



Darwin expedition

THE NT is seeing an increased desire from travellers to board expedition cruise ships, driven by a growing appetite to stay longer and visit more rural, less-visited ports.

Speaking with *Cruise Weekly* over the weekend during an agent Round Up faml, Tourism NT's Executive Director Tony Quarmby challenged agents to ensure they are thinking about cruise visits as part of any itinerary to the NT for clients.

"It's important people check out some of the really cool spots that ships can stop in and that most people have never heard of and it's very exciting to see [expedition cruise lines] return," he said.

"Cruise ships present an opportunity to get out into Kakadu and Litchfield and do flights over the region."

Disney to grow Singapore's cruise cred

SINGAPORE Tourism Board Chief Executive Keith Tan believes the destination is only just "scratching the surface" of the potential of the cruise industry, following the announcement Disney Cruise Line will home port its brand new ship in the island country beginning in 2025 (CW 30 Mar).

Comparing Southeast Asia's cruise sector to more mature markets like Australia and Europe, Tan told *Cruise Weekly* there's a lot of potential to grow the perception of cruise as an exciting and viable holiday in Singapore and the wider region.

Tapping into the Disney universe will help grow this market, Tan believes.

"We think the product itself has tremendous potential," he said.

"The brand has tremendous brand equity in the region in Singapore, but also in Southeast



Asia and South Asia as well."

"More importantly, the cruise-going segment of the population in Southeast Asia and South Asia is just beginning to grow."

Tan believes Disney does a great job of translating its content into onboard experiences.

"One might say that you get a more immersive experience on board a Disney cruise ship than compared to visiting a theme park," he added.

Disney's home porting will also help develop its reputation as a choice port for fly-cruisers from South Asia, in particular India.

"Our data was Indian visitors coming to Singapore, spending a few days, then going out to cruise three days, four days, five days cruises out of Singapore, and then flying back to India.

"We saw that as a verifiable itinerary for the South Indian travellers."

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PORTHOLE

AN ALL-NEW kind of “unlimited Buffet” has arrived - an “all-you-can-cruise” pass with Jimmy Buffett’s new Margaritaville at Sea cruise line.

The USD\$899 pass allows the purchaser to take almost unlimited two-night trips through to the end of the year.

The ‘Ultimate Paradise’ pass is believed to be “the first, and only, cruise deal of its kind”.

“It’s perfect for a quick escape after a stressful work week or for a whole new adventure at sea,” according to President & Chief Executive Officer Kevin Sheehan Jr.

However, the pass is only for the spontaneous - travellers can only book between 24 and 72 hours of sailing.

Cunard sale is on

CUNARD Line’s Grandest Destinations Sale has launched today, in time for Easter.

The sale allows travellers to take advantage of great savings on selected 2023 and 2024 sailings when booking between 04 Apr and 30 Jun.

The campaign includes cruises in Australia, Asia and the South Pacific, the Mediterranean & Europe, South Africa, and the Americas.

For more information and to book, [CLICK HERE](#).

Silversea’s “relentless investment”

THE largest ever Australian deployment by Silversea Cruises next year is part of a program of “relentless investment” in the region, with Chief Executive Barbara Muckermann (pictured) holding a strong belief in the potential of the local market.

Muckermann is currently visiting Australia, and told **Cruise Weekly** yesterday she expects the Asia-Pacific region to eventually overtake the United Kingdom to become the second most-important market for Silversea after the United States.

Key factors driving Silversea’s Australian strategy include the overall strong cruise market penetration here, much longer cruise bookings, and the surging growth in expedition cruising.

“We have a huge optimism about the Asia-Pacific market,” Muckermann said, noting strong growth in the local Silversea team, which has also recently moved into a new regional office (CW 08 Feb) alongside its Royal Caribbean Group sister brands.

Silversea’s deployments for next year include *Silver Cloud* on the Kimberley (CW 06 Mar), as well as the Muse-class *Silver Moon* and newbuild *Silver Nova*, which Muckermann said will be the “world’s first multi-hybrid cruise ship” featuring multiple technologies leading to a 40% reduction in greenhouse gases.

Nova, which is set to debut in Europe later this year, also has a new “asymmetrical” design which allows for significant innovations, including an ocean-facing pool deck, elevators overlooking the water, and a new



“horizontal” suite arrangement allowing for higher ceilings and accommodations all the way from the bow to the stern.

Muckermann said the acquisition of Silversea by Royal Caribbean several years ago has provided the opportunity to radically change the approach to newbuilds, enabling the company to “build the perfect ship for every itinerary” - such as the 51-suite *Silver Origin* which is ideally suited to the Galapagos, where it operates year-round.

Last year’s acquisition of *Silver Endeavour* - formerly *Crystal Endeavor* (CW 19 Jul 2022) was a highly successful opportunistic purchase, Muckermann said, with the ship having now entered dry dock following her inaugural Antarctic season.

“She is already the most luxurious polar ship,” Muckermann noted, “but now we are adding more upper suites because we sell top-down”.

The upgrades include the addition of six new staterooms where the now-unused helicopter hangar was previously located - with these designated as

“Starlight Suites” because they will feature glass ceilings to view the polar night sky (CW 20 Mar).

Four more new suites will also replace the onboard casino aboard *Silver Endeavour*.

Also visiting Australia for the first time in his new role is Massimo Brancaleoni (CW 17 Jan) who is Silversea’s Senior Vice President of Global Sales.

With Silversea’s ongoing growth, the cruise line now holds a 30% share of the luxury and expedition market, with the brand’s inclusive offering and customer affinity making for a huge opportunity for agents, Muckermann said.

Cruise Calendar

Current ports of call in Australia and New Zealand.

| | |
|----------------------------|--------|
| SYDNEY | |
| <i>Majestic Princess</i> | 04 Apr |
| <i>Ovation of the Seas</i> | 05 Apr |
| MELBOURNE | |
| <i>Coral Princess</i> | 04 Apr |
| BRISBANE | |
| <i>Quantum of the Seas</i> | 04 Apr |
| CAIRNS | |
| <i>Pacific Encounter</i> | 04 Apr |
| HOBART | |
| <i>Noordam</i> | 04 Apr |
| BURNIE | |
| <i>Coral Princess</i> | 05 Apr |
| PICTON | |
| <i>Grand Princess</i> | 04 Apr |
| WELLINGTON | |
| <i>Grand Princess</i> | 05 Apr |