



Cruise Weekly today

Cruise Weekly today features two pages of all the latest cruise news, plus a full page from Windstar Cruises.

Allura to debut early



OCEANIA Cruises is set to bring its newest ship *Allura* (pictured) into service on 18 Jul 2025, six days ahead of schedule.

The ship will set sail on her inaugural voyage from Trieste to Athens, cruising for six days.

The itinerary will call at eastern Mediterranean destinations including Rijeka, Ravenna, Dubrovnik, and Kotor.

Guests booked on the original inaugural voyage departing 24 Jul 2025 were offered first access to book the new maiden sailing before it went on sale to the general public.

Allura will sail to Canada and New England following her summer season in the Mediterranean, for a series of immersive voyages in North America, before her premiere

winter season in the Caribbean, home porting in Miami.

Oceania is also opening for sale a one-of-a-kind four-day round trip voyage from New York City in Sep 2025, targeted at new-to-brand cruisers.

"Thanks to the progress made by our valued partners at Fincantieri, we are thrilled to bring *Allura* into service a week earlier than planned," President Frank Del Rio said.

"I'm excited to be able to present *Allura* on a one-time taster voyage to showcase the ship to aspirational travellers who are looking to sample an ultra-premium cruise experience, and even better, sailing from downtown Manhattan, the heart of New York City."

Allura is the eighth vessel for Oceania, and is the cruise line's second 1,200-guest ship from her namesake class.

She follows her sister vessel *Vista*, which launched in May 2023 (CW 17 May 2023).

Newly appointed Executive Culinary Directors Chefs Alexis Quaretti and Eric Barale (CW 08 Apr) are now working with Oceania's team to take a look at menus across all venues on board *Allura*, with a special focus on designing an array of delectable treats for the new Creperie - a first for the cruise line. *MS*

Avalon introduces new agent rewards

AVALON Waterways parent company Globus family of brands (GFOB) has rolled out a new Australian trade advisor appreciation program, offering new tiered rewards allowing industry partners to unlock a range of benefits.

All travel advisors across Australia can begin reaping the program's new quarterly rewards across Bronze, Silver, Gold and Platinum tiers based on the prior year's gross sales across GFOB's portfolio.

Featured benefits in the new program include cash rewards, special access to discounted rates on select cruises, opportunities to attend hosted famils, an additional local marketing budget, and more.

Agency tiers will be reassessed quarterly based on revenue, and partners can begin climbing the ranks now.

Avalon is hoping its increased France program will help travel advisors book its cruises, with the line offering two new rivers and six new voyages for one-third more capacity in the country next year (CW 29 Apr).

Sell three sail free

WINDSTAR Cruises has announced the last call for its Sell Three, Sail Free offer, which will wrap up at the end of the month.

Travel advisors who book three 2024 cruises can enjoy a free Windstar voyage with a travelling companion.

Booked guests must be paid in full 130 days prior to departure, and to qualify, travel advisors must advise by e-mail and detail their three bookings numbers to Windstar.

A free cruise is available up to eight days in length on any of Windstar's cruises, and must be taken this year.

Head to **page 3** of today's **Cruise Weekly** for full details.

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PHYTOPLANKTON has been genetically sequenced at sea for the first time, with Viking today announcing its latest scientific advancement on board its expedition fleet.

Viking has added real-time environmental DNA sequencing of phytoplankton to its capabilities, with scientific support from UC San Diego's Scripps Institute of Oceanography and the J. Craig Venter Institute.

The initiative aims to provide better understanding of the "world's lungs", with the PCR lab on board *Viking Octantis* converted into an advanced scientific environment.

Here, visiting scientists contributing to the Genomics at Sea Program are able to monitor the environmental impact on phytoplankton, without the need to transport samples to a shoreside facility.

Thwaites to Coral

CORAL Expeditions has appointed Andrew Thwaites as its new Director of Sales.

The former long-time Carnival Corporation executive said he "can't wait" to reconnect with the trade across Australia to share and grow the Coral story.

Thwaites enjoyed experience across a number of cruise lines during his time at Carnival.

MSC Stay & Cruise deal



MSC Cruises has introduced its northern summer 2024 Stay & Cruise program, allowing guests to extend their voyage with a new add-on package.

Passengers can attach an additional two- or three-night stay before or after their cruise, coupled with a half-day city excursion, with 10 ships now offering the program.

Stay & Cruise is available across Athens, Venice, Rome, and Miami, with guests enjoying an up-to four-star hotel with breakfast included.

The program features private ground transfers for all guests, whether they are staying before or after the cruise.

Travellers embarking on a Mediterranean cruise from Rome can enjoy the offer aboard *MSC Divina*, *MSC Fantasia*, *MSC Musica*, *MSC Seaside* (pictured) and *MSC Seaview*, while the Venice package is available with

MSC Armonia, and *MSC Lirica*, as well as *MSC Sinfonia*.

