

Cruise Weekly today

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

HAL unveils more Legendary Voyages

HOLLAND America Line (HAL) has unveiled five new cruises sailing roundtrip from the United States, as part of its Legendary Voyages collection.

The itineraries range from 27-45 days, giving guests the opportunity to explore one or several regions in-depth, including the Mediterranean, South Pacific, Pacific Northwest, Alaska, and Hawaii.

The offering includes two 35-day Hawaii, Tahiti and Marquesas Legendary Voyages; a 27- or 28-day 'Legendary Glaciers & Volcanoes: Alaska to Hawaii'; and more.

River and demographics drew Ponant to Aqua

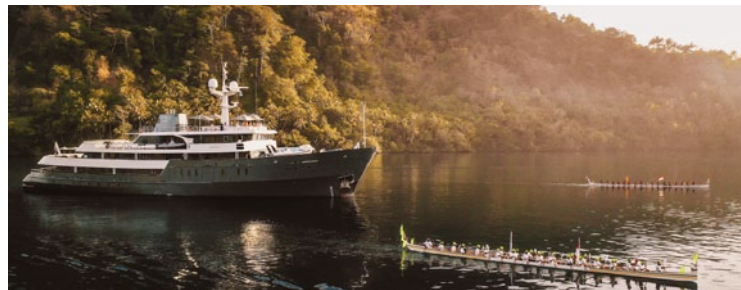
EXCLUSIVE

AQUA Expeditions' "soft explorer" style of river cruising was one of the key attractions for Ponant to purchase a majority stake in the line (**CW** 17 Jan).

Those are the thoughts of Aqua owner and founder Francesco Galli Zugaro, who described his business' proposition as highly complimentary to what Ponant offers - particularly its style of river cruising, a prospect many ocean lines are exploring at present (**CW** 31 Jan).

"They love the fact that we're in river cruising, and it's a space that they obviously want to enter," Zugaro told **CW**.

"Getting with Aqua has allowed them to kind of kick-start that opportunity, because we have a reputation and understanding and an experience on the ground with regards to iconic rivers of the world, the Mekong and Amazon,



so that appeals to them.

"We have a strong international broad client base, both from a trade and a consumer and a guest perspective," he added.

Aqua's differing proposition to Ponant also allows the French cruise line access to a varied demographic, with Zugaro describing his passengers as "highly experiential", "younger", and "more active".

"If you tap into someone who's going on our yachts and is 45 and up, then all of a sudden you've got guests that are travelling with

the brand for 30 years, from 45 to 75, so that becomes a highly attractive customer and guest journey," he explained.

This allows a passenger to stay within a company's brands for a significant portion of their travelling life.

"Building that relationship over the years, rather than having a lifespan of a client that's half that - 15 years, because they started 60 and ended 75, or started at 65 and ended at 80...all of a sudden you have an opportunity to really build loyalty." **MS**



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Explora unveils 2025-26 Grand Journeys

EXPLORA Journeys has unveiled its collection of Grand Journeys for 2025 and 2026.

Itineraries feature lesser-travelled destinations such as the Azores, Madeira, Gustavia, St. Johns, Funchal, San Juan, Kings Wharf, Horta, Faial Island, Valencia, and Road Town.

The luxury sailings are also paired with immersive onshore experiences that delve deeper into local heritage and cultures.

Grand Journeys are designed with several days at sea, allowing guests to have the time to enjoy the ships' onboard offerings.

Three of the Grand Journeys will cruise aboard *Explora I*, while the first two will sail on flagship *Explora II* (pictured).

"Our Grand Journeys represent the epitome of transformative ocean travel," President Anna Nash said.

"These journeys are designed



to provide our guests with the ultimate luxury of time, space, and personal discovery, while delivering curated experiences both onboard and ashore.

"At sea, the slower pace invites reflection...Explora Journeys' Grand Journeys are designed for those who seek not just to see

the world but to be transformed by it."

Also new for this year are the one-week exclusive Ocean Wellness retreats, offering guests a chance to restore balance with programs such as chakra healing meditation and ocean-inspired gong baths under the stars. *MS*

Today's issue of CW is coming to you courtesy of Viking, which is hosting key industry partners aboard *Viking Polaris*.

OUR final day in Antarctica has been spent exploring Half Moon Bay.

Zodiac cruises in this morning's mysterious fog took guests through the mist to the beautiful basalt columns rising up into the clouds off the shore of Half Moon Island.

