

Cruise Weekly today

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

Cruise focus for Envoyage

THIS weekend's Envoyage Australia Summit in Cairns is strongly supported by cruise brands, with Princess, Cunard, Carnival, Uniworld and Globus comprising five of the event's seven Platinum Partners.

Norwegian Cruise Line, Royal Caribbean and Viking have stepped up as Gold supporters, while other cruise brands involved include Celebrity, Cruise HQ, Scenic, Silversea, Abercrombie & Kent, AmaWaterways, Beyond Travel, Heritage Expeditions, HX and Oceania Cruises.

A total of 250 delegates are expected to attend.

Things can only get better: NZCA chair

THE New Zealand cruise industry is facing a desperate battle to win back cruise deployment after a savage decline in recent years - but the sector is now "being taken far more seriously across government, more deliberately across the tourism system, and more strategically by our own industry than at any point since the downturn began".

That was the opening statement from NZ Cruise Association (NZCA) chair Tansy Tompkins, as she addressed her members in the lead-up to yesterday's NZCA conference in Auckland.

After sounding the alarm last year, Tompkins noted there had been significant progress achieved, with momentum including the inclusion of cruise in the nation's first national Tourism Policy Statement.

However despite that, NZ cruise



visitation is down 40% in a sector that is growing globally - and further declines are expected for the upcoming season.

"The challenge is whether cruise lines see NZ as predictable, competitive and straightforward to do business with," she said.

Immediate actions include seeking to influence deployment decisions for 2028/29 and beyond, as well as locking in long-term biosecurity certainty.

NZCA wants to help improve the nation's cost competitiveness

and regulatory predictability, and strengthen NZ's international cruise reputation as well as lifting the value of cruise for regions.

Pictured at yesterday's event are, from left: Jacqui Lloyd, NZ Cruise Association CEO; Louise Upston, NZ Minister for Tourism and Hospitality; CLIA Australasia executive director, Joel Katz; & Annie Dundas, director destination at Tataki Auckland Unlimited.

Next year's NZ Cruise Association conference will take place in Dunedin.



2027-2028

EXPANDED SUMMER

ANTHEM
OF THE SEAS

OVATION
OF THE SEAS

VOYAGER
OF THE SEAS

LEARN MORE





En route to
Cairns

Today's issue of *CW* is coming to you courtesy of Envoyage, which this weekend hosts its Australian Summit in Cairns.

THEMED Rise, this weekend's summit will welcome more than 250 delegates, including Aussie members of the fast-growing brand, which is part of Flight Centre Travel Group's independent division.

Almost 80 industry partners will be in attendance along with Envoyage global and regional leaders, headlined by global GM Astrid Richardson.

Ama looking to expand its brand

AMAWATERWAYS will not be resting on its laurels, as the cruise line looks to expand its brand further and more aggressively in Australia, head of marketing Angela Smith has told *CW*.

The goal of this push will be raising brand awareness among travellers, to ensure AmaWaterways is a visible part of any river cruise consultation a travel advisor has.

"To expand further, we need for consumers to understand more about the brand, and so we launched our first television campaign earlier this year, which did fantastically, it got incredible reach," she explained.

"It's a much easier sell that way when a consumer comes in and knows a bit about the brand already," Smith said.

A key part of AmaWaterways' value proposition will be flexibility, regional sales manager Christine Oliver told *CW*, dispelling myths about the



behaviour of river cruise guests.

"If you want to go and ride a bike, if you want to go and walk on your own, you want to explore somewhere, there's all sort of things you can do," she explained.

"I think our clientele do tend to be that little bit more active: our age bracket is younger than some of the others and there's a variety of different excursions that they can do...we always have bike tours and hiking tours."

Themed departures will also be a part of AmaWaterways' future,

including the just-announced women's-only river cruise (*CW* 13 Aug), which combines luxury river cruising with curated wine and cultural experiences, and will be hosted by winemaker Emmanuelle Bekkers (*pictured*) from Bekkers Wine in SA. *MS*



Wendy Wu Tours.

**THE CHERRY
BLOSSOMS
WON'T WAIT.**

**NEITHER
SHOULD
YOU.**



✓
OUR
BEST PRICE
PROMISE

**EARLY BIRD
SALE**
ENDS SOON

DISCOVER MORE

Agencies planning for Cruise Month

EXCITEMENT is building in the lead-up to this year's annual Cruise Month, with Cruise Lines International Association this week releasing the first stage of a new Cruise Month Toolkit to help travel advisors plan their own promotional campaigns.

Featuring digital assets such as logos, videos, digital banners, posters, customisable flyers and other marketing resources, the kit also includes a new series of social media tiles.

