



Cruise Weekly today

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

CCL + Mumbrella

CARNIVAL Cruise Line (CCL) has joined the Mumbrella Travel Marketing Summit, with Vice President Kara Glamore to present a session titled 'How Resilience and Honesty Rebuilt a Business in a Time of Crisis'.

Glamore will share the lessons she has learned from extreme adversity, and how this experience helped build resilience for Carnival.

She will discuss how Carnival dealt with severe brand reputation damage as cruise ships were targeted during COVID-19.

Glamore will join Tripadvisor Head of Media Partnerships Sarah Mathews and CABN Chief Exec Michael Lamprell.

Explora to recognise its Pioneers

EXPLORA Journeys has announced its new travel advisor 'Pioneer' status, which will recognise and reward those who have embraced the cruise line from the start.

Advisors who have booked at least one journey during Explora's inaugural year of operation are automatically offered Pioneer status, which provides an invitation to join a complimentary Educational Insider First Look journey between 17 Jul 2023 and 31 May 2024.

There will be special referral benefits for engaging with other advisors and mentioning Explora to them, including a bonus commission on all new bookings made this year by the referred agent.

Pioneers will also be offered access to Explora's travel agent fares for personal travel.

For their client, Pioneers can



offer 10% value savings on the next five journeys booked and departing this year; 5% value savings on the next five journeys booked and departing in 2024; and more.

Chief Sales Officer Chris Austin said as the cruise line approaches the maiden journey of its first

ship *Explora I* (pictured) in Jul, its ongoing commitment to the success and happiness of its travel agent community remains paramount, with the Pioneers initiative demonstrating its appreciation for the trade's continuous support.

"Our travel agent community is the heart and soul of our industry, and from day one, we have been bold in creating industry-first initiatives to support not only our success but also theirs," he said.

"We are sincerely grateful to our Pioneers and proud to equip them with the right tools to support the growth of their business and our mutual success."

Travel advisors will be notified of their Pioneer status, and should reach out to their Business Relationship Lead and Head of Sales for more information.

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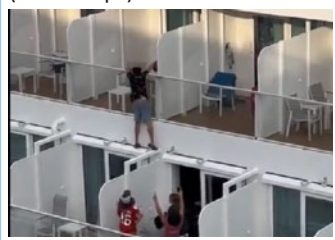
A PASSENGER aboard Carnival Cruise Line's *Mardi Gras* has been spotted climbing between balconies in a video posted to TikTok last month.

Although the ship was fortunately docked in port at the time, the act could lead to the passenger being banned for life, as climbing onto any Carnival ship's railing is strictly prohibited by the cruise line.

Other guests can be heard clapping and cheering once the climber reaches terra firma.

This incident follows just weeks after a guest on another ship was filmed by another pax fishing off their balcony while docked in Nassau.

Those guests were banned for life from sailing with Carnival (*CW* 21 Apr).



Ships in Searsport

SEARSPORT in Maine wants to become an international port for cruise ships.

An exact timeline for vessels stopping in Searsport is unclear, but according to local news reports, a cruise line has already enquired about the possibility.

Fred adds video option



FRED. Olsen Cruise Lines has reinvented its guest booking experience with the launch of a new video reservations system.

Guests can now contact Fred. Olsen's team via videotelephony, allowing those viewing a cruise online a face-to-face interaction.

The system is operated by video chat platform Talkative, with anyone browsing a cruise on the Fred. Olsen website now offered a video call, so long as an advisor is available at the time.

Talkative automatically assesses whether the guest is using a device with a camera, as well as the strength of their connection.

A member of the team will call via telephone if a video call is not an option.

The system allows a shared browsing experience, so both the guest and Fred. Olsen team member can see the same screen view at the same time.

"At Fred. Olsen, our guests are at the heart of everything we do, and we are so proud to be able to offer this personal service for our guests," Fred. Olsen Director of

Product & Customer Service Clare Ward said.

"This new video system allows us to build relationships with those looking to sail with us, whether it's for the first, fifth, or 15th time.

"The ability to see a friendly, smiling face can make all the difference when it comes to booking a holiday, and the screen-share facility will enable us to better solve queries as we will be able to see exactly what the guest is seeing."

Galveston upgrade

GALVESTON Cruise Terminal is getting a USD\$53 million makeover to accommodate Carnival Cruise Line's *Carnival Jubilee*.

The major expansion ahead of the ship's arrival in Dec will include improvements to accommodate *Jubilee*, move guests efficiently during embarkation and debarkation, and updates to the two-decade-old terminal.

There will also be gangway modifications, a ramp, two elevators and an escalator, a new roof, and mandated improvements to facilities used by United States Customs & Border Protection.

"We're proud to have Carnival Cruise Line, our long-time cruise partner, choose Galveston as the home port for its newest ship," Galveston Wharves Port Director & Chief Executive Officer Rodger Rees said.

"We're looking forward to welcoming the beautiful new *Carnival Jubilee* to our improved cruise terminal."

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