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Get ready for an unforgettable journey with AmaWaterways' biggest trade incentive yet. Until February 2026, you'll have several chances to earn your way onto our 2026 Mega Famil. A full river ship of staterooms is up for grabs for Australia and New Zealand's top-performing travel advisors on the brand new *AmaSofia* (launching 2026).

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Earn your place between 1 July 2025 and 28 February 2026. Full campaign details and terms and conditions at riverofrewards.com

Cruise Weekly today

CRUISE Weekly today features three pages of all the latest cruise industry news, plus a cover wrap from **AmaWaterways**.

River of Rewards

AMAWATERWAYS is today promoting its River of Rewards mega faml for next year - your passport to the Danube.

The cruise line is inviting the industry to join it for its biggest-ever trade incentive, with a full ship of staterooms available on board its new vessel *AmaSofia*.

Advisors can enter the incentive and earn points through to Feb, and are invited to bring a travel companion of their choice.

Visit riverofrewards.com to enter, and head to the **cover page** for more information, and **p2** for more from Ama.

A Crown for Western Australia's cruise season

SUMMER cruise season has arrived in Western Australia, as *Crown Princess* sailed into Fremantle Harbour yesterday.

The next few months will see *Crown* visit key regional ports, including Yampi Sound, Broome, Busselton, Exmouth, Albany.

She will also cruise along the Kimberley Coast.

Passengers will have the opportunity to choose from a range of shore excursions, including visiting the Ngilgi Cave Ancient Lands Experience, the Valley of the Giants Treetop Walk, Torndirrup National Park, and Cape Naturaliste Lighthouse.

The visit is part of *Crown's* 'Round Australia' itinerary, which also includes visits to Adelaide, Melbourne, Hobart, and Sydney.

"With today's arrival of *Crown Princess* in Fremantle, we're not just launching a new summer cruise season - we're inviting



guests from across Western Australia and beyond to embark on journeys that showcase the very best this region has to offer," VP Matthew Rutherford said.

"This season promises unforgettable adventures and lasting memories for every traveller," he added.

Next year, *Crown* will return on its 'Northern Explorer' itinerary, calling into Exmouth and Broome, then sail through Yampi Sound and along the Kimberley Coast.

Earlier this year, Princess announced the deployment of *Sapphire Princess* in Fremantle as its home port in late 2007.

"With more than 3,000 guests sailing aboard *Crown Princess*, Princess Cruises is proudly redefining the benchmark for cruising excellence in Western Australia," Rutherford added.

"From breathtaking landscapes to vibrant local culture, every journey promises to inspire and delight," he enthused. *JHM*



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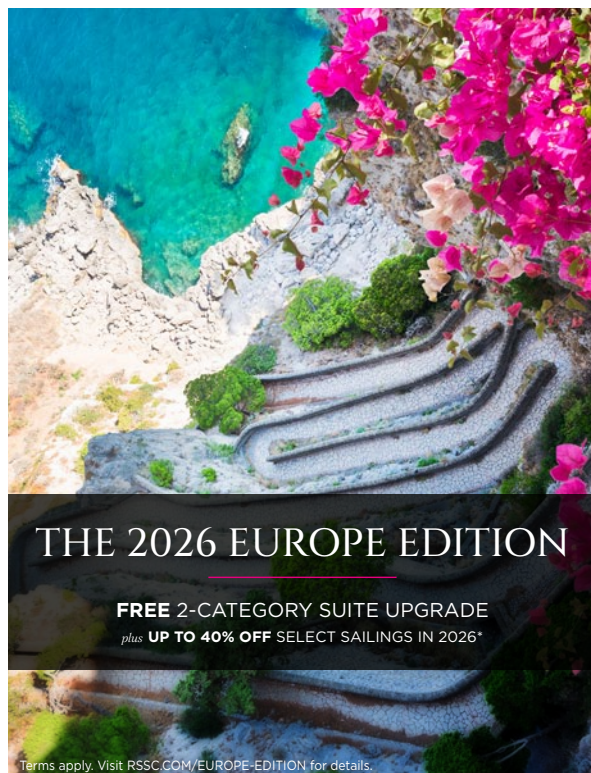
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SAVING someone's life is a big deal, and apparently, cruise lines recognise it as such.

