



Cruise Weekly today

CRUISE Weekly today features three pages of all the latest cruise industry news, plus a full page from **Cruise Lines International Association**.

Join CLIA in 2025

CRUISE Lines International Association's (CLIA) memberships numbers have hit a record high.

CLIA increased its travel advisor community by almost 20% this year, and memberships for 2025 are now open.

The Association is preparing for a packed program of educational events and training opportunities throughout the year ahead, equipping advisors with the insight needed to succeed in an expanding cruise market - head to **page 4** of today's **Cruise Weekly** for more info.

HX fuelled by the trade Down Under

EXCLUSIVE

AUSTRALIA has the highest B2B share of any of HX's markets in the world, Chief Commercial Officer Alex Delmare-White has revealed to **Cruise Weekly**.

Speaking on a trip to Australia last week by key HX executives, Delmare-White (**pictured** with Executive Vice President of Communications Chloe Couchman and Chief Executive Officer Gebhard Rainer) said well over 70% of the cruise line's bookings come through travel advisors, with about 20% of its business coming from the Asia-Pacific region as a whole.

Antarctica is the most popular destination for Australian travellers, followed by Europe.

"B2B is the route to the success of this sector, in my opinion," Delmare-White declared.

"It's a product that hugely benefits from the trust that



customers have with travel advisors to get them to commit to going to a destination that for so many people, is completely foreign," he added.

"Our commitment to the trade is going to be consistent...we're in this for long term," Delmare-White enthused.

Rainer noted in particular the propensity for Australians to book shorter cruises in Europe, which they can combine with visits to family and friends.

The new HX CEO also believes a larger part of the cruise line's

future bookers will be made up of solos (currently around a third), as well as younger guests.

MEANWHILE, HX has launched a "world-first" program with the University of Tasmania to educate Antarctic passengers.

The collaboration with the school's Institute for Marine and Antarctic Studies (IMAS) will explore Antarctic and polar science in a university-developed online program able to be accessed anywhere in the world.

It will launch in time for the 2024-2025 season. *MS*



#THECLIAS

22ND
CLIA
CRUISE INDUSTRY
Awards

ARE YOU A CRUISE CHAMPION?

Nominations are now open for the 22nd Annual Cruise Industry Awards

Nominate yourself or a colleague today

For more information on Award Criteria and how to nominate, please visit cruising.org.au.
Nominations are open to all CLIA Travel Agent members and close Friday, 29 November 2024.



Spot bears in BC

HOLLAND America Line (HAL) has launched a brand-new 18-day itinerary to give cruisers the chance to tick Alaska off their bucket list.

Sailing round trip from Vancouver on 16 Sep 2026, the 'Great Bear Rainforest and Alaskan Explorer' voyage aboard *Zaandam* calls in eight ports in Alaska, including an overnight in Anchorage.

Travellers will have ample opportunity to spot the rare 'Spirit Bear', such as during an 11-hour call in Prince Rupert, British Columbia, which features shore excursions into the Great Bear Rainforest.

During the trip, guests can enjoy a scenic train ride from Prince Rupert to Terrace, explore Kleanza Creek Provincial Park, and stroll along a number of trails in Exchamsiks Provincial Park.

The itinerary also features scenic cruising of both Hubbard Glacier and Glacier Bay, as well as two days of sailing Seymour Narrows, Bella Bella, Grenville Channel, Great Bear Rainforest, and Princess Royal Island, and a full day of scenic cruising of the Inside Passage.

Prices begin at \$4,579 pp twin share - [CLICK HERE](#) to find out more.

Alternatively, travellers can opt for one of HAL's two seven-day cruises to the Great Bear Rainforest in 2025 and 2026.

Tauck about a big week



TAUCK has shown its appreciation for travel advisors with its largest-ever training initiative in Australia.

Almost 200 advisors across Sydney, Melbourne, and Brisbane became Tauck-certified agents last week, through five hours of in-depth learning.

Tauck deployed a line-up of sales leaders to support the initiative, including 14 key representatives from the United States, Canada, and Australia - the largest team it has ever sent Down Under.

They joined Australia's National Account Managers Helen Eves and Jerry Pilgrim; Head of Customer Service Serisha Ramdhani; and Managing Director David Clark.

The tour operator's team also visited more than 100 agencies to spread the "Tauck joy", delivering valuable sales resources and exclusive merchandise.

