

Cruise Weekly today

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

New Carnival target

CARNIVAL Corporation has announced a new greenhouse gas emissions (GHG) intensity reduction objective, advancing its current environmental timeline by 12 months.

The new target aims to reduce emissions by 25% by 2029 - after the group achieved its original 2030 goal five years early due to a comprehensive decarbonisation strategy.

The 25% reduction is based on a 2019 baseline and is measured on an available lower berth days basis.

The fuel efficiency gains as a result of the strategy will save the company about US\$650m this year vs 2019 levels.

River of Rewards to flow on to Asia

AMAWATERWAYS' highly successful River of Rewards mega famil will return next year, managing director Steve Richards has confirmed, aboard its 'Riches of the Mekong' itinerary.

The Siem Reap to Ho Chi Minh City cruise will sail aboard another brand-new AmaWaterways ship, *AmaMaya* (**CW 11 Feb**), travelling from 20-27 Sep 2027.

Richards confirmed the news on the last night of last week's inaugural River of Rewards cruise (**CW 07 Aug**), which sailed from Budapest to Bavaria aboard *AmaSofia*, after launching in Mar.

The trip was AmaWaterways' first-ever mega famil, with its associated marketing campaign last week being named a finalist for an NTIA.

Richards said the success of the program, quickly greenlit for a second year, was owed to



the excellence of his team and the brilliance of AmaWaterways' trade-first strategy.

"We came into this market with a B2B strategy, but we wanted to get you on board, we wanted to be lucrative to do business with, for you guys and for the good of our company, and you guys are the reason we're doing this," an emotional Richards told famil attendees aboard *AmaSofia*.

The AmaWaterways managing

director told **Cruise Weekly** last week the famil has delivered the cruise line millions of dollars and a major return on investment (**CW 05 Aug**).

AmaWaterways has enjoyed \$2.3 million in revenue through travel advisors, who could win their way onto the trip by earning points and hitting monthly booking targets, representing a 700% ROI - see more on **page 3**.

Pictured: AmaMaya.

2028-2029 OCEAN SEASON NOW OPEN



We have launched our **expansive 2028-2029 ocean deployment**, including two new ocean itineraries and more than **700 new departure dates**.

Among these offerings is the new **15-day Alaskan Fjords & the Inside Passage voyage**, which explores Kodiak and two new Alaska ports, and the **16-day Mediterranean, Malta & North Africa journey**.

Sell either of these two brand-new ocean itineraries by 31 August and **we'll double your Rewards by Viking points**.



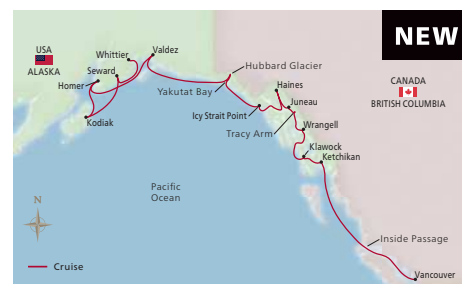
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Heritage's US leader

NZ-BASED Heritage Expeditions has appointed Meg Murgatroyd to the newly created role of sales director Americas, which will see her lead its sales strategy and trade partnerships across the US and Canada.

Based in Toronto, Murgatroyd brings over 25 years of travel experience, including seven years as Quark Expeditions' global partnership director.

HAL US\$200 deal

HOLLAND America Line has launched a limited-time 7 Day Sale, offering up to US\$200 per stateroom onboard credit on select 2026/27 sailings.

The offer applies to some Australia/NZ and Asia itineraries, as well as Grand Voyage segments, for bookings made 13-18 Aug.

Viking's *Ptah* delivered

VIKING Cruises continued its relentless expansion over the weekend, formally taking delivery of its newest river ship in Cairo.

The new *Viking Ptah* was handed over at Massara Shipyard, with capacity for 82 guests in 41 staterooms, and specifically built to navigate the famed Nile River on Viking's 12-day 'Pharaohs and Pyramids' itinerary.

Like the rest of the burgeoning Viking river fleet, the vessel features the line's Scandinavian design, including the indoor/outdoor Aquavit Terrace, and a distinctive square bow.

Ptah is an identical sister ship to other Viking vessels on the Nile, providing even more operational flexibility, with the line's CEO Leah Talactac saying with the region continuing to inspire curious travellers from around the world, the fleet provides "an unmatched way to experience Egypt's rich

history and cultural treasures".

Viking's growth trajectory will see it take delivery of a whopping 20 more river ships by 2028 - while the fleet is also expected to expand by nine more ocean and two additional expedition vessels by 2031 - making a total of 114 river ships plus 26 ocean and expedition ships early next decade.

Tassie strikes off

TASPORTS has welcomed the withdrawal of notices of protected industrial action by union groups at its facilities, with CEO Allan Gray saying there is now no expected impact to vessel movements.



CRUISE WEEKLY

Viking Fjølvar

The Aquavit terrace

River cruising is all about embracing slow travel and enjoying its changing landscapes - what better way to admire the views than relaxing on Viking's Aquavit Terrace?

The chic in- and outdoor alfresco dining space is at the bow of the line's longships, with an open-air viewing area, and a light buffet or a la carte menu on offer.

Emerald Seychelles

EMERALD Cruises has announced a new Seychelles season for its latest luxury yacht, *Emerald Kaia*.

