



Travel Associates luxury cruise focus

EXCLUSIVE

THE clear investment roadmap into new ships by cruise lines provides a key opportunity for the travel industry to grow, one which Flight Centre Travel Group's (FCTG) boutique Travel Associates (TA) brand is determined to capitalise on, according to the network's GM Rachel Kingswell (pictured at left).

Speaking to **CW** in Singapore over the weekend during the Travel Associates Global Luxury Business Leaders Conference, Kingswell said the brand is "laser focused" on cruise right across its outlets, and particularly via the 12 dedicated Cruise Boutique offices which are staffed by some of TA's highest producers.

Rather than expanding the physical locations of Cruise Boutique Travel Associates, the plan is to build the number of expert cruise advisors across the



network, along with initiatives such as luxury cruise luncheons, which have proven very popular.

FCTG Luxury & Independent Global Marketing Leader Anna Burgdorf (centre), said "we get incredible support from those amazing luxury cruise brands".

"So certainly what we want to do is introduce new clients into those brands and into our business, and just continue to grow it," she said.

"There's just so much opportunity for these beautiful cruise and touring partners, connecting them directly with

clients and an advisor, it's just so powerful in the cruise space."

FCTG Global MD of Luxury and Independent, Danielle Galloway (right), added that it is "a guaranteed growth strategy".

"The investment's already being done by the cruise lines; we can map out the next five to 10 years in terms of their inventory starting to come into the market," she said.

"We want to be a partner of choice to fill those cabins...we've all seen how beautiful these new ships are, and just how much opportunity there is."

Cruise Weekly today

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

Branson on board

VIRGIN Voyages has confirmed human headline Richard Branson will host an upcoming cruise aboard *Resilient Lady*.

The 27 Aug departure from Piraeus is dubbed "A Virgin Celebration Voyage", with Branson joining a number of the cruise line's brand leaders in a series of intimate fireside chats, special performances and behind-the-scenes looks at the iconic global brand.

Targeting Virgin loyalists and members of the cruise line's Sailing Club, last-minute savings of 30% are available as part of a commitment to offer loyal clients access to "special brand moments".

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Travel Daily

Saudi launches cruise line

CRUISE Saudi has launched its own cruise brand, AROYA Cruises, which will be funded by Saudi Arabia's Public Investment Fund.

The cruise line will showcase "Arabian experiences" to Saudi nationals, expatriates, and guests.

AROYA's operational and management team will be led by Ghassan Khan, who will be in charge of the cruise line as a business unit which is separate to, but in support of, the fulfilment of Cruise Saudi's strategic goals, including welcoming 1.3 million cruise visitors by 2035.

"This is an extremely exciting time...it is a privilege to bring this cruise line to launch as a core element of Saudi's development as an international cruising destination," Khan said.

AROYA said it will reflect Saudi Arabia's "rich cultural heritage, natural beauty, and warm hospitality, providing an

immersive journey, designed and tailored to reflect its brand values of inspiration, enrichment, generosity and respect.

"AROYA Cruises is committed to an exceptional passenger experience and will offer the highest standard of service, facilities and shore excursion programme culminating in a unique offering in the region," the cruise line said.

AROYA's itineraries and packages are currently under development, and will be announced at its commercial launch, which will be held in the coming months.

Cruise Saudi Chief Executive Officer Lars Clasen added: "this momentous step marks a historical milestone in Cruise Saudi's ambitious strategy to create a premium cruise ecosystem in Saudi, in line with Vision 2030."

Scenic Starlink

SCENIC Group has become the latest operator to announce it will implement Elon Musk's SpaceX Starlink internet connectivity across its fleet.

The rollout will start with the just-launched *Scenic Eclipse II* followed by *Emerald Azzurra* later this month and then the new *Emerald Sakara*, which is scheduled to debut in Aug.

Scenic Eclipse will be fitted with the new technology by the end of the year.

New Carnival menu

CARNIVAL Cruise Line will enhance its culinary program fleetwide with the addition of almost 60 new main courses in its dining rooms and specialty restaurants.

The revamp will also add more vegetarian options.



CRUISE
WEEKLY
on location in
Singapore

Today's issue of CW is coming to you courtesy of Travel Associates and International Luxury Travel Market (ILTM).

AN INTENSIVE weekend of networking, inspiration and meetings as part of the Travel Associates Global Luxury Business Leader Conference is being topped off this morning with a range of immersive Singaporean activities.

Cooking, wellness, creativity, adventure and sightseeing are on offer for the delegates from Australia, who will now continue their experience here with three days of immersion and connection at the International Luxury Travel Market Asia Pacific 2023.



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DISNEY Cruise Line is making the most of the fascination with Halloween with the launch of new 'Halloween on the High Seas' itineraries for next year.

A month of sailings from mid-Sep 2024 will see families on board dress up and join Disney characters in special Halloween costumes.

The voyages will operate aboard *Disney Wish*, *Disney Fantasy* and *Disney Magic*, with passengers also set to "enjoy spine-tingling themed food and beverages, and immerse themselves in a ghostly ship takeover with elaborate decor and a magical Pumpkin Tree".

Who knew that was a thing?



Crystal debuts new spa



CRYSTAL Cruises has announced the debut of Aurora Spa, a newly redesigned concept featuring bespoke menus.

Aurora will feature the latest technology and treatments on board *Crystal Serenity* and *Crystal Symphony* through exclusive partnerships with British skincare brand ELEMIS and beauty experts Kerastase.

Serenity will feature 12 treatment rooms and *Symphony* will feature 10, with male and female steam rooms, saunas, a relaxation room, and a salon on both ships.

Some of the featured treatments will include the Aurora LED and Cryo Facial Experience, and the Biotec 2.0

The Ultimate Facial.

Massage treatments include the Aurora Stone Signature Massage, incorporating hot stones for relaxed muscles, and The Chariot of Light with LED light therapy.

Nail and make-up treatments for both men and women will also be available.

"We cannot wait for our guests to experience the all-new Aurora and wellness offerings onboard *Crystal Symphony* and *Crystal Serenity*," SVP of Hotel Operations Bernie Leybold said.

"Our partners at Tillberg Design of Sweden have created gorgeous spaces reflective of energy, light and balance to help our guests truly embrace their most extraordinary self at sea."

Alaska package

SUBSTANTIAL savings are available for an Alaska and the Rockies in a sea, rail, and road package with Cruise Traveller.

The VIP Alaska and Canada itinerary sails through the United States' northwest extremity aboard Ponant's *Le Soleal*, before a tour through the Canadian Rockies, including a ride aboard the Rocky Mountaineer train.

Le Soleal will call at "off-the-beaten-wake" destinations including Kake, Petersburg, Metlakatla, and Alert Bay.

The voyage also ventures waterways bigger ships don't offer, such as the glaciers of Endicott Arm, Misty Fjords National Monument, and Johnstone Strait.

The 16-night package begins on 12 Jul 2024 with a night in Seattle and a flight to Sitka, where guests will board *Le Soleal* for her seven-night voyage to Vancouver, which is followed by an eight-night rail and coach tour.

Travellers can save \$7,720 per couple and \$13,425 per solo when booking by 08 Jul.

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