



Cruise Weekly today

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

Kerr to Silversea

SILVERSEA Cruises has appointed Cassandra Kerr as its new Director of Strategic Business Development APAC.

Her role will see her focus on Silversea's business development strategy to ensure the ultra-luxury cruise line is well-positioned for strong growth.

Kerr has decades of experience in leadership roles within the travel industry, including at IHG, Virgin Atlantic, Qatar Airways and most recently Sydney Airport, and said she was looking forward to "working closely with the Managing Director, Marketing Director and Sales Director".

CLIA's Craighead to christen Sakara

EMERALD Cruises has announced Cruise Lines International Association (CLIA) President & Chief Executive Officer Kelly Craighead (pictured) as godmother of its newest luxury ship *Emerald Sakara*.

The cruise line's second ocean-going luxury yacht, due to launch in Aug, will be named on 02 Dec in Puerto Rico.

Under Craighead's leadership, the CLIA team worked to help ensure the long-term viability of cruising during the COVID-19 pandemic, and made certain the industry's ability to safely return to operations, in line with other travel sectors.

Craighead has also honed CLIA's focus to advocate for a sustainable cruise industry.

"Kelly portrays perfectly what we find special about *Emerald Sakara*, whose translated name means 'thoughts become things,'"



Scenic Group General Manager United States Ken Muskat said.

"[This] represents both how we designed and built *Emerald Sakara*, and how we view Kelly's leadership and contributions to the cruise industry as she guided us through some of our most challenging times, only to emerge stronger than ever.

"Kelly's unwavering commitment to our valued travel advisors and to responsible

tourism at sea and in destinations around the globe aligns with Emerald Cruises' passion for growth and success."

Craighead said she is honoured to have been chosen as the Godmother of the ship.

"The name *Sakara* reflects my deep personal belief that positive thoughts manifest reality, and the strong rebound of cruise from the past few years - along with our commitment to a future of sustainable cruising - demonstrates the optimism that drives this industry forward every day," she said.

"Additionally, Emerald Cruises' 'Cherish the Planet' ethos, built in accordance with the United Nations Sustainable Development goals, aligns with CLIA's work around environmentally responsible tourism and protecting the destinations we visit."

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A NEW USD\$500 million luxury vessel is set to undergo sea trials, but you'll likely never board it.

American entrepreneur Jeff Bezos' new 127-metre superyacht *Koru* is currently anchored off the coast of Spain, awaiting her support vessel to join her for the tests.

It is thought Bezos will be aboard *Koru* before the northern summer, after she left her shipyard in the Netherlands earlier this month.

According to *BOAT International*, *Koru* is the largest sailing yacht afloat - a fact which has caused a number of headaches for Bezos.

It was initially proposed the city of Rotterdam would dismantle part of a historic bridge to allow *Koru* to sail out to sea (*CW* 04 Feb 2022), but another plan was formulated due to public outcry.

Yoga to do this!

STAR Clippers has announced new yoga-themed sailings this year.

The cruise line is introducing qualified instructors on board selected sailings in the summer.

Guests will be able to take part in complimentary daily classes throughout eight sailings until Oct.

RSSC new Epicurean Tours



REGENT Seven Seas Cruises (RSSC) has launched new Epicurean Explorer Tours and Culinary Arts Kitchen Classes in Alaska, in celebration of *Seven Seas Explorer's* first season in the state.

As part of its Epicurean Perfection program, the three new tours and three new classes will be themed around the cuisine of the Pacific Northwest of North America.

Highlights include a visit to a sustainable oyster and kelp farm, a catamaran ride through a glacier-carved fjord to a sustainable wild salmon hatchery, and plenty of opportunities to sample local delights, such as seafood and artisan crafted beers.

New classes on board showcase recipes from dishes found in the Vancouver and Seattle area, and how to make sustainable seafood selections.

"We are incredibly excited to offer a new collection of immersive culinary experiences to enrich *Seven Seas Explorer's* inaugural Alaska season," President Andrea DeMarco said.

"Alaska's untamed natural beauty and flourishing wildlife makes it the perfect destination for multi-generational travel".

For the first time ever, the Culinary Arts Kitchen team, led by Executive Chef Director of Culinary Enrichment Chef Kathryn Kelly, has also designed a class specifically for six-16 year-olds.

RSSC noted kids between two and 17 can sail free on six select cruises in Alaska for all new reservations made before the end of next month.

"Our new collection of culinary experiences for *Seven Seas Explorer's* inaugural Alaska season is rooted in topics that are important to our guests," Kelly said.

"We invite our guests to explore The Last Frontier by way of learning sustainable fishing and aquaculture, mastering fish cooking in our hands-on cooking school and understanding the authentic culinary traditions of the indigenous peoples and immigrants living in the majestic region of Alaska."

Pictured: Juneau.

Oceania land prog

OCEANIA Cruises has expanded its free land programs for select itineraries this year and the next.

It is now available on 24 featured sailings, in destinations including Tokyo, Rio de Janeiro, and Dubai, including UNESCO sites like India's Agra Fort and the Old City of Jerusalem.

The free land program offerings have limited capacity and are subject to availability, Oceania said.

"Our Land Programs are meant to deepen our guests' experience by introducing them to the cultural and culinary discoveries," President Frank Del Rio Jr said.

\$1 HAL deposits

HOLLAND America Line (HAL) is celebrating its 150th anniversary today with a sale offering \$1 deposits for 24 hours.

Savings of up to 25% off cruise only launch fares on select sailings across the next two years are available as part of the offer, plus up to USD\$150 onboard credit per person, depending on stateroom category and length of voyage.

"Holland America Line's 150th anniversary is an opportunity to show our guests how much we appreciate them," Chief Commercial Officer Beth Bodensteiner said.

CLICK HERE to view the eligible sailings.