



Cruise Weekly today

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

Social Silversea

SILVERSEA and social media management platform Rallio are set to provide travel advisors with quick and easy branded social media content.

Travel advisors will be able to quickly publish curated, Silversea-branded content, across multiple channels.

Advisors can schedule posts, track engagement, and monitor performance, with Silversea offering free access to the tool.

The pre-created content, allows travel advisors to enhance the quality and consistency of their digital presence - see **page four**.

Trafalgar expands into river cruises

TRAFALGAR has expanded into river cruising, with The Travel Corporation guided touring brand to set sail in Europe with two itineraries along the Rhine and Danube launching in spring 2026..

Two new journeys are now on sale - an eight-day cruise along the Danube on the 128-passenger *Trafalgar Reverie*, and a 10-day sailing on the Rhine on the similarly-sized *Trafalgar Verity*.

The brand has not stated whether it is building the two vessels, or whether they are being chartered.

Both journeys will feature 'Trafalgar Moments', including local specialists offering deep destination insights, opportunities to connect with locals through 'Be My Guest' encounters, and at least one 'Make Travel Matter' experience which supports United Nations Sustainable Development Goals.



The cruises will also feature regional entertainers, in-house baking demonstrations and regional dining, plus wellness options, including onboard yoga sessions and complimentary bicycles for shore excursions.

Travel advisors have first access to the cruises, with bookings opening today ahead of the general public.

"We've always been about making it easy for travellers to connect with the heart and soul of every destination.

"Now, we're bringing that same philosophy and unmatched experience - valued by our travel agent partners, to Europe's iconic rivers," said TTC Tour Brands Deputy CEO, Melissa DaSilva.

"Our strategy is simple: unlock the best of Europe's rivers through trusted Trafalgar touchpoints including our much-loved 'Be My Guest' and 'Make Travel Matter' experiences, giving travellers a fun, new way to river cruise that is as enriching as it is responsible," she added. *MS*

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MSC policy change

INFANTS under the age of two on embarkation date will no longer be permitted to sail with MSC Cruises on itineraries 11 nights or longer.

Beginning 15 May, the change to MSC's child policy is being made due to a lack of suitable urgent medical support during longer stretches at sea when a port is further away.

MSC Cruises has begun to contact affected bookings to offer refunds for parties outside the new policy.

The rule does not apply for consecutive cruises embarking after 15 May as each is considered a new sailing.

New Carnival house

CARNIVAL Corporation has announced a new Miami site for the future home of its global headquarters.

The new corporate campus will be based in Waterford Business District, just 10 minutes from Miami Int'l.

The next-generation, multi-building campus will be designed to house more than 2,000 team members, when it is completed in 2028.

The new head office will bring together most of Carnival Corp's US-based shoreside team in a single location for the first time.

"Co-locating our North America shoreside team members on a shared campus [is] designed from the ground up to support how we work and what we do," Chief Executive Josh Weinstein said.

Pearl e-brochure is ready

STARTUP boutique brand Pearl Expeditions has unveiled its maiden e-brochure detailing operations of *Paspaley Pearl* through to the end of Mar 2026.

In addition to maiden itineraries, the e-brochure features destination guides, a detailed deck plan and pricing for five room categories onboard.

While *Paspaley Pearl* will offer a small double bed stateroom which includes no solo surcharge for a single traveller, the main lead-in category will be the Ocean Stateroom, which measures up to 18sqm and features a queen bed.

The upper deck offers six Horizon Suites of 20sqm, with the top tier being the Pearl Suite at a spacious 27sqm.

The ship's maiden voyage will be a 10-night adventure into the Kimberley, departing from the Northern Territory port of Wyndham on 31 Jul 2025 and concluding in Broome.

In between, guests will enjoy visits to King George River, Admiralty Gulf, King's Cascades, Horizontal Falls, Montgomery Reef and more.

Itineraries also feature an exclusive look at Paspaley's pearl farming operation to learn more about the family business and partner of the expedition line.

The 30-passenger *Paspaley Pearl* will then be off-sale briefly in Sep while it handles a short



series of charters and private events, which will precede the ship's repositioning to Papua New Guinea from 09 Oct, where it will remain for two months.

Pearl Expeditions has engaged LA Collection to facilitate its trade strategy, which will see Directors Craig Farrell and Lea Segulier drive the brand's trade narrative, which will include a 10% commission rate for agent bookings.

Farrell told *Cruise Weekly* that Pearl will bed down its operation but that it plans to seek preferred arrangements with retail partners starting in 2026.

"At this stage, the strategy is reaching out to agents who we know have booked expeditions in the past, but the product is so unique, we think it will appeal to agents and travellers who have both cruised on expeditions before and those brand new to the space - **CLICK HERE** for the e-brochure. *ML*

Ponant harvesting

PONANT Explorations will support initiatives to combat food waste in the Northern Territory as part of a new partnership with food rescue organisation, OzHarvest.

