



Cruise Weekly today

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

Disney webinars

AGENTS are invited to join Disney Cruise Line on a series of webinars, which kick off next week.

The 'Mouse-ter Class Series' starts with an overview of the cruise line on Tue, with the session taking place at 12pm AEST, **HERE**.

Agents can then participate in the 'Dining, Entertainment and Onboard Experiences' session on 10 Sep **HERE**, and 'Staterooms, Concierge Service, and Adult-Exclusive Spaces' on 24 Sep **HERE**.

The final webinar of the series, 'Navigator App, Itineraries and Local Sailings', will take place on 15 Oct - register **HERE**.

Sydney's OPT transformed by TA

TRAVEL Associates (TA) has taken over Sydney's Overseas Passenger Terminal to launch its luxury cruise season, with the brand's signature purple gem at Circular Quay (**pictured**).

The OPT was transformed yesterday with a larger-than-life, stylised version of Travel Associates' destination pin.

The seven-metre-high perspex gemstone and mirror-clad case has been designed to serve as a nod to luxury cruise design, housing an array of activations from 10 of the world's leading luxury lines - Crystal Cruises, Disney Cruise Line, Explora Journeys, HX, Ponant, Regent Seven Seas Cruises, Scenic Luxury Cruises & Tours, Silversea, Tauck, and Viking.

Highlights included a Ponant and Paspaley Pearl Showcase hosted by *Vogue Australia's* Edwina McCann; an immersive



pop-up of the renowned Silversea Otium Spa; a champagne masterclass hosted by John Noble with drops from Regent Seven Seas; and a whiskey and chocolate pairing by Scenic hosted by *GQ Australia*.

The launch was capped off last night with an exclusive dinner, which saw the 10 cruise lines serve attendees cocktails crafted around their brand.

Travel Associates General Manager Rachel Kingswell revealed the brand witnessed a

26% increase in luxury cruise in the Australian market, with the sector making up a quarter of the brand's sales.

Kingswell said the brand's activation came following a remarkable resurgence in luxury cruising across the globe.

"Last year, we saw luxury cruising come back in a big way but this year we've seen an even stronger uptake in bookings, as travellers are keen to invest more in experiences over things," Kingswell said.

"Travel Associates was proud to take over one of the most iconic cruise ports in the world, Sydney, alongside our incredible partners, to officially launch the 2025 luxury cruise season."

"It was incredible to be joined by Australia's leading travel media and some familiar and famous cruise-loving faces."

More on **page 2**. MS

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Thu 22nd August 2024

Travel Associates shines bright like a diamond



TRAVEL Associates GM Rchael Kingswell, Ponant Director of Sales Asia Pacific Julie Rogers, Flight Centre Travel Group MD Luxury & Independent Danielle Galloway, Ponant Marketing & Sales Manager Alex Stragalinos, and Silversea Director Brand Marketing Philippa Walker.

ATTENDEES at Travel Associates' luxury cruise season launch event, which kicked off yesterday at Sydney's Overseas Passenger Terminal, were bedazzled by a giant version of the brand's signature purple gem. VIP clients, tastemakers, content creators and media ventured inside the gem to enjoy a series of exciting activations yesterday, hosted in partnership with 10 luxury cruise lines.

"Our data shows the luxury cruise market is growing at an astounding rate...it only felt right to bring this to life in a disruptive and striking marker true to our brand, surrounded by so many of our industry partners and friends," Head of Brand & Marketing Maddison Done said.



EXPLORA Journeys Business Relationships Gillian Seller, Travel Associates' Rachel Kingswell, FCTG's Danielle Galloway, and Explora Journeys Vice President/Head of Sales Nicole Costantin.



