



### Cruise Weekly today

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

### True North refresh

**TRUE** North has introduced a new brand refresh, 'Life's Different After', its most significant renewal in years.

The new brand positioning has been designed to differentiate True North's product, and reimagine the guest experience across every touch point.

The new 'Life's Different After' branding is live now, running across large format outdoor, including airport advertising, and a range of high-impact digital executions.

The cruise line is also extending a short-term promotion to its guests this winter, with discounted itineraries alongside complementary flights to/from Broome or Kununurra.

Included in the promotion is a variety of iconic itineraries throughout Jul and Aug, including the 'Kimberley Ultimate', 'Snapshot' and 'Explorer', on both *True North* and *True North II*.

The cruise line is operating its two recently made over small ships across Australia, Indonesia, and Papua New Guinea, providing even more of its popular itineraries at a higher volume (**CW** 27 Mar).

### Dream to undergo refresh



**UPDATES** are coming to Disney Cruise Line's *Disney Dream* during the northern autumn, following her summer season in Europe.

*Dream* will debut an updated Oceaneer Club, a brand-new funnel suite, a new concierge lounge, a revamped spa, and more, when she arrives back in Fort Lauderdale for autumn.

Revamped youth spaces will be a highlight of the updated *Dream*, with a new "state-of-the-art lab" at the Oceaneer Club (**pictured**) to allow young recruits to test new suit prototypes for Spider-Man and other heroes, and conduct training simulations to fend off enemies.

Edge, the tween club for guests ages 11-14, will move to Deck 5, and debut exciting new features, including access to an outdoor deck with a ball pit and recreational games, and a new club lounge and dance floor.

*Dream's* forward funnel will completely transform into the Dream Tower Suite (**inset**), an all-new, two-storey stateroom themed to the classic Walt Disney



Animation Studios film *Fantasia*.

The suite will be full of gilded features reflecting *Dream's* art deco motif.

The Concierge Lounge, inspired by the film *Hercules*, will have light, airy details and rich colours inspired by the clouds of Mount Olympus, with hints of bright gold evoking the gates to the kingdom of the gods.

Meanwhile, the spa will have a refreshed check-in area and will expand to include new treatment rooms, and the guest-favourite cantina will be added on Deck 11, offering tacos, burritos, and bowls, and more.

Disney also recently confirmed its third season of Australian sailings in 2025/26 from Sydney and Melbourne (**CW** 20 Jun). *MS*

### Disney fam offer

**CRUISECO** and Creative Cruising are offering a fun-filled Disney Cruise Line travel advisor incentive, providing the chance to experience a magical cruise famil - more information **HERE**.

Travel Daily

# The Chat

with Jenny

A conversation with Penny Spencer

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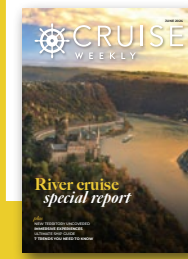


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## Two more AIDA ships to undergo evolution

AIDA Cruises' AIDA Evolution will see the line modernise two more of its Sphinx-class ships from the end of next year.

The cruise line's *AIDAluna* (pictured) will be in the shipyard in Marseille from 22 Oct 2025 to 10 Dec 2025, following on from *AIDAdiva* (CW 03 Jun).

*AIDAluna* will be followed by *AIDAbella*, which will be in the shipyard from 21 Jan 2026 to 11 Mar 2026.

The focus during the seven-week dry dock will be on upgrading the ships' technology and providing a greater variety of experiences, services and comfort to their guests.

Popular concepts from the latest AIDA generation will also be brought on board the two ships, with all guest staterooms to receive a new look, and the number of suites to be increased.

Exclusive areas and services will



be created for the first time in the Sphinx-class, with guests able to look forward to an even greater variety of restaurants and popular signature bars.

AIDA's distinctive Theatrium will be redesigned with inviting seating and a harmonious colour

scheme, while new activity areas will be created specifically for families with children.

The cruise line announced the modernisation of its ships earlier this year (CW 21 Feb), which is set to be the most extensive fleet update in its history. *MS*



## CRUISE WEEKLY

On location in the Kimberley

Today's issue of CW is coming to you courtesy of Scenic, aboard *Scenic Eclipse II*.