It will be the first time that Emerald has operated in the region, offering a new 13-day itinerary taking guests from Mombasa through Zanzibar and East Africa before heading into the Seychelles.

Operating in the region from Nov this year through to Mar 2027, the vessel's small size allows it to visit tiny ports such as Praslin, La Digue and Mahe, as well as the remote Aldabra Atoll, with Emerald offering savings of \$5,500 per person on select departures.

Guests are also able to extend their journey with a six-night Kenya safari, which travels from Nairobi to Mahe.

Pricing for a 13-day voyage starts at \$11,395pp - for more details, call 1300 286 110.


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Monday 10th August 2026

AmaWaterways embarks on first-ever River of Rewards mega famil

AMAWATERWAYS last week embarked on its first-ever River of Rewards major trade incentive, with well over 100 lucky agents and their travelling companion joining a cruise along the Danube aboard the brand-new *AmaSofia*.

Monthly sales and product knowledge challenges were set by the AmaWaterways team, allowing advisors to earn points to climb the incentive ranks, with almost 75 agents, cruise line staff, and **CW** joining the famil.

The trip followed AmaWaterways' popular seven-night 'Melodies of the Danube' itinerary, sailing from Budapest to Bavaria.

Highlights of the trip included a full day in Vienna, where guests experienced the impact of the House of Habsburg on the city and the former Austrian Empire, as well as sights such as the Vienna State Opera and St. Stephen's Cathedral.

The cruise also ventured through the scenic Wachau Valley, with highlights of this part of the itinerary including a visit to the Benedictine Melk Abbey, which sits on a rocky outcrop above its namesake town.

Although AmaWaterways was forced to adjust the start of the sailing due to low water levels on the Lower Danube, no ports were missed, showcasing the cruise line's logistical and maritime expertise.



YOUR Travel & Cruise's Nicolle Poole and Michelle Van Dyk (pictured middle) with their travelling companions Katie and Bob.



KIYAH Rook, Travel Associates, and Sam Lang, Main Beach Travel, were the unofficial best dressed at AmaWaterways' exclusive shoreside Oktoberfest celebration in Vilshofen an der Donau.



THE group pays a visit to Hofburg Palace in Vienna.



ADVISORS were no match for the Bavarian state champion in the steinholding feat-of-strength contest.



CLAUDIA Hackney, Flight Centre Picton, and Maria Summers, Envoyage.



ONE of the highlights of the trip was a visit to Durnstein in Austria's Krems District.



WHEN it comes to Vegemite, the old advertising slogan was "a little bit goes a long, long way" - and that may literally come true for some lucky Aussie families in the latest promotion by the maker of the iconic Aussie spread.

A new partnership with Royal Caribbean will give lovers of the piquant paste the opportunity to win one of three cruise prizes, seeing them set sail on a Wiggles-themed voyage.

Entries must be in before 25 Oct, and there are also lots of instant-win \$100 gift cards to be given away during the promotion - more details at winwithvegemite.com.au.



Mitsui to visit Australia

JAPANESE cruise line Mitsui Ocean Cruises will visit Australia for the first time in Feb next year - and Cruise Traveller has special sector pricing available for Aussie cruisers.

Mitsui is described as "Japan's own luxury, all-inclusive cruise brand", and the 458-guest *Mitsui Ocean Fuji* (pictured) - formerly the *Seabourn Odyssey* - will arrive in Cairns on 14 Feb 2027 for an extended overnight stay as part of a new 46-night voyage from Yokohama to the South Pacific.

As well as Australia, the cruise will visit Fiji, Samoa, Vanuatu and Tahiti, as well as less-visited destinations such as Guam, the Marshall Islands, the Northern Mariana Islands and the Federated States of Micronesia.

Four sectors for the Australian market include a 25-night journey from Japan to Tahiti departing 03 Feb 2027; a 21-night sailing from Tahiti to Japan beginning on 28 Feb 2027; a 34-night cruise from Cairns to Japan via Tahiti, which



starts on 15 Feb 2027; and the full 46-night itinerary roundtrip from Yokohama on 03 Feb 2027.

Cruise Traveller managing director Joe O'Sullivan said "a voyage with Mitsui Ocean Cruises offers a unique way to explore new destinations, with journeys imbued with depth, discovery, enrichment and also value for money".

Fares start at \$16,210ppts for the Tahiti-Japan sector; while cruising from Japan to Tahiti leads in at \$19,300ppts.

The Cairns-Japan voyage starts at \$26,240 for 34 nights, while the full 46-night itinerary starts at \$44,370, all in ocean view suites and including selected onboard beverages, gratuities and wi-fi.

For more information see cruisetraveller.com.au.

Royal note pricing

ROYAL Caribbean has announced pricing for an offer of US\$1.25 billion in senior unsecured notes, which are expected to be issued later this month.

The cruise line is offering 5.55% interest on the notes which are repayable in 2034, with the money to be used to repay a portion of outstanding borrowings under its existing term loan facilities.

RSSC is on a roll

REGENT Seven Seas Cruises (RSSC) has launched the Floating Pastry Academy, a three-year pastry and baking initiative for its culinary team.

Developed in partnership with gastronomic education platform The Butter Book, the academy blends expert-led digital instruction with practical evaluations and mentorship, covering classical patisserie to intricate chocolate artistry.

The initiative aims to keep RSSC at the forefront of ultra-luxury dining.

RIVER CRUISE CHANGES COURSE

Here is how the booming sector is entering a new era.

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