



Cruise Weekly today

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

Wave to go, NCL

NORWEGIAN Cruise Line (NCL) has announced new resources to support travel advisors this wave season, with a new WAVE Hub.

Key resources for the new asset include Norwegian Central, a go-to platform for booking tools, marketing assets, and specialised training through NCLU.

There will also be a 'Book-a-BDM' function, allowing travel advisors to meet with local Business Development Managers for tailored advice on campaigns, promotions, and group booking benefits.

Visit NCL's Wave Hub **HERE** for all the details.

Hurtigruten formally splits in Aus

HURTIGRUTEN and HX have announced a new leadership structure in APAC, as first reported by **Cruise Weekly** this morning (**CW** breaking news).

Damian Perry, who led the formerly combined company, will now guide a dedicated Hurtigruten Norway APAC team, mirroring the structure across the rest of the world.

Supporting Perry will be Marisa Jones, who will be promoted from Marketing Manager to Hurtigruten Head of Marketing.

The Norway-based cruise line will also recruit for a Head of Sales APAC position, which will take place over the next month.

Meanwhile, HX's Australian leadership team will be guided by the United States-based Steve Smotrys, expanding from his current role overseeing the Americas market.

He will be aided in Australia by

Director of Sales Amber Wilson, who like Perry, formerly served both brands.

The move will ensure the two cruise lines maintain a strong presence in Australia, and can progress further ambitions for their guests from the region.

It follows the recent announcement of an ownership change and Hurtigruten's transition to full independence from HX in Jan (**CW** 29 Nov).

All leadership changes will take place from next year.

"By creating a dedicated HX team with strong B2B leadership, we are reinforcing our commitment to Australia," HX Chief Commercial Officer Alex Delamere-White explained.

"This new structure ensures we have the resources and leadership needed to unlock the region's potential [and] achieve long-term growth," he said. *MS*



On location on board **Silver Nova**

Today's issue of **CW** is coming to you courtesy of Silversea, aboard **Silver Nova**, as part of her first season in Australia.

LAST night was our first on board Silversea's brand-new **Silver Nova**, one of the newest ships sailing in Aussie waters.

Those being hosted by Silversea for the three-night itinerary to Tasmania were introduced to **Nova** last night with welcome drinks at Dusk Bar, which offers amazing views, as the ship departed White Bay and sailed under the Harbour Bridge.

The group then headed to The Marquee for dinner, Silversea's brand-new outdoor dining venue, available only on **Nova**.



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Virgin debuts annual pass

VIRGIN Voyages is introducing a new Annual Pass, offering cruisers unlimited voyages across an entire calendar year.

The US\$120,000 pass gives sailors access to Virgin's entire fleet of ships, including *Brilliant Lady*, debuting in Sep.

The pass, which is commissionable, offers exclusive perks like priority boarding, complimentary laundry services, dedicated concierge support, wi-fi, a US\$100 bar tab credit per voyage, access to exclusive onboard events and experiences, and more.

It is available on a first-come, first-served basis through 31 Mar, and also allows a plus-one for each stateroom.

Passholders can choose a start date between Jan and Apr 2025, and once activated, will be valid for one full year.

The Annual Pass concept was born out of Virgin's Season Pass, which invited cruisers to "work from sea" with the cruise line on a month-long voyage (*CW* 30 Sep).

"I've always been a big believer in the power of travel and adventure to spark creativity and bring clarity," founder Richard Branson said.

"We're offering unlimited opportunities for adventure in a way that has never been done in cruising before."

"Sailors can jump aboard any of our ships, across an endless variety of exciting destinations for an entire year."

Aurora launches 2026/27



AURORA Expeditions has unveiled its new 2026-27 Antarctica season, which will see the introduction of several new special expeditions.

The new season features 27 unique voyages ranging from nine to 34 days, sailing aboard all three of Aurora's vessels, including the soon-to-debut *Douglas Mawson*.

