

Cruise Weekly today

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

Danube levels low

LOW water levels on the Danube are affecting Scenic Luxury Cruises & Tours departures, the line has informed guests.

An update on Scenic's website cites the region near Passau as being affected by an unusually dry spring throughout Europe.

"Warm temperatures and limited rainfall...is beginning to impact river navigation," Scenic warned.

"Our local operations team is actively adjusting sailing schedules to ensure our guest's cruise experience continues with minimal disruption," the note added.

Carnival revamps loyalty program

CARNIVAL Cruise Line's VIFP Club loyalty program will become Carnival Rewards next year, allowing members to earn and redeem points on almost everything with the brand.

The new program aims to recompense guests for more than just the number of nights they sail, which is the model followed under the current VIFP program, and more toward onboard spend.

Members will earn status faster and easier once Carnival Rewards launches in Jun 2026, with 3 points earned for every US\$1 spent on eligible purchases including fares, shore excursions, speciality dining, and beverages.

Carnival Rewards will also introduce Status Qualifying Stars, offering a new way for members to earn status.

Every US\$1 spent on eligible Carnival purchases will earn 3 stars, with the number of stars



acquired over two years granting members access to higher status.

Sign-ups stars on red, and reach gold at 10,000 stars; platinum from 50,000 stars; and diamond from 100,000 stars.

Higher statuses unlock member perks, onboard extras, priority access, and exclusive experiences.

"The evolution of our loyalty program to Carnival Rewards represents our commitment to creating more meaningful recognition for our valued

guests," the cruise line's President Christine Duffy said.

"Our current VIFP program has served us well for many years and while we've enjoyed truly extraordinary growth in our loyal customer base, it has become challenging to deliver the exceptional experience our diamond and platinum members deserve," she added.

Duffy said introducing a points-based system enables greater flexibility so guests can personalise their rewards.

"This transition honours our past while building a future where loyalty is recognised through both cruising frequency and overall engagement with the Carnival experience."

CLICK HERE to learn more about the new program, and **HERE** to see how a guest's current status level and benefits will translate to Carnival Rewards. *MS*



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TTC to grow cruise

THE Travel Corporation (TTC) has announced a global growth plan across its touring and river cruise divisions to drive trade partner success.

TTC will invest in the trade and scale its leading brands across the youth, mainstream, and luxury segments.

Trafalgar, which just launched a river offering (**CW** 04 Jun), will fit into the mainstream segment, while TTC's legacy Uniworld Boutique River Cruises brand will sit in the luxury bracket.

A key element to the trade growth strategy is the expansion of the on-road sales team, the creation of an inside sales team to cultivate new partners, as well as adding resources to partner services to streamline and expedite service support.

A dedicated Sales Marketing function has also been created, with 16 new roles to be added to the organisation globally, and a further eight roles filled from other areas of the business.

The plan is designed to strengthen brand and product leadership, unlock scale, and better support trade partners through enhanced investment and global capability.

The TTC plan also includes substantial investment in its Travel Agent Portal, with white labels and APIs available.

RCI to spruce up three ships



ROYAL Caribbean's Sydney-based ship *Ovation of the Seas* (pictured) will be among the next three ships in the cruise line's fleet to undergo "amplification", with a variety of new features to be introduced.

Building on the success of similar upgrades added to *Allure of the Seas*, Royal Caribbean's jazz-up program will see a revamped pool deck introduced, complete with private cabanas and a new whirlpool.

Poolside dining will also be enhanced with the Pesky Parrot tiki bar, previously a feature on Oasis-class ships.

Beyond the top deck, *Ovation's* f&b improvements will include the Tuscan flair of Giovanni's Italian Kitchen, while an exciting new teppanyaki experience will be introduced at Izumi.

After-dinner entertainment will see the new Sound Cellar nightclub added, along with an expanded gaming line-up at

Casino Royale.

Ovation will return to Australia in her current form for the 2025/26 summer, following her inaugural season cruising from Los Angeles (**CW** 11 Jun).

She will then enter dry dock for her amplification in Q2 of 2026.

"After seeing incredible success and guest satisfaction with the amplification of *Allure of the Seas*, we're excited to bring three new amplifications to our fleet in 2026," Royal Caribbean Chief Product Innovation Officer Jay Schneider said.

Similar works will be carried out to *Harmony of the Seas* and *Liberty of the Seas*, with the former welcoming a Caribbean-inspired pool deck and a reworked adults solarium, among a host of new dining and entertainment features.

Headlining the upgrades on *Liberty* be an all-new Royal Escape Room activity along with a new Starbucks coffee shop. **ML**

Ritz to Polynesia

THE Ritz-Carlton Yacht Collection will make its debut in Polynesia in 2026-27.

