



Cruise Weekly today

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

The river to the sea

VIKING has announced its Rhine & Viking Shores & Fjords sailings, with bookings open now for the combined two-week itinerary.

The 15-day cruise from Bergen to Basel or vice versa sees the river meet the sea, offering guests the opportunity to experience the majestic fjords of Norway and the castles of Germany.

Several pre- and post-cruise extensions are also available, including the five-day Bergen to Oslo extension, which encompasses mountain plateaus, UNESCO World Heritage Sites, and more - [CLICK HERE](#) for more info.

HX rebrand provides clarity

EXCLUSIVE

HURTIGRUTEN Expeditions' rebrand to HX (**CW** 20 Sep) ensures a "really distinctive, clear guide" on how the cruise line differs from its sister operation, Hurtigruten Norwegian Coastal Express, Managing Director Damian Perry told **Cruise Weekly**.

The rebrand, which will also see the Norwegian Coastal Express line return simply to 'Hurtigruten', will allow the two operations to define the difference between what they're offering their passengers, Perry enthused.

"Many of our markets have been having conversations and saying, this gives you the clarity that we really need," he said.

"It's going to help us sell and help our trade business to understand what we're doing, because in Australia, most of our partners sell both products to both brands.

"This will help them really define that difference between what they're offering."

Perry said the feedback from the trade about the change has been incredibly positive.

The goal is now to help the trade understand the difference between the two products and the brand experience, as Hurtigruten develops products for each product.

Perry said while 30% of Hurtigruten Group customers travel on both the Norwegian Coastal Express and Expedition brands, more Australians are travelling on the former.

He believes the rebrand has the potential to increase the number of Australians who travel on both products.

"By opening their expectations, or allowing them to understand what they're going to do on that next brand," Perry added. *MS*



On location in Copenhagen

Today's issue of **CW** is coming to you courtesy of **MSC Cruises**, as its brand new **MSC Euribia** departs Denmark on a Northern European exploration.

MSC Euribia is MSC Cruises' fifth Meraviglia-class vessel and the second LNG-powered ship in the company's fleet.

Her impressive technology includes a host of cutting-edge features marking MSC's commitment to sustainability - such as advanced wastewater treatment, shorepower, LED lighting, underwater radiated noise control and heat recovery platforms to optimise operation.

Follow our journey in **Cruise Weekly** this week as we cruise round trip to Norway.

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Virgin hits top speed with Velocity pact

VIRGIN Australia's Velocity Frequent Flyer loyalty program has set sail on its first-ever "cashless cruise" offer with sister brand Virgin Voyages (CW breaking news Fri).

The cruise for points program is being described as "one of the best Velocity redemption offers in a decade", giving Australians the opportunity to book a Virgin sailing for 79,999 points.

It comes with free wi-fi, essential drinks, unlimited group fitness classes, entertainment, and tips.

The offer is valid for travel between 16 Dec and 05 Mar on eligible sailings departing Melbourne and Sydney.

It can be redeemed [HERE](#) via the Velocity Rewards store until midnight on 05 Oct, or until booked out.

The offer precedes the expected launch of a long-term partnership



between Velocity and Virgin Voyages next year.

Representing a wonderful opportunity for Australians to experience a cruise amid the rising cost of living, Velocity Chief Executive Officer Nick Rohrlach said the program is committed to offering a great value holiday.

"We are a loyalty program that stands for incredible value and choice, and we are excited to welcome Virgin Voyages into the Velocity family with our first-ever cruise for points offer," he said.

"We know Australians are looking for ways to drive their dollar further when booking their next holiday, and this is a fantastic opportunity for Velocity members to use their points to pay for a luxe cruise.

"Value for money is more important than ever, and we expect the cashless cruises will be redeemed fast."

Virgin Voyages is scheduled to arrive in Australia for the first time on 04 Dec. MS

Pictured: Resilient Lady

Sip sip hooray!

TWO specially themed Pacific Coast Wine & Food Experience cruises will sail on board Princess Cruises' *Discovery Princess* and *Sapphire Princess* over the next two weeks.

The renowned Wagner and Jackson wine families will showcase their portfolio of wines originating from California and Oregon.

Discovery will depart 01 Oct and *Sapphire* 08 Oct on a six- and seven-day voyage respectively.

On sale now, guests will have the opportunity to explore Wine Country, visiting Napa County, with onboard and curated wine and food experiences, such as winemaker dinners, expert guided wine tastings with wine hosts and sommeliers, food and wine pairings and more - [CLICK HERE](#) to book.

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Alaska
New Zealand

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RECORD NUMBER OF REGISTRATIONS

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Let's show the world the resilience, strength and unity of the Australia & New Zealand travel industry.

Lace up your sneakers, start stretching and don't forget, every step counts!

#NCLW4W #NCLCARES





Save with Cunard

CUNARD Line's First Come, First Served sale is offering savings of up to 35%, representing the perfect opportunity to book ahead.

The offer provides savings on selected voyages around Australia, as well as Alaska, Europe, Japan, New Zealand, South America, and more.

Those booking by 01 Dec can choose from a cruise aboard all four of Cunard's ships, *Queen Elizabeth*, *Queen Victoria*, flagship *Queen Mary 2*, and *Queen Anne*.