Travellers will be able to experience the Antarctic Peninsula, East Antarctica & the Ross Sea, South Georgia, and Falkland Islands.

New for the 2026-27 season is the 10-day taste of Antarctica cruise, which is perfect for time-conscious travellers seeking an introduction to the destination.

Speciality voyages include a photography expedition, a new women's only voyage aboard *Sylvia Earle* (pictured), and two trips in partnership with New Scientist Discovery Tours.

Returning for the 2026-27 season are the best-selling 'Spirit of Antarctica' and 'South Georgia, Falklands & Antarctic Odyssey' itineraries, along with fly-cruises such as the 'Antarctic Explorer'

and 'Antarctic Explorer Express.'

The 'Antarctica Active: All-Inclusive Activities' voyage also returns, featuring camping, snorkelling, snowshoeing, paddling, and more.

"Antarctica continues to inspire and captivate explorers from all walks of life, and our 2026-27 season is designed to deepen those connections," Chief Executive Michael Heath said.

"With the addition of new itineraries like 'Taste of Antarctica' and a dynamic line-up of themed expeditions, including our new women's only voyage, and itineraries in partnership with *New Scientist*, we are thrilled to offer travellers even more ways to immerse themselves in beauty, science, and adventure of Antarctica," he added.

"This season truly reflects our commitment to creating transformative journeys that leave both our travellers and the destinations they visit enriched."

MEANWHILE, PEPR has been appointed to service Aurora's local public relations, following the departure of PR Manager Svetlana Monastyrsky. *MS*

Oceania rolls out Starlink internet

OCEANIA Cruises has completed the installation of Starlink across its entire fleet.

All passengers are now provided with the unlimited wi-fi option, included as part of their cruise fare.

The new Starlink internet will improve the capacity, speed, and reliability of Oceania's onboard connectivity.

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Cunard enjoys record-breaking year

CUNARD Line has reported record-breaking bookings this year, following the launch of its highly anticipated ship, *Queen Anne* (CW 03 Sep).

The cruise line recorded an impressive 73,000 additional guest reservations compared to the same period last year, representing a 23% YOY increase.

This marks the highest number of guests booked between 01 Jan and 31 Oct compared to any equivalent period on record.

The United Kingdom market contributed significantly to this success, with a 24% increase in passengers booking from Cunard's homeland.

However, more than half of bookings during the period originated outside of the United Kingdom, with international markets having shown particularly strong interest.

Targeted campaigns in these

regions have driven a 22% increase in international guest bookings over the past year, led by North America, with 29% more bookings from this market than the prior corresponding period.

Cunard is also continuing to attract both new and returning travellers, with the cruise line seeing a 49% rise in first-time guests compared to the same period last year.

President Katie McAlister believes the record-breaking year demonstrates the continued strength of Cunard's identity.

"As an iconic British brand with growing international appeal, Cunard continues to attract



travellers from across the globe who are drawn to the timeless elegance and modern luxury we provide," she enthused.

"The launch of *Queen Anne* (pictured) has been a key driver of this success, increasing our capacity and capturing the imagination of both loyal and first-time guests.

"These results are a testament to the hard work of our teams and partners worldwide, who ensure Cunard remains at the forefront of luxury travel." MS

Celeb to Canaveral

CELEBRITY Cruises has debuted its inaugural sailings in Port Canaveral with seven-night Caribbean itineraries.

Guests will visit 15 Caribbean destinations aboard *Celebrity Equinox* through until Apr, including Jamaica, Grand Cayman, Mexico, the Bahamas, St. Maarten, Puerto Rico, Belize, and more.

Celebrity will also visit Royal Caribbean Group's privately owned island CocoCay.

Additionally, the cruise line is planning to introduce its Edge-class ship *Celebrity Apex* to Port Canaveral in winter 2025, which will sail seven-night Caribbean itineraries.

"The addition of Port Canaveral offers guests the ultimate flexibility for their perfect Caribbean getaway," President Laura Hodges Bethge said.

