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Cruise Weekly today

Cruise Weekly today features three pages of all the latest cruise news, plus a front cover wrap from **Cruise Lines International Association Australasia** and a full page from **Silversea's Black Friday Sale**.

Are you a specialist?

JOIN Cruise Lines International Association (CLIA) in 2026 and become an expedition specialist.

The Association offers access to training and resources - see the **cover page** for details.

Silversea Black Fri

SILVERSEA'S Black Fri sale offers savings of up to \$15,000 per suite on its expedition cruises, as well as \$10,000 per suite on its classic voyages.

See **page 4** to learn more.

MSC orders two more ships

MSC Cruises has ordered two new World-class ships with Chantiers de l'Atlantique, at a value of €3.5 billion (A\$6.2b).

The announcement was made during a triple World-class celebration with the French shipbuilder, as the float-out of *MSC World Asia* and coin ceremony of *MSC World Atlantic* were also commemorated.

World Class 7 and 8 will both commence construction in 2029, with the first ship to be delivered in 2031 and the second in 2032.

Chantiers de l'Atlantique has partnered with MSC on all eight of the cruise line's World-class ships to date.

"We mark a proud moment today for MSC Cruises and Chantiers de l'Atlantique as we celebrate important milestones for our future - the float-out of *MSC World Asia*, the coin ceremony of *MSC World Atlantic*,

and the order of two new ships," the cruise line's Executive Chair Pierfrancesco Vago declared.

"The World-class platform is a symbol of our vision to set new standards for the future of cruising...these are some of the most energy efficient ships in the world and we continue our commitment to LNG, ensuring we are ready for future renewable fuels," he said.

"We look forward to continuing with our innovative and successful collaboration with Chantiers de l'Atlantique - our long-term partner for more than 20 years."

The cruise line currently has two World-class ships sailing: *MSC World Europa* and *MSC World America*, the latter of which was launched in Mar (**CW** 28 Mar).

MSC now has on order *World Asia*, *World Atlantic*, and four as-yet unnamed ships. *MS*



On location on board
Oceania Allura

Today's issue of **CW** is coming to you courtesy of **Oceania Cruises**, which is this week hosting us for the christening voyage of *Oceania Allura*.

OCEANIA Cruises' newest ship *Oceania Allura* has arrived in Miami for her christening voyage, and **Cruise Weekly** will be among the lucky few to board the ship early for a night of exploration while she remains in port.

Allura's official naming ceremony will take place tomorrow with a glittering dockside celebration officiated by Oceania, as well as six **Food & Wine** Best New Chefs alumni.

Stay tuned to **Cruise Weekly** this week for more.



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Why it's time to nominate yourself or a colleague

OPINION

Joel Katz is the Managing Director of Cruise Lines International Association.

Got an opinion to share? Let us know in up to 400 words via email to info@cruiseweekly.com.au.



EVERY year, the CLIA Cruise Industry Awards recognise the extraordinary people who keep our industry thriving, the travel advisors and agencies whose dedication turns the dream of cruising into a reality for thousands of travellers.

These awards aren't just about applause on the night; they're about shining a light on the people whose passion, innovation, and professionalism set the standard for us all.

Yet too often, the very people who most deserve recognition never put their names forward.

They're too busy, too modest, or simply think, "someone else deserves it more".

But here's the truth: this industry runs on the quiet

achievers, the creative thinkers, and the everyday professionals who go the extra mile for their clients and colleagues.

If that sounds like you, then it's time to stop being modest and step into the spotlight.

Self-nomination isn't self-promotion, it's professional pride.

It's about acknowledging the hours, effort, and care you invest in your clients and your craft.

“
Self-nomination isn't self-promotion - it's professional pride
”

It's about sharing success stories that inspire others, raise the bar, and showcase the incredible depth of talent in our region.

If you don't tell your story, who will - and if you know someone exceptional who won't put themselves forward, take the lead for them.

Every one of us knows a colleague who consistently delivers, innovates, or mentors others, the kind of person who elevates everyone around them.

Nominating them is one of the most powerful gestures of respect you can make.

Being a finalist or winner at The CLIA's is more than recognition, it's validation that your hard work matters and makes a difference.

It builds confidence, credibility, and connection within our sector.

So don't wait for someone else to do it.

Don't assume others will see what you do every day.

Take a few minutes to share your story, or shine a light on someone else's.

Because when we celebrate individual excellence, we strengthen the whole industry. And that's something worth nominating for.

Nominate yourself, nominate a colleague, but whatever you do, don't sit it out.

Nominations close on 21 Nov - **CLICK HERE** for more information.

Seabourn adds Eight

EIGHT Communications has won Seabourn's PR account, following a competitive pitch.

The win marks Eight's first cruise brand, and adds to its growing travel roster, which includes InterContinental Sydney Coogee Beach, Pan Pacific Hotels Group, AAT Kings, and more.

