



Cruise Weekly today

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

A-ROSA's threads

RIVER cruise brand A-ROSA has commissioned workwear specialists Weitblick to design and manufacture a new line of sustainable uniforms for its nautical and technical crew.

The uniforms have been specifically adapted to the demand of onboard duties, made from a durable blended fabric that is itself drawn from recycled polyester and responsibly grown cotton.

The crew's new threads will also bear the "Green Button" accreditation, a German government initiative which signifies its endorsement and recognition as one of the best-known sustainability labels in the textile industry.

Expeditions cater to human nature

TRAVELLERS are increasingly seeking out new frontiers and the "next horizon" to discover more about the world, with expedition cruising well placed to meet that demand, believes Heritage Expeditions CEO, Aaron Russ.

Speaking on a Thought Leaders forum at the 2024 edition of Luxperience yesterday, Russ (pictured) said current generations have more opportunities and more expedition options available to them than ever before.

"They're always out looking for those next frontiers [and] those next opportunities," Russ shared with the panel.

"And never before have we had such a well-travelled populace, a group of people that have had decades of opportunity to see and experience - they probably started when they were backpackers and they've evolved and developed as their wealth



has changed [and] their lifestyles change, but they've continued to seek and explore over time.

"Often we see those travellers coming to some of the most remote destinations as exceptionally well-travelled people [and] guests that have seen and explored, but they're still seeking," Russ enthused.

The Heritage Expeditions boss, a second-generation industry leader who recently purchased the 40-year-old company from his father, said expedition cruising perfectly suits the in-fashion

trend of 'slow travel', with travellers eager to spend longer in-destination.

Despite itineraries to Antarctica getting shorter to lower prices and appeal to new demographics, Russ said the itineraries that take the time "to stop, to see and explore" are the ones attracting new groups of travellers and the ones he considers at the forefront of "frontier travel".

"They don't want to just quickly move through and tick the box, they want to actually see, experience, discover what a destination has to hold.

"And above all else, they have the means, but time is the greatest of luxuries - they're not rushing back to a job that's waiting for them, or they've got to a position in life where they have others that are able to take care of things, so they have the ability to travel for longer." ML

Regent
SEVEN SEAS CRUISES

THE GIFT OF
travel

UP TO 45% OFF

LIMITED TIME OFFER
BLACK FRIDAY BONUS
US\$500 SHIPBOARD CREDIT*

ON SELECT SAILINGS*

DOWNLOAD TOOLKIT

UP TO 45% OFF

UP TO US\$500 SHIPBOARD CREDIT*

LONDON (TILBURY)
- TO -
LONDON (SOUTHAMPTON)

Seven Seas Voyager[®]

DEPARTS 27 JUL 2025	DURATION 11 NIGHTS	UP TO 62 EXCURSIONS
----------------------------------	---------------------------------	----------------------------------

ALL-INCLUSIVE CRUISE FARE		
SUITE CATEGORY	WAS	NOW
DELUXE VERANDA from.....	AU\$14,630pp	AU\$8,047pp*

FOR MORE INFORMATION OR TO VIEW ALL SAILINGS SCAN THE QR CODE
CALL OUR CONTACT CENTRE ON 1300 455 200 | VISIT [RSSC.COM/GIFT-OF-TRAVEL](https://rssc.com/gift-of-travel)



*Terms and conditions apply. Prices are based on our All-Inclusive Cruise Fare, per person based on 2 guests sharing. For further information on this offering, visit rssc.com/legal.
©2024 Regent Seven Seas Cruises NCL Australia Pty Ltd ABN 8060 7578 781.



RSSC Cancer relay

REGENT Seven Seas Cruises (RSSC) has launched its Relay for Life at Sea in partnership with the American Cancer Society (ACS).

The initiative to support cancer patients calls for guests on board *Seven Seas Grandeur*, RSSC's newest ship, to help support the critical work of the ACS, as they walk as many laps as they can around the vessel's sports track.

RSSC President Andrea DeMarco, who herself is a cancer survivor, said the disease is one which touches so many.

"I feel deeply fortunate to stand here today as both a survivor and an advocate of the incredible work of the American Cancer Society.

"The support I received from my family, friends, and our Regent family played an immeasurable role in my own recovery from breast cancer this past year and we are proud to partner with the American Cancer Society for Relay For Life At Sea.

"Utilising our wonderful cruising community, bringing together our valued guests and crew and channeling a spirit of solidarity, we will march towards a future free from cancer together."

Guests on board can join Relay For Life at Sea with a donation of US\$25 or more.

Viking revenue climbs

VIKING has reported an increase of 11.4% in total revenue for the third quarter of 2024, or \$171.9 million compared to the same period last year.

Gross margin increased 18%, and adjusted EBITDA increased 15.3%, both compared to the same period last year.

Viking has also sold around 95% of its capacity passenger cruise days for this season, and 70% for next season.

"The strength of our one Viking brand and our loyal guests are two key factors that drove our impressive third quarter financial results, positioning us for what looks to be a strong 2024," said Viking Chairman and Chief Executive Officer, Torstein Hagen.

"With our capacity sold for 2024, our sales and marketing focus has shifted to the upcoming 2025 season and beyond.

"As we continue to expand our fleet in the coming months and years, we are capitalising on our own ability to generate demand fuelled by our distinctive and well-defined product, strong brand recognition, effective cross-selling practices, and a singular sales and marketing approach."