This afternoon we will enjoy our final Antarctic landing on Half Moon Island.

Expedition leaders will guide us around the landing, keeping our eyes peeled for lounging fur seals, chinstrap penguins, and even elephant seals.



Now is the best time for your clients to enjoy the World's Most Beautiful Voyage! For a very limited time enjoy **2-for-1** on select **Original voyages** and save up to **30%** on our elevated **Signature voyages** departing in 2025. This offer is extremely limited. Book now before it's sold out.

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CRUISES come in all different shapes and sizes, but they also come for all different tastes, however quirky they may be.

A married couple currently onboard a chartered adults-only swingers cruise on a well-known vessel have documented what a typical day onboard is like - in case you were curious.

According to *Ladbible*, the latest post from the "social influencers" includes a tour of the ship to show some of the different stateroom door adornments used to indicate the occupants' various preferences - and you know what we mean by that.

The video included some of the socially acceptable objects, most of which were fruit and vegetables in different orientations, which apparently all have different meanings.

The influencers also take viewers up onto the top deck "outdoor playroom", which fortunately at the time of filming was vacant.

"Look how many beds they have up here," the couple say.

The video also includes a look at some of the regular activities available, including a tour of a local island and a set by one of the DJs onboard.

Maybe it goes without saying that the ship will be undergoing a deep clean at the end of this cruise.

World Asia sales open



MSC Cruises has opened sales for *MSC World Asia* (pictured) which will sail the Western Mediterranean from Dec 2026.

World Asia will offer seven-night winter sailings to Barcelona, Marseille, Genoa, Rome, Messina, and Valletta, starting in Dec 2026.

"We have chosen to deploy our latest flagship in the Western Mediterranean as it is our most popular region," Chief Executive Officer Gianni Onorato said.

"*World Asia* will further enhance our line-up in the region, giving guests even more choice of embarkation ports and itineraries for their winter escape or summer holiday.

"As with each of our new ships, we'll introduce innovative new concepts, venues and services to deliver the ultimate cruise experience for our guests."

Summer will see the ship offer a seven-night itinerary serving Barcelona, Marseille, Genoa, Naples, Messina, and Valletta.

Winter and summer itineraries aboard *World Asia* are now available to book.

MSC Voyager's Club members who book by 13 Feb will receive 1,000 extra points, plus an onboard credit of €50 per person.

They will also benefit from their usual Voyager's Exclusives benefits when booking more than 12 months ahead of their departure, including a 5%+5% discount, double membership points after the cruise is booked and €50 onboard credit from MSC Voyager's Club Silver status. *MS*

New French cruise

UNIWORLD Boutique River Cruise Collection has announced a new holiday itinerary along the Seine for the coming season.

The new 'Magical Parisian Holiday' cruise sets sail round trip from Paris for seven nights aboard *Joie de Vivre*, taking guests to the countryside.

Guests will enjoy exclusive visits to decorated chateaux, festive French Christmas markets, curated shopping experiences, and a private tour of Versailles.

Other highlights include a walking tour of Rouen, home to Monet's studio; a visit to Farm Billy; and a private choral performance in Cathedrale Notre-Dame de Rouen.

ACL's biggest ever

AMERICAN Cruise Lines (ACL) is about to embark on its biggest-ever Mississippi River season, with five ships sailing more than a dozen itineraries.

ACL's Mississippi offerings range from eight to 51 days, with itineraries including the 12-day 'Mississippi Explorer' from Memphis to New Orleans.

There are also several exclusive itineraries on the Tennessee, Cumberland, and Ohio Rivers, including the new 16-day 'Grand Ohio River'.

This year's Mississippi offerings also showcase two of the longest American river cruises on the market, the new 51-day 'Great United States'; and the 36-day 'Civil War Battlefields Cruise'.

The season officially opens on 21 Feb aboard *American Serenade* (pictured) which will sail the classic nine-day 'Lower Mississippi River Cruise' from New Orleans to Memphis.

ACL is the only river cruise line offering both classic paddlewheelers and new, smaller-sized ships.

Highlights include visits to Graceland and The Mark Twain Boyhood Home Museum Gallery; off-the-beaten path adventures from Cajun swamp safaris to ATV treks; and explorations of classic American landmarks like the Gateway Arch and Vicksburg National Military Park.