The two parties will join forces in a three-year pact which the expedition line said is about supporting the regions it visited.

Ponant Explorations Group Asia Pacific CEO, Deb Corbett, said it is only natural the line gives back as an acknowledgment of the "humbling experiences" it delivers at sea.

"This alignment is an opportunity for our two organisations to make a great impact," Corbett added.

OzHarvest Founder Ronni Kahn said Ponant will support its 'Feast' program - a 10-week education initiative for 4,400 students across 70 schools to get hands-on and creative in the kitchen and learn about the environmental impact of food waste and healthy eating.

Elevating the arts

HAPAG-LLOYD Cruises will increase its focus on the arts with new rotating exhibitions from European galleries.

The renewed focus follows the success of a recent 'art2sea' themed voyage held onboard *Europa 2*, which has nearly 900 original artworks already in its onboard gallery.

Hapag-Lloyd will also develop new art-focused excursions for its 2025 Mediterranean season.



ROYAL CARIBBEAN

ADVENTURES FROM
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NEW SEASON

ON SALE NOW



PORTRHOLE

HOLLAND America Line has honoured the life of one of its most loyal canine cruisers, Joska (pictured), who recently passed away.

Joska was the guide dog of Cornelia and Cornelis Marinussen, and alongside her best friends, had received five-star mariner status, and the line's Platinum Medallion.

An onboard ceremony was held for Joska, and an official plaque in her honour was unveiled on board the line's flagship *Rotterdam*.

Holland America will also support KNFG Geleidehonden, the Royal Dutch Guide Dog Foundation with donations.



More Alaska than you can bear



AZAMARA has unveiled immersive cruisetours for its Alaska season next year.

The pre- and post-cruise land journeys pair the line's 10 Alaska voyages aboard *Azamara Pursuit* with overland explorations featuring scenic rail expeditions, authentic cultural experiences, and close encounters with the region's wildlife.

Azamara's nine land programs range from two- to six- nights, and depart from Whittier and Vancouver; each package includes hotel accommodations, transfers, luggage handling, professional guides, admission fees, select meals, and more.

Highlights of the program will include the exclusive 'Welcome to Denali' presentation at the Denali Discovery Center, which will be led by a local naturalist, and followed by an elegant wine and

cheese soiree in the lodge.

Guests can also enjoy a visit to a working farm for a talk with a local farmer about Alaska's unique agricultural landscape.

Other highlights include gold-panning and a visit to the Alaska Native Heritage Center.

"At Azamara, we believe the most memorable journeys are the ones that offer a genuine connection to a place and its people," Head of Itinerary Planning Mike Pawlus said.

"Alaska is a land of beauty, deep-rooted culture, and incredible wildlife - and our new Cruisetours are designed to bring all those elements to life.

"Whether it's meeting locals, journeying deep into Denali, or taking in the scenery by rail, these land programs offer a fresh and immersive way to experience the true heart of the region." *MS*

Dining in Croatia

UNFORGETTABLE Croatia has launched a curated guide to the best restaurants on offer in destinations the line visits along the Dalmatian coast.

The 2025 edition of the guide features 55 restaurants and showcases a range of cuisines including local Croatian delicacies as well as vegetarian and vegan-friendly eateries.

Two restaurants in the guide have been awarded a Michelin star, while 12 more received official recommendations.

The latest guide also features restaurants in Ljubljana and Kotor for the first time.

Green fuel in SYD

CELEBRITY *Edge* has become the first ship in Australian waters to take on a sustainable fuel blend as part of a marine biofuel trial by Viva Energy.

The trial saw the Celebrity Cruises ship take on Viva's B20 biofuel last month ahead of its departure from Sydney.

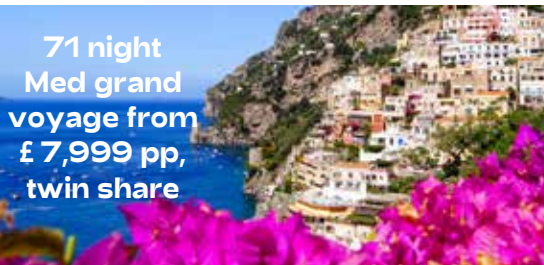
Viva's biofuel blend features 20% derived from used Australian cooking oils, with the remaining 80% made up of traditional marine fuel.

The trial is aimed at assessing environmental performance and carbon reduction of B20.



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RALLIO FOR SILVERSEA

Get started with Rallio

Rallio is a social media platform that offers Travel Agents like you a turn-key solution to quickly and easily post Silversea branded content to your Facebook and Instagram pages. It's a great way to keep your followers engaged with the latest Silversea news and updates! Plus, you have complete control of your own call to action, which will be featured on your posts.

Benefits of using Rallio for Silversea

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EASINESS OF POSTING

Post content on Facebook and Instagram at the same time

STAY TOP OF MIND WITH YOUR CLIENTS

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INBOX MONITORING

Respond to all clients' comments in one place

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