HX MD Damian Perry with Viking's Marketing & Sales Director Lee Siefken and National Commercial Manager Shaun Kavangh



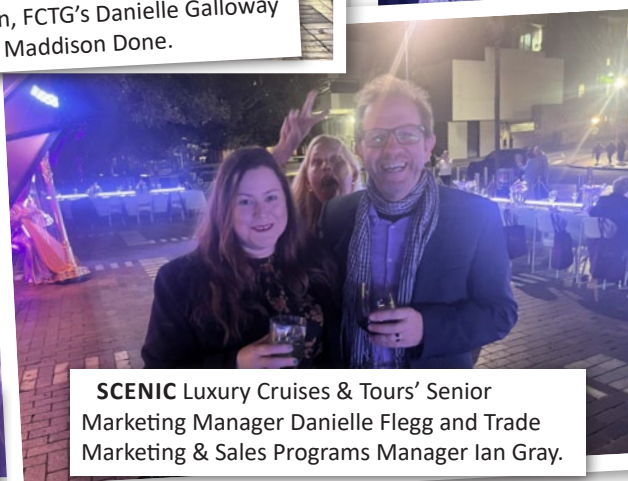
FCTG'S Danielle Galloway, Disney Cruise Line Business Development Manager Amy Mortlock, and Travel Associates' Rachel Kingswell.



VIKING'S Lee Siefken, FCTG's Danielle Galloway and Travel Associates' Maddison Done.



DISNEY'S Amy Mortlock, representing the harp-iest place on earth.



SCENIC Luxury Cruises & Tours' Senior Marketing Manager Danielle Flegg and Trade Marketing & Sales Programs Manager Ian Gray.



REGENT Seven Seas Cruises PR & Partnerships Manager Jodie Hart and Disney's Amy Mortlock.



The Chat
with Jenny

Travel Daily
A conversation with Kylee Kay

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VICTORY is now even sweeter for Australia's Olympics winners, with the talented athletes being rewarded with a free cruise.

Celesytal is giving away a sailing to all 53 Australian athletes who won a gold, silver or bronze medal at the recent Paris 2024 Olympics.

The winners can choose from a selection of the Greek cruise line's sailings, including the seven-night 'Idyllic Aegean' voyage, with 14 departures available from Apr-Aug 2025.

During their complimentary cruise, the sporting heroes can also enjoy the 'National Geographic Day Tour - The history of the Olympic games in Athens' shore excursion.

The offer cements the link Greece and Australia share in Olympics history, being the only two nations with representatives at every modern Olympics since the first Summer Games in 1896.

MSC's multi-gen rise

EXCLUSIVE

MSC Cruises is seeing a rise in multi-generational travellers, as the line continues to produce ships with "something for everyone" on board.

The cruise line's vessels, particularly its newer, larger World Class, is an ideal travel option for families, Managing Director Lisa Teiotu told *Cruise Weekly*, as the brand's average age on board gets younger.

"We're seeing our demographic certainly getting younger in terms of the average age of our cruise passengers, and that comes from the multi-generational families that are travelling more with us," Teiotu said.

"[Our large], contemporary cruise ships, with everything they can offer multi-gen travellers, is really becoming the holiday of choice," she added.

MSC's rise in multi-generational travel has also contributed to the cruise line's recent surge in demand for Japan, where its passenger numbers are up 250% year-on-year (*CW* 04 Jul).

"We're offering a range of itineraries, with new ones just released within the last week,

which is great...it's a great way to see Japan for families, [and] a great way for multi-generational travellers, which we know is another huge emerging trend from the Australian market," Teiotu said.

Other trends prevalent in the Australian market include longer cruises and longer stays in port, both of which MSC is leaning into with its new itineraries.

"We definitely are seeing more demand on anything that's over seven, eight nights," Teiotu said.

"What we've seen as the most popular ones this year are anything from nine nights up, so round trip from Tokyo is certainly popular," she added.

"We do have shorter ones that are a round trip from Naha, and they're proving popular for somebody that's adding it onto a land vacation."

