



Cruise Weekly today

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

CruiseHQ is hiring

FLIGHT Centre Travel Group cruise wholesaler CruiseHQ is actively seeking experienced travel industry professionals to join its Sydney Call Centre team in a Cruise Advisor role.

"We are now growing our team and looking for Call Centre Advisors with a passion for cruise," General Manager Caroline Hitchen said.

"At CruiseHQ, we will deliver unrivalled cruise packages, exclusive offers and service excellence that will set us apart in the industry."

Several applicants are being sought, and are invited to apply on Flight Centre Travel Group's website **HERE**.

APT sells 100% of AmaWaterways stake

EXCLUSIVE

TODAY marks the end of APT's long-term investment in AmaWaterways, with the Australian tour operator parting with 100% of its stake in the United States-based line.

A new investor, L Catterton, announced it has entered into a definitive agreement to acquire a significant stake in AmaWaterways, symbolically ending a 20-year partnership between the cruise line and APT, the Australian operator's Co-owner & Director Lou Tandy confirmed to **Cruise Weekly**.

L Catterton will partner with AmaWaterways founders Rudi Schreiner, Kristin Karst, and the Murphy family, who will maintain "meaningful ownership" in the cruise line.

AmaWaterways will officially continue its partnership with the Australian company through



to the end of the year, beyond which the two firms will go their separate ways.

The US-based line, which recently opened an office in Australia (**CW** 15 Dec), has been booking its own local guests for next year, while APT will launch its own two five-star river ships in 2025, *APT Solara* and *APT Ostara* (**CW** 22 Aug) which have been designed "specifically with the sophisticated Australian traveller in mind".

"This has been an enormously successful partnership for

20 years, we've had a highly successful partnership in terms of shared ownership and the charter arrangement...the transaction that has taken place is a fantastic result for AmaWaterways," Tandy told **CW**.

"We are really proud and delighted to have been part of the success story of AmaWaterways," she added.

"I think this transaction has been a win-win for everyone... overall, we've got the utmost respect for Rudi, Kristin, and the business they have built." *MS*

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PORThOLE

REGENT Seven Seas Cruises queen Lisa Pile continues to make a big impact right across the region, in her role as the line's Asia Pacific VP.

In fact she may have to start hiding from the Hong Kong paparazzi, after this week becoming very recognisable there as the feature of a cover story in one of the destination's top business publications.

Clearly making waves following the maiden visit of *Seven Seas Explorer*, Pile's appearance in *Capital CEO x Entrepreneur* magazine isn't just on newsstands - the article is also highlighted right across the city in life-sized advertisements (**pictured**) on the sides of bus stops.



RSSC celebrates with DJs



REGENT Seven Seas Cruises (RSSC) celebrated its renewed partnership with David Jones with a high tea event yesterday.

The cruise line's Vice President Sales & General Manager Lisa Pile was joined on a panel by two David Jones stylists, where the three discussed trends in travel and fashion.

The event was attended by members of the luxury travel trade, VIP David Jones shoppers, and members of the media, who got their first look at RSSC's Elizabeth Street windows (**inset**), and its new cruise lounge.

Pile told attendees trends RSSC is witnessing include Australian cruisers sailing for longer, often including multiple voyages in the one holiday.

"The Mediterranean is the number one destination for Australians," Pile revealed.

"If you speak to any of the airlines, prior to the pandemic, 20% of Qantas' business was



people flying overseas for cruise.

"It is a huge industry, Australia has the highest penetration per capita in the cruise market."

Pile said one of the reasons she believes RSSC does so well in Australia is because of the atmosphere the cruise line creates on board.

"The reason Regent does so well in our part of the world is because we love that understated luxury," she said.

"Very much understated and elegant, casual, and I think that's what people really appreciate."

Pictured are Travel Associates General Manager Product & Marketing Anna Burgdorf, Pile, and RSSC Managing Director International Caroline Smith. *MS*

MSC's new BDM

MSC Cruises has welcomed a new Business Development Manager, Aaron Eilers, who will oversee Queensland and the NT.

Eilers will take up his new role effective immediately, and brings a robust portfolio of expertise and understanding of the cruise industry, over a career which spans numerous years in the sector.

Travel Daily
The Chat
 with Jenny

A conversation with
Jennifer Gaskin

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