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**Companion flies free** on selected ocean and expedition voyages up to \$2,500 per booking\*



### Cruise Weekly today

**CRUISE Weekly** today features five pages of all the latest cruise industry news, including a double photo page from **Royal Caribbean**, a cover wrap from **Viking**, plus a full page from **Cruiseco**.

### Viking spring sale

**VIKING'S** spring sale offers free flights until 01 Dec.

Clients can enjoy the offer across selected 2026-2028 river, ocean, and expeditions - more on today's **cover page**.

### HX Cruiseco offer

**EARN** a \$100 e-gift card when booking an HX expedition with Cruiseco.

The offer is available on fly, cruise, and stay packages booked before 14 Sep - for more details, see **page six**.

## Cunard not sailing away from Australia

**AUSTRALIA** remains an important source market for Cunard Line, despite the brand leaving local shores earlier this year (**CW** 06 Nov 2023), Senior Vice President Commercial Liz Fettes told **Cruise Weekly**.

The Cunard leader, in Australia for last week's Cruise360 conference (**CW** 29 Aug), said keeping locals' appetite high for "the fine line" as a fly-cruise option will remain a key focus.

"Australia is such a top market for us, and it's a long-term market," said Fettes, **pictured right** with Sales & Marketing Director Amy Williams.

"Having the dedicated sales team, having the dedicated marketing team, also having a dedicated call centre, none of that's going away."

Fettes said Cunard is confident the line's brand affinity, built in the country over years of local



operations, will see Australians enthusiastic to follow its 'Queens' around the world.

"We want to keep people within Cunard's ecosphere," she said.

"There's been such an affinity and such a loyalty to the brand here, I think the retention and

that repeat side, it's really 'where else can we deliver this experience to you'."

Cunard's new ship *Queen Anne*, as well as cold weather destinations such as Alaska, are proving popular with Australians, Fettes said. **MS**



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## Terra Nova adds

**TERRA** Nova Expeditions has expanded its headcount with Karen O'Dwyer joining the team as Passenger Experience & Reservations Manager.

O'Dwyer brings a wealth of experience across the travel sector as Terra Nova strengthens its commitment to support both direct clients and trade partners.

She is the second former Quark Expeditions employee to join the business, having served as a Polar Travel Advisor for the rival cruise line.

"Having Karen on board is a real milestone for us," founder Greg Carter said.

"She is widely recognised in the industry as a 'polar guru' in Australia, and we know our clients are in safe hands with her knowledge, energy, and care," he added.

## Hurtigruten records strong growth



**HURTIGRUTEN** has reported strong APAC growth, following its restructure late last year (**CW** 05 Dec), which saw it split from former sister brand HX.

The cruise line said trading has been impressive in Australia this year, with a growth in revenue driven by increased passenger demand for the line's core Original voyages.

There has also been a substantial surge in bookings on premium Signature voyages, resulting in a 78% increase compared to the PCP.

Hurtigruten is aiming to build on this momentum by expanding its Signature program from May with the fully refurbished *Midnatsol*, doubling capacity (**CW** 26 May).

Both Hurtigruten's Signature and Original voyages are the foundation for the significant growth of the cruise line's multi-country Nordic Tour packages.

This success has driven a 60% year-on-year increase in capacity for both escorted and independent tours, and has enabled the launch of new departures and expeditions in Norway and the High Arctic Svalbard region.

"Asia-Pacific is a key growth region for Hurtigruten, with travellers increasingly seeking immersive, experience-rich journeys," MD Damian Perry said.

"We're seeing strong momentum not only for our Original and Signature voyages, but also for packaged tours that combine these with land-based exploration," he added.

"Guests are showing a growing appetite for authentic, sustainably minded adventures - from chasing the Northern Lights to exploring Svalbard - experiences that Hurtigruten delivers like no one else." *MS*

## Holy Viking famil

**ONE** lucky travel advisor will win the ultimate Viking self-famil, sailing on all three of the cruise line's products.

The winner will experience a Viking river, ocean and Antarctica expedition voyage for themselves and a friend, with flights included, in the new incentive launched today.

A number of eight-day river and ocean cruises can be chosen by the winner, while all three itineraries can be taken back-to-back, or spread out to suit their schedule.

They can also take a different travelling companion on each of the cruises if they wish.

Additionally, there is \$24,000 worth of prizes for runners-up.

The incentive is a raffle rather than a competition, with each booking made serving as another entry.

## Jones promoted

**CELEBRITY** Cruises' Jessica Jones has been promoted to Head of Retail at the line.

She most recently served as Celebrity's National Account Manager for almost two years, among a number of roles held with the cruise line.

