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Silversea invites you to win one of **nine spots on a fully hosted familiarisation voyage**, exploring **Japan and South Korea** in signature Silversea style. Immerse yourself in the destinations, and the Silversea experience, on a voyage designed to inspire and educate. Sail south from Tokyo to the culinary centre of Kobe, explore some breathtaking scenery on Jeju Island, before concluding in Seoul, South Korea's dynamic capital.

### HOW TO ENTER

Book a minimum of two Asia 2027 voyages between 1 May and 31 July 2026 to be eligible for entry.

### ELIGIBILITY

This promotion is open to individual agents only and applies to bookings made on All Inclusive or All Inclusive Plus fares. Bookings made on net rates, interline fares, friends and family rates, or any other special fare types are excluded.

### WINNER SELECTION

Suites will be awarded based on the **highest gross revenue** generated from eligible bookings during the incentive period. Winners will be announced four weeks after the incentive period concludes (28 August) and notified by email by the Silversea Sales Team from [salesaunz@silversea.com](mailto:salesaunz@silversea.com).

LEARN MORE

Contact your Silversea Sales Manager or Reservations on +61 2 9255 0600 [silversea.com/trade](https://silversea.com/trade)

Terms and conditions: Incentive open to selected and accredited travel agents in Australia/ New Zealand only. Starts 01/05/2026. Closing date 31/07/2026. 9 winners receive each a 12-day cruise for one person only departing from Tokyo based on a Classic Veranda suite stateroom, including a standard meal, beverage package, taxes, fees, gratuities and 2-night pre cruise hotel accommodation. Full T&Cs: [https://issuu.com/silverseacruises/docs/terms\\_conditions\\_-\\_sell\\_sail\\_incentive\\_aunz?fr=xKAE9\\_zMzMw](https://issuu.com/silverseacruises/docs/terms_conditions_-_sell_sail_incentive_aunz?fr=xKAE9_zMzMw). Promoter: Silversea Cruises Ltd. of Level 15, 101 Miller Street, North Sydney NSW 2060.



### Cruise Weekly today

Cruise Weekly today features three pages of all the latest cruise news, plus a cover wrap from Silversea.

### Sell and sail in Asia

**SELL** and sail with Silversea, and win a trip to Japan and South Korea, with one of nine spots on a fully hosted famil voyage up for grabs.

The cruise sails south from Tokyo and visits Kobe, before concluding in Seoul.

Those who book a minimum of two Asia 2027 voyages between 01 May and 31 Jul will be eligible to win.

The promotion is available to individual travel advisors only - see the **cover page** for more.

## APT puts a stake in the Murray



APT Travel Group has acquired a majority stake in Murray River Paddlesteamers, deepening its investment in the Echuca-based operator of woodfired steam ships on the Murray River (**CW** breaking news yesterday).

The acquisition strengthens APT's commitment to Australian domestic travel, bringing one of the country's most iconic inland waterways into a portfolio that already spans river and ocean cruising, as well as land touring.

Murray River Paddlesteamers operates three vessels from Echuca: the century-old *Canberra*, restored as a paddle steamer in 2003; *Emmylou*, used for both day and overnight cruises; and *Australian Star* (pictured), the country's first five-star paddle steamer, which commenced sailing earlier this year (**CW** 21 Jan).

APT Travel Group chief executive officer David Cox said the acquisition is a natural fit for the tour operator, as it approaches its 100th anniversary.

"As we near our centenary in 2027, this acquisition speaks to everything the APT Travel Group is about: looking to the future with a nod to the past; investing in Australian local tourism; and giving our guests access to experiences that are truly one-of-

a-kind," he said.

"The Murray River is woven into this country's history, and for us to now be custodians of vessels that keep that history alive is something we're very proud of.

"After nearly a hundred years of delivering exceptional experiences to travellers around the world, we can't wait to bring more of that same standard to our own backyard."

Murray River Paddlesteamers director Craig Burgess - who will continue to lead the cruise line - said the partnership marks an exciting new chapter.

"For more than two decades, Murray River Paddlesteamers has been dedicated to preserving and sharing the rich heritage of the Murray River.

"The APT Travel Group provides the resources, expertise and long-term vision to secure that legacy for future generations."

