

Cruise Weekly today

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

Go discover more

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 information on the sale.

Scenic Group to unify loyalty programs

SCENIC Group will launch a new groupwide loyalty program on 10 Feb, which will merge Scenic Luxury Cruises & Tours' Scenic Club and Emerald Cruises' EmeraldEXPLORER into an integrated rewards program covering the two brands.

Guests and trade partners were informed of the news yesterday, with all current and future loyalty members set to be provided with a simplified tier structure to earn and receive status points across all Scenic and Emerald ocean, river, and land journeys.

The program has been designed using member and travel partner feedback to ensure it provides enhanced rewards, recognition, and benefits.

More information, including details about a new MyRewards feature, will be released upon the program's launch.

Scenic Group is the latest cruise



company to double down on its loyalty efforts, as many other firms look to do the same, as well as attract guests from other cruise lines.

Royal Caribbean Group earlier this month introduced 'Points Choice', which will see guests with the company's luxury line Silversea, as well as Royal Caribbean and Celebrity Cruises,

able to earn points across each brand and apply them to the loyalty program of their choosing (**CW 16 Jan**).

Ponant Explorations Group also unified its loyalty programs late last year, which includes its namesake Ponant Explorations brand, as well as Paul Gauguin Cruises and Aqua Expeditions (**CW 03 Dec**). **MS**

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Coughlin departs

RIVERSIDE Luxury Cruises commercial sales & marketing representative Susie Coughlin has departed the company.

The experienced cruise representative was serving a 12-month contract with the company, which saw her launch the brand in the Australian market (**CW** 10 Feb).

Coughlin's time with Riverside also involved signing the line on as a CLIA member (**CW** 13 Mar), and showcasing the brand to the Australian cruise sector (**CW** 26 Sep).

"I set out to treat this journey as a marathon, not a sprint, ensuring sustainable growth and the high level of professional support that Riverside's partners deserved," Coughlin posted on LinkedIn.

Riverside has not confirmed whether its representation in Australia will continue.

Australians rethinking cruise itineraries

EXCLUSIVE

AUSTRALIANS are rethinking not just where they cruise, but also when and how, embracing shoulder seasons and longer itineraries, according to several travel industry leaders.

Cruise passengers are beginning to shift away from the peak summer travel season toward autumn and winter, particularly in the Mediterranean.

This trend is linked to a desire for privileged access, as well as authentic experiences, Ponant Explorations chief executive Deb Corbett told **Cruise Weekly**.

"Europe and the Mediterranean in autumn are emerging as destinations to watch, as travellers actively move away from peak summer saturation in favour of quieter ports, cooler climates, and deeper local engagement," she explained.

"People are no longer spending

on status symbols, they're investing in what we call 'the real' - that means 'un-Googleable' experiences, such as local art and craftsmanship, regional food and wine, storytelling from the people who live there, and behind-the-scenes access that reveals the soul of a destination."

This is also linked to the growth of fly-cruise locally, as well as the willingness of Australians to travel further and stay longer.

Regent Seven Seas Cruises vice president sales & general manager Lisa Pile told **Cruise Weekly**: "I think one of the biggest opportunities for the industry in 2026 is stimulating demand for international travel - especially cruising - outside the traditional high seasons."

Helloworld cruise GM Steve Brady said to **Cruise Weekly**: "We see outbound cruising continue to thrive, with Australian cruisers

showing strong appetite to include a cruise as part of their international travel."

"We're seeing strong momentum in fly-cruise and longer itineraries," added Rachel Kingswell, general manager of Travel Associates, speaking to **Cruise Weekly**.

"Travellers are happy to go further and stay longer, particularly for Europe, Alaska and Asia."

Longer itineraries and off-season cruising are also unlocking better value and lower prices.

"Value matters more than ever," Anna Gregori, former Celestyal Cruises vice president brand & marketing, told **Cruise Weekly**.

"Travellers have learned that all-inclusive only works if it truly is...lines like Regent Seven Seas Cruises and Oceania Cruises win because transparency builds trust," she added. *MS*



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DREW Barrymore has revealed one of her favourite quirks about cruising as part of her new role as godmother of MSC Cruises' *MSC World America* (**CW** 06 Mar).

Barrymore was apparently blown away by the proclivity of cruisers decorating their stateroom door.

The tradition typically involves guests embellishing their door to make it easier to locate their stateroom, and to add a festive vibe to the ship's corridors - an otherwise highly sanitised part of the vessel.

"There's this whole culture of telling your story on your door, and I really loved that," Barrymore told *People*.

"People put up their birthday, their anniversary, they're very into storytelling."

Barrymore adorned her door with keepsakes collected on board *World America*.

"I would take the Greek restaurant napkin, or my newspaper I read that day, and candy - I got a bag of gummy Coke bottles," she enthused.

Barrymore recently embarked on *World America* again to film a series of commercials as part of MSC's new campaign.

She was joined by her co-star in the spots, fellow actor Orlando Bloom, with the campaign seeing the two enjoying a serving of gnocchi and a night of karaoke.

HAL's a-moose-ing news



HOLLAND America Line (HAL) and the Alaska Wildlife Conservation Center (AWCC) have introduced a new exclusive moose shore excursion for guests visiting Anchorage.

The new wildlife experience will aim to bring guests closer to conservation as they go behind the scenes at AWCC.

Holland America's Exclusive 'Eland & Friends Moose Discovery' tour will debut during the upcoming Alaska cruise season and begin with a scenic drive along the Seward Highway, before a guided behind-the-scenes Center visit.

Guests will learn how the facility's team supports moose health and wellbeing through daily care, such as enrichment activities, diet preparation, behaviour observation, and station training.

Holland America said the excursion reflects the cruise line's commitment to responsible

wildlife encounters and conservation education.

"Seeing wildlife is one of the top reasons guests choose to cruise Alaska," HAL chief marketing officer Kacy Cole said.

"This new shore excursion gives our guests an extraordinary opportunity to connect with moose in a way that is both unforgettable and responsible, working alongside conservation experts to support the animals and the environment they call home," she added.

The cruise line has also donated US\$150,000 (approximately A\$214,000) to AWCC, which will support ongoing animal care initiatives and the development of the Holland America Moose Promenade, a new scenic elevated boardwalk overlooking the Center's moose habitat.

The structure will provide a moose viewing area for guests, with construction expected to begin in the spring. *MS*



CLIA UPDATE

with **Joel Katz**
MD, CLIA Australasia

Ready to Celebrate

THE Australasian cruise industry's biggest celebration of the year is fast approaching, with just over a month to go before our 23rd Cruise Industry Awards.

This is a chance to acknowledge the phenomenal work of our travel agent community and the key role they play in the success of cruising.

Last week we announced the 83 finalists who are in the running to win, chosen after a record number of nominations for this year's awards.

Each of the finalists deserves recognition for the very high standards they set within our CLIA membership, and for their contribution to the record numbers of cruise passengers we are seeing globally.

The judging process is now underway and it's clear we have a very high standard of finalists.

I've always been proud of the fact our Australasian travel agent membership is among the most dedicated and professional in the world, and this is reflected in the calibre of this year's finalists.

The winners will be announced at a sold-out gala celebration in Sydney on 07 Mar.

If you can't be there in person, we encourage you to follow all the news in *Cruise Weekly*.

Our congratulations to all of this year's finalists - [CLICK HERE](#).





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