The Tauck team also attended five major travel expos and travel agency client events, further solidifying the brand's investment in the Australian market.

"We believe that our travel advisors are the heart and soul of our business," Clark declared.

"Their expertise and dedication play a pivotal role in shaping the lives of our travellers.

"We're excited to invest in their success and provide them with the tools and knowledge to excel in this dynamic industry."

The visiting team included Vice President Global Sales & Reservations Steve Spivak; National Account Managers Jeff Bont; Karen Wayman, Steve Campuzano, Scott Peters, and Jenn Collins; Head of Sales Canad, Joe Scardigno; Associate Director Meghan O'Shea; Sales & Marketing Director Shauna Sullivan-Reilly; and Cruise Director Nick Coward. *MS*

Seabourn sales up

LUXURY expeditions line Seabourn is reporting strong bookings for its 2025 voyages on *Seabourn Venture* and *Seabourn Pursuit*, with sales up 30% year-on-year.

Seabourn says it has seen strong interest in its Northwest Passage, Arctic, Amazon, and South Pacific itineraries, with some completely sold out.

President Natalya Leahy said Seabourn has been "very encouraged by the "extensive amount of interest" and has recommended those who missed out on 2025 to get in quick for recently released 2026/27 seasons (*CW 05 Nov*) in Iceland, Greenland, British Isles, South Pacific, Kimberley and Antarctica.

Holidays on Sun

PRINCESS Cruises is set to transform its new *Sun Princess* into a "festive paradise" for its first Christmas holiday season as the ship continues its maiden run in the Caribbean.

From 30 Nov to 03 Jan, each cruise will begin with a grand tree-lighting ceremony in the central piazza attended by the line's mascot, Stanley the Bear.

He will host a daily game of ship-wide hide-and-seek with clues left around the ship for kids to locate him.

Other activities will include a Christmas sweater party and carols by the ship's orchestra.



We're turning Black Friday Green

Choose experiences over things.

Green Friday is a movement that raises awareness of the environmental and social impacts of consumerism. This November, ask your clients to consider investing in unique travel experiences. Explore breathtaking destinations, make unforgettable memories, commune with wildlife and nature. Choose a journey that will change the way they see the world.

Up to
25% OFF

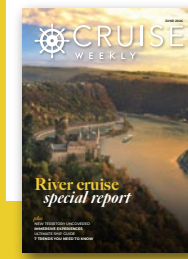
+ \$500 Onboard credit per person*

Including Antarctica, Galápagos, Greenland and more



Call **1300 159 127** or
visit agentportal.travelhx.com
secure your clients' savings today!

T&Cs apply. Save up to 25% + \$500 OBC applies to bookings made from 12 November 2024 to 9 December (inclusive) for selected HX departures from 1 December 2024 to 31 October 2025 (inclusive). HX operates on dynamic pricing system. Visit travelhx.com for more details.



Discover our River Cruise Special Report

[Click here](#)



ROMANTICS inspired by the loved-up antics of Joan Vassos on *The Golden Bachelorette* in Tahiti can replicate the scenes thanks to new packages from Windstar Cruises.

The cruise line has joined with Air Tahiti Nui and Tahiti Tourisme to allow travellers to live out the dazzling pageantry of Vassos' loved-up journey.

The new 'Final Rose and Overwater Bungalow Package' includes return airfares with TN from Los Angeles to Papeete, three nights in an overwater bungalow with activities including quad-biking and snorkelling, before joining Windstar's *Star Breeze* for a six-night Tahitian island cruise.

Packages are available at InterContinental Tahiti Resort in Papeete and Bora Bora, with romantics also able to indulge in *Star Breeze* extras including a rose petal bed turndown and couples massage.

Silversea heads south

SILVERSEA has kicked off its 2024/25 Antarctica season, with three ships in the destination providing 34 voyages and up to 80 landing sites.

Silver Endeavour has embarked on Silversea's first Antarctica voyage of the 2024/2025 season, hosting guests on an 18-day voyage to South Georgia, the South Shetland Islands, & the Antarctic Peninsula.

Highlights of *Endeavour's* first Antarctica voyage of the 2024/2025 season included guests witnessing a pod of approximately 50 orcas; a landing at the very rarely visited site of Baily Head in the South Shetland Islands, home to approximately 45,000 pairs of chinstrap penguins; and calls in the South Georgia, Wilhelmina Bay, and Neko Harbour.

