



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

Celestyal's "more relaxed" cruising

EXCLUSIVE

IN THE last 12 months, Celestyal Cruises has launched a new destination in the Arabian Gulf, brought in new Australian leadership, and added a second ship to its fleet - all as part of an overhaul to sell "a more relaxed way of cruising" to passengers.

Vice President Brand, Marketing, and Customer Experience Anna Gregori (pictured) explained part of the overhaul as an effort to target a "mindset", rather than traditional demographics, in order to entice the right guests onto its ships.

"We have three mindsets that we're tapping into, and that's people that really want to get out and really explore the destinations, and are culturally curious," she explained to **CW** on *Celestyal Journey* last week.

"There's also those customers that want to travel in large



groups, or multi-gen families," Gregori enthused, adding that bringing aboard more guests from this profile has seen Celestyal's demographic skew younger.

The cruise line will also be exploring themed cruises next year, she said.

"Look for those key tags in cruising where we're going to curate a cruise around the food,

around the wellness, the spa, the shorex, wellbeing...that's something that we're really going to tap into," Gregori added.

Celestyal Cruises recently wrapped up its first season of Arabian Gulf cruises (**CW** 07 Mar), and announced it will be tweaking the program for next year in response to passenger feedback (**CW** 05 Mar). *MS*

P&O bids farewell

P&O Cruises Australia began its farewell in earnest last night, as the line's *Pacific Adventure* set sail on her final voyage under the 92-year-old sunsetting brand - a four-night round-trip to Eden on the South Coast.

Adventure departed from Sydney's Overseas Passenger Terminal to fireworks, as well as plaudits from around the sector for the P&O brand.

The ship will soon be renamed *Carnival Adventure*, sailing for Carnival Cruise Line.



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AmaWaterways postpones events

AMAWATERWAYS has postponed its 'An Evening with AmaWaterways' events in Queensland this week, in light of the severe weather conditions that are currently sweeping the state.

New dates will be announced shortly for the events, which were originally scheduled to take place in Brisbane today and the Gold Coast tomorrow.

AmaWaterways has sent out an email advising of the postponements to all registered attendees.

"We are disappointed to be postponing these events, however the well-being of our guests, partners, and community comes first," commented Christine Oliver, AmaWaterways' Regional Sales Manager for Queensland, Western Australia, and the Northern Territory.

The travel advisor events, which were announced last month (**CW** 10 Feb), are taking place across Australia and New Zealand following the river cruise line's first year in the local market.

Attendees will receive a product update from the AmaWaterways, as well as learn of the brand's future plans and discover how best to engage with the company to boost their commissions and access resources.

Agents head to the Yarra



NORWEGIAN Cruise Line (NCL) teamed up with TTC Tour Brands and AAT Kings to co-host an exclusive independent/home-based immersive experience in Victoria's Yarra Valley last week.

The 'Day in the Life of Your Clients' event was attended by independent advisors from TravelManagers, MTA and Envoyage from around the state, including agents that drove from three hours away to join the special occasion.

One of the highlights of the event was a chocolate tasting at Yarra Valley Chocolaterie, with agents getting to take home treats to share with their families.

The group also enjoyed a personal wine tasting with Rita Tokar, one of the vineyard

owners at Tokar Estate, who shared the story of how she and her husband, Leon, started the award-winning vineyard in 1995.

"We acknowledge that independent advisors are highly experienced, which is why we aimed to provide a more immersive training experience," said Ki Williams, Key Account Manager of TTC Tour Brands. "This day serves to remind them of what their clients may encounter while travelling with us and thank them for their support so far.

"Additionally, it presented a great opportunity to connect with the advisors and talk about future opportunities.

"Overall, the event was very successful," Williams added. *JM*

Azamara wraps Aus

AZAMARA sister ships, *Azamara Onward* and *Azamara Pursuit*, have concluded a successful season in Australia and New Zealand (**CW** 20 Feb).

The duo welcomed more than 275 travel partners on board for ship inspections, and hosted three Seminar @ Sea Cruises, which saw over 30 travel agencies experience the brand's offerings firsthand.

