

### Cruise Weekly today

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

### Swan finally lands

**SWAN** Hellenic's *Minerva* is back in the cruise line's fleet, after the ship sat idle for more than two years in Uruguay due to an ownership entanglement (**CW** 31 Jan 2023).

*Minerva* will return to sail in Antarctica in Nov, following routine maintenance.

This will be followed by her first-ever Asia-Pacific program in Mar, which will see the ship visit the Solomon Islands, Papua New Guinea, Indonesia, the Philippines, and Japan.

*Minerva* was reacquired by Swan Hellenic last week, after lengthy negotiations with the formerly Russian-owned leasing company, STLC Europe Nine Leasing.

The European Union placed sanctions on the business and its parent company GTLK Europe DAC back in Apr 2022, which saw it declare bankruptcy shortly thereafter.

The Irish liquidators have since approved the sale of its assets, freeing up *Minerva* to sail for Swan Hellenic again.

"We're delighted to welcome back our flagship *Minerva*," Chief Executive Officer Andrea Zito said.

"It's a moment of immense pride for us."

## Cruise360 theme revealed

### EXCLUSIVE

**CRUISE** Lines International Association's (CLIA) expanded Cruise360 program is aiming to help delegates 'Navigate, Innovate, & Excel' when it hits Brisbane next month (**CW** 09 Jul).

Marking the event's 10th anniversary will be its largest-ever contingent of international speakers, to provide the most comprehensive Cruise360 ever offered in Australia.

The sold-out event on 27-28 Aug will begin with the global insights of CLIA President & Chief Executive Bud Darr (**pictured**), who will give a keynote state of the industry address in his first visit to the country.

Darr will be followed by a panel discussion on the landscape within Australia, New Zealand and the South Pacific, involving regional cruise line heads Peter Little (Carnival Corporation); Gavin Smith (Royal Caribbean); Ben Angell (Norwegian Cruise Line); Deb Corbett (Ponant Explorations); and Lisa Pile (Regent Seven Seas Cruises).

Other sessions will include presentations and interviews on translating global trends into local sales; unlocking growth in the expanding luxury cruise sector; developing business in the fly-cruise market; harnessing emerging opportunities among Gen Z travellers; and enhancing bookings through upselling and cross-selling.



A series of panel discussions will combine international leaders with regional experts, offering insight into succeeding in expedition cruising; the trends shaping cruise itineraries; myths and misperceptions in river cruising; and how to create successful career paths for the consultants of tomorrow.

A final presentation from brand marketing expert Sue Currie will provide insights into creating "the brand of you", explaining how travel advisors can elevate their personal brand and establish lasting client trust.

Local CLIA Managing Director Joel Katz said this year's theme will focus on equipping advisors for success.

"Our 10th anniversary Cruise360 Australasia conference will bring together industry leaders and sales experts like never before, giving travel advisors the insights needed to understand the evolving cruise sector and unlock the opportunities it offers," enthused Katz.

"Our program has been designed to reach further than ever, giving practical knowledge to suit both seasoned experts and new-to-cruise consultants," added Katz. **MS**

### Cruiseabout loyalty

A **NEW** customer loyalty program has been announced by Flight Centre Travel Group (FCTG), spanning its Cruiseabout, Flight Centre, and Travel Associates brands.

The program is expected to launch later this financial year, FCTG noted today in its latest results announcement.

When fully operational, the program is expected to deliver a significant new revenue stream and a superior customer experience, FCTG said, which could see it potentially expand to other brands in the near future.

### MSC ME cruises on

**MSC** Cruises' upcoming winter season in the Middle East is thus far unaffected by the turmoil engulfing the region, the line has told **CW**.

A spokesperson for the brand said its season in the United Arab Emirates, Qatar, and Bahrain is on track to commence in early Nov.

"The safety of our passengers and crew is always our upmost priority and we closely monitor all geopolitical situations on an ongoing basis.

"The cruise industry is in a unique position that ships can promptly be redeployed if necessary," MSC said.

Costa Cruises earlier this week cancelled its upcoming Dubai season (**CW** 29 Jul).



- LAST CHANCE -  
**EOFY DEAL**  
**HALF PRICE DEPOSITS\***



## Uniworld + Rallio

### UNIWORLD Boutique

River Cruises is the latest line to offer travel advisors free access to social media marketing platform Rallio.

The tool is designed to help advisors streamline their marketing efforts, enabling them to easily post on social media about Uniworld deals and campaigns.

Available free of charge, Rallio provides a range of Uniworld social media content that can be customised, scheduled, and tracked using intuitive analytics.

Advisors can connect their social media accounts and publish posts featuring Uniworld products, updates and brand highlights generated by the line's marketing team.

The tool offers both manual and automatic posting options, along with the flexibility to customise posts before they go live, serving as an all-in-one way for advisors to manage their social media presence.

Rallio is currently available to connect to Facebook Business, Instagram Business, X, LinkedIn, TikTok, Google Business, and Yelp accounts - head to [uniworld.rallio.com](https://uniworld.rallio.com).



## Lindblad back to Oceania

**NATIONAL** Geographic-Lindblad Expeditions has unveiled its 2027-28 deployment, which will mark the cruise line's return to Oceania after two years.

The new schedule includes a selection of beloved classic itineraries and returning journeys, with highlights including the relaunch of several multi-week cruises in the region aboard *National Geographic Resolution*.

