

Cruise Weekly today

Cruise Weekly today features four pages of all the latest cruise news, plus a full page from **Royal Caribbean**.

Guidelines for RCI

ROYAL Caribbean is inviting members of its Club Royal trade loyalty program to familiarise themselves with the line's new brand guidelines.

The revised instructions aim to ensure agents and wholesalers are up to date with logos and other references reflecting the correct information in marketing material going out to clients and the public.

It's also a handy resource when needing information on the line's fleet, with extensive detail available on each ship class, capacity and highlights guests will find onboard - head to **page 5** for more info.

CLIA Cruise Month kicks off for 2025

THIS year's Cruise Lines International Association (CLIA) Cruise Month, beginning today, is set to spotlight the value of the travel advisor, as the sector begins to celebrate the approaching summer season.

This year's expanded Cruise Month, set to take over all of Oct, will bring a fresh cycle of social media activity, digital advertising, education opportunities, and other initiatives designed to create excitement around cruising and direct consumers to book via their local CLIA travel consultant.

Cruise Month activities will follow four weekly themes: ocean cruising (05-11 Oct), river cruising (12-18 Oct), expedition cruising (19-25 Oct) and luxury cruising (26 Oct-01 Nov).

CLIA will roll out weekly Cruise Month specials, including consumer promotions and travel advisor opportunities, e-mailed



every week throughout Oct.

There will also be a Cruise Month toolkit to help CLIA members craft their own marketing initiatives, offering resources including logos, videos, social media tiles, digital banners, posters, customisable flyers, special offers and promotions, and other marketing assets.

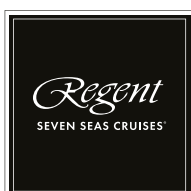
The toolkit also includes a video guide to Cruise Month, explaining how advisors can get involved and launch their own campaigns.

It is available via the CLIA Members hub **HERE**.

Other key Cruise Month initiatives will include a social media campaign targeting new-to-cruise consumers and established cruisers with videos and imagery, accompanied by online and outdoor advertising.

There will also be a bigger-than-ever webinar program for CLIA member travel agents (**CW** 23 Sep), and new river and expedition cruise Spotlight Sessions (**CW** 26 Sep).

Additionally, one CLIA advisor will win a five-star package to attend the 23rd annual Cruise Industry Awards in Sydney next year, to be awarded to the agent who runs the best Cruise Month event or promotion. *MS*



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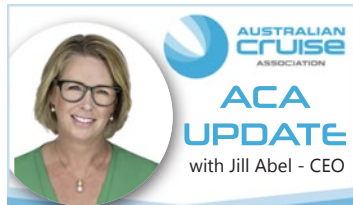
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Strengthening our community

AS WE head into the summer cruise season, we are delighted to share that six new members have joined the Association in as many months, strengthening the breadth and diversity of our cruise network.

We are thrilled to have Pearl Expeditions and Coral Expeditions, two leading operators in the small-ship and expedition sector, on board.

Their expertise in delivering immersive voyages to some of Australia's and the world's most remote destinations adds great depth to our membership and aligns with the growing demand for unique cruising experiences.

Our network has also expanded internationally with the addition of Vanuatu Department of Tourism and Fiji's Teki Tours.

These partnerships highlight the importance of regional collaboration and strengthen the South Pacific's profile as a key cruise destination.

We are equally proud to welcome Voyages Indigenous Tourism, which manages iconic destinations such as Ayers Rock Resort and tourism facilities at Mossman Gorge.

Their focus on authentic Indigenous experiences and commitment to educational and employment outcomes for Indigenous Australians is a valuable addition, and connects the land-based experience with the ocean offering.

Finally, Wharf One Food & Wine, a premier Darwin Waterfront venue, joins us to showcase the vibrant hospitality experiences awaiting cruise guests in the Top End.

We warmly welcome all our new members and look forward to working together to enhance Australia and the future of cruise in the region.

