



### Cruise Weekly today

Cruise Weekly today features three pages of all the latest cruise news, plus a full page from Paul Gauguin Cruises.

### Tahiti with Paul

TAKE your sweetie to Tahiti on Paul Gauguin Cruises, with a complimentary \$500 shipboard credit per person.

Paul Gauguin is today advertising its cruises to Tahiti and the Society Islands; the Cook Islands; and the Marquesas and Tuamotus.

The cruise line travels throughout French Polynesia and the South Pacific year-round aboard its namesake flagship *Paul Gauguin*.

Seven-night itineraries visit Tahiti, Huahine, Taha'a, Bora Bora, and Moorea, while cruisers can also join extended 10-14 night voyages - see more on **page four**.

## Celebrity to package ocean and river

**CELEBRITY** Cruises will shortly work its soon-to-debut river voyages into its Australian sales strategy, ahead of their premiere next year on the Danube and Rhine rivers (**CW** 16 Mar).

While the exact sales strategy is yet to be finalised, vice president international Giles Hawke told **Cruise Weekly** it will involve packaging Celebrity's river itineraries with its ocean voyages.

This strategy will be particularly important in Australia, he said, as travellers from Down Under typically spend three-five weeks on a trip to Europe.

"We'll be looking to offer packages where people do a river cruise and an ocean cruise," Hawke said.

"It may not be always getting off an ocean ship and onto a river ship, or vice versa, you might need to travel a bit between them, but we'll definitely be



talking about it, particularly in a market like this," he added.

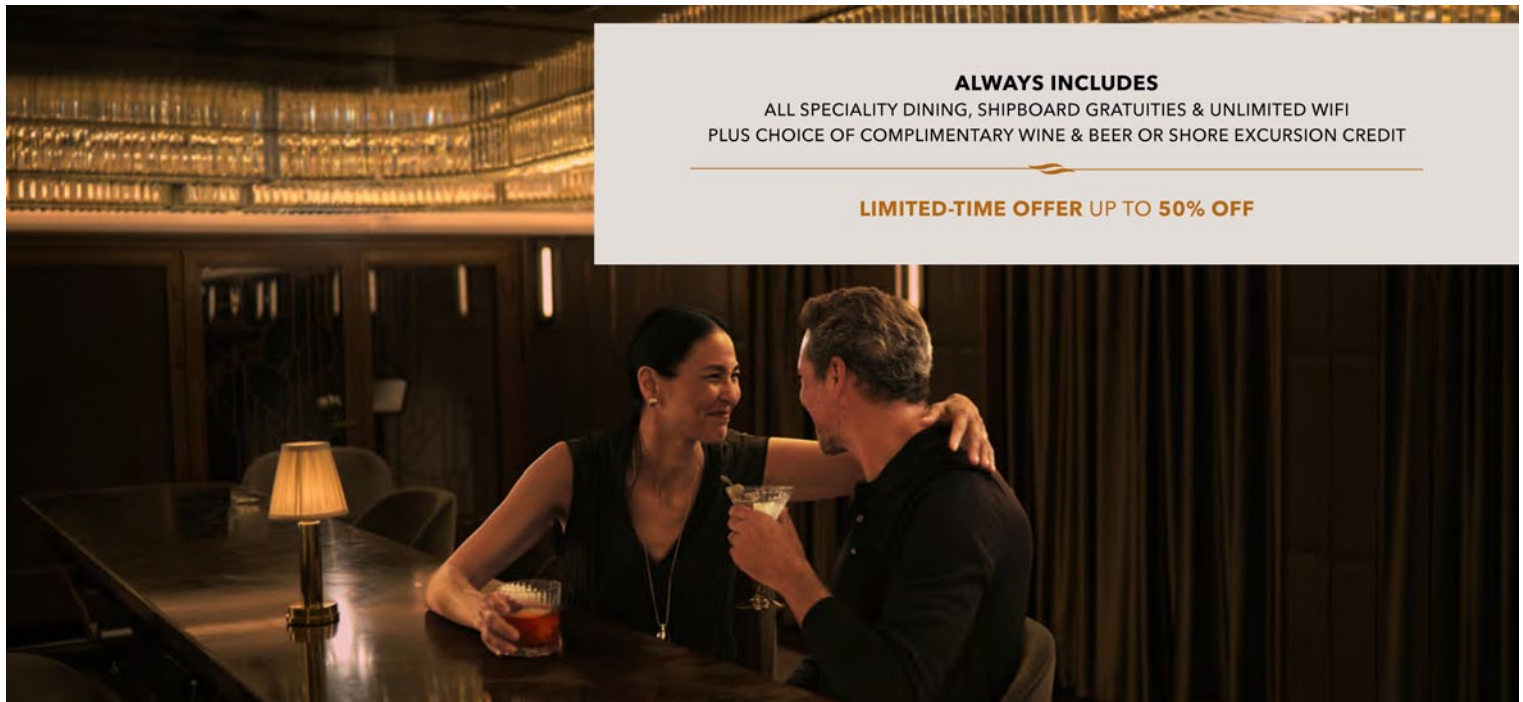
Hawke said the launch of Celebrity's river voyages will allow the brand to offer a European vacation in a way that differentiates it from competitors.

