



### Cruise Weekly today

**CRUISE Weekly** today features three pages of the latest cruise news.

### Hurtigruten on sale

**HURTIGRUTEN** is offering reduced deposits as low as \$250 per person on its 2026/27 itineraries as part of its latest sales promotion.

The cruise line has also announced discounts of up to 30% on some sailings, including the 12-day 'The Coastal Express' roundtrip from Bergen, on all departures until 31 Mar 2027.

Travellers can also secure a discount of up to 25% on select departures of the 15-day 'The North Cape Line' voyage, which sails roundtrip from Oslo.

Bookings must be made by 30 Apr - for the full terms and conditions, click [HERE](#).

## Trafalgar on global river mission

**EUROPE** appears to be just the beginning for Trafalgar's river cruise line, with vice president Damien O'Connor indicating to **CW** a potential future global expansion for the brand.

O'Connor flagged waterways throughout the Americas and Asia as potential future destinations for Trafalgar while speaking to **CW** aboard the cruise line's inaugural river cruise last week voyage (see [page three](#)).

On Fri, *Trafalgar Verity* set sail on the Rhine, while the cruise line has also currently committed to sailing on the Danube and Seine.

"We're looking at worldwide rivers, we're not just looking at Europe," he said.

"We've got on our radar at the moment the Rhone, Douro in Portugal, we're looking at the Amazon, we're looking at Vietnam, we're looking at the Great Lakes in the US, the



Mississippi," O'Connor revealed.

The Douro could be the first new cab off the rank, he added, with Trafalgar possibly targeting a 2029 arrival in Portugal.

The aggressive expansion could be realised in a number of ways, O'Connor added.

"We're talking about buying ships, building ships, buying existing companies that operate

smaller ships, so we're very active," he said, adding Trafalgar's present "sweet spot" sits at around 10 vessels.

Trafalgar is also looking at adding shorter voyages to its mix, O'Connor said, with the cruise line currently selling mostly eight-10 day cruises. *MS Pictured* is O'Connor with deputy CEO Melissa DaSilva.

*Regent*  
SEVEN SEAS CRUISES®  
EXPERIENCE THE UNRIVALLED®

the  
**EXOTICS EDITION**  
with UP TO 40% OFF SELECT SAILINGS\*

\*For applicable sailings and full terms and conditions, visit [RSSC.COM/EXOTICS-EDITION](https://rssc.com/exotics-edition)

with up to  
**40% OFF**

Incredible destinations deserve an exceptional way to travel. Let your clients step aboard The World's Most Luxurious Fleet® for a soul-stirring journey to distant shores. A lavish getaway awaits with UP TO 40% OFF\* select Exotic escapes.

DOWNLOAD TOOLKIT

FEATURED VOYAGE

UP TO 25% OFF

PEAKS & PAGODAS  
*Seven Seas Explorer®*

**BANGKOK TO BALI**  
22 NOV 2026 | 11 NIGHTS | UP TO 26 INCLUDED

ALL-INCLUSIVE CRUISE FARE WAS NOW  
DELUXE VERANDA from..... AU\$12,810pp\* AU\$9,608pp\*

What would you do  
with **\$310,000**

\*Average annual commission of our top 50 in 2024.



**TravelManagers**  
As individual as you are  
join.travelmanagers.com.au

## WTTC on impact

**THE** World Travel & Tourism Council (WTTC) has highlighted the positive impact that cruise tourism generates for destinations around the world in its latest report.

According to *Cruising for Impact*, in 2024 the industry contributed US\$98.5 billion (A\$140.3b) to global GDP and generated US\$199 billion in total economic output, supported 1.8 million jobs, and delivered US\$60.1 billion (A\$85.6b) in wages.

More than 60% of cruise passengers returned to destinations they first discovered via cruise, the report revealed, illustrating how the sector helped sustain long-term tourism demand.

WTTC also outlined how cruise tourism contributed to positive social outcomes.

## Agents experience the Rhine



**AVALON** Waterways has completed its inaugural advisor-only sailing, bringing together 92 Australian and New Zealand travel advisors for a journey along the Rhine.

Running between 24 and 31 Mar aboard *Avalon Envision*, the itinerary from Basel to Amsterdam acted as a training immersion for the advisors, providing first-hand insight into Avalon's product as well as building their confidence in selling Globus family of brands' (GFOB) wider portfolio.

The voyage included four training sessions that covered seven topics and included a Q&A session hosted by Avalon Waterways' president Pam Hoffee, as well as appearances by other members of GFOB's

Australasian leadership team.

"Meeting advisors and embracing the trade community we've built on board one of our ships was an honour," Hoffee said.

"We aimed to provide advisors with an experience beyond the brochure, and an opportunity to learn first-hand what sets Avalon apart, from our industry-leading Panorama Suites to our variety of excursions," she added.

Advisors were given the opportunity to select between Active, Discovery or Classic excursions, with highlights including a walking tour of the town of Breisach, cycling through the Black Forest, or a brewery tour in Heidelberg.

They were also encouraged to take part in Avalon's social media competition, which involved sharing images with the hashtags #rhineanddine, #Amarksthespot and #yoursosuite.

The best image was awarded to Joy Varga of TravelManagers, who received a \$1,000 gift card.

Head of commercial at GFOB Brett Simon said the advisor-only charter was "just the beginning".