APT Travel Group first partnered with Murray River Paddlesteamers in early 2024 (**CW** 19 Feb 2024), initially chartering the then-under-construction *Australian Star* for its luxury flagship APT brand.

The company deepened its ties with the paddle steamer brand later that year, announcing a charter of multi-day cruises on board *Emmylou. MS*

## Glamore to Virtuoso

**VIRTUOSO** has appointed former Carnival Cruise Line vice president Kara Glamore as its GM, following the retirement of Greg Treasure.

Glamore will drive Virtuoso's 'co-creation approach' with the network's member agencies, preferred travel partners, and global leadership to accelerate growth.

Prior to her six-year stint with Carnival, Glamore was VRBO's head of consumer traveller marketing; which was her first role in the travel industry.

Senior vice president global markets Michael Londregan lauded Glamore's strong leadership qualities and commercial acumen.

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## Trafalgar incentive

**TRAFALGAR** has launched a new river cruise incentive for travel advisors, allowing them to win an air-inclusive trip on board *Trafalgar Harmonie*.

Top-selling advisors from now until the end of next month will win a trip on *Harmonie's* inaugural 'Best of the Seine with Paris & Normandy' sailing, departing 18 Apr 2027.

A minimum of five qualifying bookings must be made during the incentive period to meet the requirement for the prize.

Advisors can also earn \$150 per passenger on qualifying bookings in the form of an e-gift card.

Bookings must be made, deposited, and submitted with promo code 'TR26EARN' during the incentive window.

"River cruising continues to be an exciting growth opportunity for our agent partners, and this incentive is another way we are investing directly in their success," deputy CEO & chief sales officer Melissa DaSilva said.

"With uncapped earning potential and a chance to experience our inaugural Seine sailing firsthand, agents have even more reason to introduce clients to Trafalgar river cruises and build momentum across 2026 and 2027."

The tour operator expanded into river cruising for the first time earlier this year with the inaugural departure of *Trafalgar Verity* (**CW** 17 Apr), which has since been joined by *Trafalgar Reverie*.

## RCYC handed debt reprieve

**THE** Ritz-Carlton Yacht Collection (RCYC) has secured more than US\$300m of capital from lenders and shareholders, as it pushes back on media reports suggesting it is struggling with its finances and occupancy levels.

Ritz-Carlton told **Cruise Weekly** the capital injection reflects the continued support of its shareholders and lending partners, and reinforces confidence in the long-term strength of the business.

A report in the *Financial Times* earlier this week suggested Ritz-Carlton's lenders have agreed to delay payment dates and relax loan terms to support the cruise line as it continues to scale.

"The business has scaled

significantly since the launch of *Evrima* in late 2022, with three luxury yachts delivered in under four years and deployed across key regions around the world," Ritz-Carlton told **Cruise Weekly**.

"As with any fleet ramp, near-term occupancy reflects the redistribution of demand across a larger operating platform.

"The underlying demand signals remain strong, with Q1 2026 revenue growth more than 100%, encouraging early 2026 booking trends, resilient pricing, and growing repeat business."

Ritz-Carlton added the capital injection has no impact on day-to-day operations, guest experience, upcoming voyages, or strategic partnerships of the line. **MS**

## Cruisers getting complex

**TRAVELLERS** are increasingly booking more complex holidays centred around cruises, CruiseHQ has found, with packages incorporating hotels, rail journeys, transfers, and touring becoming more common, general manager Caroline Hitchen told **CW**.

These packages carry meaningfully higher average value than cruise-only bookings, making them valuable for agents, Hitchen said.

"Packaging is our dominant booking trend," she said.

"Multi-component bookings have become the standout shift in how Australians book."

Guests are also once again beginning to book further ahead, Hitchen said, particularly

as confidence in international travel steadies (**CW** yesterday).

"Attractive forward-booking offers and new-season itinerary releases have brought a wave of decisions forward," she said.

"Customers who had been researching and holding are now converting," she suggested.

Premium, luxury, and expedition cruising continue to outperform the broader market, she added, with Antarctica and Kimberley voyages among the strongest-performing segments.

"The hesitancy around long-haul and Europe-bound travel that followed the Middle East conflict is easing.

