



### Cruise Weekly today

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

### Alaska vote block

A PETITION asking for a public referendum on imposing limits on cruise ship visits to the popular port of Sitka in Alaska has been denied by city officials.

A local resident requested the vote on a proposal which would cap passenger numbers to 240,000 annually, along with daily and weekly caps.

Sitka, which has just 8,000 residents, welcomed more than 500,000 guests over the 2023 summer season - more than double the figure in 2019.

City representatives said it was inappropriate to call for a vote on the limits proposal, saying it was "confusing, misleading and incomplete".

## True North reefs the sails in Queensland

### EXCLUSIVE

TRAVELLERS will be able to experience The Great Barrier Reef by ship in a way they never have before when premium adventure cruise line True North begins operating there next year.

Speaking with *Cruise Weekly*, the company's owner Chad Avenell (pictured) said expanding itineraries to the Reef in 2024 will give Aussie cruisers the chance to explore one of the country's most iconic natural attractions in a brand-new light.

"We've found that most people who visit the Reef don't get to catch fish, go diving through wrecks and that sort of stuff in one long tour," he explained.

"We'll be floating that option out a bit more soon and differentiating it from how other cruise lines do it will be the key to selling it because it will be like no other cruise operated along that line," Avenell added.



The reef sailing will see True North depart from Cairns and explore the Whitsundays before finishing off in Fraser Island.

Avenell also revealed True North will return to The Solomon Islands at the end of next year, the first time it has operated in the country's waters since 2008.

Proving to be "really popular" with customers in the past, the Solomons is now back on the agenda following a raft of adventuring to Indonesia and PNG in recent years.

Speaking about why agents and travellers should book one of his cruises, Avenell said True North's appeal lies in the unique way it immerses passengers in amazing Aussie destinations.

True North's two vessels are not so much about lavish suites and butlers, he insists, although they do offer premium comfort and great fresh cuisine, but more about activities and explorations which are enhanced by the option of an on-deck helicopter to get even closer to nature. *AB*

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## Regent to launch co-marketing platform

### EXCLUSIVE

**REGENT** Seven Seas Cruises (RSSC) is set to roll out what it's describing as an "industry-first co-branded marketing solution for travel advisors" featuring a personal dynamically co-branded website for each agency.

Dubbed "Regent Connect" the platform has been developed in partnership with US technology firm Approach Guides, which works to optimise content for individual travel brands.

The program launched in the US this week to strong response from the trade, and Regent's VP of Sales APAC, Lisa Pile, told *Cruise Weekly* it will also become available for agents in Australia and NZ in the coming months.

Regent Connect involves instantly co-brandable "content experiences" to pique client curiosity and inspire enquiry, linking through to the co-branded



website where users can view real-time cruise availability, pricing and calls to action.

All leads are driven directly to advisors, allowing them to "supercharge their sales and marketing efforts, while simultaneously allowing them to deliver an unmatched client experience," the company said.

It's free for advisors and aims to support engagement throughout the entire sales process, with agents able to simply enter their email address to get started.

"What makes this so exciting is how tightly integrated everything

is," enthused Jennifer Pinaluba, US-based VP Trade Marketing & Sales Engagement for RSSC.

"Travel advisors can seamlessly connect their outbound marketing with conversion directly on their own co-branded Regent website, all the while keeping their branding front and center when engaging with luxury travellers," Pinaluba said.

A 10-minute webinar explaining the program is available on demand by **CLICKING HERE**, while the co-branding portal is available at [inspires.to/regent](https://inspires.to/regent).

**MEANWHILE** Regent Seven Seas Cruises has also announced that its new *Seven Seas Grandeur* will be the first ever cruise ship to feature content from US public service TV network PBS International, via a specially curated program of 12 documentaries shown on a dedicated PBS channel. *BP*

## Emerald on TV

**EMERALD** Cruises' *Emerald Azzurra* will feature in the first of three dedicated Channel 9 *Getaway* episodes this weekend.

The program is scheduled for 5.25pm AEDT tomorrow, 14 Oct, featuring presenter Sam McClymont during a recent 15-day Athens to Istanbul voyage via the Corinth Canal to the Greek Islands and Turkiye.

The second episode will air on Sat 04 Nov and the final one two weeks later on 18 Nov.

Emerald Cruises Director of Sales, Marketing & Product, Angus Crichton, said the company was anticipating a strong response from travel agents and their clients.

Current Emerald earlybird offers include savings of up to \$1,500 per person - view a preview of tomorrow's special episode by **CLICKING HERE**.