In addition to longer port stays in the Mediterranean next summer (*CW* 19 Aug), MSC is also overnighing in Asian ports, such as Tokyo, Osaka, and Keelung.

"We are incorporating that into our ports more...it's a wonderful way for people to experience the destination," Teiotu added. *MS*

Carnival eclipses

CARNIVAL Cruise Line has announced its first-ever solar eclipse, as it unveils its first lot of sailings for summer 2026.

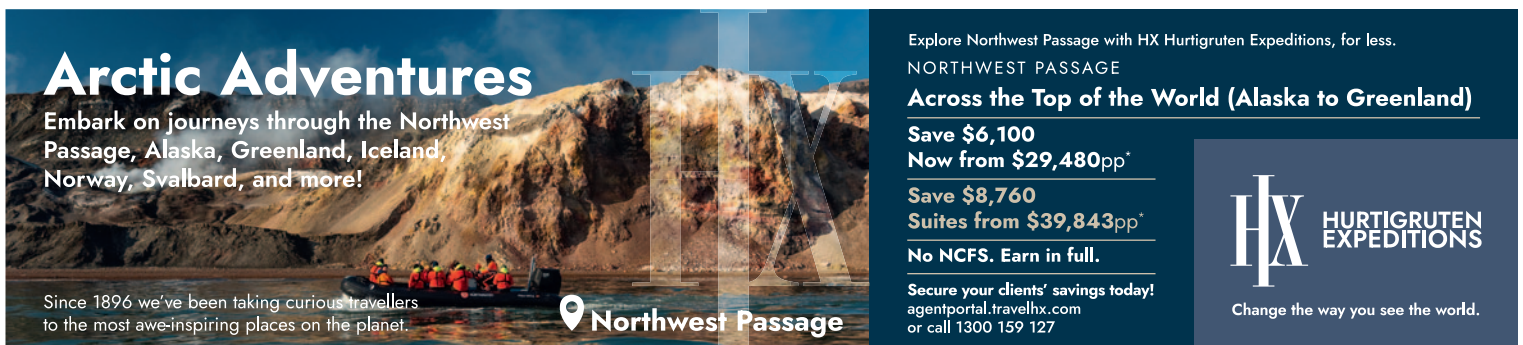
Departing 09 Aug 2026 from Dover, England, the special 11-day 'Carnival Journeys Eclipse' cruise will stop in Spain, Portugal and France on *Carnival Legend*, with guests to enjoy a prime viewing vantage point of the solar eclipse.

The line will also sail to destinations in Europe and Alaska, including Ireland, the British Isles, Amsterdam, Germany, and many more.

"The chance to see a total solar eclipse while having fun exploring the cultural richness of Spain, Portugal and France aboard *Carnival Legend*, is a truly special opportunity - among a lineup of many phenomenal cruises," said Christine Duffy, President of Carnival Cruise Line.

"And as the popularity of *Carnival Legend's* 2024 Europe sailings prove, it's never too soon for our loyal guests to start planning their next summer vacation."

Reservations are open now.



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EDITORIAL
Editor - Myles Stedman
Deputy Editor - Matt Lennon
Journalists - Adam Bishop, Janie Medbury
Editor-at-large - Bruce Piper
Publisher - Damian Francis
Associate Publisher - Jo-Anne Hui-Miller
info@cruiseweekly.com.au

ADVERTISING & MARKETING
Head of Sales & Marketing - Sean Harrigan
Advertising - Laura Aghajanian & Dante Muranty
advertising@cruiseweekly.com.au

HEAD OF OPERATIONS & CONTRIBUTING EDITOR
Anna Piper

ACCOUNTS
accounts@traveldaily.com.au

Suite 1, Level 2, 64 Talavera Rd
Macquarie Park NSW 2113 Australia
PO Box 1010 Epping NSW 1710 Australia
Tel: (AU) +61 2 8007 6760 or (NZ) 0800 799 220
Tel: (Int'l) 1300 799 220

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