Jones also recently celebrated her 15-year anniversary with Royal Caribbean Group, before which she began working in the cruise industry with MSC Cruises and Ecruising.

## CLIA fights taxes

**CLIA** has said it will robustly fight the state of Hawaii as it aims to introduce additional levies on cruise travellers who are already "subject to substantial fees and taxes".

The association said small businesses in Hawaii generate US\$639m in total economic impact from cruise, including US\$116m in tax, with the planned increase threatening to deter visitors whose spending fuels this economy.



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# CRUISE Weekly

## Royal Caribbean takes on Cruise360

WEEKLY

Tue 02 September 2025

**ROYAL** Caribbean brought high energy to CLIA Australasia's 2025 Cruise360, kickstarting both mornings with free coffee and captivating attendees with live mural painting throughout the event.

Team RCI engaged with agents and industry colleagues, and celebrated the completion of the artwork by gifting custom stickers and tote bags, including of crowd favourite, Chief Dog Officer, Sailor, who can be found roaming the line's newest ship, *Star of the Seas*.



**THE** Royal Caribbean team ready to rock at Cruise360.

**ARTIST** Hans, hard at work.



**NICOLE** Stojic, Royal Caribbean, with Learni Ehrnholm from Clean Cruising.



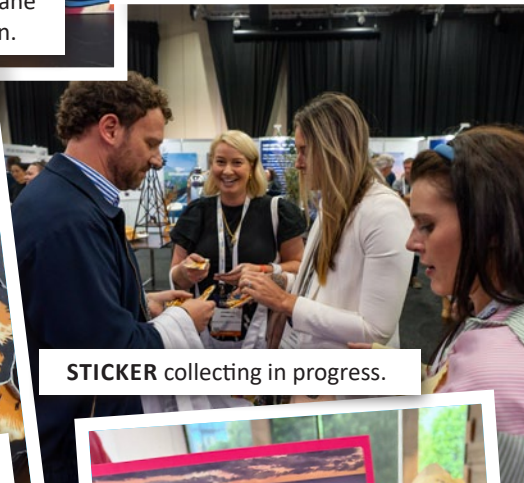
**STEVE** Labroski, ittravel with Rob Patane and Asthika Ram from Royal Caribbean.



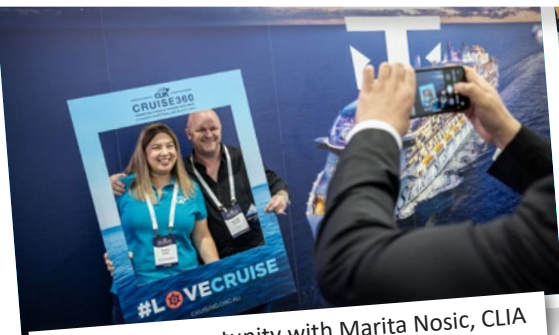
**CATH** Marshall, Royal Caribbean, handing out merchandise to agents.



**SAILOR** stickers from *Star of the Seas*.



**STICKER** collecting in progress.



**A PHOTO** opportunity with Marita Nasic, CLIA Australasia and Richard Taylor from ATIA with the star of the show, *Star of the Seas*.



**SOME** of the Cruise360 attendees enjoying a free coffee.



**CLIA** Australasia Managing Director, Joel Katz, with Royal Caribbean Asia Pacific VP and Managing Director, Gavin Smith.



**FREE** coffee was available at Rydges Fortitude Valley.



Tue 02 September 2025

# Royal Caribbean takes on Cruise360

**THERE** is a simple joy in watching something grow from nothing, and Royal Caribbean's evolving mural at Cruise360 last week had the cruise industry captivated across both days of the event.

Boosted by a steady supply of coffee, agents and the cruise brand's team watched in awe as artist Hans weaved his imagination and produced a piece of magic that showcased just some of the best of what the cruise line has to offer on its fleet of ships worldwide. There has never been a more exciting time to cruise.



**BY THE** second day, the free coffee at Rydges was becoming a hot commodity.



**THE** six-metre completed mural, which will be installed at the Royal Caribbean Group office in Sydney.



**PIPPA** Madden, The Cruise and Travel Store, with Asthika Ram, Royal Caribbean.



**THE** DJ at the networking drinks sponsored by Royal Caribbean.



**ONLOOKERS** watch as Hans works on the mural as it gradually takes shape.



**LIA** Malone from TravelManagers with some of the Royal Caribbean sales team.

**THE** Royal Caribbean team representing at Cruise360.



**TERRI** Bettany, Clean Cruising and Karen Murphy from Seven Seas Travel collecting stickers from Dave Humphreys, Royal Caribbean.



