



### Cruise Weekly today

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

### Touchdown to MSC

**MSC Cruises** is set to debut its first-ever Super Bowl commercial this year, during the NFL's championship game on 10 Feb.

The campaign will highlight MSC's signature mix of European style and American comfort, profiling the cruise line's newest flagship *MSC World America*, debuting in Miami in Apr.

The 60-second commercial will star two yet-to-be-revealed celebrities travelling on board *World America*, doubling down MSC's commitment to the US.

"Our message is clear: a cruise vacation with MSC Cruises goes far beyond traditional expectations," regional Executive Vice President Marketing, eCommerce & Sales Suzanne Salas said.

"We offer the experience of a lifetime, seamlessly blending European style with American comfort," she added.

"The [Super Bowl] provides an unmatched platform to showcase our first campaign and first ship designed specifically for North American guests," Salas said.

## Cruisers are more loyal



**NEARLY** three-quarters of Australians (73%) believe cruising is the best way to travel - so much so that more than a quarter would only choose a cruise for any future holiday.

These are some of the key findings from a recent survey of nearly 5,000 Australians, which also found almost four-fifths are planning to sail again this year, and more than a quarter are already planning a sailing in 2026.

The survey, commissioned by Norwegian Cruise Line (NCL), also revealed almost all (95%) of its past cruisers like to go ashore in every port, for city sightseeing (77%), scenery (73%), and history tours (70%).

The findings underpin NCL's program of destination-rich itineraries in Europe, Asia, Alaska and Hawaii, which include few or no sea days.

Value compared to land-based itineraries was the secondary motivator (66%) for booking

a cruise, behind destination motivation, with the quality of food and dining experiences on board also a high priority (65%).

The survey also confirmed the Mediterranean (**pictured**) as the country's most sought-after destination, and dining as the top choice for shipboard experiences.

Four-in-ten of us listed the Med as the destination of choice, followed by Asia (32%), Northern Europe, and the Baltics (30%) with Alaska, the South Pacific and Hawaii also popular choices.

"Our research confirms that NCL is delivering more of the elements our guests value the most, such as over 400 destinations to explore, extended time in port and greater value with NCL's 'More at Sea', including more specialty dining, more premium beverages, more wi-fi minutes, and shore excursion credits in every port," Vice President & Managing Director Ben Angell explained. *MS*

### Unforgettable news

**UNFORGETTABLE** Croatia has announced its famil incentive for this year, available for local agents.

Every travel advisor who makes a booking for Unforgettable Croatia from now until the end of Mar will automatically be entered into the draw to win a place for themselves on a cruise from Sibenik to Dubrovnik.

Each booking made qualifies for the famil, and there is no limit on the number of entries for individual advisors.

The seven-night reward sailing departs on 12 Jul on board the 36-guest *My Wish*, and will call at Trogir, Split, Brac, Jelsa, Hvar, Korcula, Slano, and Ston.

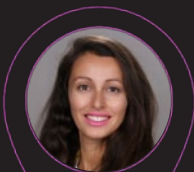
The trip includes breakfast, three-course lunches, a cocktail welcome dinner, and a captain's dinner.

The winner will also enjoy guided tours of Krka National Park, Split's Diocletian's Palace, and Dubrovnik's Old Town; wine sampling at a local vineyard; a fresh oyster and mussel-tasting experience; and daily swim stops with complimentary water sports.

Unforgettable Croatia trade bookings increased by 24% last year, with revenue up almost 50% for the season.

Australian travellers now account for 15% of all Unforgettable Croatia guests.

## SPEAKERS



**Nicola Veltman**  
CEO,  
1000 Mile Travel



**Steve Labroski**  
CEO,  
itravel



**Wendy Wu**  
Founder,  
Wendy Wu Tours

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## TripADeal is cruising

**TRIPADEAL** has seen a gush of cruise bookings since its majority acquisition by Qantas Group, increasing its range of itineraries from 500 to more than 30,000 individual sailings.

