

Cruise Weekly today

CRUISE Weekly today features three pages of the latest cruise industry news, plus a full page from **Scenic Luxury Cruises & Tours**.

The Apex of fun

CELEBRITY Cruises' *Celebrity Apex* set sail from Port Canaveral for the first time over the weekend, where she will sail the Caribbean through to Apr.

Apex will offer seven-night trips to a number of ports.

Scenic's super offer

SCENIC Luxury Cruises & Tours is into the final days of its super earlybird offer, which ends on Fri.

The deal includes economy flights - see **page 4** for more information on the offer.

Ikon's buzz lifts all Scenic product

THE recent announcement of *Scenic Ikon* joining Scenic Group's Discovery Yacht fleet in Apr 2028 (**CW** 21 Oct) has created a "halo effect" for the cruise company's offerings across the board.

In fact, the buzz generated by *Ikon* has already led to greater booking attention across all brands through to 2028 and 2029, General Manager Sales & Marketing Anthony Laver told **Cruise Weekly** yesterday at the Luxury Travel Collection's soiree event in Hong Kong.

"We are seeing greater interest in the Scenic-branded product; we are also seeing greater forward interest because *Ikon* is only one ship," Laver explained.

"*Ikon* only has limited departures, and to be honest, scarcity creates value, FOMO creates value, and when we started selling out of the first departures, people started



saying, 'well, I want to get on', so they are now already looking ahead to 2028 and 2029."

While Laver said *Ikon* is the product of Scenic's ethos of 'continuous improvement' and aims to take ultra-luxury sailing to another level, he clarified the new vessel is not competing with *Eclipse I* and *Eclipse II*, but will rather add strong support to the newly rebranded Scenic Discovery Yachts division.

Part of the rationale for *Ikon* was to create a ship that provided a better passenger experience in warmer waters, Laver explained.

"The Mediterranean was a bit of a gap for us.

"*Eclipse I* and *Eclipse II* were

designed primarily as polar class, they had less pools outside for example for obvious reasons, but with *Ikon* there was a really great opportunity to take the design and reimagine it for warmer waters," Laver added.

Another point of difference for Scenic's growing class of Discovery Yachts is its ability to deliver luxury experiences across more modes of exploration.

"We joke about it but on [*Eclipse I* and *II*] it really is a four-dimensional experience," Laver told **CW**.

"Guests are seeing the world from up above [in the helicopters], from below in the submarine, on the water with the Zodiacs and kayaks, and then they're seeing it on land as well.

"There are very few companies who can deliver that 3D or 4D experience consistently all the time in most destinations." **AB**

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Atlas' 600% growth in Aussie bookings

ATLAS Ocean Voyages is witnessing huge growth in Australia, with bookings rapidly increasing since its appointment of a local GSA last year.

The United States-based cruise line appointed Cruise Traveller to represent it in Australia last year (**CW** 25 Jun 2024), and since then, has witnessed a 600% increase in local bookings.

Cruise Traveller Managing Director Joe O'Sullivan, speaking to **CW**, said Atlas is in particular benefitting from the adoption of non-cruisers.

"Much of our success has come from agents presenting Atlas to their non-cruise clients who may not have considered travelling by ship," he explained.

"In addition we are seeing a migration from more traditional, ultra-luxury cruisers and larger ships wanting to experience Atlas' smaller, more casual ships,"



O'Sullivan added.

While Australians have favoured the polar cruises Atlas offers, rising interest in the line now also has local guests turning their attention to the non-expedition product it offers.

"There has also been growing demand for the brand's epicurean and cultural expeditions in Europe, which feature visits to smaller and secluded ports across the Mediterranean and Northern

Europe," O'Sullivan emphasised.

Atlas will now turn its focus to further engaging the Australian travel trade through an expanded famil program, and local visits from the cruise line's executives, which O'Sullivan confirmed are on the cards.

