



# It's a fond farewell for now!

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Disney CRUISE LINE



## Cruise Weekly today

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

## Farewell for now

**DISNEY** Cruise Line is bidding a fond farewell to Australia for now, with the brand inviting travellers to join it for its last season in local waters.

Cruisers can currently save up to 35% on select Australian sailings, as *Disney Wonder* prepares to return Down Under in two weeks time - see the **cover page** for more.

## Royal guidelines

**ROYAL** Caribbean has issued revised brand guidelines to ensure the travel industry is using the correct parlance when describing the line - **p5**.

# Carnival dominating in new-to-cruise

**CARNIVAL** Cruise Line (CCL) continues to punch above its weight Down Under, following the transition of P&O Cruises ships into its fleet.

Australia is a priority for the brand, Peter Little, Country Manager of the cruise line's parent company Carnival Corporation, told **Cruise Weekly**.

"It remains a really important market to Carnival Corporation, and the penetration is still punching above its weight compared to other countries in the world," Little enthused.

"We're still up there and competing with the US and the UK with respect to penetration in the market."

CCL is the only cruise line to maintain a year-round presence in Australia, ensuring its constant visibility in the market.

The breadth of itineraries offered by CCL, particularly its



shorter breaks, have made the line popular with new cruisers.

"We're really happy with how the Carnival expansion has gone in Australia...new-to-cruise guests are all flooding onto Carnival ships," Little enthused.

"We're definitely on the right track, and the brand is doing really well here in here in Australia...new-to-cruise is really the sweet spot for Carnival.

"[For new guests] to be able to come on with a group of extended friends and family and take a holiday together... we've been really pleased with the numbers of new-to-cruise who are looking for affordable holidays," he said.

CCL's focus now turns to the Millennial market, Little added, and ensuring the line's product remains relevant to them. *MS*



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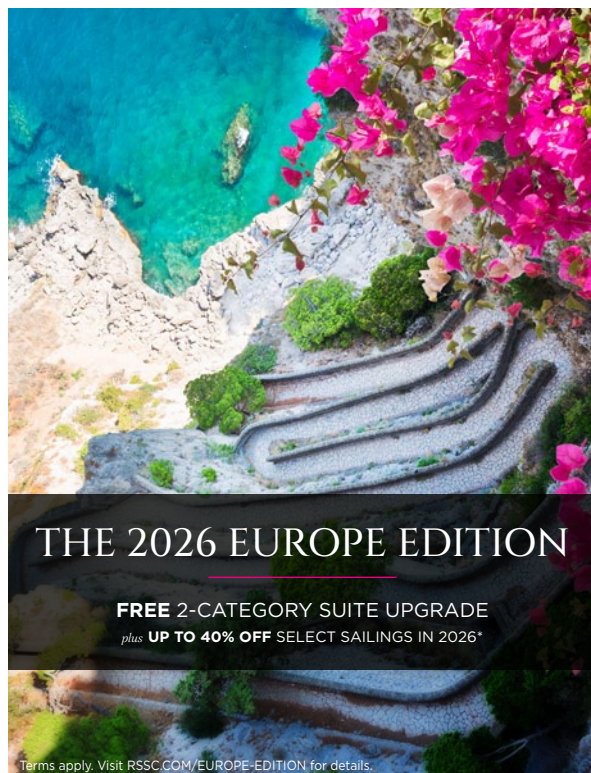
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## Travelmarvel unveils brand refresh

APT Travel Group's Travelmarvel marque has rolled out a major rebrand, which is "designed to resonate with today's experience-driven traveller".

The new visual identity features a new logo, and a new slogan, 'Travelmarvel, my style'.

Also refreshed has been the brand's tone of voice, which will focus on people-first storytelling.

"We're not just changing how we look, we're building on more than 30 years of success," APT Travel Group Chief Executive Officer David Cox said.

"This investment in the Travelmarvel brand strengthens our position in the market and ensures we continue delivering premium travel that is thoughtfully curated, but always accessible," he added.

"It's a pivotal moment for Travelmarvel, and one that will drive strong commercial



outcomes as we cement the brand's place as a leader in this category," Cox said.

According to the brand, the refresh signals a major milestone in its evolution, as it focuses on "a deeper, more emotional connection with its guests" and reflects its 'balance of curated experiences and personal choice'.

Travelmarvel's new brand identity will be rolled out across

all customer touchpoints, including its website.

The rebrand comes as Travelmarvel recently announced its return to Egypt with the launch of its new river ship *Travelmarvel Sirius* (CW 16 Sep).