A Reddit user, named Valkia, has detailed their experience of saving someone's life while on board their first-ever cruise.

The passenger was on a sailing on board TUI Cruises' *Mein Schiff* from Singapore, when another guest went into cardiac arrest.

Valkia sprung into action, saving the guest's life, and their actions did not go unnoticed by the cruise ship's brass.

"A few days later we had an invite taped to the door to meet the captain on the bridge," the Redditor said.

"We chatted to the senior doctor, and he mentioned that this was his final cruise before retiring, and that in his 40 years being a doctor he's not seen a situation in which someone having a heart attack is in the right place with people that can keep them alive long enough before the doctors take over," they said.

Valkia was then handed a plaque from the captain to thank him.

Cooking up godparents



FOOD & Wine Best New Chef alumni Tavel Bristol-Joseph, Katie Button, Calvin Eng, Aisha Ibrahim, George Mendes, and Lawrence Smith (**pictured** above) will serve as the godparents for Oceania Cruises' *Oceania Allura*.

The chefs were selected after the cruise line earlier this year announced *Allura's* godparents would be drawn from the ranks of the prestigious awards' past recipients (**CW** 24 Jun).

Allura debuted in Jul in the Med (**CW** 11 Jul), and will be christened by the collection of chefs in Nov in Miami.

"At Oceania Cruises, our ships are a celebration of rich culture, exceptional cuisine, and global discovery, and *Oceania Allura* is no exception," the cruise line's Chief Luxury Officer Jason Montague said.

"Paying homage to the *Food & Wine* Best New Chefs program and having its alumni represent as her godparents reflects our belief that food lies at the heart of global exploration.

"These visionary chefs embody the spirit of culinary excellence, and we are honoured to have them join the Oceania Cruises family," Montague added.

The partnership underscores Oceania's commitment to the influence of chefs on luxury



travel, as well as its tagline, 'The Finest Cuisine at Sea'.

Allura (**pictured** inset) has 12 distinct culinary venues, including four specialty dining venues which are always complimentary: Jacques, pan-Asian Red Ginger, Italian Toscana, and Polo Grill, the line's sophisticated steakhouse.

New to the brand is the Creperie, serving French crepes, Belgian and bubble waffles, and Italian ice cream sundaes.

Allura maintains a ratio of one chef for every eight guests, with half of the ship's crew dedicated to culinary operations. *MS*

Crystal sets dates

THE steel cutting ceremony on Crystal's first newbuild in 25 years (**CW** 11 Nov) will take place in May 2026, the cruise line has announced.

This ceremonial protocol will occur ahead of the ship's keel laying, which has been set for Dec 2026.

The name of the new ship will be announced shortly, with details on her inaugural voyages and new suite categories to follow by the end of the year.

Her inaugural 2028 program is set to go on sale next autumn, with the wait list opening in advance.

Let Fred entertain

FRED. Olsen Cruise Lines has announced a new entertainment partnership with RWC Global, in order to better reflect what guests want and expect.

The full program will be live across the fleet from Sep, blending brand-new theatre productions with a wide variety of live experiences.

Passengers sailing from Feb will also be among the first to experience a new "refreshed and dynamic" daytime entertainment program.

Featured on board will be a mix of production shows, themed events, and more.

Ama new incentive

AMAWATERWAYS is celebrating Cruise Lines International Association's (CLIA) Cruise Month, as well as this week's themed River Week, with exclusive rewards available for travel advisors.

