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Cruise Weekly today

Cruise Weekly today features four pages of all the latest cruise industry news, including a photo page from **Carnival Cruise Line**, plus a cover wrap from **Norwegian Cruise Line**.

Emerald milestones

EMERALD Cruises and Tours has celebrated two major construction milestones in the growth of its superyacht fleet, with *Emerald Kaia* and *Emerald Raiya* holding their float out and keel-laying ceremonies respectively.

Kaia was launched into the waters of Ha Long Bay in Vietnam in front of the host of senior Scenic Group reps, with the vessel now a big step closer to her maiden season in the Mediterranean in 2026.

After her inaugural sailings to places like Greece, Cyprus and Turkiye, *Kaia* will reposition to explore the waters of nations like Italy, Albania and Croatia.

Meanwhile, *Raiya's* (render pictured) recent keel-laying ceremony brings her closer to a Jun 2027 debut, where she will service itineraries in the Mediterranean and Seychelles.



Celestyal boosts learning

CELESTYAL will soon relaunch its travel agent learning system in a bid to deliver more value and education to the Australian trade.

The former Celestyal Campus platform will be rebranded to Celestyal Stars on 01 Dec, signifying the introduction of a new certification program and a range of fresh incentives.

Celestyal Stars will offer cruise sellers 16 training modules covering topics such as brand identity, its two-ship fleet, destinations, and tips on how agents can best grow their Celestyal business.

The refreshed program will also feature tailored learning paths in which training modules are unlocked as agents advance through Bronze, Silver, Gold and Platinum certifications.

As each section is completed, advisors will advance through the Navigator levels from one to four stars, along the way unlocking learning certificates and digital badges that can be shared on agents' own channels.

Each level will feature incentives such as exclusive agent rates, discounts, and giveaways.

"By making learning more engaging and rewarding, we're giving agents the tools and confidence to showcase the very best of Celestyal to their clients - from our smaller ships and more personal service to our destination immersion and port-intensive itineraries that bring our heartfelt journeys to life," the



cruise line's Director of Business Development Asia Pacific Jarrod Zurvas said.

"The trade is central to our growth, and this investment reflects our dedication to strengthening those partnerships," he added.

When it relaunches on 01 Dec, the new program can be accessed via the Celestyal Compass trade portal by clicking on the 'Celestyal Stars' link. **AB**

Four Seasons 2027

FOUR Seasons Yachts has unveiled 33 new voyages as part of its second Mediterranean season, scheduled to set sail in 2027.

More than 40 new ports of call are included in the latest collection, which for the first time features Egyptian visits.

The three new Egyptian options offer strategic overnights to free up time for guests to explore attractions like the Valley of the Kings and the Pyramids of Giza.

The new luxury player continues its bold shake-up of the cruise sector, with 2027 departures (Mar-Nov) featuring no repeat itineraries.

NCL triple points

THERE is a huge amount of value on offer with Norwegian Cruise Line's (NCL) Black Friday specials, including the earning of triple points on all sailings for trade partners.

See the **front cover** for info.



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Small-ship cruises for high net worth pax

SUPERYACHT captain Matthias Bosse's Splendid Sea business has teamed up with private club entrepreneur Michael Hehn to unveil the Maybach Ocean Club - a highly exclusive cruising concept that will give high-net worth individuals the opportunity to co-own a 155-metre ultra-luxury shadow vessel, *Beyond Horizons*, designed by Dolker + Voges.

The new club aims to build a community of 300 co-owners who are entitled to four weeks on board the yacht per year.

As part of the exclusive membership, they will also have access to the yacht's common areas, restaurants, beach club, and more if they happen to be in the location that the yacht is calling in at the time.

Guests will be housed in 30 identical residential-style suites each measuring 74m² and featuring a private balcony.

The idea began in 2020 when Bosse, a super yacht Captain of the *Lady Moura* for 15 years, brought the plan to Hehn.



A business called Splendid Sea was formed and pitched to multiple partners, at which point Mercedes-Benz and its ultra-luxury arm, Maybach, better known for V12-powered saloons for the famous, came on board.

Hehn told *Boat International*, "[Mercedes] happened to be looking into the yacht space" and were particularly interested in the idea of a club based around a super yacht.

After lengthy negotiations the Maybach Ocean Club was born.

Online reservations allow members to make their booking while a concierge-supported system pre-allocates prime-season time and lets members trade weeks or invite friends and family.