The cruise line also treated local trade partners to an 'AzAmazing Evening' in Adelaide, with a standing ovation performance from 2009 winner of *Australia's Got Talent*, Mark Vincent.

"We are thrilled by the success of this close-to-capacity season and can't wait for what's next," shared Victoria Chigwidden, Sales Director for Azamara Australia/New Zealand.

"Our AUS/NZ 2025/2026 season promises to be even bigger, and we thank all our valued partners, [whose] continued support fuels our commitment to offering unique travel experiences," she added.



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PORTHOLE

PEOPLE magazine labelled him its 'Sexiest Man Alive' in 2021, so for them at least, Orlando Bloom carries a fair bit of influence.

By that logic, you might be likely to run into somebody from *People* around a variety of venues onboard *MSC World America* when the ship debuts next month.

Bloom has posted a list of his favourite entertainment and dining among *World America's* seven onboard 'districts', with the top of his list the ship's new 'Cliffhanger' experience.

The swing ride takes four travellers at a time off the side to dangle nearly 50 metres above the ocean.

Alternatively, you might bump into him at The Harbour, a family attraction featuring a water park and ropes course and an 11-storey dry slide.

At night, Bloom might be found in the World Theatre watching *Dirty Dancing in Concert*, a musical version of the classic 1980s film featuring another cinematic heartthrob, Patrick Swayze.

Of course, even a *Pirates of the Caribbean* star needs to eat and when Bloom is peckish, he'll head to the new Eatery at Sea for some gourmet Italian.

World America takes to the seas from 09 Apr with its christening ceremony in Miami, conducted by Drew Barrymore.

The 'Costa' doing business



COSTA Cruises has extended its strategic partnership with Emirates through 2027, with the renewed cooperation to offer coordinated flight and cruise schedules through Dubai.

The two companies are also working on enhanced connectivity and transportation solutions between Dubai International Airport and Dubai Harbour Cruise Terminal, as the destination aims to further position itself as a major global cruise hub.

The partnership was announced at ITB Berlin, with Costa and Emirates to also collaborate on joint marketing initiatives and harmonised flight scheduling to meet demand from key markets.

It will focus on sharing relevant data and insights to improve service, including dedicating support teams for cruise guests to facilitate check-in at the cruise terminal and transportation solutions from DXB.

Opportunities will also be explored to expand the

partnership beyond Dubai to include other destinations in Costa's network, such as the Americas, the Far East, and Southeast Asia.

"The renewal of the partnership with Emirates is an additional confirmation of the strategic importance of Dubai and the Emirates area in Costa's holidays offering," Costa Vice President Pricing & Revenue Management Itinerary & Transportation Daniel Caprile said.

"Today we celebrate the continuation of our collaboration on marketing initiatives, operational alignments, and strategic planning, aiming at enhancing connectivity and ensuring a smooth journey for our cruise guests.

"This partnership underscores our commitment to providing seamless and exceptional travel experiences for our guests, and together with Emirates, we look forward to delivering unparalleled service and unforgettable memories," he added. **MS**

Antarctica savings

EXTENSIVE savings for solos and couples are available with Atlas Ocean Voyages on a new fly, cruise, and stay package travelling to Antarctica.

Australians can save \$11,490 per couple and \$6,730 per solo when booking by 15 Apr, with an onboard spending credit and a free bottle of champagne also on offer.

The 13-night package begins on 19 Nov 2025 with an included flight from Sydney, Brisbane or Melbourne to Buenos Aires, and a one-night's stay.

Passengers will then fly to Ushuaia, where they will be taken on a bonus day tour to the rugged and spectacular Tierra del Fuego National Park, before boarding Atlas' *World Navigator*, for an 11-night voyage to Antarctica.

The journey will take nature lovers to the Antarctic Peninsula and the South Shetland Islands, before returning to Ushuaia and flying back to Buenos Aires for a final night stay, before flying back to SYD, MEL, and BNE.

Royal drops port

ROYAL Caribbean has dropped Baltimore, in the US state of Maryland, from its winter 2026/27 schedule.

This is a change for the line, which has home ported *Vision of the Seas* in the city over the last few years.

Instead, Royal Caribbean said the ship will be relocated to Fort Lauderdale from late 2026 until Apr 2027.