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2027 - 2028

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Cruise Weekly today

Cruise Weekly today features four pages of all the latest cruise news, plus a cover wrap from Silversea.

Silversea's biggest

SILVERSEA has unveiled its largest-ever voyage collection for 2027-28, revealing more than 400 new itineraries to more than 600 destinations.

Highlights of the program include three new Grand Voyages, 30 maiden calls, and new expeditions in destinations such as Australia.

Silver Cloud will cruise in new regions, expediting in the Great Barrier Reef, Japan, and Southeast Asia, among others.

Destinations include Ribbon Reef, Kanazawa, the Kerama Islands, and Sandakan Bay.

Silversea has also launched its first-ever summer season in Japan - **cover page**.

Viking reaches 100th ship milestone

VIKING has announced the naming of its nine newest river ships during a simultaneous ceremony in Basel yesterday, which also marked the cruise line's 100th vessel - more than any other cruise line.

The line-up included *Viking Annar*, *Viking Dagur*, *Viking Eldir*, and *Viking Honir*, which will sail the cruise line's popular itineraries along the Rhine, Main, and Danube rivers.

Also joining the party was *Viking Nerthus*, *Viking Gyda*, and *Viking Tonle*, which will sail the Seine, Douro, and Mekong rivers.

The two other new vessels, named *Viking Thoth* and *Viking Amun*, will offer journeys on the Nile river.

Taking place on board *Honir*, the ceremony was connected virtually to the eight other new ships, which were located across five other countries.



Guests enjoyed performances by Sissel Kyrkjebø, soprano and godmother of *Viking Jupiter*; Norwegian violinist, Tor Jaran Apold; the Viennese Residence Orchestra; and a Basel girls' choir.

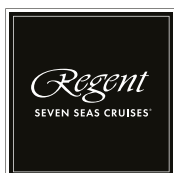
"Today we are proud to name our newest river ships and to honour the nine distinguished members of our extended Viking family serving as their godparents," Chairman & Chief Executive Torstein Hagen said.

"We have always been quite a bit

different from others in the travel industry - we like to be contrarian.

"Over the last 28 years, we have grown from four ships to more than 100 - a fleet size that no other line has achieved - and we have done so because of our innovative approach." JM

Pictured: Hagen (middle) with Executive Vice President of Product Karine Hagen, and the godparents and captains of the nine vessels on board *Honir* for the ceremony.

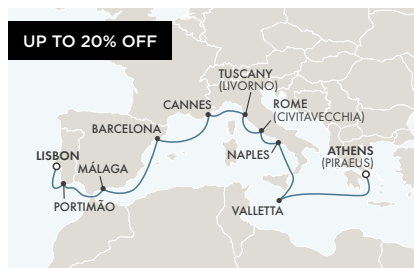


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NCL opportunity grows from status match

EXCLUSIVE

NORWEGIAN Cruise Line (NCL) believes it has a significant opportunity to lure guests from sister brand Oceania Cruises onto its ships through their parent company's recently introduced Loyalty Status Honoring Program (*CW* 30 Sep).

NCL Chief Sales & Marketing Officer International Jason Krimmel told *CW* although the company is yet to notice any trends emerge through the status match, he believed the new program will lean in to the multigenerational travel trends sweeping across the cruise sector at present.

"The biggest opportunity for NCL is clearly going to be from Oceania to Norwegian, when there's multigen involved," Krimmel asserted.

"Offering 'The Haven' experience for the matriarch and



patriarch, you can go downtown for dinner and a show, and then they go back uptown at night."

Another opportunity Krimmel identified is for Oceania guests to travel in The Haven on a shorter NCL cruise.

Many Oceania voyages skew longer, with the status match program allowing the luxury line's passengers to join a shorter voyage in NCL's upscale "ship-within-a-ship" concept.

"It opens up the door for Oceania's guests to come and go in The Haven on a Jewel-class vessel in Asia, but in a more truncated time period, and at a very different price point." *MS*

Pictured is the Norwegian team: Krimmel, Senior Marketing Manager Tara Clifford, Director of Sales Angela Middleton, Vice President & Managing Director Ben Angell, and Public Relations Manager Leanne Fonagy.

Crystal/A&K cruise

CRYSTAL and Abercrombie & Kent (A&K) have announced details of their first joint voyage - part of the duo's new partnership (*CW* 13 Aug).

The inaugural A&K x Crystal cruise departs 28 Aug, visiting ports in Italy, Greece, Montenegro, and Croatia.

Limited to 50 guests, the 12-day journey begins in Italy with two nights at the Anantara Palazzo Naiadi Rome Hotel, before guests board *Crystal Serenity* for a nine-night cruise, with pre- and post-cruise extension options available.

Stops along the way will explore some of the world's finest art, architecture, wines, and cuisine, including VIP access to the Vatican City, a hike up Mount Pantokrator in Corfu, and truffle hunting on a Sicilian farmstead.

