

Cruise Weekly today

CRUISE Weekly today features four pages of all the latest cruise news, including a photo page from **Uniworld Boutique River Cruises**, plus a full page from **Silversea**.

AW signs up with CLIA

ADVENTURE World has joined Cruise Lines International Association (CLIA) as an executive partner, on the eve of Cruise360.

The collaboration aims to highlight Adventure World's expertise in creating immersive and customisable land journeys that seamlessly complement cruises.

Adventure World has also introduced a new cruise booklet for travel advisors, showcasing the tour operator's cruise and land combinations in destinations such as the Americas, Antarctica, Africa, the Nordics, and Asia.

View Adventure World's new cruise booklet [HERE](#).

Save with Silversea

THERE is only one week left for cruisers to save up to \$9,600 on a Silversea voyage.

Clients can access savings on more than 180 worldwide cruises by 01 Sep, secured with just a 15% deposit.

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Cruise stars for Helloworld



WHOLESALE cruise sales continue to grow for Helloworld Travel, up 27% in FY2025.

Helloworld's results from the past 12 months show particularly strong growth for luxury and expedition cruising, as foreshadowed to **CW** by the company's GM Cruise Steve Brady (**CW** yesterday).

The firm is helping service this demand through its new brand, Signature Collection by Cruiseco, which was launched just last month (**CW** 17 Jul).

Cruiseco also recently relaunched its air and cruise package holidays (**CW** 04 Dec), as it attempts to further deliver value-led cruise vacations, with a particular focus on short- to medium-haul destinations.

Proving important for Helloworld this year was its Odysseus technology system, which offers a direct API feed from all major cruise lines.

Helloworld has tailored the

technology for its company, allowing for a quick turnaround in creating white label sites for travel advisors, as well as finance modules, increasing the business' overall productivity.

Other highlight of the year saw Cruiseco and Creative Cruising recently nominated for six National Travel Industry Awards for 2025 (**CW** 20 Aug).

Pictured: the Helloworld cruise team at a recent partners event.

Biggest C360 ever

CRUISE Lines International Association's (CLIA) Cruise360 is set to welcome its biggest-ever crowd to Brisbane later this week, with almost 900 delegates set to descend on the Queensland capital.

The conference will offer a strong line-up of international speakers, with **Cruise Weekly** to moderate two sessions during the conference.

There will also be an expanded trade show of more than 50 exhibitors.

"This week's Cruise360 Australasia conference will not only eclipse our last event in Brisbane, but it will also be the biggest cruise industry event ever held in this region," MD Joel Katz said.

Watch out for a special issue of **Cruise Weekly** later this week, covering all the major news from this year's Cruise360 - subscribe [HERE](#).



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Swan helps flocks

SWAN Hellenic has launched a new group travel program, aiming to provide benefits for both guests and travel agents.

The program offers a commission of 4% for groups starting at eight guests.

All meals, most drinks, tips, wi-fi, and excursions are included, while many sailings also include return transfers and pre-cruise hotel rooms.

Swan Hellenic also offers a wide range of customisation options, including special dinners, cocktail receptions, curated private group excursions, and more.

An Xcel-lent choice

BRAZILIAN chef and businesswoman Janaina Torres has been named godmother of Celebrity Cruises' *Celebrity Xcel* (**CW** 17 Jun 2024).

Torres is owner of acclaimed Sao Paulo-based restaurant A Casa do Porco, and is frequently cited as one of the best chefs in the world.

"I'm proud to partner with Celebrity Cruises to showcase our culture and cuisine on a global stage," Torres said.

"I've always believed that fine dining should be accessible, not intimidating... food brings us together."

The new *Xcel* will sail her inaugural season from Fort Lauderdale, Florida.

Eden's new cruise investment



THE Port Authority of NSW is helping strengthen rural tourism with a renewed commitment to Eden through a reaffirmed MOU with local stakeholders.

The agreement includes \$60,000 in funding over three years to support the Eden Cruise Coordinator, a role that backs cruise operations by pulling together volunteers.

The Eden Cruise Coordinator also contributes to key visitor experiences, such as market activations and the Taste of Eden festival, which Royal Caribbean's *Ovation of the Seas* (**pictured**) paid a visit to earlier this year (**CW** 24 Feb).

This complements the Port Authority's broader leadership in cruise across New South Wales by helping ensure smooth local operations and enhancing the passenger experience at Eden.

Australian Cruise Association Chief Executive Officer Jill Abel told **CW** the expanded MOU is proof of cruise's ability to deliver for rural tourism.

"This is a terrific example of how alignment between ports, local councils and tourism bodies creates the foundations for successful cruise calls and positive passenger experiences," Abel said.

"The continued investment in the Eden Cruise Coordinator role and community-led initiatives like the Taste of Eden festival showcase how cruise can deliver genuine benefits to regional communities, while strengthening the visitor economy.

"We commend Port Authority of NSW for its leadership in ensuring that destinations such as Eden are well supported to grow as valued cruise ports of call." **MS**

Carnival hit for six

THE Melbourne Renegades BBL team has set sail with Carnival Cruise Line as its newest partner.

The agreement will see Carnival as presenting partner of the Renegades' Games Arcade, an entertainment zone at Marvel Stadium featuring an arcade, dance floor, barbershop, and more.

Carnival is celebrating the new partnership by offering Renegades fans the chance to win an eight-night Tasmanian cruise aboard *Carnival Adventure*, departing Sydney on 24 Nov.

