

Bratton hails Pearl's distribution success

PEARL Expeditions is celebrating a highly successful first 12 months of operations, with founder Sarina Bratton (pictured with GM Mick Fogg) attributing strong commercial results to the fledgling brand's "highly targeted distribution strategy".

m/y *Paspaley Pearl* welcomed her first guests on board in Broome on 10 Aug 2025 as she commenced Kimberley operations, with Bratton saying "identifying 30 distributors domestically and internationally has delivered strong results and provided the platform from which to grow and expand".

"We are proud that this disciplined approach has resulted in our leading domestic, single-outlet agency generating in excess of \$4 million in our first year," Bratton said.

Other keys to success have included the ability to rapidly



assemble a highly experienced shoreside startup team - many from her previous venture Orion Expedition Cruises - and the operational and logistical support provided by the extended Paspaley Group companies.

The vessel's crew of 22 - including four naturalists - have created an "exceptional experience both on and off the ship," according to Fogg, who said guests had responded strongly, with high levels of occupancy and

repeat demand from clients.

As well as the Kimberley, the *Paspaley Pearl's* 2027 and 2028 programs offer experiences in the region's most biodiverse waters, including snorkelling with whale sharks in Saleh Bay, tracking Komodo dragons in East Indonesia, paddling traditional canoes through the fjords of Tufi in PNG, and travelling by Klotok to the orangutans of Camp Leakey in Borneo - more info at pearlexpeditions.com.

Cruise Weekly today

CRUISE Weekly today features three pages of the latest cruise industry news, plus a full page from **Silversea**.

Aranui on sale

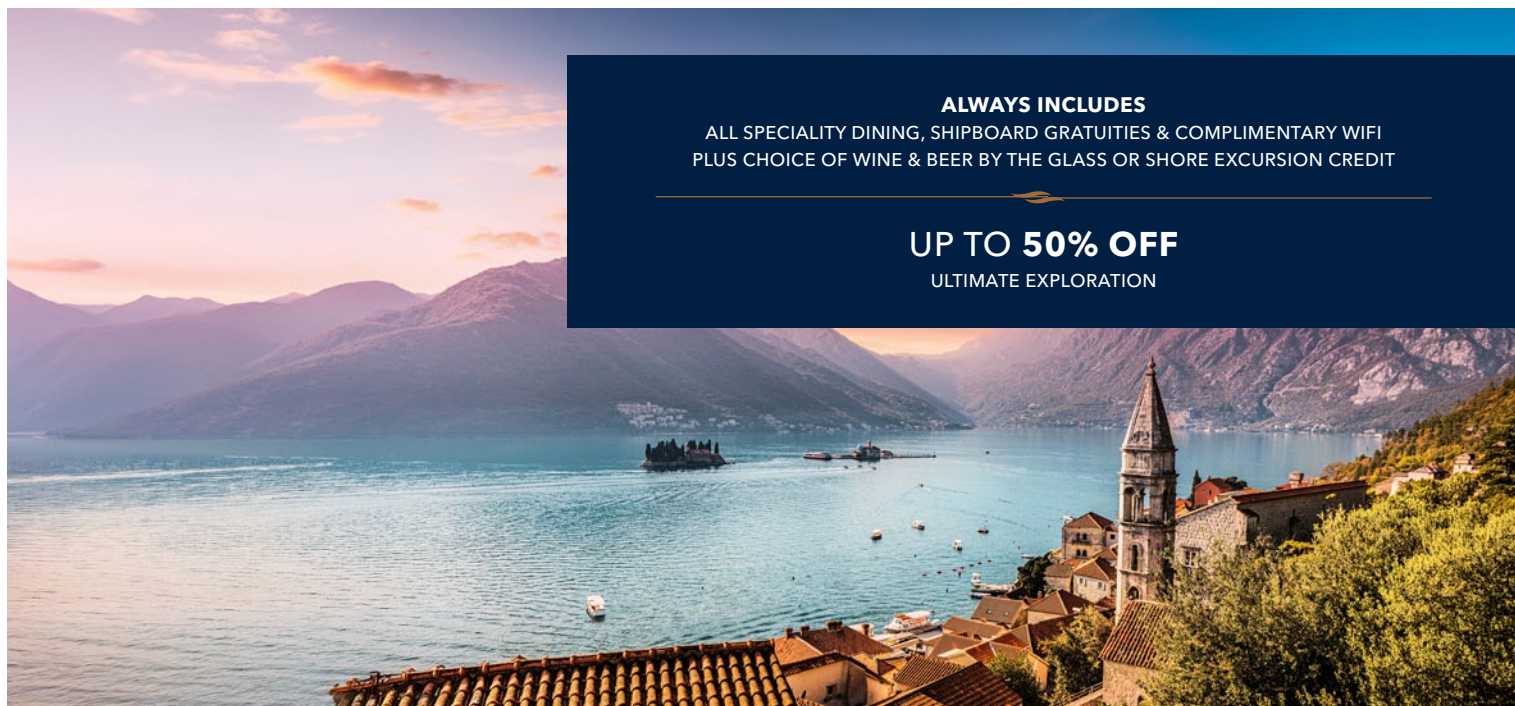
DISCOUNTS of up to \$2,000 are on offer along with \$700 per couple of onboard credit on select 2026 and 2027 Aranui cruises.

The 'Escape Beyond Tahiti' sale applies to cruises to the remote Austral Islands and roundtrip Papeete voyages to the Marquesas - [CLICK HERE](#).

Silversea savings

SILVERSEA is offering reduced deposits and savings of up to 40% on selected voyages across the globe.

The promo is available for bookings confirmed by 08 Sep - see **page four** for details.



