



Cruise Weekly today

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

APT Group deals

APT and Travelmarvel have announced their Boxing Day sales, which will kick off on 26 Dec, offering a range of deals across multiple destinations.

Offers for select trips include a fly free deal on Veranda suites and above for APT's Iceland cruises, while passengers can also score a free stateroom upgrade on Kimberley voyages - call APT on 1300 336 932.

Meanwhile, offers for select Travelmarvel trips include free stateroom upgrades on cruises on the Danube, the Kimberley, Vietnam, and Mediterranean small ship departures.

Allure-yacht crash

A SUPERYACHT has collided with Royal Caribbean's *Allure of the Seas* in Nassau.

The 37-metre *Aurora* smashed bow-first into the port side of the 362-metre *Allure*, causing significant damage to the smaller ship.

The collision occurred as *Allure* was stopped in Nassau during a four-day voyage, with the ship able to continue her cruise as scheduled.

No injuries were reported as a result of the incident.

CCL's big Aussie expansion



CARNIVAL Cruise Line (CCL) is set to become the largest home ported brand in the country as of Mar, when it receives two former P&O Cruises Australia ships (**CW** 04 Jun).

CCL will also be the only international line home porting in Australia year-round, with VP Kara Glamore (pictured) telling **CW** the brand is already reaping the benefits of its expanding footprint in the country.

The cruise line is expecting almost 600,000 pax cruising with it from Sydney and Brisbane next year, with Glamore revealing the majority of them are set to sail with the brand for the first time.

"New-to-cruise guests are a big portion of our travellers," Glamore explained.

"We've also catered our itineraries to lend to that demographic, because we have a majority of our cruises being short sailings, so either three or four days.

"Those folks who are not cruising savvy and just want to give it a try, a three or four-day [voyage], especially with that value that it is, is a great way to

dip your toe in the water."

CCL will also be the only brand with a ship based in Australia in the winter next year, allowing it to monopolise the mid-year school break cruise market.

Glamore said CCL is selling "really well", with its first quarter almost sold out.

"There's so many reasons why you still need a couple of short little breaks during the year," Glamore encouraged.

"We also have a month-long celebration of Grinch-ness in Jul, so that's going to be something else that we're looking forward to," she added.

These competitive advantages are seeing CCL record strong sales figures, which is also seeing lead times increase, Glamore added, as guests realise the necessity of quickness to secure a good deal.

CCL is now averaging lead times of roughly six months for short cruises and eight months for longer voyages.

"That's really good because people are starting to plan more," Glamore added.

She said CCL aims to offer "something for everybody", which is adjacent to its new '100% Holiday' campaign (**CW** 26 Nov).

"Sometimes the logistics, the planning, and the preparation gets in the way of you really exhaling, relaxing, and enjoying your holiday, but the joy of going on a cruise is that it's all taken care of for you," she said. *MS*

Vanuatu quakes

TWO earthquakes have hit Vanuatu in less than 24 hours, killing more than a dozen people and damaging infrastructure around Port Vila, including the road to the city's cruise port.

The second earthquake hit at 5:17am this morning, delivering a magnitude 6 shock, following yesterday's more violent 7.3 shake, which occurred at 12:47pm.

Royal Caribbean's *Quantum of the Seas* was scheduled to call Port Vila today, but will instead visit Mystery Island.

"Our thoughts go out to all those affected by the devastating earthquake," a Royal Caribbean spokesperson told **Cruise Weekly**.

Three other cruise calls are scheduled for Port Vila in the next week: two from P&O Cruises Australia, and one from Carnival Cruise Line.

A Carnival Corporation spokesperson told **CW** the company is liaising with Australia's Department of Foreign Affairs & Trade and its local Port Vila-based agents to assess the damage.

"We are keeping our guests informed of the situation and any potential impact on scheduled visits by P&O Cruises Australia and Carnival Cruise Line over the next week," the spokesperson said.

"Our thoughts are with the people of Vanuatu."

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Azamara savings

SAIL into next year with up to US\$1,000 onboard credit with Azamara.

The cruise line's wave season offer is available on select sailings next year, when booked by the end of Feb.

There is also more than \$4,500 worth of value in 'Always Azamara' inclusions, such as complimentary room service; a selection of food & beverages, including beer, wine, & spirits; unlimited self-service laundry; and gratuities.

Applicable sailings include a 13-night 'Japan Intensive Voyage', an 11-night 'Gems of the Adriatic & Aegean Voyage', a 12-night 'Northern Cities Voyage', and more.

New Oceania sale

OCEANIA Cruises is ringing in the New Year with added value on more than 100 sailings in 2025 and 2026.

The line's New Year Sale is valid on bookings made until the end of next month, with travellers to receive a four-category stateroom upgrade, plus the option to choose from US\$1,000 shipboard credit per stateroom, and a premium drinks package, offering unlimited wine, beer, and spirits.

The extra amenity and stateroom upgrades are available on 105 total sailings.

Aroya's inaugural cruise



AROYA Cruises' maiden voyage departed Jeddah on Mon, taking passengers on a three-night journey across the Red Sea.

The cruise line's inaugural ship *Aroya* (pictured) arrived in Jeddah ahead of the cruise on 07 Dec, following a comprehensive transformation from Dream Cruises' former *World Dream*.

Aroya now offers a fully reimaged interior, with 95% of the ship's spaces completely redesigned to reflect Arabian heritage and preferences.

The ship is equipped with a souq-inspired shopping district - the largest retail area ever built on a cruise ship.

