

Cruise Weekly today

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

Cole joins CLIA HOF

RESPECTED Australian cruise industry champion, the late Christine Cole (**CW** 05 May), has been inducted into the Cruise Lines International Association (CLIA) Hall of Fame in a presentation at the recent Western Australian Cruise Exchange in Perth.

Cole was named a special recipient of the honour in acknowledgement of her tireless work to support the cruise sector and create tourism opportunities in communities throughout WA.

CLIA executive director Joel Katz lauded Cole's role in growing the WA's cruise sector, presenting the Hall of Fame honour to her sister Chaslee.

Aurora launches new agent program

EXCLUSIVE

AURORA Expeditions is launching new trade tools, rewards, and client benefits under the new Aurora Advisor Advantage program, **Cruise Weekly** can reveal.

The new suite of trade enhancements has been developed in response to travel advisor feedback, with updates including earlier commission payments, dedicated agent rates, improved sales tools, greater booking flexibility for clients, and expanded voyage inclusions.

Aurora Advisor Advantage features an enhanced Travel Advisor Hub, which provides a central location for the information and resources advisors need to sell its voyages.

The program offers easier access to sales tools, including a new dates and rates function, which allows advisors to view

live voyage pricing across every stateroom category and check optional activity availability.

Voyages can be searched by departure date, region, season, duration, ship, and price, helping advisors more efficiently compare options and respond to enquiries.

Aurora Advisor Advantage will also deliver better rewards for agents, with the cruise line bringing forward eligible gross commission payments, which will now disburse 60 days before a client's departure.

The revised payment schedule is designed to support advisor cash flow and recognise their work earlier in the customer journey.

Insider rates are also being introduced, offering eligible travel advisors, as well as their friends and family members, the opportunity to experience an Aurora voyage when booking within 120 days of departure.

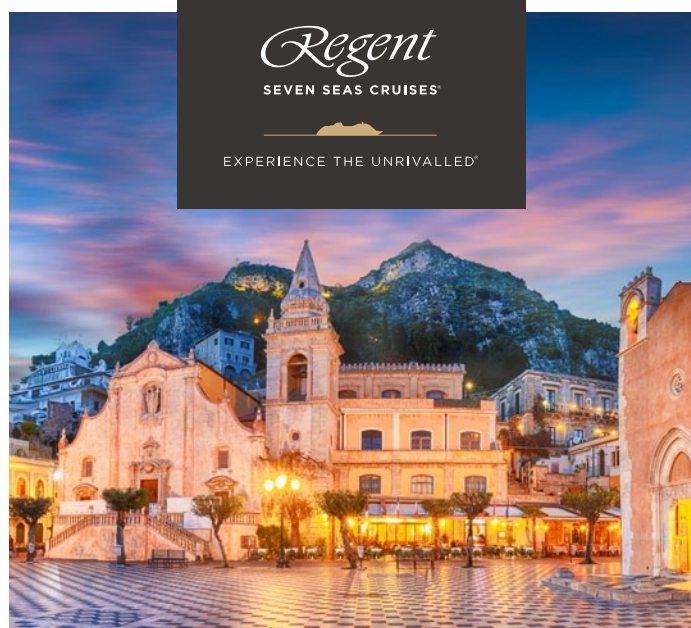
Rates will be available from US\$300 (A\$425) per person per day, and are subject to availability and terms and conditions.

More value for clients will also be a part of the program, with guests able to enjoy included premium beverages from the 2026-27 Antarctica season.

This will include premium spirits, cocktails, beer, wine, and liqueurs, which will be included in voyage fares across the fleet at no additional cost.

Aurora has also now introduced a no-charge flexible voyage transfer, allowing clients who are unable to travel after paying their deposit to move their booking to another voyage departing within 36 months of their original departure date without paying a transfer fee.