Star duo to christen *Star*



WIFE-AND-HUSBAND duo Camila Alves and Matthew McConaughey (pictured) have been named the godparents of Princess Cruises' new ship *Star Princess*, which will be christened in Fort Lauderdale on 06 Nov.

The pair are already a part of the Princess family, with the Pantalones tequila brand co-founded by the couple served on board the cruise line's ships.

Now the Brazilian model and American actor will bless *Star* ahead of her debut in the United States, a role the couple described as an honour.

"This ship's got that spirit built right in, and we're proud to be part of her story from the beginning," they said.

Princess President Gus Antorcha said the cruise line is delighted to welcome the star couple on board the new ship.

"Their passion for life, dedication to giving back, and unmistakable charisma make them the perfect pair to christen our newest ship," he said.

"With their signature warmth and spirit, Camila and Matthew embody the values that define Princess, and we are delighted to welcome them into our family in such a meaningful way."

Star is set to debut in the Mediterranean this weekend, after being delivered to Princess

last week (**CW** 29 Sep).

Her debut program will see her sail round trip from Barcelona, before crossing the Atlantic to begin a season of Caribbean voyages from Fort Lauderdale.

Star will then sail through the Panama Canal to begin her inaugural Alaska season. *MS*

Quark self-service

AGENTS can now remit payments for their clients' Quark Expeditions bookings via a new feature added to the brand's Partner Portal.

The 'Manage My Client's Booking' function means agents no longer need to phone Quark to make payments for clients.

Agents can also update guest details and purchase add-ons, as part of the new addition.

The Partner Portal features AI support and custom resources for marketing and training.

Quark Senior Director of the Americas, Groups and Charters, David Marathakis, said the company is thrilled about the update.

"Our goal is to continually update and upgrade the Partner Portal, making the process more efficient for sales agents and advisors," he said.

PRINCESS® SALES MANAGER - VIC, SA & TAS

Carnival Corporation & plc is thrilled to announce a new opportunity to join the Princess Cruises team as a Sales Manager. This full-time role is based remotely in either Adelaide or Melbourne and reports directly to the Field Sales and Key Account Manager.

As Sales Manager, you'll be the face of Princess Cruises across Victoria, South Australia, and Tasmania. You'll drive cruise sales, build strong relationships with travel agents, deliver engaging product education, and lead unforgettable consumer events. This autonomous, field-based role is perfect for someone who thrives on the road, loves travel, and knows how to turn connections into commercial success.

What's on offer? A competitive salary package including superannuation, bonuses, a company car, fuel card, laptop, and mobile. Enjoy a compressed nine-day fortnight with full-time pay.

Key responsibilities will include driving passenger growth through strategic sales initiatives, strengthening relationships within the travel agency network, leading training sessions to boost cruise confidence, hosting expos and ship inspections, and executing joint marketing campaigns. You'll also monitor performance across your territory and identify new opportunities to expand our reach.

We're looking for a commercially minded sales or business development professional with at least two years of experience, ideally in travel or tourism. You should be confident presenting to both trade and consumer audiences, skilled at building relationships, and comfortable using data to guide decisions. A valid Australian driver's licence and willingness to travel regularly are essential. Previous experience with cruise products and hosting consumer events is highly desirable.

If you're self-motivated, adaptable, and excited to represent a world-class cruise brand, we want to hear from you. Bring your passion for travel, your engaging personality, and your drive to succeed—and become a powerful advocate for Princess Cruises in your region.

Submit your resume and cover letter to: JWilmott@carnival.com



Everything's bigger on MSC Seascope

MSC Cruises' *MSC Seascope* is bringing new Texas-inspired flavours to Galveston this year, with travellers to enjoy expanded food and beverage offerings highlighting Southern, Texan, and Gulf Coast cuisines.

Passengers can look forward to Texas-style prime rib, Cajun-spiced pork loin, buttermilk pie, and spicy margaritas, on *Seascope's* variety of western Caribbean sailings.

There will also be two unique onboard spirit tasting experiences, which will allow travellers to discover classic American drops.

