



### Cruise Weekly today

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

### True North II is here

**TRUE** North Adventure Cruises has relaunched *True North II*, adding a second vessel to its fleet (**CW** 02 Nov 2022).

The ship was launched today following an extensive refit in Fremantle.

The 36-metre adventure-yacht is now set to join *True North* on Western Australia's Kimberley coast.

The ship will have capacity for 20 guests, and just like the *True North*, it will feature dedicated adventure boats and a helicopter.

The vessel's cruise schedule commences on Wed, with new itineraries including fishing and snorkelling at the Montebello Islands, seeing the solar eclipse at Ningaloo Reef, new four- and 10-night adventures in the Kimberley, 13 nights on the Great Barrier Reef, and a seven-night itinerary which will feature Christmas and New Year in Sydney.

Speaking at the launch ceremony, *True North's* founding Director Craig Howson said no expense had been spared in making sure *True North II* meets the cruise line's standards.

For more info, **CLICK HERE**.

## Australia takes the stage



**AUSTRALIAN** delegates have taken the stage at Seatrade Cruise Global to underscore the success of the sector's revival Down Under (**CW** 24 Mar).

The country sent a large presence to this year's Seatrade conference in Florida, with Cruise Lines International Association (CLIA) joining with the Australian Cruise Association (ACA) to showcase the renewed strength of the local cruise market.

The delegation also included tourism representatives from most states and territories, as well as Tourism Australia.

They also paired with the New Zealand Cruise Association (NZCA) to advertise the enduring appeal of cruise destinations throughout both countries.

CLIA Managing Director Joel Katz introduced a panel session at the conference earlier this week, focusing on the opportunities

and challenges presented by the region's resurgent cruise industry.

Hosted by ACA Chief Executive Officer Jill Abel, panelists included Tahiti Cruise Club President Bud Gilroy, NZCA Chair Jacqui Lloyd, NT Department of Tourism Chief Executive Scott Lovett, Tourism Tasmania Manager of Cruise & Aviation Aletta Macdonald, and Tourism Queensland Strategic Partnerships Manager Therese Phillips.

Katz said the sector's revival in Australia has been "resoundingly welcomed" by cruisers.

"Worldwide, cruise passenger volumes are expected to return to pre-pandemic levels by the end of this year - with even the more conservative of forecasts predicting record numbers in the years beyond," he said.

**Pictured** are Abel, Katz, Lovett, Macdonald, Phillips, and Gilroy. More from CLIA on **page 2**.

### MSC into Darwin

**MSC Cruises' *MSC Magnifica*** has made her maiden call in Darwin today, 87 days into her 119-day world cruise from Genoa.

This visit marks MSC's last port of call in Australia for the season, with *Magnifica* heading to Indonesia after a full day in Darwin.

In honour of the maiden call, MSC has organised events to welcome visitors, inviting travel advisors to familiarise themselves with the MSC offering.

"We have been delighted by the positive feedback from agent partners who have toured *MSC Magnifica*," Commercial Director Lisa Teiotu said.

"The sales for our 2025 World Cruise recently opened, so having a ship in port provides a great opportunity for our trade partners to see one of our Musica-class of ships, used for our World Cruises, first hand."

In an industry first, sister ship *MSC Poesia* also departed Genoa on 05 Jan for simultaneous world cruises (**CW** 09 Jan).

Sailing together for the start of the cruises, the two ships parted ways at the edge of the Mediterranean for different routes around the globe, which included *Poesia* visiting Sydney (**CW** 28 Feb).

Travel & Cruise  
Weekly

## Connect with your clients and ramp up your social media content

Looking for ready-made social media content? *Travel & Cruise Weekly* have ready made agent toolkits featuring email signatures, images, and social media tiles to inspire your clients.

**CLICK HERE**



## Cruise Calendar

Current ports of call in Australia and New Zealand.

