cruise intent surges

CONSUMER research detailed by Cruise Lines International Association (CLIA) demonstrates demand for cruise vacations among British vacationers is now greater than in 2019.

CLIA surveyed 4,000 people in the United Kingdom, France, Germany, Italy, Spain, the United States, Canada and Australia, with 85% of British respondents who had cruised previously intending to take a holiday at sea again - up 6% on figures from 2019.

Among those who had taken a cruise in the last six months, 90%

said they intend to cruise again, while two-thirds of those who had never cruised said they were open to a cruise vacation, up half a percent on pre-pandemic levels.

The poll also highlighted the wider tourism benefits of cruising, with 69% of international cruisers staying at least one night in-destination prior to embarking, and 43% extending their stay.

Two-thirds of international cruisers stayed at least one night after disembarkation, with 34% staying two or more nights.

60% of cruisers said they had later returned to a destination they first visited on a cruise ship.

The sentiment survey also showed a jump in international cruisers who said the industry was a "leader in responsible travel," jumping nine percentage points to 51% of respondents.

CLIA UK & Ireland MD Andy Harmer said it was heartening to see demand for a holiday at sea was set to continue, adding: "the appeal of going on a cruise remains as strong as ever".

CLIA Australasia has been approached for comment on the Australian results of the poll.

### Love Boat launch

NETWORK 10 has confirmed that the first episode of 'The Real Love Boat Australia' will screen on local free-to-air TV next Wed 05 Oct at 7.30pm.

The reality TV series has been filmed in partnership with Princess Cruises, with a titillating preview now online at [cruiseweekly.com.au/videos](http://cruiseweekly.com.au/videos).

### Combrink to escort *Endeavour*

SILVERSEA Cruises SVP Expedition, Destination and Itinerary Management, Conrad Combrink, will accompany passengers on the inaugural Antarctic voyage of the line's new *Silver Endeavour*.

It will be his 78th trip to the White Continent, with passengers on the first cruise flying via Silversea's Antarctica Bridge charter service to King George Island on 21 Nov.

### NCL bevvies dearer

NORWEGIAN Cruise Line (NCL) has confirmed the prices for its Premium Plus Beverage Package and the Unlimited Open Bar Beverage Package are being increased by USD\$10 per passenger per day.

The Premium Plus package will rise to USD\$138 per person per day plus gratuities, with unlimited availability of wine, champagne and other premium beverages.

The Unlimited Open Bar Beverage Package will increase to USD\$109pp per day, which includes all beverages costing up to USD\$15 per serve.

The price increases are effective from next year.

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