"The Renegades have an incredible connection with their fans, and we are excited to bring Carnival's signature fun and vibrant energy to game days and beyond," Carnival Cruise Line Senior Director Sales & Marketing Anton Loeb said.

"From activations to exclusive fan offers and competitions, we look forward to creating unforgettable moments that fans and their families can enjoy together, both in the stadium and at sea," he added.

The new partnership also sets up a much-anticipated encounter between the Renegades and their BBL rivals the Brisbane Heat, which last month linked with Royal Caribbean (**CW** 02 Jul).

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Tuesday 26th August 2025

Uniworld is second-to-naan in India

UNIWORLD Boutique River Cruises brought the spirit of India to Sydney last week, hosting an exclusive celebration for travel advisors and media. Guests were treated to vibrant cultural experiences, from authentic cuisine to traditional dance, while special appearances by Arjun Sinsinwar of *Ganges Voyager II* and India's Consul General Dr. Janakiraman Sarvesvaran highlighted the evening. Uniworld's Australia & New Zealand

Managing Director Alice Ager also shared exciting news: a significant investment from parent company Apollo that will deliver new ships, advanced technology, and expanded partnerships.

She also announced Luxury Gold's addition to Uniworld's portfolio, reinforcing the brand's commitment to redefining the luxury river cruise experience.



UNIWORLD'S Australia team.



DR. Janakiraman Sarvesvaran, Consul General of India, delivering a "thank you" for supporting India.



TRADITIONAL Indian sitar entertainment.



UNIWORLD'S team members are all smiles to be adding Luxury Gold to the portfolio: Wendy McColl (Groups), Renee Rowlands (Operations), and Anita Hutton (Reservations).



KENDAL Thomas, AMEX; Bhavini Aggarwal, Virtuoso; and Sandip Hor, Australia India Travel & Tourism Council.



GARRY McLaughlin, Maria Estevez, Dee Jaswal, and Emily Kadinski from itravel.



SHARYN Kitchener, Mosman Travel; Debbie Collins, Maria Theodosatos, Lucy Vieira, Spencer Travel; and Carina Tanna, Mary Rossi Travel.



ARJUN Sinsinwar, *Ganges Voyager II* and Jen Pagett, Uniworld, discussing the transformational power of Uniworld's itinerary on the Ganges.



BOLLYWOOD dancers with Ray Cashman from Cruiseabout and Rebecca McDermott from Cruiseabout North Lakes.



ANYONE who knows the sinking feeling of accidentally dropping something from a ship into the ocean knows they have likely forever lost whatever it is that just slipped from their grip.

However one fisherman, who recently lost a US\$25,000 gold bracelet, has become one of the lucky few who has recovered what he lost from the depths of the ocean.

Tyler Feijoo was recently out angling off the coast of Tampa, and was chumming the water, when he watched his bracelet fly off his wrist.

The piece of jewellery was a family heirloom, given to him by his father.

Feijoo kept his wits about him though, immediately recording the GPS location of where the bracelet sunk, as well as the depth he was fishing at.

He later plead with Facebook users to help him find the bracelet, offering up a US\$5,000 reward plus expenses to anyone willing to take on the challenge.

The post caught the attention of two divers, who accepted the task.

Once the hunting party had reached the spot at sea where the bracelet was lost, it unbelievably took the divers a little more than a few minutes of searching to find the piece - not bad for US\$5k.

Hotel brands big for cruise

LUXURY hotel brands entering the cruise market will prove to be a formidable on-ramp for the sector, according to a recent report from SmartFlyer.

Aman Resorts is set to unveil its first cruise ship in 2027, the 182-metre *Amangati* (CW 04 Aug), while Orient Express' *Corinthian* (CW 28 Jul) and Four Seasons Yachts' *Four Seasons I* (CW 02 Jun) will sail next year.

The three brands will follow The Ritz-Carlton Yacht Collection into the market, which has already launched *Evrima* (pictured), *Ilma*, and *Luminara* (CW 01 Jul).

These moves are aimed at tempting loyalists to these brands to try a cruise, which they may not have considered in the past.

"With the entry of trusted hospitality names, we're seeing travellers who once swore off ships now leaning in with curiosity - and booking," explained SmartFlyer Head of Cruise Saul Fonseca, who described hotels as "redefining the category altogether".

"Now, those same clients are taking notice - drawn by the familiarity, design ethos, and service standards they already trust on land.

"This isn't just evolution - it's a reinvention of luxury at sea," Fonseca said.

Another major trend the report unearthed was "transformational travel" - consumers' desire to cash in on major big-ticket holidays, with six-figure bookings at SmartFlyer increasing 26%



year-on-year and yacht charters gaining traction, in addition to seven-to-10 night charters along Corsica and Sardinia, as well as lesser-known Greek islands.

According to SmartFlyer, this kind of major investment shows "a deeply intentional approach to how our agents and clients are partnering on travel plans".

SmartFlyer is also predicting interest in Northern Italy, due to next year's Winter Olympics in the region. JHM

Cruise all you like

MARGARITAVILLE at Sea has relaunched its much-loved limitless cruise passes, allowing passengers to sail as much as they please (CW 07 Nov 2023).

The Paradise Pass program features two new options - the Silver Pass and the Ultimate Gold Pass - allowing guests flexibility to sail across Margaritaville's fleet.

A Silver Pass, which retails at US\$799, provides an oceanview stateroom, and is ideal for two- and three-night weekend sailings.

The Ultimate Gold Pass, available for US\$1,499, also provides an oceanview stateroom, and is best for cruises of up to seven nights.



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