



Cruise Weekly today

CRUISE Weekly today

features three pages of all the latest cruise industry news.

Europe on the rise

HOLLAND America Line has seen a dramatic rise in European bookings for this year, up more than a third compared to 2025.

The rise is especially notable in Holland America's Northern Europe voyages, which have increased nearly 50% year-on-year, as travellers seek out the region's dramatic natural beauty and easy-to-explore cities and destinations.

Holland America departs to Northern Europe from Rotterdam and Dover, giving passengers easy access to some of the region's most spectacular landscapes and culturally rich ports.

Explorations by Norwegian returns

MY CRUISES has announced the return of "the world's longest cruise", Explorations by Norwegian, which will sail to and from Australia in autumn 2027.

The concept was first launched in 2024 (**CW** 03 Oct 2024), with the first set to depart in Sep.

My Cruises has now announced it will return for a second season in 2027-28, before the first voyage even departs.

Explorations by Norwegian's second season will once again exceed 360 days in length, visiting more than 230 ports, with guests able to join segments of as little as 10 nights.

The inaugural season sold nearly half its inventory within six months of going on sale.

Oceania Cruises' *Oceania Regatta* will once again play host to Explorations by Norwegian, however the NCL luxury brand will play no role in the delivery of

the product.

This means the Oceania branding will be removed from the ship while out on charter.

My Cruises Global Head of Cruise Michael Middleton said the response to the first season confirmed the strong appetite for extended travel when paired with flexibility and premium inclusions, which the second season builds on.

"Explorations by Norwegian has proven the demand for longer, more immersive journeys with premium inclusions," he said.

"Many early guests opted for balcony, penthouse or higher categories, highlighting the appetite for elevated experiences," Middleton added.

"We've kept many of the guest favourites, refined the itinerary, and once again created an industry-first year-long voyage."

The 2027-28 cruise will include

new destinations, such as Kenya, the Philippines, Borneo, and Taiwan, while there will also be new turnaround ports, such as Dubai, Istanbul, and Bali, as well as more overnight stays.

Highlight sectors include a 28-day Panama Canal cruise, sailing from Vancouver to New York City, and a 33-day Mediterranean round trip.

The top selling 54-night Ultimate Europe Exploration will also return in 2027-28, with refreshed routing compared to the inaugural season.

Each voyage is exclusive to My Cruises, and prioritises convenience, value and ease, while packages include international flights, premium beverages, specialty dining, wi-fi, onboard gratuities, onshore credits, and more.

Explorations by Norwegian bookings are now open. **MS**

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Viking tees up

VIKING and the PGA Tour have announced a new partnership, with the brand now the official cruise line for the world's leading golf tour.

The multi-year marketing partnership, which runs through to 2030, will see Viking promote its brand through media and digital placements on various PGA Tour platforms.

"We are very pleased to be the Official Cruise Line of the PGA Tour and PGA Tour Champions," Viking executive vice president of marketing Richard Marnell said.

"Both golf and travel are important priorities in the lives of many Viking guests, so partnering with the PGA Tour is a natural fit and builds on our continued commitment to support cultural programming and events."

Two ships touch

ATLAS Ocean Voyages' *World Voyager* collided with Viking's *Viking Octantis* in Ushuaia recently, after she broke free from her moorings in a windstorm, with the incident resulting in no injuries.

Neither vessel suffered any major or structural damage, after they both underwent thorough technical inspections following the collision, according to media reports.

Darwin lands a helipad

EXCLUSIVE

THE new Darwin Helicopter Terminal (DHT), located at the city's cruise port (pictured), is currently awaiting approval, in what is being described as a "game-changer" for the industry in the NT.

The Terminal, run by Operations Manager Bjorn Farley, is located at Fort Hill Wharf, right on the doorstep of one of the port's key cruise ship berths.

DHT was conceived just before the start of the COVID-19 pandemic, and has been in planning for about five years, with Farley keen to improve accessibility to some of the NT's greatest and most remote tourism assets.

