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## Cruise Weekly today

**CRUISE Weekly** today features three pages of all the latest cruise news, plus a cover page from **Silversea**.

## Find with Silversea

**TRAVELLERS** are being encouraged to embrace the journey, to disconnect and indulge in deeper discovery, as part of Silversea's new 'Finding More' tagline and promotion.

Whether it's accessing the harder-to-reach ports or cooking up a storm onboard through its S.A.L.T. program, a Silversea voyage delivers a sense of joy and wonder.

According to the luxury line, adventures begin where the map ends, with the rare parts of the world open to be seen, still in extreme comfort.

For more information, see the **cover page** of **CW** today.

# Helloworld rides the cruise wave

**CRUISER** attention has shifted to the northern summer and dates further ahead into 2025/2026, as the Australian wave season wraps up, Helloworld Group GM Cruise Steve Brady has told **CW**.

Europe has been in demand for travellers, Brady reported, with the continent's wide variety of destinations hot across both ocean and river.

Japan remains a popular destination for Australians too, Brady said.

He added that Helloworld is also working on its cruise package strategy, he added, hoping to emphasise the combination of the two.

"Not all cruise passengers will immediately think of a cruise specifically for an event or an experience, and similarly, people thinking of an event or experience won't always think of



cruise to get there," Brady said.

"The reality is we have amazing packages that do just that.

"It's not top of mind, but the fact is you can cruise to the Monaco Grand Prix [or] combine a cruise with the Royal Edinburgh Military Tattoo."

Several lines, such as Celestyal Cruises and MSC Cruises, share close partnerships with Formula 1, bringing this possibility further

to light for cruise passengers.

Helloworld's increased cruise marketing presence during wave season has seen its travel advisors report an increase in both interest and bookings over the past eight weeks, he said. **MS Pictured** is the Helloworld cruise team: Daniella Hart, Suzanne Silva, Steve Brady, Greg Wilson, Lauryn Woodward, Sophie Loteria, and Kevin Johns.

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## Reinvigorated *Spirit*

**CARNIVAL** Cruise Line's *Carnival Spirit* (pictured) is sporting several new enhancements, following her recent dry dock.

*Spirit* has returned to service with a new Heroes Tribute Bar, which will act as a gathering place for the many active-duty military and veterans that sail with Carnival.

Heroes Tribute Bar is now featured on 14 of the cruise line's ships.

The dry dock also saw a dedicated space for Chef's Table, where the chef will choose the menu for diners.

*Spirit's* Cloud 9 spa, fitness centre, casino, nightclub, youth spaces, and retail shops were also refreshed, including a new Carnival Adventures Shop and a Dreams Studio.

The ship will now sail back-to-back transatlantic and Panama Canal cruises, as she repositions to Seattle for her Alaska season.

*Spirit* will then embark on a 15-day round-trip Carnival Journeys cruise from Seattle to Hawaii, and will then sail a one-way voyage from Seattle to New Orleans in Oct, before returning to her seasonal home port of Mobile.



## An Unforgettable recruit

**SMALL** ship cruise line Unforgettable Croatia is hiring a second Aussie employee, to join Aurore Bertomeu in Melbourne.

Head of Global Sales David Stone confirmed the move last week on a trip to Australia for the Luxury Travel Collection Showcase in Brisbane.

Stone said Bertomeu's hire late last year (**CW** 12 Dec) had already borne fruit for Unforgettable Croatia, so much so the cruise line is hoping to close on a new hire in the coming weeks.

"The Australian market's probably the biggest-growing one for us," he told **Cruise Weekly**.

"We're effectively 27% up year-on-year in the Australian market...Aurore joining definitely helped with that."

The cruise line's booming Australian business is part of the reason it is 91% sold for this year, Stone revealed, as it plots further expansion of its product outside of small ship cruising.

"With Australians, there's a real interest to expand upon just a small ship cruise of Croatia... Slovenia, Ljubljana is definitely coming up more and more.

"You've got Montenegro to the south, you've got Bosnia as well, so I think there's some opportunities to take the small ship cruise and then expand upon it to these more tailor-made trips," Stone added.

Unforgettable Croatia's ability to draw on new-to-cruise, as well as



those who have sailed on larger ships before, was also been a key reason for its jump in sales numbers the past 12 months.

Unforgettable Croatia also recently unveiled an innovative new 'Yacht Cruise Collection', available on six sailings from Jun to Sep (CW 15 Jan). **MS**

**Pictured:** Stone with Australian BDM Sarah Whitty.

## Scenic gets Grand

**SCENIC** Luxury Cruises & Tours has announced its new Grand Journeys Collection for next year.

The itineraries bring together the cruise line's ultra-luxury portfolio of Scenic Eclipse Discovery Yachts, along with its Scenic Spaceships and handcrafted land journeys.

