

Cruise Weekly today

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

LA's big port project

THE Port of Los Angeles will develop two new cruise terminals to significantly expand its capacity.

Pacific Cruise Terminals, a joint venture between marine and transport infrastructure companies Carrix and JLC Infrastructure, will develop a new Outer Harbor cruise terminal, and will also redevelop the existing World Cruise Center.

Port Executive Director Gene Seroka said the redevelopment project will allow Los Angeles to capture more of the rapidly growing cruise market, as it attempts to position itself as the primary gateway for sailing on the West Coast of the US.

Solos and families are hot in cruise

EXCLUSIVE

'KIDFLUENCING', solos, and first-timers are set to drive the next wave of growth in cruising this year, according to industry leaders, with many of these segments coming from outside traditional demographic boxes.

Single travellers are becoming a core cruise customer, as opposed to the fringe demographic they have been in the past, respected travel industry leaders told **CW** regarding the direction of the sector in 2026.

"[This year] will see the rise of 'going it alone' to a point where solos are becoming a core customer," Cruiseabout general manager Brad Kennedy told **CW**.

Ships which prioritise solo travellers also support modern family and multigenerational travel, with many members of this core cruise demographic often travelling on their own as

part of a family group.

"Expect a surge in solo travellers, many of whom will be new to cruising, alongside multigenerational groups seeking meaningful connections," Kara Glamore, former Carnival Cruise Line vice president told **CW**.

First-time cruisers, on the other hand, are value-driven and experience-led - especially younger members of this cohort.

"[This year] is shaping up to be a strong year for first-time cruisers," Travel Associates general manager Rachel Kingswell explained to **CW**.

"New ships, new brands and more flexible pricing are opening cruising up to a wider audience - especially younger travellers and families -- who want value, ease, and something that feels genuinely exciting."

Children are also shifting decision-making power within

family groups, with new MSC Cruises commercial director Katrina McAlpine discussing the rise of 'kidfluencing'.

"Research shows more than 80% of parents say their children actively help choose and plan their trips," she explained to **CW**.

'Kidfluencing' is emerging as a powerful driver of travel decisions in 2026 [and] family programming sits at the heart of our onboard experience," she added.

This influx of new-to-cruise passengers means matching the right traveller to the right ship has never been more complex and important, Helloworld GM cruise Steve Brady told **CW**.

"Getting the right customer onto the right ship remains critical, and is something AI cannot do," he said.

"Agent expertise has never been more valuable as customers want clarity and reassurance." **MS**



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Viking to treat advisors to Alaska

VIKING has announced one of its most sought-after Alaska voyages as its Platinum Club Reward for this year's top agents.

The cruise line's premier trade incentive program will take its highest-achieving agent on its 11-day 'Alaska & the Inside Passage' voyage next year, departing on 09 Jun 2027.

To qualify, an agent must finish as one of the 10 highest sellers of eligible voyages during this calendar year.

Viking Platinum Advisors will also enjoy a suite of inclusions, such as an invitation for a travelling companion, a complimentary stateroom upgrade, a Silver Spirits beverage package, \$300 shipboard credit, \$2,000 air credit, two complimentary shore excursions, 50% off additional bookings, and 8,000 Rewards by Viking points.

The cruise line will also



recognise the agencies behind the winning agents, awarding them Viking Platinum Agency designation, as well as exclusive benefits such as a hosted Platinum Party to celebrate the entire team (or up to 20 members for mobile groups).

Agencies will also receive

a \$5,000 co-op marketing investment and personalised marketing partnership, and an eight-day famil for two.

Advisors who finish just outside the top tier rankings (11-20) will also receive 8,000 Rewards by Viking points in recognition of their strong performance. *MS*

CLIA Amsterdam

CRUISE Lines International Association (CLIA) is emphasising all voyages from Amsterdam are continuing as scheduled, amid reports of the city's closure of its ocean cruise terminal (**CW 23 Jan**).

"We are aware of the discussion in Amsterdam regarding possible post-2035 scenarios," a statement from the organisation read.

"This is part of ongoing dialogue...the port and terminal continue constructive dialogue with the city, and CLIA fully supports their leadership as valued partners."

Amsterdam last week confirmed its desire to end ocean-going cruises by 2035, following a study into the future of the sector in the city.

Lines such as Holland America and Celebrity regularly sail from Amsterdam.

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THE Alpine Formula 1 team will head into the upcoming season with a 'wave' of support, with its cars to feature MSC Cruises' logo on its livery this season.

This season's car (**pictured**) was unveiled aboard *MSC World Europa* in Barcelona over the weekend, which also saw Alpine become the first team to unveil its livery on board a cruise ship.

The event involved drivers Pierre Gasly and Franco Colapinto, who will pilot the cruise-themed car around the track this season.

MSC has been a premium partner of Alpine for almost 12 months, and a global sponsor of Formula 1 since 2022.



Get casual at the Pool Grill



REGENT Seven Seas Cruises (RSSC) is enhancing its evening meal choices with a new casual dining option at the Pool Grill.

New al fresco dinners and an authentic pizzeria menu will elevate RSSC's renowned culinary offering and will soon be available across the line's entire fleet.

From 6pm to 9pm, the Pool Grill will transform into an inviting self-service evening venue, with guests able to savour freshly prepared favourites such as strip loin minute steak, rosemary-roasted chicken, Provencal-marinated lamb chops, and vegetable kebabs.

There will also be a salad bar and appetisers available,

including hummus with pita chips, Caprese salad, and more.

The new pizzeria menu, first introduced on *Seven Seas Mariner* after her dry dock last month (**CW 17 Apr**), features handcrafted pizzas made with premium ingredients.

Now available on *Seven Seas Explorer*, *Seven Seas Grandeur*, and *Seven Seas Splendor*, the menu will debut on *Seven Seas Voyager* after her refurbishment in May, and *Seven Seas Prestige* upon her launch in Dec.

The upcoming new RSSC ship will take a more casual approach to dining as a whole, in response to changing guest preferences in the luxury sector (**CW 24 Jun**). MS

The culinary queen

PRINCESS Cruises is introducing new specialty dining experiences on board *Diamond Princess* for her upcoming Japan season.

Makoto Ocean and Crown Grill will debut on board the ship, with reservations now available for both restaurants.

Premiering on board *Sun Princess* and *Star Princess*, Makoto Ocean brings the Edomae-style sushi of its namesake chef Makoto Okuwa to *Diamond*.

The venue is located on deck 7, and showcases a premium menu of signature dishes such as truffle salmon, snow crab temaki, and toro tartare, paired with Japanese cocktails.

Also debuting is Princess' popular Crown Grill, a long-time guest favourite, set in the former Savoy Dining Room on deck 5.

The Crown Grill steakhouse features premium aged beef, chops, and fresh seafood, while offering an elegant, welcoming atmosphere.

Both speciality dining venues are priced at US\$55 per head.

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