Its sister brand APT also underwent a major rebrand at the beginning of the year (CW 13 Jan), highlighting its expertise in the luxury sector. JHM

## Jarvis joins Aurora

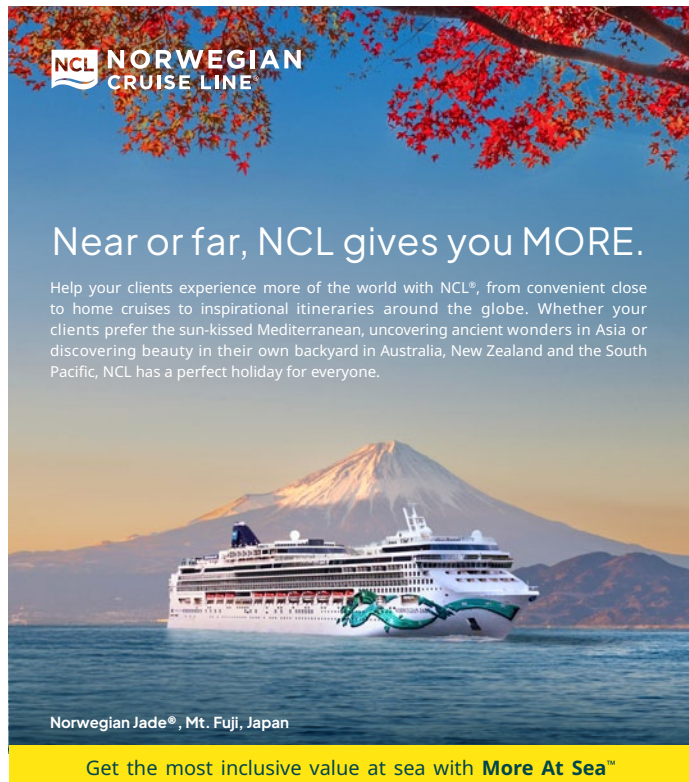
**EXPLORER** Tim Jarvis is set to join the inaugural voyage of Aurora Expeditions' *Douglas Mawson*, as she circumnavigates Tasmania.

He will be a special guest on board the soon-to-debut ship, which is named after the Australian explorer whose expedition Jarvis retraced.

The British-born climber will contribute expert talks, film screenings, on-deck interpretation, and more.

"Douglas Mawson's legacy is one of courage, scientific curiosity and environmental stewardship," Jarvis said.

"To help launch a ship that bears his name, while exploring Tasmania's remarkable wilderness and marine environments, is a privilege...I look forward to sharing field insights and [in] practical ways."



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**IT TURNS** out that the Taylor Swift effect is indeed, swift.

Since the launch of her much-hyped album *The Life of a Showgirl* last week, the megastar singer is already influencing travel trends.

Thanks to a single lyric in one of her songs called *Elizabeth Taylor*, mentioning "that view of Portofino was on my mind", Google searches for the idyllic Italian hotspot apparently surged 1,329%, in just one hour of the song's release.

'Portofino orange' is also apparently the colour of Swift's wardrobe for this particular era in her career.

On TikTok, videos and images of the glorious Portofino landscape are already showing up alongside the song too.

Of course, Swift is just one of many celebrities who have visited the seaside town which typically attracts huge crowds, which have included Madonna and the Kardashians.

It is also where Richard Burton famously proposed to Elizabeth Taylor, where she also honeymooned (a pop culture reference that, of course, Swift has written about in the past).

Apparently when Swift launched her *Folklore* album in 2020, which mentioned Windermere, there was also a 311% increase in bookings and a 217% increase in online searches for the Lake District.

## Aqua's first Miami season



**NORWEGIAN** Cruise Line's (NCL) *Norwegian Aqua* (pictured) has arrived in Miami for her season of Caribbean voyages sailing through to Apr.

*Aqua* is the line's newest ship, having been christened in Miami earlier this year (**CW** 15 Apr), and most recently completed her first season of Bermuda sailings from New York City (**CW** 01 Sep).

She will now sail seven-day winter Caribbean voyages to the cruise line's private island Great Stirrup Cay, as well as Puerto Plata, St. Thomas, and Tortola.

The cruise line has been developing a brand-new pier, a massive 2,600m<sup>2</sup> heated pool with swim-up bars, and a kids' splash area at its private destination (**CW** 30 Jul), which will be ready by the end of 2025.

"We are delighted to welcome *Norwegian Aqua* to her new home port in Miami, the city where NCL originated and

continues to play a significant role in our history even today with our headquarters here," said Harry Sommer, President & Chief Executive Officer of the cruise line's parent company Norwegian Cruise Line Holdings.

"As our newest ship in Miami, now is the perfect time for guests to book their next tropical getaway to the Caribbean and Bahamas for a vacation filled with exhilarating and relaxing onboard activities for the whole family, while visiting beautiful destinations - including our private island in the Bahamas, Great Stirrup Cay."

*Aqua* will return to Miami from Oct 2026 to Apr 2027 to sail eastern and western Caribbean itineraries, featuring a visit to Great Stirrup Cay.