TODAY we have arrived at Swift Bay, the location of some famed rock paintings which guests aboard *Scenic Eclipse II* will view during two shore visits.

Some will also take the opportunity to head to the nearby Mitchell Falls by helicopter, with an opportunity to take a dip in a freshwater pool at a remote landing site.

Over the next two days we will head to Ashmore Reef for a technical offshore stop, before heading to Jar Island and Vansittart Bay, and then our final adventure at King George Falls prior to finishing in Darwin.

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**SOME** cruisers like to hide rubber ducks aboard ships for others to discover, but there's no hiding this one.

The world's largest rubber duck has landed in a Californian town to celebrate Independence Day.

The duck is almost 20 metres tall, and is now proudly on display in Lake Elsinore.

It is expected to stick around for celebrations into the weekend, before heading off on its next adventure.



## TTW appointment

**TRAVEL** The World (TTW) has welcomed new Chief Commercial & Operations Officer Michael Betteridge.

Betteridge joins Travel The World with more than 25 years of experience in the travel industry, bringing a wealth of knowledge and expertise to his new role.

He most recently spent eight years with NRMA, where he served as General Manager Tourism Development, and General Manager Sales & Marketing for NRMA Marine.

## New Fred. Olsen voyages



**THREE** new shorter sailings have been introduced by Fred. Olsen Cruise Lines, as part of its 2025 world voyage.

The new shorter cruises will sail on *Bolette* as part of her maiden 106-night world voyage in Jan

Guests can now embark on a 56-night 'Exploring South America and the Pacific Islands' cruise from Southampton on 06 Jan.

They will be able to see the landscapes of Chile, witness the Moai statues on Easter Island, and discover lesser-known gems like Robinson Crusoe Island.

*Bolette* will also depart on a 29-night 'Australian and South African Discovery' cruise from Sydney, where guests will enjoy chances to encounter nature and wildlife, and explore iconic sites such as the Opera House, Uluru, and the Great Barrier Reef, as well as the landscapes of Reunion, and search for the big five in South Africa.

Alternatively, the 21-night 'Scenic Vistas and Diverse Cultures of Africa' cruise, leaving Cape Town on 01 Apr,

will see guests explore the vast landscapes of the Namib Desert, witness Senegalese folklore and tribal cultures, and experience the remoteness of the subtropical island of St Helena.

"Our 2025 World Cruise has already proven popular, and there are some incredible opportunities to be had as *Bolette* sails to gems across the globe," Head of Itinerary Product Development Martin Lister said.

"These shorter sailings will enable even more of our guests to share these experiences, with every port offering an incredible insight into culture, history, art or the chance to seek out native wildlife such as the Magellanic Penguins in Chile, quokkas in Australia and the Big Five in South Africa," he said.

"Guests will be able to make the most of their time with us, whether it's to explore ports of call further with our immersive shore tours or to relax on board as our smaller-sized ship enjoys scenic sailings between destinations," Lister added. *MS*

## Cruise Calendar

Current ports of call in Australia and New Zealand.

SYDNEY	
<i>Pacific Adventure</i>	05 Jul
<i>Carnival Splendor</i>	08 Jul
BRISBANE	
<i>Pacific Encounter</i>	06 Jul
<i>Pacific Encounter</i>	09 Jul
AIRLIE BEACH	
<i>Pacific Encounter</i>	11 Jul
BROOME	
<i>True North</i>	05 Jul
<i>Silver Cloud</i>	09 Jul
<i>Le Jacques Cartier</i>	11 Jul
<i>Nat Geo Orion</i>	11 Jul
<i>Seabourn Pursuit</i>	12 Jul
AUCKLAND	
<i>Pacific Explorer</i>	08 Jul

## RAA new cruise role

**RAA** Travel has appointed Hannah Taylor as its Cruise Product Manager, upping its focus on the sector.

Taylor is no stranger to the cruise industry, having previously worked in sales roles with Celebrity Cruises and Uniworld River Cruises.

She most recently served as a Regional Sales Manager with Abercrombie & Kent.

"RAA Travel has a huge focus on the cruise category, which has been one of the reasons behind their growth of around 60% last financial year," Taylor told *Cruise Weekly*.

Her role will be focused on supplier relationships and strategy development.