

### Cruise Weekly today

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

### New CLIA Toolkit

**THE** expertise of travel advisors are being highlighted in a new Cruise Lines International Association (CLIA) Marketing Toolkit.

Providing downloadable resources to help advisors promote cruise holidays and highlight their standing as trusted cruise specialists, the Toolkit is now available in the CLIA Members Hub.

It has been designed to provide a year-round collection of ready-to-use assets that CLIA members can integrate into their own marketing activities.

This includes logos, flyers, video reels, graphics, and social tiles - **CLICK HERE**.

## Hurti's Felin: "we can't wait for perfect"

**HURTIGRUTEN'S** recent climate-neutral voyage (**CW** 03 Nov) showed the cruise line the extent of what is possible with its current fleet and existing technology, chief executive officer Hedda Felin has said.

The Hurtigruten head, speaking to **Cruise Weekly** in Sydney last week, said the step towards climate-neutral sailing, while small, was necessary to better understand what is feasible, both for the cruise sector and for regulatory officials.

"I think it was an eye-opener for many," explained Felin, **pictured** left aboard the biofuel sailing with COO Gerry Larsson-Fedde.

"We had an open ship in every harbour, and we invited all the local politicians in to talk about sustainability and what's possible with the current technologies and opportunities we have today," Felin said.



"It's about the longevity of the fleet, and what can be used with the ships we have today, so it will have a real impact on that discussion," she added.

Although there are clear limitations to biofuel within the cruise sector, including its high cost, Felin said waiting for the perfect technology to be

developed is not a solution either.

"I really like to be concrete and use what's possible...it's not perfect, but we can't wait for perfect," she explained.

"If we don't welcome them, we miss out on so many emissions-reduction initiatives...there are many parts to the solution, and this is one," she added. **MS**

# RIVER of REWARDS

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## CruiseHQ incentive

**SAIL** Alaska in luxury with Seabourn Cruise Line and CruiseHQ - the pair have unveiled an exclusive advisor incentive for 2026.

This year's initiative will run from 01 Feb-30 Apr, rewarding a select group of top-performing advisors with an invitation to experience Alaska aboard *Seabourn Encore*.

The seven-day 'Glaciers & Alaska Inside Passage' voyage departs Vancouver to Juneau on 24 Jul.

Qualifying advisors will enjoy a range of tailored inclusions, crafted to showcase the sophistication and world-class experience Seabourn offers - [CLICK HERE](#) for more info.

## All that glitters is gold



**UNIWORLD** Boutique River Cruises has announced new 'Cruise & Tour' combination itineraries with its sister brand Luxury Gold (**CW** 20 Aug).

The collection of itineraries for next year will blend the two brands' products, while also enhancing Uniworld's selection of longer itineraries, which are well-suited to Australian travellers.

Uniworld managing director Alice Ager said the cruise programming itself also caters to exactly what Australians are looking for, including boutique hotels, excellent food, and travelling in small groups of like-minded guests.

"Both Luxury Gold and Uniworld offer access to moments that aren't your everyday experience with before and after-hours visits so I am confident our agents and our guests are going to love these combinations," Ager said.

Itineraries will pair a Uniworld cruise with a pre- and post-hotel stay, as well as a 24/7 travel concierge, guided sightseeing, dining, and exclusive experiences.

New 2027 Cruise & Tour itineraries include 'Revel in Switzerland & the Danube', a 17-day journey from Geneva to Budapest, which combines a luxurious land tour of Switzerland with an all-inclusive cruise on Europe's second-longest river.

Highlights include a panoramic journey aboard the Glacier Express, a private after-hours visit to the Rosengart Collection Museum, alpine hikes with a Swiss mountain guide, and Michelin-starred dining, before sailing through Central Europe.

Also new for next year is the 'Indulge in France & Britain' itinerary, spanning 17 days from Edinburgh to Paris.

This voyage blends a land journey through Scotland and England with a Seine cruise.

Guests will enjoy exclusive experiences such as a private high tea at Castle Howard, the ceremony of the keys at the Tower of London, visits to iconic castles and Roman cities, and a river cruise featuring Giverny, Rouen, Normandy's beaches, and a behind-the-scenes tour of the Palace of Versailles.

"At Uniworld, our focus is always on creating travel experiences that feel intentional and immersive," president & chief executive Ellen Bettridge said.

"By pairing our boutique river cruises with some of Luxury Gold's most popular land itineraries, we're offering our guests a more expansive way to explore Europe - one that feels seamless and never asks them to compromise on service, comfort, or ease." MS

## Chimu gets bookish

**CHIMU** Adventures has unveiled a literary expedition cruise to Antarctica, 'Frozen Chapters', aboard *Ocean Nova*.

This 13-day journey departs 25 Nov, and is designed for travellers seeking both polar exploration and creative inspiration, as passengers cruise through the Antarctic Peninsula and the South Shetland Islands.

