



Cruise Weekly today

CRUISE Weekly today features two pages of all the latest cruise industry news, plus a full page from **Riviera Travel River Cruises**.

Robertson out

QANTAS Airways has announced the appointment of Carnival Corporation CCO Kathryn Robertson as its new Executive General Manager Global Sales & Distribution.

Robertson was one of Carnival's top executives in Australia, following the departure of President Marguerite Fitzgerald last year.

"We thank Kathryn for the contribution she's made to Carnival Australia and P&O Cruises, including the highly successful Brings Us All Together campaign," the company's interim head Peter Little told **Cruise Weekly**.

Silversea making waves in Australia

EXCLUSIVE

SILVERSEA is testifying to how seriously it is taking the Australian cruise market by sailing two of its latest and most sophisticated ships Down Under next year.

The cruise line has great belief in the possibility of further developing the Australian market, Senior Vice President Global Sales Massimo Brancaleoni said, speaking exclusively to **CW** on his first visit to Australia.

He said the country holds the rare duality of maturity, both as a destination and a source market, making it a region of multi-faceted importance.

"Australia is important because it is an important source market, when you look at the cruise penetration, but it is also a great destination to operate the ships... sometimes you don't find this kind of quality in a market," Brancaleoni said.

"When you are a big market, or a promising market with a great potential to operate the ships close to home, you have two kinds of product that you sell," Brancaleoni added.

Australians also typically book further in advance, he emphasised, and travel for greater lengths of time, adding extra importance to our market.

"On a revenue management standpoint, this is great, because you can regulate your pricing based on the number of people that are coming...the [passengers] that you get in the first part of the bookmaker are the best ones.

"Australia's importance is reflected in its commitment of vessels to the local market, Managing Director Adam Radwanski emphasised to **Cruise Weekly**, with capacity steadily growing over the coming seasons.

"Next year we're growing by

about 35%, and the following years will be similar - and that's only measured in capacity that is already on sale," he said.

"We're giving the market the best possible ships so we can maximize the revenue opportunities and yields."

Silversea is also working on rolling out its S.A.L.T. program in Australia, this week giving its world cruise guests on board *Silver Shadow* a taste of the local iteration of the cruise line's flagship culinary scheme.

Speaking to **Cruise Weekly**, Marketing Director Philippa Walker said the local program, which is still being finalised, will reflect the region the ship is sailing in.

"So if you're in South Australia, Tasmania...the menu may change daily on board the ship in the S.A.L.T. kitchen, or they might do a beautiful S.A.L.T. cocktail,"

Regent

SEVEN SEAS CRUISES™

AN UNRIVALLED EXPERIENCE™

upgrade
& **EXPLORE**
MORE

FREE 2-CATEGORY SUITE UPGRADE
with **UP TO 45% OFF**
plus **US\$500 SHIPBOARD CREDIT***
on select Europe 2024 voyages

DOWNLOAD TOOLKIT

*Terms and Conditions apply, visit [RSSC.com/Upgrade-Explore-More](https://www.rssc.com/Upgrade-Explore-More). ©2024 Regent Seven Seas Cruises. NCL Australia Pty Ltd ABN 8060 7578 781.



FORMER cruise ship singer and TikTok star Dara Starr Tucker revealed in a recent post the alleged reason crew members will offer passengers an ice cream party, and apparently, it's not because they feel generous.

"If the crew suddenly makes a bunch of ice cream available to the passengers, it's often because more people have died on the ship than they have room for in the morgue," Tucker claimed.

However, the TikToker admits her knowledge is a second-hand source, acknowledging she had received her information from fellow crew members rather than having witnessed anything herself.

Cruise ships which carry around 2,500 to 3,000 passengers experience roughly four "expirations" per voyage, Tucker said - a claim which sounds highly dubious to **CW**.

Longer cruises set HAL apart

A **LARGE** part of Holland America Line's (HAL) success, particularly in Australia, is due to the longer, increasingly differentiated itineraries it is offering, President Gus Antorcha (**pictured**) believes.

Speaking to media on board *Volendam*, which is visiting Australia this week (**CW** yesterday), Antorcha said HAL's greater diversity of longer itineraries of more than 25 days allows the line to contrast itself from the rest of the market.

"That's an important part of the itineraries, and it's increasingly differentiated, you're seeing a lot of ships, a lot of brands redeployed (on shorter itineraries)," Antorcha said.

"Celebrity for example is clearly moving shorter and moving to the Caribbean, and that's different than us, we will maintain our long product called 'Legendary', which is 25 to 50 days, and then 'Grand', which is over 50.

"That really allows us to visit and explore and linger in different parts of the world and our guests love it, they look forward to it."

These longer cruises are



particularly popular with Australian guests, Antorcha noted, which offers a great amount of opportunity to local travel advisors.

"Australian guests love it because they tend to, when they go on holiday, they go a little longer, and they go a little further which we like very much," Antorcha said.

"The trade plays an invaluable role on the longer itineraries... our longer product was skewed to the trade, because it's more complicated product

"When you're booking three-, four-, seven-night getaways, it's a lot easier to book a 35-day circumnavigation of Australia," he added. **MS**

Aurora's real deal

EXPERIENCE the "real deal" with Aurora Expeditions, which has today released a suite of new adventure deals for passengers booking in 2024 and 2025.

Cruisers can choose from a number of voyages, which are combinable with air credits and reduced fares from now until the end of Jun.

Aurora's 'Across the Arctic Circle' 06 Jun 2024 departure is being offered with savings of up to AU\$5,779 per person, plus AU\$2,200pp air credit.

Meanwhile, the 'Spirit of Antarctica' 27 Oct 2024 departure, with savings of up to US\$2,639 per person off the voyage price, plus US\$2,000 air credit per person.

"We welcome those looking for the trip of a lifetime to take advantage of some outstanding value for our upcoming expeditions in some of the world's most remote and beautiful wilderness areas," CMO Hayley Peacock-Gower said.

CLICK HERE for more info and a full list of deals.

#TRAVELINSPO

Check out which destinations are trending **HERE**

Travel & Cruise
Weekly





RIVIERA are TURNING 40... and guess what?

We are showering everyone with birthday presents!
Here is our gift to your guests

FINAL CALL!

\$1,000 AUD per person
off any 2024 or 2025 river
cruise of 7 nights*

\$1,500 AUD per person
off any 2024 or 2025 river
cruise of 10-14 nights*

And as a very special thank you, here is our gift to you:
Sell 4 river cruises and get a FREE river cruise for yourself*

**BOOK BY
31 MARCH '24**



TraveltheWorld

CALL NOW and quote **"40YEARS"**, contact our travel advisors
on **1300 857 437** or email **reservations@rivieracruises.com.au**
For **group** enquiries, email us at **groups@traveltheworld.com.au**

RIVIERA
TRAVEL
RIVER CRUISES

*Visit rivieratravel.com.au for full T's & C's. *Book by 31 March 2024. Contact Travel the World for further T's & C's.