"International itineraries are once again a healthy share of confirmed business." **MS**

## Viking's new brox

**VIKING** has launched a new 2027-29 World Voyages brochure collection, offering travel advisors and guests a refreshed digital overview of its cruise portfolio.

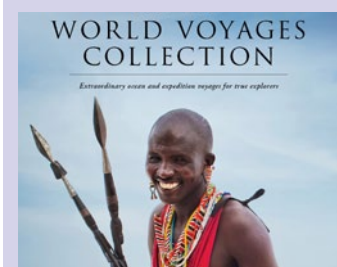
The new brochure, available exclusively online, showcases Viking's upcoming World Cruise and Longitudinal World Voyage deployments, including newly unveiled 2028-29 departures (**CW** 06 May).

Also included are enhanced tools to support trip planning and sales conversations.

New features of the redesigned brochure include a new map summarising all four World Cruise voyages and a consolidated overview of all Viking cruises, with sailing details and direct links through to itinerary pages.

The brochure's refreshed design features larger maps, simplified daily overviews, overnight stays in key ports, and highlights of popular shore excursions and extensions.

A new World Cruise Calendar has also been introduced as a practical planning tool for both advisors and guests, offering an at-a-glance view of ports, countries visited, overnight stays, and iconic destinations across each journey - view the brochure **HERE**.



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## Stay Updated

on the latest cruise news

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**IMAGINE** looking out to sea off your cruise ship's balcony and seeing...a dog.

A high-stakes rescue took place off the South Coast of New South Wales earlier this week when a dog was swept off rocks and into the sea.

The large pup was found on Snapper Island off Batemans Bay after the local marine rescue was alerted.

"[The dog] was swimming around for 20 minutes to half an hour before it made it to shore," Marine Rescue NSW Inspector Glenn Sullivan said.

Thankfully, the dog was secured by two volunteers on a jetski who were able to bring him back to shore and are now looking for his owner.



## Experts key to expedition

**EXPERT** guidance is now the number one driver of expedition travel decisions, new research from Australian cruise line Aurora Expeditions has found.

A survey of more than 700 expeditioners found that 95.3% of respondents rated the expertise of the expedition team as the most important factor, with itinerary coming second (94.2%), followed by small ship size (93.3%) and landings (92.9%).

Expert-led experiences has overtaken the default starting point of destination as the primary decision driver, which Aurora believes reflects a broader transformation in how travellers are approaching the sector.

"As the category grows, travellers are becoming more discerning...it's no longer just about where you go, but how you experience it," global head of product Justin Ewin said.

"The expertise of the expedition team plays a critical role in shaping that experience, from interpreting wildlife encounters to providing deeper context around the environments we visit," he added.



Aurora's findings come as the expedition cruise sector enters a period of rapid expansion, with global capacity for expedition ships forecast to grow by 150% between 2019 and 2029, according to CLIA.

Demand is already accelerating in Australia, with the market taking 22% more expedition voyages year-on-year, from 9,000 in 2024 to 11,000 last year.

Wildlife and nature encounters remain the leading inspiration for expedition travel, cited by nearly three-quarters (74%) of respondents, while adventure and active exploration ranked second (70%), followed by bucket list motivation (33%) and learning & enrichment (29%). *MS*

## Explore Australia

**CRUISE** Traveller has launched a new fly, cruise and stay package that offers more than \$14,000 in savings per couple and a free flight credit for \$4,000 per couple.

The 'Australian Explorer' journey begins on 24 Mar with a flight to Perth and two included nights in a luxury hotel, before guests board Seabourn Cruise Line's *Seabourn Quest* for a 20-night sailing to Brisbane via the NT.

Itinerary destinations include Exmouth near Ningaloo Reef, the Kimberley coast, Darwin, and Alotau in Papua New Guinea, before the ship heads back to mainland Australia with visits to Cairns, Townsville and Airlie Beach.

While on board, guests can enjoy European-style cafes, fine dining restaurants, pools and jacuzzis, a wellness centre, and theatre shows.

The voyage will conclude in Brisbane, with guests to fly home using the free \$2,000 per person flight credit from Cruise Traveller.

Find out more **HERE**.



## INTRODUCING NCL'S 2026-2028 ASIA-PACIFIC CRUISING GUIDE

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