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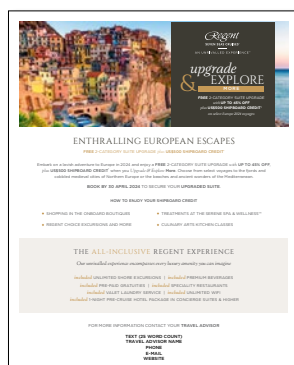
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Cruise Weekly today

Cruise Weekly today features two pages of all the latest cruise news, a cover wrap from **Regent Seven Seas Cruises**, plus a full page from **Viking**.



On location aboard Norwegian Spirit

Today's issue of *CW* is coming to you courtesy of Norwegian Cruise Line, which is hosting us aboard *Norwegian Spirit* over Easter for a cruise around the South Pacific.

NORWEGIAN Spirit calls in Lautoka, Fiji today, which is unfortunately our final port of call for the cruise.

Guests will disembark in Fiji's second-largest city to enjoy some of the many shore excursions offered, including the Beach Clean Up, in partnership with Take 3 for the Sea.

This free excursion invites passengers to give back to the beautiful destinations Norwegian takes them to through clearing one of Fiji's beaches of litter, and learning about the harmful effects of plastic on the ocean.

More from Regent

REGENT Seven Seas Cruises' Upgrade & Explore More sale provides a free two-category suite upgrade with up to 45% off, plus US\$500 on board credit on select Europe voyages this year - see the **cover page** for more.

More with Viking

CRUISERS can save up to \$4,600 per couple when they book a 2024, 2025 or 2026 river voyage with Viking by 31 May 2024 - more details on **p3**.

Aurora reveals Douglas Mawson



EXCLUSIVE

AURORA Expeditions will soon welcome its third small ship *Douglas Mawson* to its fleet, as exclusively revealed by **Cruise Weekly** (*CW* breaking news).

Douglas Mawson will begin sailing late next year, named for the Australian geologist and Antarctic explorer.

The ship's inaugural season will also mark Aurora's return to Australia, and her first cruises to East Antarctica in 15 years.

New itineraries will include a 'Mawson's Antarctica' voyage to East Antarctica in honour of the ship's namesake, departing from Hobart, which will also serve as her inaugural cruise.

The voyage will visit Mawson's Huts at Cape Denison, Commonwealth Bay, and New Zealand's Subantarctic Islands.

Douglas Mawson will be the newest Infinity class vessel to enter the market, joining Aurora's sister ships *Greg Mortimer* and *Sylvia Earle*.

The small ship (render **pictured**) will feature 11 different categories, most with private balconies, and for the first time, will also offer several single berth cabins to cater for the growing solo traveller segment.

Public spaces include two restaurants, two bars, an outdoor heated swimming pool, pool bar and Jacuzzis, a gym and sauna, relaxation and wellness areas, a library lounge, a citizen science centre and lecture theatre, and expansive observation decks

offering panoramic views of wilderness and wildlife.

CMO Hayley-Peacock Gower, speaking exclusively to *CW*, said *Douglas Mawson* will "change the game" for Australian travellers, offering the opportunity to depart on an Antarctic cruise from their own country.

Peacock-Gower said market research had returned "overwhelming" demand for locally departing East Antarctica and Ross Sea cruises.

"As an Australian brand, for us to depart from Australia presents a wonderful opportunity for Australians who are interested in expedition travel to Antarctica," she said.

"We have always wanted to provide trips from Australia to Antarctica...pre-COVID; we had an incredible Australia programme, which was very popular and well sold," Peacock-Gower enthused.

"To be able to provide travellers an option where they don't have to do a long-haul flight, they can actually go from their own country, will be incredible."

The ship's inaugural cruise will be joined by members of the Mawson family, as well as Aurora's newest partner, the Mawson's Hut Foundation.

It will also include a pre-cruise experience, which will feature a visit to the Mawson's Huts Replica Museum in Hobart, and the opportunity to dine at Hadley's Orient Hotel, where Mawson met his fellow Antarctic expeditioners prior to departure. *MS*

Seabourn Collection

SEABOURN Cruise Line has unveiled 'The Collection', a series of exclusive voyages spanning seven to 10 days, and featuring unique shoreside experiences.

Kicking off The Collection is a set of Western Mediterranean voyages aboard *Seabourn Venture* next year, promising access to private cultural events, exquisite dining experiences at renowned wineries, and premium tickets to iconic tennis tournaments in selected marquee ports.