Guests sailing on *MSC Opera* departing from Athens can opt to prolong their holiday in the city before their cruise.

The offer can also be booked with Caribbean itineraries on *MSC Seascape* departing from Miami, with an additional two-day stay in the destination before the cruise.

The option is also being rolled out in Istanbul.

MEANWHILE, MSC will show the UEFA Euro 2024 soccer tournament on board its ships this northern summer.

Live broadcasts of the tournament will be available for all MSC ships in Northern Europe and the Mediterranean, as the 17th edition of the European Championships kicks off.

The int'l soccer tournament will be hosted in Germany, and is scheduled to take place from 14 Jun to 17 Jul. *MS*



Phillip Island spotlight

WHILE our Chief Executive Officer Jill Abel is at ATE, we're pleased to feature a destination close to the event: Phillip Island.

Welcoming cruise ships, their passengers, and crew to Phillip Island is a wonderful opportunity to share our island sanctuary with the world.

The journey from ship anchorage to the arrival jetty at Rhyll provides a short scenic voyage along the coast of the island.

Rhyll is a picturesque scenic seaside village where cruise passengers arrive from luxury vessels on world itineraries or from majestic vessels filled with Australian passengers.

The visit to Phillip Island can involve a full day of diverse itineraries, with shore excursions and optional shuttles into the main township of Cowes.

For those staying for the evening, visits culminate with the world-famous Penguin Parade experience, witnessing these famous residents as they venture from the shore to their burrows.

The cruise season provides the Island with additional economic benefits from spring to autumn.

The servicing of the visits involves a range of local organisations including the Rhyll Community Group, local transport operators, our Phillip Island Visitor Information team, volunteers, local guides, businesses, and more.

With the tourism economy a major contributor to the region's economy, cruise visitors provide an excellent opportunity to promote the region for return visits.

LAST CALL

BOOK BY 31 MAY 2024

SELL THREE, SAIL FREE

**BOOK THREE 2024 CRUISES,
AND ENJOY A FREE CRUISE.**

TRAVEL ADVISORS ARE VERY IMPORTANT TO WINDSTAR CRUISES

We have brought back one of our most popular Travel Advisor promotions, our Sell Three, Sail Free program. Sell three qualifying 2024 voyages, and you will have the opportunity to receive a FREE cruise for yourself and a guest aboard one of our yachts.

With fewer than 342 guests, a Windstar yacht is large enough to pamper and indulge, yet small enough to anchor in secluded coves and legendary harbors — places larger ships simply can't reach. Leave the crowds and commonplace behind and make your way to places where the beauty and magic of your destination is equaled only by the intimate ship that takes you there. Experience the freedom of unscheduled days, the delight of good friends newly made, and service and surroundings that are warm and welcoming, never pretentious or overbearing.

Don't miss this opportunity to treat yourself and a guest to a complimentary cruise, booking window ends 31 May 2024.

DETAILS

- Sell three Windstar cruises that depart 2024 and are booked by 31 May 2024.
- Booked guests must be paid in full 130 days prior to departure before the booking counts towards "the three."
- To qualify, you must advise by email and provide your 3 booking numbers to sales@windstar.com.au
- Advisors' free cruise is available up-to 8-Days in length on any Windstar cruises itinerary and must be taken before 31 December 2024.
- Windstar Sales will be auditing and reviewing the bookings to make sure they qualify, once verified we will then reach out to you for additional information.

**For more information or to book contact our Windstar Australia team on:
1300 749 875 or reservations@windstar.com.au**



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STAR PROMISE
Our Commitment to Travel Advisors

All bookings must be made via Travel The World. Sell 3 & Sail Free travel agent offer applies to new 2024 bookings only, made between 1 May to 31 May 2024. All bookings must be deposited by 7 June 2024. For Travel Agents with three qualifying bookings, one free cruise shall be awarded towards an eligible Windstar Cruises departure through 31 December 2024, of up to 8 days in length. Free cruise shall be cruise only, in double occupancy, lowest category stateroom or cabin and does not include airfare, taxes, fees, port expenses, gratuities or fuel surcharge (if applicable) and any items purchased of a personal nature. Free cruise is non-transferrable, holds no cash value and must be used by the booking Travel Agent and guest. Space is based on availability with confirmation 60 days or less prior to sail date. Travel Agents shall be limited to one free cruise during this promotion. Group bookings count towards promotion, when booked and deposited within the eligibility period on an eligible sailing. Travel Agent, Interline, Charter, Incentive Group, and ERP bookings do not count toward the promotion. Offer applies to UK and AU Travel Agents only with qualifying bookings. New bookings only; cancel/rebooks will not be accepted. Promotion may be withdrawn at any time at the discretion of Windstar Cruises. Offer expires 31 May 2024. Ships' registry: Bahamas.