Highlight itineraries include a 59-day cross-Europe sojourn, 'East to West Grand Journey' from Istanbul to Bordeaux; and a 48-day 'Grand Voyage: Machu Picchu, the Caribbean to the Mediterranean'.

Each Grand Journey can be personalised with included Scenic Freechoice excursions and experiences.

Grand Journey VIP benefits include an on board credit of up to \$2,000 per suite to use towards helicopter flights or wellness experiences on *Scenic Eclipse* cruises.

 Wendy Wu Tours

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**PRINCESS** Cruises' onboard onsens may be the place to be, after numerous hot spring resorts across Japan found themselves in the midst of a water shortage due to the country's ongoing tourism boom spurred by the weak Yen.

With tourists flocking in, some onsen operators are being forced to shut down due to inadequate water supply.

The situation is worsening, with the Mayor of Ureshino even asking hotels to regulate late-night in-room baths.

Residents have blamed the recent introduction of bullet train services to the region for the swathes of new tourists.

Local governments in other prefectures are encountering similar challenges, responding by capping new drilling and invoking water saving rules, but no long-term solution has been identified at present.

## Cole back in cruise

**STEPHY** Cole is set to take on a new role as a Travel Specialist with Cruise Express.

The move marks Cole's return to the industry, which she left in the midst of the COVID-19 pandemic.

She has an extensive travel background, particularly in luxury cruising, having previously worked with Flight Centre Travel Group.

## Ponant making discoveries



**MORE** than 800 attendees in three cities have turned out to learn more about Ponant's expeditions and Paul Gauguin Cruises as part of the two lines' new Discovery Sessions.

Events have so far been held in Canberra, Melbourne and Sydney, with Brisbane (20 Mar) and Newcastle (26 Mar) still to come.

Tickets to the two remaining sessions are still available, with registrations open - [CLICK HERE](#).

Across the seven sessions held so far, 670 attendees have been direct guests, with others supplemented by their local travel advisor, all coming out to meet 60 trade partners.

The event saw Paul Gauguin introduce its flight credit offer of \$1,500 per person to help with airfares to Tahiti, which is valid for selected voyages.

The return of Ponant and Paul Gauguin to Canberra marked their first event held in the Australian capital since before the pandemic, with a large and enthusiastic crowd turning out.

Paul Gauguin laid on the day's entertainment, consisting of a

troupe of Tahitian dancers and an ice-cream cart.

The most popular destinations being considered on the day included Tahiti, Japan, the polar regions and the Kimberley, with a number of event-only offers available to book for attendees.

A second wave of Discovery Sessions is now being planned, with New Zealand expected to feature for the first time.

The Ponant and Paul Gauguin Cruises teams are **pictured** above with the Tahitian dancers. *ML*

## Riverside solo sup

**RIVERSIDE** Luxury Cruises has opened a limited number of staterooms across its fleet free of single supplement for selected voyages in an effort to encourage solo cruisers.

The offer applies to a select number of Harmony Suites on *Riverside Mozart's* itineraries on the Danube; the Rhine, Main & Moselle with *Riverside Debussy*; and the Rhone and Saone with *Riverside Ravel* - [CLICK HERE](#).

## Celestyal 2-for-1

**CELESTYAL** Cruises is marking 10 years in business by launching a special "two-for-one" offer on a variety of the line's sailings from Apr 2025 into 2027.

The deal allows two travellers to sail for the price of one on 53 of the line's three-, four- and seven-night 'Iconic Arabia' itineraries from either Abu Dhabi or Dubai.

Guests can also avail the promotion on 36 departures of the seven-night 'Desert Days' voyage from Dubai or Doha, or 12 of the 'Heavenly Greece' or 'Idyllic Greece' cruises, which will sail round-trip from Athens, Greece.

There's also a "kids go free" fare and a two-for-one offer on shore excursions available on selected itineraries.

All offers are available to book until 31 May.

## 50 new Fred cruises

**FRED.** Olsen Cruise Lines has unveiled its new northern autumn/winter program for next year.

The cruise line will travel on more than 30 voyages taking in destinations such as Norway, the Mediterranean, and more, plus the chance to seek out the Northern Lights and the Geminid meteor shower.

The program includes several standout sailings, such as Fred. Olsen's three-ship 'Fleet Fiesta' in Gran Canaria in Dec 2026, a Mystery Cruise, three festive Christmas and New Year sailings, and a 71-night Grand Voyage in the Mediterranean.