Chief Financial Officer Leah Talactac said next year's volume



and rates exceeded those for the 2024 season at the same point.

"As we continue to deliver strong financial results, we remain equally committed to providing unforgettable experiences for our guests.

"Our focus on excellence creates lasting memories that inspire our guests to return and sail with us time and again," Talactac said.

"In addition, our efficiently designed ships lead to strong margins - this balance is key to our long-term success and sustainable growth." *MS*

Black Fri for APT and Travelmarvel

APT Travel Group has launched its Black Fri sale for APT and Travelmarvel, with both sales beginning today.

Travellers can take \$1,000 per couple off all APT trips of eight days or more, departing next year, for those booking by 03 Dec.

This offer applies to river and coastal cruising across all destinations, as well as a wide variety of other travel styles.

Meanwhile, those opting for a Travelmarvel itinerary departing in 2025 can take \$600 per couple off all trips of seven days or more.

This offer is available to those booking by 03 Dec and applies to both river and coastal cruising across all Travelmarvel destinations worldwide.

To book, call 1300 336 932 for APT, and call 1300 208 712 for Travelmarvel.



It's not just the views that are spectacular with Hurtigruten's Black Friday Sale. Get up to 50% off Hurtigruten cruises along Norway's famously picturesque coastline when you book before December 2, 2024 and you could witness the Northern Lights or the awe-inspiring Midnight Sun at a price that's just as amazing as the locals would say... 'Spektakulært'.

SALE NOW ON UP TO 50% off

*Terms and conditions apply

Don't miss out. Call our local Coastal Specialists on 1300 151 548 or visit hurtigruten.com



Live the legend of Norway



AS THE world waits to see what havoc Donald Trump unleashes on the USA, one cruise line is offering the non-MAGA crowd an escape.

Villa Vie Residences, which has caused its own share of havoc recently by departing many months late for its 'Life at Sea' world cruise, is now allowing those eager to escape the USA a chance to embark the ship at any port worldwide.

The line has released shorter single-year segments of its multi-year cruise, humorously named 'Escape from Reality' for one year, 'Mid-term Selection' for two, 'Anywhere but Home' for three and 'Skip Forward' to ride out Trump's whole four-year term at sea.

To avoid any clashes, the ship even held two election parties onboard, with a group watching *Fox News* at one end of the ship and a second watching *MSNBC* at the other.

The gift of travel

REGENT Seven Seas Cruises is inviting guests to enjoy the gift of travel across all six of its ships, with up to 45% off select 2025 and 2026 cruises.

The cruise line is also offering Black Fri bonus shipboard credit of up to US\$500 per suite, for new bookings made by the end of the month.

Cooking shows return



HOLLAND America Line's new onboard cooking shows bring regional cuisine from the port to the stage, with the brand bringing back its live food demonstrations.

The shows feature meals which will be served later in the dining room, spotlighting regional culinary specialities and locally sourced seafood from Holland America's Global Fresh Fish Program (*CW* 21 Sep 2023).

Co-hosted by each ship's Executive Chef and Cruise & Travel Director, the demonstrations are fleetwide, and occur at least twice per seven-day sailing, and more often on longer itineraries.

Guests can learn cooking techniques and the culinary history of the region from the Executive Chef, with the opportunity to taste the dishes in the dining room that evening.

Passengers also will be able to take a copy of the recipes home.

Cooking shows will focus on the current destination the ship is sailing in, with Australian demos

including panko crusted flathead, Australian bass with orange vermouth sauce, coral trout with porcini & bacon, and seared yellowfin bream.

The new cooking shows are the latest culinary enhancement on board Holland America Line, which include the introduction of the cruise line's first-ever branded sparkling wine (*CW* 30 Oct), and a refreshed Pinnacle Grill Menu serving regionally inspired flavours sourced locally. *MS*

Pictured: Noordam.

Atlas Black Fri

ATLAS Ocean Voyages has launched its Black Fri offer today, offering savings for the 2025/26 Antarctica season.

Deals including onboard credits are available on almost 20 expeditions with savings of up to 20% on the best available fares for select voyages, and up to US\$600 credit per stateroom when booking before 07 Dec - **HERE**.



Turning around cruise itineraries

WHEN *Royal Princess* arrived in Hobart last week, it was the first-time cruise ship passengers were able to begin or end their holidays, outside of expedition cruising in the Tasmanian capital.

I was delighted to be part of the celebrations to mark the first ever partial turnaround for the port - a significant milestone for cruise in the state.

More than 400 passengers disembarked when the ship arrived and then another 400 joined the ship for a sailing to Sydney and then NZ - before she returns to Hobart on 02 Dec.

ACA has worked closely with cruise lines like Princess to develop these itineraries which are years in the making.

Turnarounds are critical for the sector; they allow for locals to more easily take a cruise - some of whom would be experiencing the joys of cruising for the first time.

Importantly, it also allows for Australian and international visitors to fly into Hobart to join a cruise or conclude their journey there, offering the perfect chance to explore Tasmania further with an extended land stay.

The economic benefits of these extended pre- and post-cruise stays are significant, from increased hotel bookings, car rentals and flights to extra time spent discovering the destination.

This can also be said for many other coastal destinations such as Adelaide, Fremantle and Darwin, which will also benefit from turnarounds significantly.