More enhancements are set to come soon, including a new online booking portal. **MS**



CRUISE IN ALL-INCLUSIVE, UNRIVALLED LUXURY™

UNLIMITED SHORE EXCURSIONS | SPECIALITY DINING | UNLIMITED DRINKS
PRE-PAID GRATUITIES | UNLIMITED ACCESS TO SPA FACILITIES | UNLIMITED WIFI
VALET LAUNDRY SERVICE | 24-HOUR IN-SUITE DINING and more

*For applicable sailings, latest fares and full terms and conditions, visit [RSSC.COM/QUIET-EUROPE](https://www.rssc.com/quiet-europe)
TM26_AU_20260803_CRUISE WEEKLY HP-QUIET EUROPE

THE QUIET LUXURY OF EUROPE

UP TO **45% OFF***

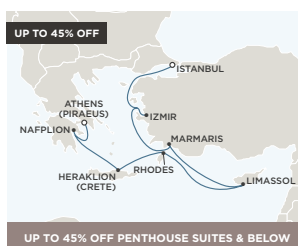
Select sailings in 2026 & 2027

Let your clients discover the joys of exploring Europe's treasures when the crowds recede, landmarks stand resplendent and unobscured, and local life resumes unhindered. From the grand palaces of Andalusia to the walled city of Dubrovnik and the blue domed churches of Mykonos, experience Europe at its most authentic.

DOWNLOAD TOOLKIT

*Sign up / Login to Marketing Central to customise your marketing toolkit.

FEATURED VOYAGE



TURKISH TREASURES

*Seven Seas Voyager**

ISTANBUL TO ATHENS
27 NOV 2026 | 10 NIGHTS | 57 EXCURSIONS

ALL-INCLUSIVE CRUISE FARE WAS NOW
DELUXE VERANDA from ~~AU\$11,680pp~~ **AU\$6,424pp***



On location in
Bratislava

Today's issue of *Cruise Weekly* is coming to you courtesy of AmaWaterways, which is hosting us on its Danube-bound mega famil aboard *AmaSofia*.

THE inaugural AmaWaterways River of Rewards mega famil trip should be spending its second day aboard *AmaSofia* by now, but unfortunately, Europe's heat wave has had other ideas.

As near-record low water levels continue to disrupt river cruise operations throughout Europe (CW 24 Jul), *AmaSofia* was unable to reach Budapest, resulting in passengers being coached to Bratislava to start the cruise, following one night in Hungary's capital.

The rest of the cruise is so far scheduled to go ahead as planned, with the hundred-plus lucky travel advisors, as well as *Cruise Weekly*, set to enjoy some of the Danube's best ports on AmaWaterways' newest ship - all in splendid heat, of course.

AmaSofia officially debuted just five months ago, when she was christened in Amsterdam, and will take advisors on the 'Melodies of the Danube' itinerary through to Vilshofen - read all the updates in CW.

Regent revamps ships



REGENT Seven Seas Cruises is set to elevate the experience aboard its Explorer-class ships, with larger suites to be introduced and capacity to be reduced as part of planned dry docks for the vessels across 2027 and 2028.

Seven Seas Explorer (pictured), *Seven Seas Splendor*, and *Seven Seas Grandeur* will each sail with a new maximum of 344 suites, reduced from 373, eliminating 29 staterooms per ship, and allowing for a maximum capacity of 688 guests per vessel.

New Horizon Penthouse suites, which will first debut on *Seven Seas Prestige* later this year (CW 29 May 2025), will now also be incorporated into the Explorer-class collection.

These staterooms will range

from 57m² to 67m², and feature oversized balconies, a full bathroom, and a living area.

The Explorer-class ships will also feature the largest entry-level suites in the cruise sector.

This will see the class' Veranda suites measure around 39m², up from 29m².

They will feature luxurious amenities including walk-in closets, double vanities, and spacious balconies.

Completing the upgrades, three additional Distinctive suites, measuring from 76m² to 85m², will be added to each ship.

They will feature a spacious bedroom with a king-size bed, a sitting and dining area, one-and-a-half marble-and-stone-appointed bathrooms, and a large private balcony. *MS*

NCL changes strategy

NORWEGIAN Cruise Line (NCL) has outlined a new pricing approach that will see lower lead-in fares offered earlier in the booking cycle, replacing its previous strategy of maintaining higher prices for longer.

"This is not about discounting the product," Norwegian Cruise Line Holdings chairman and CEO John Chidsey said during the company's second-quarter earnings call last week.

"It is about managing the full booking curve more effectively, building a healthier booked position earlier, maintaining better price integrity as we move closer to sailing and being more strategic about our promotional activity."

Explaining the rationale behind the change, Chidsey told analysts that during the second quarter, "it became clear that in certain areas we were holding price too high, too far out, which limited early demand generation and left us more exposed to close-in discounting".

To address this, the line is planning to introduce the new pricing approach on select 2027 sailings, with Chidsey saying the "greatest opportunity" lies with cruises further out in the booking curve.

Cruise Weekly has reached out to NCL for more details.



