



Cruise Weekly today

Cruise Weekly today features three pages of all the latest cruise industry news plus a full page from Cruiseco.

Cruiseco's thanks

CRUISECO is thanking the travel industry, after it was recognised as the Most Outstanding Wholesaler - Product/Service at the annual National Travel Industry Awards on Sat night.

The wholesaler is acknowledging the exceptional service its travel advisors provide to their clients, as well as the work of the Cruiseco team, and the support of its supplier partners.

Cruiseco is also congratulating all the finalists and winners on the night, as well as the judging panel and the Australian Travel Industry Association team - **page 4**.

Close-to-home is NCL's new on-ramp

EXCLUSIVE

NORWEGIAN Cruise Line's (NCL) ability to grow its close-to-home program will be key to filling out the company's Australian business as a whole, Chief Sales & Marketing Officer International Jason Krimmel (pictured **right**) said.

Speaking exclusively to **CW** last week, Krimmel and Vice President & Managing Director Ben Angell (pictured **left**) said the first 10 years of Norwegian's presence in Australia - recently celebrated with the opening of a new office (TD 03 Sep) - had largely focused on selling its key product in Hawaii and the Mediterranean.

Norwegian will now pivot to ramping up local interest in its Australian home port season, as it looks to offer a greater on-ramp to new-to-cruise and new-to-brand passengers through a series of shorter, "taster-style"



cruises next season (**CW** 16 Oct).

However these will only be introduced in a small number, Krimmel emphasised, allowing Norwegian to maintain the character of its Aussie program.

"It's not a heavy emphasis, because if it was a heavy emphasis, it would be the entire season...I think for us, it's just testing the waters," he said.

"It's the opportunity for us to get a new client that we're not getting now.

"If there's a point in time when we bring in different tonnage, it's

[about] seeing what the guest profile could be."

Angell said the challenge presented by the Australian cruise sector means there is a balance that lines must strike to continue to expand.

"If you want to grow past a certain level, you need an on-ramp...Hawaii for us has been successful, but we need an on-ramp closer to home," he said.

"We need more trade to touch and feel the product, we need more consumers to experience the product." **MS**

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THE Oregon town of Tualatin really knows how to squash the competition when it comes to pumpkin carving.

At its 21st annual West Coast Giant Pumpkin Regatta, crowds watched as costumed competitors paddled giant hollowed-out pumpkins across the town's lake.

Gary Kristensen, dressed as Will Ferrell's Buddy from *Elf*, emerged as the winner.

No stranger to victory, Kristensen had already broken the Guinness World Record for the longest journey by pumpkin boat earlier this year after paddling 93km - beating the previous record of 60km (*CW* 09 Nov 2023).

Moroney: *Ikon* is best value cruise there is

THE new *Scenic Ikon* (*CW* yesterday) has been built to represent the best-value ultra-luxury product on the market, Scenic Luxury Cruises & Tours Chair Glen Moroney said.

Speaking at the official launch of *Ikon* (**pictured**) in Sydney yesterday, Moroney said this key tenet was a crucial focus when designing the new ship.

"When we have a look at the capability, the luxury, the amenities, and the inclusions of this Scenic discovery yacht, there is no ship currently in the water, or even planned, that can compete on all of those things combined," he said.

Ikon will include 15 different dining venues, all of which are included in the fare.

New restaurants will feature a tapas bar, and an artisanal pizza station, which overlooks *Ikon's* pool deck.



The ship will also offer more than 150 different whiskeys, 30 wines, shore excursions, a 1,700m² spa, and helicopter flights for early bird bookers.

All these experiences are included from around \$1,200 per person per day on board *Ikon's* inaugural season - "exceptional value", Moroney claimed.

He also announced *Ikon's* first three cruises have already sold

out, following a quiet, loyalty-only release a few weeks ago.

Ikon's full inaugural program, which will sail from Apr 2028 to Mar 2029, is now available to book, and so far, the response has been "excellent".

"I think we've got the product and the pricing in the right place, and the fact guests book so far in advance is great news for us in the future," Moroney added. *MS*

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Egyptian treasures

TRAVELMARVEL has unveiled its Egypt and Jordan 2026-2028 program, with guests set to sail on board purpose-built vessel *Travelmarvel Sirius*, launching in Sep 2026 (**CW** 16 Sep).

