

Regent

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## UPCOMING WEBINARS

Join Regent Seven Seas Cruises for a live webinar previewing our Upgrade Your Horizon offer.

Monday, 15 January 2024 | 1:00pm - 1:30pm AEDT

**REGISTER NOW**

**VISIT [RSSC.COM/UPGRADE-YOUR-HORIZON](https://rssc.com/upgrade-your-horizon) OR CALL OUR CONTACT CENTRE ON 1300 455 200**

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### Cruise Weekly today

**CRUISE Weekly** today features two pages of all the latest cruise industry news, plus a front cover from **Regent Seven Seas Cruises**.

### Up and Onward

**AZAMARA'S** 2024 World Cruise has kicked off in style, the first to ever sail aboard *Azamara Onward*.

The 155-night "journey of a lifetime" kicked off with a welcome party at the Fort Lauderdale Marriott Harbor Beach Resort & Spa.

Cruise Director Eric De Gray hosted the festive soiree, welcoming loyalty guests and Azamara newcomers alike.

Azamara Chief Financial Officer Alain Ferzli also addressed passengers on behalf of the cruise line's entire team, expressing excitement and gratitude for the World Cruisers.

*Onward* will reach more than 40 countries in six continents over the next five months, with Extended Destination Days including 22 overnight stays and 27 late nights calls in ports.

The 2024 World Cruise also features 11 AzAmazing Celebrations and three exclusive World Cruise events, designed to provide an unparalleled and immersive experience for guests in destinations such as Agra, Istanbul, and more.

### Princess new CMO

**PRINCESS** Cruises has appointed Jim Berra as its new Chief Marketing Officer.

He has previously served in the role at other cruise lines such as Royal Caribbean International and Carnival Cruise Line, and will report directly to Princess President John Padgett.

## HAL to visit Asia in 25-26



**MORE** than 50 ports across 11 countries highlight Holland America Line's (HAL) 2025-2026 Asia cruise season, which will sail aboard *Westerdam* (pictured).

The itineraries have a strong focus on Japan, with the season to call 24 different ports around the country.

HAL will also visit Cambodia, China, Indonesia, Malaysia, the Philippines, Singapore, South Korea, Taiwan, Thailand, and Vietnam, with cruises sailing from Hong Kong, and Yokohama, as well as Singapore.

The cruise line's pair of 'North Pacific Crossing' cruises are expected to be two of the season's most popular, with a 13-day sailing to start the program, from Seattle to Yokohama.

The cruise will include calls at Juneau, Kushiro, and Aomori.

There is also a 15-day North Pacific Crossing from Yokohama to Seattle, including calls at Kushiro, Kodiak, Sitka, Ketchikan, and Victoria.

The Circle Japan cruises of 14 and 15 days are also expected to prove popular, sailing round trip from Yokohama.

There are three itineraries, each of which includes a variety of calls in Japan, as well as South Korea.

The season will also include Asia Collectors' Voyages of up to 29 days, which combine back-to-back, non-repeating itineraries.

Overnight calls during the season will include Shanghai, Laem Chabang, Manilla, Hiroshima, and Incheon, allowing extra time for guests to sample the nightlife, local cuisine, and rich cultures of each destination.

There will also be late-night departures from Hakodate, Kobe, Ha Long Bay, Da Nang, Lembar, and Sihanoukville.

"For travellers looking to discover Asia, our 2025-2026 season provides an opportunity to explore the region in-depth via cruise," HAL President Gus Antorcha said.

"We have diversified the number of ports to more than 50 across several itineraries...we want to ensure our guests have an authentic glimpse into the diverse cultures of each country, creating immersive moments and deeper connections to those destinations," he added.

HAL's Global Fresh Fish Program will bring native fresh fish and other local ingredients on board, from Japanese red seaperch to rambutan, in what will be one of the highlights of the cruises.

There is also currently a "Have It All" booking bonus, offering guests booking a cruise from this season the Have It All package, with the added perk of free prepaid gratuity, along with free upgrades to the Elite Beverage Package and premium wi-fi. *MS*

### RSSC's new sale

**UPGRADE** Your Horizon with Regent Seven Seas Cruises (RSSC) thanks to a free two-category suite upgrade, plus a reduced 7.5% deposit.

The sale is available on every ship and across every destination, until the end of next month.

It also offers up to 50% off on select sailings.

Agents can download RSSC's marketing toolkit, which includes customisable flyers, banners, and social media assets to support communications with travellers - for more information on the sale and an RSSC travel advisor incentive, head to the **cover page**.



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**ROYAL** Caribbean International's *Icon of the Seas* will have a dog mascot who lives on the ship.

Rover (pictured below) boarded the ship when she docked in Ponce, before the final leg of her journey to Miami, Florida.

He quickly appeared in a number of X posts from those on board, signalling he will be one of the most popular crew members on the ship.



In other dog-related developments, guests will find a statue of a dog (pictured below) in the Royal Promenade, instead of the typical classical car, which has appeared on every Royal Caribbean ship since *Voyager of the Seas*.



## Aussie-inspired MSC push



**TRAVELLERS** are being invited to discover the beauty of cruising with MSC Cruises, as the line rolls out its new global integrated brand campaign, "For a Greater Beauty", launched across more than 30 countries.

The campaign was filmed by Australian director Kiku Ohe, and aims to capture the essence of a holiday with MSC, which celebrates "human connection, unforgettable experiences, and outstanding destinations".

The campaign will be seen through a mix of marketing channels including a television

advertisement filmed on board *MSC World Europa*, as well as out-of-home, print media, digital, and social media.

It is the latest development in MSC's marketing gamut, with the cruise line last month announcing it will be the title sponsor of two Formula 1 Grands Prix next season (**CW** 20 Dec).

*World Europa* is also the star of the new British TV show *Building the Billion Pound Cruise Ship* on Channel 4 (**CW** 14 Dec). *MS*

## SeaDream addition

**SEADREAM** Yacht Club has appointed Walter Littlejohn as Chief Sales Officer, which will see him bring more than three decades of experience to the cruise line.

Littlejohn will assume the responsibility of overseeing and leading SeaDream's global sales efforts across all markets.

"Walter brings a wealth of experience and expertise to our growing SeaDream team, with a proven track record in driving performance and fostering team success in the luxury segment," the cruise line's Andreas Brynstad said.

"His deep knowledge and passion for the cruise industry combined with attention to details, strategic mindset and team spirit is a unique combination that will be crucial in writing the next chapter in the story of SeaDream Yacht Club."

"I am thrilled to welcome him to the SeaDream family," he added.

## Borealis world trip

**FRED.** Olsen Cruise Line's *Borealis* has departed on her 101-night around-the-world adventure from Southampton.

During the exploration, guests will encounter wildlife in the rainforests of Costa Rica, revel in local cultures and volcanic vistas in Hawaii, and find bliss in the paradise islands of French Polynesia.



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