"We'll be taking feedback from advisors on why these events were so well received and will be looking to implement them into future plans, embracing what worked to best meet our advisors and their clients." JB

## Ama's new chief

**AMAWATERWAYS** has appointed Toni Stoeckl as its new chief creative & marketing officer, effective today.

Stoeckl's focus is to improve the company's brand awareness, strengthen customer relationship management capabilities and scale e-commerce strategies.

He most recently served as chief marketing officer at Starwood Hotels.

His experience also includes a stint at Marriott International in which he assisted with the expansion of EDITION, AC Hotels, Aloft and Element brands.

He has replaced Michal Maguire, who was in the role on an interim basis since 2025.

## Storey's new role

**IGNITE** Travel Group has appointed Kerise Storey as its new cruise product manager for Explorations by Norwegian.

Based on the Gold Coast, Storey joins from TripADeal, where she held the title of cruise account manager for almost three years.

Speaking on her new role, Storey said she is excited to "help bring to life...an incredible product".



### On Board: Trafalgar Verity Verity Lounge

Trafalgar Verity is designed as a modern art deco masterpiece, with a 1930s steamship aesthetic and richly textured blue-and-white decor. This carries through to the ship's main space, the Verity Lounge, where debriefings for the cruise take place. Outside of this, the space transforms into a space to sit during the day and a bar at night.



### ONBOARD CREDIT BONUS

UP TO **\$750** ONBOARD CREDIT\*

OVER \$4,500 IN VALUE WITH ALWAYS AZAMARA INCLUSIONS

**BOOK NOW**



T&Cs apply. Visit our website for full details and sailings.



## Trafalgar's first river cruise

**EAGLE-EYED** viewers of the *Married at First Sight* finale last week may have noticed a pretty famous gatecrasher. Before leaving Australian shores, *Disney Wonder* was a lucky guest at one of the show's most romantic moments - the final vows for popular loved-up couple Stella and Filip (pictured). Don't read on if you want to avoid spoilers, but moments later, the pair made *MAFS* history when Filip got down on one knee and proposed - now that's the kind of magic that Disney is known for.



**TOUR** operator Trafalgar late last week launched its first-ever river cruise, with *Trafalgar Verity* setting sail from Amsterdam on a three-day itinerary to Volendam. The cruise began on Fri with a christening ceremony where loyal Trafalgar guest Cassie Estrella-Roca (pictured centre) served as *Verity's* godmother. Estrella-Roca blessed the ship and all those who sail on her, while reading out a poem, as the former Uniworld Boutique River Cruises ship was welcomed into the Trafalgar family.

*Verity* set sail the following day for Volendam, with *Cruise Weekly* the only travel trade publication invited aboard, alongside a number of Australian TTC staff, as well as guests from Flight Centre's head office. The weekend also saw *Verity's* fleetmate, *Trafalgar Reverie*, depart on her inaugural cruise with the brand. Melbourne's Kate McIntosh served as godmother of *Reverie*, which departed from Passau with a number of Australian travel advisors aboard. *MS*

## Inspiring packages

**INSPIRING** Vacations has unveiled its extended range of Fly Stay Cruise packages, available on itineraries across Asia, Europe, South America and more. The tour operator has partnered with premium cruise lines including Scenic Luxury Cruises & Tours, Norwegian Cruise Line and Princess Cruises to provide a range of river, ocean and expedition cruising itineraries. Travellers can save \$150 per booking when they book a Fly Stay Cruise package by 16 Apr - see the full range **HERE**.

## APT in the running

**APT** Travel Group has been named as a finalist in the 2026 Financial Review BOSS Best Places to Work Awards. David Cox, APT CEO, said the recognition "reflects the collective contribution of our staff across the globe". "Their values, collaboration and commitment continue to shape our culture and drive our long-term success."

# INTRODUCING THE NEW LUXURY TRAVELLER

Read about all the trends you need to know.

**» CLICK HERE TO READ**

Travel Daily

 <p><b>EDITORIAL</b>          Editor - Myles Stedman          Journalists - Adam Bishop, Janie Medbury, James Bale          Editor-at-large - Bruce Piper          Editorial Director - Damian Francis          Associate Publisher - Jo-Anne Hui-Miller  <a href="mailto:info@cruiseweekly.com.au">info@cruiseweekly.com.au</a></p>	<p><b>ADVERTISING &amp; MARKETING</b>          Head of Sales &amp; Marketing - Sean Harrigan          Business Development Manager          Kara Stanley  <a href="mailto:advertising@cruiseweekly.com.au">advertising@cruiseweekly.com.au</a></p> <p><b>GENERAL MANAGER &amp; PUBLISHER</b>          Matthew Vince</p>	<p><b>ACCOUNTS</b>  <a href="mailto:accounts@traveldaily.com.au">accounts@traveldaily.com.au</a></p> <p>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</p>	 <p>Travel Daily  <b>travelBulletin</b>          business events news  </p>
--	---	---	---

*Cruise Weekly* is part of the Business Publishing Group family of publications. *Cruise Weekly* is Australasia's leading travel industry cruise publication. *Cruise Weekly* is a publication of Cruise Weekly Pty Ltd ABN 73 123 041 485. All content fully protected by copyright. Please obtain written permission to reproduce any material. While every care has been taken in the preparation of the newsletter no liability can be accepted for errors or omissions. Information is published in good faith to stimulate independent investigation of the matters canvassed. Responsibility for editorial comment is taken by Damian Francis.