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ROYAL CARIBBEAN

Cruise Weekly today

Cruise Weekly today features three pages of all the latest cruise news, plus a cover wrap from **Royal Caribbean**.

Big Royal summer

ROYAL Caribbean has unveiled an expanded summer lineup for 2027-28 - find out more on the **cover page**.

VV's record day

VIRGIN Voyages recorded its largest ever revenue day on Thu 13 Aug, with the month's booking pace reportedly shooting up 20% year-on-year to begin the day and sitting at 45% to finish it.

The strong numbers were driven by demand for Virgin's first Scandinavia and Baltics season in 2028 (**CW** 29 Jul 2026), accounting for more than half of the day's revenue.

Other contributing factors included a record wave season, its Boatchella initiative (**CW** 24 Mar 2026) and the debut of the redesigned of *Valiant Lady*.

"Breaking a record on a random Thu in Aug seems odd until you realise all of the momentum we've built over the last eight months," said Virgin Voyages chief executive officer Nirmal Saverimuttu.

"It's pretty incredible, but what excites me most is knowing we're now the go-to brand for anyone travelling without kids.

"That tells me we're building something people really want to be part of."

CLIA reveals remainder of C360 program

CRUISE Lines International Association (CLIA) will seize the trends and opportunities of the growing global sector, having finalised this year's program under the theme 'Future Ready. Client Ready. Cruise Ready' (**CW** 12 Aug).

The program will be designed to equip CLIA travel advisors for changing markets and digitally connected clients, offering a mix of international cruise experts and local industry figures, who will share their insights at the ICC Sydney (**pictured**) on 17-18 Sep.

Among the highlights shaping out the rest of the Cruise360 program are: 'Stop Selling, Start Seducing: Welcome to the Desire Economy' - a conversation with new Globus family of brands (GFOB) managing director Asia Pacific Christopher Leigh.

The former Breitling head has now been running GFOB for a month-and-a-half (**CW** 02 Jul), and will share insights from the perspective of the company's river cruise brand Avalon.



Another highlight will be 'The Dollars & Sense of Selling to the Edge of the World' with Quark Expeditions president Sam Seward, who will explore how to begin a serious polar conversation with clients and offer insights needed to take them further afield.

River cruise specialists can look forward to 'The River Games: Winning the River Cruise Customer', which will see competing brands explain why the sector is attracting new

investment, which customers are being overlooked, how river can be sold to ocean cruisers or touring passengers, and what steps advisors can take to grow their river sales.

There will also be a 'Young Guns: The Next Generation Selling Cruise' session, which will bring emerging talent to the stage to share their fresh perspectives on building industry experience and trust, as well as connecting with clients and shaping the future of cruise. *MS*

NCL evaluates Hawaii after hurricane

NORWEGIAN Cruise Line (NCL) is evaluating its Hawaii programs following Hurricane Lala, which damaged or destroyed more than 100 homes in the destination last weekend.

The storm meant NCL's *Pride of America* and *Norwegian Spirit* were delayed returning to Honolulu, with *Pride* back Sun and *Spirit* on Mon.

An NCL spokesperson said passengers will be advised of any

itinerary modifications.

"We appreciate our guests for their patience and flexibility over the last few days, as we navigated multiple logistical challenges due to the aftermath of the storm...we also hope for a speedy recovery for the communities in Hawaii that were impacted," a spokesperson said.

Pride is the only cruise ship sailing exclusively in the Hawaiian islands.

Save on Croisi

CROISIEUROPE is offering a 15% early booking discount on all 2027 departures until 30 Sep 2026.

Travellers can also enjoy savings on the brand's nine-day 'New Discovery Tour' aboard the boutique 14-cabin *Toum Tiou 2* riverboat.

The itinerary features cycling through village trails, sampan/kayak/boat rides, visits to historic sites, and walking tours in rural communities.



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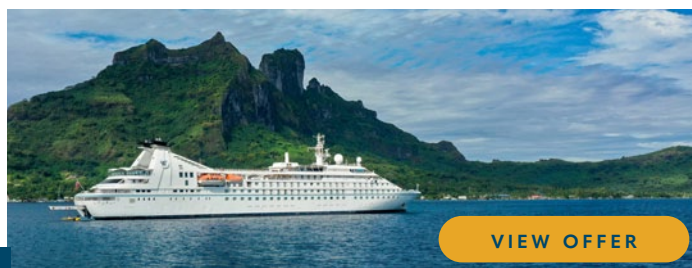
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Aroya Med success

AROYA Cruises has declared its second season in the Mediterranean a success, as its 3,500-passenger ship approaches the end of its deployment in the region.

Aroya Manara made her Mediterranean debut last year, and returned to Istanbul in Jun 2026 to operate seven-night sailings to destinations in Turkey, Greece, and Egypt.

"Success this season was not simply about being present in the Mediterranean," Ala Tashkandi, the line's commercial executive director, told *Cruise Industry News*.

"It was about demonstrating Aroya's commercial relevance in a competitive cruise market, strengthening established distribution channels, and continuing to build demand among a broader international guest base."