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RCI unveils first-ever Alaska cruisetours

ROYAL Caribbean (RCI) has revealed its summer 2027 adventures to Alaska, with the line to introduce its first-ever cruisetours in the Last Frontier.

Four ships will sail in Alaska for the season, with *Anthem of the Seas* to also deliver a line-up of immersive overnight experiences on land.

The cruisetours can be added to the start or end of a voyage, and will include visits to Denali National Park, as well as journeys in luxury glass dome rail cars.

Anthem will sail between Vancouver and Seward on seven-night vacations to destinations such as Skagway, Ketchikan, and the Hubbard Glacier.

Also offering week-long voyages in Alaska for the season will be *Quantum of the Seas* and *Voyager of the Seas*, which will both sail from Seattle.

Quantum will relocate to Alaska



following her summer season in Australia, sailing to Sitka, Juneau and Skagway; while *Voyager's* itineraries will visit Juneau, Skagway, Endicott Arm, and Dawes Glacier.

Serenade of the Seas (pictured) will round out the season sailing

week-long explorations through Alaska's Inside Passage from Vancouver, visiting Sitka, Icy Strait Point, and Ketchikan.

Cruises are now open to book for Crown & Anchor Society loyalty members, ahead of the official opening tomorrow. *MS*

Explorers expands

PONANT Explorations Group will expand its partnership with The Explorers Club to include Paul Gauguin Cruises and Aqua Expeditions from late next year.

The expert-led voyages will now span the group's three cruise lines, featuring scientists, filmmakers, authors, photographers, and more from the club.

The Explorers Club voyages on Paul Gauguin and Aqua Expeditions will begin in the winter 2026-27 season, with two departure dates for *Paul Gauguin* and four on board Aqua's ships.

Ponant Explorations will offer more than 15 voyages with the Explorers Club in 2026 and 2027, featuring speakers like New Zealand mountaineer Peter Hillary, and American filmmaker John Heminway.



ARE YOU AUSTRALIA'S MOBILE CRUISE AGENT OF THE YEAR?

Nominations are now open for the 23rd Cruise Industry Awards

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For more information on Award Criteria and how to nominate, please visit cruising.org.au.
Nominations are open to all CLIA Travel Agent members and close Friday, 21 November 2025.



IF YOU have ever been curious about what it's like to run a cruise ship, you will soon be able to try it out - virtually, and risk-free.

Cruise Control, a new game developed by No More Robots, allows players to manage a cruise ship, outfitting it with facilities and services while ensuring everything is in order during the journey itself.

The player's job is to keep cruise guests happy, from implementing upgrades to handling any technical issues.

There are also harder challenges for those who excel, with the ability for players to test their skill at offering luxurious cruising experiences.

The game is due to be released next year.



Aurora launches AI navigation

AURORA Expeditions has become the first cruise line to integrate AI routing, as part of a collaboration with Australia-based climate technology company CounterCurrent.

The AI-powered navigation system will be integrated aboard the new *Douglas Mawson*, which will launch in Dec (**CW** 11 Sep).

CounterCurrent is the brainchild of UNSW Associate Professor Shane Keating (**pictured**), whose idea was first profiled in **CW** last year (**CW** 07 Jun 2024).

The tech captures real-time wind, wave, and ocean current data, which is fed into global climate and weather models, supporting more efficient and lower-emission navigation.

CounterCurrent uses AI, onboard sensors and satellite data to generate hyper-local, vessel-specific route predictions.

The system continuously analyses ocean conditions and ship performance to model the most fuel-efficient routes - effectively helping ships "ride" ocean currents.

This not only reduces emissions and operational costs, but also



enhances safety and efficiency in challenging polar environments.

"Planning safe, efficient and lower-emission shipping routes relies on good data and an understanding of ocean currents, but in polar regions, real time data is scarce," Aurora Sustainability Manager Sasha Buch said.

"Through our collaboration with CounterCurrent and the Polar Citizen Science Collective, we're helping fill critical data gaps in the Southern Ocean - contributing to a smarter, cleaner future for maritime travel, one where every voyage improves the next." MS

Expedition insights

CRUISE Lines International Association (CLIA) has released its new Expedition Cruise Spotlight Sessions, a series of videos designed to equip travel advisors with fresh insight into the sector.

Marking Cruise Month's Expedition Week, the 13 videos are now online, featuring a series of five-minute presentations by 11 different CLIA expedition cruise lines.

Additionally, there are two panel discussions in which expedition cruise experts explore themes in more detail.

"Expedition Cruising is one of the most successful areas of cruising right now and we're seeing a huge amount of growth and development among the specialist operators," Managing Director Joel Katz said.

"These videos are a great opportunity to learn more about expedition cruising."

The Spotlight Sessions can now be accessed via the [Cruise Month Toolkit](#) in the [CLIA Members Hub](#).

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