The remit covers media relations, influencer engagement, brand partnerships and creative activations across the Australian market.

"We know how much Australians love cruising and we are so excited to be representing Seabourn," Eight MD Angela Cowley said.

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Princess unveils 2027-28 Aussie season

PRINCESS Cruises has unveiled its 2027-28 summer season, which will see three of the line's ships visit Australia.

Royal Princess, *Grand Princess*, and *Sapphire Princess* will lead the cruise line's local season in 2027-28, visiting almost 60 destinations across 13 countries.

The full 2027-28 program will offer a variety of convenient home ports, including Fremantle, Sydney, and Brisbane, with additional departures from Melbourne and Adelaide.

A highlight of the season will be Princess' return to Fremantle with *Sapphire* (CW 14 Oct).

Her Western Australia program will feature a diverse range of



round trip itineraries, including short seacations, and voyages to the Coral Coast and Indonesia.

There will also be extended voyages along the iconic Kimberley Coast and overnight stays in Broome, giving guests a chance to experience one of Australia's most spectacular regions in depth.

Also on the cards will be a 94-day 'Circle Pacific' exploration on *Grand*, visiting Japan, Southeast

Asia, and North America.

The journey spans 44 destinations across 13 countries, with highlights including French Polynesia, Fiji, Hawaii, North American, Vietnam, and Japan, with an additional 14 nights and 12 ports of call compared to the 2027 Circle Pacific cruise.

"With 80 total departures across 63 unique itineraries, ranging from quick three-day getaways to epic 43-day explorations, there will be something for everyone - from the seasoned cruise traveller to the family experiencing their first cruise getaway," Princess Cruises Vice President APACA Matthew Rutherford said. *MS*



HAVE you ever thought ship names are too confusing, or perhaps too boring?

One columnist at *The Age* believes so - so much that he penned a disavowing dissertation of modern cruise ship names.

Brian Johnston, in an op-ed titled *Bring Back Boaty McBoatface*, recalled the days when it was obvious which line each ship belonged to.

"It was once easy to discern which ships belonged to which cruise line," he wrote.

"The White Star Line had *Titanic* and *Olympic* and other -ics, and Cunard had *Carpathia*, *Hibernia* and other.

"What's with *Viking Sky*, *Norwegian Sky* and *Sky Princess*?" he argued.

"Or *Silver Spirit*, *Norwegian Spirit*, *Sea Cloud Spirit* and *Windstar's Wind Spirit*?"

"No wonder some people think every cruise ship is the same-same."

That is a fair point, **Cruise Weekly** may add.



Ponant cutting it short



PONANT Explorations has become the latest expedition cruise line to add shorter polar sailings to its collection.

Deputy Chief Executive Officer Belinda Hindmarsh, visiting Australia this week, said the new 12-night North Pole option, available from 2027, is ideal for those who want the full polar experience over a shorter period of time.

This follows a general trend in the cruise sector of voyages becoming shorter, with expeditions lines such as HX also adding briefer options of late (**CW** 31 Oct).

"From 2027, we're adding the 'North Pole Express', as we're calling it...it's 12 nights to the

North Pole on [*Le Commandant Charcot*]," said Hindmarsh.

"I'm told that the experience is still the full experience, we've just figured out the ice floes, and how to get there quicker."

The new voyages allow travellers to enjoy the polar experience without committing to as long of a time on board, Corbett said.

Other exciting additions coming up will include a themed cruise centred around craftsmanship and luxury, Hindmarsh revealed.

The one-off cruise, 'Made in Italy: The Luxury Edition', will sail from Livorno to Venice for 10 nights aboard *Le Boreal* in Sep 2027 - **CLICK HERE** for more. **MS**

Pictured: Hindmarsh with CEO Asia Pacific Deb Corbett.

Oceania's art at sea

OCEANIA Cruises has today unveiled an exclusive digital art experience aboard its newest ship, *Oceania Allura*.

Featuring nearly 30 artworks from 14 artists across seven countries, the initiative presents Roberto Matta, famed for his abstract expressionism, and award-winning Judy Pfaff, known for her spatial paintings and abstract installations.

Additional artists include Bobbie Burgers and Eduardo Arranz-Bravo, showcasing artworks in various mediums, from refined fine art to expressive sculpture.

Accessible via a dedicated website that guests can access on their phones, the experience is available exclusively on *Oceania Allura*, spanning decks five and six.

QR codes displayed around the ship invite guests to explore emotional films, directed and produced by design agency CONDUCTR, revealing a personal perspective into the artist's process, inspirations and philosophies.

"The Art Experience is a testament to our commitment to create beauty and wonder in every dimension of our travel experience," said Jason Montague, Chief Luxury Officer of Oceania Cruises.

"This experience transforms *Oceania Allura's* spaces into a journey of discovery and reflection, allowing our guests to not only explore the wonders at sea, but also within the ship itself."



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SAVE UP TO
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