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Cruise Weekly today

CRUISE Weekly today features three pages of all the latest cruise industry news including a cover wrap from **Norwegian Cruise Line**, plus a full page from **Cruise Lines International Association**.

NCL flash sale

NORWEGIAN Cruise Line's (NCL) flash sale is on now, with up to 50% off voyages, plus a free beverage package, and a bonus \$500 off all sailings. Head to the **cover page** of today's **CW** for more info.

CLIA Awards on Sat

CRUISE Lines International Association (CLIA) is thanking the industry for its support of its 21st annual Cruise Industry Awards, set to take place this Sat - **page three** for more.

Australia a "key market" for HAL

HOLLAND America Line (HAL) President Gus Antorcha has reaffirmed the company's commitment to Australia, one of its "key markets", on his inaugural visit to the country.

Antorcha met with guests and media on board HAL's *Volendam* over the weekend, as the ship cruises Down Under as part of her 94-day Grand Australia and New Zealand cruise, sailing round trip from San Diego.

He said HAL is seeing more Australians travel with it locally. "We have seen tremendous growth within this region and we are committed to ensuring our Australian passengers are a priority," he added.

HAL also plays a large part in delivering international guests to Australia, with the cruise line's Sydney round trip voyages averaging 60-70% foreign passengers, Antorcha quoted.



"Where our guests want to visit, Australia always ranks highly," Antorcha said.

"For the Sydney round trip product a lot of folks fly in, it increases our economic impact as well, as when people fly in they spend the night.

"We offer overnight so people can really see the city, so it's very important to us, and we plan on deploying our ships here for a long time to come."

A ship is an ideal way to visit Australia, Antorcha added, which is why HAL has chosen to feature the country on many of its

'Grand' and 'Legendary' voyages. "It's a great way to do it on ship, you get on, you get to see a lot of Australia, you don't have to worry about flights," he said.

"We're doing more of those, either the Grand or the Legendary, we've added a few, so we have some out of Australia, and the other one round trip Singapore, Southeast Asia, the South Pacific, Australia." **MS**

Pictured are Vice President Revenue Management Dan Rough, Antorcha, and Vice President Sales & Partnerships Ryan Taibel.

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PORTHOLE

NEARLY 70 leap day babies last week celebrated their 29 Feb birthday aboard Royal Caribbean International's *Freedom of the Seas*.

The cruise was first organised in 2020 - the last leap year before 2024 - and it was such a success it returned this year.

Some of the passengers on the voyage included a mother and daughter who were sensationally both born on a leap day, and a couple who share the unique birthday - and were also married on it!

The cruise, which featured a "leap day ball", also removed the biggest problem leap day babies typically encounter - whether to celebrate on Feb 28 or 01 Mar.

Zero to hero for cruise



CRUISE has gone from "zero to hero" for itravel according to Chief Executive Officer Steve Labroski (pictured left), who has seen significant growth from the segment over recent years.

Speaking to *Cruise Weekly* at the itravel conference in Canberra over the weekend, Labroski said he had never expected cruise to be such a big part of the business.

"Fifteen years ago we were virtually not selling any cruise.

"To see it being such a big part of our business today is something that I would never have expected - our figures are growing anywhere between 250-300% across all cruise companies.

"We're not talking about 10%, 20%, we're talking 50%, 100%, 300% growth across suppliers, so our cruise business is just going through the roof."

Labroski credited the variety in cruise for driving the growth.

"I think if you understand your customer, there's always a

cruise for you to sell to them... whether you're talking high end, middle, regardless, there is an opportunity for you to relax, unwind, and just enjoy a cruise," he added. *DF*

RSSC DJs pact

REGENT Seven Seas Cruises (RSSC) has renewed its partnership with luxury retail brand David Jones.

The new dynamic, multi-faceted collaboration will launch this month, and will be the second year the two companies have partnered.

The campaign will include multiple touch points across digital and out-of-home.

RSSC's focal point for the campaign will be featured in David Jones' flagship Sydney store, set to be unveiled today.

It will include three branded David Jones windows on Elizabeth Street, a Champagne-stocked Regent Cruise Lounge, and four digital screens along the escalators showcasing 'The World's Most Luxurious Fleet' and 'Unrivalled Space at Sea'.

CLIA Awards on Sat

TOP travel advisors are getting ready to take the spotlight at 21st Cruise Industry Awards, set to be hosted by Cruise Lines International Association (CLIA) this weekend.

More than 500 guests are set to join Sat's sold-out gala dinner, with CLIA putting the finishing touches to a big night of entertainment, which will feature Brisbane band SisterMISTER playing at the APT After Party.

The awards honour the top achievers in the cruise industry.

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