



Cruise Weekly today

CRUISE Weekly today features four pages of all the latest cruise industry news, plus a full page from **Silversea Cruises**.

Silversea enhanced

SILVERSEA Cruises is inviting passengers to enhance their experience with a suite upgrade.

The limited time offer provides category upgrades, USD\$1,000 of shipboard credit, and a 15% reduced deposit.

A two-category upgrade is available on ocean voyages, while a one-category upgrade is offered on expeditions.

To take advantage of the limited-time offer, book a suite with Silversea's door-to-door all-inclusive fares by the end of next month.

See **page 5** for more info.

ACA and CLIA to ride together at ATE23

THE Australian Cruise Association (ACA) and Cruise Lines International Association (CLIA) will mount their first joint presence at the Australian Tourism Exchange (ATE) 2023, to promote the diversity and depth of the country's cruise sector to the international travel market.

ATE will be held on the Gold Coast this year, and is expected to attract around 550 international buyers from around the world, providing an opportunity to further promote Australia's thriving cruise industry on the global stage.

While both associations have attended ATE previously, this will be the first year they have come together on one co-branded booth (#231) with CLIA Managing Director Joel Katz and ACA Chief Executive Officer Jill Abel (**pictured**) hosting a full schedule of appointments.



Their focus will be on showcasing the vast array of cruising options available across the country, with a new brochure, *12 Iconic Cruise Regions in Australia*, forming the backdrop to their discussions.

"There has never been a better time for our two associations to harness our joint marketing power and show the world what Australia has to offer with a range of deepwater ports and incredible onshore activities," Abel said.

"This push has been further enhanced by the MOU we formed with Tourism Australia in 2022 when they stated that

cruise would play a crucial role in Australia's tourism recovery."

Katz said ATE23 will give both associations the opportunity to meet with key tourism wholesalers and retailers from around the world to discuss the important developments taking place in Australia's resurgent cruise sector.

"There is an incredible level of energy and enthusiasm being illustrated by our industry, which is on course to new prosperity in Australia," he said.

"We will be taking the message to key global markets that Australia continually punches above its weight as a cruise destination and has an incredible amount to offer".

Both bodies were also part of last month's Australian delegation to Seatrade Cruise Global, which similarly underscored the success of the cruise sector's revival.

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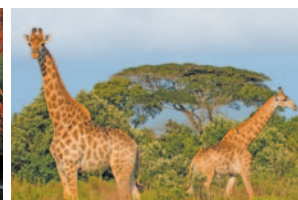
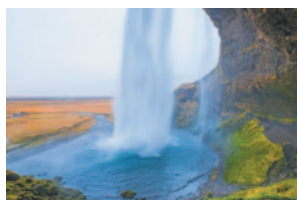
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Cunard new voyage a hole-in-one

AUSTRALIAN sports legends will set sail with Cunard Line, with Adam Goodes, Karrie Webb, and Mark Beretta to join Brett Lee on a dedicated cruise next year.

The star-studded 13 Feb sailing, Cunard's inaugural Voyage of Sporting Greats, will also be joined by Amanda McLaren, daughter of McLaren Racing founder Bruce McLaren.

Queen Elizabeth will host a raft of engaging talks, bespoke sporting activities, and tailored sport-themed shore excursions as she sails round trip from Sydney to Hobart.

The stars will play a pivotal role in inspiring guests, not just on stage, but also during more intimate experiences in Sydney, Melbourne, Hobart, and Port Arthur, over the seven nights.

"We are extremely excited to host some of the biggest local names in sport on *Queen*



Elizabeth next Feb," Director Katrina McAlpine said.

"The Voyage of Sporting Greats offers sports fans a once in a lifetime chance to meet and engage with some of our country's most famous sporting icons in one place.

"Brett Lee, Adam Goodes, Karrie Webb, Mark Beretta and Amanda McLaren will captivate sport enthusiasts with stories of their career-defining moments, their professional highs and lows and give guests the unique opportunity to get up close and personal with them during priceless and bespoke activities onboard and ashore."

Goodes said he is really looking forward to joining the illustrious line-up of sporting greats:

"This is a spectacular opportunity to join the other sporting icons and connect with guests onboard Cunard's *Queen Elizabeth*," he said.

"I am looking forward to sharing stories about my career, what drives and inspires me and what projects I am currently working on.

"I am specifically keen to talk to fans onboard and create great memories of the sailing for them."

Fares are available from \$2,349 ppts for a Balcony stateroom.

We are the champions!

SILVERSEA Cruises has announced its trade recognition program will return this year.

The 'Campioni di Silversea' recognises the top travel agencies in Australia with the highest-booked revenue in a calendar year.

Having started in 2019, the program is now in its fourth year, and sees Silversea thank key trade partners for their support in the previous year.

2023's winning agencies were recently treated to an exclusive private dining experience at Quay Restaurant, where they were presented their office trophy and a magnum of champagne by President & Chief Executive Officer Barbara Muckermann, as well as Managing Director APAC Adam Radwanski.

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Ambassador unveils 24/25 season

AMBASSADOR Cruise Line has launched its 24/25 season, with *Ambience* and *Ambition* setting sail to six continents and 34 countries, including Australia.

Itineraries have been curated to offer guests a wide choice of unique cruise experiences catering for all types of travellers, calling at 127 ports and visiting some of the world's most iconic destinations.

