

NCL OFFERS THE BEST VALUE AT SEA

Which means MORE for you and MORE for your guests



MORE VALUE

NCL's Free at Sea offers the best value at sea. With more included in our fare your clients get exceptional value and you get more commission.



MORE EARNINGS

At NCL we focus on Europe, Hawaii, Alaska & beyond. So our guests spend more, stay longer and add on flights and land. Which means more earnings for you.



MORE REWARDS

With NCL you sell more and get more. Earn points with our exclusive rewards program, Partners First Rewards and redeem against a host of great brands.

EARN MORE TODAY, TOMORROW & BEYOND.



NCL NORWEGIAN
CRUISE LINE®

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Cruise Weekly today

Cruise Weekly today features three pages of all the latest cruise news plus a full page from Norwegian Cruise Line.

Silversea expands pricing structure

SILVERSEA has broadened its pricing structure to offer more choices to match every guest's preference, effective immediately.

The widened fare options now include an enhanced 'port-to-port all-inclusive' fare, and the new 'essential' fare, which will complement Silversea's 'door-to-door all-inclusive' option.

The move, which was flagged by Senior Vice President Massimo Brancaleoni during his exclusive first Australian interview with *Cruise Weekly*, aims to enhance Silversea's flexibility.

The port-to-port all-inclusive fare is now available on all voyages, and will be eligible for the same promotions and savings as the door-to-dare fare.

It is aimed as the ideal choice for those who prefer to make independent pre- and post-cruise travel arrangements, but still want shore excursions included.

The essential fare targets time-conscious guests seeking



experiential flexibility.

It includes all onboard inclusive amenities and services, while offering guests the flexibility to arrange their own air, transfers, and shore experiences.

The fare includes shore excursions, expedition gear, and charter flights when booked for expedition voyages, but not for ocean voyages.

"We are delighted to offer our guests a broadened pricing structure to accommodate a more diverse array of

preferences, providing the luxury of choice," Senior Vice President Revenue Management Roberto Verdino said.

"We believe choice is at the heart of true luxury...enjoying a more customised range of pricing options, guests can tailor their experience by opting for our door-to-door, port-to-port or essential fare while still benefiting from the superlative service and the other hallmarks of luxury that they have come to expect from Silversea," he added. *MS*

NCL best value

NORWEGIAN Cruise Line (NCL) offers the best value at sea, which means more for pax and more for travel advisors.

More value means Norwegian's Free at Sea offer, with more commission and more included in fares.

More earnings means guests spending more, staying longer, and adding flights and land, which means more earnings for travel advisors.

More rewards means selling more and getting more, with travel advisors able to earn points with Norwegian's exclusive rewards program.

Head to the **cover page** of today's **CW** to see how you can earn more today, tomorrow, and beyond with Norwegian.

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*Eligible bookings are on new 6+ day FIT Hurtigruten Expedition voyages only. Bookings must be made and deposited during the incentive period of 15th January 2024 – 31st March 2024. Prize cannot be exchanged for cash, transferred or sold by winning agency. Retail bookings are only eligible. Prize winner must be an active advisor at time of FAM trip. Winning places based on global FAM trips available. Incentive can be withdrawn at any time. Winners will be drawn at random and contacted by the Hurtigruten Expeditions sales team. Images: © Shutterstock/Ashton Ray Hansen.

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A PHOTO of a passenger aboard Royal Caribbean International's *Allure of the Seas* is dividing cruise forums everywhere, for behaviour equally described as "genius" and "unhygienic".

A recent post on social media, reported on the unofficial *Royal Caribbean Blog*, shows two guests lying on a mattress on their balcony.

The guests were at Perfect Day at CocoCay when they decided to move their stateroom's mattresses out to their balcony.

Some cruise fans praised the move, saying they too move inside furniture in their stateroom onto the balcony.

However others criticised the move as "inconsiderate" and even "unhygienic", pointing out the mattress is not made to be used outside.

Many suggested its exposure to the elements, such as moisture and salt water, was not good for the mattress.

For the record, there does not appear to be any rule against this practice specifically - although we would not be surprised if one did emerge.



To Infinity and beyond!



CELEBRITY Cruises has elevated The Retreat experience aboard *Celebrity Infinity*, upgrading the line's Europe-based ship.

Key enhancements include a refreshed look for The Retreat Lounge (formerly Michael's Club), an expanded Luminae at The Retreat private restaurant, and new Sunset suites, located at *Infinity's* aft.

The Retreat Lounge (pictured) now boasts a captivating new colour palette, designed to create a warm and intimate atmosphere for guests to unwind and socialise in style.

It offers a range of amenities including complimentary beverages, gourmet bites, live entertainment, and more.

The brand-new Sunset suites feature large private balconies, butler service, dining at the expanded Luminae at The Retreat, and access to The Retreat Lounge.

"We strive to exceed guest expectations - from elevated service on board and thoughtful

amenities through to interior spaces designed to make guests feel at home in their surroundings," Senior Vice President Hotel Operations Keith Lane said.

"The enhancements to *Celebrity Infinity*, particularly the transformation of The Retreat Lounge, epitomises our commitment to providing an unmatched experience for our guests, ensuring that every journey with Celebrity Cruises is memorable," he added. *MS*

MSC new appoints

MSC Cruises has appointed Stefano Menegotto as Senior Vice President Onboard Revenues, where he will work to further strengthen the onboard offering for guests.

The cruise line has also appointed Suzanne Mahoney as Head of Retail, where she will take on the responsibility for the retail offering across the fleet.



CLIA UPDATE
 with Joel Katz
 MD, CLIA Australasia

Green fuels are vital

AS CRUISE industry leaders met in Italy last week for CLIA's European Summit, the biggest topic of discussion was the enormous evolution underway as we work to decarbonise cruising.

The next generation of ships to emerge from the world's shipyards will be capable of running on a range of new sustainable fuels and power sources, taking us towards our industry's goal of net zero cruising by 2050.

Options like biofuel, green methanol, green hydrogen and fuel cell technologies are already a reality and going through testing and pilot projects among the world's cruise lines.

But before we can sail widely on ships powered by these fuels, we need to ensure we have the right infrastructure, and reliable supplies.

CLIA last week issued a call for governments to help increase production of sustainable marine fuels to accelerate the transition.

The industry is looking for more ambitious production targets and has called on European governments to reinvest revenue from the EU Emissions Trading Scheme to fund infrastructure.

Similar action will be needed worldwide, including in Australia.

As our governments establish decarbonisation plans for maritime, it is essential that sustainable fuels are available widely to power the fleet of tomorrow.