Celebrity's river ships will emulate the feel of a miniature version of its Edge-class ocean vessels (**CW** 25 Nov), Hawke

emphasised, which will also help advisors sell the new voyages.

"Replicating the feel of our Edge ships with our river ships I think is really helpful, because people go on Edge, and then realise river is going to feel this way."

Celebrity recently unveiled its destination discovery program for its river cruises, available across all 2027 and 2028 itineraries. **MS**



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## Seabourn polar

**SEABOURN** Cruise Line has announced new 2028-29 expedition voyages, including a second 'Grand Expedition: Pole to Pole', as well as enhanced Arctic sailings.

The line's *Seabourn Venture* and *Seabourn Pursuit* will offer 49 departures ranging from eight to 96 days, visiting more than 180 destinations across 29 countries.

Highlights of the season include expanded polar exploration across Svalbard, Greenland, Iceland, Arctic Canada, and Antarctica.

The new voyages are open for sale, and will come as Seabourn celebrates its 40th anniversary in 2028.

## Oceania to transform *Nautica*



**OCEANIA** Cruises has introduced *Oceania Aurelia* (pictured), which will launch late next year as a reimagining of *Oceania Nautica*.

*Aurelia* will be inaugurated as part of the cruise line's ship transformation program OceaniaNEXT, which will convert the ship from *Nautica* - the second-oldest vessel in Oceania's fleet - into a more intimate ship welcoming less than 500 guests, down from 670.

Branded 'The Ultimate Explorer', *Aurelia* will be redesigned for extended global travel, including Oceania's 2028 and 2029 Around the World voyages, as well as the line's program of Grand Voyages.

Suites with dedicated butler service define the onboard experience, with most staterooms to exceed 28m<sup>2</sup>, and select cabins to span up to 93m<sup>2</sup>.

The collection of accommodations includes remastered Owner's, Vista and Penthouse suites, plus new additions: Oceania and Horizon suites as well as a selection of Oceanview and Inside suites.

Other changes see the cruise

line's coffee venue Baristas move to the Horizons observation lounge, and will include additions such as the Bakery, serving pastries and European specialties; and the Creperie, offering fresh crepes, waffles, and more.

"*Aurelia* is our ultimate world explorer," chief luxury officer Jason Montague said.

"She is designed specifically for guests who desire greater space, more suites and a deeper level of personalised care, particularly for extended journeys.

"*Aurelia* will be a smaller, more club-like ship that truly feels like a home at sea, providing travellers a deeper connection to the ports they visit."

Montague had previously indicated to **CW** that *Nautica* was likely to be chartered out, in line with Oceania's strategy for its other Regatta-class vessels (**CW** 17 Apr 2025).

*Regatta* is currently preparing to sail My Cruises 'Explorations by Norwegian' journey (**CW** 15 Jan), while *Insignia* previously had a charter arrangement with residential line Crescent Seas for next year (**CW** 06 Nov). *MS*

## Virgin's new AI tool

**VIRGIN** Voyages has built an online AI planning assistant which it claims knows what a traveller is thinking.

Rovey, which was unveiled at this week's Google Cloud Next conference, has been built to navigate the many variables that shape a cruise booker, including itinerary, timing, pricing, destination mix, and onboard experiences.

The tool can make recommendations and deliver personalised answers.

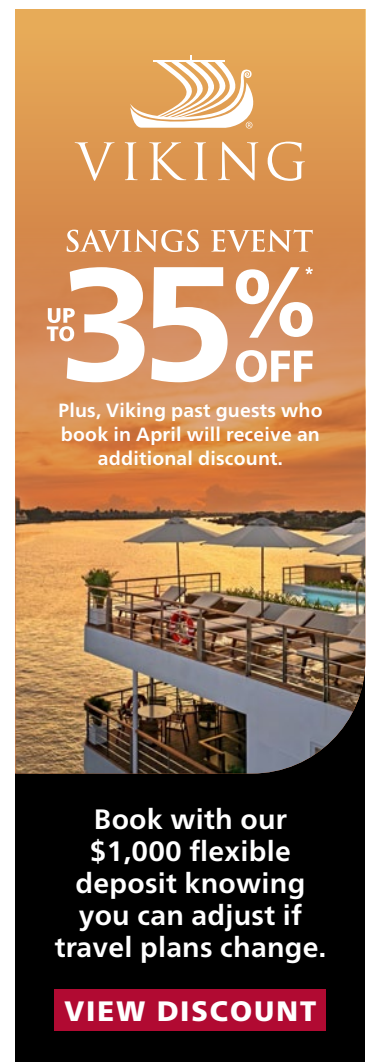
Rovey is the first element of Project Ruby, Virgin's AI initiative designed to support the full passenger journey, from initial discovery of the cruise line through to booking.



