



Cruise Weekly today

CRUISE Weekly today

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

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SILVERSEA is offering travellers unlimited discovery and up to 40% off, as part of its latest sale.

The offer is valid with Silversea's all-inclusive fares, encouraging travel advisors to drive more bookings.

Those who secure this offer by the end of next month can also access reduced deposits, starting at 15%, to boost earnings while providing travellers with great value.

Contact your Silversea sales manager, or the cruise line's reservations team, or head to **page 4** of today's issue of *Cruise Weekly* for more info.

Amangati floats out ahead of debut

AMAN At Sea is preparing for the launch of *Amangati* (**CW 10** Apr), following the ship's recent float-out.

The hull of *Amangati* arrived in Genoa on 17 Dec, following an almost week-long voyage from San Giorgio di Nogaro

Amangati (pictured) has been moored at the quay of T. Mariotti shipyard, where she will undergo outfitting over the coming months ahead of her delivery scheduled in 2027.

The ship is a joint venture between Aman and Cruise Saudi, with reservations to be taken for her first-ever Mediterranean itineraries early this year.

Amangati is 183 metres long, and will be home to an array of facilities, including four dining concepts, a Jazz Club, the Aman Spa complete with a Japanese garden, an expansive Beach Club and marina, and two helipads



(**CW 04 Aug**).

Each of *Amangati*'s 47 staterooms will include dedicated lounge and seating areas, as well as a king-sized bed, curved ceilings, full-height windows, and timber-toned interiors.

"The vessel will embody the very essence of our brand's DNA, providing exceptional privacy, best-in-class amenities, now synonymous with Aman, and our

signature unparalleled service not yet experienced on the water," chair & chief executive officer Vlad Doronin said

"As construction progresses behind the scenes, our vision remains clear: to create a vessel that not only represents the highest standards of maritime engineering and design but that mirrors the tranquillity of our land-based sanctuaries." **MS**

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CLIA to showcase seven new ships

SOME of the most anticipated vessels of the year will make their debut to the industry in Cruise Lines International Association's (CLIA) online showcase, which will run in Feb.

The event will display some of the most anticipated ships of the year, as part of an online education series for agents.

Running from 03 to 06 Feb, the 2026 Ocean Debut Virtual Showcase will offer daily live online sessions presented by seven CLIA cruise lines.

New ships to be profiled include Royal Caribbean's *Legend of the Seas* (pictured), Emerald Cruises' *Emerald Kaia*, Explora Journeys' *Explora III*, Norwegian Cruise Line's *Norwegian Luna*, MSC Cruises' *MSC World Asia*, Regent Seven Seas Cruises' *Seven Seas Prestige*, and Disney Cruise Line's *Disney Adventure*.

Each will outline essential



facts and features of their ships, including elements like dining options, entertainment, accommodation styles, public spaces, unique features and designs, and the type of experience guests can expect when they step on board.

The showcase is available exclusively to CLIA member advisors who can register online

for each of the sessions via the Association's Members Hub.

Participants will earn CLIA points and have a chance to win prize packs by tuning in live, collecting a code word, and completing a quiz.

For more information visit Ocean Debut Virtual Showcase [HERE](#) and register via the CLIA Members Hub [HERE](#). MS

Hurti's mega fam

HURTIGRUTEN is offering travel advisors the chance to join its ultimate Norway mega famil, a 12-day adventure from Kirkenes to Oslo in Sep.

Entries to win a spot close on 30 Apr, with winners due to be announced on 12 May.

Sell as much Hurtigruten product as possible during the incentive period from 01 Jan to 30 Apr for a chance to win.

The voyage will combine Hurtigruten's Original and Signature coastal voyages.

There will be 20 lucky winners, with the adventure to start with a southbound sailing to Bergen on Hurtigruten's Coastal Express product.

Winners will then join 250 other top-performing industry peers from around the world for Hurti's Signature product.

For more information on the incentive, [CLICK HERE](#).

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GUESTS sailing on board StarCruises' *Star Voyager* on select departures from Singapore and Kuala Lumpur this month can expect to get a truly authentic taste of Malaysia and Medan.

As part of its ongoing efforts to enhance destination-focused experiences, the cruise line will offer complimentary local durian tastings, allowing guests to savour the 'king of fruits' on the ship while at port in Medan.

Additionally, guests can look forward to a durian feast featuring premium varieties on *Voyager* while at Port Klang, along with the chance to sample the region's famous Bak Kut Teh - a pork rib dish cooked in broth.

Durian is notoriously so stinky it has been banned from a number of public transit systems in Asia, such as Singapore and Bangkok.

NCL's new brand platform



NORWEGIAN Cruise Line has officially debuted its new brand campaign, 'It's Different Out Here', which was launched on the company's social media earlier this month (**CW** 05 Jan).

The campaign launch will be supported by a major integrated marketing push across Australia, led by an out-of-home campaign with key placements across transit, rural airports, cinemas streaming, and more.

Norwegian's new brand platform will be accompanied by a television spot in the US (**CLICK HERE**), highlighting the new tagline, which is a revival of its

slogan from the 1990s.

The new platform is rooted in its history as a pioneer in the industry, and the creator of "freestyle cruising", which eliminated rigid traditional dining and entertainment schedules, as well as being the first cruise line to offer weekly voyages to the Caribbean, and the first to have a private island, Great Stirrup Cay.

Norwegian's new campaign also includes a fresh look, including the new black logo, which it believes "evokes freedom with its airy, fluid, and uncluttered design that gives a sense of presence in the current moment." *MS*

Ama's new brand

AMAWATERWAYS' new logo (**CW** 23 Dec) represents real cut through, chief executive Catherine Powell said.

The new logo, defined by its terracotta colourways, was revealed first by *Cruise Weekly* late last year, and was officially unveiled today.

Powell said AmaWaterways' cruisers will "feel connected to and know immediately what it stands for."

AmaWaterways has also debuted its new website with enhanced booking tools, designed to be more intuitive and engaging - head to amawaterways.com.

Imagine a new CEO

TONY Roberts has succeeded Robin Deller as Imagine Cruising's chief executive officer, as part of a planned transition within the company's overall strategic growth plan.

Deller will continue on as chair until the winter, with the official handover to Roberts to take place from Jan to Mar.

SAILING NEW WATERS

Here's why the cruise industry is setting sail for Southeast Asia.

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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

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