SYDNEY	
<i>Grand Princess</i>	31 Mar
<i>Coral Princess</i>	02 Apr
<i>Pacific Adventure</i>	03 Apr
<i>Majestic Princess</i>	03 Apr
PORT ADELAIDE	
<i>Pacific Explorer</i>	31 Mar
<i>Pacific Explorer</i>	03 Apr
BRISBANE	
<i>Coral Princess</i>	31 Mar
<i>Pacific Encounter</i>	01 Apr
<i>Carnival Luminosa</i>	02 Apr
AIRLIE BEACH	
<i>Pacific Encounter</i>	03 Apr
GERALDTON	
<i>Caledonian Sky</i>	02 Apr
HOBART	
<i>Majestic Princess</i>	01 Apr
DARWIN	
<i>MSC Magnifica</i>	31 Mar
<i>Viking Mars</i>	01 Apr
<i>Coral Discoverer</i>	03 Apr
CHRISTCHURCH	
<i>Celebrity Eclipse</i>	31 Mar
<i>Carnival Splendor</i>	02 Apr
DUNEDIN	
<i>Noordam</i>	31 Mar
<i>Carnival Splendor</i>	01 Apr
FIORDLAND	
<i>Carnival Splendor</i>	31 Mar
<i>Noordam</i>	01 Apr
NAPIER	
<i>Celebrity Eclipse</i>	02 Apr
PICTON	
<i>Celebrity Eclipse</i>	03 Apr
WELLINGTON	
<i>Celebrity Eclipse</i>	01 Apr
<i>Carnival Splendor</i>	03 Apr

## CLIA LIVE launches in Mel



**CRUISE** Lines International Association (CLIA) hosted the first event in its CLIA LIVE series for 2023 this week, setting sail from Melbourne.

The popular seminar series will travel to five cities across Australia this year.

The Melbourne event was held on Wed and Thu, and will be followed by events in Sydney (04-05 Apr), Adelaide (09-10 May), Perth (16-17 May), and Brisbane (23-24 May).

Last chance tickets are available in Perth, but other cities are now sold out.

The events bring CLIA travel advisors together for in-person training from dozens of leading cruise brands.

The two-day seminar format sees representatives from the world's ocean, river, and expedition cruise lines gather to explain their latest initiatives and product developments.

The events suit both new-to-cruise travel agents as well as more experienced cruise specialists looking to update their knowledge.

Director of Membership &

Events Marita Nasic said this year's CLIA LIVE series has been met with record interest as travel advisors work to capitalise on cruising's worldwide revival.

"Our theme for CLIA LIVE this year is 'Cruising into the Future', and there has been a huge interest in what cruise lines are doing as they introduce new ships and new innovations across their fleets," she said.

"CLIA LIVE is designed to help agents understand what the future of cruising will look like, allowing them to learn from multiple cruise brands in the one place at the one time."

Tickets for CLIA LIVE in Perth cost \$55, and are exclusive to members only, with the option to attend one or both days.

Attendees will receive 30 CLIA points per day - [CLICK HERE](#) for more details.

**Pictured** are agents at CLIA LIVE in Melbourne: Sarah Knoll, Anne-Marie Selmo, and Jennifer Mikkelsen (TravelManagers), Toni Wall (Elite Travel World), and Lyn Watkins (TravelManagers), with Anastasia Kotandis (Seabourn Cruise Line).



**NEW** Zealand is offering Australians the chance to become a real-life mermaid.

Tourism New Zealand and the world's largest diver organisation, Professional Association of Diving Instructors (PADI), have joined forces to celebrate International Mermaid Day.

Combining elements of freediving with wearing a "monofin" or mermaid tail, the art of "mermaiding" is making waves worldwide as an accessible and captivating way to connect with and explore beneath the surface.

Anyone over the age of six can become a PADI mermaid.

## Creative offer

**BOOK** a Ponant or Paul Gauguin Cruises voyage through Creative Cruising and receive \$500 cash back, and more.

Limited to the first 10 bookings, reservations must be made before the end of next month.

In addition, travellers will receive \$150 per stateroom, while new-to-brand guests will also receive a "double welcome offer" of \$800pp.

Those who book early can also take advantage of Ponant bonus savings of up to 30% off the brochure fare - call 1300 362 599.