Passengers can choose between the MSC Bourbon & Bacon Experience, pairing bourbons with savoury bacon, or the MSC Macallan Experience, showcasing the rich heritage and deep flavours of whisky.

"As we welcome even more



guests from Texas and the South on cruises from Galveston, we're leaning into the region's uniquely American cuisine," Vice President of Food & Beverage Operations US Josef Jungwirth said.

"Our team has travelled the state to gather inspiration for what guests will find on board.

"We have paired that with some of MSC Cruises' most popular

offerings from Europe and around the world to deliver the perfect mix of European style and American comfort."

MSC is investing heavily in the United States, recently announcing seven ships cruising from three US home ports for the 2026/27 winter season. *MS*

Pictured: the Butcher's Cut Steakhouse on board *Seascope*.

Celebrity on sale

CELEBRITY Cruises' 2027-28 itineraries are now on sale, with *Celebrity Edge* to again sail in Australia (**CW** 06 Aug).

The ship will continue to bring guests to sought-after destinations, from Australia's Great Barrier Reef to NZ's rainforests and wine regions.

Highlighted itineraries will include the nine-night 'Australia Wine' cruise, departing Sydney 13 Dec 2027; the 13-night 'New Zealand Holiday', departing Sydney 22 Dec 2027, and the six-night 'Tasmania' cruise, departing Sydney 25 Jan 2028.

Aussies can also look forward to a holiday on board the modernised *Celebrity Solstice*, which will also cruise Down Under during the season.

Local itineraries on *Solstice* will be available to book from 11 Dec.



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ONE man's trash can become treasure to an entire city.

The Port of Bellingham in Washington State, located two hours north of Seattle and 80 mins south of Vancouver, has launched a new city-wide game designed to draw more visitors.

The 'Disco Duck Campaign' is a scavenger hunt where visitors are invited to hunt for a rubber duck sculpture made from recycled coffee machines.

The sculpture was donated to the port by Whatcom Community Foundation, and will be moved to a new property owned by the port each quarter, which could include the airport or cruise terminal, a popular call on Alaska cruises.

Visitors can track down the Disco Duck by first sourcing clues from various locations.

Once it is found, if posted to social media, participants could win a prize.

The cruises of your dreams



DREAM Cruises has unveiled new 2026-27 itineraries, including three-, four-, and five-night voyages to Bangkok, Koh Samui, Pulau Redang, and Bali.

The new season will expand the cruise line's program from Singapore and mark the return of Kuala Lumpur and Melaka as departure ports, giving travellers greater flexibility.

Building on Dream's signature short getaways will be new three-night cruises to Pulau Redang, four-night cruises to Koh Samui and Pulau Redang, and five-night

cruises to Bangkok and Koh Samui via Laem Chabang.

Dream's popular five-night Bali cruise will also make a return in Dec 2026.

The offerings will sit alongside Dream's popular two-night weekend cruise, two-night Melaka cruise, and three-night Phuket cruise.

"We're thrilled to welcome guests on board for a season packed with discovery, relaxation and the vibrant cultures of Southeast Asia," Dream President Michael Goh said. *MS*

Ways to winter

WINDSTAR Cruises' new 'Ways to winter' promotion serves up all-inclusive perks on the line's small ship cruises.

Those who book by Tue can take advantage of the promotion, which offers an all-inclusive package, and up to \$1,000 onboard credit for voyages through to Mar.

The promotion is available on select Windstar cruises in Tahiti, the Caribbean, the Mediterranean, and the Canary Islands - **CLICK HERE** for more information.

Cunard savings

CUNARD Line has launched its annual savings event on next year's voyages, allowing passengers to save up to 20% off select cruises.

Travellers can save on itineraries in Europe and the Mediterranean, as well as Alaska, until 08 Dec.

Featured voyages include the 13-night 'Norway and Northern Lights' cruise on *Queen Victoria*, departing 22 Mar - **CLICK HERE** for more.

NEXT ISSUE: Southeast Asia special report

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