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New role for Borg

FORMER senior Norwegian Cruise Line executive Damian Borg was this morning announced as the new GM Australia and NZ, for Signature Travel Network.

The highly regarded Borg was most recently senior director of sales, Asia Pacific for NCL, and he's also held key roles with Globus, Virgin Australia, Club Med and APT.

He takes the role recently vacated by Lisa Harrison, who stepped away from Signature to pursue her own projects earlier this year.

Signature Travel Network boasts more than 650 travel agency members worldwide, with local affiliates including TravelManagers, Panache Cruises, Mariner Travel and Auckland-based Quay Travel.

Borg takes up his new position effective tomorrow, and he is expected to expand Signature's cruise program.

Lindblad 28-29 out

NATIONAL Geographic-Lindblad Expeditions has announced its 2028/29 plans, introducing departures in Antarctica, longer Arctic expeditions, a return to French Polynesia and river voyages through Europe.

As well as expanded cruise/fly options in Antarctica, the Southern Ocean Odyssey combines Patagonia, the Falklands, South Georgia and the southern continent, while the Arctic program features voyages that spend five days on Baffin Island, a 10-night Iceland circumnavigation, the high reaches of the Canadian Arctic and Svalbard/Norway.

National Geographic-Lindblad's European river voyages include holiday sailings visiting Danube Christmas markets - more at www.expeditions.com.

More AzAmazing events

AZAMARA Cruises has released a new collection of its signature 'AzAmazing Evenings' for 2027, as the newest evolution of the exclusive innovation which the line launched in 2011.

Aimed at enhancing the cruise experience, AzAmazing Evenings are "one-of-a-kind, complimentary events that celebrate the people, traditions, music and artistry of destinations around the world," according to Azamara's official description.

The roster has been expanded by 36 new events, meaning Azamara will offer a total of 121 AzAmazing Evenings next year, including 101 shoreside gatherings and 20 onboard cultural activations.

All itineraries of nine nights or longer feature an AzAmazing Evening ashore, while shorter itineraries include the exclusive onboard celebrations.

Highlights of the new offerings include 'An Evening of Hawaiian Spirit' - taking place at the historic Hawaii Theatre featuring local artist Kalani Pe'a; 'Spirit of Brazil' in Rio de Janeiro as part of the Brazil Intensive cruise with Capoeira, live percussion and an interactive Rio Carnival finale; the 'Majestic Dragon Pearl Show' in Ha Long Bay, Vietnam, bringing to life the country's legendary folklore and cultural heritage; and 'An Irish Spirit Social at Middleton Distillery' offering whiskey tasting, paired canapes, live music and a private tour.

"From historic theatres and iconic cultural venues to immersive performances celebrating local traditions, AzAmazing Evenings transform each destination into an unforgettable celebration of music, storytelling, history and culture," the cruise line said.



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SMALL ship operator Uncruise Adventures has emerged as the hero of an Alaskan rescue, after a small boat ran out of fuel between Petersburg and Juneau.

The *Alaska Beacon* reported on the incident which saw Uncruise's *Wilderness Legacy* provide assistance - a fairly routine maritime incident which has been blown up by some media reports after claims that Meta founder Mark Zuckerberg's superyacht was closer but didn't respond to the radio call for help.

Zuckerberg's US\$300 million *Launchpad* was apparently indeed in the area, but the billionaire has issued a clarification noting that he was not on board, there was no distress signal but just a request for assistance, and that his crew were operating on a different frequency so didn't hear the initial message.

Celebrity back in 28/29

CELEBRITY

Cruises overnight confirmed that its *Celebrity Edge* and *Celebrity Solstice* ships will cruise Australia and New Zealand over the 2028/29 season, offering a total of 23 local sailings ranging from four to 14 nights.

The deployment is part of Celebrity's global program release over that period, which "brings new ports of call, extended seasons in sought-after destinations, and more opportunities to discover every corner of the world".

In Europe, Celebrity will for the first time operate four Edge Series ships - including a refreshed *Celebrity Beyond* - with cruises in Northern Europe, the Greek Islands and the Mediterranean.

The program also offers an extended South American season and a return to Antarctica aboard *Celebrity Equinox*.

Three Celebrity vessels will sail the Pacific west of North America, operating in both Alaska and



Hawaii, which will see *Celebrity Equinox* cruise new roundtrip sailings from Los Angeles.

As well as Australia, the renewed *Solstice* will sail a full season in Japan from Apr-Oct 2028, while *Solstice* and *Millennium* will then operate in Southeast Asia - including a New Year's Eve overnight in Hong Kong aboard *Millennium* which will allow guests to see the famous fireworks as the city rings in 2029.

The program also features Caribbean cruises departing Cape Liberty, New Jersey, as well as 12-night sailings out of Boston taking passengers to Canada and New England.

Celebrity has not yet released its full Caribbean and Galapagos programs for 2028/29.

See celebritycruises.com.

Atlas milestone

ATLAS Ocean Voyages has marked the fifth anniversary of its pioneering expedition yacht, *World Navigator*, with savings of over US\$8,700 per couple for voyages to Antarctica in Nov this year.

The luxury expedition brand, exclusively represented in Australia by Cruise Traveller, now has three vessels in its fleet, all of them purpose-built for expedition, with further expansion planned in late 2028 as *Atlas Adventure* debuts as the world's first luxury expedition sailing yacht.

Cruise Traveller MD Joe O'Sullivan said since its 2021 debut, Atlas had "proved a perfect fit for Australians who value no-fuss, effortless elegance, an abundance of space, elevated cuisine, efficient service, affordability and a focus on authentic, low-impact visits to smaller ports and remote and pristine places around the world".

Special fares on the Nov Antarctica departures lead in at US\$9,199ppts for 12 nights - cruisetraveller.com.au.



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