



Cruise Weekly today

Cruise Weekly today features three pages of all the latest cruise news.

Silversea WC 2027

SILVERSEA has announced its new 80-destination World Cruise for 2027, 'The Three Oceans', which will visit 35 countries and five continents.

The 149-day voyage will visit more destinations than any other sailing in Silversea's history, and will make 20 new calls for one of the brand's World Cruises.

The voyage will sail aboard *Silver Dawn* - one of the smallest world cruising ships in the industry, which will depart Los Angeles on 08 Jan and arrive in Copenhagen on 07 Jun.

The cruise will also feature 11 overnights, in Cairns, Honolulu, Colombo, and more.

Scenic Group relaunches rewards

SCENIC Group has relaunched its enhanced partner loyalty program, Scenic Group Rewards, which will continue to benefit the trade for every ocean and river booking made across its portfolio of brands.

The rewards program was suspended during the COVID-19 pandemic, with a return hinted a number of times over the past two years (CW 04 Jul 2022).

Members will be automatically assigned a reward number in their booking profile, and must sign in via the new Scenic Group Dashboard to start redeeming.

All pre-COVID points balances will be reallocated, along with points on all bookings made since Jan 2021 through to Scenic Group Rewards' relaunch in Mar.

Members can now automatically earn points on all of Scenic Group's itineraries, and will earn 25% of the net booking value



at the time of deposit, with the remainder awarded once guests return from their trip.

There is also a bonus launch promotion available, with travel advisors able to earn \$100 per deposited points per booking on any *Scenic Eclipse* voyage booked until the end of next month.

The cruise line said travel advisors who have registered for Scenic Group Rewards have

already redeemed thousands of points for items such as a large screen television, outdoor furniture electronics such as headphones and Bluetooth speakers, and hundreds of gift cards & fuel vouchers.

Many have used the gift cards to redeem an industry rate on *Scenic Eclipse* or an Emerald Cruises voyage, and toward the cost of their flights. MS

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| DEPARTS | DURATION | UP TO |
|-----------------------|---------------------|-------------------------|
| 19 FEB 2025 | 14 NIGHTS | 42 EXCURSIONS |

| SUITE CATEGORY | WAS | NOW |
|---------------------|--------------|---------------|
| CONCIERGE from..... | AU\$18,440pp | AU\$11,166pp* |
| | NZ\$20,250pp | NZ\$12,262pp* |

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SYDNEY

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LAND
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*Seven Seas Mariner**

| DEPARTS | DURATION | UP TO |
|----------------------|---------------------|-------------------------|
| 6 MAR 2025 | 21 NIGHTS | 20 EXCURSIONS |

| SUITE CATEGORY | WAS | NOW |
|---------------------|--------------|---------------|
| CONCIERGE from..... | AU\$28,210pp | AU\$17,078pp* |
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Travel24 grows further

ACCENTURE'S Head of Cultural Forecasting Michelle Newton is confirmed to speak at Travel24, revealing the socio-cultural drivers of change that are impacting the tourism sector.

Newton will provide practical and tangible examples as to how these trends are presenting globally as well as insight into how the sector can move to a more resilient future.

Also confirmed is Yohan Siva, a multi-store owner within the Helloworld Travel network, who will join the travel advisor panel, moderated by Australian Travel Industry Association Chief Executive Officer Dean Long.

Joining Siva will be TravelManagers Personal Travel Manager Louise McCarthy, with more travel advisors to be announced very soon.

CVFR Travel Group has also come on board as Travel24's



Platinum sponsor, with Chief Executive Officer Ram Chhabra having already been confirmed to speak about the next 24 months in airline services.

Travel24 is a new industry conference event hosted by *Cruise Weekly* sister title *Travel Daily*, which will explore the next 24 months in travel.

Other speakers to appear at the conference will include one of the world's leading DEI experts, Azure Antoinette, who has also starred in *Grey's Anatomy*.

Consumer behaviour expert Don Monheit, CEO of Hardhat agency, will also speak - [CLICK HERE](#) for earlybird tickets and more details on Travel24. *DF*

SITA to launch new SmartSea tech

SITA has launched SmartSea, with the backing of Columbia Shipmanagement, marking the air transport industry IT/telecommunications services company's first embarkation into the maritime sector.

SmartSea promises to facilitate access to the same advanced technology that has transformed the air industry, however specific solutions are yet to be unveiled.

"SITA is taking a bold step into the maritime sector, where our long-standing leadership in aviation can serve to overcome economic and capacity challenges, enhance security and unlock new revenue streams for companies across the industry," Chief Executive Officer David Lavorel said in a press release.