The cruise line has launched an exclusive incentive program running throughout the month, which will see CLIA members receive a \$100 egift card for every new reservation - call 1800 867 126 for more.



Cruise's private battleground

PRIVATE destinations are becoming the new battleground for the cruise sector, according to a new report from travel rewards platform Arrivia.

The new *View from the Cabin* report found cruise lines' proprietary destinations are now brand-defining assets which are influencing who pax book with.

More than half of respondents to Arrivia's polling say calls at private destinations influence their booking decision, while one-in-four would switch cruise lines just to gain access to more of these experiences.

Thirty-four percent said private destinations are somewhat of a factor, while 21% tabbed it as a deciding factor.

Only 24% said private destinations are not relevant to their booking decision at all.

Families and younger travellers find private destinations particularly appealing, Arrivia found, as well as those booking shorter cruises.

"These stops often function as an extension of the ship, providing a controlled environment where the cruise



line can deliver consistent service, safety, and quality," the Arrivia report stated.

Royal Caribbean is investing heavily in its private 'Ultimate Destinations' over the coming years, which will include its upcoming Lelepa beach club (pictured) in Vanuatu in 2027 (CW 19 Aug).

The cruise line's private destinations in the Berry Islands and Haiti have been some of its highest-rating port calls for years.

Royal Caribbean is also preparing to introduce private destinations in Nassau, Cozumel, and Costa Maya.

Meanwhile, MSC Cruises and Norwegian Cruise Line also operate top-rated private destinations, Ocean Cay and Great Stirrup Cay respectively. *MS*

Imagine sailing with Manu

CHEF Manu Feildel (pictured) will headline a Danube culinary sailing with Imagine Cruising, the package operator's newest celebrity-hosted river cruise.

The seven-night Danube sailing will be part of a larger 28-night European journey in Aug, which will combine a cruise on Cunard Line's *Queen Victoria* in the eastern Med, with a voyage with Transcend Cruises.

Passengers will embark the seven-night river cruise in Budapest on 08 Aug, with the voyage to include an overnight stay in Vienna, before concluding in Passau.

The cruise, sailing aboard *Transcend*, will see Feildel bring his passion for food and storytelling to life with experiences such as an intimate welcome cocktail reception, a signature dinner, a relaxed live cooking demonstration, and a hosted food and wine walking tour of Budapest.

Transcend features 60 staterooms, a wellness area and gym, engaging entertainment, and unlimited drinks.



"I am delighted to be partnering with Imagine Cruising on this incredible Danube River sailing," Feildel said of the cruise.

"Food and travel are two of my great passions, and I look forward to bringing them to life through a signature dinner, cooking demonstrations, and a food and wine tour of Budapest," he added.

Guests will follow up the river cruise with a 14-night eastern Mediterranean voyage aboard *Queen Victoria*, visiting Greece, Croatia, Italy, and Spain.

This part of the itinerary will include hotel stays in Budapest, Barcelona, and Mestre.

This 28-night 'Flavours of Europe: Exclusive Culinary River Cruise & Mediterranean Voyage' package runs from 06 Aug to 03 Sep 2026. *MS*

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EDITORIAL

Editor - Myles Stedman
Journalists - Adam Bishop, Janie Medbury,
Editor-at-large - Bruce Piper
Editorial Director - Damian Francis
Associate Publisher - Jo-Anne Hui-Miller
info@cruiseweekly.com.au

ADVERTISING & MARKETING

Head of Sales & Marketing - Sean Harrigan
advertising@cruiseweekly.com.au

GENERAL MANAGER & PUBLISHER

Matthew Vince

ACCOUNTS

accounts@traveldaily.com.au

Suite 1, Level 2, 64 Talavera Rd
Macquarie Park NSW 2113 Australia
PO Box 1010 Epping NSW 1710 Australia
Tel: (AU) +61 2 8007 6760 or (NZ) 0800 799 220
Tel: (Int'l) 1300 799 220

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