The season will introduce an expanded portfolio of cruises in French Polynesia, Hawaii, and Asia-Pacific aboard *Evrima* and *Luminara*.

The program will feature 32 new voyages, with *Evrima* to make her debut in the South Pacific, sailing 13 voyages through French Polynesia, from seven to 12 nights, visiting Bora Bora, Mo'orea and Huahine.

Voyages will also explore the Hawaiian Islands, with calls in Honolulu, Maui, Hilo and Kona.

Luminara will explore 10 new ports in Asia, in destinations including Indonesia, Malaysia, the Philippines, and beyond.

Shore excursions will include guided hikes, temple meditations, street food tours, and tours of sacred sites.

Celestial new hire

CELESTIAL Cruises has appointed a new Marketing Manager, with Cameron Watling joining the line.

The new appointment will focus on driving brand growth and boosting trade and consumer engagement.

He will report to Celestial Vice President Brand Marketing PR & Customer Experience Anna Gregori.



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THOSE who sailed on board Carnival Cruise Line's *Carnival Triumph* back in Feb 2013 may wish to unplug from Netflix for the next few weeks.

Triumph, which in 2019 was rebadged *Carnival Sunrise*, is the centre of a new Netflix instalment detailing its ill-fated 'Poop Cruise'.

The ship suffered a fire in her aft engine room while cruising in the Gulf of Mexico 12 years ago, which resulted in a loss of power and propulsion.

Most unfortunately, it also caused a backup of raw sewage into passenger decks.

A *Trainwreck* episode covering the debacle is set to be released next Tue, which will leave many passengers aboard *Triumph* reaching for the Mylanta.

Entire cruise promo

ENTIRE Travel Group is highlighting an exclusive Canada & Alaska rail and cruise promotion, as part of the company's new Beyond Compare campaign.

Travellers can save up to \$3,000 per couple on premium combined rail and cruise journeys through the region.

The exclusive promotion pairs an Azamara Cruises small ship cruise with Rocky Mountaineer's iconic luxury rail service - [CLICK HERE](#).

Sliding into World Asia

MSC Cruises' *MSC World Asia* will feature a range of new experiences as part of her World Promenade, the line has announced 18 months out from the ship's Mediterranean debut.

The new longest dry slide at sea (**pictured**), a new Pan-Asian speciality restaurant, and a number of returning guest favourites will headline MSC's new flagship.

The new Tree of Life @ The Spiral Dry Slide will stretch over more than 80 metres, zipping guests down 12 decks in seconds.

The new design will be inspired by the trees in Singapore's famous Gardens by the Bay.

World Asia will also feature a lively, yet-to-be named Pan-Asian restaurant offering flavours from Singapore, Thailand, Laos, South China, Vietnam, and Indonesia.

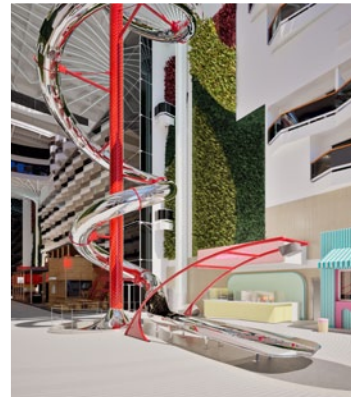
Diners will also be able to enjoy a dedicated bar, and an inviting outdoor terrace.

Passengers can then head for dessert - at any time of day - at Sweet Temptations, which offers gelato, cakes, crepes, frozen yogurt, shakes, and more.

More relaxed dining can take place at Promenade Bites, a casual spot serving freshly prepared street-food-style snacks, and the All-Stars Sports Bar, a lively venue offering drinks, comfort bar food, and classic American favourites.

All-Stars will feature large screens, interactive games, an outdoor sea-facing terrace, and interactive games like digital shuffleboard and darts.

World Asia will sail the Mediterranean from 11 Dec 2026,



offering itineraries for winter 2026/27 and summer 2027.

She will feature design elements that reflect Asia's rich culture, art, and beautiful landscapes.

World Asia will also include seven onboard districts, like her sister ship *MSC World America*, each with its own atmosphere, facilities and experiences. *MS*

20 powerful years

CARNIVAL Corporation has marked 20 years of shore power in Seattle.

Princess Cruises' *Diamond Princess* became the first ship to connect to shore power in Seattle back on 18 Jun 2005.

The Pacific Northwest city was the second place in the world to have shore power after Juneau, where Princess was also first to pioneer and invested in the technology.

The collaboration provided the impetus for the port to provide shore power to all three berths, which it achieved last year.

"The Port of Seattle is proud to be one of the few cruise home ports with shore power at multiple berths," the facility's Commissioner Ryan Calkins said.



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