Booking data reported by *The Australian* shows a third of TripADeal's cruise customers were aged under 35, which is more than 10 years younger than the average Aussie pax.

"We're seeing a real surge in cruise bookings, particularly among younger Australians, so this expansion is about offering greater choice and tapping into that growing demand," TripADeal Chief Executive Officer Matt Wolfenden told *The Australian*.

"On-trend destinations like Antarctica, Alaska and the Kimberleys are more accessible by cruise and at a really sharp price point.

"The all-inclusive nature of cruises appeals to holiday-makers looking for value, who can calculate what everything will cost them ahead of their trip," he said.

TripADeal cruisers can pay for their voyage using Qantas Frequent Flyer points, with a 14-day all-inclusive Japan cruise and flights available at starting at 359,000 - normally \$3,599 per person.

A Hawaiian cruise will need 479,000 points for a 12-day voyage plus flights.

## That's Amore with Princess' alcohol-free line

**PRINCESS** Cruises has announced its new Amore Princess Zero Alcohol Collection, which is set to be available fleetwide by Mar.

The non-alcoholic range will offer an array of 10-20 craft cocktails, all included in the Princess Plus and Princess Premier Packages

The range has been developed in collaboration with the team at Barcelona's Sips, often rated as one of the world's best bars.

The menu boasts an exclusive selection of imported and domestic craft non-alcoholic beers, along with white, red, rose, and sparkling wines, all crafted to mirror the complexity and quality of traditional beverages.

Signature offerings within the Collection include the 24K Margarita, featuring a virgin version of Lewis Hamilton's Almave tequila; and Lyre's Non-Alcoholic Cocktails such as the No-Jito Royale, a modern take on the classic mojito.

"At Princess, we're committed to creating inclusive experiences for all of our guests," Vice President Food & Beverage Sami Kohen said.

"The Amore Princess Zero Alcohol Collection reimagines what non-alcoholic drinks can be - delicious, sophisticated, and celebratory," he added.

"By collaborating with exceptional brands like Betty Buzz and Lyre's, and industry-leading



mixologists, we're proud to offer premium zero-proof options that complement the elevated Princess experience."

**MEANWHILE**, Princess has added MEILI Vodka by actor and creative director duo Jason Momoa and Blaine Halvorson (**pictured**) to its Love Line Premium Liquors Collection.

MEILI Vodka is crafted using natural spring water, and is single-distilled to create a silky spirit.

"Partnering with Princess Cruises is an incredible opportunity to share MEILI with a global audience in a unique and meaningful way," Momoa said.

"Both MEILI and Princess are rooted in creating unforgettable experiences, and we're pumped to see our spirit become part of the Love Line Premium Liquors

collection that celebrates quality, adventure, and innovation."

Kohen said: "MEILI reflects Jason and Blaine's passion for sustainability, quality, and innovation, making it a perfect addition to the Princess Cruises Love Line Premium Liquors.

"This collaboration continues to enhance our exclusive lineup of premium beverages, giving our guests access to bold, one-of-a-kind spirits crafted by iconic personalities," he added.

MEILI joins a growing list of Love Line Premium Liquors, including Pantalone's Organic Tequila by Matthew McConaughey; Betty Booze & Betty Buzz by Blake Lively; Slainte Irish Whiskey by Liev Schreiber; and Melarosa Sauvignon Blanc and Red Blends by Jason Aldean. *MS*



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**A FISHERMAN** has found a Lego shark which is believed to have been lost in the ocean for almost 30 years.

The fisherman found the shark in one of his nets, which was dropped about 30 kilometres south of Penzance.

The shark was likely lost into the water from an incident on board *Tokio Express* in 1997, when a wave swept 62 shipping containers off the container ship, which was about 30km off the coast of Land's End - losing more than 4.5 million Lego pieces.

Many of the lost Lego pieces turn up on beaches, but some have travelled as far as Norway.



## Celebrity NYE offer

**CELEBRITY** Cruises' new year offer includes up to \$900 off bookings, plus a discount of up to 75% for a second guest.