We're turning Black Friday **Green** Choose experiences over things.

Green Friday is a movement that raises awareness of the environmental and social impacts of consumerism. This November, ask your clients to consider investing in unique travel experiences. Explore breathtaking destinations, make unforgettable memories, commune with wildlife and nature. Choose a journey that will change the way they see the world.



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PRIVATE islands are all the rage in the cruise industry at present - and one is now available to rent in the Cotswolds in the UK, complete with a bar and boat.

Located in the middle of a water skiing lake in West Oxfordshire, the island is ideal for fishing and a variety of water sports, plus there's a hot tub to relax in.

There are also boats available, which can be driven by guests over the age of 25.

The unique holiday spot, which is dubbed 'The Island in Oxfordshire', can accommodate up to 22 people, with eight double bedrooms plus an 'Epic Dorm Room'.

Prices range from £3,000 (A\$5,900) for 16 people, with additional costs of £220 (A\$434) applying for each guest after that.

Nova's first call in Sydney



SILVERSEA'S *Silver Nova* made her spectacular maiden arrival in Sydney yesterday, with a number of Aussie trade guests boarding the brand-new ship to experience her first-hand.

Nova has been sailing around Australia for the past few weeks, calling in to Phillip Island, Melbourne, Adelaide, Kangaroo Island, and Eden, before arriving in Sydney yesterday.

The ship has enjoyed warm welcomes around the country,

being greeted in Adelaide by SA Minister for Tourism Zoe Bettison, the South Australian Tourism Commission, and other industry titans such as Phil Hoffmann.

Meanwhile, *Nova's* call to Phillip Island included a private viewing of the world-famous penguin parade at dawn.

Sea and Land Taste (S.A.L.T.) shore excursions have included damper-making and dining at Indigenous restaurant Mabu Mabu with Chef Nornie Bero in Melbourne, and foraging with Chef Tom Tilbury in the Adelaide Botanical Gardens, followed by a stunning lunch at the chef's restaurant, Botanic. *MS*

Pictured on board *Nova* as she departs Sydney are Lisa Maddox, Spencer Travel; Melanie Carter, TravelManagers; Anoushka Kudav, Silversea; Georgina Glass, Travel Associates; Karen Hamilton, Anywhere Travel; Trudy Rice, Time Flies Travel; Charis Hildebrando, Silversea; and Adam Townson, Travel Associates.

Princess goes west

PRINCESS Cruises is inviting cruisers to explore Mexico, Hawaii, and California aboard its 2026-27 sailings from the west coast of the US.

The cruise line will offer voyages from San Francisco, Vancouver, and Los Angeles, with the new *Star Princess* to sail the Mexican Riviera from the latter port in Apr 2027.

"Our 2026-2027 season builds on our west coast legacy with diverse itineraries that capture the essence of these extraordinary destinations," Chief Commercial Officer Terry Thornton said.

"From the golden beaches of Mexico to the vibrant energy of California and the tropical charm of Hawaii, these sailings are crafted to offer something truly special for every traveller," he added.



On Board: *Silver Nova*

The Marquee

The Marquee is Silversea's brand-new dining venue, available only on board the cruise line's newest ships, *Silver Nova* and *Silver Ray*. The al fresco dining option is open all day, and features two of Silversea's signature dining options: Spaccanapoli, and The Grill, where guests can hot rock their own cut of meat.

CCL/HAL trade

CARNIVAL Cruise Line (CCL) and Holland America Line (HAL)/Seabourn Cruise Line have swapped chief financial officers, in the latest restructure at the world's biggest cruise company.

Jeremy Schiller will now serve as CFO for Carnival, while the man he is replacing, Jim Heaney, will manage the finances for Holland America and Seabourn.

Schiller previously worked for Carnival for 12 years.

CCL President Christine Duffy wished Heaney well in his new role with CCL's sister brands.