Endeavour, as well as *Silver Wind* and *Silver Cloud*, will offer a range of six- to 22-day Antarctica voyages in the 2024/2025 season, which will run between 29 Oct and 10 Mar.

Silversea's six-day Antarctica



Bridge fly-cruise also allow guests to fly over the Drake Passage, providing a shorter travel option without compromising time spent in destination.

"We are delighted to return to Antarctica for our 2024/2025 season, sailing to many of the Polar Region's most spectacular corners," President Bert Hernandez said.

"As industry pioneers, Silversea has a history of leadership and innovation in experiential luxury polar travel.

"On a recent scouting trip, our teams identified a total of 22 new landing sites, bringing Silversea's total Antarctic landing sites up to 80 - meaning guests benefit from one of the most diverse expedition experiences available," he added. *MS*

Eclipse popularity

ATLAS Ocean Voyages is the latest cruise line to introduce a special itinerary to coincide with the popularity of the next total solar eclipse, which will occur in Aug 2026.

Fans of the rare celestial alignment can now book a nine-night 'Solar Eclipse Quest' tour of Iceland on board Atlas' 198-guest *World Navigator*.

The itinerary will position the ship off the western coast of Iceland in time for the 138 seconds of totality.

Travellers will also be able to enjoy an extensive exploration of both Iceland and Greenland, with the schedule maximised by near permanent daylight due to the high latitude and the Arctic Circle's midnight sun.

The nine-night adventure departs on 11 Aug 2026 from Reykjavik and will feature an onboard astronomy expert, who will host presentations and can provide insights into the phenomenon.

The itinerary will also visit Patreksfjorour, Grundarfjorour and the island of Grimsey, home to one million birds.

Travel Tech Special Report

Join us on a deep-dive into the latest trends in travel technology.

Travel Daily

[READ NOW](#)



cruiseweekly.com.au
cruiseweekly.co.nz

Cruise Weekly is part of the Business Publishing Group family of publications.

Cruise Weekly is Australasia's leading travel industry cruise publication.

EDITORIAL

Editor - Myles Stedman
Deputy Editor - Matt Lennon
Journalists - Adam Bishop, Janie Medbury,
Editor-at-large - Bruce Piper
Publisher - Damian Francis
Associate Publisher - Jo-Anne Hui-Miller
info@cruiseweekly.com.au

ADVERTISING & MARKETING

Head of Sales & Marketing - Sean Harrigan
Advertising - Laura Aghajanian & Dante Muranty
advertising@cruiseweekly.com.au

HEAD OF OPERATIONS & CONTRIBUTING EDITOR

Anna Piper

ACCOUNTS

accounts@traveldaily.com.au

Suite 1, Level 2, 64 Talavera Rd
Macquarie Park NSW 2113 Australia
PO Box 1010 Epping NSW 1710 Australia
Tel: (AU) +61 2 8007 6760 or (NZ) 0800 799 220
Tel: (Int'l) 1300 799 220

Cruise Weekly is a publication of Cruise Weekly Pty Ltd ABN 73 123 041 485. All content fully protected by copyright. Please obtain written permission to reproduce any material. While every care has been taken in the preparation of the newsletter no liability can be accepted for errors or omissions. Information is published in good faith to stimulate independent investigation of the matters canvassed. Responsibility for editorial comment is taken by Damian Francis.





**SPECIALISED TRAINING.
REAL RESULTS.**



2025 MEMBERSHIP NOW OPEN

BECOME AN EXPEDITION CRUISE SPECIALIST

Named **Most Outstanding Travel Industry Training Institution** at the NTIA 2024 Awards, CLIA offers access to specialised expedition cruise training and resources that will help drive your professional development, strengthen your cruise selling skills and earn recognition as a trusted expedition cruise specialist.

Expedition Cruising Part 1

Covers the onboard experiences, vessel types, and sales tips.



Expedition Cruising Part 2

Explores diverse destinations such as Antarctica, the polar regions, and tropical locales.



CRUISE LINES INTERNATIONAL ASSOCIATION

Contact us for more information on all CLIA Membership Benefits

info-aus@cruising.org

+61 (02) 9964 9600

www.cruising.org.au



**NATIONAL TRAVEL
INDUSTRY AWARDS**

**2024
WINNER**

**MOST OUTSTANDING
TRAVEL INDUSTRY
TRAINING INSTITUTION**