She also includes luxury spa facilities, a wellness centre, 29 restaurants, lounges & cafes, 20 entertainment venues, and one of the largest children's play areas at sea.

Aroya's arrival in Jeddah was celebrated with a traditional plaque and key ceremony, attended by Cruise Saudi CEO Lars Clasen & Chief Destination Experiences Officer Barbara Buczek, as well as the ship's Captain Jan Gelinder, and the line's President Jorg Rudolph.

"The arrival of *Aroya* marks the beginning of a new chapter for Cruise Saudi, and tourism in Saudi overall, in line with Saudi's Vision 2030," Clasen said.

"Cruise Saudi was only launched in 2021 and witnessing the arrival of our first owned ship just three years later is a huge milestone.

"We are so grateful to the whole Cruise Saudi team for their hard work and dedication and are excited to be offering something truly unique to local, regional and international guests with the first-ever Arabian cruise line." *MS*

Avalon elevates

AVALON Waterways has announced the launch of a new 'Cruising Elevated', campaign, integrating both consumer and trade-focused marketing pushes.

Launching on Boxing Day and running until Mar, the multi-channel campaign will feature new assets showcased across television, broadcast video on demand, out-of-home advertising, radio, and social, to boost brand awareness.

"We are excited to launch our Cruising Elevated campaign to introduce more consumers to Avalon and showcase our truly elevated offering of river cruising," Head of Marketing Chris Fundell said.

"We're aiming to not only drive brand awareness, but also to educate consumers on the difference and benefits of river cruising with Avalon, to make it even easier for travel advisors to convert sales."

Avalon's Australian ambassador, journalist and television host Melissa Doyle, will act as the face and voice of the campaign, featuring in a series of TV commercials and radio advertisements.

Travel advisors will be able to access the campaign's marketing resources, which are customisable, via the newly launched globally integrated Travel Advisor Portal (*CW* yesterday).



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THE first-ever dog-friendly voyage has been aptly dubbed 'Cruise Tails', as voted during a naming contest for the sailing.

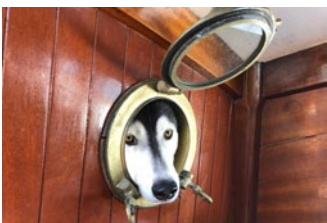
Departing from Tampa in Nov 2025 aboard Margaritaville at Sea's flagship vessel *The Islander*, the seven-night cruise will visit Key West, Progresso, and Cozumel.

"It was amazing to see such enthusiastic participation from our community, and we appreciate all of the creative names shared," said Steve Matzke of Cruise Tails, the company organising the voyage in partnership with Expedia Cruises of Orlando.

"We're thrilled to be able to provide such a unique travel experience where dogs are not just allowed, but celebrated as part of the family."

The cruise will feature a wide variety of amenities for four-legged guests, including pet-friendly cabins featuring a 'pet butler', as well as dog groomers and dog-friendly splash stations.

Cruise Tails said it will consider offering additional pet-friendly voyages in 2026 if the first one is a success.



Cruise Britain's 2025 crew



CRUISE Britain is poised for a strong year in 2025, having announced a new Steering Group during its recent annual winter event, which saw 120 attendees including 34 cruise executives from 20 cruise operators gather in London.

At the helm will be Portland Port General Manager Commercial Ian McQuade, who will continue in the role of Chair for a second term.

The Steering Group will comprise Mary Bond (Seatrade), Perry Dack (Solent Stevedores), Ian Diaper (Portsmouth Int. Port), Gary Hall (Belfast Harbour), Isla Haddow (Denholm Port Services), Rebekah Keeler (ABP Southampton), Kate O'Hara (Fowey Harbour) and James Stangroom (Bristol Port).

The industry representatives will begin a three-year term in the New Year, joined by new cruise line representative Fred Olsen Cruise Line Marine & Port

Planning Manager Kai Algar.

Cruise Britain has ended the year on a high note, with the network's port and destination membership standing tall with over 40 ports and destinations represented, including new member Stornoway in Scotland's Outer Hebrides.

"[This year] has been another successful year for Cruise Britain and its members," said Chairman Ian McQuade.

"Our thanks must go to all the cruise lines that we've worked with and who are increasing their presence in Britain and British Isles waters; and also to all our generous sponsors for events across the year.

"Our membership is immensely supportive and this is reflected in the presence that the association is able to maintain.

"Our springboard to 2025 is looking on a firm footing and I look forward to next year," McQuade enthused. *JM*



Seasons greetings

AS WE close out 2024, it is exciting to look back at the progress we continue to make as a sector and an Association.

The 23/24 Economic Impact Assessment showed the incredible contribution that cruise makes to the visitor economy both financially and in supporting jobs and communities around Australia.

Based on the high-quality experiences offered by our members, passenger and crew spend have both increased.

Pre-and-post stays are also increasingly attractive for cruise guests who choose to stay on and explore our amazing destinations.

Looking forward, by the end of the season, we will welcome more than 60 cruise ships, some of them making maiden voyages.

More will join that line-up as all the planned new builds are launched - 15 are expected for 2025 alone.

These ships will include innovative technologies, making them more sustainable and helping the industry meet its net zero carbon emissions goal.

It also means more ships will be able to utilise shoreside power with the White Bay Cruise Terminal project targeted for completion by late 2026.

It's exciting to see major infrastructure projects like this being planned in several of our ports around the country.

With seemingly unbridled consumer enthusiasm for cruise, the future remains bright.

On that note, I wish you a safe and joy-filled festive season.