BALCONY FLASH SALE

UPGRADE FOR

~~\$59~~ **\$28** PP/PD*

**PREMIUM BEVERAGES
& MORE!**

SELECT SAILINGS



CALL 1300 255 200 TO BOOK

EARN TRIPLE POINTS ON ALL BALCONY
STATEROOM & ABOVE BOOKINGS*
21-30 JULY 2026

LEARN MORE

PARTNERSFIRST
REWARDS

**NORWEGIAN
CRUISE LINE**

*Conditions apply.

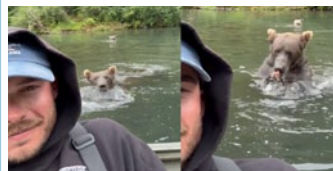


NOT many people can say they have taken a selfie with a brown bear and lived to tell the tale, but one fisherman in Alaska was just so lucky.

The man was out on the water in Soldotna when he saw a mama grizzly bear chowing down on a salmon right next to his boat during a fishing charter.

He filmed the encounter, which shows the bear enjoying its snack while thankfully seeming not to notice the much larger meal in front of her.

Perhaps the most remarkable thing about the encounter is how jovial the fisherman appeared in the video (watch it [HERE](#)) - we are not sure that we would be so composed.



Sun Island's mega giveaway



SUN Island Tours has launched its biggest-ever travel agent incentive, giving Australian and NZ travel agents the chance to win one of 20 Croatia cruises valued at more than \$130,000.

The Mediterranean wholesaler sent 15 agents and their friends to experience a seven-night deluxe cruise this year, and is expanding the incentive in 2027 with an extra five cabins.

For a chance to win, registered travel agents need to book and

deposit a Sun Island Tours Croatia cruise for their client, with each eligible booking earning an entry into the weekly draw.

Each prize includes a Croatia cruise for the winning agent and a guest, with those who are selected able to nominate their preferred 2027 sailing date.

The prize does not include any additional travel costs.

The wholesaler will contact each weekly winner to record their preferred departure, with all travel dates confirmed in Dec.

"We're excited to be able to offer this Mega Self Famil for a second-year running," John Polyviou, joint CEO of Sun Island Tours, said.

"It allows us to reward agents for their support, as well as giving them an opportunity to experience one of the Mediterranean's fastest growing and most sought-after holiday experiences - Croatia cruising."

The incentive is open to full-time, registered travel agents in Australia and New Zealand. *JM*



On location in
Paris

Today's issue of *Cruise Weekly* is coming to you courtesy of **Viking**, which is hosting us aboard *Viking Fjølvar*.

TODAY is our first full day on board *Viking Fjølvar*, where we are docked in Paris.

This morning, guests will have the option to choose from a number of shore excursions, including a trip to charming Montmartre Hill, while we enjoy a tour of the city with highlights of the Louvre.

Tonight, we will set sail for beautiful Vernon.

Jubilee for adults

CARNIVAL Cruise Line has informed passengers that one of its Sep 2027 sailings out of Texas aboard *Carnival Jubilee* will become a Sailings Exclusively for Adults (SEA Cruises) departure, limited to passengers 21 and older.

The cruise line began offering select adults-only sailings in Aug 2025, when it first launched the SEA program (*CW* 26 May 2025).

SEA Cruises offer more adult-centric entertainment, upgraded dining menus, and themed parties, as well as expanded casino access.

Carnival also cancelled nine other *Carnival Jubilee* sailings scheduled to depart from Galveston in 2027 due to itinerary changes.



On Board: AmaSofia

Sun Deck & The Deck Club

Set to prove incredibly inviting during Europe's boiling summers, the AmaSofia Sun Deck and Deck Club are top-deck spaces featuring a heated pool, swim-up bar, and shaded outdoor seating. The bow-facing Deck Club features an open-air seating area with comfortable sofas, chairs, and four-seat tables with river views.



cruiseweekly.com.au
cruiseweekly.co.nz

Cruise Weekly is part of the Business Publishing Group family of publications.

Cruise Weekly is Australasia's leading travel industry cruise publication.

EDITORIAL

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
info@cruiseweekly.com.au
Social Editor - Alexandra Lilly

ADVERTISING & MARKETING

Head of Sales & Marketing - Sean Harrigan
Business Development Manager
Kara Stanley
advertising@cruiseweekly.com.au

GENERAL MANAGER & PUBLISHER
Matthew Vince

ACCOUNTS

accounts@traveldaily.com.au

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



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.