By then, the private destination will feature the centrepiece of its redevelopment: the new 2.5ha Great Tides Waterpark. *MS*

## Tauk is rewarding

**TAUCK** has announced key enhancements to its Advisor Rewards Program, in order to maximise value for its network of travel partners.

The tour operator has streamlined the program, based on advisor feedback, to provide more flexibility and higher value.

Advisors can now redeem up to 100 points annually (equivalent to \$20,000 in travel value) while earned points remain valid for two years instead of one.

Program members can also combine points earned across multiple years for the first time, creating more opportunities to redeem them before they expire each year.

The changes aim to make it easier for advisors to enjoy the tour operator's experiences and bring knowledge back to their clients.

"Our Australian travel partners continue to play a pivotal role in connecting travellers with transformative Tauk experiences," Managing Director David Clark said.

VP of Global Sales & Reservations Steve Spivak added: "The Advisor Rewards Program has always been about empowering our partners to truly know Tauk by experiencing it themselves.

"These enhancements directly reflect what we've heard from our advisors, giving them more time, more flexibility, and more value, and ultimately helping them share Tauk more confidently."



## WIN AN MSC CRUISE!

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## Croatian surge

**UNFORGETTABLE** Croatia has sold more than half of its 2026 small ship cruising program, which went on sale in Mar this year, representing the strongest early demand in its history, according to the cruise line.

Meanwhile, Sep was a record month for sales in Australia, with local bookings up 72% and revenue up 48% compared to Sep 2024.

Nearly half of Sep 2026 sailings are already full.

Unforgettable Croatia has also reported a year-on-year increase in the average selling value, which is now around \$15,000 per booking.

This impressive surge in interest could be attributed to the popularity of land and cruise packages, with passengers now adding hotel stays and tours in neighbouring countries to their sailings.

Co-founder Graham Carter believes the positive response is due to consumers' search for more personalised, immersive experiences, as well as agents' important role in sharing their product with consumers.

"Our trade partners have played a pivotal role in growing awareness of our product," he said.

"We've seen a 150% uplift in trade revenue over the last two years alone and I'd like to thank them for their hard work and dedication in helping more people discover the joys of small-ship cruising," the cruise line's founder added.

## Kahn to join Ponant cruise



**OZHARVEST** founder Ronni Kahn (pictured) is set to join Ponant Explorations on a Kimberley sailing next year.

Kahn will join an 11-day expedition departing 02 Jul on board *Le Jacques Cartier*.

She will be a 'Visionary in Residence', sharing her remarkable story of purpose, sustainability, and community impact with guests in on board talks and activities.

Kahn has dedicated her life to fighting food waste, tackling food insecurity, and nourishing vulnerable communities.

Guests will have the unique opportunity to engage in meaningful conversations, gain behind-the-scenes insights into food sustainability, and discover how they can help create lasting change in their own communities.

This special Kimberley sailing also shines a light on the three-year partnership between Ponant and OzHarvest, supporting food relief and education programs in

the Northern Territory.

"Travel has the power to inspire change, and this unique Kimberley expedition is a chance to connect with a deeper purpose," Ponant Chief Executive Officer Deb Corbett said.

"Sailing alongside OzHarvest founder Ronni Kahn, guests will not only witness one of the world's last great wildernesses, but also be part of a journey that supports sustainability, education, and community impact.

"We are proud to partner with this leading organisation to create meaningful change, both on board and ashore."

The voyage, sailing from Broome to Darwin, will showcase the Kimberley's beauty and cultural significance, with highlights including a visit to the Lacepede Islands, Montgomery Reef, and the Hunter River.

Guests will also take in the Twin Falls, the highest in Western Australia, and the landscapes of Vansittart Bay and Swift Bay. MS



## Welcome to Cruise Month

**CRUISE** Month is here, giving us a chance to celebrate the coming cruise season and remind Australians why we #LoveCruise.

Throughout Oct, we'll be showcasing the huge diversity of cruise lines and experiences available worldwide, and highlighting the advantages of booking through a CLIA-certified travel agent.

This year's expanded Cruise Month campaign has been designed to reach greater audiences than ever, so we're encouraging all CLIA members to get involved, mount their own marketing initiatives and help build the momentum.

Through social media activity, digital advertising, outdoor billboards and other initiatives, we'll be working to build excitement around cruising and our four weekly themes.

Other highlights of Cruise Month will include special cruise editions in weekend travel sections, a bigger-than-ever webinar program for CLIA travel agents, new river and expedition cruise Spotlight Sessions to create new learning resources for agents, and weekly Cruise Month specials emailed to CLIA travel agent members.

Agents can follow CLIA's social media channels to like and share our posts, and visit the CLIA Members Hub **HERE** for more.



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