



Cruise Weekly today

CRUISE Weekly today features three pages of all the latest cruise industry news, plus a full page from **Cruise Lines International Association**.

Join CLIA in 2025

MEMBERSHIPS for Cruise Lines International Association (CLIA) are open for this year, with travel advisors invited to become a specialist in expedition cruising.

There are two seminars available on the expedition sector, with the first to cover the onboard experience, vessel types, and selling tips; and the second focusing on exploring diverse destinations such as the poles and the tropics.

CLIA was named the Most Outstanding Travel Industry Training Institution at last year's National Travel Industry Awards - see **page 4** for more.

Celebrity makes your dreams come true

CELEBRITY Cruises has launched 'Dream Makers', inviting travellers to help make key decisions across culinary, entertainment, and interior design, to finalise its upcoming ship *Celebrity Xcel*.

The new global Dream Makers community will test, try, and vote on new experiences which will launch on *Xcel* in Nov.

Dream Makers will have the final say across a number of *Xcel's* key elements, through online polls and in-person events.

They will also make decisions across *Xcel's* seven new yet-to-be-revealed experiences.

Other highlights will include Dream Makers picking their favourite dishes and beverages, choosing table settings, shaping dining concepts, providing input on headline shows, curating props and costumes, selecting playlists, and partaking in selections to



appoint pivotal entertainment positions on board.

"We want to ensure our guests love our products and experiences, so involving them in the process to perfect *Celebrity Xcel* was a great way to achieve this," Chief Marketing & Product Officer Michael Scheiner said.

"Celebrity Cruises is known for ground-breaking innovation in ship design and experiences

unlike any other at sea, when *Xcel* launches guests won't have just found their happy place, they'll have helped us build it."

The ship reached a major milestone on the weekend, floating out of her dry dock at Chantiers de l'Atlantique shipyard in Saint-Nazaire.

Those interested in joining Celebrity's Dream Makers can learn more **HERE**. *MS*

EXPLORER SALE

*Fly free or companion flies free up to the value of \$2,400 per person**

CLICK HERE

PLUS,
RECEIVE
A BONUS
\$500
ON BOARD
CREDIT

ON OCEAN & EXPEDITION VOYAGES



VIKING

Leverage the Viking-level marketing activity and funnel the Explorer Sale demand to your door with our library of free marketing assets available on the Marketing Centre.

To book call 138 747 or book online at viking.com/travel-advisor

See website for T&Cs

2025 is a year of opportunity in cruise

OPINION

Joel Katz is the Managing Director at Cruise Lines International Association.



Got an opinion to share? Let us know in up to 400 words via email to info@cruiseweekly.com.au.

CRUISING is now unmistakably the strongest and most prosperous sector within the travel industry, and with so much happening in 2025 the opportunities can only grow.

Cruise Lines International Association's (CLIA) latest global forecast shows more than 37 million people will take a cruise this year - a new record - including growing numbers of new-to-cruise guests and younger generations.

At the same time, the diversity of experiences on offer has never been greater, which creates an essential role for the travel advisor when it comes to matching the right guests with the right cruise.

This year will see more than a dozen new ships joining the global fleet, each one bringing new levels of innovation.

Nine of these will be outlined to CLIA members in next month's Ocean Debut Virtual Showcase, including ships from MSC Cruises, Windstar Cruises, Norwegian Cruise Line, Aurora Expeditions, Disney Cruise Line, Oceania Cruises, Princess Cruises, Celebrity Cruises, and Royal

Caribbean.

At the same time, cruise lines are investing in their existing fleets, enhancing the experience on board as well as on shore - including on several of their private islands.

All of this is exciting for

“ Cruising is now unmistakably the strongest and most prosperous sector within the travel industry ”

established cruise fans, but it's also an opportunity to engage with increasingly receptive first-time cruisers and younger travellers who will play a key role in cruising's future.

Several key trends have become clear over recent years and are likely to strengthen in 2025.

Demand for expedition cruising continues to grow, bringing a high value clientele.

Luxury cruising is also thriving, reflecting a strong demand for high-end travel experiences.

Product innovations like luxury ship-within-a-ship concepts are gaining attention, while other

lines are creating immersive experiences on shore that give guests a greater connection with local cultures, through their arts, history, or food and wine.

Several cruise lines are placing a huge emphasis on their on-board dining, launching new restaurants and culinary partnerships.

Others are attractive for their focus on value, fun or family entertainment, which are all important to new cruisers and multi-generational groups.

We also see growing interest in fly-cruise options, presenting opportunities to increase bookings in areas like Japan, South-East Asia, the Mediterranean, Alaska and the Caribbean.

CLIA's mission in 2025 will be to equip advisors with the product knowledge and latest insights they need to capitalise on these trends, and our program of events and education opportunities is bigger than ever.

Together with our cruise line members, we are also driving an important advocacy agenda in this region, pushing governments to create the right settings for cruising, so we can attract more ships and increase the value of cruise tourism.

This year presents a lot of potential - with fantastic levels of support and engagement from our trade partners, there's a lot to be optimistic about in cruising.

Wendy Wu adds

WENDY Wu Tours has introduced three new river cruise itineraries for 2025/2026, now available to book online.

These new itineraries in Vietnam and India combine fully inclusive touring with unique river cruising experiences, with Wendy Wu one of the few tourers offering this combo in these regions.

'Vietnam & Red River Uncovered', a classic, 20-day group tour, will depart six times across 2025 and 2026, exploring Vietnam's Red River, with a Pandaw 10-night Ha Long Bay and Red River cruise.