Available on the CLIA Members Hub (**CLICK HERE**), there is also a how-to video with tips for CLIA members wanting to get involved and mount their own Cruise Month initiatives.

This year's Cruise Month will operate under the banner #LoveCruise, with CLIA Australasia executive director, Joel Katz, saying "Cruise Month



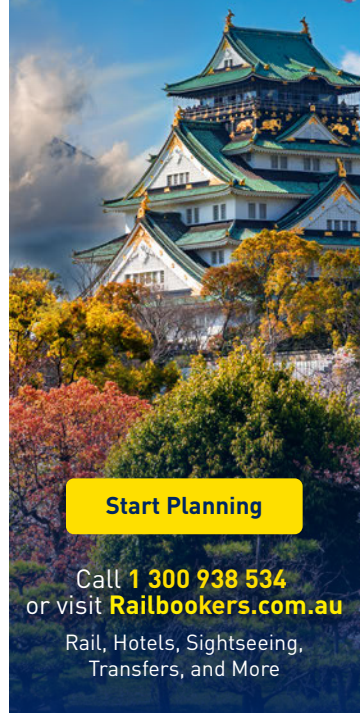
is about inspiring travellers and directing them towards CLIA travel advisors, so we'll be rolling out a succession of initiatives to help celebrate cruise holidays and the expertise of our member community".

Other activities will include a new webinar series presented by CLIA cruise lines showcasing news, product updates, sales tips & Cruise Month promotions.

railbookers

**EXPERIENCE
THE BEST
OF JAPAN**

Explore Japan like a local.
Discover it by rail.



Start Planning

Call **1 300 938 534**
or visit **Railbookers.com.au**

Rail, Hotels, Sightseeing,
Transfers, and More



WHAT'S better than watching a solar eclipse? Perhaps watching it from a cruise ship with the same name.

Scenic Eclipse was perfectly positioned off the coast of Greenland this week, giving guests a perfect vantage point as the moon passed between the earth and the sun.

Onboard photographer Tino Raimondi captured some stunning images (**pictured**), as guests enjoyed the spectacle from the decks of the *Scenic Discovery Yacht*.

The ship will continue to cruise through East Greenland before its current voyage ends in Reykjavik next week.



Murray River's new *Star*

MURRAY River Paddlesteamers has announced that its brand-new five-star overnight river vessel, *Australian Star*, will commence operations on 18 Sep 2026.

The inaugural voyage, just over a month away, will be a three-night journey from Echuca, Victoria, with the paddlesteamer to offer a year-long program of three, four and seven-night cruises on the famed Australian waterway.

With capacity for 38 guests in deluxe air-conditioned staterooms, the vessel aims to redefine the Murray River as a luxury cruise destination, where guests enjoy 'slow travel' to a bygone era while making the most of modern comforts.

The ship features an energy-efficient hybrid diesel/steam propulsion system powered by an original 1907 wood-fired steam engine, making for a truly unique cruising experience.

APT is the majority owner of



Murray River Paddlesteamers and has exclusively chartered a number of *Australian Star* departures as part of its 2026-2027 program.

The newbuild was backed by funding from the Victorian Government's Regional Tourism Investment Fund, with earlybird savings now available for 2028 offering \$250 off per person and a free pre-cruise night at the Mercure Port of Echuca motel.

Including the savings, fares start at \$3,125ppts for a three-night voyage including return rail transfers from Melbourne, all meals, select beverages, gratuities and wi-fi, valid for bookings by 30 Sep 2026.

All fares are commissionable to travel agents - mrps.com.au.

A-ROSA brochure

A-ROSA River Cruises has released its 2027 season brochure, showcasing 20 new itineraries on the Rhine and Danube in a newly refreshed digital design format.

Themed 'Cruise Your Way', the brochure also marks the company's 25th anniversary, positioning A-Rosa as a modern premium river cruise brand - **CLICK HERE** to view.

Tauck *Harmonie*

TAUCK has announced further expansion to its European river cruise fleet, with the addition of *ms Harmonie* operating on France's Rhone River.

A sister ship to *ms Lumiere*, the new vessel more than doubles Tauck's capacity in the region and comes in response to strong guest demand.

Arriving in 2028, *Harmonie* will have capacity for 130 pax, with fully cancellable and refundable reservations on the new ship now available, while pricing and final itinerary details will be announced in the coming months.



SAILING INTO OPPORTUNITIES

CLIA Australasia executive director Joel Katz on the growth in cruise.

READ THE CRUISE GUIDE



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

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.

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

