







cruiseweekly.com.au cruiseweekly.co.nz Friday 24th Mar 2023

## Cruise Weekly today

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



# ACA delegation to Seatrade



A DELEGATION of Australian Cruise Association (ACA) members has headed to Seatrade Cruise Global to be held in Fort Lauderdale (pictured) next week.

Representatives from state tourism organisations, ports, ground handlers, and shipping agents make up the 14-strong delegation, led by ACA Chair, Philip Holliday and Chief Executive Officer Jill Abel, who will be attending for the 17th year.

Tourism Australia will be represented for the first time, following the recent MOUs inked with the national tourism office.

ACA will also again partner with the New Zealand Cruise Association whose delegation will be led by Chief Executive Officer Kevin O'Sullivan.

Abel will moderate a panel while at Seatrade, consisting of speakers from the NT, Tasmania, Queensland, as well as Tahiti and New Zealand.

This will provide an opportunity to showcase the region's destination offerings to attendees and discuss the opportunities and the challenges for the future, with Cruise Lines International **Association Managing Director** Joel Katz, to provide the opening remarks.

"Regarded as the cruise

industry's most significant worldwide event, Seatrade provides our organisations the opportunity to present a strong regional offering to the over 80 cruise lines attending this important global event," Abel said.

"Our near record delegation represents the energy and enthusiasm illustrated by our industry and the commitment to not just return to pre-pandemic numbers but to outpace those results

"Attending Seatrade gives our members the opportunity to meet with key decision makers from around the world in one place at one time and have discussions around the important destination development taking place in our region which will fuel itinerary planning for the future."

Abel said the delegation's schedule is already back-to-back.

"The meetings we will hold with the individual cruise lines will give us the opportunity to discuss the best way to move forward as we all face the challenges of a fastpaced re-start."

Attendees will also be invited to 'come and say G'day' on 29 Mar, as ACA hosts its renowned hospitality afternoon at booth #2139, showcasing regional produce and beverages.

# Viva gets juicy

**NORWEGIAN** Cruise Line has announced the Tony Awardnominated musical Beetlejuice will debut aboard its newest ship Norwegian Viva in Aug.

Marking the first time the musical will be performed at sea, the 90-minute Broadway adaptation of Tim Burton's iconic fantasy-horror-comedy film narrates the story of the Deetz family, as they attempt to remodel an uproariously haunted house.

The musical's paranormal antics will be heightened by Norwegian's three-story multi-purpose Viva Theatre & Club, and its immersive special effects and cutting-edge lighting and audio.





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# Celestyal's new Journey

**CELESTYAL** Cruises is set to chart a new course with its new ship Celestyal Journey (CW 24 Feb), which will debut in Sep.

Following an extensive €20 million refurbishment, Journey's features include 630 staterooms, 149 of which include balconies - a significantly higher proportion than on similar Celestyal ships.

Journey also features seven dining venues; eight bars & lounges; expansive sun decks; and a wellness area.

The ship will take over Celestyal Crystal's program, initially on her popular seven-night 'Idyllic Aegean' itinerary.

Following the inaugural Idyllic Aegean sailings, Journey will continue with the unique 'Steps of Paul' itinerary, followed by the seven-night 'Three Continents', visiting Greece, Egypt, Israel, Cyprus, and Turkey.

This will be followed by two exclusive holiday sailings, the 11-night, special Christmas voyage calling on Thessaloniki, Izmir, Crete, Antalya, Limassol, with two days in Alexandria, and an overnight visit in Haifa to spend both Christmas Eve and

Christmas Day in Israel.

This can be combined with the New Year's eight-night departure visiting Heraklion, Rhodes, and Kusadasi, before overnighting in Istanbul and calling on Volos.

"Journey will offer our guests more in the way of premium accommodations with balconies, a greater choice of dining and bar venues, public areas and open decks creating a greater sense of space," CEO Chris Theophilides.

"At the same time, the newest member of the Celestyal family continues our tradition of operating intimate, mid-sized vessels, allowing us to take our guests to destinations that larger ships cannot, reinforcing our in-depth regional destination knowledge and genuine, warm Greek hospitality, both of which have consistently been recognised as second to none."

MEANWHILE, Celestyal is offering 100 free cruises, with travel advisors who sell more in with more chances to win.

The offer is available for Journey sailings, when booked before the end of next month - see more at celestyal.com/au.

## Virgin is Limitless

**VIRGIN** Voyages has announced its Limitless Voyage (CW 10 Feb) schedule, including its speaker line-up and special programming.

The mix of powerhouse speakers joining Jennifer Lopez and Richard Branson on the cruise will include VaynerX Chief Marketing Officer Andrea Sullivan, SUMA Wealth Chief Executive & co-founder Beatriz Acevedo, and Spartina **Industries President Carrie** 

Shore excursions in Puerto Plata include surf lessons, a tour of a local women's coop, or jumping off the iconic Damajagua Waterfalls.

Sailors will also be treated to enhanced entertainment experiences such as Bella Dose and VTech, and comedy acts Gina Brillon and Aida Rodriguez.

'Limitless Packages' are also now available for purchase, which will offer access to fireside chats, hosted dining experiences, JLo Beauty gifts, private voga sessions, and more - CLICK HERE.



**COFFEE-LOVERS** may have found their new favourite line, with Princess Cruises announcing Lavazza as its official cup of joe.

The new partnership will bring the Italian coffee brand to all of Princess' ships.

Guests will enjoy Lavazza's array of hot options and convenient ready-to-drink cans, but like a coffee-lover's relationship with java, the relationship will extend far deeper.

Princess voyages will also feature unique, coffee-inspired dinners and recipes collectively designed by Lavazza experts and Princess executive chefs, as well as educational sessions, tastings, food pairings, and samplings.

The two brands will also collaborate on upcoming marketing campaigns, promotions and exclusive events.





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