The current target for the maiden season is 2029. *DF* A render of the exclusive *Beyond Horizon* vessel pictured.

Orient smells great

ORIENT Express has partnered with luxury cosmetics and fragrance company Guerlain to create the Guerlain Spa on board Orient Express Sailing Yachts.

"This alliance unites two French icons of elegance and savoir-faire," said Philippe Hetland-Brault, President of Orient Express Sailing Yachts.

"With Guerlain, we reimagine the art of travel and wellness, creating a sanctuary where beauty, refinement, and destination discoveries converge," he added.

The spa features four treatment suites, including a VIP double suite for couples, alongside a sauna, relaxation lounge and a barber studio.

Virgin Voyages to show up at hotels in 2026

SELF-PROCLAIMED cruise disrupter Virgin Voyages has announced yet another off-script move, with the Richard Branson-led line founding a new entertainment company called Screw It, Let's Do It Productions.

Named in honour of one of Branson's favourite phrases, the new venture will bring some of Virgin Voyages' signature onboard productions to land-based venues for the first time, including to spaces in select Virgin Hotels properties.

The cruise line confirmed its stage show *Booked* will be developed for a land debut in 2026, while Virgin Voyages' onboard celebration, *Scarlet Night*, is also set to rollout at Virgin Hotels in Las Vegas and Shoreditch next year.

"Our 5-5-4 sailings are



performing better than ever because sailors are coming back for what's new, from *Scarlet Lady's* stunning transformation to entertainment that stands shoulder to shoulder with what they'd see on land," the line's CEO Nirmal Saverimuttu said.

"It's everything first mates (advisors) need to close the sale again and again."

To support the move, Virgin Voyages has also purchased a state-of-the-art rehearsal studio in Orlando, Florida.

Ama-gosh, great deal

UNTIL 02 Dec, guests booking select AmaWaterways sailings will receive a complimentary pre- or post-cruise land package, plus \$375 in savings per person.

The promotion is available across a select number of European and Colombian departures, and applies to all stateroom categories for all markets, FIT and groups.

"By including a complimentary land package alongside savings, travellers can extend their time on the ground and enjoy even greater value in Europe and Colombia," Managing Director AU/NZ Steve Richards said.



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CRUISE **Carnival thanks 2025's top agents**

WEEKLY

Wednesday 26th Nov 2025

CARNIVAL Cruise Line honoured its top-performing travel partners of 2025 on Mon at an exclusive Champions of Fun VIP event on Sydney Harbour.

The event, hosted aboard a private yacht OneWorld, also featured a special rendezvous in Sydney Harbour with *Carnival Splendor* and *Carnival Adventure* as they sailed past during the celebrations.

The celebration highlighted Carnival's commitment to recognising and rewarding trade excellence, while setting the tone for an exciting year ahead.

It brought together Carnival's best agents, who helped make 2025 an amazing year, highlighted by the arrival of *Carnival Adventure* and *Carnival Encounter* in the Australian fleet.

Agents mingled with the Carnival sales team and were gifted a goodie bag, complete with a trophy and premium Carnival gifts.

Recognising the hard work and energy of the trade, Carnival Cruise Line AVP, Anton Loeb, said: "Our Champions of Fun are passionate advocates of the Carnival brand - we're incredibly grateful for their support and the strong relationships we've built together."

As we look ahead to 2026, we're excited to continue growing with this amazing trade community and making next year even bigger."



A RENDEZVOUS at sea with *Carnival Splendor*.



CARNIVAL'S sales and commercial team.



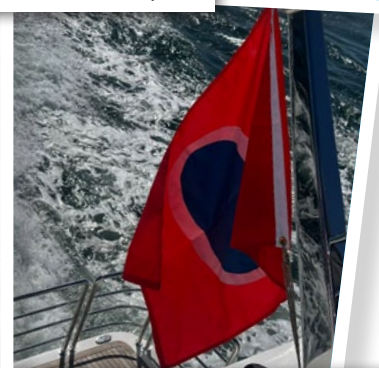
WAVING hello to *Carnival Adventure* as she sails by.