Cruisers can score a Great Barrier Reef voyage, departing 25 Mar, from \$3,037 per person interior twin-share.

## Ambassador, CFC merge



**BRITISH-BASED** line Ambassador Cruise Line is set to merge with French brand Compagnie Francaise de Croisieres (CFC) to create a new marque targeting "silver sailors" over the age of 55.

The newly formed Ambassador Group will see both brands operating independently in their respective markets, offering "premium affordable value".

The deal, expected to be completed this month, will take the company's total fleet to three ships: Ambassador Line's *Ambience* and *Ambition*, and CFC Croisieres' 1,200-passenger *Renaissance* - formerly Holland America Line's *Maasdam*.

The CFC ship will also enter dry dock this month to bring her up to Ambassador's environmental standards, the company said.

The Group added the merger will help the brands combine resources and target new markets - which will include the introduction of a joint fly-cruise Caribbean program at the end of the year, in partnership with Corendon Airlines Europe.

Itineraries will launch in Oct, with the ships based in Barbados,

Martinique, and Curacao.

"The combination of Ambassador and CFC is a bold step towards our shared vision for the cruise industry," Ambassador Cruise Line Chief Executive Officer Christian Verhounig said.

"By uniting our strengths, we are creating an organisation that delivers exceptional experiences to our guests while upholding sustainable practices.

"Together, we will lead the way in offering affordable, high-quality, authentic and environmentally responsible."

Chief Executive of CFC Maelysse Pierrot-Guibourt said: "CFC is a new and growing French brand, and this merger with Ambassador, a successful, ambitious British brand that wants to grow markets and destinations, is extremely positive for both businesses, maximising synergies to create a formidable force in the cruise industry.

"CFC, with its highly impressive levels of guest satisfaction and repeat business, offers authentic and unique premium French cruise experiences which will not only be retained but further enriched," she added. *MS*

## Cruise Calendar

Current ports of call in Australia and New Zealand.

SYDNEY	
<i>Disney Wonder</i>	10 Jan
<i>Queen Elizabeth</i>	10 Jan
<i>Crown Princess</i>	11 Jan
<i>Diamond Princess</i>	11 Jan
<i>Carnival Splendor</i>	12 Jan
<i>Seabourn Quest</i>	12 Jan
<i>Norwegian Sun</i>	12 Jan
<i>Seabourn Quest</i>	13 Jan
<i>Disney Wonder</i>	14 Jan
<i>Norwegian Sun</i>	14 Jan
<i>Ovation of the Seas</i>	15 Jan
<i>Disney Wonder</i>	16 Jan
<i>Celebrity Edge</i>	16 Jan
MELBOURNE	
<i>Seabourn Quest</i>	10 Jan
<i>Pacific Explorer</i>	12 Jan
<i>Seven Seas Explorer</i>	13 Jan
<i>Seabourn Quest</i>	16 Jan
BRISBANE	
<i>Quantum of the Seas</i>	10 Jan
<i>Pacific Encounter</i>	11 Jan
<i>Carnival Luminosa</i>	12 Jan
<i>Diamond Princess</i>	13 Jan
PERTH	
<i>Regatta</i>	11 Jan
ADELAIDE	
<i>Regatta</i>	16 Jan
HOBART	
<i>Coral Discoverer</i>	10 Jan
<i>Silver Nova</i>	10 Jan
<i>Disney Wonder</i>	12 Jan
<i>Pacific Explorer</i>	14 Jan
<i>Silver Muse</i>	14 Jan
<i>Pacific Explorer</i>	15 Jan
<i>Seven Seas Explorer</i>	15 Jan
<i>Viking Venus</i>	15 Jan
<i>Norwegian Sun</i>	16 Jan
TOWNSVILLE	
<i>Europa II</i>	13 Jan
<i>Queen Elizabeth</i>	14 Jan
CAIRNS	
<i>Queen Elizabeth</i>	15 Jan