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## A meeting of the Queens



**CARNIVAL** Cruise Line's *Carnival Legend* recently rescued a stranded sailor and his extra-special companion. *Legend's* crew announced over the loudspeaker that a vessel in distress had been spotted and instructed passengers to remain in their staterooms while the situation was assessed.

Both the man and his cat, named Dahlia (pictured), were safely brought aboard.

Video released by the cruise line showed Dahlia safe and in good condition, while the man was also reportedly uninjured.



**CUNARD** Line has announced that on 16 May 2028, all four of its ships, *Queen Mary 2*, *Queen Elizabeth*, *Queen Victoria*, and *Queen Anne* will come together for the first time on Liverpool's Mersey River.

The last time multiple Cunard ships were gathered on the Mersey was back in 2015 for the cruise line's 175th anniversary, when three of the Queens came together, attracting more than one million spectators to the city's shore (*CW* 26 May 2015).

*Queen Mary 2's* arrival in 2028 will also mark the first time she has made a transatlantic crossing from New York City directly to Liverpool, as well as the first time a Cunard ship has made this voyage since 1966.

The event will also coincide with the 20-year anniversary of Liverpool being named European Capital of Culture, with the city set to host a year-long program of music, theatre, and sports events.

"Bringing our four Queens together on the Mersey for the first time will be a rare and incredibly special moment," president Katie McAlister said.

"Liverpool is where our story began, and returning with the full fleet is a powerful celebration of that bond.

"It will be an unforgettable day for our guests, for the city, and for everyone who comes together to enjoy the spectacle from the shore," she added.

Further details of the '28 season will be announced soon. *JB*

## Pour a new one out

**PRINCESS** Cruises has completely refreshed its signature beverage collection, which is now called 'Pours'.

Launching fleetwide this Jun and replacing the former Love Line Collection, Pours will unite cocktails, wines, beers, and new wellness-inspired zero-proof beverages under one package.

The new unified approach allows guests to explore both traditional and alcohol-free options within a single, cohesive menu.

Pours is included in Princess' Premier and Plus packages, and will also be available across multiple environments on board the ships.

Some beverages in the range fall outside package coverage but are available for purchase a la carte, with pricing information available [HERE](#).



## LUXURY CRUISING REDEFINED

AmaWaterways MD for ANZ **Steve Richards** on the new luxury cruisers.

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# Take your Sweetie to Tahiti!

## Tahiti & the Society Islands

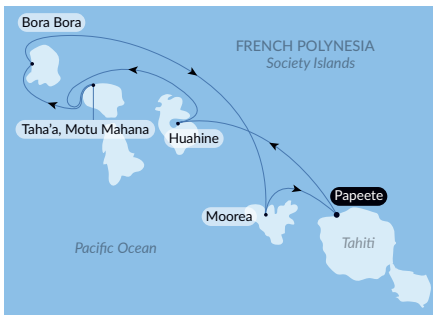


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## Cook Islands & Society Islands

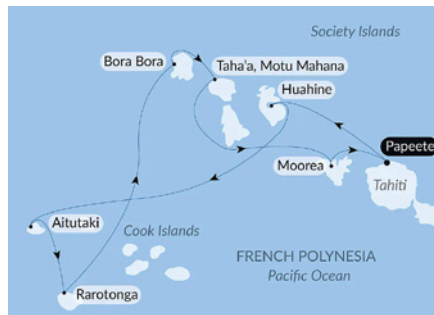


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\*Prices are per person twin/double share in a lower deck balcony Stateroom. Available and correct at 26/3/26. Subject to availability at time of booking. <sup>^</sup>Shipboard Credit is per person, in US dollar (onboard currency) and not redeemable for cash. Shipboard credit is not available to children when their cruise fare is free. Available for new bookings only booked between 01 March to 30 April 2026. Combinable with PONANT Bonus, Free Solo Supplement, PONANT Yacht Club Member Offers, Consortia Contracted Amenities. Not combinable with any other offers. See [au.ponant.com](http://au.ponant.com) for full booking conditions. See [au.ponant.com](http://au.ponant.com) or your Travel Agent for full booking conditions. Mention code SWEETAH at time of booking.