'Beyond the Brahmaputra', a classic 18-day group tour, will depart five times across 2025 and 2026 along India's Brahmaputra River, a haven for wildlife, culture, and nature.

Also travelling in India is the 'India & the Sacred Ganges' classic 17-day group tour, which will depart six times across 2025 and 2026, with travellers to experience a unique journey along the lesser-travelled lower Ganges aboard a luxurious all-suite Antara boutique ship.

Prices for the three new river and tour holidays are part of Wendy Wu's 'Ready, Set, Travel' sale, on now until the end of next month.

Call Wendy Wu on 1300 727 998 for more information.

GROW YOUR BUSINESS

LAUNCHING 10 MARCH

HOME EX

HOME AGENT
VIRTUAL
EXPERIENCE

REGISTER FREE



PORTHOLE

A SMALL robot boat named *Jadranko* has launched in Croatia to fight microplastics in the Adriatic Sea.

The vessel was unveiled in Pula, and has been designed to collect and analyse microplastics in the Adriatic.

The boat is the first phase of a project, with the next to focus on developing the vessel's autonomy, allowing her to collect both micro- and macroplastics, in the sea and along the shore.

The project is the product of students at the Istrian University of Applied Sciences.

Jacques coming to Allura



OCEANIA Cruises will reprise its signature French restaurant Jacques on board its newest ship *Allura*, when she launches in Jul (**CW** 02 Jul 2024).

The restaurant is named after renowned chef Jacques Pepin (**pictured**), who is the founding father of Oceania's culinary philosophy and the line's first-ever Executive Culinary Director.

The restaurant is already a favourite with guests on board *Marina* and *Riviera*.

Jacques will also make its debut on *Allura's* sister *Vista* in Oct, joining the Polo Grill steakhouse, Italian restaurant Toscana, and pan-Asian Red Ginger on all four of Oceania's ships.

The cruise line's two Executive Culinary Directors and Master Chefs of France, Alexis Quaretti and Eric Barale, will be working with Pepin to bring new flavours to the menu, as well as honing the dishes that have been on offer since Jacques was first introduced to the fleet when *Marina* was launched.

Much-loved dishes from Jacques on board *Riviera* and *Marina* will remain on the menu, alongside a selection of new options, including duck with a Grand Marnier-infused orange sauce, and a veal medallion with a morel sauce.

There will also be new vegetarian dishes, and for those with a sweet tooth, classic French desserts Crepes Suzette and profiteroles will join other indulgent choices.

"[Pepin] is our culinary patriarch, having been a member of the culinary team since day one," Oceania President Frank Del Rio said.

"His creativity and expertise form the very heart of our philosophy, 'The Finest Cuisine at Sea', which drives everything we do," he added.

"Bringing this fabulous restaurant to *Allura* as she launches this summer, and to *Vista* later in the year, means the world to me, and the entire Oceania Cruises family." **MS**



Cruising into 2025

AS WE sail into the new year, the ACA is thrilled to welcome three new members to our community.

PPG Tours specialises in inbound tours and cruise ship excursions, offering unique and sustainable journeys for cruise guests that showcase the beauty and culture of New Zealand.

Brisbane-based consultancy Inbound Connect supports local tourism operators to drive visitation and connect with global markets, and will roll out the new Cruise Accelerator Program, designed to support the growth of the cruise market for Brisbane off the back of what is set to be a record cruise season, with over 160 scheduled calls.

And finally, Cruise Insurance Quotes offer an essential resource for cruising enthusiasts seeking cruise insurance coverage in Australia and beyond.

We're also excited to share some important updates to our management board.

Phil Holliday has been appointed as Independent Chair of ACA, ensuring continuity of leadership and a wealth of expertise guiding our association.

Additionally, Martin Bidgood has joined the Board as the new PANSW representative, bringing extensive industry knowledge and fresh perspectives.

These changes underscore ACA's dedication to strengthening collaboration and delivering strategic value to our members and the broader cruise sector.

We look forward to another year of growth and innovation in 2025.

Fred. adds five

FRED. Olsen Cruise Lines has unveiled five brand-new sailings from Liverpool on board *Bolette* for next year.

The cruises include the chance to witness the picturesque landscapes of the Norwegian fjords, enjoy the pristine sands and tropical scenery of the Caribbean, experience the scenic shores of the Mediterranean, and explore North Africa and the Iberian Peninsula.

"We're incredibly excited to launch these five new itineraries, each carefully crafted to ensure we take guests to some captivating ports of call," Guest Experience Director Doug Glenwright said.



**SPECIALISED TRAINING.
REAL RESULTS.**



2025 MEMBERSHIP NOW OPEN

BECOME AN EXPEDITION CRUISE SPECIALIST

Named **Most Outstanding Travel Industry Training Institution** at the NTIA 2024 Awards, CLIA offers access to specialised expedition cruise training and resources that will help drive your professional development, strengthen your cruise selling skills and earn recognition as a trusted expedition cruise specialist.

Expedition Cruising Part 1

Covers the onboard experiences, vessel types, and sales tips.



Expedition Cruising Part 2

Explores diverse destinations such as Antarctica, the polar regions, and tropical locales.



CRUISE LINES INTERNATIONAL ASSOCIATION

Contact us for more information on all CLIA Membership Benefits

info-aus@cruising.org

+61 (02) 9964 9600

www.cruising.org.au



NATIONAL TRAVEL
INDUSTRY AWARDS

2024
WINNER

MOST OUTSTANDING
TRAVEL INDUSTRY
TRAINING INSTITUTION