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## PORThOLE

**GUYS** who are looking to impress the ladies should consider investing in a yacht, apparently.

An amusing clip posted online earlier this week shows a disgruntled shirtless man telling off a yacht owner for “stealing his girls”.

The agitated Miami man, who has over a million followers on TikTok and is actually an online comedian famous for his social media confrontations, can be seen storming up to a very relaxed-looking yacht owner in the 26-second video.

“You think you’re a big boss because you have a boat? And you came to my boat and tried to take my girls, my yacht?” he yelled at the owner, who appeared to be unbothered.

This didn’t have a calming effect on the shirtless man.

“Go park the boat somewhere else...I don’t want to see your face on this dock,” he ranted, seemingly under the impression that the unidentified sailor had been trying to show off to his boatload of female companions.

The luxury boat owner tried reasoning with the hotheaded Gen Xer, referring to him as “friend”, making him more livid.

“You’d better watch yourself, I’m not your friend, man!” he said, threatening to call security on the unassuming yacht owner - see the chaotic encounter **HERE**.

## Odyssey to sail for Mitsui



**THE** former *Seabourn Odyssey* is to set sail under a new Japanese cruise brand, with owner Mitsui O.S.K. Lines (MOL) Group (**CW** 17 Mar) announcing the debut of Mitsui Ocean Cruises.

*Odyssey* (pictured) will be renamed as *Mitsui Ocean Fuji* and will be the line’s second vessel, sailing alongside the *Nippon Maru*.

Guests aboard the *Ocean Fuji* will experience a combination of high quality Japanese “Omotenashi” service with western-style luxury hardware, the company said.

The ship will enter service with Mitsui in Dec 2024 and also undertake a round-world cruise

in Apr 2024 sailing roundtrip from Yokohama on a 100-day voyage visiting 24 global ports of call.

MOL Group, which is a major cargo shipping operator, confirmed plans to continue to invest in passenger cruising as part of a diversification strategy which is also likely to see the business target an international customer base.

Passenger cruises are a “stable and profitable segment [that is] not affected by the same market conditions” as other shipping sectors, MOL said, with the company also previously announcing plans to build two more 600-passenger vessels. **BP**

## Zurvas takes Captain Cook Cruises Fiji role

**JARROD** Zurvas has been appointed as Director of Sales at Captain Cook Cruises Fiji.

He joins the line in the lead-up to the launch of its new luxury Fiji product which will see Captain Cook Cruises Fiji operate the *Caledonian Sky* formerly owned by the parent company of APT (**CW** 08 May).

Zurvas was most recently Sales & Distribution manager Asia Pacific at Coral Expeditions (**CW** 08 May), joining the company after returning to Australia from his former global role with Athens-based Variety Cruises.

He joined Variety two years ago (**CW** 06 Sep 2021) after leaving Quark Expeditions.

## NCLH’s burger king

**NORWEGIAN** Cruise Line Holdings has appointed former Burger King chief Jose E. Cil as a director, boosting the size of the Board to nine, of whom seven are independent.

## Cruise Calendar

Current ports of call in Australia and New Zealand.

SYDNEY	
<i>Pacific Adventure</i>	13 Oct
<i>Pacific Adventure</i>	16 Oct
<i>Carnival Splendor</i>	18 Oct
<i>Celebrity Solstice</i>	18 Oct
<i>Pacific Adventure</i>	20 Oct
BRISBANE	
<i>Pacific Encounter</i>	13 Oct
<i>Carnival Luminosa</i>	15 Oct
<i>Pacific Encounter</i>	20 Oct
CAIRNS	
<i>Pacific Encounter</i>	16 Oct
<i>Carnival Luminosa</i>	18 Oct
AIRLIE BEACH	
<i>Pacific Encounter</i>	15 Oct
<i>Carnival Luminosa</i>	17 Oct
DARWIN	
<i>Le Soleal</i>	16 Oct
AUCKLAND	
<i>Pacific Explorer</i>	13 Oct
<i>Celebrity Solstice</i>	15 Oct
<i>Pacific Explorer</i>	16 Oct
<i>Grand Princess</i>	17 Oct
<i>Brilliance Of the Seas</i>	18 Oct
<i>Royal Princess</i>	19 Oct
BAY OF ISLANDS	
<i>Celebrity Solstice</i>	16 Oct
<i>Grand Princess</i>	18 Oct
<i>Brilliance Of the Seas</i>	19 Oct
<i>Royal Princess</i>	20 Oct
TAURANGA	
<i>Royal Princess</i>	18 Oct