The season also saw Aroya launch its first interporting operations, with guests able to begin select cruises in Alexandria as well, allowing Aroya to "serve demand from Egypt more effectively".

Greenland limits

THE Naalakkersuisut, Greenland's government, is recommending limiting cruise ship activities, advising ships to avoid sailing in its fjord areas.

Cruising the go-to for PTMs



TRAVELMANAGERS (TM) has identified cruising as one of the fastest-growing and most resilient travel sectors for its personal travel managers (PTMs).

Speaking with *Cruise Weekly* at the 2026 TM Conference in Hobart, TM's EGM Michael Gazal credited the sector's strength to its appeal across all demographics and age ranges.

"Because we have a market that deals in family, mid-range [and] retirees, we're pretty much touching all types of the cruise market, which is why we have every year exponential growth in cruise," Gazal said.

Both Gazal and House of Travel's chief executive officer Joe Araullo identified Europe as the strongest region for cruising, in both the ocean and river spaces.

However, the company is now targeting Asia to expand upon

cruise bookings.

"We've definitely seen a strengthening of Asia [and] we're talking sort of mid- to high-end," Gazal explained.

"You have companies like Ritz-Carlton that have got a cruise ship now stationed in Asian waters, and that's the super yacht, high-end luxury end of it."

At the TM conference, cruising was identified as one of the four priority growth areas for the company in the near future, with both TM and House of Travel committed to educating PTMs through attending famils.

"Whether you're going on a trip and experiencing a river cruise for the very first time...you do see a spike in sales from PTMs that do attend famils because obviously they become a lot more passionate and connected to that product," Gazal added. *JB*

Scenic gets Chile

SCENIC Luxury Cruises & Tours has announced a limited series of voyages through Chilean Patagonia next year aboard *Scenic Eclipse*.

The new program includes itineraries ranging from 14 to 24 days, with highlights such as the 14-day 'Chilean Fjords & The Glaciers of The Beagle Channel', departing 08 Mar 2027, and the 24-day 'Ultimate Chilean Fjords & Antarctica's Weddell Sea', departing 13 Nov 2027.

Not only will guests be able to sail through the remote fjords and glaciers of Patagonia, the capabilities of *Scenic Eclipse* allow for sightseeing via helicopter, dives, and expert-led Zodiac excursions to witness one of the world's most under-explored coastlines.

A highlight of the Chilean fjords is Chiloe Island, characterised by brightly painted houses over the water and historic wooden churches.

In addition, guests will also get up close with the region's land and sea creatures, such as humpback and blue whales, Humboldt penguins, sea lions, and Andean condors.

On board, guests can enjoy all-suite accommodation, eight bars and lounges serving over 100 whiskies, and 10 dining venues, along with the 550m² Senses Spa.



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A SAN Francisco-based sailor and his wife have been preserving the history of the Bay Area and advocating against its pollution through the age-old communication medium of podcasting.

Mike Herz and Kate Josephs run the podcast *BayKeeper*, recorded from their vessel in San Pablo Harbor, where Herz shares anecdotes that have defined the area over the years, such as an oil spill next to the Golden Gate Bridge in 1971, a story on a decommissioned former CIA boat, the whaling industry's ties to San Pablo Bay and the history of ferries.

The couple has used their podcasting to better cope with living at sea, having moved from Maine for Herz's love of the Bay Area as well as unearthing stories, and transforming their houseboat into what they call 'The Office'.

Agents say “bonjour” to Viking famil

FROM the glamour of Paris to the charm of the French countryside, several top-performing Australian agents have recently returned from an eight-day famil hosted by Viking.

The group travelled round-trip from the City of Lights on board the brand-new *Viking Fjolvar*, visiting ports including L'Andelys, La-Roche Guyon, and Rouen.

Also included in the itinerary was a trip to Normandy, where the agents had an immersive and educational experience learning about the World War II history of the region.

“We look for destinations that add another layer to the journey, helping guests experience a region from a different perspective rather than simply ticking off the major sights,” managing director APAC Michelle Black told *Cruise Weekly*.

“The goal is always to create the right balance between iconic landmarks and lesser-known places, so guests leave feeling they have truly experienced a destination, its people and its culture, rather than simply passing through.”



During the ‘Paris and the Heart of Normandy’ sailing, the agents took part in shore excursions such as visiting the Normandy landing beaches, as well as war memorials in Bayeux where fallen soldiers were laid to rest.

Other optional experiences included strolling through Monet's idyllic garden in Giverny, a guided tour of the picturesque seaside village of Honfleur, a walk up to Lionheart's Chateau Gaillard, a small group tour of the Palace of Versailles, and more.

Meanwhile on board *Fjolvar*, passengers were treated to

regular evening entertainment including opera singers, trivia, and performances by local instrumentalists.

Famil attendees included: Renay Marrett, Helloworld Travel Newcastle; Freya Berry, Helloworld Travel; Christine Benbow and Kelsie Brown, RACT Travel; and Maddison Green, Kieran Mackenzie and Summer Matthews, Cruise Travel Centre.

The trip was hosted by Viking's Shaun Kavanagh, Cat Woods, and Angela Marotta.

Pictured: Attendees with Captain Wendy Vandeville. JHM



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