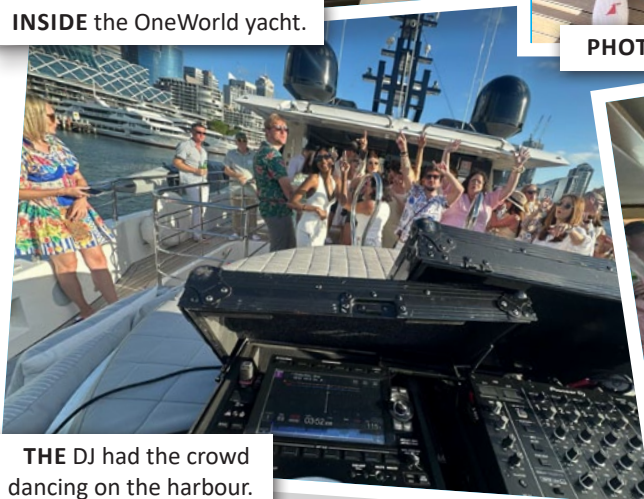
INSIDE the OneWorld yacht.



PHOTO props and slippers were popular.



ONEWORLD flies the Carnival flag.



THE DJ had the crowd dancing on the harbour.



CCL AVP Anton Loeb welcomes guests aboard.



ALL guests received a pair of comfy Carnival slippers.



A FAMILY sailing aboard Princess Cruises' *Sky Princess* found a surprising stowaway taking a shower on deck 16.

According to a report this week from the BBC, Charlene Halsey and her daughters found a "shivering" endangered corn crake hiding under the step of a hot tub.

"It was raining quite hard, and the poor thing was shivering, so we monitored it for a while and it was wandering around, seemingly unable to fly," Halsey said.

After taking the cute little guy to her room, the family promptly contacted the ship's crew and began routinely checking in on its well-being.

While the crew were only too happy to assist, Halsey and her daughters arranged for a bird rescuer to pick up the rarely seen corn crake when the ship stopped in England.



Celebrity more alive than ever



ONE of the guiding principles in the design of Celebrity Cruises' new ship *Celebrity Xcel* was to ensure each space on board the ship is engaging at every time of the day.

Royal Caribbean Group Chair & Chief Executive Officer Jason Liberty, speaking on a panel on board *Xcel* last week, said this guided the addition of, and tweaks to, the variety of venues on board *Celebrity's* new flagship.

"There's really no longer lulls in the ship during the day - you'll see activations through the course of the day.

"One of the key feedback points was, at certain parts of the day, there was not a lot to do, and you'll see this through The Bazaar, and in other areas, where you can be as active as you want to be, you can be as entertained as you want to be."

The Bazaar (pictured) in particular comes alive with two marquee shows per day: one at 4pm and another at 10pm; while regular scheduled and unscheduled pop up shows are also showcased.

Senior VP, Hotel Operations

Keith Lane said "there's an energy on the ship that's wonderful throughout the day."

The exec called out key experiences on board *Xcel* such as the 254 West and Saddle Up Saloon experiences which help the cruise line to activate each venue on board certain hours. *MS*

Nat Geo slices 20%

NATIONAL Geographic-Lindblad Expeditions has launched 'The Expedition That Started it All', offering up to 20% savings on select 2026-27 voyages when booked by 09 Feb 2026.

The limited-time promotion celebrates the company's pioneering legacy in conservation and connection, and applies to itineraries such as the 'Voyage to Alaska, British Columbia and Haida Gwaii', the 'Galapagos Escape', and 'Antarctica and Patagonia: Legendary Ice and Epic Fjords'.



Accessibility in the spotlight

AS WE recognise International Day of People with Disability, it's uplifting to see the cruise sector increasingly spotlight accessibility, not just as an obligation, but as a genuine commitment to inclusion.

Travellers with accessibility needs contribute significantly to our visitor economy, taking 70.5 million trips in 2024 and spending \$29.2 billion.

Across the cruise ecosystem, we are seeing new advancements that go well beyond wheelchair access.

Shorex Australia has launched Shorex Accessible, an initiative that pairs cruise guests in Cairns with locally trained carers.

Bob Wood Cruise Group is also driving meaningful change, working with coach operators to enhance fleets and supporting destinations to grow accessible shore excursions.

InterCruises have partnered with accessibility specialists to develop tailored touring products in regional WA, and are working with cruise lines to provide ADA touring options across multiple ports.

Akorn has trained staff who support wheelchair users during shore excursions and embarkation processes, and now offer a growing portfolio of accessible tours, including more adventurous experiences with increased time off the coach.

Destinations are also stepping up, with Queensland's 'Year of Accessible Tourism' lifting capability.

Cruise lines are investing heavily in barrier-free design, improved tender access and enhanced crew training, making it easy for pax of all abilities to enjoy a seamless experience. As we look ahead, "accessible by design" must become standard across the sector.