As part of the upcoming season, Ambassador will sail into Australian waters for the first time in Feb, with *Ambience* scheduled to arrive in Sydney as part of her 2024/25 Grand Round the World Cruise (**CW** 23 May 2022).

Other experiences include a range of authentic sailing experiences for the over 50s market, including the British Isles, the Mediterranean, the Caribbean, and the fjords of

Norway, with discounts of up to 40% off full fares for early bookings.

A highlight of the season will see both ships sail to the Normandy coast, offering guests the chance to mark the 80th anniversary of Operation Neptune.

There will be two summer multigenerational cruises and a new Easter multigenerational itinerary for all the family to enjoy, as well as a selection of Theme Cruises, complete with a wealth of legends of the stage and screen, guest experts, lecturers, and entertainers.

The season also includes a selection of "Short Sailings", offering guests a choice of European City Breaks during the year, as well as the chance to visit some of the continent's most popular Christmas Markets during one of Ambassador's popular Festive Getaways.

"We are delighted to unveil our range of exciting itineraries for 2024/25," Chief Executive Officer Christian Verhounig said.

"With a range of compelling launch offers, the Ambassador team are looking forward to offering the 'warmest welcome at sea' to guests booking our unique new season sailings.

"We pride ourselves on going above and beyond our guests' expectations every day."

Verhounig said since operations started in the northern spring of 2022, 30,000 guests have cruised with Ambassador.

"As with the many guests who have entrusted us with delivering an outstanding premium value sailing since we first launched, I'm confident that those coming on board in 2024/25 will delight in the truly wonderful hassle-free, authentic cruise experiences they will enjoy with Ambassador".

MSC partnership

MSC Foundation has partnered with Horn Foundation to support the Pangaea X Program, which empowers youth to tackle environmental challenges.

The partnership will support youth-led solutions to the environmental challenges connected with achieving the United Nation's Sustainable Development Goals.

The program will be delivered through an online platform, face-to-face workshops, mentorships, and networking events, with the aim of encouraging young people to become agents of social change in their communities.

Pangaea X aims to foster innovation and collaboration between young people and experts & stakeholders to address a broad spectrum of environmental threats.



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IT IS ashes to ocean in China, as burial at sea is becoming the country's solution to crowded cemeteries.

Boatloads of relatives carrying biodegradable urns are saying their farewells over water, instead of opting for an expensive and scarce funeral plot.

The ceremony is also becoming more popular as former Chinese Communist Party General Secretary Jiang Zemin chose to have his ashes scattered into the mouth of the Yangtze in Dec.

Arctic savings

NEW savings are available for couples and solos on a 2024 Arctic voyage with Adventure Canada, through Cruise Traveller.

Two voyages in 2024, linking Greenland and the Arctic Archipelago, have been packaged by Cruise Traveller, with a saving of \$2,035 per person.

A free hotel stay and no solo supplement, as well as a buy now/pay later offer, is also available for those who reserve the 13-night package before the end of next month.

No deposit will be required until Sep for the package, which cruises aboard Adventure Canada's *Ocean Endeavour* - [CLICK HERE](#).

Thousands of new explorers



A RECORD attendance was present at Viking's Explorer Information sessions, recently held across six cities.

More than 4,000 guests attended the Information sessions in Sydney, Melbourne, Brisbane, Adelaide, Perth and the Gold Coast.

More than 50 individual sessions were held throughout Feb and Mar, and sales from the events exceeded targets by 130%.

Enthusiastic guests were able to learn about Viking's extensive collection of river, ocean and expedition itineraries and secure their upcoming travel plans, with exclusive discounts and offers available.

"We were delighted by the demand for our Explorer Sessions and thrilled so many prospective guests and trade partners joined us to learn about Viking's unique product and diverse itineraries," Managing Director Michelle Black said.

"The Explorer Sessions embody a true win-win for our savvy trade partners, not only were the sessions a chance to immerse their clients in the world of Viking but they earn commission on every booking their client made from the events."

Black said forward bookings continue to be strong, with some of Viking's most popular voyages already sold out for this year, and filling fast for 2024 and 2025.

"Now is the time to get your clients to secure their future travel plans, to ensure they have the best choice," Black added.

The Explorer Information Sessions were so popular in Australia that Viking will take the program to New Zealand in the coming months.

Pictured is the Viking team: Marianna Conti, Ning Khuankhunthot, Ramon Drew, Elizabeth Sawers, Oriana Nespeca, Victoria Scobie, Melanie Gray, Laura Pajor, Trent Campbell, and Joanne Cullen.

Crystal returnees

CRYSTAL Cruises has announced the return of its Cruise Directors, as the brand prepares for its relaunch.

Cruise veteran Rick Spath will bring out *Crystal Serenity* when the ship returns to service on 31 Jul, and Raphael Derkson will also be returning, first to serve as the start-up Musical Director for *Serenity*, before he takes over as Cruise Director following on from Spath.

Russ Grieve will lead the team aboard *Crystal Symphony*, starting with her inaugural voyage on 01 Sep.

Additionally, Crystal Brand Ambassador Fernando Barroso de Oliveira will be on board *Serenity's* full World Cruise.

He will be hosting guests in daily activities, and participating in tours and shoreside events, sharing his advice and expertise.

"Serving as Cruise Director is one of the most important roles onboard, and we are so excited to have this group rejoin our team," VP Entertainment Keith Cox said.



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