Highlight itineraries include a 30-night Australia Circumnavigation on *Queen Elizabeth* departing Sydney on 18 Oct 2024, and the five-night inaugural Australian Literature Festival at Sea on *Queen Elizabeth* departing Sydney on 11 Dec 2024 - for more information, [CLICK HERE](#).

Explora cooks up new culinary partnership

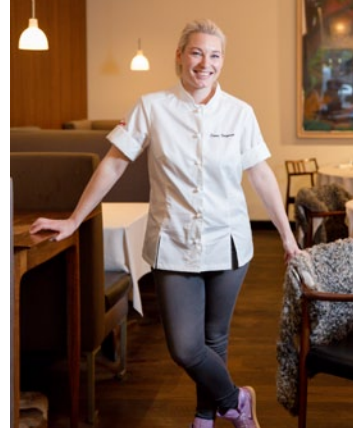
EXPLORA Journeys has partnered with chef Emma Bengtsson (**pictured**) from New York City-based Scandinavian restaurant Aquavit, which will see her bring her signature cuisine to guests travelling on *Explora I* as the ship's second guest chef.

Bengtsson will be the first female chef to showcase her culinary talents at Anthology, one of 11 culinary experiences on board *Explora I*.

She will bring her cuisine to the ship's North American and Caribbean journeys from the beginning of next month until the end of Mar.

Bengtsson will create a menu which represents the culinary essence of her cuisine at Aquavit, applying the unique Scandinavian flavour profiles produced by techniques including smoking, pickling, fermenting and curing.

She will also personally attend



the nine-night sailing on 03 Oct from Quebec City to New York.

"I'm thrilled to partner with Explora Journeys to create a menu that reflects the values I share with the brand," Bengtsson conveyed about the partnership.

"I have always had a deep appreciation for local cuisines and sustainably sourced ingredients, so I look forward to bringing

these aspects to Anthology and showcasing progressive techniques combined with traditional fare for an outstanding dining experience."

Chief Executive Michael Ungerer also expressed his excitement about the partnership.

"Chef Bengtsson is an inspiration in the culinary world, and we couldn't be more delighted to welcome her on board *Explora I*," he said.

"Anthology offers a one-of-a-kind culinary experience for our guests, and we have already received outstanding feedback from our guests on this exceptional venue.

"We look forward to working with Chef Bengtsson to continue providing our guests with an elevated dining experience that will showcase her distinctive culinary style through a variety of delicious dishes." *MS*



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CRUISE lines often tout new ports in their long-planned itinerary line-ups in the hope they will appeal to travellers wanting to visit somewhere for the first time.

However Hapag-Lloyd Cruises didn't get the chance for advance promotion of a visit to the remote town of Ramsey on Britain's Isle of Man last week - because the line's *Europa 2* (pictured) was unexpectedly diverted there at the last moment due to bad weather.

The ship had been scheduled to visit Douglas, the island's biggest township further south, but instead took shelter in Ramsey Harbour where guests enjoyed an impromptu visit to take in local sights such as historic gardens and museums.

The local agent Cruise Isle of Man successfully scrambled to reorganise tenders and tours at very short notice, and by all accounts the eight hour visit was very successful, according to the BBC.

A spokesperson for the town said the surprise arrival was very welcome, and had led to extra footfall for Ramsey's businesses which was "very encouraging".



Vista scores 100

OCEANIA Cruises new *Vista* had a perfect scorecard during a recent US Public Health inspection in Boston, Massachusetts.

The unannounced inspection by the US Centers for Disease Control & Prevention took place on the third day of *Vista's* inaugural US and Canada cruise, and saw officers give the ship a 100% rating on all 44 items on the government's comprehensive Vessel Sanitation Program checklist.

Oceania President Frank Del Rio Jr said key areas checked included all food handling, preparation and storage facilities, galley cleanliness and water supplies.

"A score of 100 carries considerable magnitude, and we applaud the entire crew and officers aboard *Vista* for this stellar achievement".

Residential cruises

ANOTHER startup is offering the opportunity for cruisers to live at sea, with the new Villa Vie Residences announced by Mikael Petterson who recently departed Life at Sea Cruises which offers a similar concept.

Villa Vie is offering the ability to buy a cabin from US\$99,999 while there's also a "pay as you go" option under which cruisers purchase segments ranging from 35 to 120 days.

It's unclear at this stage what vessel Villa Vie Residences will use, with a planned 15 May 2024 launch date - more **HERE**.

CEOs Take 3 for the Sea



LAST Fri's Take Three for the Sea 2023 CEO Cleanup in Sydney was strongly supported by the cruise industry, with representatives of CLIA, Norwegian Cruise Line, Aurora Expeditions, Virgin Voyages, Ponant and Regent Seven Seas Cruises (pictured) all rolling up their sleeves.

The annual event is sponsored by Norwegian Cruise Line, with Managing Director Ben Angell welcoming about 100 participants from all sectors of the business community to the cleanup, alongside the team from Take 3 for the Sea, who also provided some helpful training and awareness of the scourge of plastic pollution in our oceans.

Angell is **pictured** at right with CLIA MD Joel Katz, while **above** are Travel The World's Andrew Millmore and Ponant Chief Executive Officer Chris Hall. **BP**