The new program highlights three itineraries in the region, including the 11-day land and river cruise itinerary, 'Treasures of Egypt and the Nile', which features a seven-night sailing, as well as the opportunity to explore the Valley of the Kings, the temples of Luxor and Karnak and the Temple of Hathor at Dendera.

Guests will also enjoy a private charter flight to the Abu Simbel temples.

On the 18-day 'Treasures of Egypt and the Nile with Hidden Jordan' itinerary, travellers will visit the pyramids, Sphinx, and temples along the Nile, as well as a journey through the pink city of Petra in Jordan, the desert landscapes of Wadi Rum and the ruins of Jerash.

A reverse itinerary is also available, beginning in Jordan and ending in Egypt - the 'Hidden Jordan with Treasures of Egypt and the Nile'.

Early bird offers are available now, with savings of up to \$5,000 per couple on a number of departures.



Younger cruisers set sail



CRUISING is not just for retirees anymore - younger travellers, couples and families are emerging as key growth segments, according to new Roy Morgan data presented at the Australian Travel Industry Association's Beyond Borders Travel Summit last week.

Adele Labine-Romain (**pictured**), Head of Travel & Tourism at Roy Morgan, revealed that a young cohort is emerging in the cruise market, with a quarter (26%) of Australians who cruised in the past year under 50.

"It's not only a 65-plus game," Labine-Romain said, pointing out that intergenerational groups are helping to drive the trend.

"We can see that same cohort of people as couples, small groups of friends, [and] children creeping into the equation here."

According to the findings from Roy Morgan, travellers are increasingly mixing shorter APAC itineraries with domestic options.

"It's likely that familiarity and shorter-haul travel is driving demand," Labine-Romain said.

Roy Morgan data also shows cruising has one of the highest repeat-intent rates of any travel category, with those who have cruised before far more likely to plan another voyage.

Among those planning a domestic cruise, 3% said they had previously cruised domestically, while 11% had cruised overseas.

Meanwhile, among those organising an international cruise, 3% had cruised domestically and 5% internationally within the last 12 months.

These figures indicate conversion across segments, demonstrating that once people try a sailing of any kind, they are open to doing another, even in a different segment.

"We know the behaviour of planning the next one while you're still on a cruise," Labine-Romain pointed out. *JM*

CLIA UPDATE



with Joel Katz
MD, CLIA Australasia

Welcome to expedition week

CRUISE Month is now in full swing, and this week's theme of expedition cruising is a great opportunity to celebrate one of the most exciting areas of cruising right now.

Like our river cruising activities last week, our expedition focus will include a campaign of social media activity, digital advertising, outdoor billboards and other initiatives - all designed to inspire travellers and direct them to their CLIA travel agent.

We have also released our new expedition cruise spotlight sessions, a series of online videos designed to give travel agents fresh insight into the booming expedition sector.

There are 13 videos now available, including a series of five-minute presentations by 11 different CLIA expedition cruise lines, each of them giving a fast-paced explanation of their brand.

Education is a key priority for CLIA and Cruise Month is a fantastic opportunity to take advantage of our latest resources and professional development opportunities.

This includes our biggest ever program of Cruise Month webinars - more than 30 offered throughout Oct, including 11 this week from expedition cruise lines.

There's still plenty to enjoy this Cruise Month, so visit the CLIA Members Hub **HERE** to access our Spotlight Sessions, webinars and Cruise Month Toolkit.



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THANK YOU

On the night of nights, Cruiseco was awarded the
Most Outstanding Wholesaler - Product/Service
at the NTIA 2025 Awards.

A huge acknowledgement of the exceptional service our agents provide
to their clients, the incredible work of the entire Cruiseco team
and the support of our amazing supplier partners.

Congratulations to all the Finalists and Winners on the night.
Thank you to the judging panel and to the ATIA team for yet another
memorable event.

Most Outstanding Wholesaler - Product/Service
Cruiseco

NTIA $\frac{2}{2} \frac{\text{globe}}{5}$

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