

Cruise Weekly today

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- Silversea
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Head to **page 4** of today's **CW** for more information.

Gold is the new black

GOLD is the new black, with \$100 worth of Scenic Group rewards on offer with Scenic Luxury Cruises & Tours.

Conditions apply - for more information, see **page 5** of today's **Cruise Weekly**.

Princess charts path to reinvigoration

EXCLUSIVE

PRINCESS Cruises is charting a course towards breathing new life into its brand, as the business deep dives into understanding its core guests and motivations, President Gus Antorcha revealed to **Cruise Weekly**.

"We've done a lot of consumer research and I've spoken to a lot of guests - I've been on a lot of ships to really understand what makes Princess unique and where we have an advantage," said Antorcha, who joined the line a year ago from his position leading sister brand Holland America Line (**CW** 26 Nov 2024).

"Our organisation has gained a greater understanding of our core guest [and] we're really outlining a path to reinvigorate the brand and that's not just out of North America - that's globally."

Known as 'voyagers', Princess' core customers are 50+ and



passionate about cruising and connecting with different cultures, as well as other passengers and crew - it aligns with the findings that came out of its research into Australian passengers, who like to travel in an "elevated and elegant" way.

Antorcha also commented on the "remarkable" innovation coming out of the sector more widely, particularly Carnival Cruise Lines ("they put a roller

coaster on a ship"), as well as Princess' Royal-class and Sphere-class vessels.

"The market has really become more differentiated," he said.

"I want to really make sure that as we continue to innovate at Princess, we're doing it with the right lens, making sure we understand our target guests and innovate and improve on experiences that match that segment," he said. *JHM*

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Royal gets Wiggly

ROYAL Caribbean has celebrated its first Wiggly Sailing, formally debuting its new partnership with the Australian children's music group (**CW** 12 Mar).

Anthem of the Seas played host to the first of six Wiggly Sailings for the season, described by Senior Director of Marketing Kathryn Lock as an "incredible success".

"Families have embraced the chance to holiday and enjoy our new Wiggly entertainment offering," Lock said.

"It has been truly special seeing guests of all ages, from toddlers to grandparents and everyone in between, light up as they sing and dance at our dedicated shows at sea.

"Our guests have also enjoyed an action packed Wiggly adventure program including a Wiggly Friends character breakfast, dance class with Dorothy the Dinosaur and story time with Wags the Dog."

Lock said the cruise line is "extremely proud" to bring together two iconic Aussie experiences this summer: travelling with Royal Caribbean and the joy of The Wiggles.

"It's a partnership that genuinely resonates with families, and we're excited to continue creating value packed adventures at sea all summer long," she added.

Entire grabs Star Clippers



STAR Clippers and Adventure World have mutually agreed to end their long-standing general sales agent partnership in Australia from 01 Jan 2026, with Entire Travel Group to take over the account, as reported in **CW's** sister title *Travel Daily* yesterday.

The move will see Entire create holiday packages around Star Clippers for the first time.

Entire will also use its annual Travel Showcases in Melbourne, Sydney, and Brisbane to promote Star Clippers around the country.

"Leveraging our extensive European portfolio, we are also curating holiday itineraries that combine the elegance of Star Clippers' sailing cruises with immersive European experiences," Sales & Marketing Director Greg McCallum said.

The move will see Star Clippers' current National Account Manager APAC Roger Condon exit Adventure World, and follow the

account across to Entire Travel Group; outside of a brief three-month pause in late 2022 to early 2023, Condon has led Star's presence in Australia for close to 10 years.

Adventure World has represented the brand locally for even longer - around 20 years - with the operator to fulfil all existing bookings made prior to the 01 Jan transfer date through to departure, but will not accept any new bookings.

Star Clippers was founded in 1989 by Swedish entrepreneur Mikael Krafft, who pledged to fill a gap in the cruise sector for travellers seeking sailings aboard 19th-century clipper ships offering luxurious onboard amenities and excursions.

The brand operates three vessels and sails to regions such as the Caribbean, Mediterranean, Panama Canal, Central America, and more. **AB**

CLIA barks back

CRUISE Lines International Association (CLIA) has criticised the Government of France for attempting to double-dip with its recently announced pollution tax targeting the cruise industry (**CW** yesterday).

"Cruise lines share France's commitment to protecting coastal environments and already comply with the EU Emissions Trading System (ETS), which places a direct and rising price on CO₂," a CLIA statement read.

"Cruise operations in Europe are therefore already contributing substantially to national and EU climate funds.

"Adding a €15 per-passenger fee at every French port of call would layer a new charge on top of the ETS, effectively taxing the same emissions twice without a clear environmental benefit."

Any new levy should be fair, evidence-based, and consistent across vessel types, without confusing cruise ships with other types of vessels, CLIA added.

"Cruise visitors represent only a small share of maritime traffic, yet generate significant economic value for French destinations, which totals €7 billion to the country's economy, including 39,000 jobs, and €3.2 billion in GDP," the Association said.



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DID the Ancient Egyptians invent cruising?

Possibly, is the answer, with archaeologists recently discovering what can best be described as an ancient boat, off the coast of Alexandria.

The luxury vessel, found off the submerged island of Antirrhodos, appears to be from the first century, and matches the description of legendary Greek geographer Strabo.

Measuring 35 metres long and seven metres wide, the boat was constructed with a central pavilion and luxuriously decorated cabins, and may have required more than 20 rowers to power.

University of Oxford professor in maritime archaeology Franck Goddio described the excitement of the find to *The Guardian*, saying: "It's extremely exciting because it's the first time ever that such a boat has been discovered."

Carnival's Baja blast



CARNIVAL Corporation has unveiled plans for Ensenada Bay Village, a new shoreside destination inspired by the culture of Baja California.

The concept will be located at the Port of Ensenada, and was unveiled on the weekend.

Visitors will be able to enjoy a mix of adventure, gastronomy, and relaxation, inspired by Baja's traditions, with highlights of the destination to include zip lines, river rides, a scenic boat ride, and the signature Dune Rally, as well as chocolate and tequila tastings,

Valle de Guadalupe wine and cheese pairings, artisan crafts, and relaxation and wellness experiences including thermal springs, the Baby Beach adult pool area, and spa offerings.

The \$26 million destination will complement the existing port, and will also welcome guests from other lines, reinforcing a shared commitment to inclusive tourism and regional growth.

Construction will take place over two years, with the destination to welcome up to 9,000 passengers per day. *MS*

Oceans of MSC fun

MSC Cruises has revealed a line-up of new family entertainment experiences at Ocean Cay MSC Marine Reserve, that will roll out from next year.

The cruise line is increasing its wellness and sports programming, with two professional coaches featured on MSC's ships to lead a daily program designed to create an authentic beach retreat experience on Ocean Cay.

This will include yoga, functional training sessions, and popular sports.

Activities scheduled throughout the day will include a fire and ice challenge with hot yoga and ice baths, and sunrise yoga paired with sound healing meditation.

There will also be a new augmented reality treasure hunt, designed for all ages.

Guests can use their mobile devices or tablets to embark on a digital adventure, uncovering unique locations throughout the island through storytelling, leading to sculptures around the area.



SAILING NEW WATERS

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