Three of Australia's most renowned authors - Jane Caro, Jock Serong, and Hilde Hinton - will guide participants through thought-provoking writing workshops, 'writers on writing' panels, and a book club focused on a title with an Antarctic twist.



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## Guests get a sneak peek at *Explora III*

**EXPLORA** Journeys' *Explora III* is set to debut in Jul this year, a number of weeks ahead of schedule, when she will become the third ship in the line's fleet.

The vessel will hit the water during an exclusive Mediterranean Prelude Journey (24-29 Jul) before her naming ceremony in Spain on 01 Aug.

*Explora III* will feature more open-air deck space, expanded public areas, and new culinary concepts such as Shore Club on 11, offering all-day dining at the Conservatory Pool.

Also featured on board will be the immersive Chef's Table by Explora Journeys, and The Cellar by Explora Journeys, a must-visit for wine enthusiasts offering a selection of rare vintages.

There will be 12 bars and lounges on board *Explora III*, including a new Outdoor Cigar Lounge, where passengers can



relax over rare whiskies and premium spirits.

Guests will also enjoy *Explora III*'s elevated spa and wellness space on deck, while other new offerings include premium gym equipment, a private training studio for personalised sessions, as well as an extended running track and expanded sports court

for padel and pickleball.

"[*Explora III*] has been conceived as a destination in her own right, a luxury floating hotel that offers even greater space, comfort, and choice of amenities, while welcoming the same carefully balanced number of guests as *Explora I* and *Explora II*," president Anna Nash said. JHM

## Viking's third tune

**VIKING** has renewed its partnership with the Australian Brandenburg Orchestra for a third year (**CW** 15 Aug).

The continued collaboration will deliver exclusive cultural experiences and premium access for Viking guests and travel advisors.

This will include premium tickets across multiple performances, social media giveaways, and invitations to VIP interval or post-concert events in Sydney, Melbourne, and Brisbane.

There will also be additional opportunities to attend select dress rehearsals and the prestigious Spring Dinner at Government House in New South Wales.

The Orchestra's 2026 season opens with a vibrant tribute to Bach, Handel and Vivaldi on 12 Feb.



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**SCIENTISTS** on a research vessel off Coastal California were puzzled recently when they spotted a Galapagos albatross around 5,000 kilometres from home.

The sighting is just the second to be recorded north of Central America, leaving scientists to wonder how and why it has ventured so far.

It doesn't seem the albatross is in a hurry to return home south either, with the same bird spotted in Oct around the same area.

Some scientists theorise the albatross could've been driven north by a storm, while others suggest that, like humans, some birds just have a more intrepid spirit than others.



## Crime scene on Seabourn

**SEABOURN** Cruise Line has announced this year's 'Authors at Sea' and 'Seabourn Conversations' programs, which will welcome literary luminaries and creative experts.

The line-up includes Ann Cleeves (**pictured**), Clare Balding, and Joanne Harris, who will offer exclusive workshops, interactive events, and enriching conversations after dark.

Cleeves will be one of the highlight guests of the season, with the *Vera* and *Shetland* author to host hands-on crime writing workshops and a live murder mystery event.

She will also offer insights into her characters, as she sails on board *Seabourn Ovation* from Dover to Reykjavik, departing from 30 May.

Also joining the program will be Harris, who will board *Seabourn Venture* from Barcelona to Gijon, departing 11 Jun.

She is the author of more than 20 novels, including her most famous, *Chocolat*.

"Conversation has always been at the heart of the Seabourn experience, where travellers



share their adventures and discoveries," vice president of entertainment & enrichment Joseph Chantry said.

"Our 'Authors at Sea' program brings celebrated writers on board to connect with guests through engaging discussions and interactive sessions.

"We are committed to creating extraordinary experiences and memorable moments at sea, and these authors will bring fascinating insights and entertaining moments to inspire our guests throughout their voyage," he added. *MS*

## Silversea leads

**SILVERSEA** has partnered with tech platform Approach Guides to help deliver leads directly to travel advisors.

The partnership, which launched yesterday, provides travel agents with a private-label, co-branded Silversea website with an easy-to-use marketing tool, which improves online visibility.

All client enquiries generated through the site are sent directly to the advisor, ensuring a seamless and secure client experience.

The platform enables advisors to share always-up-to-date Silversea voyage content across social media, email, and digital channels, with every post linking back to the agent's Approach Guides website.

This enhances engagement while saving time and ensuring brand consistency.

Approach Guides can also automatically integrate with Rallio, another of Silversea's technology partners, to create social media posts that link directly to the agent's personalised website.



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

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

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