Final approvals currently sit with the Civil Aviation Safety Authority, Farley told *Cruise Weekly*, and once consented to, DHT will allow passengers to step straight off their ship and into a helicopter to head out on a range of shore excursions around the NT.

DHT will operate a number of itineraries to Barramundi Adventures Darwin and the Territory Wildlife Park in Berry Springs, and an Adelaide River jumping crocodile cruise, which can all be reached in around half an hour.

These shore excursions are often up to a three-hour turnaround on the road.

Also offered will be flightseeing over Kakadu or Litchfield national



parks, Nitmiluk Gorge, Mt Borradaile in Arnhem Land, and trips to the Tiwi Islands, which will cut a ferry ride of up to four hours down to an hour-and-a-half helicopter flight.

Many of these experiences are not feasible for cruise passengers unless they are staying overnight in Darwin, and are almost impossible to see in wet season.

Operations will commence with one helicopter, which will be capable of five departures per hour; however, Farley hopes to expand beyond a single chopper in the future.

"If we could move to 400-500 passengers per day, I think that would be quite amazing," he told *Cruise Weekly*.

The facility will also be able to be used by other helicopter and tour operators, provided they meet safety requirements.

Farley said a number of cruise lines have already been in contact with him about the product. MS

New CLIA chairman

CARNIVAL Corporation president Josh Weinstein has succeeded Royal Caribbean chair Jason Liberty as chair of Cruise Lines International Association (CLIA).

Weinstein (pictured) will serve a two-year term, concluding in 2027.

"I am honoured to chair the work of the global cruise sector at a pivotal time for our industry," Weinstein said.

"Delivering extraordinary cruise experiences depends on a sustained focus on safe, reliable operations and effective coordination across the sector.

"As we build for the future, the industry will continue to demonstrate its commitment to responsible growth, achieving our greenhouse gas reduction short-term goals and long-term ambitions, deepening relationships with our ports and destination partners, investing in workforce development and contributing positively to the communities we serve."



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ONE might think it is their lucky day when uncovering a safe buried in the seabed just off the coast of a popular beach in Western Australia.

The man, Quoin Sellenger, who found the safe, might therefore feel a little cheated after he opened his find and all he unearthed was a packet of beef jerky.

A clue to the fact the safe did not contain buried treasure was immediately apparent once it was wrestled free from the seabed, with it emitting a potent smell.

An angle grinder was used to open the safe, where all that was found was a 30g packet of what was advertised as "the world's hottest beef jerky".

To make matters worse, the product was expired.



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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

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

Two Grand Voyages depart



TWO Holland America Line Grand Voyages departed on the same day late last week, from opposite coasts of the US.

Sun saw the 133-day Grand World Voyage depart from Fort Lauderdale on board *Volendam* (pictured), while the 93-day Grand Australia & New Zealand Voyage departed from San Diego aboard *Zaandam*.

Guests were welcomed by the ship's captain, hotel general manager, and members of the onboard leadership team, setting the tone for the adventure ahead.

Both cruises will treat its passengers to onboard experiences created especially

for extended journeys, such as themed parties, curated events, and visiting experts.

"The length of these journeys allows our team to create experiences that unfold at a relaxing and meaningful pace, and our guests settle into a rhythm of discovery that simply isn't possible on shorter sailings," senior vice president of guest experience & product development Michael Smith said.

"For many, this becomes the trip of a lifetime - a chance to see the world in comfort, in community and with a sense of wonder that grows with every new port," Smith added. *MS*

CCL brand switch

CARNIVAL Cruise Line (CCL) has made a brand switch across its non-alcoholic drink line-up, replacing the Lyre brand with Ritual Zero Proof.

The new brand is already being used in non-alcoholic cocktails included with the Cheers Zero Proof beverage package, according to Carnival brand ambassador John Heald.

He said the cruise line is also switching to Red Bull energy drinks and away from the Monster Energy brand.

CCL introduced the Cheers Zero Proof beverage package late last year for guests who want access to non-alcoholic drinks without purchasing an alcohol-inclusive plan.

The package includes non-alcoholic cocktails, specialty coffees, smoothies, milkshakes, energy drinks, and other alcohol-free beverages.



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