That's the Spirit

NORWEGIAN Cruise Line has celebrated the debut of *Norwegian Spirit* in Asia, with the ship arriving in Tokyo on Sun.

She has now embarked on a 10-day exploration of Japan, including calls to ports such as Shimizu, Nagoya, Kobe, Kochi, Naha and Hirara.

Season highlights include Norwegian's first visits to Matsuyama and Niigata, and an average of 10 hours in port in both well-known and less discovered cities, such as Osaka, Tokyo, Hong Kong, Incheon, Keelung, and Laem Chabang.

Spirit will return in Sep for a 14-month Asia season, offering a collection of more than 30 port-intensive voyages from nine to 15 days, sailing to Japan, South Korea, and Southeast Asia.

Following her 2024/25 Asia season, *Norwegian Spirit* will return to Australia in Dec 2025 (*CW* 23 May).



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A FORMER Costa Cruises ship is set to accommodate a local Italian police force during next month's G7 summit.

The former *Costa Magica* (pictured) is now known as Seajets' *Goddess of Night*, and will house 2,600 police officers during the intergovernmental political and economic forum, according to local media.

Each stateroom will have a maximum of two passengers, and three daily meals will be provided - perhaps the officers' time aboard will create a few new cruise converts.



Viking Rhine cruises

NEW Rhine sailings have been released by Viking between Nov and Dec.

The new additions will cover four popular Viking Rhine voyages, with those who book now able to save up to \$4,600 per couple for a limited time, as part of the cruise line's Discover More sale.

Passengers can discover the charms of the Rhine, including its storybook castles, medieval cities steeped in history, its terraced vineyards, and its fairy tale forests - call Viking on 138 747.

HAL lights up the trade



HOLLAND America Line (HAL) took the recent opening night of Vivid Sydney to another level, hosting valued trade partners to dinner high above the city.

Under a theme of 'See the World Vividly through Holland America Line', the group was wined and dined at the revolving O Bar & Dining, while a colourful menagerie of lights unfolded beneath them.

HAL took the opportunity to thank trade partners for their ongoing support and spruiked its Grand World Voyage for 2026.

Another highlight for the evening was an opportunity to share more details on the recently unveiled Grand Australia and New Zealand itinerary (**CW** 15 May), which sets sail in 2026.

The 93-day odyssey cruises from San Diego aboard *Zaandam*, crossing the Pacific and visiting 44 ports in 10 countries.

Among the destination line-up are 10 ports in Australia and New Zealand including Hobart, Adelaide and Sydney, where

the ship will rendezvous with fleetmate *Volendam*.

Guests will also enjoy a two-day scenic cruising experience in the Great Barrier Reef and the Ribbon Reefs in Far North Queensland.

Attendees **pictured** included Bianca Mazur, Flight Centre; Brett Dann, Hunter Travel Group; Carina Mullen, CruiseHQ; Caroline Hitchen, CruiseHQ; Danielle Galloway, Flight Centre; Greg Wilson, Cruiseco; Helen Courias, HAL; Jan Harrington, Helloworld; Joe Karbo, itravel; Juliana Higgins, Luxury Escapes; Kevin Johns, Helloworld; Leighton Schembri, Luxury Escapes; Louise Dann, Hunter Travel Group; Lynden Ashton James, cruise1st; Nikki Glading, The Luxury Travel Collection; Pamela Spencer, Cruise Guru; Peita Lord, Travel the World; Rachel Kingswell, Travel Associates; Rebecca Cranston, HAL; Ryan Taibel, HAL; Steve Brady, Helloworld; Tania Myles, TravelManagers; Tanyu Cilek, TravelManagers; and Toni Francis, Flight Centre Travel Group. *ML*



CLIA UPDATE

with Joel Katz
MD, CLIA Australasia

Cruising at ATE

WITH more than 30,000km of coastline to explore, it's little wonder Australia has become one of the world's most inspiring cruise destinations.

However, to fully capitalise on our unique coastal beauty, our industry needs a strong alliance of trade partners and supporters to ensure we stand proud on the global stage.

That's why CLIA has united with the Australian Cruise Association (ACA) and Tourism Australia to promote cruising in our region.

Last week we joined the ACA at the Australian Tourism Exchange (ATE) in Melbourne to make sure the industry thinks of cruising whenever they think of Australia.

With more than 2,000 delegates at ATE, it was a pivotal opportunity to meet with key tourism wholesalers and retailers from around the world, and was a chance to educate them on the extraordinary diversity of cruise regions around Australia and the enormous opportunities presented by our highly creative local cruise community.

ATE is also a chance to educate trade supporters on the importance of CLIA and the role we play in educating the travel trade and advocating on behalf of the Australian cruise industry.

See Tourism Australia's cruise video **HERE**.