Lindblad will return to Easter Island after four years with the 18-day 'Easter Island To Tahiti: Tales of The Pacific' cruise.

There will also be an 11-day 'Pearls of the Pacific: The Society and Tuamotu Islands' voyage.

The season will see more departures of guest-favourite itineraries in Alaska in 2027-28, such as the eight-day 'Alaska's Inside Passage', 11-day 'Voyage to the Great Bear Rainforest', as well as 14- and 15-day 'Treasures of the Inside Passage' trips aboard *National Geographic Quest* and *National Geographic Venture*.

Also returning will be Lindblad's popular itineraries exploring Japan's history, culture, and landscapes, visiting castle towns, elegant shrines, and World War II sites, on the 16-day 'Coastal Japan: Imperial Dynasties and Modern Culture' cruise.

There will be a range of immersive sailings in Europe, including the eight-day 'Ancient Mediterranean: Exploring Greece, Croatia, and Albania' cruise, as



well as more options to explore the Galapagos aboard Lindblad's four purpose-built vessels.

This includes *National Geographic Delfina* (pictured) and *National Geographic Gemini*, which were recently welcomed into the fleet (CW 11 Jul). MS

## Cruise on high alert

### YESTERDAY'S tsunami

warning for the Pacific has the cruise sector on high alert.

The caution caused a number of cruise ships to depart ports in the Pacific immediately, such as Norwegian Cruise Line's *Pride of America* and Oceania Cruises' *Regatta*.

Both ships left a number of guests ashore, with the cruise lines confirming to media they are working to get pax back on board as soon as possible.

The warning followed a magnitude 8.8 earthquake off the east coast of Russia's Kamchatka Peninsula, which was the most powerful recorded in almost 15 years.

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**IF THERE'S** one thing Disney is brilliant at, it's merchandising, and the company's latest retail announcement has sent fans into a frenzy.

The company's Disney Cruise Line will be home to a range of exclusive merchandise, which will only be available to purchase on board *Disney Adventure*, once she begins sailing from Singapore later this year.

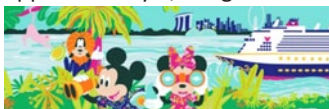
The merchandise will involve a collaboration with local artist Danielle Tay, whose work will be showcased on feature pieces in the range.

Tay's work depicts Captain Mickey Mouse and friends arriving in Singapore, surrounded by local motifs such as otters, tropical flora and fauna, and the city's skyline (pictured).

The artwork will appear on home decor, tote bags, tea towels, and plate sets, while a special lithograph will also be available for purchase.

*Adventure* recently floated out from her shipyard in Germany (CW 22 Apr), ahead of her debut from Singapore in Dec.

The ship will be the largest in the Disney fleet, carrying approximately 6,000 guests.



## Fred. takes tea outdoors



**A NEW** Mediterranean-inspired open-air dining concept will make its debut on board Fred. Olsen Cruise Lines as part of a revised culinary line-up across its fleet.

Known as Fresco, the new venue will initially feature on board *Borealis* following the ship's scheduled dry dock maintenance and upgrade program in Oct.

Fresco will be located at the rear of deck 8 and will serve a variety of small plates inspired "by the sun-soaked flavours of the Mediterranean".

More broadly across the three-ship fleet, guests will be able to enjoy a new Colours and Tastes speciality restaurant, which will deliver a high-end grill menu alongside traditional Italian and Asian-fusion cuisine.

For a higher-end experience, a new Chef's Table menu will also be introduced, priced from £100 (A\$205) per person.

Diners will be served an exclusive multi-course menu designed by senior chefs, each

paired with a premium wine selected by the line's onboard sommelier team.

Fred. Olsen Director of Guest Experience Doug Glenwright said he is excited to be rolling out some fresh and new flavours when Fresco opens on *Borealis* in Nov.

"Followed by exciting culinary enhancements in 2026 to Colours and Tastes and for those who love to make a night of it, our new Chef's Table will be something truly special - a one-of-a-kind multi-course experience, designed to make our guests' time on board with us even more memorable," Glenwright said.

Fred. Olsen recently unveiled its new northern autumn/winter program for next year, which will see the cruise line offer more than 30 voyages (CW 18 Mar).

The season will take in Norway, the Mediterranean, and more, providing the chance to seek out the Northern Lights, and the Geminid meteor shower. *ML*



## CLIA UPDATE

with Joel Katz  
MD, CLIA Australasia

### Get ready for Cruise Month

**AS THE** first ships of the season start sailing into our ports this spring, CLIA and our members will be ready to celebrate.

Oct is Cruise Month, and this year we will roll out a fresh cycle of social media activity, digital advertising, webinars, and other marketing initiatives designed to put a focus on cruising and create excitement around the approaching season.

All our efforts will encourage travellers to book their next cruise through a CLIA travel agent, and we'll be highlighting all the advantages that agents bring to the cruise-planning process.

Now is the time to plan your Cruise Month initiatives, so you can capitalise on the buzz.

CLIA members who plan their own Cruise Month events will go in the draw to win a five-star travel package for two to attend next year's CLIA Awards, and members who create their own Oct marketing campaigns will be able to enter the awards' Cruise Month category.

Cruise Month is anything you want it to be, so download the logos and other resources available in our Cruise Month toolkit and begin planning your own campaign.

**CLICK HERE** to find out more on our Cruise Month page and access the Toolkit via the CLIA Members Hub.



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