**THE** Royal Caribbean team was everywhere, handing out free merchandise to attendees.





**INVENTIVE** cocktails have become somewhat of an arms race in the cruise industry, with Disney Cruise Line taking centre stage this week.

The brand has unveiled some of the new themed drinks that guests can enjoy aboard the upcoming *Disney Destiny*, which sets sail in Nov.

During the Disney Eats panel at Destination D23 over the weekend, Disney Cruise Line Beverage Operations Manager Ben Van Curen gave attendees a sneak peek at what to expect, including a line-up of ghostly cocktails and mocktails at the Haunted Mansion Parlor.

There is also the 'Dead Man's Chest' (pictured), a new beverage experience for two for *Pirates of the Caribbean* fans, featuring drinks made with Zacapa 23 Solera rum, pineapple, lime juice, agave nectar, and coconut froth.

The experience will be available at Cask & Cannon, a lively themed tavern aboard *Disney Destiny*, filled with eclectic treasures, light bites and vintage rums.

Guests can also get their tastebuds tingling with the new 'Mirror Dimension' cocktail at the Sanctum.



## More winners with NCL



**NORWEGIAN** Cruise Line (NCL) has wrapped up its 'Experience More of the World with NCL' campaign (CW 14 Jul), with Thomas Liardo from Cruiseabout Narellan and Amy Mortimer from Clean Cruising announced as winners of the grand prize.

The six-week campaign attracted almost 1,300 travel partners, which invited participants to join a virtual journey around the globe to discover the key selling points of NCL's most popular destinations.

Advisors sharpened their knowledge while collecting virtual passport stamps across key regions including Europe, Hawaii, Asia, Alaska, the South Pacific, and Australia.

Nearly 700 travel advisors completed modules weekly, and more than 500 successfully filled their passports, collecting all six stamps to go into the draw to win one of two NCL cruises next year.

"A massive thank you to everyone who signed up and got involved - especially those who joined me each week on NCL's Facebook Group for bonus Partners First Rewards points," Director of Sales Angela Middleton said.

"Your support, passion for cruising, and eagerness to learn

more about NCL's offering mean the world to us.

"We hope you're now feeling inspired, confident, and ready to share the benefits of cruising with NCL with your clients."

This week will now see Field Sales Manager Craig McLaurin host a webinar on Wed to learn about NCL's most popular itineraries this year - **CLICK HERE** to register. *MS*

## Aldi cruise deals

**ALDI** Holidays has rolled out a number of new cruise deals valid for travel next year.

The 'Paris, Baltics & Oktoberfest Cruise Adventure', on sale from \$6,999 per person, sails with Holland America Line in Sep 2026.

The deal offers international flights to Amsterdam and the return sectors from Munich - **CLICK HERE** for details.

Meanwhile, the 'Singapore, Thailand, Malaysia Cruise with All Inclusive Maldives Stay' is also on sale from \$5,999 per person, sailing with Royal Caribbean in Nov 2026.

This package features international flights to Singapore, and returning from Male - **CLICK HERE**.



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\*Conditions apply. This promotion is exclusive to Australian agents booking via Cruiseeco and Creative Cruising Australia for all eligible sailings made and deposited during the offer period. Eligible sailings apply to package codes HXE51995, HXE52049, HXE52077, HXE51986 & HXE52201. Offer period is between 11 August 2025 and 14 September 2025. Agents will receive a \$100 Prezzy eGift card per eligible booking at the conclusion of the incentive offer period. Gift cards are non-transferable and not redeemable for cash. Gift card will be sent by email to the registered email address used when the booking is made. To ensure timely delivery of gift cards, agents are requested to provide full and accurate information to Cruiseeco at the time of booking. The total incentive final amount will be advised no later than 07 October 2025. Failure to accurately record agent data including name and email address when booking may result in delays or ineligibility for payment. Changes to booking may result in removal of offer. Offers and prices are subject to availability, cancellation, and change without prior notice at any time. This offer is combinable with HX Expeditions Sell 3 Sail Free promotion. Offer is not combinable with any other offers unless stated. Fringe benefits tax (if any) is the liability of the legal employer of the employee. We recommend that you seek your own independent taxation advice to assess any impact of these prizes on your circumstances. Prezzy eGift Card, HX Expeditions, Helloworld Travel and Cruiseeco website terms and conditions apply. Contact Cruiseeco for full details.

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