



Cruise Weekly today

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

Hello Australia

AMAWATERWAYS is here to support Australian travel advisors, with the cruise line's local call centre having just launched (**CW** 14 Mar).

The team, led by Head of Reservations Ian Lyne, recently completed an intensive five weeks of training, and is now operating 8:00am to 5:00pm Mon to Fri, reachable at 1800 867 126.

AmAWaterways has paid particular attention to localising aspects of its operations for Australians.

Meet your Regional Sales Manager at salesaunz@amawaterways.com, or head to **page 3** for more info.

CLIA calls for more sustainable fuel

GLOBAL cruise leaders have met in Europe, with the industry calling for action to increase the production and supply of sustainable marine fuels.

Cruise Lines International Association (CLIA) issued the call for action at its European Summit in Genoa, estimating 44,000 tonnes of sustainable marine fuel will be needed in Europe by 2025, based on last year's consumption, to be in line with the EU's 2030 decarbonisation goals.

CLIA is calling on governments to help accelerate the transition by setting more ambitious production targets, particularly for synthetic and biofuels.

The Association is also calling for governments to reinvest the revenues received from the maritime sector as part of the EU Emissions Trading Scheme to fund the necessary infrastructure and support deployment of



renewable energy solutions at an accessible price.

"The cruise industry is making enormous investments to lay the foundation for a future of low-to-zero carbon fuels," Chair Jason Liberty (**pictured**) said.

"Collaboration with our industry's global leaders and changemakers is critical to ensure that sustainable marine fuels are available, affordable, and

scalable," he added.

"We look forward to strengthening our partnerships with ports, governments, and communities to fully realise the green transition of the maritime sector," Liberty said.

CLIA said it is embarking on a research study to combine fuel infrastructure, technology, and sailing routes to identify the local investment needed for the industry to decarbonise by 2050.

The cruise industry is pursuing a variety of sustainable energy sources, in cooperation with fuel producers and engine manufacturers, including internationally certified sustainable biofuels, and synthetic e-fuels such as e-methane and e-methanol.

Other sources being explored as part of hybrid solutions include electric batteries, bio-LNG, e-LNG, methanol, and hydrogen. *MS*

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New resort ship

INDONESIAN resort AYANA Komodo Waecicu Beach is set to welcome guests aboard its luxury yacht *AYANA Lako di'a*, which is open for booking.

The flagship luxury 'pinisi' vessel will sail two-day, one-night sailing adventures through the UNESCO World Heritage-listed Komodo National Park.

AYANA Lako di'a accommodates up to 14 guests, and is one of the largest luxury vessels in Flores.

The ship features nine ultra-modern air-conditioned suites with en suite bathrooms, and also features a living room, lounge, bar, an indoor dining area, daybeds on the main deck, and more.

Each luxury cruise fare includes full-board meals at breakfast, lunch, afternoon tea, and dinner, mineral water, and a refreshing range of other non-alcoholic beverages.

Activities include snorkelling, kayaking and stand-up paddle boarding, while onboard options include karaoke, film screenings, and yoga.

Crystal to "elevate" its DNA

ABERCROMBIE & Kent (A&K) wants to elevate the DNA of its Crystal Cruises brand, ahead of the line adding four new ships by 2029 (**CW** 31 Jul).

A&K Head of Marketing Michelle Mickan said Crystal will be tweaking its marketing to reflect where the line will head in the future.

Mickan told attendees at lunch on board *Crystal Symphony's* (pictured) Uni Uma on Sat this will involve dropping the word 'Cruises' from its name - a move which is becoming more prevalent around the industry in recent years.

"We just want to be known as Crystal, and we don't use the word 'luxury' any more, we use 'exceptional,'" Mickan said.

"'Luxury' is a word that is so overused these days, everyone's using 'luxury', so we're just positioning ourselves slightly differently," she added.

Crystal Vice President Sales Tony Archbold added the cruise line's divergent marketing means it aims to be the class leader across all categories, rather than highlighting one or two.



"We don't go out there and say we've got the best ships, or just the best service, or just the best food, we look at the entirety of it, we want to be the best in every category," he said.

The changes come as Crystal triples its fleet by 2029, with Chair and co-owner Manfredi Lefebvre d'Ovidio and his team currently finalising designs for the growth spurt, with renders expected to go public soon.

Archbold confirmed earlier reports two of the newbuilds will be "classic" vessels, in the style of *Symphony* and *Crystal Serenity*.

Each will carry about 650 passengers and have similar stateroom sizes, guest-to-staff ratios, and dining options.

The other two newbuilds will be expedition vessels, with capacity for about 220 guests, allowing them to visit the poles. **MS**



A WALLET lost at sea more than 16 years ago (pictured) has emerged from the ocean at Port Macquarie, covered in corals and marine growth.

The wallet was found by a young girl wading through rockpools at the beach, tucked away among the rocks.

The girl found the wallet at the southern end of Shelly Beach, and it still contained a number of cards, which revealed it to be at least 16 years old.

A local man came forward to claim the wallet after she notified social media of the find, the ABC reported.



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