The voyages will comprise of two seven- and eight-day 'Mediterranean Marvels & Matches' sailings between Barcelona and Rome; two 10-day 'Andalusian Nights' sailings between Barcelona and Lisbon; an eight-day 'Vineyard Vista' cruise between Lisbon and Dublin, and more.



On location in Porto

Today's issue of *CW* is coming to you courtesy of **Avalon Waterways**, who are hosting us aboard *Avalon Alegria* this week on her inaugural cruise along the Douro.

AFTER an incredible week in Portugal, we are today disembarking *Avalon Alegria* and flying home.


Yesterday's excursions saw guests who chose the active option cycle along Porto's river and beaches with a biologist, while the classic excursion took travellers on a scenic stroll through the city's UNESCO-listed historic centre.

In the evening, all guests came together to celebrate at a farewell dinner.

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PORTHOLE

THE dogs of the Australasian Antarctic Expedition were so important to Douglas Mawson's cause, Aurora Expeditions is planning to name its new ship's zodiacs after the heroic huskies.

Infinity class ships typically carry 15 zodiacs, and Aurora Chief Marketing Officer Hayley Peacock-Gower told *Cruise Weekly* the plan is to name its new *Douglas Mawson's* (see **page 1**) zodiacs in their honour.

Mawson purchased 50 sled dogs from Greenland and transported them to Antarctica on the expedition's ship *Aurora*, which yes, the cruise line is named after.

Only 12 dogs survived the expedition, with half of them adopted by members of the crew, and the others continuing their sled dog service and making their home at Adelaide Zoo.

Agents key for river cruise

RIVER cruising is a "win" for travel advisors, Globus Family of Brands CMO Steve Born (pictured) told *Cruise Weekly* while sailing the Douro aboard *Avalon Alegria* this week.



"There's more and more opportunity for guests who have taken the luxury big ship to look at river cruising," he shared, explaining that river cruising is also great revenue opportunity for advisors.

"It's a win for them in terms of revenue because they're going to be paid on every element of the cruise with their commission, as opposed to dealing with lead in cabin pricing, with excursions that they don't benefit from...we've got it all here."

"Agents are the driving force, they're the predominant travel seller for us - we go as travel advisors go, if they succeed, we succeed", he shared.

Born also explained that travel advisors can play a key role in helping clients understand the product, and Avalon wants to

support agents in doing that.

"A lot of advisors still see [river cruising] as traditional, so we're doing all we can to share the news and share the story and get them to experience it so they can see those opportunities."


"Advisors are our best salespeople; they can use their power of suggestion to say, when the inquiry for a luxury cruise comes in, 'have you considered an Avalon river cruise?' - that's where the magic happens."

Born also encouraged agents to "think broader" when considering luxury cruise for their clients.

"Think broader than the big ship cruise experience and think about what is luxury cruising, the hardware, what they do on land, and what's included, what the ambiance is, what their choices are - that's the definition of luxury," he explained.

Avalon Waterways President, Pam Hoffee, also shared that she believes advisors "underestimate the quality of Avalon", something the brand is looking to change.

She encouraged advisors to take advantage of the marketing and education resources available through Avalon. AP



CLIA UPDATE

with Joel Katz
 MD, CLIA Australasia

Forging cruising's future


AS WE celebrate an incredibly successful summer cruise season in Australia, CLIA is working hard to ensure our industry continues to thrive in years ahead.

In partnership with our cruise line members, we're pursuing a busy program of advocacy initiatives as we work to strengthen our cruise community and build support among governments and stakeholders.

We see opportunities to improve border processes, modernise passenger processing, and broaden the range of ports able to welcome international arrivals.

We are working to improve regulatory processes and reduce costs in what is an expensive part of the world to operate, and we are continuing to lobby for cohesive cruise strategies that take the whole cruise ecosystem into account and examine long-term needs in areas like infrastructure and port facilities.

Most importantly of all, we are working to ensure the cruise industry is at the table as Australia and New Zealand establish their maritime emissions strategies, as part of our commitment to net zero.




On Board: Norwegian Spirit Sun Deck

The *Norwegian Spirit* Sun Deck is indisputably one of the most popular locations on the ship, particularly during its summer southern season sailing through Australia and the South Pacific. The space is accompanied by Waves Pool Bar, where those who want a brief escape from the sun can relax with a frozen drink and wait for a sunlounger to avail itself.



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