Although there are no current plans to visit Australia, O'Sullivan said local product may indeed be a medium- to long-term prospect for Atlas. *MS*

True North's 40th

TRUE North will celebrate 40 years of adventure in 2027 with new voyages, visiting the reefs of the Raja Ampat Islands, and the frontiers of Western Australia.

Among the highlights of the 2027 schedule are several new and reimagined itineraries, including: 'North of Ningaloo', which will visit the Rowley Shoals; 'Fire & Dragons', heading to Komodo, Wakatobi National Park and the volcanic heart of Indonesia; and 'Raja Ampat Uncharted', a refined voyage through the archipelago of the 'Four Kings'.

There will also be the 'Great Barrier Reef Explorer', a 10-night adventure featuring a day at Osprey Reef, one of Australia's most spectacular snorkelling locations.

Bookings for the 2027 voyages are available **HERE**.



ARE YOU AUSTRALIA'S RISING STAR OF THE YEAR?

Nominations are now open for the 23rd Cruise Industry Awards

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For more information on Award Criteria and how to nominate, please visit cruising.org.au.
Nominations are open to all CLIA Travel Agent members and close Friday, 21 November 2025.



LONG-LOST Spanish treasure worth US\$1 million (approximately A\$1.5 million) has been discovered off the Florida coast.

More than 1,000 silver and gold coins were found by a team of specialist divers recently along Florida's aptly named Treasure Coast.

The coins are believed to have been minted in Bolivia, Mexico, and Peru, and were bound for Spain back in the early 18th century.

This was able to be determined thanks to the impressive condition the coins were found in, with many of the dates and mints still visible.

Gold coins worth millions of dollars have been uncovered by salvagers and hunters along the Treasure Coast in recent years, with the region named as such due to being the site of the infamous shipwreck of the 1715 Treasure Fleet.

More toys coming to *Eclipse*



SCENIC Luxury Cruises & Tours has launched its 2025/26 Antarctic season for its Discovery Yachts, which will feature private jet transfers, heli-experiences, and a new submersible.

The 2025/26 season will see *Scenic Eclipse* (pictured) introduce a brand-new U-Boat Worx submersible, *Scenic Neptune*, offering guests the rare opportunity to dive beneath the Antarctic surface.

This will join *Eclipse's* two helicopters, and her fleet of Zodiacs and kayaks.

The season will see guests navigate iceberg-strewn bays, encounter penguin colonies, and observe whales and seals in their natural habitat.

Select departures will include a helicopter excursion to the

Emperor penguin colony at Snow Hill Island.

Scenic is now also offering private jet transfers from Buenos Aires to Ushuaia.

Guests will board from a dedicated terminal, and enjoy priority transfers and in-flight wi-fi, with up to 10 guests at most on the private jet.

Meanwhile, the 2025/26 season will see *Scenic Eclipse II* move to East Antarctica and the Ross Sea, with itineraries featuring remote bays, historic exploration huts, and wildlife sightings.

Guests on board the 'Antarctica's Ross Sea: Majestic Ice & Wildlife' voyage can book a helicopter flight to view or land at the McMurdo Dry Valleys and view the Ross Ice Shelf, the largest in Antarctica. *MS*

Explora adventure

SOUTH African-born Swiss adventurer Mike Horn will be part of a special cruise with Explora Journeys next year, called 'A journey of Caribbean calm and Bahamian blue'.

Guests will have the opportunity to travel alongside the explorer on the 10-day cruise on board *Explora II*, calling into Puerto Plata, Kralendijk, Oranjestad, Willemstad, and Ocean Cay MSC Marine Reserve.

The cruise will depart Miami on 25 Jan and return to the city on 04 Feb.

Horn is Explora's first brand ambassador, and will join guests in Oranjestad on 30 Jan for five nights, where he will share stories of his hiking adventures in Greenland and the Canary Islands.

"Partnering with Mike Horn and the MSC Foundation allows us to offer guests extraordinary adventures alongside a deeper understanding of the ocean's beauty, power and vulnerability," President Anna Nash said.



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